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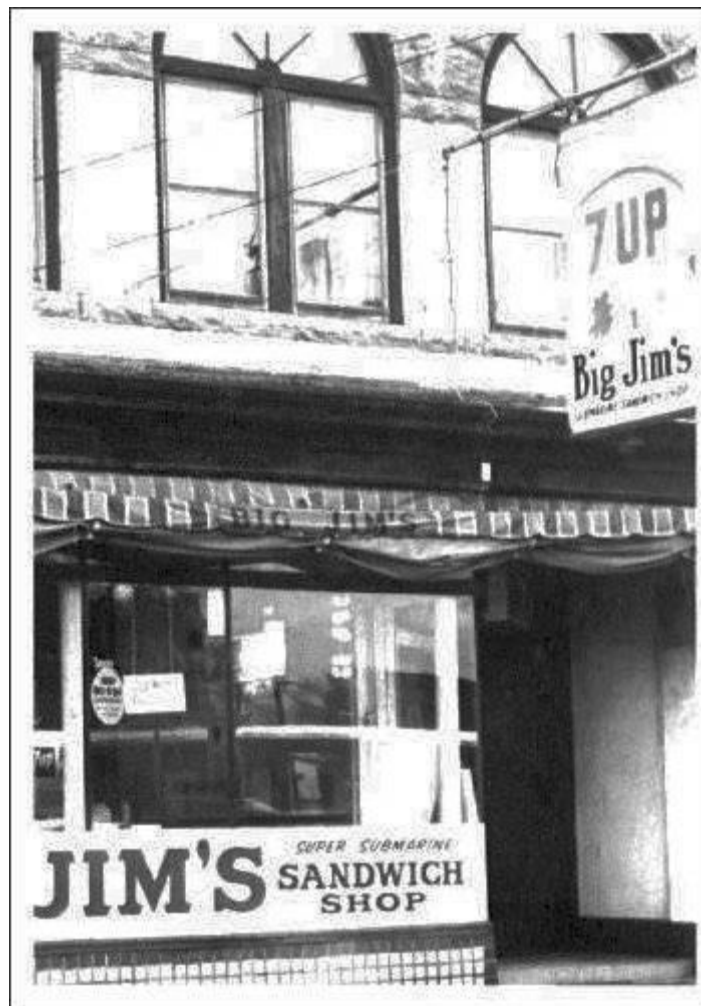
Corner of Albany and Main Street



Upper Main Street



Main Street looking south from Route 5 intersection



Big Jim's on Albany Street



Liberty Movie Theatre on North Main Street



*The Liberty Theater on North Main Street in Herkimer was one of the last of the movie houses. The parade is celebrating Herkimer village's sesquicentennial in 1959.*

The movie theater was later torn down to make room for the Marine Midland parking lot.

From the book, "Herkimer County at 200", published by Herkimer County Historical Society, Copyright 1992

Advertisements from the Herkimer High School Yearbook of 1930's



### Add Value to Your Property

and at the same time save the money you have been paying for a stall in a garage.

You can add several hundred dollars to the selling value of your property if you will

### Build a Garage

The life of your automobile will be lengthened, your upkeep bills will be less, your car can be kept in better condition, and will be readily accessible to you and your family.

We have plans for garages of all sizes—both simple and elaborate in design. And, of course, we can supply all the material you will need to build it economically.

**C. R. SNELL & SONS CO.**



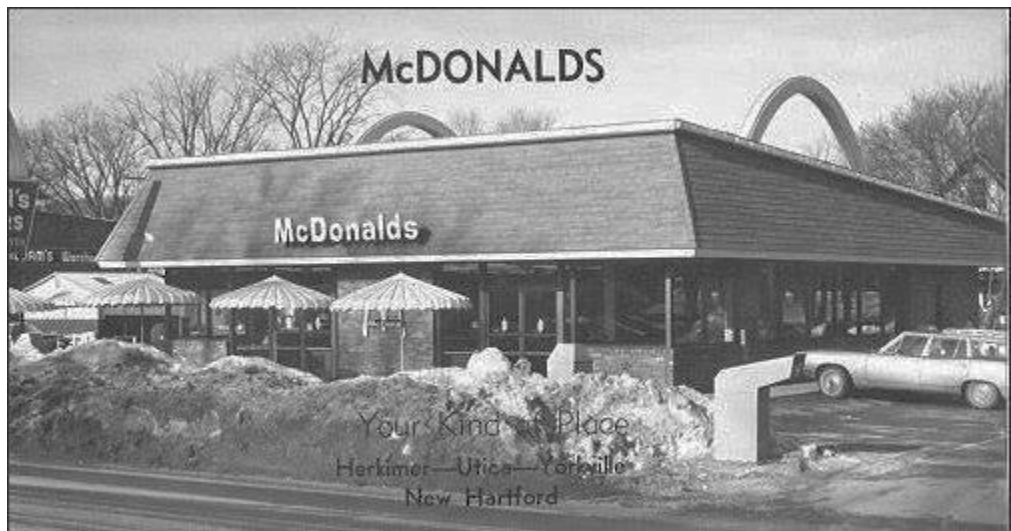
### I HAVEN'T LOST MY HEAD

EVEN IF I HAVE STRETCHED MY RUBBER NECK. IT IS NOT SO BAD TO BE A "LEATHER HEAD" AFTER ALL IF YOU HAVE ENOUGH LEATHER BAGS, SUIT CASES, BILL BOOKS, MUSIC ROLLS, POCKET BOOKS, ETC., TO PROVE YOU ARE THE REAL LEATHER-HEAD. THEN I DON'T MIND BEING A "RUBBER NECK" AS LONG AS I CAN SELL SO MANY PEOPLE THEIR AUTO TIRES AND TUBES. COME IN AND GET YOURS.

**JOHN G. FENNER**

228 MAIN STREET


HERKIMER



**McDonalds at the corner of Route 5 and Bellinger**

Advertisements from the Herkimer High School Yearbook of 1930's (cont.)

Vacation Pleasures are not Complete Without the Music from  
a VICTOR VICTROLA



Dance to the music of a Victrola. There is no limit to the variety of music it is capable of dispensing. Use it at the camp this summer to help entertain your friends. Come in and select a list of Records that will help you enjoy your vacation to the utmost.

We are the original Victor Victrola Dealers in Herkimer.

**J. C. KEEFE**  
Main Street      Herkimer, N. Y.      Established 1892



*only*  
**\$24.<sup>75</sup>**

For this 15 Jewel  
**BULOVA**  
"CRAFTSMAN"

This sturdy, dependable Bulova solves your Gift problem!

All you need is \$1.00 to open  
an account.

50c a Week

**SONNE BROTHERS**  
North Main St.  
Herkimer, New York

Advertisements from the Herkimer High School Yearbook of 1930's (cont.)

<p><b>HERKIMER CHIEF MARKET</b></p> <p>Phone 271</p> <p>236 North Main Street</p> <p>"WE DELIVER"</p>	<p><b>THE RECORD CENTER</b></p> <p>RECORDS — RADIOS — PHONOGRAPHS</p> <p>Record Cabinets — Radio Phonograph Combinations</p> <p>Nylon Needles — Lifetime Needles — Accessories</p> <p>Records in: Polish, Italian, French, Ukrainian</p> <p>PUBLIC ADDRESS SYSTEMS—EXPERT RADIO SERVICE</p> <p><b>THE CENTER RECORDING STUDIO</b></p> <p>Recording Made of Voice, Piano or Any Instrument</p> <p>Recording Blanks—Cutting Needles</p> <p>"If You Can Hear It We Can Record It"</p> <p>BALDWIN SPRINET PIANOS</p> <p>124 Park Avenue      Herkimer, New York</p> <p>Across from Post Office</p> <p>Phone 419</p>
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Compliments and Best Wishes to the Class of 1947

**STANDARD FURNITURE COMPANY**

Herkimer, N. Y.

**LIBERTY THEATRE**

*"The Cream of Silent Drama"*

WEDNESDAY and THURSDAY, JUNE 22-23

**MARY MILES MINTER IN**

**"DON'T CALL ME LITTLE GIRL"**

YOU MAY CALL ME EARLY IF  
YOU WANT TO

Call me Mary if you wish—  
Or call me Mary Miles if you insist—  
I won't even mind if you call me Girlie—  
Calling me Sweetie won't make me mad—  
You may call me tiny if you please—  
But—**'DON'T CALL ME LITTLE GIRL'**

*Members of the Graduating Class are invited  
to be our guests on either day.*

GOOD MUSIC, PIPE ORGAN and ORCHESTRA

AFTERNOON AND EVENING

Cool — Clean — Comfortable

**"LET'S GO"**

Advertisements from the Herkimer High School Yearbook of 1960's


### LITTLE JOE'S DAIRY

J. B. Malowski, Prop.

DAIRY PRODUCTS

Velvet Soft Ice Cream

Phone 866-2570



Hardware	Housewares
Tools—Paint	Sporting Goods
Heating—Plumbing	Electrical Supplies

APPLIANCES

## PELTON BROTHERS, INCORPORATED

107 N. Main Street, Herkimer


BEST WISHES TO  
CLASS 1965

W  
I  
L  
L  
I  
A  
M  
S

OF  
HERKIMER

5 Complete  
Floors of  
Furniture

113 Park Ave.  
TO 6-2260





Advertisements from the Herkimer High School Yearbook of 1960's (cont.)

		
<p><b>HERKIMER BARGAIN CENTER</b></p> <p>Discount Prices on Family Clothing</p> <p>115 N. Main Street Herkimer, N. Y.</p>	<p><b>M. M. B. C.</b></p> <p>Mohawk Mill Bargain Center</p>	<p>COMPLIMENTS OF</p> <p><b>DAFFY DISCOUNT</b></p> <p>N. Main and Park Herkimer</p> <p>Always the newest at the best prices</p> <p>Cosmetics—housewares— toys Records—Cards—Candy</p>
<p><b>PROSPECT HOTEL</b></p>	<p><b>BURRILL SAW &amp; TOOL WORKS</b></p>	


Advertisements from the Herkimer High School Yearbook of 1970's

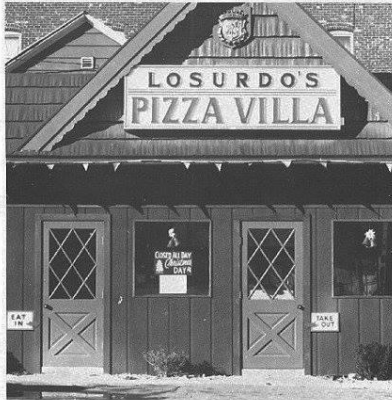

*Congratulations*

**V** VICTORY MARKETS

Class of  
**'70**

Best Wishes from . . .  
**V** Victory Markets

We give the best Stamps. You get the best gifts with 



Eat in —  
Eat at  
home —  
But eat  
the best  
Italian Food  
in Town!

**\$1.00 Off ANY PIZZA**  
WITH THIS COUPON

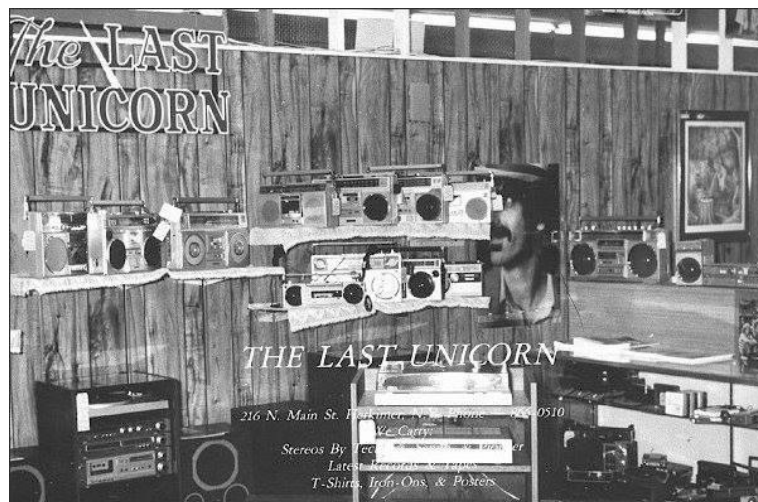
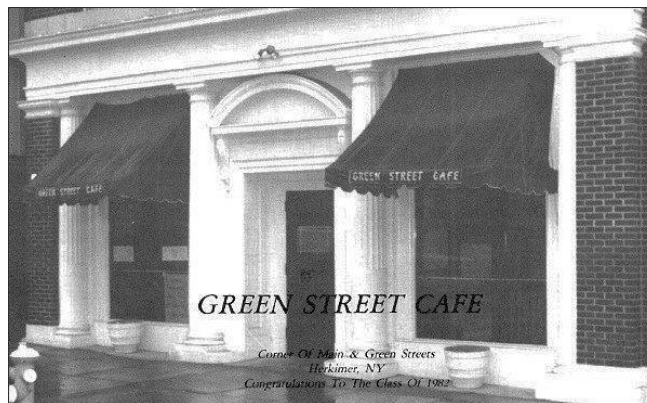
OFFER EXPIRES  
4/15/83

  
**Losurdo's**  
Ristorante Italiano  
866-6050

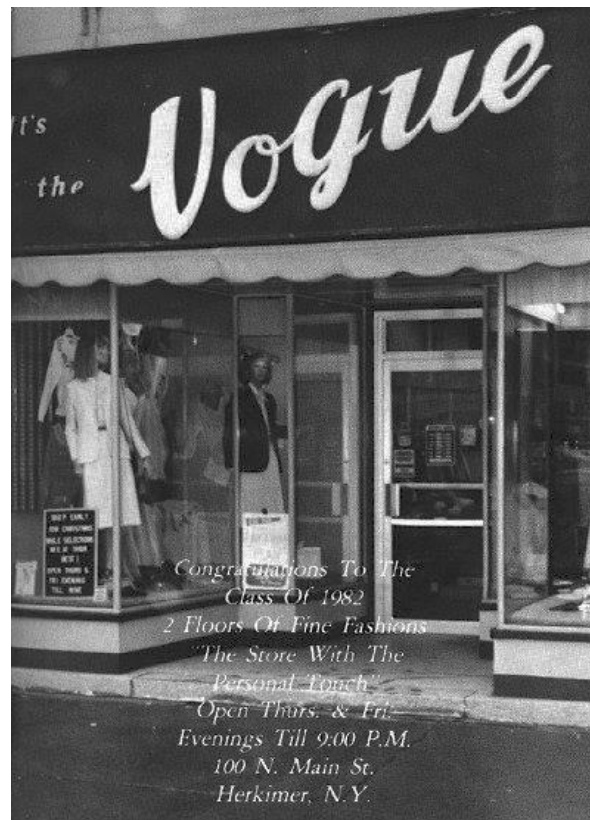
DAILY SPECIALS

103 Prospect St.  
Herkimer

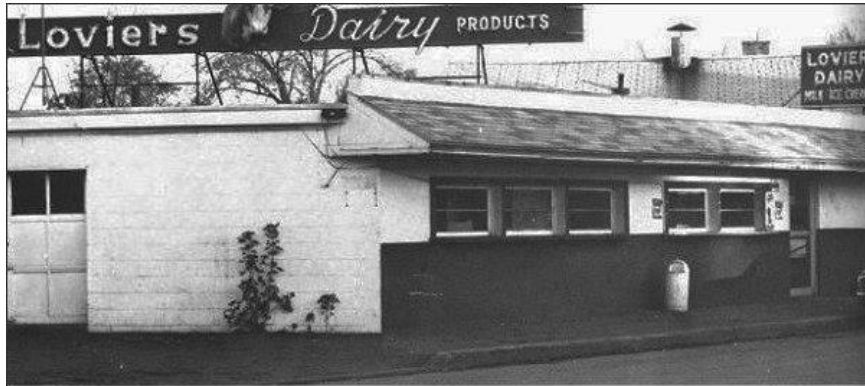
Advertisements from the Herkimer High School Yearbook of 1980's



Advertisements from the Herkimer High School Yearbook of 1980's



## General Pictures/Advertisements of Ole



**Loviers Dairy PRODUCTS**

Complete Line of  
DAIRY PRODUCTS  
at our Dairy Bar

221 S. Caroline Street  
Herkimer, N. Y.  
Telephone — 866-3480  
866-2553



Serving the finest  
Steaks in the  
Valley



**GRANTS OF HERKIMER**

Main Street



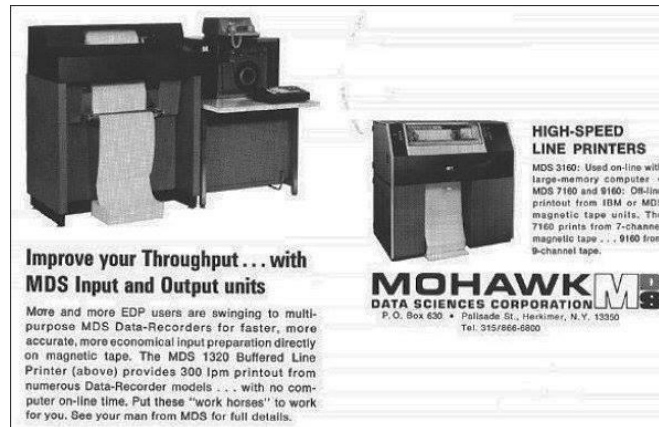
**RADIO WALY**



**Jerry's Music Shop**

Herkimer, New York

## General Pictures/Advertisements of Ole (cont.)



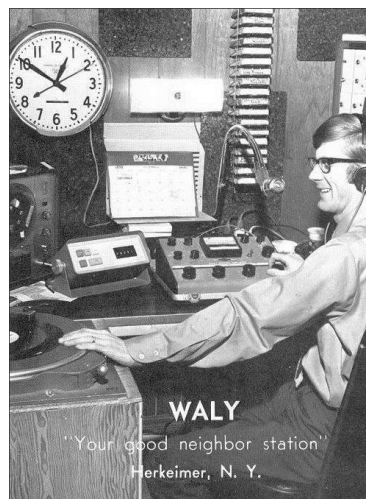
**Improve your Throughput... with MDS Input and Output units**

More and more EDP users are swinging to multi-purpose MDS Data-Recorders for faster, more accurate, more economical input preparation directly on magnetic tape. The MDS 1320 Buffered Line Printer (above) provides 300 lpm printout from numerous Data-Recorder models... with no computer on-line time. Put these "work horses" to work for you. See your man from MDS for full details.

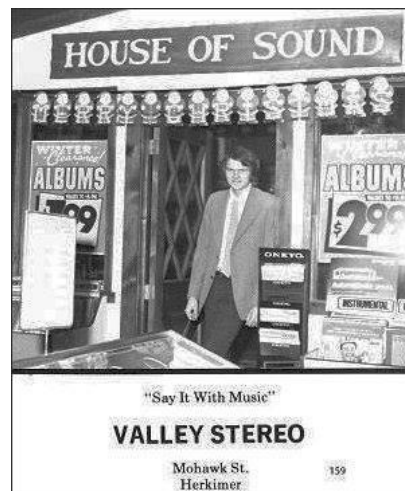
**HIGH-SPEED LINE PRINTERS**

MDS 3160: Used on-line with large-memory computer • MDS 7160 and 9160: Off-line printout from IBM or MDS magnetic tape units. The 7160 prints from 7-channel magnetic tape... 9160 from 9-channel tape.

**MOHAWK DATA SCIENCES CORPORATION**  
P.O. Box 630 • Palisade St., Herkimer, N.Y. 13350  
Tel. 315/866-6800



**WALLY**  
"Your good neighbor station"  
Herkimer, N. Y.



**HOUSE OF SOUND**

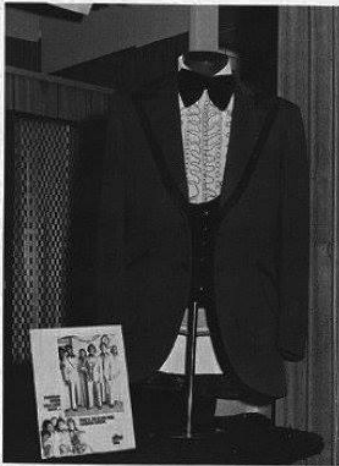
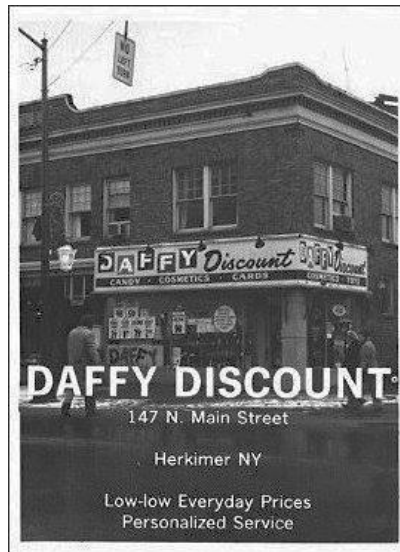
**ALBUMS \$2.99**

**VALLEY STEREO**  
Mohawk St.  
Herkimer

"Say It With Music"

159

General Pictures/Advertisements of Ole (cont.)




**THE TUXEDO SHOP**

Joseph Aiello  
Good Luck  
Seniors '77

Rentals  
And  
Sales

104 N. Caroline St.  
Herkimer

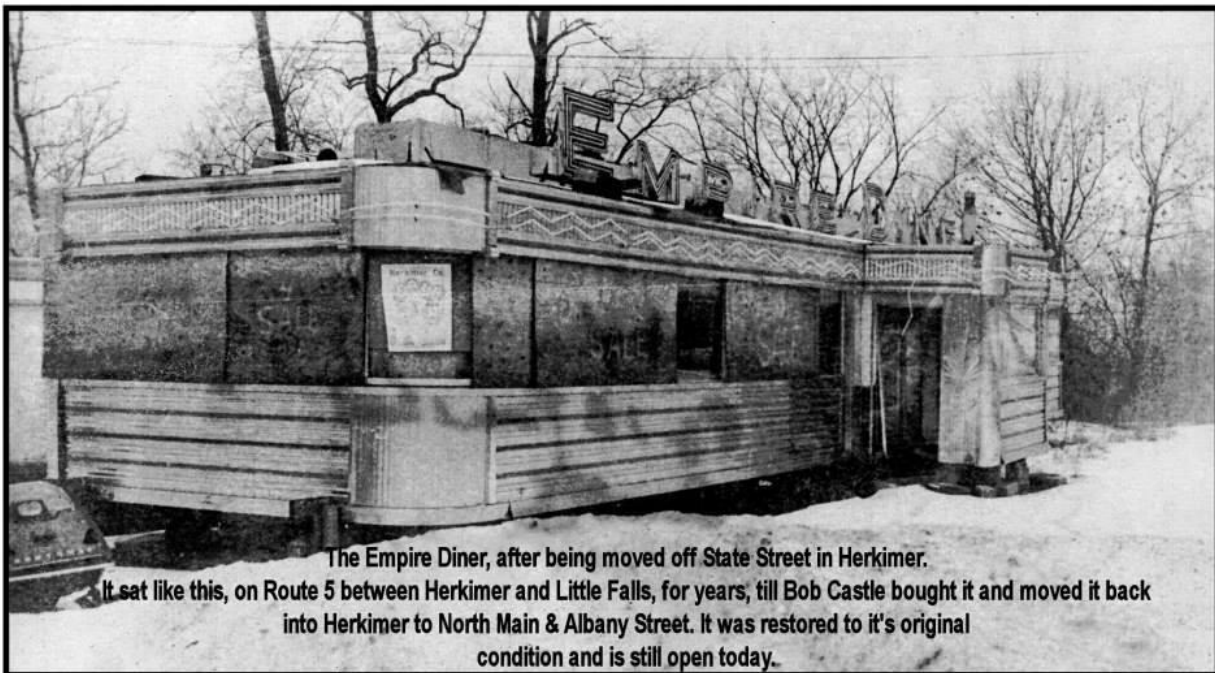
866-3133  
Or  
866-4140



Good Luck To The Class Of '80

**SPORTS CORNER**  
Corner Of Main & Mohawk Streets  
Herkimer, New York 13350

General Pictures/Advertisements of Ole (cont.)



The Empire Diner, after being moved off State Street in Herkimer.  
It sat like this, on Route 5 between Herkimer and Little Falls, for years, till Bob Castle bought it and moved it back into Herkimer to North Main & Albany Street. It was restored to it's original condition and is still open today.

General Pictures/Advertisements of Ole (cont.)



**Howard Johnson's**  
**ALL YOU CAN EAT**  
**Chicken-In-A-Basket**  
WITH FRENCH FRIES, CREAMY COLE SLAW  
FRESH ROLLS & BUTTER

**CATCH THIS SPECIAL**

**FOR ONLY**  
**\$2.95**  
**THURS. ONLY**

**HOWARD JOHNSON'S**

Most Major Credit Cards Accepted  
100 Marginal Road  
Herkimer 866-3520

General Pictures/Advertisements of Ole (cont.)



**HERKIMER CHIEF  
SUPERFOOD**  
Phone Orders Accepted

Hours—8:00 AM-6:00 PM  
Mon—Tues—Wed—Sat  
8:00 AM-9:00 PM—Thurs—Fri  
236 N. Main St 866-2070

General Pictures/Advertisements of Ole (cont.)

**THE EVENING TELEGRAM . . .**

**“IT WORKS FOR US”**

says Sam Servello of the  
**Herkimer Chief Supermarket**



Here Sam Servello, Benny Palmieri and Domenick Stalteri of the Herkimer Chief Supermarket are looking at the Herkimer Evening Telegram with their ad on the back page. The Herkimer Chief takes pride in their personal service at the meat counter, grocery and produce departments.

**LET US SUPPLY MEATS FOR YOUR FREEZER**

**Advertising in The Evening Telegram since 1929**

*“We advertise in The Evening Telegram because we get results.”*

**HERKIMER CHIEF**  
236 N. Main St.  
866-2070



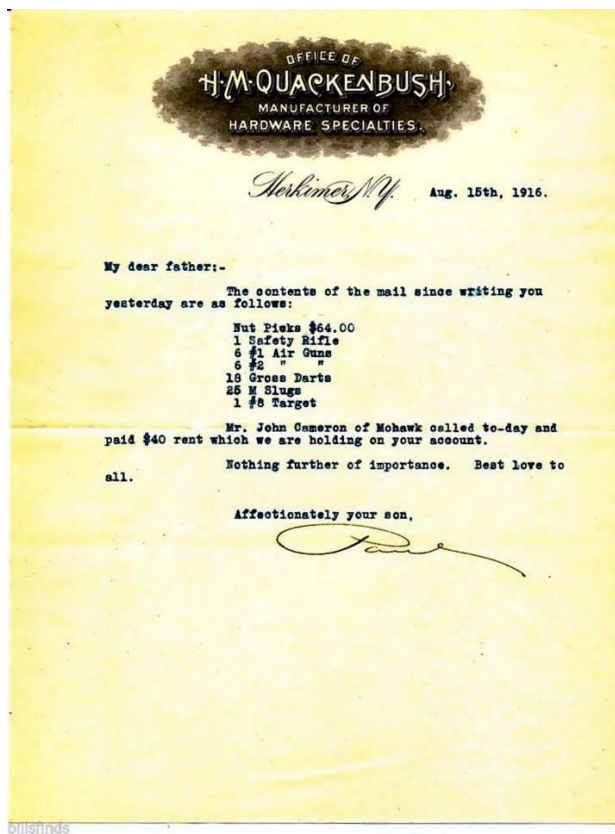
**The Evening Telegram**  
111 Green St.  
Herkimer, N.Y. 866-2222



### General Pictures/Advertisements of Ole (cont.)

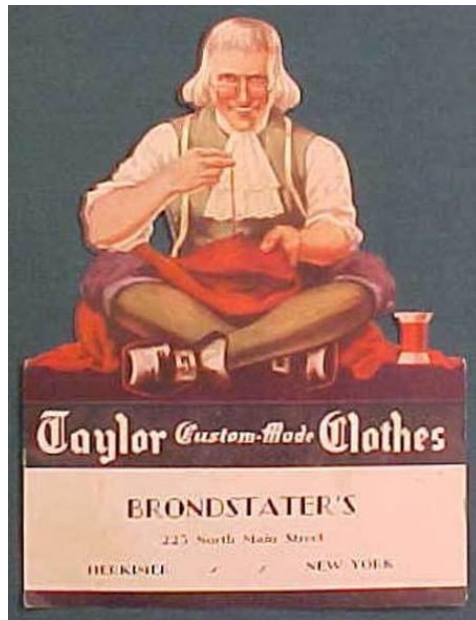


Valley Drive-In. 1960 on the left, 2011 on the right.



Paul Quackenbush, son of H.M. would regularly write his father letting him know about that day's sales and other news


General Pictures/Advertisements of Ole (cont.)



Leo's gas station that was on the corner of German street and Lake street in Herkimer for about 70 years. This picture was before Route 28 north ran its current course. In later pictures it runs directly behind the garage. I am guessing, but looks like the 1950's. **Photo provided by Chad Rivers**

## General Pictures/Advertisements of Ole (cont.)

**Herkimer  
Buick Sales**

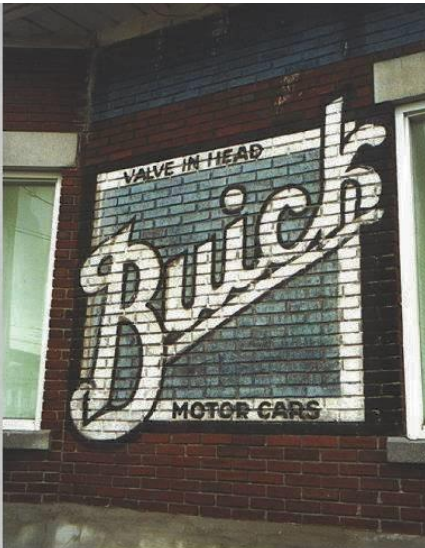


*"When Better Cars Are  
Built Buick  
Will Build  
Them"*


ALL MODELS ON DISPLAY IN OUR  
SHOW ROOM

**Herkimer  
Buick Sales**

Mohawk Street      Herkimer, N. Y.



On the left is an ad from one of the seasonal yearbook issues from 1925. The color photo on the right was taken in 1999. It's on the side of the old Perkins Buick dealership, which now houses a car wash.



Weekly  
Pay 'L

**Bob Castle Says . . .**

**You Don't Have  
to Wait Here!!**

**"ON THE SPOT" TERMS  
ARRANGED AT  
LOW BANK-RATES!**

**\$5**


DOWN  
Delivers

Weekly  
Pay 'L

<p>'62 Buick Wgn. \$15.87 Toronado '61, automatic, power steering, brakes, radio, etc.</p> <p>'62 Ford Conv. \$15.89 "XL", bucket seats, 300 H.P. engine, fully powered 4 &amp; 4 equipped.</p> <p>'62 Ford Galaxie \$13.89 "F" Automatic, Power Steering, brakes. New car warranty.</p> <p>'62 Chev. Hdt. \$15.91 2 and 4-door Impalas (2 available), V-8, Powersteering, radio, power equipped, extras, fully guaranteed.</p> <p>'62 Ford 4-dr. \$11.94 Fairlane, standard seat, radio, "F", white sidewall tires.</p> <p>'61 Chev. Monza \$11.91 Automatic drive, radio, bucket seats, the hot one in Chevy's line.</p> <p>'61 Lancer \$9.83 4-door, deluxe model, standard shift, radio, minor condition throughout.</p> <p>'61 Dodge Dart \$10.73 4-door economy "F", automatic, fully equipped.</p>	<p>'61 Peugeot \$11.94 4-dr. 4 speed trans, 4 cyl. radio. Cannot be sold from store.</p> <p>'61 Ford Falcon \$11.33 2-door, automatic, 2 &amp; 4 dr. deluxe model.</p> <p>'61 Chev. Hdt. \$12.67 Impala, 4-door, fully equipped and powered.</p> <p>'61 Alfa Romeo \$12.93 Spyder, radio 4 speed transmission, A real leader in the Sports field.</p> <p>'60 Rambler Wg. \$8.89 American "F", automatic, fully equipped.</p> <p>'60 Olds "88" \$10.72 2-door hardtop, fully powered, fully equipped.</p> <p>'60 Ford 4-dr. \$9.14 Fairlane "F", radio and other accessories.</p> <p>'60 Chevrolet \$10.13 Impala, 4-door hardtop, fully powered and equipped.</p> <p>'60 Falcon, 4-dr. \$9.19 Deluxe model, economy standard shift.</p> <p>'60 Ford Wgn. \$9.87 Country Sedan, 4, automatic radio and other extras.</p>	<p>'59 Chev. Conv. \$9.57 Impala, has full power and equipment.</p> <p>'59 Mercury \$9.87 4-door, Monterey, automatic, power steering, fully equipped.</p> <p>'59 TR3 Rdstr. \$ 9.83 4 speed trans, radio. All set for the "open road."</p> <p>'58 Tbird Hdt. \$10.91 Fully powered and fully equipped, the most admired car in the world.</p> <p>'58 Pontiac \$8.43 Wagon, power steering, Hydramatic, radio, the 4-door Catalina model.</p> <p>'58 Ford Conv. \$7.67 "F", automatic, power steering, radio, new rubber, excellent.</p> <p>'58 Dodge Hdt. \$8.19 3-door, Custom Royal, power steering, brakes, automatic, 8, others extras.</p> <p>'57 Plym. Wgn. \$6.93 "F", automatic, radio, see it - Drive it.</p> <p>'57 Buick Hdt. \$6.41 Radio, power steering, etc. a lot of car here!!</p>
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Many, Many More . . . in Fact Over 100 A-1 Cars to Choose From, as low as \$2 Weekly

**the home of CASTLE FORD**



Open 82 5-9131 **OPEN EVERY NIGHT 'Til 9:30, SAT. 'Til 6** Herkimer TD 8-3331  
The Valley's Largest Authorized Ford Dealer, Mohawk St., Herkimer at the Thruway Exit

Weekly' car payments. '61 Alfa Romeo Spyder for about \$13/wk., '58 T-bird Hardtop for almost \$11/wk., and a '57 Buick Hardtop for under \$7/wk.

General Pictures/Advertisements of Ole (cont.)

CASTLE FORD'S



# PRICES MELT!

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## SALE '66 LINCOLN Cont.

Executive Cars  
Coupes — 4-Doors — Convertibles

## SAVE \$2000.00

---

	Original	Sale Price
'66 Rambler Hdtp. <small>2-dr., 4 speed V-8</small>	\$2795	<b>\$2195</b>
'66 Tempest 4-door	2295	<b>1995</b>
'66 Ford Wagon, 8 std.	2695	<b>2395</b>
'66 Econoline Sta. Bus <small>9-passenger, auto.</small>	2595	<b>2295</b>
'65 Fairlane 500 Hdtp. Cpe.	1995	<b>1695</b>
'65 Vauxhall 4-Door Sedan	1595	<b>1295</b>
'64 T-Bird Landau	2595	<b>2195</b>
'64 Ford XL Hardtop	1895	<b>1595</b>
'64 Mercury Parklane 2-Door <small>Hardtop. Breezeway</small>	1995	<b>1695</b>
'64 Volkswagen 2-dr.	1375	<b>1195</b>
'64 Corvair Monza "Puff"	1395	<b>1095</b>
'63 Falcon Sta. Wgn., Auto.	1295	<b>1095</b>
'62 Ford Station Wagon	1195	<b>895</b>
'61 Chevrolet. As traded		<b>395</b>

**SAVE UP TO \$1500**  
**'66 MERCURY EXECUTIVE CARS**  
 Park Lane Convertible  
**MONTCLAIR 4-Door Hardtops**  
All Fully Equipped — Some with Air Conditioning.  
**\$5 Down Delivers Any Car at Castle Ford**

The Mohawk Valley's Only Full Family of Fine Ford Cars

**FORD — MERCURY — LINCOLN**

# CASTLE

## — FORD —

Utica RE 5-9131 — Herkimer TO 6-3530

Mohawk St., HERKIMER At Thruway Exit 10

OPEN NIGHTS UNTIL 8:30 • SATURDAY 'TIL 6  
The Valley's Largest AUTHORIZED FORD DEALER