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# CLUB DIAL

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— May-June 2024 —



The Woman's Club of White Plains  
invites you to

# JUNE JAZZ

*for the  
Gardens*

FEATURING:

*The Carlos Jimenez Quartet*

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Lite Bites Served  
Cash Bar  
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**JUNE 6, 2024**

**6:30 to 9:00pm**

All proceeds go to support the upkeep  
of our historic mansion  
and beautiful gardens

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**ADVANCE SALES ONLY TICKETS \$75  
PURCHASE ONLINE  
[www.womansclubofwhiteplains.org](http://www.womansclubofwhiteplains.org)**

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305 Ridgeway White Plains, NY 10605

Volume 102 May–June 2024 Number 8

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**The Club Dial staff appreciates contributions from Club Members and their families. Submissions may be edited for clarity and space at the Managing Editor’s discretion.**

# ANNUAL SPRING DINNER

Wednesday, MAY 15, 2024 6:30 pm



MEMBERS \$50, GUESTS \$60

APPETIZERS, DINNER, DESSERTS, COFFEE, TEA,

WINE AND SOFT DRINKS

PLEASE JOIN US FOR GOOD FOOD,

GOOD DRINK AND GOOD FRIENDS

SEE YOU THERE!

LOOK FOR YOUR EVITE COMING SOON!

## CLUB DAY

Wednesday May 1, 2024  
at 12 pm

## CINCO DE MAYO



While technically not until May 5, we will be celebrating Cinco de Mayo for our May Club Day luncheon. Our favorite Mexican dishes will be served along with sangria and we will be entertained by the Carlos Jimenez Mambo Vibes. For Club Day, Carlos will be performing with his guitarist.

Carlos is an extraordinary flute player, vocalist, composer and bandleader of Jazz, Latin Jazz and Salsa.

Born in New York, his family moved to Puerto Rico when he was six years old. From a young age, Carlos had an aptitude for percussion and played timbales, bongos and congas. His first lyrical instrument was trumpet which he studied in high school but soon changed to the flute, having been inspired by the music of Mongo Santamaria.

Carlos returned to New York to pursue his dream of becoming a jazz flutist and studied classical flute at the Music Conservatory of Westchester. He then expanded his repertoire to include jazz, studying privately with master musicians. A few years later, he studied Jazz harmony and voicing with master pianist, Michael Longo.

To date, Carlos has recorded nine albums of his own compositions and arrangements. [www.carlosjimenezjazzflutist.com](http://www.carlosjimenezjazzflutist.com)

*Coming in June – Artificial Intelligence*



# PRESIDENT'S MESSAGE

May–June 2024

**Dear Friends,**

With summer just around the corner, the regular activities at the Club will begin to slow down. While events cycle down, there is a wonderful fundraising event – June Jazz – still ahead. If you are able, please plan to attend and bring a friend. If you aren't able to attend, consider a donation. The fundraiser benefits the gardens at the Club. Providing adequate maintenance and care of our 3+ acre property takes effort, time, dedication, and funds. Our extraordinary House and Grounds Committee does an excellent job stretching funding to take care of the most critical projects – thank you **Mary D'Amico, Susan Doherty, Elizabeth Kurth** and **Cathy Schaubert**.

There have been a few visible changes in the Clubhouse recently. If you have driven down Ridgeway, you've certainly noticed the Club's new sign. Thanks to **Susan Doherty** and **Mary Ann Martin** for their work getting the sign designed, the design and location approved by the City of White Plains, and signage with lighting installed. It was a complex, multi-year and paperwork-filled undertaking. Thanks also go to Marie Silverman Marich for funding the purchase of the sign.

You will have certainly noticed that the eight bushes in the back between the Tearoom and the patio and the Sunroom and the patio were taken down. (Frankly, I didn't know if the plants were overgrown bushes or exceedingly straggly trees.) This change provides plenty of opportunity for the newly reconstituted garden committee to get their hands dirty. It also dramatically improves the daylight in these rooms.

Another change is the recent addition of a mahogany bar. The bar was custom made for a TV show shoot that was held at the Club in March. The bar was designed to mimic the paneling in the library. If you have seen the bar, you'll know that it is an exact match. Hats off to **Kristen Larken**, the Events Rental Manager, for negotiating the donation of the bar to the Club.

As in the case of last summer, we'll use this summertime to undertake major maintenance at the Club. On the schedule for this summer is the painting of the back of the ballroom and house, including the Sunroom and Tearoom.

I've enjoyed the opportunity to scroll through the old editions of Club Dial and report on what I've observed. Recently I found out that the White Plains Library has copies of the Club Dial in its collection. The editions are available for folks to peruse in the local history section of the library. Also, recently we received a request from a Princeton University professor for permission to reprint a part of an article from a 1930's era Club Dial in a book she is preparing. The article in question focuses on Rosa Kitrell – a local African American activist for mental health and early childhood education.

The last few editions of this year's Club Dial included reprints of articles from previous editions of Club Dial. It's fun to look at these old editions, read some of the articles and think about how the Club has evolved over time. I found this article from the October 1938 edition particularly touching. It provides a brief history of Club Dial. The writer, who was a managing editor, talks about the origins and purpose of Club Dial. She also shows a different side of the impact of the Depression. The Club Dial, in many ways, provides a glossy image of the early 1930s. This article struck me as very personal. Please take a few minutes to read it.

See you at the Club!

*Your President,  
Mary Helmsworth-Hamby*

# Club Notes

## HOSPITALITY

Cost of the Club Day Luncheon is \$25 for members and \$30 for guests. Be sure to make reservations for Club Day by the FRIDAY prior to Club Day. RSVP to **Janet Younkin** at [younkin@yahoo.com](mailto:younkin@yahoo.com) or (914) 328-9636. If you must cancel your reservation, please notify Janet, not the club. You can also go to the website [womansclubofwhiteplains.org](http://womansclubofwhiteplains.org) events area where you can reserve and make payment. A small handling fee is charged for the convenience of paying online.

## AFTERNOON BOOK CLUB

Tuesday, May 14, 2024

2 p.m. – the Clubhouse Living Room

**MAY SELECTION:** *Absolution* by Alice McDermott. "You have no idea what it was like. For us. The women, I mean. The wives."

American women – American wives – have been mostly minor characters in the literature of the Vietnam War, but in *Absolution*, they take center stage. Tricia is a shy newlywed, married to a rising attorney on loan to navy intelligence. Charlene is a practiced corporate spouse and mother of three, a beauty and a bully. In Saigon in 1963, the two women form a wary alliance as they balance the era's mandate to be "helpmeets" to their ambitious husbands with their own inchoate impulse to "do good" for the people of Vietnam.

Sixty years later, Charlene's daughter, spurred by an encounter with an aging Vietnam vet, reaches out to Tricia. Together, they look back at their time in Saigon, taking wry account of that pivotal year and of Charlene's altruistic machinations, and discovering how their own lives as women on the periphery – of politics, of history, of war, of their husbands' convictions – have been shaped and burdened by the same sort of unintended consequences that followed America's tragic interference in Southeast Asia.

A virtuosic new novel from Alice McDermott, one of our most observant, most affecting writers, about folly and grace, obligation, sacrifice, and, finally, the quest for absolution in a broken world."

Tuesday, June 9, 2024

2 p.m. – the Clubhouse Living Room

**JUNE SELECTION:** *The Paris Library* by Janet S. Clarke. "Based on the true World War II story of the heroic librarians at the American Library in Paris, this is an unforgettable story of romance, friendship, family, and the power of literature to bring us together, perfect for fans of *The Lilac Girls* and *The Paris Wife*."

Paris, 1939: Young and ambitious Odile Souchet has it all: her handsome police officer beau and a dream job at the American Library in Paris. When the Nazis march into Paris, Odile stands to lose everything she holds dear, including her beloved library. Together with her fellow librarians, Odile joins the Resistance with the best weapons she has: books. But when the war finally ends, instead of freedom, Odile tastes the bitter sting of unspeakable betrayal.



# Club Notes

Montana, 1983: Lily is a lonely teenager looking for adventure in small-town Montana. Her interest is piqued by her solitary, elderly neighbor. As Lily uncovers more about her neighbor's mysterious past, she finds that they share a love of language, the same longings, and the same intense jealousy, never suspecting that a dark secret from the past connects them.

A powerful novel that explores the consequences of our choices and the relationships that make us who we are – family, friends, and favorite authors – The Paris Library shows that extraordinary heroism can sometimes be found in the quietest of places.”

## **EVENING BOOK CLUB**

**Tuesday, May 7**

**7:00 p.m. – the Clubhouse Living Room**

**MAY SELECTION:** to be decided.

For questions, please contact Mary Laczay  
[MLACZAY@GMAIL.COM](mailto:MLACZAY@GMAIL.COM)

## **BRIDGE & GAMES**

**Wednesdays, May 15 and June 12**

**Noon in the Club's Tea Room**

If you are interested in playing bridge, please call **Barbara Dannenberg** at 914-948-1747 or **Joan O'Shea** at 914-946-6141 for more information.

## **WICS – WOMEN IN COMMUNITY SERVICE**

**Wednesday, May 8**

**10 a.m. in the Sun Room**

Join us for the next meeting where we will be working on another Meals on Wheels project. It's fun and easy. No meeting planned for June.

## **CONTRIBUTE TO CLUB DIAL**

We would love (and need) to have an article, a work of fiction or simply a submission for Member's Notes from you. Simply e-mail it to **Elizabeth Kurth** and she will see that the appropriate editor receives it. All submissions are due the first of the MONTH BEFORE the article will appear. Thank you in advance.

## **MEMBERSHIP COMMITTEE**

A message to new and newish members:

The Membership Committee launched "We'll Save a Seat for You" at the fall dinner, with great success. New members sat together with Membership Committee members to get to know each other and hear more about the Club. If you'd like us to save a seat for you at Club Events email us at [wcpmembership@gmail.com](mailto:wcpmembership@gmail.com). We look forward to seeing you.

## **RIDE SHARE**

Anyone who needs a ride to a Club Event, day or evening, please contact [womansclubofwhiteplains@gmail.com](mailto:womansclubofwhiteplains@gmail.com)

# FOUNDATION REPORT

## A MESSAGE FROM MARYANN MARTIN

Giving is at the heart of the Foundation's mission and we are very pleased to announce that this year we were able to give \$25,000 to support scholarships for White Plains HS students. The recipients all displayed tremendous poise and possess the qualities of academic excellence and community service. The Belle Knight recipient, Laura Hibbert, was especially impressive. This scholarship is given in memory of a very amazing woman, our first President Belle Knight.

Our Foundation would not be able to continue its work in the community without the support of proceeds from THE SIDE DOOR THRIFT STORE and the many members who have contributed.

Heartfelt thanks to **Diedre Kimble**, The Mastronardi Foundation and **Janet Younkin** for your recent donations.

Another way to donate to the Foundation is by purchasing a KINDNESS CARD. These beautiful CARDS make a great gift and offer a beautiful sentiment to the recipient explaining that the proceeds go to fund our ACTS OF KINDNESS PROJECTS.

If you are interested in purchasing a KINDNESS CARD to give as a gift for an upcoming spring occasion – please contact **Angela Tobin**  
*Art59@aol.com*

Our Foundation meets once per month. If you are interested in joining this committee or just want to see what it's all about.... Please feel free to let me know that you will be joining our next meeting.

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**Donations of Sandwich Making Supplies  
always WELCOME.**

**Jars of CREAMY PEANUT BUTTER & GRAPE JAM  
happily accepted at any time.**

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## Happy Spring, Everyone!

The Westchester County Federation of Women's Clubs cordially invites all members to attend

### the Annual Woman of the Year Scholarship Luncheon!

**THURSDAY, MAY 16, 2024,  
11:30 AM**

**Mahopac Golf and Beach Club  
601 North Lake Boulevard  
Mahopac, NY 10541**

Price: **\$65 per person**

**Reservations can be made through Marie Marich,  
but please make them ASAP.**

There is usually a carpool for those who prefer not to drive themselves so please let Marie know if you need a ride.

#### **Kasey Morabito Grean is the honoree.**

Kasey is a host on 100.7 WHUD Radio as well as her own podcast "Health & Happiness." She is also a retreat leader, inspirational speaker, life coach, founder/director of Let It Shine Foundation, manager of Let It Shine Again Boutique and The Market on the River.

For those unfamiliar with the Federation, it serves a variety of women of all ages in approximately sixteen clubs throughout Westchester County. The Federation has been raising funds for over sixty years for scholarships awarded to female students at Westchester Community College. This luncheon is the Federation's major fundraiser of the year.

Remember, **ALL** members of the WCWP are members of the Federation. Please help support the Federation in providing scholarships for worthy students.

**Contact Marie Silverman Marich Federation  
Representative for more information  
Mobile 914-589-4614  
Email marie3755@icloud.com**

We are collecting Dresses and Tuxedos for



Bring your fancy wear to our THRIFT STORE  
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If that time is not convenient – please text  
Judy at 914-643-1031 to arrange delivery

Operation Prom National Network, Inc., is a national 501(c)(3) nonprofit organization that helps students attend their prom by providing free dresses and tuxedos. Each school year, they collect and distribute prom formal wear as well as accessory items such as shoes, undergarments, jewelry, and bowties. The goal is to ensure that each student we serve receives the perfect prom attire allowing them to feel confident and empowered.

Debra OShea  
Co-CEO



MARY JANE DENZER

at The Ritz-Carlton  
7 Renaissance Square  
White Plains, NY 10601  
914.328.0330 • [debra@mjdenzer.com](mailto:debra@mjdenzer.com)

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# CLUB DIAL May 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>1</b>  12 p.m. Club Day	<b>2</b>	<b>3</b>	<b>4</b>
<b>5</b>	<b>6</b>  7 p.m. Club Dial Meeting	<b>7</b> 9:30 a.m. Thrft  7 p.m. Evening Book Club	<b>8</b>  10 a.m. WICS meeting	<b>9</b>  7 p.m. Making Sandwiches for LUW	<b>10</b>	<b>11</b>
<b>12</b>  MOTHER'S DAY	<b>13</b>  7 p.m. Finance Committee Meeting	<b>14</b> 9:30 a.m. Thrft  2 p.m. Daytime Book Club	<b>15</b>  12 p.m. Bridge & Games  6:30 p.m. Spring Dinner	<b>16</b>  7 p.m. Packing "Welcome to Your Home" Kits	<b>17</b>	<b>18</b>
<b>19</b>	<b>20</b>  Board of Directors Meeting	<b>21</b> 9:30 a.m. Thrft  7 p.m. Foundation Board of Directors Meeting	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
<b>26</b>	<b>27</b>  MEMORIAL DAY	<b>28</b> 9:30 a.m. Thrft	<b>29</b>	<b>30</b>	<b>31</b>	

# CLUB DIAL June 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>COMING SOON:</b> July 17 – Summer Tea Wednesday, 1 pm.						<b>1</b>
<b>2</b>	<b>3</b> 7 p.m. Club Dial Team Dinner	<b>4</b> 9:30 a.m. Thrift	<b>5</b> 12 p.m. Club Day	<b>6</b> 6:30 pm Jazz for the Gardens	<b>7</b>	<b>8</b>
<b>9</b> 10 a.m. Club Quarterly Meeting 10 am	<b>10</b>	<b>11</b> 9:30 a.m. Thrift 2 p.m. Daytime Book Club 7 p.m. Evening Book Club	<b>12</b> 12 p.m. Bridge & Games	<b>13</b> 7 p.m. Making Sandwiches for LUW	<b>14</b>	<b>15</b>
<b>16</b> FATHER'S DAY	<b>17</b> 7 p.m. Finance Committee Meeting	<b>18</b> 9:30 a.m. Thrift 7 p.m. Foundation Board of Directors Meeting	<b>19</b> JUNETEENTH	<b>20</b>	<b>21</b>	<b>22</b>
<b>23</b>	<b>24</b>	<b>25</b> 9:30 a.m. Thrift	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>
<b>30</b>						

# WHAT YOUR LOCAL LIBRARY DOES FOR YOU!

by *Colleen Fay*



For our April Club Day program, two representatives from the White Plains Public Library, Mariel Perez and Raquel Calvanti, discussed the numerous programs the library offers for patrons of all ages. Mariel is an Adult Librarian and is involved in Community Outreach programs. Raquel works in The Trove with the youngest customers.

Some of the programs offered for adults include a variety of book clubs on female writers, short stories, mysteries and a slow reading book group. There is also the Poetry Slam which celebrates its 20th anniversary this year. In addition, the library sponsors lectures on subjects such as wellness, genealogy, local history and classes on technology with individual instruction available if requested. There are groups for board games and knitting. English and Spanish classes are also offered.

The library has two sections dedicated to the younger members, The Trove which caters to the pre-school through middle school group and The Edge which is for teenagers. The number of programs and events run by the librarians in these areas are almost too numerous to mention. Some of the Trove programs include Storytime several times a week, concerts and dancing, a graphic novel book club and Technology Tuesdays. A program called Paws for Reading allows children to practice reading to an adorable Golden Doodle named Rufus. Best of all, even if your grandkids do not live in White Plains but you do and have a library card, they can participate in these events.

In the Edge, teens also participate in music, art and technology programs as well as book clubs. They can also receive help with college applications and finding opportunities for community service. Teens can also participate in Poetry Slam and the new knitting group. There are also unscheduled times for teens to drop in and hang out, play board games or watch a movie. The librarians report that all these programs are very well attended. Another perk of the library is Museum Pass. Passes to numerous local museums including the Intrepid, Guggenheim and NY Historical Society (amongst others) are available for families. They can be reserved up to thirty days in advance. The library also has available laptops for loan as well as hot spots.

There is so much more so if you are not a card-carrying member of the White Plains library (or your own local library if not a WP resident), I encourage you to become one. Be sure to sign up for the electronic newsletter to keep abreast of all the programs and events the library has to offer.



## NEW MEMBERS

### **Kate Maloney**

14 Pinebrook Drive, White Plains NY 10605  
(M) 917-653-2100

*kate-maloney@live.com*

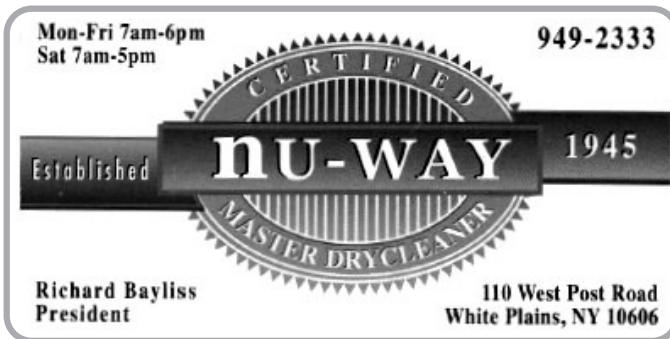
Kate has lived in White Plains for 2 years after living in Seattle for 14 years. Originally from upstate NY, Kate is married to Sean, a White Plains native and they have two school-aged daughters. She is a full time mom and home manager. In Seattle, Kate worked for Microsoft and is beginning a job search now that her family is settled in their new home. Previously, she has volunteered in the areas of ecology and with the elderly and is now the leader of a Girl Scout Troop! She describes herself as an organizational wizard and states she thrives in an environment where she can successfully meet objectives. At the Club, Kate is interested in philanthropy, Club Dial, event planning, book club, networking and gardening.

### **Carol Martin**

741 Sherman Avenue Thornwood NY 10594  
(H) 914-747-0535 (M) 914-557-9312

*Martincarolm2@gmail.com*

Carol retired from her career as a registered nurse in 2020. Her area of expertise is in psychiatry and she worked at New York Presbyterian Hospital for 30 years. She recently became a widow. Carol describes herself as very personable. She enjoys talking with and helping others. Her favorite pastimes are exercising, spending time with her dog, and her friends. She hopes to become a better knitter!



# MAY

Happy Birthday!



1 – DINA DIMARCO  
1 – JANET YOUNKIN  
6 – AMY ANSON  
14 – RUTH BAYDAR  
15 – ELENI SUTTER

24 – JUDY KORMAN  
30 – BEVERLY ANNUNZIATA  
30 – JEAN BELLO  
30 – ANN J EDWARDS  
30 – SUSAN M LYNN

# JUNE

Happy Birthday!



7 – MARY ANN BOUSTEAD  
7 – ELIZABETH BUONAMICI  
8 – BETH N DASILVA  
10 – JENNIFER MUNICH  
15 – SARAH SALEM-RUSSEL

17 – KATE MALONEY  
19 – KRISTINE HOLDEN  
23 – DIANE RITUCC  
25 – MILAGROS LECUONA  
27 – WENDY BLUM

# JULY

Happy Birthday!



2 – BONNIE ACKERMAN

2 – MARY BRODERICK RYAN

3 – MARY E. REINTHALER

4 – ALE FREDERICO

5 – MONICA CAHILL

7 – MARY ROSE

13 – ZAHAVA BERGMAN

14 – MARY HELMSWORTH-HAMBY

20 – LAURA C MASTOLONI

21 – HEATHER ADESSA SPADARO

24 – LISA SAMET

27 – ANNETTE COULTER

28 – TELISHA BRYAN

29 – FAY MARTIN-COLLABOLLETTA

29 – FRAN STEVENS

31 – KARA PINE

# AUGUST

Happy Birthday!



2 – JULIANA MARBACH

2 – SHANNON NELLA

6 – GLORIA WARD

10 – MEGAN BISANZO

13 – ANN PIZZI-PALANCIA

14 – AIMEE LEPE

15 – VERONICA VRANJESVIC

16 – RUTH E. DOEHRING

16 – CAROL MASTOLONI

16 – CATHERINE SCHAUBER

18 – ESTHER NATTER

21 – ROSANNE ALFANO

26 – KRISTEN LARKIN

27 – HELISE HARRINGTON

## OUR OWN STAR WAGON

by *Evelyn Foster Christie*

*reprinted from the October 1938 Club Dial*

Just eleven years ago this October, Mrs. William Weise, who was President of The Contemporary Club (precursor of the Woman's Club), succeeded in enthralling a small group of club women about the idea of enlarging the little club folder – which was printed monthly and mailed to club members – into a club magazine that could offer advertising space to merchants. This would provide a closer contact between the merchants and their “best bet” in potential buyers – the largest group of housewives and home owners in the community – and at the same time build up an income-producing business for the club from the advertising.

It was not a new idea – it had been done by a woman's club in a neighboring city with apparent satisfaction to the advertising merchants on the one hand and the club executives on the other. But, when a good idea drops like a healthy seed into the rich soil of an active imagination, something happens. One of the women in the group I have mentioned, Mrs. Paul Lindblad, and such an imagination coupled with some publishing experience; and when the first issue of Club Dial came off the press for January 1928, I realized that our little wagon had been hitched to a star and that, if the harness could be held together and gradually strengthened and improved, the little wagon might become a sort of chariot, and the course of a starry one, indeed.

Up to that time and past one more issue of the baby magazine, my own position was that of a proud observer. My function on the original committee was confined to the insignificant one of supplying enthusiasm and keeping an eye peeled for suitable workers. I didn't know the first thing about printing. I didn't know a linotyping machine from a typewriter, and, incidentally, I had never touched a typewriter to my knowledge – it was an unknown miracle machine to me!

I have an idea that most people think of “business” as being a medium through which money is earned, as something that is more or less routine and prosaic, as entailing a certain amount of hard work, and as being anything but romantic! But I have found a romantic element in my connection with Club Dial, for Mr. Webster defines Romances as “a wonderful tale... characterized by adventure and surprising incident.”

This is how the adventure and surprises began.

When the second number of Club Dial had been published, the Managing Editor, Mrs. Lindblad, resigned, and a new Managing Editor, Mrs. Ivan Johnson, was appointed. There was the little wagon, somewhat crude as I see it now, yet really good in its class, swinging along, hitched to its little star

of ambitious effort, and that crazy, benighted new editor insisted that I should serve as her associate – associate editor! I wasn't even quite sure of a split infinitive when I saw one! There were lots of things I could do, but edit and manage even an amateur publication containing stories and things – well, the idea was so colossally preposterous that just to think of it made me see stars. So I very definitely said, "Thank you very much, I will not!"

But the predicament of the new editor haunted me. My head felt queer and when I tried to sleep I still saw stars – it was so utterly silly to ask me: and then the stars seemed to close up together and there was only one little one with that brave baby wagon hitched on, and I wanted awfully to keep it swinging along, So, the next morning, I reached out for the telephone before I could entirely wake up and change my mind – and when I hung up the receiver, there I was, Associate Managing Editor of Club Dial, and scared to death!

I served as Mrs. Johnson's associate during the rest of that season and all of the following season, and I want to tell you what happened. The first Club Dial had 32 pages and 43 advertisements, and the last number of Mrs. Johnson's administration was an ambitious magazine of general interest, beautifully illustrated, comprising 68 pages and serving 174 advertisers. Mind you, all this time Mrs. Weise, carrying the duties of club president, was also an active advertising solicitor, and when her term as president expired she became Advertising Manager of the magazine.

To succeed to Mrs. Johnson's office and train an associate of my own to succeed me was a real task, but it was a challenge, too, and I did my best. I was ably succeeded in the fall of 1930 by my associate, Mrs. H.R. Lee. By the following year, 1931, on the rising tide of Old Man Depression, even loyal club women could no longer be persuaded to give the time necessary to carry the heavy business responsibilities involved for the Managing Editor and the for the head of the advertising department, so the one was given a small allowance and the other a commission on collections. Mrs. Ralph Simmons headed the business for one year under this new policy.

Meantime, the women of White Plains were growing more conscious of merchandise and service and interests concerning advertisers in Club Dial, and many thousands of dollars had found their way into the club "building fund" – that fund which eventually made its way into the pockets of masons and builders, electricians and painters, who would otherwise have been unemployed, and finally blossomed into the beautiful Contemporary Club building on Ridgeway.

The of fall of 1932 disclosed to our unwilling eyes the yawning pit of the Depression – and, somehow, I found myself floundering around down there in the bottom, along with plenty of company. I was bruised and bewildered, and it was imperative that should earn some money – but that was the

case with untold thousands. Then, suddenly, up there over the pit, I saw that wagon hitched to the star – somebody was needed to keep it on its course; it must not lose prestige or get into the red; it must outride the economic storm and be positively improved by conditions. So I grabbed the tailboard of that wagon and climbed on.

This is the beginning of the seventh consecutive year of a journey I have found to be full of adventure, full of surprising incidents – and the biggest surprise is that Club Dial, though the loyal efforts of staff pays better, looks better and can offer a more sincere and professional service to its advertisers than even before.

## *Summer Tea*

*Although Club Day luncheons will end for the summer in June, we do have another chance to get together over the summer.*

Our Summer Tea will be held on

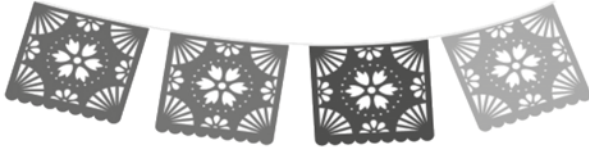
**Wednesday July 17, 2024 at 1 pm.**

*As always, there will be lots of sweets and savories and tea! Hope you can join us for a fun afternoon.*



# WHAT IS CINCO DE MAYO?

by *Colleen Fay*



When we hear Cinco de Mayo, we think of Mexican food, sangria, margaritas, mariachi bands and dancing but few probably know what Cinco de Mayo actually means or what it commemorates. It is often mistaken for Mexican Independence Day, the most important national holiday, which is actually September 16.

Cinco de Mayo, the fifth of May, celebrates the victory of a group of ragtag Mexican soldiers over the Second French Empire at the Battle of Puebla in 1862. Led by General Ignacio Zaragoza, the Mexican fighters, comprised of mestizos (mixed Indian and European descent) and Zapotec (middle American Indians), fought valiantly. Although outnumbered almost two to one, the Mexicans repulsed numerous French advances and the French, after suffering numerous losses, including 1000 dead, retreated. The victory sparked a resurgence of national pride and unity in Mexico.



**General Ignacio Zaragoza**

Unfortunately, the victory was short-lived and the Mexican army was ultimately defeated by the larger and more experienced French one year later. The French installed Emperor Maximilian I as ruler of Mexico. The French victory, however, was also short-lived as frequent battles with Mexican guerillas, the prospect of war with Prussia and the desire not to antagonize the United States, convinced Napoleon III to retreat from Mexico. Maximilian I was eventually captured and executed and Benito Juarez, who had been elected President prior to the French conquest, re-established his government. On May 9, 1862, he declared Cinco de Mayo would be a national holiday

regarded as the Battle of Cinco de Mayo

Day or the Battle of Puebla Day.

In Mexico today, Cinco de Mayo is no longer a national (statutory) holiday but all public schools are closed that day. In Puebla, where most of the celebrations take place, parades, reenactments and meals commemorate the battle. In fact, Junior, our maintenance man, and Susana, our Club Day helper, both of whom are from Puebla, remember the parades as children. Cinco de Mayo is much more widely celebrated in the United States than in Mexico and has become a celebration of Mexican American culture and heritage. Activists raised awareness of the holiday in the 1960s as a way of reinforcing cultural pride but the message gradually became lost. The holiday really took off in the 1970s and 80s when the beer and tequila companies figured out they could make a lot of money on Cinco de Mayo and at present, Cinco de Mayo generates beer sales on par with the Super Bowl or St. Patrick's Day! Cities with large Mexican American populations like Los Angeles, Chicago, New York and Houston hold events with the Los Angeles Fiesta Broadway probably being the largest.

Despite the commercialism of Cinco de Mayo today (similar to St. Patrick's Day which in Ireland used to be a holy day of obligation!), the holiday still remains a reminder of the courage and resilience of those Mexican troops over 150 years ago and a source of pride for our Mexican American neighbors in their culture and heritage.





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**949-6517**

**[customerservice@kanterscarpet.com](mailto:customerservice@kanterscarpet.com)**

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**Elmsford:** 72 E. Main St.  
**Hawthorne:** 21 W. Stevens Ave.



**BALLARD-DURAND**  
FUNERAL & CREMATION SERVICES

## INDEX OF ADVERTISERS

Club Dial Guide to Advertisers and Telephone Directory. For information on advertising, rates and placements, contact Helise Harrington 478-5878

### Auto Repairs

Riemann Auto Body .....428-3672

### Dry Cleaners

nu-way .....949-2333

### Fashion Retail

Mary Jane Denzer.....328-0330

### Funeral Homes

Ballard-Durand.....914-688-6611

McMahon, Lyon & Hartnett ....949-7777

### Printing

Minuteman Press.....993-9007

### Roofing

A.R.M. Roofing .....347-2763

### Rug Sales, Cleaning & Repairing

\*Kanter's .....949-6517

**We appreciate our advertisers' continued support of CLUB DIAL. Please consult our Guide to Advertisers when looking for a merchant to serve your need...and don't forget to mention CLUB DIAL when patronizing an advertiser.**

\*This advertiser has appeared in CLUB DIAL for over 60 years.

## A.R.M. Roofing

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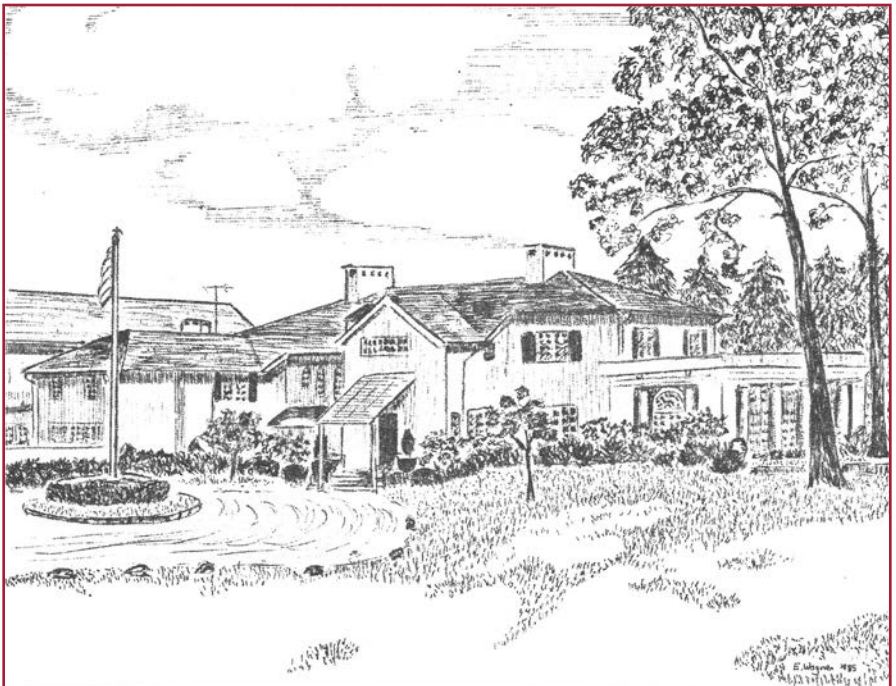
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