

# 10964

Oct/Nov 1983 No. 64

This community newsletter publishes information, events, problems and concerns affecting the people of Palisades. 10964 needs your moral and financial support. Please send a contribution for 10964 to Box 201, Palisades, NY 10964. With your help you'll find 10964 in your mailbox every month.

## PALISADES FREE LIBRARY

### Winter Schedule:

Monday-Thursday	3 pm - pm
Thursday	10 am - noon
Friday	3 pm - 5 pm
Saturday	2 pm - 5 pm

### Storytime:

Reading should be fun... Our storytime for four and five year olds will begin Friday, Oct. 7th. It will start at 4 pm. Please register your child at the library desk.

Remember that with your library card you can: Borrow free any of your library's circulating materials. Borrow free library materials from any public library in Rockland County. Request books we don't own. We will borrow them for you on Interlibrary Loan. Your Library is tied into a statewide network for resource sharing. Return books at any public library in Rockland County no matter where they are borrowed.

Return books even when we are closed through the bookdrop. Exchange paperbacks -- borrow ours and let us have your old ones. Borrow 16mm films, filmstrips, recordings, an instant camera, cassettes, VHS video cassettes, large print books through RCLS. Ask for catalogs. Use our coupons exchange.

## M.A.D.D. ROCKLANDERS

The Rockland County Chapter of M.A.D.D. (Mothers Against Drunk Drivers) held its first meeting since the summer recess on Thursday, Sept. 15 at 8 pm in the Fuller Conference Room of Nyack Hospital. The Guest Speaker was Assemblyman Eugene Levy (93rd District).

Chapter President, Rose McCoy, said "While everybody else was out of school during the summer, Board members were reading through stacks of DWI-related material, attending a County-organized Speakers' Bureau School, and formulating the Chapter's precise goals. While the learning experience will be an on-going project, we have a clearer picture of the problems facing us and a better understanding of how we must proceed."

The Rockland County Chapter is one of over 111 Chapters in 36 States.

For more information call MADD at (914)359-MADD.

## A PROFILE OF A PALISADIAN

We have many interesting people with varying occupations who reside here in our quiet hamlet of Palisades. We thought you might be interested in knowing something about one of them.

Philip James Herman and his wife Roberta live in a house off Washington Springs Rd. with their two dogs and seven cats. Philip is a caricaturist. I first saw his work a year ago when Minuteman Press (our 10964 printer) gave me a Seasons Greetings desk calendar with their staff in caricature, by Herman as their front cover. I decided then that it would be fun to do an interview with him for our own 10964. So here it is.

He started out doing caricatures in Ocean City, Md. about 10 years ago, mostly during the summers. His mentor was Erve Finifter, a retired teacher who did caricatures at the "Face Place" on the boardwalk in Ocean City. Philip speaks of him with warmth and affection, saying that this man is responsible for training most of the caricaturists around the Baltimore area. He now owns Caricatures International and travels around the world using his talent.

Philip came to New York with a vague idea of doing something in the art related field. His first job was doing comps and story boards for ad agencies. He hoped this would lead to possibly becoming an illustrator, once he learned the ropes. I asked him what comps and story boards were. He answered by giving us an example. Bosell and Jacobs, a

(Cont. Pg. 2)

The Palisades Writers' Luncheon is held on the 21st of each month, at noon at the '76 House. If you plan to attend, call Lois McCoy, 4744.

## LIBRARY FALL PLANT SALE

The annual fall plant sale sponsored by the Palisades Free Library --

Date: Saturday, October 15  
10 am to 2 pm

Volunteers and food table items needed. Please call Roger Jellinek (359-7697) or any of the Trustees with offers to help and/or contribute items.

## (Profile)

Large ad agency, bids on an ad for Minolta Cameras. They gather their creative art team together to figure all the ways to go, newspaper, radio, and/or TV. They work up a commercial to show client, Minolta, how the campaign will go and what it will look like on TV. For instance, their weathermatic camera campaign, which Philip worked on. They show what directions to take the ad, with people carrying it to the surf, or skin diving, photographing under water around the swimming pool, hiking in the woods, in the rain. It needs to be funny, interesting, amusing.

He took one of our New York magazines and explained the ad for Marlboro. First a drawing is made of a man riding a horse and roping another one. Marlboro Lights is sketched in on top. Cowboys and the rugged life is the image that is presented to the client for approval, before hiring actors or photographers. This is called comping and is the way most ads are started. It gives the complete idea of how the ad will eventually appear in the magazine, enabling the client to envision the finished product before making the large expenditures of time and money.

Story boards is a similar system done for TV commercials in a comic book style. The ad agencies pay the artists and the cost becomes part of the overall package. Freelancers are hired only if the agencies regular creative staff can't handle the number of jobs. If the jobs don't pan out the freelancer is in a rather uncertain position, as he is the last to get paid. There are freelance agencies that will get work for one and see that the job is paid for but the drawback is that they charge 25% of your fee, and once you are associated with an agency, all your work is subject to this fee. It seemed restricting and not very profitable to Herman. He tried going on his own but the problem of billing arose and he found it difficult to handle.

At the suggestion of a friend in New York Philip went to a party and did caricatures of the guests. That party changed the direction of his career. Other people liked his work and called him to do other parties. He thought it was interesting and fun, so he put an ad in New York magazine's classified. He began to do parties on the side while still doing his comps and story boards for ad agencies. At one of the parties, someone asked him "Is this what you do for a living?" "I started to say, oh! no. I do freelance comps and story boards, and as I was saying it, I realized that I hadn't done any in about three years." The realization came to him that doing caricatures was what he did for a living. This was his occupation.

For a time he worked at some of the hotels in the Catskills doing sketches of the guests. However, for the last two years, he has done private parties only. They are more enjoyable than business organizations or groups, although he does still do them when time permits. Este Lauder was one of his clients. They ran a promotion on a new line of cosmetics and hired him to do caricatures of the customers in Saks, Bloomingdales, and



Macys, when they purchased the new products. As he does "nice caricatures with the coloration of the persons face and make-up", it was a wise decision on their part Philip told us.

To be hired privately and paid a fee to "perform" seems much nicer to him he told us. I think its the personal contact that brings more gratification. He does all kinds of parties, weddings, and Bar Mitzvahs. At a party or Bar Mitzvah "I'm accepted as part of the evening. It's a good feeling." He particularly enjoys the Bar Mitzvah. "They are waiting for you", he says, "30 or so kids filled with excitement. You ask them what they like to do. Some will say, study, or tennis or you might just get a rebel that says 'put me in a hot tub with girls.' Some like computer games, model cars or super heros." Philip has had to do some investigating into the minds of 13 year olds to portray them accurately. He enjoys the challenge.

His radius of travel takes him out to Huntington, L.I., Battleground Country Club near Lakewood, N.J. and even up to Stamford, Conn., a far cry from when he first moved to Rockland from Brooklyn. He did a party at Guilio's restaurant and had to ask for directions to Tappan. Now with the amount of travel he does each week, that seems almost inconceivable.

Roberta, a Pratt and F.I.T. graduate, designs and makes fine jewelry, as well as running the business for her husband. It was Roberta who decided to organize Philip's engagements and thus "Party Art" was born. Due to the tremendous popularity of Herman's caricatures, there were occasions when he would have a booking for a particular date and had to refuse a second one for the same date. Now Roberta tries to find someone to

(Cont. Pg. 3)

(Profile)

fill this engagement. They have 3 good caricaturists that they will recommend. They act as an agent and the caricaturist uses their mats and passes out "Party Act" cards. In the future, they intend to send out mailings explaining their service, but so far, word of mouth, plus an ad in New York magazine are bringing in enough calls to keep them busy.

The first ad in New York magazine brought an interesting job from American Express. Philip was hired to do 1600 plus caricatures from photos, for their "Do You Know Me?" campaign. These were radio ads done in famous restaurants that carried American Express, in cities around the U.S. The owner or manager was interviewed and to thank these people who participated in the campaign, the company sent them a caricature of themselves, in a nicely designed mat depicting an antique radio and the American Express logo. This assignment took him 4 months working each evening. Days he worked at the Thomas Cooke ad agency, as their art director. It was a good learning experience. However, he feels the large ad agency inhibits ones ability to be creative. "They have so many rules and regulations, and no one person can make decisions. You're brimming over with ideas but they have to tell it to another person who interprets it differently and when they are finished the idea is not the same or even as good. I'm almost happier working on my own" he says. The American Express assignment really showed him the possibilities of being a caricaturist. "When you say caricaturist, people think of someone in the village or on the boardwalk or in the mall or state fair, who draws funny pictures, and exaggerates your worse features, but I never intended to draw caricatures or make fun of peoples features. I intended to do cartoons and make a likeness. Mine are more like a cartoon likeness than a caricature."

Some people have a formula for drawing caricatures but he feels that these people are usually bored with what they are doing and not truly interested in seeing beyond the surface of beards and hair. He looks for the jaw line, the sunken eyes, the high forehead. Erve Finifter, his early mentor, whom he greatly admires, showed him this ability to look beyond the surface. When he did Philip's face, he showed the bone structure not just the beard and hair. "In just 2 minutes he made my face look really like me, showing my bone structure done in a nice way." Philip recalled.

Roberta runs ads in Party Planning Guide in the N.Y. Times Planning Guide and in the Times Living Section to acquaint people with their company "Party Arts". He does 2 or 3 parties each weekend at which three or four hundred people will see him and at least 150 will have caricatures. He feels this is the best form of advertising. He says he receives most calls from people who've seen him perform at other parties. Herman is usually hired to perform for 3 to 6 hours at a party and can do 13 color pictures of 18 black and white an hour. It usually consists of the face and whatever the person likes to do or how he perceives himself.

He does not consider himself an artist. "I don't deal with art, I'm pre-occupied with performing and doing caricatures." One and

a half years ago, he was hired by Paul Shanka Associates to do caricatures of buyers during Market Week held each year in the garment industry. Everybody always asks him what else he does besides caricatures, so he told Paul Shanka his idea for a fantasy story which he would write and illustrate. They drew up a contract whereby Philip would write and illustrate his story and Paul would market it. He worked on it for 8 months and collected so much material that he set it aside for a time to digest and sort it out. There were more ideas then he could put down in a single book.

Everyone has a dream, something they hope to do some day. Philip James Herman - caricaturist - has one too. He says he considers himself on his way to being a writer and illustrator. In the meantime, he enjoys what he does and he does it very well indeed.

MARILYN SOLIMINE

#### ARTS AND LETTERS

Few people ever have the opportunity to watch or talk to a professional artist at work. Most often, all we see is the finished product.

Thorpe Intermedia Gallery, in cooperation with the ACE Committee of St. Thomas Aquinas College, is changing that. Over a period of six weeks, you can visit the gallery on Route 340 in Sparkill, NY, and watch an artist at work. Marilyn Reynolds, an accomplished painter from New York City, will use one of the gallery's spacious rooms as a painting studio.

She will be creating a painting that is 8 feet tall and 96 feet long. It encircles the entire room and visitors may watch as the artist paints a world of people, processions, places, birds, flowers, animals, and other images. And, while you are there, the artist is open to the possibility that you might want to pick up a brush and make a mark of your own.

According to the artist, "My painting will definitely be influenced by people walking in and out, by conversations, the actual site, and other here and now happenings." Ms. Reynolds uses present information as well as events from the past in her work, and relies on her subconscious while painting. Images flow in a stream of consciousness as she paints.

An adjoining room will feature an exhibit of the artist's recent drawings and paintings. The drawings are mixed media: ink, oil crayons, pencil, and charcoal. The paintings are acrylic and range in size from 6 ft. to 10 ft. Both paintings and drawings are strongly pictorial and deal with those themes of life and death that have occupied artists for centuries.

Marilyn Reynolds lives and works in New York City. She earned her MFA from Brooklyn College. Her undergraduate degree was awarded by the University of Indiana. Additional study was done in France and Switzerland. In 1972, she was awarded a CAPS grant for painting. Ms. Reynolds has had solo exhibitions at the NoHo Gallery and the New York University Contemporary Arts Gallery in New York City; at Yale University and the Athena Gallery in New Haven; SUNY at Albany; and at the Quadrante Gallery in Lisbon, Portugal. In addition, she has participated in many group shows.

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## RESTAURANT REVIEW

Karen Jefferies was unable to do her Restaurant Review column this month and asked me to do one in her place. I decided to go slightly off the beaten track, out of Rockland County and into Bergen. We had dinner reservations for 7:30 at the Binghamton in Edgewater, NJ, Bergen County. It is a ferryboat converted into a restaurant with a large bar and dance floor downstairs. Although we had reservations, we were told that there would be a wait and were directed to the bar. It was pleasant to sit and have our drinks watching the boats sail down the Hudson. However, the 20 minute wait stretched into 1 hour, and when finally the Matre'd's assistant told us to come to the table, we watched with disbelief as another couple was seated at what was supposed to be our table.

The assistant had a fast conference with the Matre'd then apologized and asked us to have a drink at the bar on them and wait for the next table. We declined. All we wanted was food, not liquor. It was now 8:45 pm. We left there determined to find a restaurant with good food as quickly as possible, and to put this bad experience behind us. We could not recommend this establishment for service or food although the atmosphere was unusual. We passed many restaurants, all crowded by this time. We decided to try a small Italian restaurant Picco Lissimo, right on Palisades Ave., Ft. Lee., N. J. that we had passed many times. My heart sank when we opened the door and saw about 25 people waiting on line. However, our luck had changed. As we settled unhappily at the end of the line, a female voice said "Party of two," party of two" and like the waters in the bible story, the line parted to let us through. "Aren't you lucky! they all said as we walked down the line to our table. It was now 10 pm and we were famished. We were shown to a nice table for two in the outside room, a glass enclosed sidewalk cafe. The waiter brought us our hot anti-pasto and wine (White-Pinot Gregio) within 10 minutes time and let us start our meal before deciding on our main course. They have a regular plastic menu but their SPECIALS, which change from day to day, are on a blackboard hanging on the wall. Our waiter John, proceeded to tell us what they were and how each was prepared. He was fast, accurate, polite and extremely professional.

Vinnie decided to try the Zuppa de Pesce, recommended by John, and I opted for the whole lobster fra d'avallo with clams and mussels on a bed of linguini. It was fantastic. Vinnie's "Misto" included 2 lobster tails, scungilli, calamara, clams, scallops, mussels and white fish. My lobster with clams and mussels was in a light red tomato sauce and not too spicy. The fish in both orders was fresh and cooked perfectly. The linguini was freshly cooked and not overdone.

The other specialties looked heavenly too. While we were having our anti-pasto, the table next to us was served their dinners. Each one of the 4 diners had chosen a different entre. The Swordfish Lucianno, baked and served with a butter and garlic white clam and mussel sauce looked delicious. The Shrimp scampi consisted of six large butterfly shrimp arranged artfully on a bed of rice. The lobster tails scampi were 4 lobster tails served with either white or red clam sauce.

The remaining 2 diners chose these. Melted mozzarella cheese was added to the lobster tails with the red tomato sauce. Everyone seemed happy with their choice. The wine list is small but adequate. Prices are modest ranging from \$9 to \$16.98 for the entre. My lobster was \$13.98 and worth it. Vinnie's was \$16.98. The portions are good. The hot anti-pasto for 2 was the best I've had in years. It consisted of clams casino, stuffed clams, shrimp and a most delicious rolled eggplant stuffed with creamy fresh ricotta and mozzarella cheese. We highly recommend this restaurant for its food as well as its service.

MARILYN SOLIMINE

Picco Lissimo  
1296 Palisades Ave.  
Ft. Lee, N.J.  
201/944-3812

## 10964 NEWS FLASHES

A new season has arrived and we've planned some interesting features for 10964. Nancy Hall has joined our staff as "The Roving Reporter of Palisades." She will interview 2 or 3 people in our hamlet each month on topics of general interest. If you would like to suggest topics for her column, please call her at 359-6237 or me at 359-2476. It would be nice to include a photo with these interviews. If anyone could do this, please let us know.

Eileen Larkin is retiring after serving as treasurer of 10964 for over 2 years. We will miss her bright, cheerful attitude as well as her accuracy, efficiency and dependability. We are now seeking someone to fill the slot of treasurer. If you are good with figures and could devote a little bit of time to this worthy service, please call Eileen Larkin at 359-6589.

We would also like two people to make telephone calls, from 5 to 10 calls each month. One person to call our advertisers, checking on their ads. The other to call each of the Palisades Organizations for their news articles.

We have received only two contributions this month. We thank Dionyse A. Price and Nancy Hall for their generosity and thoughtfulness in remembering our Newsletter. Their checks were gratefully received. Perhaps you too would like to remember us when you are reconciling your checkbook this month. You can make your checks out to 10964 and send to Box 201, Palisades, NY 10964.

It will be necessary to have a fund raiser in order to keep 10964 in existence. We need a fund organizer chairperson, plus at least 10 other people to assist. Please call us so we can fund our Newsletter for 1984 season. No one person can do this, it takes a combined effort to plan, organize, set up and run it successfully. If you have any news or information of interest to the community that we could include in the newsletter, please let us know.


MARILYN SOLIMINE

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SPECIALTIES

Local Potters, Alice Gerard, Sylvia March, B. Sinclair invite you to an Exhibit and sale, Sat. Oct. 22, from 1-5 pm, raindate Oct. 23. It will be at Alice and Sam Gerard's house, Snedens Landing, Palisades, NY. 359-4338. Call for directions.

Don't forget the Palisades library dance on Nov. 19, at Lamont Hall, 8 pm to 1 am. Tickets \$20 per person include a buffet dinner. Make checks payable to the Friends of the Palisades Free Library and mail to Jan Stark, Box 240, Palisades, NY.

Westinghouse Refrigerator For Sale. 11 cubic ft -- right hand door. Excellent condition. \$125. Call 359-1399.

Wanted -- Driver: I will pay a responsible person to drive 4 boys to Horace Mann School in the Bronx (over G.W. Bridge, 10 min. north on 9A) 1 morning per week. Leave Palisades 7:40 am. Call Elivitch 2995 evenings. Days 2900, ext. 213.

(Arts)

Both the exhibit and the artist at work will start on Sunday, Sept. 18, between 1 and 4 pm, and will continue through Oct. 30. These events are made possible in part by a grant from the N.Y. State Council on the Arts, and are co-sponsored by Thorpe Intermedia Gallery and the ACE Committee of St. Thomas Aquinas College, Sparkill.

The public is invited to see the exhibit and watch the artist while she paints on Thursdays from 10 am - 3 pm and on Sundays from 1 - 4 pm. Appointments may be made for other times and days by calling (914) 359-6400. Admission is free. It is suggested that you drop in at the start of the

event and return as often as you like, to watch the progress of the work. Everyone is invited to a party on Sunday, Oct. 30, between 1 - 4 pm. Refreshments will be served in celebration of the artist and her work.

Thorpe Intermedia Gallery is a nonprofit art gallery that specializes in contemporary artists and their work. Marilyn Reynolds, as Artist-in-Residence opens the gallery's eighth season.

The gallery is located on Rte. 340 in Sparkill, N.Y., near Exit 5N of the Palisades Parkway. For further information contact Adele Meyers, 359-6400, ext. 256.

TOWN OF ORANGETOWN

Re: Amendment to Real Property Tax Law

Governor Cuomo has signed into law an amendment to the Real Property Tax Law. This amendment, if adopted by Town Governments, expands the present law to permit exemptions for senior citizens earning up to but not including \$13,500 as per the following scale:

	<u>Income</u>	<u>Exemption</u>
Up to but not including	\$10,500	50%
"	11,000	45%
"	11,500	40%
"	12,000	35%
"	12,500	30%
"	13,000	25%
"	13,500	20%

JOSEPH V. COLELLO

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