The throwing off of winter on the Syracuse campus is perennially marked by the filling of thawed potholes, by attempts to launder permanently salt-stained cuffs and by the reappearance of bare legs and sandals. Nowhere is this spring rebirth more evident than on Marshall Street, which once again becomes the pop sociologist's dream. Hard hats and students mix, sprawling or sitting crosslegged (depending, no doubt, on socioeconomic background) on the grassy half-knoll known as "the Beach" at the corner of South (continued on page 10)
Crous and Marshall. Construction workers nurse 16 oz. cans of Genesee while students pass around paperbagged bottles of carbonated wine. All watch the passing stream of exposed midriff. The working class stares unabashedly at the student class and the student class blinks back a bit bewildered at this intrusion of outside life.

Like Nassau Street at Princeton, Telegraph Avenue at Berkeley or "Collegetown" at Cornell, Syracuse’s Marshall Street stands at the exact interface of University and local society. It is a lifeline for campus-bound students, supplying the Sausage/Pepperoni/Mushroom Pizzas, the Double Clubburgers, the Draft Budweiser and the Bromo-Seltzer necessary to keep a great academic institution moving. For most alumni, memories of The Corner Store, The Orange, The Varsity and Jake the Tobacconist are as much a part of Syracuse University as Archbold and the Hall of Languages.

One suspects, behind the longer hair and more informal modes of dress, the excitement of Marshall Street today is not much changed from that of 50 years ago. And, while great shifts among the shops and restaurants have taken place, many of the early merchants still operate their campus-oriented businesses, catering to a flow of students that has continued through the Roaring Twenties, the Depression, World War II, the lost fifties, the years of protest and on into the ambivalence of the seventies.

Today the business area collectively referred to as M-Street extends from Down Under Leather (formerly The Varsity Card Shop and Trou & Sole) to East Adams St., back into the cul-de-sac arcade area, and along Marshall to University Ave.

The earliest store, actually slightly out of the mainstream of current activity, was The Corner Store. It survived from 1908 to 1961, when the University took it over as a bookstore; four years ago it was transformed into the present Anthropology Department quarters.

During its heyday, however, The Corner Store served as a mini-student union. In addition to selling stationery, supplies, SYRANCUSE sweatshirts and textbooks, it had a soda fountain and snug booths, making it a favorite between-class relaxation point. In addition, the store organized charter buses for vacation trips and was the campus Western Union Office. Eddie Ellis '47, whose father Leon '09 owned the store, remembers learning to type in the telegram office and singlehandedly sending 432 Mother’s Day greetings one year.

When The Corner Store was damaged by fire in November 1941, students presented Ellis an honorary award for displaying "the most expensive poster" in the annual contest to advertise the coming Syracuse-Colgate football game. In the window, the poster read, "If you think we’re burned, wait til you see Colgate."

Textbook covers printed by The Corner Store have become collector’s items. One, with the photograph and signatures of the 1959 National Championship football team, can still be seen on display in various stores and offices around campus.

The store was also known for "The One-Armed-Restaurant" downstairs, so named because seating consisted of desks taken from university classrooms. A barber shop later occupied the space.

M-Street proper actually began as a row of frame houses whose owners started opening shops in their front lining rooms. One of the earliest merchants was Abbie Harper Bigelow '22, who was the longest continuous resident of Marshall Street until two years ago when she sold the well-known Hill Book Stall.

After opening the store in 1925 as a branch of the SU Bookstore, Mrs. Bigelow bought the shop a year later. A common sight in the Book Stall was a green parrot, Rinky Dink, usually perched on its stand. There were also numerous cats roaming about, prompting the nickname "the cat shop." One alumni recalls opening a drawer in a greeting card rack, only to find a mother cat with a newborn litter of kittens. With her husband, the late Payne Bigelow ’21, Mrs. Bigelow operated a book rental library in addition to the range of books they sold, some hard-bound and kept in special cases. The Book Stall was something of a gathering place for local literati, as Mrs. Bigelow invited all authors visiting the University to stop by for book signing sessions.

Following World War II the Book Stall became more of a gift shop, selling, according to Mrs. Bigelow’s understatement, "something of everything." In anticipation of campus parades, she would stock up on crepe paper and prepare herself for the early morning and late night calls of students trying to finish floats at the last minute. She also recalls taking down and hiding the Hill Book Stall sign each year because its 14-foot post was always taken to burn in the bonfire before Syracuse-Colgate games.

During the great jigsaw puzzle fad of
Top left, soda fountain scene from the University Archives tentatively identified as the Dutch Haven, date unknown; top right, Steve Coelha, short-order cook extraordinaire and owner of the Pizza King, formerly the College Spa; the old Corner Store, now the Anthropology Department.
the 30's, the Bigelows operated a jigsaw rental, some of the more called-for puzzles having over 2,000 pieces. At the peak of the craze she brought in a blind man from the Lighthouse to demonstrate how the puzzles were made. Likewise, when yo-yos swept the Hill, Mrs. Bigelow invited a Hawaiian Yo-Yo King to visit M Street and demonstrate the latest tricks.

Today the Book Stall has been replaced by The University Smoker, an emporium of expensive pipes, imported tobaccos and teas, chess boards, bonsai trees, grandfather clocks and adult games such as The Marriage ("Home Before the Leaves Fall").

Another "old-timer" who remembers living on M-Street as a child—when his family raised chickens in their yard—is Barney Jacobs, owner of Jacobs' Tobacconist for the last 45 years. His store is the same as it always was: a few stationery items and well-weathered postcards in wooden bookcases along one wall and pipes and tobacco under and behind the counter. Barney, or "Jake," is referred to as the Mayor of M-Street. Apparently not worrying about re-election, he greets regular customers cheerfully but clearly discourages others who are "impolite, or dirty, filthy hippies."

Barney usually dresses in a navy blue blazer and turtleneck as he assumes an observant stance just outside his front doorway. He has, however, lost some of his enthusiasm for SU: "The school used to be a small family, but now it's too damn big. . . . The only kids I know are the ones whose parents knew me when they came here. They always tell their kids to come in and introduce themselves."

Perhaps the best-remembered student restaurant was The Cosmopolitan Candy Shop, known as "The Greeks" around campus. It was one of the leading night spots for SU students for years. "Everyone went there," says one local merchant. "It was the place to be seen, especially after the big sorority and fraternity formals." Decorating the wall behind "the Greeks'" soda fountain were orange and blue tiles painted with Greek letters representing all the fraternities and sororities on campus. A mural of a football scene was later painted over them, and in the late 1950's the Cosmo changed ownership and moved to the middle of the block. Known today as "Cosmo's," with a dough-slinger and pizza oven in the front window, the small restaurant is always packed, with a constant stream of students emerging with 33c wedges of pizza about to enter open mouths (stride is never broken).
Following the old Cosmo in the corner location for a number of years was Siegel's Pharmacy, just now replaced by Baskin-Robbins shop doing a land office business in Cherry Cheesecake, Peachy Mame and Jamoca Almond Fudge ice cream cones.

The Greeks' strongest competitor was, and still is, The Varsity. It is now bigger than most alumni would remember, and the wooden booths that once ran the length of the restaurant have been replaced by gray and white formica-topped tables. The Varsity now operates cafeteria-style, and three years ago revised the menu to include beer, wine and pizza. As everywhere, the prices have gone up, although it remains one of the most inexpensive restaurants on the Hill. In 1938 a hamburger could be bought for 10¢, and it's now 55¢. From the same era the memory of "Combination #1: Orange, Grapefruit or Tomato Juice, Wheat Cakes, Bacon or Ham, Toast & Coffee" for 40¢ is hardly believable now. Gone also are such sundaeas as the Merry Widow, the University Special and The Victory.

Spud Dellas, who, with his brothers, has taken over The Varsity from their father Jerry, says, "I enjoy the kids. We don't want to raise prices because we don't want them to think they're getting ripped off. We've always tried to be real fair."

Dellas, wearing a white short sleeved shirt and chef's apron with a smear of Thousand Island dressing on it, recalls the pep rallies that used to take place at The Varsity before home football games. "The football spirit slacked off for a while, but I think it's going to come back next fall with Maloney, and that's really good. Football is great."

Stillman "Red" Bristol, wearing brown striped trousers, a yellow plaid shirt, red plaid bow tie, two-tone shoes, and smoking a cigar, is today's 74-year-old busboy and character-in-residence at The Varsity. He has appeared on national television with Johnny Carson, Jackie Gleason and Ed Sullivan, exhibiting his ten-instrument-one-man band. In addition to his dexterity with harmonica, banjo and fiddle, "Red" is described by one student as "an eccentric, loveable grandfather figure."

After Prohibition ended, The Orange came to Syracuse and is still the only bar on campus. In the 30's, SU's champion boxer George Regan made the place popular in his role as bartender/bouncer. Alumni returning to campus will find The Orange little changed, although the upstairs area is larger and a cover charge and band take over on weekends. For those who start the weekend early, The Orange offers $1.25 pitchers of beer on Thursday nights and an overflow crowd usually reaches out into the sidewalks.

With an increase in the number of student-owned cars, much student quaffing is done off-campus in places such as T.C.'s, Lee's Tavern, The Late Jim Finley's, The Big "O," The Barge Inn and The 700 Club. Gone are Phoebe's, Jimmy Bennin's, Track 14, The Clover Club, The 800 Club, Ed's Place, Ike's Cookhouse and Pop Welsh's. Walter White's has become a steak house with a calmer clientele.

Hungry Charley's is the newest of the campus night spots. It replaces the old pool hall, known as the Kum Kum, at the end of the narrow arcade paralleling Marshall Street. Here, students and faculty pay a little more for the traditional Joe College atmosphere—sedate lighting, dark wooden booths and frosted steins of beer. In contrast, a fast-food Red Barn (early American plastic) stands at the entry to the arcade, on a site occupied at various times by the Pizza King, a.k.a. the Charcoal Pit, and an old frame house lived in by a man called Brookins who did laundry and rented bicycles.

One of the most noticeable changes in the M-Street area in recent years is the decline in the number of barber shops. Two remain: The Fine Arts, operated by Frank Castiglione since 1933, and The Orange Tonsorial and Supply, which combines the former Orange Barber Shop and The Tangerine. Castiglione says that shorter hair is definitely coming back. But whatever the fashion, some faithful customers, including Chancellor Emeritus Tolley, still have their hair cut by no one but Frank.

The Crouse Beauty Salon, next to and above The Varsity has likewise felt the change in college lifestyles. It is the only beauty salon on the Hill, the last of a group that once included Zelda & Norm's, The Hill Beauty Parolour and Joseph's.

Helene Kazacos, owner for 20 years, recalls the standing appointments that many coeds had every week and the rush to fit everyone in when there was a big sorority formal or university dance. "You couldn't hear yourself think."

According to Helene, the girls always confided in the beauticians and kept (continued on page 34)

In order to update the University Archive's scant collection of material about M-Street, the Alumni News invites readers to contribute their own anecdotes or recollections about the Marshall Street area. Please send to: Letters to the Editor, 125 College Place, Syracuse, N.Y. 13210.
Above, Newhouse II, the second building in S. I. Newhouse School of Public Communications. The building faces the 100 block of Waverly Avenue. Upper right, a film student zooms in on his subject with his Bolex Macrozoom super 8mm camera. Right, students view the day's "rushes" on a movieola, one of 50 in the film department's editing lab.
no, consistent with his philosophy that 
"I don't want to sell my freedom for 
anything—some of my contemporaries 
are paunchy, conservative, have split-
level houses and Cadillacs." He didn't 
want any of it.

One of Fax's more ambitious projects 
was Garvey, a 1972 biography of 
Marcus Garvey, the legendary black 
nationalist who exhorted American 
black masses as early as 1916 to 
return to Africa. According to Fax, 
Garvey coined the term "black is beau-
tiful," long before activists of the 1960's 
adopted it. He calls Garvey "a man 
who had a tremendous vision—was 
more than just another bombastic 
speaker." Garvey was called by the late 
Malcolm X "the most controversial 
black man on earth," for his time.

Fax's latest book, Through Black Eyes, 
is an illustrated narrative of his travels 
through Uganda, Ethiopia, and Tanzania, 
arranged by the Educational Division 
of the State Department, and later to the 
Soviet Union as one of three black 
authors sent by Freedomways magazine 
as a guest of Soviet Writers.

When Fax went to the Soviet Union, he 
says he expected many of the stereotype 
Americans have "gleaned from 
our press about the USSR and its 
people." Instead, he found Soviet people 
not only friendly and his movements 
unrestricted. And while Fax's political 
ideas tend toward the left of the political 
spectrum, he doesn't bandy about 
political rhetoric; writing about the 
comparison between the USSR and the 
U.S., he says, "the real test of any 
government's staying power is the 
degree to which it succeeds or fails in 
capturing and holding the respect the 
confidence of those who it governs and 
serves." An admirer of Yevtushenko, 
whom he met while in the USSR, Fax 
shares the poet's criticism of Solzhe-
nitsyn, whom he feels was persecuted 
during the Stalin era and has not for-
given the government; "he wants to 
turn back the clock," Fax says.

The honors and credentials, though, 
haven't left an aura of pomposity around 
Elton Fax. His dress is casual, if not 
slightly rumpled; the secretaries as well 
as the executives at his publisher, Dodd-
Mead, call him by his first name. "I 
don't feel 65," he says.

The years of travel and teaching haven't 
extinguished his sense of humor, either. 
Entering a Manhattan building wearing 
a turtleneck, a coat buttoned up to the 
collar, and a Soviet cap that was a gift of 
his trip—it looked something like one 
worn by a monsignor—a man held 
the door for him, and said, "After you, 
Father." Fax bowed silently and preceded 
the man through the door.

But the essence of Fax's philosophy 
toward people and his work can be 
extracted from the preface of Through 
Black Eyes:

"Perhaps somewhere in the words and 
drawings there lives a spark that will 
kindle the fires of imaginative investi-
gation. Hopefully that burning curiosity 
will drive some to seek further under-
standing of the humanity of our neigh-
bors, with whom we must share a world 
rendered smaller by space travel and 
instant communications. I earnestly 
hope so."

—Edward L. Hersh
them weekly informed of their boyfriend problems—the pinnings and the de-pinings. "It was a lot of fun," Helene says," and we really enjoyed the girls." One in particular used to sit under the dryer clad only in her underwear, until the day that a man unexpectedly appeared, washing the windows outside. "There was also a lot of unhappiness," says Helene. One day a group of girls brought in a bouquet of flowers and gave them to a girl sitting under a dryer, as compensation for not being accepted into their sorority. "She just burst into tears and cried and cried."

Replacing the beauticians are boutique-like shops called Hair Zoo and Hair Gallery. Shag haircuts and styling are served up at $10-12 a sitting amidst the multi-colored walls and stereo rock music.

Marv Weiner, owner of Burnett's Pharmacy on the corner of East Adams and South Crouse is one of the best liked merchants in the M-Street area. He took over the store when Clint Burnett died, 20 years ago, and is nicknamed "Dr. Marv of the Hill" in honor of the concoctions he mixed up for fraternities to use in Hell Week practical jokes. "I remember making mixtures for the kids that would smoke up their houses or make them smell bad, or even change the color of urine to red or green."

Weiner recalls the easy-going fifties, when female students counted on the Burnett Pharmacy as their vital supplier of hair spray. "It was the hottest item, I just couldn't keep it on the shelves."

"Skateboards were the biggest fad I've ever seen up here," says Marv. "They used to go from the top of Mt. Olympus all the way down to Genesea Street. The kids used to come in and say to John, an employe at the time, 'I can't make the front wheel turn left,' and he'd fix it for them. He used to get a big kick out of it."

Changing student tastes have created an almost constant turnover among Marshall Street restauranteurs. For example, the ritzy Schrafft's of the 1920's has passed through stages of being called the Gridiron Restaurant, Tom Conway's (pinball), the Hill Smoke Shop and is now known as Manny's. A somehow organized jumble of SU t-shirts, sweatshirts, beer mugs, felt hats, pennants, tennis shorts and student-priced clothing, the store is presided over by Manny Slatuzker, known to many alumni as an inveterate supporter of SU sports.

Also started in the 20's was the College Candy Kitchen—specializing in homemade ice cream and candy—located on the corner across from The Varsity. Years later the site became Lefever's Drug Store, then Young's Drug Store and then Siegel's Drugs. The space on the corner now forms part of "the Beach" and the parking lot for what was once the Hospital of the Good Shepherd. Recently refurbished, the former hospital now houses the School of Education.

The Sugar Bowl of the 1930's later became the College Spa, with its year-round nativity scene in the window. In 1965 it became the Pizza King. Peter's Ice Cream and Sandwich Shop first became Loehr's Restaurant and is now Casual Ms., catering to the female students who still spend money on clothes. Two years ago the shop changed its name from Casual Miss, perhaps to prove that well-dressed and liberated are not mutually exclusive terms. Brad's Breus, Victuals & Steus now stands where the Syracuse Trust Co. and Steve's grocery once stood. Long gone are Mom and Pop Fisher's, the Stadium Restaurant and Colonial Hall.

One of the newest eateries on M-Street is King David's, serving Middle Eastern foods, such as Kafka, a spicy meat patty; Hommos, ground chick pea dip eaten with special pita bread; and Falafel, a deep-fried vegetable burger, also with chick peas.

Record stores proliferate, following in the footsteps of The Varsity Victrola Shop, owned for 40 years by Esther and Howard Oldsmast. Today the shops are Discount Records, The Record Runner and Spectrum Records, the last a part of a complex of cooperatively run student stores.

Men's clothing shops have traditionally located on the flanks of The Varsity, the earliest being Moody's Men's Shop and Kent's Boutique. These gave way to Don Cassidy's, The Town Shop, Ruth's Cosmetics, Allan Deal's Florist, the Yankee Inn Diner and Lund's Sportswear. In their place Douglas Stone, Ltd., a clothier of the traditional cut, and The Emporium, dispensers of pop culture—incense, candles, hanging lanterns/planters/ash trays, Studio One photographs, and posters ("Nixon — The Name Is Changed, But It's Still The Same Old Gas").

Next to the Emporium and behind the new audiophlic Tech HiFi is the Moon Child Boutique, purveyors of recycled jeans, peasant blouses, silver jewelry, water beds and water pipes. Across the street where Kleinen's Grocery once operated stands Ivy Hall, no place for those suffering claustrophobia.

Among what may be the world's most dense collection of casual pants can be found a framed, autographed photo of a young Larry Csonka.

At the other end of M-Street, The Pet Shop and the Greenwich Village Boutique replace the Mexican Shop, which once outfitted girls for Bermuda cruises. Upstairs is "Bandit Bob" Bandier's Orange Student Book Store, price warrior with the SU Bookstore. According to Abbie Harper Bigelow, a post office once occupied this space. Known as the "Chute," it was a dropping off point for bundles of laundry being sent home for cleaning. A continual struggle existed between the postmaster who objected to students sending letters with the laundry and to equally furtive mothers returning homebaked cookies with the wash.

The physical character of M-Street came close to radical change recently, with the suggestion by William Scarbrough (Architectural) Associates to build a 600-foot-long canopy over the length of the sidewalk. It would have been financed by billboards—attached to a space frame above—advertising the various shops and restaurants. In addition, M-Street would have been closed to traffic, making it an official mall. However, the Syracuse Common Council imposed a moratorium on billboard construction and the whole idea has been dropped.

Still, changes may be in store for the area. Urban Renewal has torn down some of the old houses behind Marshall Street, widened the sidewalks, added bicycle racks and planted some badly needed trees. They have also commissioned the Lyle Huber Brown, architects, to study the whole Hill area; a report is scheduled to be released this summer.

Nevertheless, it is hard to envision any program which would threaten a formula which has remained sound for so long: supplies and sustenance in a carnival-like atmosphere. The clothes shops and boutiques will change to conform to the latest styles, the pets and plants and records and pinball machines will certainly give way to new forms of entertainment, but the basic restaurants, grocery stores, pharmacies and laundries must remain. One hopes that the highly personalized store owners, many serving as informal in-locos-parentis, will also survive. Gone are The Savory, The Dutch Haven and The Hill Book Stall, but The Varsity, The Orange and The Cosmo remain to provide us with a touch of the past.

-Missy Ryan '74