

AND REAL ESTATE



JOE
PALUMBO III
How's Business?

Halloween means Rubie's

It is almost time for Halloween and that means trick or treating in cute, cool and — and for adults — hot Halloween costumes.

Rubin Beige is the third generation to run Rubie's Costume Company located at 120-08 Jamaica Ave. in Richmond Hill. Rubie's is a family-owned and operated business that began in 1951 as a neighborhood candy store in Queens founded by Rubin and Tillie Beige with their Army savings of \$500.

Rubie's is the world's largest manufacturer and distributor of Halloween's products right here in our own neighborhood, with approximately 2,000 employees worldwide.

"We have costumes for every age and gender group imaginable," said Beige. "Our line includes newborn, infant, toddler, teen, tween, adults and plus size. Costumes are available in all of these categories for both men and women."

Beige said the company also does costume theme parties for every theme, dream or occasion, and manufactures Christmas and toy merchandise.

I asked Beige the question what are hot costumes in each age group.

"This year, pirates and 'Star Wars' are hot, in that order," Beige said. "For the little ones, Barbie, Elmo and Bratz still hold their own in popularity."

I asked Beige about the craziest costume request they ever had.

Beige chuckled and said, "A tree, a nut and bolt, and a whoopee cushion with sound effects come to mind first. But who knows? Halloween isn't here yet."

So How's Business in regards to Rubie's Costume Company? I would say the best part of Rubie's is they take pride in creating a quality made product.

Contact Rubie's Costume Compa-



Photo by John Tozzi

Kenneth Epstein has operated Mesk Police Equipment in Jamaica for 35 years, specializing in custom-fitted bullet-proof vests.

NYPD depends on Mesk for protection

Jamaica equipment store supplies NY's Finest with everything but guns, badges

BY JOHN TOZZI

Kenneth Epstein cares about getting his customers the right fit more than most merchants. He can tell what size you wear by looking at you, but he will measure you personally regardless. And if your custom-made purchase does not fit when it arrives, he will send it back so it can be remade from scratch.

That's because Epstein's customers are New York City police officers, and if their bullet-resistant vests do not fit, it could mean the difference between life and death for one of the city's Finest.

"It's more than just a store," said Epstein, who founded Mesk Police Equipment nearly 35 years ago on 168th Street in Jamaica, across from the 103rd Precinct. "I have to sleep at night. I have to make sure these guys go out safe."

The kevlar-plated vests are only the most critical of a wide range of equipment for police and private security Epstein sells from his second-floor store. Short of department-issued firearms and radios, his store has just about anything an officer on the street is wearing or carrying: shoes, hats, slacks, shirts, gloves, holsters, handcuffs, flashlights, belts, night sticks and collar insignia.

The nature of his business presents a concern other store owners never have to think of.

"There are a lot of arrests that get made in here for people impersonating police officers," he said.

Customers buying police equipment need to show police identification, and those buying private security gear must prove

that they are licensed by New York State. When a 62-year-old man came in last year posing as an NYPD lieutenant, Epstein noticed that the man's ID was modified. He asked the man to wait, went to the back of his store and called the police, who collared the suspect in his store.

He also helped identify Reginald Gousse, a Springfield Gardens man convicted of impersonating a cop and killing a Long Island banker two years ago. Gousse was in Epstein's store around the time of the killing.

"He wanted to buy a custom-made holster for the gun that he killed the guy with," Epstein said. When he heard about the killing, Epstein checked and learned that the type of gun Gousse had was not used by police. He got suspicious and tipped off investigators. Today, his office wall is adorned with letters from the Queens and Nassau district attorneys thanking him for his help.

Epstein's commitment to his customers' safety is paramount. In the late 1990s, when a manufacturer recalled thousands of bullet-resistant vests, he remeasured every officer he sold one to — at his own expense.

"There were a bunch of vests that were not up to par," he said. "I remeasured 6,000 people."

To Epstein, cutting corners to save money is not an option. "You can't just be a businessman," he said. "You have to be a human being first."

Reach reporter John Tozzi by e-mail at news@timesledger.com or by phone at 718-229-0300 Ext. 174.

BUSINESS ORGANIZATIONS

SOUTHEAST QUEENS

CAMBRIA HEIGHTS

Cambria Heights Merchants & Professional Assoc.
 Marcus Plaza
 219-19 Linden Blvd.
 Cambria Heights, NY 11411
 718-528-8079
 Meets last Thursday of each month from 7-9 p.m.

JAMAICA

Jamaica Chamber of Commerce
 90-25 161st St., Suite 505
 Jamaica, NY 11432
 Meetings as needed

Local Development Corporations:
 Greater Jamaica Development Corp.
 90-04 161st St.
 Jamaica, NY 11432
 718-291-0282

FAX: 658-1405
 Quarterly meetings. Call for dates and time.

Downtown Committee of Greater Jamaica Development Corporation
 90-04 161 St.
 Jamaica, NY 11432
 718-291-0282
 FAX: 658-1405
 Meets bimonthly on every 2nd Wednesday in the Harvest Room of Jamaica Market, 90-40 160th St. at 12:30 p.m.

ROSEDALE

Rosedale Businessmens Association
 230-40 144th Ave.
 Rosedale, NY 11413
 718-723-9662
 Meetings as needed

NORTHEAST QUEENS

BAYSIDE

Bayside Business Association
 41-16 Bell Blvd.
 Bayside, NY 11361
 718-229-2277
 Meets the 3rd Thursday of every month (except July and August). Call for details
 718-229-2277-Judith Limpert

Bayside Village Business Improvement District
 PO Box 241
 Bayside, NY 11361
 718-229-2277
 Meetings as needed

BELLEROSE

Joint Bellerose Business District
 50 Superior Rd.
 Bellerose, NY 11001
 516-352-6415
 Meets monthly at the same

address on 1st Tuesday at 6:30 p.m.

COLLEGE POINT

College Point Board of Trade
 14-15 College Point Blvd.
 College Point, NY 11356
 718-939-3393
 FAX: 718-359-1432
 www.collegepoint.org
 Check website for upcoming events.

WEST QUEENS

ASTORIA

30th Avenue Area Merchants Association
 36-17 30th Ave.
 Astoria, NY 11013
 718-956-3366
 Meets quarterly. Call for date and time.

Business Improvement District:
 Steinway Street Business Improvement District
 28-27 Steinway St.
 Astoria, NY 11013
 718-721-8252
 FAX: 718-728-7413
 Meetings as needed

CORONA

Corona Business Assoc.
 c/o Accion Latina, Inc.
 102-21 Roosevelt Ave., 2nd Fl.
 Corona, NY 11368
 718-429-0500
 FAX: 429-0026
 Meets every third Wednesday at 7 p.m.

Lefrak City Merchants Assoc.
 P.O. Box 730634
 Elmhurst, NY 11373
 718-271-4309
 Jim Galloway, coordinator
 Meets every 6 months at the Astoria Federal Bank on Junction Blvd. and 57th Ave. Call for date and time.

Hispanic Chamber of Commerce of Queens
 76-11 37th Ave., Suite 203
 Jackson Heights., NY 11372
 718-899-4418
 Meets 3rd Wednesday of every third month. Call for location and time.

FOREST HILLS

Forest Hills Chamber of Commerce
 P.O. Box 751123
 Forest Hills, NY 11375
 718-268-6565
 FAX: 268-6565
 EMAIL: FHChamber@aol.com
 Meets at 9 a.m. last Wednesday of the month at Garcia's Restaurant, 70-09 Austin St.
 www.shopforesthills.com

Metro-Forest Chamber of Commerce
 90-06 71st Ave.
 Forest Hills, NY 11375
 FAX: 326-3626
 Meetings as needed

RIDGEWOOD

Local Development Corp.:
 Ridgewood Local Development Corp.
 59-09 Myrtle Ave., 3rd Fl.
 Ridgewood, NY 11385
 718-366-3806
 FAX: 718-381-7080
 Meetings as needed

Business Improvement Dist.
 Myrtle Avenue Business Improvement District
 59-09 Myrtle Ave., 3rd Floor
 Ridgewood, NY 11385
 718-366-3806
 FAX: 718-381-7080
 Meetings as needed

SUNNYSIDE

Sunnyside Chamber of Commerce at LaGuardia College
 31-10 Thomson Ave. Rm M-222
 Long Island City, NY 11101
 718-482-6053 or -8752
 www.sunnysidechamber.org
 Meets 2nd Tuesday, 12:30 p.m. monthly, except July and August, at Dazies Restaurant, 39-41 Queens Blvd.

WOODHAVEN

Local Development Corp.:
 Greater Woodhaven Development Corporation
 84-01 Jamaica Ave.
 Woodhaven, NY 11421
 718-805-0202
 FAX: 805-2929
 EMAIL: GWDCBID@hotmail.com
 Meets every 4th Tuesday at Le Cordon Bleu, 96-01 Jamaica Ave., at 7:30 p.m.

Business Improvement Dist.:
 Greater Woodhaven Business Improvement District
 84-01 Jamaica Ave.
 Woodhaven, NY 11421
 718-805-0706
 EMAIL: GWDCBID@hotmail.com
 Meets once annually. Call for more information.

BUSINESS CALENDAR

■ Business Person of the Year Lunch
WHO: Queens Chamber of Commerce
WHEN: 11:30 a.m. Oct. 12
WHERE: LaGuardia Airport Marriott, 102-05 Ditmars Blvd.
COST: \$60
CONTACT: 718-898-8500

■ Business card exchange with wine and hors d'oeuvres
WHO: Sunnyside Chamber of Commerce
WHEN: 6-8 p.m. Oct. 10
WHERE: Nelson's Christmas Shoppe, 43-24 Greenpoint Ave., Sunnyside

■ 13th Annual Business Person of the Year awards
WHO: Queens Chamber of Commerce
WHEN: Oct. 12
WHERE: Crowne Plaza LaGuardia Hotel
CONTACT: 718-898-8500

■ Annual membership meeting
WHO: Center for the Women of New York

WHEN: 7 p.m. Oct. 16
WHERE: Queens Borough Hall, Room 213, 120-55 Queens Blvd., Kew Gardens
CONTACT: 718-793-0672

■ "Saluting New York's Visionaries: Connecting the Region of Lower Manhattan to Jamaica/JFK"
WHO: Greater Jamaica Development Corporation
WHEN: 6 to 9 p.m. Oct. 16
WHERE: Ritz-Carlton, Battery Park Hotel, Manhattan
CONTACT: David Rosenstock at 212-838-2660, Ext. 13

■ Business Breakfast with Rep. Carolyn Maloney
WHO: Long Island City Business Improvement District
WHEN: Oct. 18
WHERE: 29-10 Thomson Ave., 9th Floor, Long Island City
CONTACT: Marion Loy at marionloy@licbdc.org or 718-786-5300, Ext. 21

FUND-RAISERS

■ 1950s "Rock Around the Clock" luncheon; Spirit Award honoree will be Florence Constant, director of health outreach since 1991
WHO: Women's Auxiliary, the New York Hospital Medical Center of Queens
WHEN: Oct. 12
WHERE: Terrace on the Park
CONTACT: Susan Leder or Jody Eglinton at 718-670-1249

■ Queens Hospital Center Inaugural Gala, honoring Claire Schulman, Assemblywoman Barbara Clark, Anna Kril of Sharing and Caring, Inc., Dr. Jean-Bernard Poulard, and Elizabeth Heggs
WHO: Queens Hospital Center Auxiliary
WHEN: 7 p.m. Oct. 13
WHERE: Antun's of Queen's Village, 96-43 Springfield Blvd., Queens Village
COST: \$100
CONTACT: 718-883-GALA

■ Miniature Golf Classic
WHO: New York Hospital Queens
WHEN: 1-3 p.m. Oct. 15
WHERE: Spring Rock Golf Center, New Hyde Park
CONTACT: Julie Varghese 718-670-1009
EXTRA: Bring children and grandchildren; ice cream, cotton candy and popcorn available

■ 26th annual Woodhaven street festival
WHO: Greater Woodhaven Development Corporation
WHEN: 11 a.m. - 6 p.m. Oct. 15
WHERE: Jamaica Avenue from 80th Street to Woodhaven Boulevard
CONTACT: 718-805-0202
EXTRA: Pony rides, games, entertainment, food, vendors and great bargains

■ 10th Annual Alumni and Friends Golf Classic
WHO: Christ the King Regional High School
WHEN: 9:45 a.m. with registration and continuing all day with a cocktail hour, buffet and awards presentation in the evening
WHERE: Cherry Valley Club in Garden City and Garden City Country Club in Garden City
COST: 1,365, foursome; \$110, cocktails and dinner only
CONTACT: 718-366-7400, Ext. 272

■ Gala 2006: Saluting New York Visionaries
WHO: Honorees are John E. Zuccotti, Brookfield Properties and Rep. Gregory Meeks, D-St.Albans
WHEN: 6 p.m. Oct. 16
WHERE: Ritz-Carlton New York, Battery Park, Two West Street, Manhattan
CONTACT: 212-838-2660, Ext. 13

TIMESLEDGER QUEENS INDEX

Name of Company	Symbol	Close 1/25	Close 1/18	Change
Eon Labs Laurelton Biz: Pharmaceutical	ELAB	25.12	25.64	-.52
JetBlue Airways Kew Gardens Biz: Airline	JBLU	19.31	21.61	-2.3
Major Automotive Cos. Long Island City Biz: Auto retailing	MAJR	1.18	1.07	+.11
Schick Technologies Long Island City Biz: Radiographic imaging	SCHK.OB	15.6	15.8	-.2
Standard Motor Prods. Long Island City Biz: Automotive parts	SMP	12.68	13.4	-.72
Steven Madden Long Island City Biz: Shoes	SHOO	19.12	18.19	+.93



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Cambria Heights Merchants & Professional Assoc.
Marcus Plaza
219-19 Linden Blvd.
Cambria Heights, NY 11411
718-528-8079
Meets last Thursday of each month from 7-9 p.m.

JAMAICA

Jamaica Chamber of Commerce
90-25 161st St., Suite 505
Jamaica, NY 11432
Meetings as needed

Local Development Corporations:
Greater Jamaica Development Corp.
90-04 161st St.
Jamaica, NY 11432
718-291-0282

FAX: 658-1405
Quarterly meetings. Call for dates and time.

Downtown Committee of Greater Jamaica Development Corporation
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Jamaica, NY 11432
718-291-0282
FAX: 658-1405
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College Point, NY 11356
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FAX: 718-359-1432
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Check website for upcoming events.

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Astoria, NY 11013
718-721-8252
FAX: 718-728-7413
Meetings as needed

CORONA

Corona Business Assoc.
c/o Accion Latina, Inc.
102-21 Roosevelt Ave., 2nd Fl.
Corona, NY 11368
718-429-0500
FAX: 429-0026
Meets every third Wednesday at 7 p.m.

Lefrak City Merchants Assoc.
P.O. Box 730634
Elmhurst, NY 11373
718-271-4309
Jim Galloway, coordinator
Meets every 6 months at the Astoria Federal Bank on Junction Blvd. and 57th Ave. Call for date and time.

Hispanic Chamber of Commerce of Queens
76-11 37th Ave., Suite 203
Jackson Heights, NY 11372
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FOREST HILLS

Forest Hills Chamber of Commerce
P.O. Box 751123
Forest Hills, NY 11375
718-268-6565
FAX: 268-6565
EMAIL: FHChamber@aol.com
Meets at 9 a.m. last Wednesday of the month at Garcia's Restaurant, 70-09 Austin St.
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Metro-Forest Chamber of Commerce
90-06 71st Ave.
Forest Hills, NY 11375
FAX: 326-3626
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RIDGEWOOD

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59-09 Myrtle Ave., 3rd Fl.
Ridgewood, NY 11385
718-366-3806
FAX: 718-381-7080
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Business Improvement Dist.
Myrtle Avenue Business Improvement District
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Ridgewood, NY 11385
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SUNNYSIDE

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WOODHAVEN

Local Development Corp.:
Greater Woodhaven Development Corporation
84-01 Jamaica Ave.
Woodhaven, NY 11421
718-805-0202
FAX: 805-2929
EMAIL: GWDCBID@hotmail.com
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Meets once annually. Call for more information.

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COST: \$60
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Standard Motor Prods. Long Island City Biz: Automotive parts	SMP	12.68	13.4	-.72
Steven Madden Long Island City Biz: Shoes	SHOO	19.12	18.19	+.93