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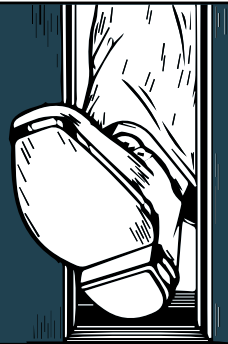


The Apple Tree fireplace room, 1953



The exterior in 1953 looks the same as 1951.

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The Apple Tree bar and dining area, opposite the fireplace room, 1953

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The Apple Tree, 1954. These Liquor Authority photos are labeled under the name Marino Pumillo (All Apple Tree photos courtesy of Rory Klinge of Greenport)



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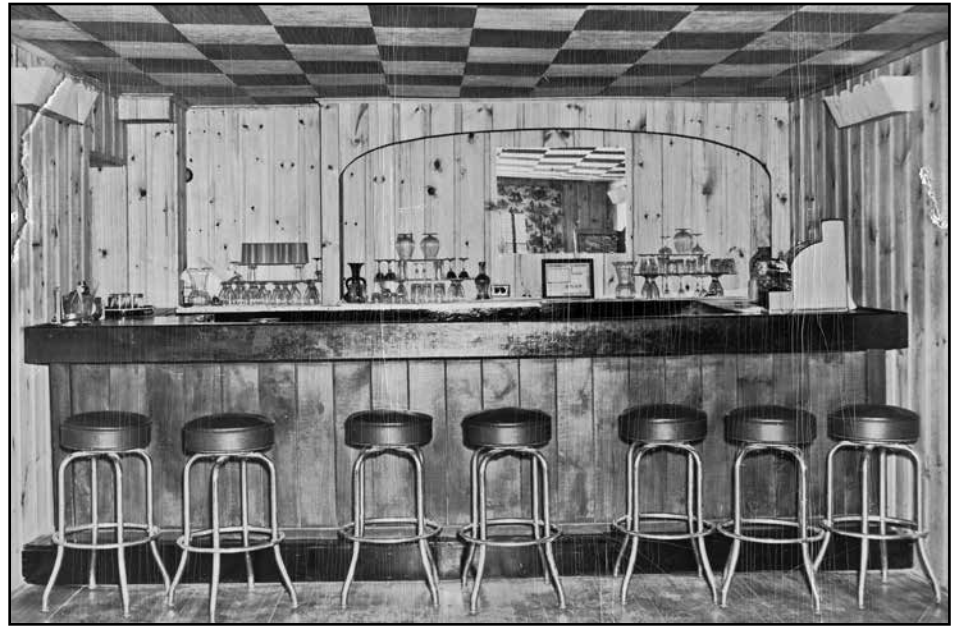
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The Sunrise Hotel

On the north side of the Main Road in Southold stood The Sunrise Hotel, Bar and Restaurant, currently the North Fork Table and Inn.

A little uncovered history...

On an 1873 map of Southold the property is marked Payne, an old name in Southold. A 1909 atlas shows the owner as J. M. Post. Early in the 1920s it was owned by Charles Post and his wife, a retired couple from Brooklyn who named the place The Sunrise Inn. For a time it was owned by Ida and Valentine Fitall and in the 1940s it became The Southold Inn, proprietor Jimmy Hallas. Helen Devery owned the Inn in the 1950s. She sold it to Dom and Doris Zito, who, in turn, sold to Robert and Christine Hascoat in 1975. The Hascoats named their elegant restaurant La Gazelle and brought fine French food to Southold until 1995. For a while it was L'Hotel Coeur des Vignes run by Donna Marie and George Pavlou with their son, Aristodemos Pavlou as chef. In 2006, owned by renowned chefs Gerry Hayden and Claudia Fleming, it was named the North Fork Table and Inn.



Sunrise Hotel's bar, May 1950.



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Sunrise Hotel, May 1950.



The above must pre-date the columns but we have no date. The signs above the door read "Entrance" and "Bar"



Postcard photo with the awning reading "Southold Inn"



The North Fork Table and Inn, 2022.

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History of the Apple Tree

Extractions of a Peconic Bay Shopper article by Dan McCarthy, April 2016

The Apple Tree Roadside Refreshment Stand (a small stand in front of an apple tree) located at Manor Hill, Mattituck was opened in 1930 by the Huttenlocher brothers, Ronald and Victor (see photo on facing page). It was “founded as a vegetable and hot dog stand” with quite limited seating. The business was moved to Main Road, Mattituck in 1935. Josephine Huttenlocher, the brothers’ mother, was doing all the cooking and baking there. The June 6, 1935 *The Watchman* reads: “The well known ‘Apple Tree’ roadside refreshment stand has been moved from its former location at Manor Hill to a lot on the Main Road just east of the Mattituck Bowling Alleys. The Huttenlochers are expecting a brisk summer business at this location.”

By 1941, The Apple Tree had a 20ft well-stocked bar and seating for approximately 200 people. Thirteen employees were on the payroll in 1941 and that included an orchestra that played every night. An article in a 1952 *Long Island Traveler Mattituck Watchman* stated “There was an evening of dancing every Saturday night at The Apple Tree with the Herb Cook’s Orchestra.

The establishment was sold to Joseph and Marion Pumillo around 1953.

October 14, 1954 *Long Island Traveler Mattituck Watchman*: “There will be a Halloween Dance at the Apple Tree, Mattituck on Friday, October 29th 9 -1:30 AM. The dance is sponsored by the Columbiettes of Stirling Council No. 768. Music by Herb Cook’s Orchestra; costume prizes of \$5, \$3 and \$2 will be awarded.”

In mid-1962 continuing to the summer of 1965, Nat Marchiano played at The Apple Tree with *The Kingsmen*. Nat mentioned that “The cook’s name was Mary and was brand new when we started to play there in 1962. She made an amazing pizza, albeit Polish, but it was celebrated as the best around! She adopted us and made sure we had something to eat when we went on breaks.”

Ken Joseph and his band, *The Strangers*, played at The Apple Tree from 1965 to 1966. “The Tree drew folks from all over Suffolk County. The crowds were enormous with cars filling the parking lot and lined up along Route 25.

In the summer of 1965, Nat Marchiano switched bands with his brother Nick who also played guitar. Nat let me know that Nick took his place with the *Kingsmen* and then Nat took Nick’s place with *The Tradewinds*. In the summer of 1966, *The Tradewinds* played at *The Apple Tree*.

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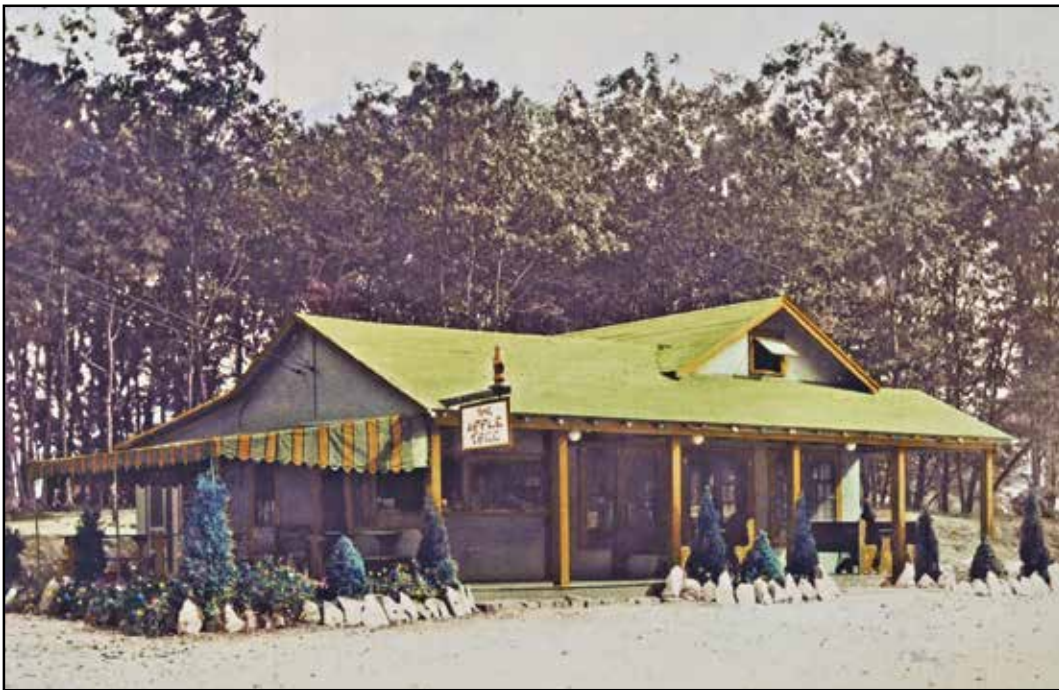
Nat said The Apple Tree was a favorite Friday and Saturday night destination for teenagers and early 20-somethings who traveled from as far away as Ozone Park in the early to late '60s to both enjoy the rock and roll and hang out with the locals from Riverhead and the North Fork."

Nat also remembered that an air conditioning system was installed in the early 60s but by the time the 750+ teenagers squeezed themselves into the room, the air was hot and humid.

Since the original "Apple Tree" days, the restaurant has been under the names: "The Coach House," "The Coach Stoppe," "Half-Shell Republic," "The Apple Tree" (again), "Half-Shell West," and in 2004, "The Restaurant at Four Doors Down and The Crazy Fork." Today (see photo page 3) it is the home to Mattitaco and East on Main.



The original Apple Tree Stand and apple tree before the Huttenlochers moved their business to Main Road.
All photos courtesy of the Huttenlocher Family.



The Apple Tree Stand starts to expand.



A better view of the fireplace room.

THE APPLE TREE

Jericho Turnpike
MATTITUCK, L. I., N. Y.
(90 Miles from New York City)

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Hamburger, Spanish Onion10
Hamburger, Butter-fried Onions15
Hamburger DeLuxe20
Ham15
Egg10
Peanut Butter and Bacon20
Ham and Peanut Butter20
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Ham, Lettuce and Tomato20
Bacon, Lettuce and Tomato30
Western20
Grilled Bacon15
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Olde English Cheese and Ham20
Olde English Cheese and Tomato20
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