

Obituaries

William LaMorte, 59, vending firm president

William C. LaMorte of 122 York Ave., New Brighton, owner of the largest vending machine company on Staten Island and a community leader, died yesterday in his home. He was 59.

Mr. LaMorte, a lifelong Islander, was president of the LaMorte Cigarette and Music Service of New Brighton, a family business that was founded in 1929. The firm first specialized in wholesale tobacco products.

Mr. LaMorte served in the U.S. Army Quartermaster Corps during World War II and was stationed in France after the Normandy landing. He was discharged in 1945 as a corporal after three years in uniform.

Mr. LaMorte was appointed to Community Board 2 in 1972 and to the new Board 1 this year. He was especially concerned with the revitalization of the Jersey St. commercial area and served as chairman of Board 2's New Brighton Committee.

As chairman of the committee, he was instrumental in obtaining a \$200,000 federal rehabilitation grant for Jersey St. last year.

Mr. LaMorte was also active in programs for retarded persons. As a member of the board of trustees of the Exceptional Children's Club, he sponsored free bowling programs for retarded children at the Colonial Lanes in Clifton.

Last month, he was appointed by Gov. Carey to a one-year term on the Board of Visitors of Willowbrook Developmental Center.

Mr. LaMorte held a variety of other community posts. He was executive director of the Camelot Drug Prevention Center in Port Richmond; past



William C. LaMorte

president of the North Shore Kiwanis Club; member of the board of directors of the American Cancer Society, the Staten Island Heart Foundation, and Richmond Home Needs Services.

He was also a member of Granito-Smith Post, American Legion; Labetti Post, Veterans of Foreign Wars; Loyal Order of Moose; the Italian Club of Staten Island, and the fund-raising committees for Staten Island Hospital, the Staten Island Mental Health Society, Community Chest, Kidney Foundation, YMCA and Boy Scouts.

Mr. LaMorte is survived by his wife, Theresa; a son William Jr., of Westerleigh; a daughter, Mrs. Catherine Myers of Concord; three sisters, Mrs. Theresa Gerardi and Mrs. Rose Pascarella, both New Brighton, and Mrs. Ann Pannucci of New Dorp, and four grandchildren.

The funeral will be Friday from the Richmond Funeral Home, Grant City, with a 10 a.m. mass in Assumption R.C. Church, New Brighton. Burial will be in Moravian Cemetery.