

# PERTH AMBOY EVENING NEWS

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The Evening News is always glad to receive communications from its readers, but letters intended for publication must be reasonable in length and must be signed by the name and address of the writer. If requested the name will not be published unless the writer so indicates. Communications should be addressed to the Editor, Perth Amboy Evening News, 1510 Association Building, New York City.

## Bible Thought For Today.

THE CHRISTIAN'S MISSION:—Preach, saying, The kingdom of heaven is at hand. Heal the sick, cleanse the lepers, raise the dead, cast out devils: freely ye have received, freely give.—Matthew 10:7, 8.

## NEW STATION PLANS

In all the talk that is going on about the elimination of the grade crossings let not the new railroad station be overlooked. This is almost of as much importance to the city as the elimination of the crossings. Were it not for the fact that lives are at stake where the crossings are concerned one would be inclined to put the railroad station first.

It is useless to argue about the inadequacy of the present station. That is admitted by all. The essential thing now is to see that the new station is up to the requirements. Perth Amboy wants no pretty little suburban structure such as would grace such a community as Westfield, Dunellen or Somerville. This is a manufacturing city with vast interests at stake. The developments here are going to be enormous. While Perth Amboy may never have the commuters that other small communities have, the business will be done here and the commuters will come here from other places in greater numbers as time goes on.

Perth Amboy wants a station that it will not be necessary to apologize for whenever a stranger comes to town. And when such a station is built the old State street station of the Pennsylvania railroad ought to be abandoned. The Central station at present is bad enough, but the Pennsylvania station is even worse because when some of the incoming trains arrive at night the station is not even open, let alone lighted if no train is scheduled to depart about that time. The stranger alights into utter darkness except for a dingy little electric light away off somewhere that only tends to emphasize the gloom and he stumbles along down a dark passageway trying to find the street. Conditions could not be worse in the poorest mining town in the far west. The stranger wonders what kind of a place he is getting into, anyway.

When it is realized that the Central station is not much better, it is plain that Perth Amboy cannot hope to make much progress under such conditions. That is the reason that it is as necessary to give almost as much attention to the plans for the proposed new station as to the elimination of the grade crossings.

If the city had shown the right kind of progressiveness and put up the fight necessary the idea of a union station on the site of the present Lehigh Valley freight station at New Brunswick avenue might have been put across. This would be the ideal thing. With all three railroads centering their passenger traffic at one point there would be a business worth while with a station in keeping with the importance of the municipality. But if the city hasn't got the "pep" back of it to put across the union station, the least it can do is to insist upon a station that will be a credit to the city when the plans now under consideration are finally adopted.

## IS THERE A ROAD PATROL?

If there is a county road patrol system in operation in Middlesex this year why is it that the road between Perth Amboy and Metuchen, especially that section between here and Fords, is allowed to go so long without repair? Bad spots in the pavement that should have been detected months ago and patched before they got any worse are being ignored with the result that deterioration has set in and the road is rapidly going to pieces.

These highway cost the taxpayers a great deal of money. Why go on building more roads when it seems impossible to take proper care of those we already have?

The idea of a highway patrol is to have a man constantly going over a road to detect the first signs of wear and make repairs before any real damage is done, thus assuring good highway conditions all the time. Except for the Lincoln highway which is cared for by the state, there is not a road in the county that is more heavily traveled than the road between this city and Metuchen. If there is any place where a patrol is needed it is over this particular six miles of highway. It would not cost a great deal to put this road back in good condition even now. Why not do it before the road goes to pieces entirely? Why is it such important roads cannot be kept in first class condition all the time?

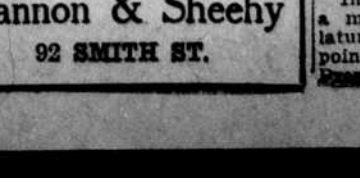
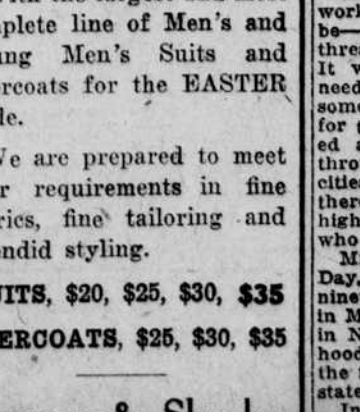
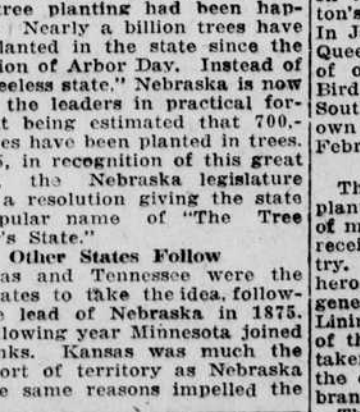
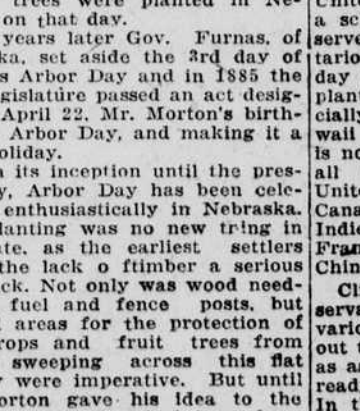
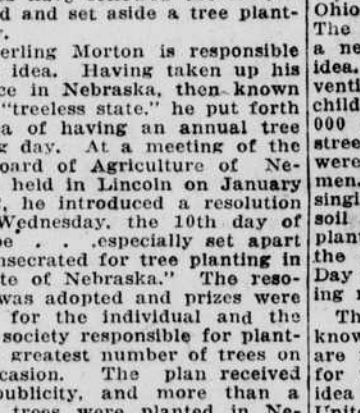
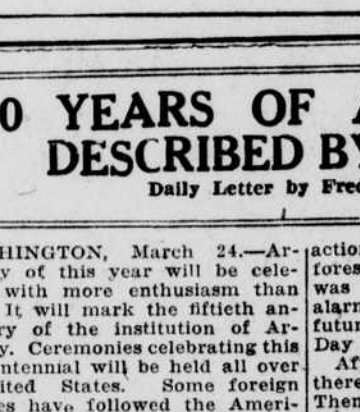
## IMPROVE AMBOY AVENUE

It certainly seems that between the city, county and the state, something ought to be done to improve the condition of Amboy avenue this spring. All three branches of the government are interested. The highway is a part of the state system, it is a county road located largely within the city limits. To let this stretch of pavement remain in its present condition all through the season would be an outrage on the public.

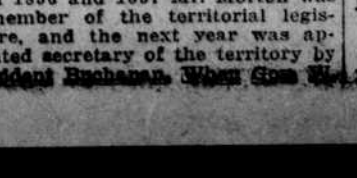
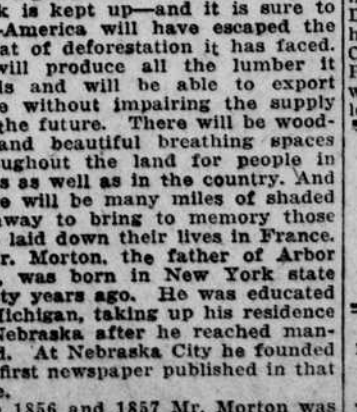
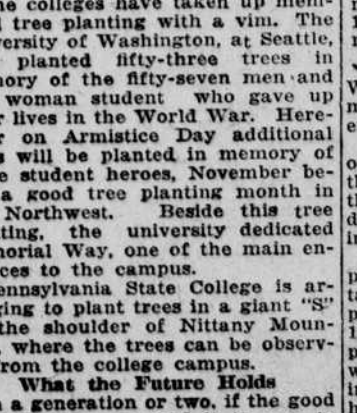
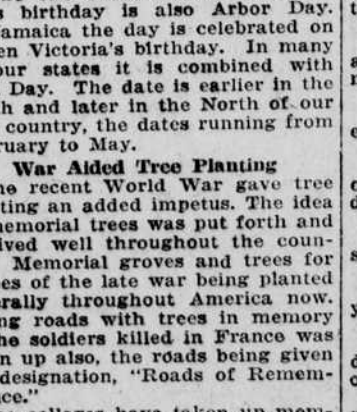
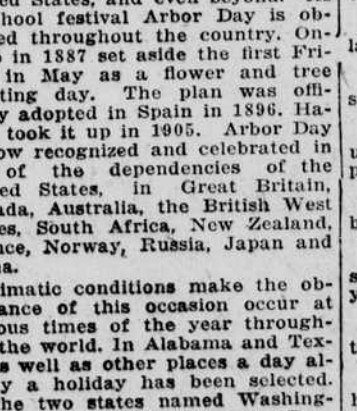
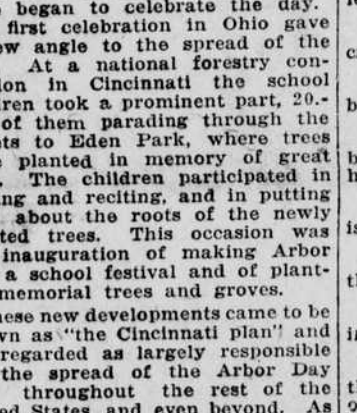
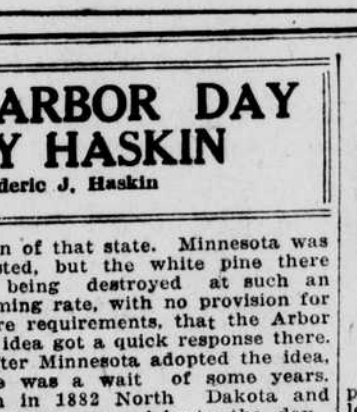
The advantages of having this road straightened is an additional reason for taking immediate action. Surely there is some way of getting together on this most desirable project. The state, the county and the city all have a stake at stake. Amboy avenue and the road to Woodbridge to be improved this spring.

The College President Reads the Student Publication—By Fontaine Fox.

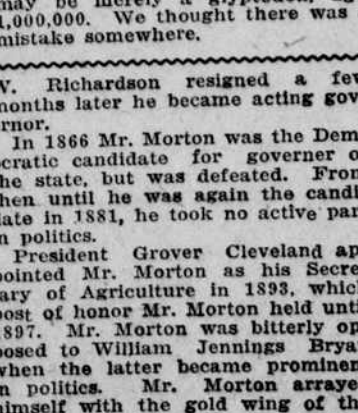
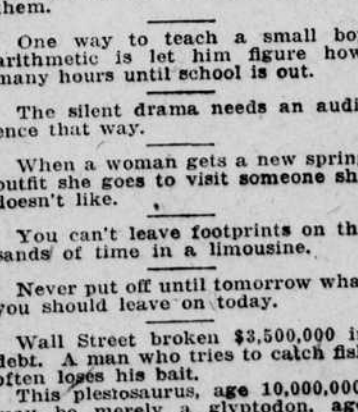
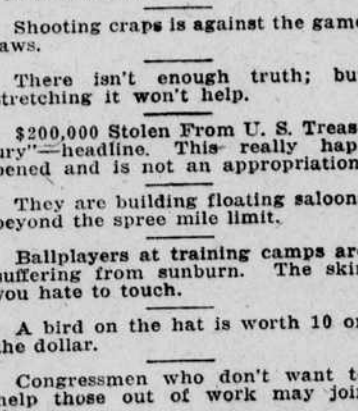
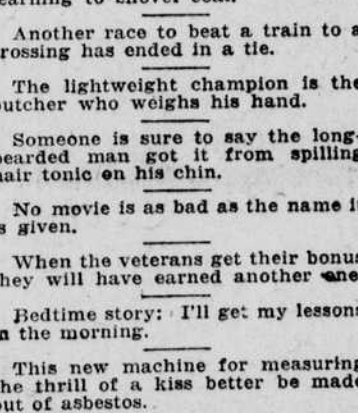
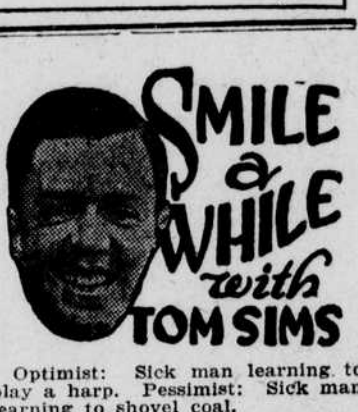
"HMM NEW ISSUE OF THE STUDENTS MONTHLY"



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# ELLEN YOUNG

DOCTOR OF SALES By Ruth Leigh. Author of "The Human Side of Retail Selling," "The A B C of Retailing," etc.

"In doing my shopping around your store this afternoon, Mr. Barringer, Ellen Young told the proprietor of the Barringer Department Store, 'I noticed one thing about your sales people. They don't try hard enough in selling. In other words, they let themselves lose too easily. Now, for instance, I asked for a pair of long brown gloves, and was told that you didn't have my size. That saleswoman did not even attempt to interest me in something else.'"

"You don't mean to say she just let you walk away?" The white-haired founder of the Barringer Department Store leaned forward earnestly. "Absolutely. She asked me, weakly, if 'anything else would do,' and took my 'no' with rather a breath of relief."

"That's bad business." The store owner was serious. "We must get some educational work done among our sales people. They are not interested in selling. They are only interested in making a sale. They are not interested in the customer, but only in the sale."

"I think it's a tragedy. Why, Mr. Barringer, you have no conception of the number of orders lost every day, both by retail sales people in stores and by traveling salesmen, all because they are willing to give up too quickly."

"I always say to my staff, Miss Young, that as you are an order taker, you are a customer what he wants, and wrap it up, but it takes a real, honest-to-goodness saleswoman to convince a customer of the need, and make him buy the goods."

Ellen Young agreed. "The thing I can't understand is why, when a salesperson tells a customer that an article she wants is not in stock, she so stupidly says, 'Won't anything else do?' instead of coming out with a specific article, for instance, not that saleswoman, but the customer to ask for it, but bringing it out on her own initiative, and showing it."

"Oh, well," Mr. Barringer shrugged. "I suppose they'll be sales people all their lives. It's only the exceptional worker; the really ambitious man or woman, who is promoted because he doesn't give up too easily."

"You're right. It seems such an obvious thing to do, that I wonder if more salesmen don't realize it—that once a customer has gotten to the point of asking for merchandise he doesn't take advantage of that interest in buying to sell something on the spot. I don't mean that he should just bring out something, but he should actually convince the customer by his confidence and his knowledge of the goods that his article will be satisfactory. In the case of my brown suede gloves, for example, if that saleswoman had showed me those fabric gloves that look like doekin I should have bought a pair. As a matter of fact, walking into the store, I saw a woman buying a pair of those fabric gloves and was so struck with them that I myself bought a pair."

Mr. Barringer was irritated at the stupidity of his employee. "And we carry them. You could have bought them from us, without making that extra trip. If the saleswoman who waited on you in the first place had had sense enough to bring out the fabric gloves instead of saying 'won't anything else do?' she would have saved you a lot of trouble and time and breath. A saleswoman should bring out the goods and hand them to a customer instead of asking questions. And above all, she should take advantage of the fact that the customer is on the spot. Certainly a customer in the store is worth two on the street."

"Wish my salespeople knew that!" nodded Mr. Barringer grimly. Chatting with a young saleswoman in the art needlework department Ellen Young was interrupted by the advent of a customer who asked the saleswoman for some information about the making of a napkin. "Did she buy anything?"

"No, only a looker. Gee, it doesn't pay to waste time with those people," said the young woman, changing the subject. In addressing the salespeople of that store the next morning Ellen Young, who had been called in for the purpose of delivering some salesmanship lectures, said, "Selling is like casting bread upon the waters."

"You'll find out what she meant in Tuesday's talk. Let Miss Leigh answer your business questions on selling, buying, advertising, employment, etc. Ask your questions clearly and give all the facts. Questions requiring technical answers will be sent by mail. Others will be answered in this column."

**Business Questions Answered** I have a son of nineteen who has been going to a school and who is about ready to take a position. Can you suggest some kind of work that would enable him to earn a fairly good salary, yet that wouldn't be too difficult and would give him a chance to use his art training?

**AMBITIOUS MOTHER.** Of course your son is probably too young and too inexperienced to venture in realms of commercial art "on his own," yet, if his ability is unusual, he might become a free lance commercial artist. Or he would probably get good training in an art department of an advertising agency, a magazine, a newspaper, or with some concern that uses art work. There is an excellent free advance training today for a good commercial artist, and I believe your son would get good training by taking some subordinate position, perhaps in the art department of such an agency, who would gradually work up and use his training and ability.

Do you consider that the job of purchasing agent holds much promise for women today? **MAY M.** Yes. And yet there are not very many women purchasing agents, but those who have made a success at it claim that women are naturally endowed with traits and qualities that make them excellent economical buyers for any commercial organization. Personally, I believe that the future will see more and more women purchasing agents. **Copyright, 1922, Public Ledger Co.**

# Your Health

(By Dr. R. H. Bishop)

**"Don't Fear Anesthesia"** Often people postpone having operations performed because they are afraid to take the anesthetic. I have known of some women who would rather suffer the pains of child-birth than take an anesthetic. Such people, as a rule, have not taken one in recent years. It is more or less natural, I believe, for everyone to harbor some fear of the unknown. But the truth is, that there is nothing painful or uncomfortable about it. People are usually somewhat ashamed afterward to think they permitted themselves to worry about taking an anesthetic.

The great reason for this common dread of anesthesia is perhaps the tales we are told of this or that medical experience. It is more or less true that a generation or so ago methods of administering anesthetics were extremely crude, and, in many instances, cruel. They used to hold the patient and force him to breathe in the choking and nauseating vapor. The struggles of the patient were not pleasant to witness, and they certainly must have been accompanied by mental torture.

Nothing like this occurs today, if you have a skilled anestheticist. He will start you off with nitrous oxide gas and switch to chloroform or ether after you have gone to sleep. He watches you closely, limiting the quantity of anesthetic to your needs. Your awakening is quick and easy. You are free from nausea, except in occasional cases, and none the worse for the experience. You need not be afraid to take an anesthetic.

**Artificial snow is made from steel wool or mica. In either case, the material is simply broken into fine particles. H. D.**

**Q. Did Robert and Elizabeth Browning have a son?—S. M.** A. Robert and Elizabeth Browning were the parents of one son, whose name was Barrett and who died approximately five years ago. Since his death, Mrs. Barrett Browning has occasionally made her home in Washington, D. C.

**Q. When a lion and a full grown gorilla meet in their native wilds, which one flees?—H. H.** A. The superintendent of the National Zoological Park says in their natural habitat the lion and gorilla never come within range of each other. It is impossible, therefore, to state definitely which is the stronger.

**Q. How much does it cost to keep a hen one year?—C. M. B.** A. The Poultry Division says the cost of feed per year for one leghorn hen is \$1.35. This type of hen requires 60 pounds of feed at 2 1/2 cents per pound per year. It costs \$1.30 to feed a Plymouth Rock; it requires 50 pounds of feed at 2 1/2 cents per pound. This does not include the cost of labor.

**Q. What does E. T. S. S. O. 23 mean on a man's discharge from the army?—W. G.** A. This abbreviation means "Expiration of term of service per special order 23."

**Q. What was the play in which Charlie Chaplin appeared when he came to the United States?—L. B.** A. Charlie Chaplin came to the United States from Great Britain in a comedy on the American vaudeville stage known as "A Night in an English Music Hall."

**Q. How many foreigners have been admitted to the United States Military Academy?—P. L. A.** A. From 1816 to 1921 there were 30 foreigners admitted to West Point.

**Q. How is the name "Cavendish" pronounced?—A. T. P.** A. Cavendish is given two pronunciations "kav-en-dish" or "kandish."

**Q. Who invented celluloid?—I. M. C.** A. The modern celluloid was invented by two brothers named Hyatt, of Newark, New Jersey, in 1869. Celluloid is obtained by mixing gunpamphor with pyroxilin in the proportion of about two parts of pyroxilin to one of camphor.

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**SMILE A WHILE with TOM SIMS** Optimist: Sick man learning to play a harp. Pessimist: Sick man learning to shovel coal. Another race to beat a train to a crossing has ended in a tie. The lightweight champion is the butcher who weighs his hand. Someone is sure to say the spilling heard man got it from long-haired tonic on his chin. No movie is as bad as the name it is given. When the veterans get their bonus they will have earned another one. Bedtime story: I'll get my lessons in the morning. This new machine for measuring the thrill of a kiss better be made out of asbestos. Shooting craps is against the game laws. There isn't enough truth; but stretching it won't help. \$200,000 Stolen From U. S. Treasury—headline. This really happened and is not an appropriation. They are building floating saloons beyond the speed mile limit. Ballplayers at training camps are suffering from sunburn. The skin you hate to touch. A bird on the hat is worth 10 on the dollar. Congressmen who don't want to help those out of work may join them. One way to teach a small boy arithmetic is let him figure how many hours until school is out. The silent drama needs an audience that way. When a woman gets a new spring outfit she goes to visit someone she doesn't like. You can't leave footprints on the sands of time in a limousine. Never put off until tomorrow what you should leave today. Wall Street broken \$2,500,000 in debt. A man who tries to catch fish often loses his bait. This pleistocene age, 10,000,000, may be merely a glimpse of the future. I thought there was a mistake somewhere. W. Richardson resigned a few months later he became acting governor. In 1866 Mr. Morton was the Democratic candidate for governor of the state, but was defeated. From then until he was again the candidate in 1881, he took no active part in politics. President Grover Cleveland appointed Mr. Morton as his Secretary of Agriculture in 1893, which post of honor Mr. Morton held until 1897. Mr. Morton was bitterly opposed to William Jennings Bryan when the latter became prominent in politics. Mr. Morton arrayed himself with the gold wing of the Democratic party. The last post of honor he held was a position of Commissioner of the Louisiana Purchase Exposition, to which he was appointed by President McKinley in 1901. In 1856 and 1857 Mr. Morton was a member of the territorial legislature, and the next year was appointed secretary of the territory by President Buchanan. When Gov. W.

**50 YEARS OF ARBOR DAY DESCRIBED BY HASKIN** Daily Letter by Frederic J. Haskin

WASHINGTON, March 24.—Arbor Day of this year will be celebrated with more enthusiasm than usual. It will mark the fiftieth anniversary of the institution of Arbor Day. Celebrations celebrating this semi-centennial will be held all over the United States. Some foreign countries have followed the American lead and set aside a tree planting day. J. Sterling Morton is responsible for the idea. Having taken up his residence in Nebraska, then known as the "treeless state," he put forth the idea of having an annual tree planting day. At a meeting of the state board of Agriculture of Nebraska, held in Lincoln on January 8, 1872, he introduced a resolution that "Wednesday, the 10th day of April be . . . especially set apart and consecrated for tree planting in the state of Nebraska." The resolution was adopted and prizes were offered for the individual and the county society responsible for planting the greatest number of trees on this occasion. The plan received wide publicity, and more than a million trees were planted in Nebraska on that day. Two years later Gov. Furnas, of Nebraska, set aside the 3rd day of April as Arbor Day and in 1885 the state legislature passed an act designating April 22, Mr. Morton's birthday, as Arbor Day, and making it a legal holiday. From its inception until the present day, Arbor Day has been celebrated enthusiastically in Nebraska. Tree planting was no new thing in the state, as the earliest settlers found the lack of timber a serious drawback. Not only was wood needed for fuel and fence posts, but wooded areas for the protection of field crops and fruit trees from winds sweeping across this flat country were imperative. But until Mr. Morton gave his idea to the state, tree planting had been haphazard. Nearly a billion trees have been planted in the state since the institution of Arbor Day. Instead of the "treeless state," Nebraska is now one of the leaders in practical forestry. It being estimated that 700,000 acres have been planted in trees. In 1895, in recognition of this great change, the Nebraska legislature passed a resolution giving the state the popular name of "The Tree Planter's State." Other States Follow Kansas and Tennessee were the next states to take the idea, following the lead of Nebraska in 1875. The following year Minnesota joined the ranks. Kansas was much the same sort of territory as Nebraska and the same reasons impelled the

action of that state. Minnesota was forested, but the white pine there was being destroyed at such an alarming rate, with no provision for future requirements, that the Arbor Day idea got a quick response there. After Minnesota adopted the idea, there was a wait of some years. Then in 1882 North Dakota and Ohio began to celebrate the day. The first celebration in Ohio gave a new angle to the spread of the idea. At a national forestry convention in Cincinnati the school children took a prominent part, 20,000 of them parading through the streets to Eden Park, where trees were planted in memory of great men. The children participated in singing and reciting, and in putting soil about the roots of the newly planted trees. This occasion was the inauguration of making Arbor Day a school festival and groves. These new developments came to be known as the "Cincinnati plan" and are regarded as largely responsible for the spread of the Arbor Day idea throughout the rest of the United States, and even beyond. As a school festival Arbor Day is observed throughout the country. Ontario in 1887 set aside the first Friday in May as a flower and tree planting day. The plan was officially adopted in Spain in 1896. Hawaii took it up in 1905. Arbor Day is now recognized and celebrated in all of the dependencies of the United States, in Canada, the British West Indies, South Africa, New Zealand, France, Norway, Russia, Japan and China. Climatic conditions make the observance of this occasion of varying times of the year throughout the world. In Alabama and Texas as well as other places a day already a holiday has been selected. In the two states named Washington's birthday is also Arbor Day. In Jamaica the day is celebrated on Queen Victoria's birthday. In many of our states it is combined with Bird Day. The date is earlier in the South and later in the North of our country, the dates running from February to May. War Aided Tree Planting The recent World War gave tree planting an added impetus. The idea of memorial trees was put forth and received enthusiastic response. Memorial groves and trees for heroes of the late war being planted generally throughout America now. Lining roads with trees in memory of the soldiers killed in France was taken up also. The National Arbor Day Association has been organized, and the designation, "Roads of Remembrance." The colleges have taken up memorial tree planting with a vim. The University of Washington at Seattle has planted fifty-three trees in memory of the fifty-seven men and one woman student who gave up their lives in the World War. After the war the planting of additional trees will be planted in memory of these student heroes, November being a good tree planting month in the Northwest. Beside this tree planting, the university dedicated Memorial Walk, one of the main entrances to the campus. Pennsylvania State College is arranging to plant trees in a giant "V" on the shoulder of Nittany Gorge, where the soldiers can be observed from the college campus. What the Future Holds In a generation or two, if the good work is kept up—and it is sure to be—America will have escaped the threat of deforestation it has faced. It will produce all the lumber it needs and will be able to export some without impairing the supply for the future. There will be shaded and beautiful breathing spaces throughout the land for people in cities as well as in the country. And there will be many miles of shaded highway to bring to memory those who laid down their lives in France. Mr. Morton, the father of Arbor Day, was born in New York state ninety years ago. He was educated in Michigan, taking up his residence in Nebraska after he reached manhood. At Nebraska City he founded the first newspaper published in that state. In 1856 and 1857 Mr. Morton was a member of the territorial legislature, and the next year was appointed secretary of the territory by President Buchanan. When Gov. W.

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