

MANY PAY FINAL TRIBUTE TO OLD TIME OFFICIAL

Church Thronged at Rites for Building Inspector J. H. Cummings.

Hundreds of persons, among them many leaders in community life, paid tribute in the last two days to the memory of Joseph H. Cummings, Hoboken building inspector who died from a stroke at 1 o'clock Wednesday morning, and whose funeral was held today.

Prominent folk in the business, professional and official worlds, who numbered themselves among Cummings' army of friends, filled Sts. Peter and Paul's R. C. Church for the requiem mass which was celebrated at 9 o'clock this morning. The funeral was held from his late home at 210 Eleventh street, and burial after the mass was in Holy Name Cemetery. John F. O'Hara & Son had charge of funeral arrangements.

Mayor Bernard N. McFeely and City Commissioners Clark, Gilfert, Carsten and Kearins were among those who visited the Cummings home last night and who attended the mass today.

Lodge Services.

Hoboken Lodge No. 74, B. P. O. Elks, and Court Harmony No. 69, Foresters of America, in both of which Cummings was active during life, held their ritualistic services at 8 o'clock last night. More than one hundred "Hello Bills" were in the group present as officers of the lodge led by Exalted Ruler Edwin Firehock, intoned the order's rites for the dead. William Flusk, tenor, was the soloist. The Foresters also had a large deputation present, with Chief Ranger Herman Gross and his fellow officers officiating at the ritualistic services.

Many messages of condolence were received by the Misses Lucy and Helen Cummings, sisters and only survivors of the deceased. Miss Lucy is vice principal of the A. J. Demarest High School. A number of beautiful floral tributes were also sent by mourning friends.

Notables Present.

City Clerk Arthur C. Malone, former Vice Chancellor John J. Fallon, Police Chief Edward J. McFeely, Fire Chief John J. Gildav, Captains Dennis D. Sullivan, Thomas Garrick and Bernard J. McFeely, were among those who visited the home last night.

Others were Deputy Building Inspector Michael Dorsey, who was appointed to office at the same time

as Cummings in 1910; Recorder Thomas McAleer, Assistant Prosecutor Frank G. Schlosser, Counselors J. Harry O'Brien, Benedict A. Bero, William A. Schlosser, Robert F. McAlevy, Charles De Fazio and Fred H. Hauser.

Also Captain Fred Wendelken, Lieutenant William Driscoll, Patrolman Edward Walker, Justin B. Fash, James J. Rutherford, Edward A. Mullen, John Field, Gerald Haggerty, John Schuemann Jr., and others too numerous to mention.

Old-Time Official.

Cummings was appointed building inspector in November of 1910 and reappointed in March of 1915, when commission government had its inception. Born in New York City, he spent most of his life in Hoboken, and was educated in the city's schools

and graduated from Cooper Union Institute. He was a civil engineer and before his city post was employed by the Consolidated Gas Company in New York.

His death came as a distinct shock to his many friends, for although Cummings had been in ill health since last June, he was up and about and had been at his desk daily since November 1. Only Tuesday he had joked with his co-workers and friends at the City Hall. At 6:30 that night he suffered a stroke and lapsed into a coma from which he never emerged. He died Wednesday at 1 a. m.

Soviet's Ships May Dock At Hoboken Pier

Amtorg Inspects Facilities, Considers Transfer from Brooklyn—One Due Tomorrow

Russian shipping will be transferred to Hoboken from Brooklyn if plans now afoot are carried out. Representatives of the Amtorg Trading Company were in Hoboken Wednesday inspecting Pier 3, of the North Atlantic Terminals Company, though no formal agreement has been consummated, it is understood that the first ship will be in tomorrow to unload general cargo. The ship will probably carry cotton and machinery back to the Soviet government.

If the ships make Hoboken their regular port, it will mean much to local longshoremen. James Nolan, business agent for the longshoremen in Hoboken, said yesterday local workmen would be employed.

The Hoboken waterfront has been unusually busy during the past week. Two ships are unloading general cargo at Pier 14 of the Lamport & Holt Company. There is another one at Pier 15, and one at Pier 10, the latter unloading 21,500 bags of cocoa beans for the Franklin Baker Company. The Holland-America's Blommersdijk is at the foot of Fifth street, and the Waukeegan of the America-France Line, at the Atlantic Terminals docks. The Ida of the Italian Line is expected at Pier 2 today.

ST. MICHAEL'S TEAM TO DEBATE DEMAREST

Students to Argue Debt Cancellation in Hoboken Wednesday

The debating team of Demarest High School, Hoboken, will meet the team of St. Michael's High School, Union City, in Hoboken Wednesday. They will argue on, "Resolved that the United States should agree to cancellation of the Inter-Allied War Debts."

Judges will be Miss Sita Hosinger, representing the faculty of St. Michael's; Joseph Corcoran, of Demarest, and Counselor O'Shea of Hoboken.

The next event in the school extra-curricula activities will be the senior play, which will be given the evenings of May 11 and 12 under the direction of Stanly Netz of the faculty. "Jonsey," a three act comedy, is the production selected.

May 15 is "Good Will Day" and Demarest will observe it at the assembly period on the 16th when Miss Margaret Bittenheim of Madison will speak. She will be introduced by Miss Sadie Leinkauf.

One of the important events for June will be the fashion show to be given by the girls of the sewing classes of the domestic science department. Every garment exhibited will be made by the girls themselves and plans are to make the show even more elaborate than that of last year. Miss Margaret Marnell of the faculty will plan and write the drama; Miss Evelyn Ginsberg will be coach, and Miss Mary McGrath of the sewing department, will be in charge of making the costumes.

Gift to Red Cross Final Act Of Once Famous Orchestra

Old Valencias, Hoboken, Sell Last Instrument—Had
Colorful Career of Nearly 60 Years

When recently the old Valencia Orchestra of Hoboken disposed of its last instrument and turned the proceeds—\$20—over to the American Red Cross, there passed out of existence one of the most interesting and colorful musical organizations of another generation.

And colorful isn't altogether a figure of speech either. Many of the old residents who knew the Valencia when it was in its heyday have vivid recollections of the old bass player, Gustav Boehm, brother of the conductor, who appeared in a flaming red vest on the more festive occasions.

Boat Club Adjunct

The orchestra had its inception October 10, 1874, nearly 60 years ago. Its organizers were Henry Witte, Charles Schneider, Adolph Hauger, Max Schneider and Albert Sonenthal, all members of the Valencia Boat Club, which still exists. Henry Witte was elected president. The first concert was given in Odd Fellows' Hall, the following year, some time in April, 1875.

The organization prospered. It became an important element in the social life of Hoboken. January 25, 1882, it was reorganized and became an independent organization. It was at that time that it took on the name of Valencia Orchestra.

Julius Boehm, music enthusiast of that time, became its conductor. His brother, Alfred, played the piano, and Gustav, who besides his talent distinguished himself by wearing a red vest, played the double bass fiddle. Julius Boehm continued as conductor until 1890 when he was succeeded by Dr. Julius Peters, of Jersey City.

Fifteen years of musical activity followed under Dr. Peters. The orchestra's fame spread throughout the county. Besides its own concerts, the orchestra was in demand for church events given for charity.

Revived in 1922

For a period between 1905 and 1922 the organization fell off in interest. The old-timers took hold again in 1922 under the direction of Dr. Peters. Interest was revived. May 7, 1924, the organization celebrated its 50th anniversary.

A concert was given in the A. J. Lemarest High School which was an outstanding musical event. At that event the conductor was presented with a gold watch in appreciation of his long service. During that time through the courtesy of the Hoboken Board of Education the high school auditorium was used for rehearsals.

The type of music played by the orchestra when at its heights is seen in the numbers given on various events. Among these were the Beethoven symphonies, the "Unfinished Symphony," by Schubert; the Weber overtures; the "Merry Wives of Windsor," by Nicolai, and other of the classics.

Eventually there came the break in the classics with the entrance of jazz. The Valencia membership dwindled. There was no new blood. With the passing of Dr. Peters about three years ago, rehearsals were discontinued.

Of the members who are still alive, many of them living in various other cities now are Alfred Boehm, Richard A. Beyer, Stephen Contant, Henry L. Ebsen, John Friedrich, Joseph A. Heath, Hugo Henning, Gus Spangenberg, John A. Schwartz, Adolph Walters.

LOOK FOR EARLY START ON FERRY STREET PAVING

Freeholders Notify the City
Commission of Their
Acceptance.

Early action on the improvement of Ferry street as a county road through Hoboken is foreseen by the forwarding to the Hoboken City Commission at its regular meeting yesterday, of a resolution adopted by the Board of Freeholders and accepting four local thoroughfares or portions thereof, as and for county roads.

These streets include Paterson avenue, from the Jersey City line east to Ferry street; Ferry, from Paterson avenue to Hudson street; Hudson street, from Ferry to Hudson place, and Hudson place, from Hudson street to its eastern terminus. The streets are accepted under an agreement that the city of Hoboken is to furnish and maintain suitable lighting facilities at municipal expense.

Licenses Granted

Three retail consumption licenses for the sale of alcoholic beverages were issued by the Hoboken commission. The permits are to William C. Kackemaster of 18 Hudson place, Martin Palihnich, 93 Washington street; Henry M. Squippa-Zupa of 332 Adams street.

The usual monthly resolution directed to the New Jersey Emergency Relief Administration was adopted. This asks for a special grant of monies with which to carry on relief work in the city for the month of May. For the same period the city will contribute \$2,500.

Another resolution provides for the payment of \$110.88 in tax refund to Mrs. Eva Adelman, on the property at 224 Washington street. The State board of Tax Appeals granted Mrs. Adelman's request for a reduction of city assessment.

LINKING THE TWO TUNNELS.

With May 17 fixed as the time when ground will be officially broken for the new Weehawken tunnel, it is highly important that immediate consideration be given the matter of connecting this new enterprise with the Holland Tunnel by means of a State highway through Hoboken. This will serve the double purpose of linking the tunnels and giving both outlets to facilitate the distribution of traffic.

Assemblyman McAleer, of Hoboken introduced on February 5 a bill authorizing the State Highway Commission to establish such a route, but it was not until March 27 that this was reported out of committee and advanced to second reading. Nothing has been done regarding it since, but the assurance is given that it will be passed.

Notwithstanding this, Assemblyman McAleer, it is to be hoped, will follow through with his measure, as there is little likelihood that the Legislature will remain in session much longer. Determining the most available route for this highway will require a survey in which the State Highway engineers and the local authorities will have to join—the latter in order that the destruction of property be as little as possible. Ratables must be protected.

But the first step lies with the Legislature, as nothing can be done until the McAleer measure is passed. Time lost now may prove costly later.

HIGHWAY LINKING TUNNELS.

The Assembly has passed by unanimous vote the bill by Thomas J. McAleer to authorize the State Highway Commission to construct a highway link through Hoboken to the approaches of the Holland tunnel and the Weehawken tunnel.

Under this measure the route would be determined jointly by the engineers of the Highway Commission, the Erie Railroad, Public Service Corporation, New York Central Railroad, Weehawken and Hoboken, as it will involve not only city streets, but also railroad crossings. Because of this circumstance it is important that no time be lost in the undertaking.

For the present every effort should be directed at getting the McAleer measure through the Senate. It should not be difficult to convince the members of that body that this matter is of the highest importance to the two States engaged in making the Hudson River less of a barrier to traffic.

COORDINATION ONLY THING TO SAVE HOBOKEN

Speakers at Businessmen's Dinner Discuss the Local Situation.

Hoboken's past, present and future, its advantages and its drawbacks, its problems and their possible solutions—all were mingled in discussion at last night's annual dinner and dance of the local Businessmen's Association, with prospects for a new community prosperity and how it may be attained.

Speakers were as one in agreeing that only by coordination of all civic agencies will the goal of normalcy be reached, but not all, notably Franklin J. Verasco, president of the retail group, would concede that the city's present or future is as dismal as it has been presented by various local figures in the last few weeks.

Verasco believes that housing conditions, especially in the western section of the city, are vastly improved over what they were a decade or score of years ago and asserted that with the right kind of cooperation to make the Businessmen's Association a real force in community affairs, whatever conditions need correcting will remedy themselves through this cooperative work.

With respect to the apartment development suggested on a portion of the college property by Dr. Harvey N. Davis, president of Stevens Institute, Verasco suggested that the college should seek government aid and itself finance the proposition, using at least 60 per cent of the college property which is not needed for educational purposes. If Stevens is being taxed out of existence, as Dr. Davis says, the speaker continued, it may well use the profits resulting from such a deal to more than balance its financial sheet.

He pleaded with his listeners to rid themselves of a sort of community inferiority complex which is clouding their vision of the real Hoboken and the opportunities it has to offer, if but its citizens will gird themselves in cooperative effort.

Two hundred or more members and friends of the association attended the dinner, which was held in the main dining room of Meyers Hotel. Recorder Thomas J. McAleer was toastmaster and among the guests and speakers were Clinton B. Snyder, past president of the Businessmen's Association; Counselors Robert F. McAlevy and Benedict A. Beronio, Democratic candidates for the Assembly nominations, and Ernest G. Alberque, president of the Progressive Silk Finishing Company.

Causes of Decline.

Mr. Snyder, in his talk, envisioned Hoboken's decline as traceable to its housing conditions and a lack of employment for those who do live in the city, eventually forcing them to move. This is reflected, he said, by the fact that in 1920 and 1930, Hoboken, with the exception of Passaic, was the only city in the State to lose population. In the last fourteen years, he added, the Mile Square City has lost enough inhabitants to populate several of the smaller towns in the State.

Mr. Davis' picture, he said, may not have been a pretty one, but it was sincere and reflects the desire of everyone to improve conditions.

The problem is a difficult one, what with building costs, finances, credits, taxes, assessments, etc., but it can be done, he said, if the city's people only get together. He mentioned a project now under consideration, involving the seeking of aid from the Federal Emergency Administration, and said that if such a plan could be put through its benefit to the city would be immeasurable.

Mr. Alberque, a fiery speaker, declared that the great need for today, in addition to the New Deal, is a little more of the Square Deal, a greater support of the NRA and a halt to the chiseling which blocks recovery.

His was an inspirational talk, strong in appeal for the support of President Roosevelt's recovery program which he characterized, in effect, as the social and economic backbone of the country.

Fred Lang introduced guests at the speakers' table and outstanding

those attending. The first speaker was given Nat J. Dix, committee chairman, for his efficient management of the affair's arrangements. While his fellow workers were also praised and thanked by President Verasco. They included: Arthur Van, chairman; Anthony J. Lang, Lester J. Kramer, Dan Lee,

S. Cohen, Nathan Marcus, Joseph La Paglia, Arthur Geismar and Clinton B. Snyder.

Fine Program.

The program of entertainment assembled by Ralph Kaufman was presented by Arthur Van, who was master of ceremonies. The artists included Lydia Wilson, the Dale Sisters, Dave Dell and others, all of whom drew appreciative applause for their offerings. Music for dancing was furnished by Edward Zubalsky's orchestra and festivities were continued until an early hour this morning.

Handsome souvenirs were distributed to all those attending, gifts of the retail association and of President Verasco. A huge cake, presented by Marcus Brothers, local bakers, was cut up and distributed among the guests.

Bayonne Waterfront Terminal Opposed by Hoboken Interests

Newark Also Presents Opposition at Three-Hour Hearing on Measure

By Associated Press.

TRENTON, April 23—A proposed ship-rail terminal on Bayonne's waterfront was supported today by Bayonne residents and backers of the project while opposition came from Newark, Hoboken and waterfront warehouse interests in a legislative hearing.

The three hour session, conducted by the Assembly Taxation Committee, concerned a bill by Senator William H. Albright of Gloucester, which would permit purchasers of the riparian rights to pay 5 per cent of the purchase price annually in lieu of taxes.

An option for purchase of approximately 500 acres of land from the state for \$3,000 an acre is held by the Central District, Inc., which led defense of the bill today. Principal interests in this corporation are the Bush Terminal Company, the Central Railroad and the DeWitt Van Buskirk estate, its counsel told the committee.

It is proposed to construct the terminal with a federal loan. Under the bill normal taxes would be resumed when the loan is repaid to the government.

Raymond Schroeder, Newark, assistant corporation counsel, attacked the bill as unfair competition to the Port of Newark.

"This bill would be susceptible to interpretation by the courts as unconstitutional and discriminatory," he said, "since it permits a project to set up in opposition to projects that have been paying taxes for a number of years."

Frank A. Horne, of Newark and Jersey City, representing warehouse interest, said the project was uneconomical since it would only add to the present "vast oversupply of plant and personnel."

Citing three projects which have been unsuccessful as "similar," Horne asserted the proposal "is un-

just and unfair to the organizations and citizens of the State of New Jersey, who are now owners, operators and employees of existing facilities in the state.

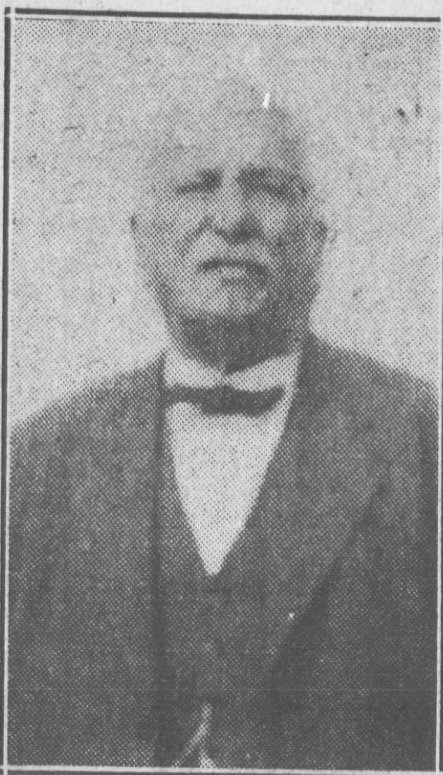
"It more-over will have an adverse effect on the producers of farm products in the state and the consumers affected by such improper and unnecessary use of public funds and inequitable privileges."

Others who spoke against the bill were Eno Campbell of the Hoboken Chamber of Commerce and T. A. Adams, of Jersey City, representing the New Jersey Merchandise Warehouse Association.

MANY PAY FINAL TRIBUTE TO OLD TIME RESIDENT

Death of John W. Lewis, Veteran Hobokenite, Is Mourned By Many.

Hundreds of persons, among them many prominent in the official life of Hudson County communities, have in the past few days paid tribute to the memory of John W.



John W. Lewis

Lewis, 78 years old, patriarchal Hobokenite who died Saturday afternoon, at St. Mary's Hospital.

Deceased, father of John F. Lewis, secretary to the local Board of Education, was a native of Hoboken and generally regarded as the oldest continuous resident of that city. Husband of the late Mary McDonnell Lewis, who died 22 years ago, he is survived by eight sons; a Weehawken patrolman, Edmund A., John F., William J., Raymond A., Arthur C., James J., Walter A., and Eugene V. Lewis.

The funeral is to be held at 9 o'clock tomorrow morning from the Lewis home, at 1124 Garden street. High requiem mass will be celebrated at 9:30 o'clock in Our Lady of Grace R. C. Church. Burial will follow in Holy Name Cemetery under the direction of Earl F. Bosworth.

One time clerk of the Hoboken District Court, former constable and an old volunteer fireman, John W. Lewis is perhaps best remembered by the older folk and known by story to a younger generation, as one of the best players in professional baseball of more than a half-century ago.

Hoboken, with its famous Elysian Fields, was a garden spot in those days and baseball was but one of the many sports played there by nationally known teams.

Lewis, one of the last of the bare-hand school of players, played with the old Hoboken Baseball Club and the equally famous Jersey Blues, holding down second base for both nines and at times playing the outfield. He is remembered as one of the best in the game, played in those days on the old cricket grounds and also in Elysian Fields where the "yellow flats" now stand on Washington, between Eleventh and Twelfth streets.

Lewis' ability on the diamond attracted the attention of scouts and in 1866 he received an attractive offer from the Cincinnati Reds' team. He rejected it, however, to continue a milk business begun by his father.

In failing health for some time past but active until less than a fortnight ago, despite his many years, Lewis, who had for the past 20 years been a member of the maintenance staff of the David E. Rue Junior High School, had a week ago Saturday attended the Moore-Dill rally at Sea Girt.

He had insisted upon attendance at that event, although he was then not very well, and his son took him by motor from Rumson, where he spent the summer. Last Tuesday Lewis was stricken gravely ill. His condition grew steadily worse until early Saturday morning, when his removal to the hospital was ordered. He died at 2:10 p. m. that day.

Lewis was born on what is now the site of 302 Park avenue, then known as Meadow street. His youth was spent in the milk business established by his father, and later carried on by the third generation of Lewis children. Last year he won a prize offered by Hoboken merchants to that person chosen as the longest resident of the city.

CONSTITUTION DAY BOOKS AT LIBRARY

Observance of Constitution Day being scheduled for Monday, Mrs. Nina Hatfield has listed a number of books on that subject as available at the Hoboken Free Public Library. Titles are:

A Catechism of the Constitution of the United States of America, John W. Over-all.

The American's Guide.

The Fathers of the Constitution, Max Farrand.

John Marshall and the Constitution of the United States of America, W. Hickey.

The Confederation and the Constitution, A. McLaughlin.

The History of North America, T. F. Moran.

Constitution of the United States, an economic interpretation of the Constitution of the United States, Charles Beard.

Constitution of the United States, James M. Beck.

The Short Constitution, M. J. Wade.

Great Debates in American History, M. Mills Miller.

Constitutional Government in the United States, W. Wilson.

The American Constitutional System, W. W. Willoughby.

The Framing of the Constitution of the United States, M. Farrand.

Constitutional History, Simon Sterne.

Pieces for Every Day the School Celebrates, reference, N. H. Deming.

Cyclopaedia of Political Science, J. J. Lalor, reference.

An Outline Guide to Civil Government, Thomas Sanders, reference.

Constitution of the U. S., T. J. Norton, reference.

Constitutional History of the United States, G. T. Curtis, nine volumes.

The Constitutional and Political History of the U. S., Dr. H. von Holst.

NOTED ITALIANS ARE GUESTS OF HOBOKEN SCHOOL

Fine Concert is Presented and Medals Given to Honor Students.

Under the patronage of Dr. August Castellani, of Newark, Royal Italian vice consul, a concert and dance given Saturday night to benefit the free Italian and English school maintained by Sezioni Arnaldo Mussolini, of Hoboken, drew a throng of more than 500 persons to the Demarest High School, Fourth and Garden streets.

Prominent figures of the Italian consular service in this country were among the guests, as were a past and the incumbent presidents of the Fascisti order in this country.

The concert, given under the direction of Vincent De Crescenzo, well known composer and musician, featured such well known artists as Alfred Chigi, Hippodrome baritone; Julia Bergamo, radio soprano; Felice Gesualdi, New York, tenor. Dr. Legguardu Lauria, who was general chairman of a committee which handled plans for the event, presided and introduced both artists and speakers.

Lauds School

Among the latter were Dr. Castellani, and Cav. Rev. Filippo Robotti, both of whom dwelt on the splendid work being done by the free school maintained by the school organization. Particularly he praised the work of its instructors, Miss Virginia Miloscia and Mrs. Lucia Della Malva, who are teachers of Italian, and Joseph Aragona, who teaches English.

Fifteen medals were presented to as many students who attained highest averages in their studies, and as many more children were given honorable mention. All these students will receive books and diplomas and their prizes will include travels through Italy to be arranged by the school directors. The school will reopen September 17.

Among guests of honor at the affair were Count Ignazio Thaon Di Revel, first president of the Fascisti Order in this country; Count Frachetti Guiglia, present incumbent of the office; Rev. Francesco Grassi, Rev. Filippo Robotti, C. Giglio, Giuseppe Carlino, Domenico Trombetta, Dr. S. Cardi, Dr. Joseph Matera, Dr. T. D. Alessio, Dr. Vinzo Comito, Mestro Vincenzo, De Crescenzo, Giuseppe Cupparo.

The committee in charge comprise Luigi Gualario, president; Cosio Santaroe, vice president; Oreste Percuoco, secretary; Catello Punturi, Ubaldo Palmiotti, Angelo Caporino, Nicola Santinoceto, Giovanni Cappadona, Stefano Gucciardo, Basilio Princeotta, Antonio De Genaro and Michele Gallo.

After the speaking and presentation of honors to outstanding scholars, and the remarks by several of the guests dancing was enjoyed in the school gymnasium.

TO RETIRE WITH FINE RECORD AS PEACE GUARDIAN

M'Claghry Soon to End Brilliant Career on Hoboken Force.

Although he has not yet filed formal application with the Pension Commission, Detective Sergeant Alexander McLaughry, of Hoboken, who has in his thirty years of police



Sergt. Alexander McLaughry

service created for himself a record studded with outstanding arrests, plans to retire from the local department by October 1.

With Mrs. McLaughry, the former Louise Hoppe, daughter in an old Hoboken family, Sergeant McLaughry is enjoying his annual vacation at Atlantic City. He will be back by the first of the month, however, and in that interval his application for retirement will be prepared.

Not only in the field of police work has "Alec," as he is popularly known to his friends, and they are many, enjoyed a full measure of success.

Versatile Career.

His career is marked by a somewhat astonishing versatility, for from the role of a "song and dance" man in bygone years when variety made vaudeville a powerful factor in the entertainment world, he went into railroad yard work for the Erie and Lackawanna roads, and in his spare time added to an already wide circle of friends by his prowess on the baseball diamond as one of the old Jersey Blues, an outfit which gained wide fame in the 80's.

"Alec" was born in New York on February 22, 1863, according to departmental records, but he came to Hoboken in his boyhood and, save for those not infrequent periods in his youth when he was "on the road" as an entertainer, lived in the Mile-Square City.

Had Stage Career.

"Alec," in his early theatrical career, was doubled with Frank McNish in a lively vaudeville offering of songs of the day, dancing, and the usual line of chatter marking those always well received tidbits of variety arrangements. Later he was

one of the well known American Four, and with his confreres was for a number of years on the road in American vaudeville houses.

Perhaps to vary the monotony of song and dance routine, "Alec" went in for athletics in the colloquial "big way," and became known as an acrobat of no mean ability. The strenuous training of those early days stood him in good stead in his later years of railroad and police work, and McLaughry has seldom been known to miss a day's work through illness. Even today, past 70 years of age, he is as firm of step and alert of eye as a man in the fifties, and his appearance certainly belies his actual three score and ten years.

After vaudeville days, "Alec" went into railroading and worked for a time as brakeman in local yards. On January 18, 1904, in the regime of the then Mayor Adolph Lanker, he was appointed to the police department. On January 23, 1911, he was made a detective sergeant. George Gonzales was then Mayor of Hoboken.

Won Commendation.

The late Patrick Hayes was chief of the Hoboken police department when McLaughry was appointed and under both him and present departmental head, Chief Edward J. McFeely, "Alec" has on several occasions been commended for police work.

Assigned since his elevation to the Detective Bureau, now under the command of Inspector Daniel Kiely, Sergeant McLaughry has made many arrests worthy of praise. But the most notable of all his catches, it is believed, were the nabbing of two Hoboken men who fifteen years ago murdered a third man, at the reputed instigation of the latter's wife, and the capture of two men who figured in the Black Tom explosion.

In the murder case McLaughry had been assigned by Captain Thomas Garrick, who then, even as now, commanded the First Precinct, to "cover" a Garden street house. It was here that "Alec," with Detective Sergeant Breen, nabbed William "Brother Mack" McNamara, who, with Emil Klatt, had agreed to murder one Michael Fogialo for the sum of \$200. Klatt was nearby at the time of McNamara's arrest, but he eluded pursuing detectives and escaped. He was captured some years later.

One Notable Case.

That was a particularly atrocious crime and credit for ultimately bringing the principals to justice went to Captain Garrick. Klatt was eventually sent to the electric chair. McNamara's death sentence was commuted to one of life imprisonment. A woman intermediary, who had obtained the killers to do away with Fogialo at Dobbs Ferry, to where they followed him and his wife, was also given life, as was the murderous spouse.

Klatt and "Brother Mack" planned at first to shoot Fogialo. That lethal method was discarded for some reason, and instead they cut his throat from ear to ear and then knifed out their victim's tongue. All this took place on a lonely road. With a clothesline they had taken from the rear yard of the Fogialo home the two tied the wife to a pole and later she told a carefully rehearsed story of having been waylaid and robbed by highwaymen who murdered her husband while she looked on.

The very care with which details dovetailed, however, created police suspicion. Dobbs Ferry police communicated with Hoboken authorities and the woman was brought to the Mile-Square City.

Confesses Crime.

She confessed then to the murder plot, but denied knowing the woman who had aided her in hiring the killers, or any knowledge of the murderers' identity. Under questioning by Captain Garrick, she maintained this story. The police official learned by devious ways of the second woman's identity and her friendship with the wife. This second woman was brought in and grilled, but only when Captain Garrick threatened to have her lover taken from his sick bed in St. Mary's Hospital did she break down and confess the identity of those who did the cruel slaying.

McLaughry was assigned to the Garden street house, Garrick instructing him and his fellow officers to keep a sharp watch. The captain was certain the slayers would return. They did. Mack was captured by "Alec." Klatt got away, but he was ultimately nabbed.

McLaughry was working with Detective Sergeant Joseph Fullam, another veteran of the local department, when they captured Fritz Kalb and Hans Schwartz, who later confessed to complicity in the sabotage plot which ended in the Black Tom explosion in 1916. Fullam and McLaughry received Federal commendation for their work in that famous case, as did the late Lieutenant Joseph Cornelli, who had also worked on many clues uncovered after the explosion.

High Praise.

By these and other arrests, and by his investigatory work in other phases of police work, Sergeant McLaughry continually added to his record until today his fellow officers pay him the highest gift of compliment within their power, i. e., "He was always a good cop."

"Alec" decided some weeks ago on retirement from duty as the concluding note to this year's vacation, but it was not until the latter part of last week that his decision became generally known. Even then a checkup disclosed that no application has yet been filed with the Pension Commission, but "Alec" later confirmed the report that he would seek retirement as of October 1.

The McLaughrys, who live at 913 Washington street, left yesterday for Atlantic City. They went to the famous shore resort for a much needed rest, the recent protracted illness and ultimate death of Mrs. McLaughry's brother having proved a great strain on them. They were devoted to him in his illness and did all in their power to stave off his impending death. He was, however, too weak for victory in his struggle against a complication of ailments. The brother lived with the McLaughrys at the Washington street address.

KILEY LOCATES HOBOKEN DOWN IN SUNNY SOUTH

**Tries to Learn Who Gave
It the Name But Is
Unsuccessful.**

Hoboken, Ga., differs widely in most aspects from the famous Hoboken, N. J., writes Pat Kiley from the southern namesake of the famous Mile Square City seaport city, but the two have at least one thing in common—they both vote the straight Democratic ticket.

Pat, widely known in Hudson County veteran and fraternal circles, is, with Mrs. Kiley, on one of the far-flung business trips he makes periodically in divers directions, and his letter from Hoboken, Ga., where none of the residents could tell him the origin of their town's name, is an interesting one. Here 'tis:

"On my various wanderings through the South, when near Waycross, Ga., I was always intrigued by the name of the town, Hoboken, Ga. I never visited the place, because I was always either in a hurry to get to Florida, or to return from there. However, on this trip, I decided to go over and inspect Hoboken's name sake. It is twelve miles from Waycross, the last big stop before striking Jacksonville, Fla.

Has Perfect Road

"Hoboken, Ga., is situated in the southwest part of the State, about seventy miles from the Florida line. A perfect road leads from Waycross to Hoboken. This road is so perfectly straight that the State of Georgia has a measured 10-mile speedometer measuring course laid out upon it.

"We found a town of about 350 people, of whom only about 25 per cent are colored. This is indeed a surprisingly small colored population in a town in south Georgia. The town itself is spread for several hundred yards along this main road, but there did appear to be a small muddy street for a few short blocks east of the highway, upon which there were the usual cabins so plentiful here.

"The town has two industries. A saw mill, which makes barrel staves is in operation, and a turpentine still was going full blast. In addition to the mill and still, there are a post office, two filling stations, a furniture store, and two stores along the lines of general stores.

Everybody Broke

"I tried to contact the mayor to extend greetings to him, but he was not in town at the time. As I was anxious to get to Tallahassee, I decided not to wait for him, but I did talk to several of the 'boys' who hang around one of the combination filling stations, general stores and garages, which comprise this Hoboken. Over a bottle of 'coke,' they told me the town was 'broke,' and everyone in it was likewise 'broke.'

"Not a single one of them had any idea as to why the town was called Hoboken, or by whom. Even though they admitted being born and raised here, I was curious to know whether or not the place was founded by some old settler who had once trod River street and its beer gardens or by someone who just took a fancy to the name.

"Unfortunately none of these fellows could enlighten me, but one of them said that he 'would look it up sometime, although up to now he never had any reason to do so, and didn't see what use it would be.'

Mayor Might Know

"They 'supposed' the mayor could set me right as to the origin of the name, but they weren't sure. The point must remain unsettled, because I shoved off after spending a half-hour in their midst.

"The postmaster here spent eighteen months in France as a member of a Georgia regiment, and, curiously enough, sailed from Hoboken, N. J., on the S. S. George Washington, returning on the Manchuria. However, he was rushed to Camp Dix, and thence to a camp in the South for demobilization, consequently, he tells me, he saw very little of our Hoboken, although he visited us twice.

"However, Hoboken, Ga., has one thing in common with Hoboken, N. J. They both vote the straight Democratic ticket."

HAGUE TO BE HOST TO PORT AUTHORITIES

Two hundred members of Port Authorities, attending the annual convention in New York City, will be the guests of the Holland-American Line, docked at the foot of Fifth street, Hoboken, tomorrow evening.

Commissioner Arthur Potterton, Jersey City, chairman for all Port Authority affairs on the Jersey side, is making arrangements for the dinner.

Before the affair, the members of the Port Authority will be taken on a tour of Hudson County and Newark.

M'FEELY HONORARY HEAD OF CARNIVAL

Mayor Bernard N. McFeely has been made honorary chairman and his sister, Miss Mary McFeely, honorary chairwoman, of the annual carnival to be held by St. Joseph's Roman Catholic Church, Hoboken, from September 29 to October 8.

Rev. Alphonse Dunn, O. M. C., curate, presided at the meeting of parish workers Monday night. Arthur Erbeck is general chairman of the committee. A meeting will be held Friday night.

Rev. Raymond Werdge, O. M. C., pastor, who has been on a trip to the Holy Land, will arrive home tomorrow morning, and will attend Friday's meeting.

CHAMBER MAKING A SURVEY OF CITY

Having completed wide distribution of a brochure which effectively sets forth the advantages of Hoboken's waterfront and its strategic position in the Port of New York, John T. Soltmann, secretary of the Hoboken Chamber of Commerce, is now at work on a general survey of the city and its commercial and industrial facilities.

The waterfront brochure, carrying aerial photographs of Hoboken's excellent piers and showing the approaches to and exits from this area, were recently distributed to delegates of the American Association of Port Authorities, who had their annual convention in New York, and who were in the city on an inspection trip.

Soltman achieved a wide distribution in this manner, but not satisfied with these results, is now completing the circularizing of business houses, warehousing interests, and steamship owners, etc., via an extensive mailing list.

CONSOLIDATED SCHOOL REGISTRATION IS GOOD

**Both Student Bodies Enrolled in
Stevens-Hoboken Academy**

Practically the entire registration of the old Stevens Preparatory School, and also that of the Hoboken Academy, besides several new pupils, were on hand yesterday morning for the opening of the new Stevens-Hoboken Academy, according to the report of Dr. Benjamin F. Carter, the director of the school.

There was a morning assembly for the upper school in the new assembly room of the academy building on Fifth street, at Willow avenue. Rev. Berthold Von Schenk, pastor of St. John's Lutheran Church, and a member of the board of directors of the academy, offered the opening prayer, after which Dr. Carter welcomed the student body, and introduced the members of the faculty by record and reputation.

There was a brief session for rtying out the schedule, and then the upper school was dismissed at noon for the day. Today the classes will begin on the full schedule.

The lower school will have its assembly today. Yesterday for the smaller children was devoted to getting acquainted with their teachers, their surroundings, the books, pictures, and curio cabinets. There was much excitement in the nature class when one small boy discovered in his book the same kind of butterfly as was shown in the cabinet. The kindergarten and nursery school children tried out their equipment and began shyly making friends with each other and with Miss Lillian Sessoms, who is in charge of the department.

WELFARE WORK IN HOBOKEN NOW TO BE COMBINED

Long Talked of Community
Chest Is at Last to
Be Realized.

A Community Chest organization for Hoboken, long nurtured by that city's Chamber of Commerce, and thus far approved by nine welfare agencies which are already member units, will have its formal inception tomorrow night at a 6 o'clock dinner meeting in Meyer's Hotel, at which a constitution and by-laws are to be adopted and officers elected.

Long established and regarded in social planning as the most effective medium for thorough organization of welfare work in a community and the elimination of duplicated effort or cross-purpose sometimes caused by individual appeals the Community Chest idea was proposed several years ago in Hoboken and since then has been followed with keen interest by public-spirited citizens.

Definite Action

It was not until last March, however, that the civic committee of the Chamber, under the chairmanship of Lou Schelling, was authorized to go deeper into the plan. This action followed a meeting of the Chamber directors at which Schelling moved for definite action on the chest idea.

Since then nine welfare agencies of the city have aligned themselves in giving impetus to the project until its present status it as the point where only the selection of officers and the ratification of the already prepared constitution and by-laws, wanting to bring it into existence.

All welfare organizations of the city have received notice of the scheduled meeting. All such units, it has been stressed, are invited to participate. They may do so upon application for inclusion in those organizations which are to be represented at tomorrow night's meeting.

Agencies Listed

The agencies already listed as member units are the Boy Scouts, Girl Scouts, Memorial Day Nursery, Salvation Army, United Aid Society, Young Men's Christian Association and its Merchant Marine branch, Society for the Care of German Seamen in the Port of New York, and the Hoboken Branch of the National Plant, Flower and Fruit Guild.

The plan of organization has been developed by the Chamber's civic committee, which comprises Chairman Schelling, John T. Buckley and Anthony J. Volk, Sr., with Captain Hally Hatcher, Chamber president, and John T. Soltmann, executive secretary, ex-officio members.

They have been aided by representatives of member units, including such well known local folks as E. Henry Dendel, Carl C. Watson, Miss Elizabeth Wehr, Mrs. R. A. Beyer, Stuart B. O'Reilly, Mrs. Kathleen Edmonds, Clinton B. Snyder, Captain George Forrester, Fred L. Broad, Floyd G. Schaefer, Mason F. Grymes, Paul Gravenhorst, Rev. Herman Breuckner, Mrs. J. Henry Wents and Miss Olga Gash.

How Prepared

Briefly, in its operation, the Community Chest obtains from each member unit a budget of its estimated financial needs for a given period. These budgets are gone over by a committee appointed for that purpose, and their sum total is then

sought in a campaign conducted cooperatively by all member units. Thus only one appeal a year would be made in the city for support of its welfare agencies.

Provision is made in the by-laws whereby organizations which affiliate do not lose their right to stage any sort of affair which has long been identified with that particular organization. Many welfare units have for years been conducting annual card parties, and these would not be prohibited by membership in the Community Chest.

Approval of the plan has been in considerable volume and a large attendance of officers and directors of those organizations which are already member units, and others which may wish to affiliate, is looked for at tomorrow night's meeting.

Organization Of Community Chest Started

Hoboken Welfare Agencies In-
augurate Movement to Con-
solidate Appeals

The first step toward the organization of a community chest for Hoboken was taken last night when a nominating committee was appointed by representatives from various organizations to submit a report October 2.

Members of that committee are C. B. Snyder, E. Henry Dendel, Miss Sadie Leinkauf, Mrs. J. Henson, Fred Janssen, Sr.; Richard A. Beyer, Mason F. Grimes, A. J. Volk, Jr., and Mrs. D. R. Atwell. Louis Schelling was temporary chairman of the meeting.

Others who attended the meeting were W. A. William, Captain H. Bauer, Captain Mildred Bowles, Captain George L. Forester, C. C. Watson, Irene Fitzgerald, G. H. Norman, J. T. Buckley, John D. Pierson, Mrs. Caroline A. Beyer, Fred H. Hauser, Anthony C. Vezzetti, Mr. Pindar, John T. Solt-

mann, Miss Violet Davey, Mrs. Kathleen Edmonds, Miss Elizabeth Wehr, Mrs. Nina Hatfield, Hally Hatcher, Mrs. Chrysta Ganz Sisseron, Wilma H. Deitering, Miss Ida E. Housman, Mrs. E. P. Schroeder, Dr. D. R. Atwell, Mrs. Anna Connel, Mrs. J. E. Hanson and Miss Katherine Selck.

Members of the organization committee are Mr. Schelling, John T. Buckley, Anthony J. Volk, Sr.; Hally Hatcher, and John T. Soltmann.

Cooperating Agencies

Welfare agencies that have signified intention of becoming associates in the chest plan are the Hoboken Boy Scouts and the Hoboken Girl Scouts, Memorial Day Nursery, Salvation Army, United Aid Society, the Y. M. C. A., and the Marine Y. M. C. A., Society for the Care of German Seamen in the Port of New York, and the Hoboken Branch of the National Plant, Flower and Fruit Guild.

A constitution has been framed to guide the organization. The main objectives are to promote economy in welfare work by the eliminating of duplications, to guide the various organizations, to promote and develop all agencies dealing with social problems, and to create a permanent fund to carry on the city's charitable activities. The organization committee met last night at Meyer's Hotel.

GIRL SCOUT COUNCIL HEARS CAMP REPORT

The Hoboken Girl Scout Council held its first meeting last night at Meyer's Hotel after the meeting of the Community Chest. Miss Sadie Leinkauf, the commissioner, presided. Mrs. Nina Hatfield, Mrs. Herman Geismar and Mrs. Richard Beyer were appointed a nominating committee for the election next month.

Mrs. Irene Fitzgerald gave the report on children sent to camp during the summer, and it was voted that Mrs. John Fife, a member now in Boston, be asked to represent the council at the national convention.

The Scout Officers' Association will meet tonight in the scout house. Troop meetings will begin next week, and band meetings, October 3.

Stevens Institute Is Opened Today

"Stevens Institute of Technology opened its sixty-third year this morning with a convocation of students and faculty members in the auditorium of the Administration Building. Dr. Harvey Nathaniel Davis, president of the college, delivered an address of welcome to the student body.

The college resumed classes with a total undergraduate enrollment of 443. This number was distributed over the four classes as follows: 92 seniors; 94 juniors; 130 sophomores and 127 freshmen.

50 Years With Hoboken Plant To Be Marked on 79th Birthday

American Lead Pencil Co., to
Honor Joseph Gruber, Jersey
City, Thursday

There'll be a double celebration Thursday by the family of Joseph Gruber, of 256 Hutton street, Jersey City.

The day will mark Mr. Gruber's 79th birthday, and his 50th anniversary as an employe of the American Lead Pencil Co., of Hoboken.

Mr. Gruber will be the guest of honor at an informal party at the company's plant, 500 Willow avenue, and all the officers of the concern will be present, including S. J. Reckford, president; John King Reckford, vice president, and J. S. Reckford, secretary and treasurer.

Vice President Reckford will present Mr. Gruber, on behalf of the company and its employes, with a complete new wardrobe, gold spectacles and a suitably-inscribed cigar case.

Promotion Rapid

It was on September 27, 1884, when he was 29 years old and only six months in the United States, that Mr. Gruber went to work for the pencil company. He began at a work-bench in the sandpapering department, but less than two months later, his industry and aptitude won for him promotion as head of the department.

Three months later, February, 1885, Mr. Gruber was again rewarded, this time with advancement to the assistant superintendency of the lead department. He remained in that position until 1929, when he assumed clerical duties in the company's lead manufacturing division, where he is still working.

Mr. Gruber was born in Bavaria, Germany, September 25, 1855. He came to this country in March, 1884.

Previously he has attended the Teachers' Samenerium at Frlising, Germany, and taught school as an assistant to his father, who was a school principal at Moosheim, Germany.

Mr. Gruber had 13 children, nine of whom are living; 15 grandchildren and five great grandchildren. Two daughters were formerly employed by the American Lead Pencil Co.

Among his many outside interests, Mr. Gruber favors choral singing, and he is one of the oldest members of the Hudson County German Singing Society.

Has Noted Progress

During the past 50 years, Mr. Gruber has witnessed many changes, not only in the American Lead Pencil Co., but in the pencil industry itself. When he first started in the lead department, the capacity was about 500 gross a week. He has seen it grow until today, the output has reached as high as 40,000 gross a week.

Mr. Gruber has seen the birth, and under his supervision, the perfection of the colored lead pencil, a product which today plays an important part in the industry. He was supervisor of the lead department when the American Lead Pencil Co. began to make its famous Venus drawing pencils.

Mr. Gruber is the second oldest employe of the company, the oldest being Julius F. Jeskinsky, chief engineer, who celebrated his 50th anniversary two years ago, and who is still on the job. Mr. Jeskinsky, who will be 80 years old in April, lives at 523 Park avenue, Hoboken.

ON JOB 50 YEARS



JOSEPH GRUBER

Peters Dies; Dean of Police

Detective Sergeant Passes in
Hoboken at 72

Following a three-months illness, Detective Sergeant Thomas Peters, 72, of Hoboken Police Department, died at 3 o'clock yesterday morning at St. Mary's Hospital. He had been removed to the hospital during the past week. Death was due to diabetes.

Detective Sergeant Peters was the dean of the department. He was appointed 48 years ago by Mayor August Grassman. The department then was governed by a police commission. He was a member of the Patrolmen's Benevolent Association, and the Holy Name Society of Our Lady of Grace Church. He was made a detective sergeant five years ago.

Surviving are his widow, Mrs. Mary Moorehead, and five children. They are Mrs. Peter J. Sullivan, Mrs. Philip Brummerhop, Mrs. Joseph Spinetto, Mrs. Howard Chrysler and John Peters.

The funeral will be Wednesday from the house at 9 o'clock. A requiem mass will be celebrated at 10 o'clock at the Church of Our Lady of Grace. Interment will be in St. Peter's Cemetery. The arrangements were in charge of Funeral Director Earl F. Bosworth.

Home Repair Loans Ready

Meyer Says Groups Cooperating
in Hoboken

August W. Meyer, chairman of the FHA in Hoboken, announced yesterday that all banks, trust companies and building and loan associations in the city, authorized to make loans for home modernization, are ready to go ahead in accordance with the federal act.

Ogden Hammond, president of the First National Bank, and Mr. Tighe, of the Seaboard Trust Co., have reported numerous applications, Mr. Meyer said. At the First National Bank, Mr. Hammond has placed Mr. Batchelor in charge of the applications.

At the Hudson Trust Co., President J. H. P. Reilly stated that Mr. Tierney, trust officer of the institution, has been designated to handle the applications, and at the Columbia Trust Co., Mr. Marcussen has been placed in charge. Mr. Meyer reported that the Hoboken Bank for Savings is cooperating 100 per cent.

Various building and loan associations, including the American Homes Building & Loan at 95 River street, where Mr. Wessling is in charge, and the Esenbe Building & Loan, at Newark and River streets, have indicated they will handle the FHA applications, Mr. Meyer stated.

Tax Condition Easier

Mr. Meyer said he has been notified by Deputy Regional Director Walsh that the federal government has eased up on the tax requirement, leaving it to the discretion of the loaning institution as to whether a loan should be granted on property on which taxes are unpaid. Granting of a loan under those conditions, Mr. Meyer explained, depends on whether the financial institution considers the applicant a good risk.

"The money is made available to borrowers as 'character loans' through these lending agencies only," Mr. Meyer stated. "Never does the borrower deal directly with the Federal Housing Administration. The borrower should make direct contact with his bank."

"The government and our local institutions have placed a real opportunity on the doorstep of every property owner."

Mr. Meyer urged each property owner in the city to:

"Look over your property, especially if it is a residence, and determine what improvements are necessary or advisable. Get the exact estimate of the cost of the improvements. Take these estimates to your bank or other lending institution, and apply for a modernization loan, which you will get if the improvements are justifiable and the income sufficient. When the loan is granted, tell the contractor to start at once. If you are doing the job yourself, buy the materials and go ahead with the work. Contact your bank immediately, and be guided by its advice."

KIWANIANS HEAR OF SUBMARINE LAMPS

What might have been a prosaic story on the development of submarine lamps and their underwater values was yesterday enlivened in its telling to Hoboken Kiwanians at their weekly luncheon meeting in Meyer's Hotel, by thrilling accounts of the use to which the lamps are put in treasure-hunting, rescue or salvage work.

The speaker was Eugene W. Beggs of the commercial engineering department of the Westinghouse Lamp Company. From a 16-candlepower lamp created in 1893, and which might safely and conveniently be used under water, development of these light sources has reached a point where today the company can furnish a 5,000-watt lamp of 10,000 candlepower for use in the impenetrable darkness of deep sea waters.

Beggs diverged from his talk to tell of how these lamps were used in rescue work on the ill-fated S-51 and S-4, navy submarines which sunk with their crews. They were employed also by Sir Hubert Wilkins, the Polar explorer, in his voyage under the Arctic seas in the Nautilus.

A number of diving syndicates are using the lamps today in various waters, Beggs said, in their hunt for portions of the billions of dollars in gold stored in the holds of wrecked ships on the sea bottom. One such outfit, he added, is working near Hell Gate, seeking to recover the gold cargo of a British ship sent here during an early war, to pay off British soldiers who had taken New York and were garrisoned there.

For all his hints of thrills and perils in pursuit of the lamp development, Beggs told his story in a casual sort of way, with a delivery that was at once humorous yet indelibly stamped with the impression of those dangers besetting men who pioneered in experimental work on these light sources.

Counselor John B. Applegate presided and introduced the speaker. Beggs brought with him a number of lamps, including the latest of submarine bulbs, to illustrate the various points of his talk.

Welcome back one member after a long absence due to illness, the Kiwanians voiced regret over the hospital confinement of another.

The one to return yesterday was Harry E. S. Wilson, past Kiwanis governor in New Jersey and past president of the Hoboken club. He looked the picture of health, although his illness during the past few months on several occasions was so critical as to occasion grave alarm among his friends. He was given a hearty welcome.

Fred Neuschaffer, capable and popular secretary to the club, is in Christ Hospital, where he is under the care of Dr. William L. Yeaton. Members expressed the hope that he would soon be up and about.

Forerunner of World's Series Contested in Hoboken in 1846

Knickerbockers, of Manhattan, and the New York Club Came Across River for First Classic

Every year about this time, when the world of baseball is passing through the excitement of a World's Series, local devotees of the sport delight in proudly recalling that what was the forerunner of the present-day autumnal diamond classic was played right here in Hudson County.

Baseball's archives disclose that in 1846, the New York Club met the Knickerbockers, also of Manhattan, in a championship game at Hoboken. The Knickerbockers, organized in 1842, were the first club in New York, and for three years they played among themselves, recruiting several teams from their membership.

In 1845, the Knickerbockers sent broadcast a challenge, which was not taken up until the following year, when the New York Club was formed. A small crowd of enthusiasts witnessed the contest, and, as is the case even today with baseball crowds, cheered when the new team defeated the recognized champions.

Score Was 23 to 1

The game lasted four innings, and the score was 23 to 1, the rules of the sport then providing that the first team to score 21 runs was the victor. From the time of that first "World's Series" game, Hoboken became rich in baseball lore. Additional teams were organized, with all the important games played in Hoboken, and in less than a decade, the Mile Square City became known as the seat of baseball in the United States.

In 1858, the National Association of Baseball Clubs was formed, but, as sports writers have since explained, the league was undermined by gambling—so much so, that the very life of the pastime was threat-

ened. As a result, the association was disbanded, but in 1875 new life was given the sport by the organization of the National League. The American League followed.

The popularity of Hoboken as a playground was increased by the advent of baseball, and throngs came over from New York every Sunday to watch the diamond contests. A writer in Frank Leslie's Illustrated Newspaper (later Leslie's Weekly) reporting, in one of the issues of August, 1865, a game in Hoboken between the Atlantic Club of Brooklyn and the Mutual Club of New York, said:

"Never was there such a vast assemblage of people gathered together on any similar occasion, and never has there been known in the annals of our national sports such a closely contested game of baseball."

Colleges Played in Hoboken, Too

The article described how the teams gathered in Hoboken, and the grounds were cleared of spectators as well as possible so that the game could be played.

"After some splendid play," the report went on, "which lasted for an hour and a half, a heavy rainstorm put a stop to the sport. Five innings had been played, and the score stood Athletics 13, Mutuals 12."

College teams, as well as professional, used Hoboken's famous baseball grounds, and for many years the championship games of the eastern colleges were played there.

One of the outstanding names in Hoboken's baseball history is that of Gil Hatfield, a Hobokenite who made good in the major leagues. Old-timers tell how Hatfield grew up on the diamonds of Hoboken and at one time threw a baseball farther than any other player of his period.

35 ON STRIKE AT POCKETBOOK PLANT

A general strike of pocketbook workers in the metropolitan district yesterday brought out employees of the W. Dwight Company, on the top floor of 222 Washington street, Hoboken. About 35 men and women were employed. The place was picketed yesterday. A representative of the strikers said the workers were demanding a 36-hour week with an advance in pay. He said they had been working 40 hours.

The claim was made by a representative of the firm that the workers were receiving \$4 more a week than the code calls for. It was charged that the strike was engineered by representatives of a New York local.

HEARING OCTOBER 17 ON REROUTING BUSES

The Hoboken city commission was notified yesterday by the Public Utilities Commission that the hearing on the municipal consent to permit the Public Service Coordinated Transport to reroute a portion of its Willow avenue buses by way of Jefferson street, will be held at 11 o'clock, October 17, in the Industrial Building in Newark. The Public Service has asked to reroute by way of 13th street to Jefferson, through Jefferson to Ferry and into the Hudson place terminal.

Michael F. O'Hara Chapter, No. 8, Disabled American Veterans of the World War, were given permission to hold their annual forget-me-not sale in Hoboken, November 3 to 11.

Alfred H. Bogert was reappointed a special policeman to work during the winter at 127 Hudson street. Mayor Bernard N. McFeely presided.

HOBOKEN, STEVENS, DR. DAVIS.

Franklin J. Verasco, president of the Hoboken Businessmen's Association, does not go along with Dr. Harvey N. Davis, president of Stevens Institute, in respect to the much-agitated county consolidation. Instead, Mr. Verasco declares that "Hoboken's future lies not in absorption through consolidation, but in the maintenance of its present individual community status." Pride in one's home community is a commendable thing, and in this case is by no means confined to those who oppose consolidation.

Dr. Davis is as sincere in advocating the merger as Mr. Verasco is in opposing it. As a matter of fact, both have the best interests of the city at heart. They are working for the same end—to bring back some of the prestige, business activity and prosperity lost through happenings in the World War, notably in connection with the German steamship piers which meant so much to the city.

One cannot scan the census figures for the past two decades without realizing the price that Hoboken still has to pay for becoming the main embarkation port for the American Expeditionary Force. In 1910 Hoboken had a population of 70,324. In 1920 it was 68,166, and in 1930 it had dropped to 59,261. For the past sixteen years there has been a deal of juggling in respect to those piers and the best that has been accomplished has been finally to lease them to a private company that so far has done little else than utilize them for tying up vessels temporarily withdrawn from service.

The activity that marked the local waterfront prior to the country's entrance into the war has been greatly curtailed, and the effect on the city's business structure has been widely felt. And yet it is somewhat of a paradox that in spite of this the city can point with pride to the high rating its bonds enjoy and the fact that its public employes have been paid regularly and without being forced to accept any part of their salaries in scrip.

However, the call is for a definite move forward in other directions. Dr. Davis favors consolidation, stating that "the reason we are always getting licked in any controversy between New York and Hoboken is obvious." Then he asks: "How can eleven picayune communities, trying to take care of themselves, fight Manhattan?"

Mr. Verasco, taking issue with this, cites that Dr. Davis "has visualized for us the 'Tudor City,' 'Slum Clearance' and 'Consolidation Utopia,'" and suggests that he "has within his grasp, perhaps, the opportunity to give to Hoboken, the county and the nation an apartment building program on the choicest land in the county that at the present time is paying the city \$50,000 yearly in taxes because the State recognizes that this property is being used for non-educational purposes."

This is scarcely fair to Stevens Institute, which is an outstanding city asset. It isn't fair, moreover, to Dr. Davis, whose deep interest in the city has resulted in so many of the Stevens faculty making their homes here. Though Mr. Verasco may be opposed to consolidation, he cannot gainsay that both Stevens Institute and its civic-minded and energetic president are entitled to be considered in something more than a spirit of provincialism.

Stevens Opens, Slightly Under 500 Enrolled

Student Body at Hoboken Technology School Little Below Last Year and Capacity

Stevens Institute of Technology of Hoboken opened its school year yesterday with an enrollment of nearly 500 students. It was stated that the number of students this year will be about three percent lower than last.

The capacity at Stevens is 500. Its limit for freshmen throughout the year is 150. The enrollment yesterday was 127, which leaves room for additional names in February. There are always additional students enrolled in the freshman class in February.

Stevens this year will exchange professors with the Massachusetts Institute of Technology. Prof. John F. Fife will go to the M. I. T., and Stevens will receive in turn Prof. William Green. Next year they will return to their respective schools.

Dr. Harvey N. Davis, president of Stevens, addressed the students yesterday, and announced changes in the teaching staff. Richard F. Deimel, who had been an instructor in the department of mechanics, was made professor of mechanical engineering. Other announcements were that John I. Yettott of the University of Rochester, will be an instructor in the mechanical department; Dr. Walter Van Dyke Bingham was made professor of psychology, and William L. Sullivan of M. I. T., has been made an instructor in electrical engineering.

FIRE DEMONSTRATION

Hoboken's fire apparatus will be given a public demonstration at 2:30 o'clock Wednesday afternoon on Pier 16 under the supervision of Fire Chief John Gilday. Five new engines that have been supplied for Engines 1, 2, 3, 5, and 6, also a converted engine from No. 4, will be tested for the benefit of the public. Three trucks will also be on exhibition. Members of the board of fire underwriters, manufacturers of fire apparatus, and fire chiefs from neighboring municipalities will view the tests. Hoboken was the winner of the cup last year for the lowest fire losses in Hudson County. This was its third time, leaving the cup permanently in Hoboken.

TWO CLASSES FILLED IN INDUSTRIAL SCHOOL

Four Hundred Enroll for Hoboken Night Studies

The Hoboken Evening Industrial School had registered 400 pupils last night. Two of the classes were filled last night. They are speed stenography and typewriting. It was stated that the class in hair-dressing will be filled tonight. Sessions start Monday night.

Another class, business English, will be added. This class will be taught one night each week. It will specialize in vocabulary. Three thousand words necessary in business life will be used. Letter writing will be one of the branches taught members of this class.

The Americanization class will receive more pupils. This class has three grades. By creating this division pupils can be accepted who are unable to speak English. This class has been a popular one in previous winters. The object is to prepare pupils for citizenship.

Waitress training is another of the popular classes which has vacancies. Though sessions start next week, registration for the various other classes will be open throughout the week.

PUBLIC EXHIBITION OF FIRE APPARATUS

To give local folks an opportunity to see the new fire apparatus which Mayor Bernard N. McFeely and Director of Public Safety Michael F. Kearins, of Hoboken, have arranged for a public demonstration of the equipment at 2:30 p. m., Wednesday, on Pier 16, foot of Sixteenth street.

The demonstration will be under the supervision of Fire Chief John J. Gilday, Assistant Fire Chief Andrew Keller and Battalion Chief John J. Reilly. There will be on display, both in action and for general inspection, the three 1,000-gallon motor pumpers, three hook and ladder trucks and the reserve hook and ladder trucks. Autos of the chief and his assistants will also be shown.

Mayor McFeely and the city commissioners will be present for the demonstration. The general public is cordially invited and a large turnout is expected.

For those who will be unable to avail themselves of this opportunity to see the new equipment, the apparatus may be viewed on Friday, October 12, in the Columbus Day parade to be staged by a number of local Italian societies and clubs.

THE HOBOKEN FORUM.

The Phillip Waldheim-Stevens Forum, a Hoboken institution "dedicated to the education of Hoboken citizens," announces its tenth lecture season beginning October 23, with a discussion of the issues of the campaign by the Democratic, Republican and Socialist candidates for Congress in the Fourteenth Congressional District.

Following this the sessions will proceed along more cultural lines, the course consisting of twelve lectures all told. For the balance of this year the list includes Rev. Bernard R. Hubbard, S. J., "The Glacier Priest"; Arthur Dougherty Rees, who will discuss Dante, Dostoevsky and Shakespeare and their penal philosophies; Mrs. Cornelia B. Pinchot, wife of Pennsylvania's Governor, who will discuss "America in the Next Decade," and Dr. Harry Overstreet, who will talk on "Enduring Values in a Changing World."

Public forums of this sort serve a practical need to the communities in which they are maintained. The one in Hoboken was made possible through the bequest of \$75,000 by the late Phillip Waldheim, \$50,000 being used to erect the building and the remainder invested for maintenance. The land on which the building stands was presented by the Stevens family.

It is a credit to the city, and the directors who voluntarily give so much of their time to carry out the plans of its founders are deserving of the highest commendation for this unselfish civic service. The public should back them up wholeheartedly—at least by taking advantage of the opportunity to attend these very worthwhile lectures.

HOBOKEN PIERS TO BE REPAIRED BY U. S. BOARD

Considers Expenditures That May Involve Millions.

The Federal government intends to rehabilitate the Shipping Board piers in Hoboken. The amount involved in the government plans has not yet been learned but in some quarters it is said that the amount will run into several million dollars.

At present the piers in Hoboken are under lease to the North Atlantic Terminals Company, and while Shipping Board representatives in New York claim they know of no plans of the government for any major repair and renovation

work in Hoboken, Max Thaten, president of the North Atlantic Terminals Company, admitted today that the repairs will be carried out.

It is reported that the government is planning to spend altogether \$5,000,000 on general repairs of its terminals and that a big slice of the appropriation will be devoted to the local piers, which are the largest pier properties owned by the government.

If the rehabilitation of the Hoboken piers is carried out on the extensive scale contemplated the contract will give work to hundreds of unemployed in many trades, including iron workers, dock builders, painters and kindred lines.

He said he had no idea how much money the government intended to spend on the work, but that representatives of the Shipping Board had carried out a survey of the property in Hoboken and other terminals owned by the Shipping Board, and that the needed repairs at the local piers would be carried out.

Will Give Jobs To Many.

"I do not know whether the government intends spending as much as \$5,000,000, but the extensive needed repairs at Hoboken have been decided upon," said Mr. Thaten.

"The matter is now under consideration by the Shipping Board at Washington and the amount to be expended will be known within a few days.

FIRE PREVENTION.

This is Fire Prevention Week. It is a singular thing that, in spite of our boasted progress, with inventive genius producing so many marvels of science, we pile up an amazing total each year in fire losses. It cannot be denied that most of these fires are due to carelessness in one form or another so every year we have Fire Prevention Week to remind us anew that it is up to us to do something to check this annual loss of many millions of dollars.

They do things a bit better in this respect in Europe, for personal liability for fires is a principle that has long been established and enforced there. Cincinnati, in our own country, tried this plan in 1926 when it collected from a citizen who had failed to obey the fire department's orders. The bill for extinguishing his fire read: 8 companies, 1 hour each, at \$75 per hour, \$600; 2 marshals, 1 hour each, at \$25 per hour, \$50. Total, \$650. The city was awarded damages of \$500.

If this plan were followed in every city, it would not be necessary to have a Fire Prevention Week every year. Most of us have grown careless in this matter because we feel that should fire break out the local department would be there in a jiffy to extinguish it.

Holding the owner responsible when a fire starts in his premises is a sensible idea. It is up to him to show that he did his utmost to remove obvious hazards or else pay for the damage that his neglect has caused. Until we carry some such plan into effect we may look for recurring "weeks" such as the one to which our attention is now being directed.

WIN AWARDS IN POSTER CONTEST

Four Pupils of Hoboken Schools Honored.

Four pupils of the Hoboken public schools have just received awards which they won in the S. P. C. A. National Poster contest in competition with schools throughout the United States. This contest is held in June of each year when humane posters are submitted in three separate divisions, the elementary, junior, and senior high school groups.

At the Columbus Day assembly of the A. J. Demarest High School, Arthur E. Stover, principal of that school presented the two awards which were won by his students. The major award went to Alexander S. Gottlieb, a graduate of the class of June 1934, who is now a student at the Newark School of Fine and Applied Arts. Gottlieb's poster, colored in blue and red, depicting two game cocks in mortal combat and bore the caption, "No Sport for Good Sports." For his effort, he was presented with a handsome fountain pen. The other award, a certificate of merit, went to Herbert Schwartz, a member of the twelfth year class at Demarest. A poster entitled, "Be His Friend and He'll Be Yours," brought Schwartz this honorable mention.

Effective Themes.

Two ninth grade pupils at the Joseph F. Brandt Junior High School, Mary Margaret Hughes and Beatrice Franklin, also received certificates of merit. These were presented to them at the assembly exercises at the close of the week by Principal J. G. Colman. Mary Margaret's poster, "Brother, Can You Spare a Bone," was neatly arranged and the caption expressed a beautiful thought in S. P. C. A. work. Beatrice's effort in illustrating a forgotten dog, man's faithful friend, bearing the title, "Homeless," was also a well made and effective poster and deserved the reward accorded her.

This year, the S. P. C. A. Poster contest brought forth 31 posters from the art classes of the Hoboken schools. These were submitted to the Jersey City office for county prizes and twelve Hoboken boys and girls received either money awards or monogrammed pencils. The posters were then submitted to the National Headquarters at Albany, New York, where they were placed in competition with others from schools throughout the entire country. Prominent artists and art critics served as judges.

Are Congratulated.

Miss J. D. Jacard, president of the Hudson County Division of the S. P. C. A. praised the work of the Hoboken pupils most highly and wrote each prize-winning student a personal letter of congratulation. She made special mention of the fact that of the 291 posters entered by the Hudson County group, a Hoboken pupil was the only one to win a major award.

The prize winning posters in the A. J. Demarest High School were made in the art class of Miss Lillian Kahrs, while the Brandt Junior High School girls were pupils in Miss Alice Ryan's class.

Columbus Day Parade Lineup In 8 Divisions

Hoboken Italian Societies, Police, Fire Departments, National Guard March Tomorrow

Eight divisions, composing the Italian societies of Hoboken, a detachment from the New Jersey National Guard and the Hoboken fire and police departments will take part in the Columbus Day parade in Hoboken tomorrow. The parade starts at 2 o'clock at Sixth and Jefferson streets. A committee headed by Salvatore Rinaldi will be in charge of the program.

Following the parade there will be addresses in Joseph F. Brandt Junior High School. The speakers will be former Assemblyman John Dolce, of Bayonne; Dr. Vinzo Comito, Italian vice-consul at Newark, and Dr. Frank C. Armstrong, rector of St. Paul's Episcopal Church.

Parade Begins at 2:30 P. M.

The units will assemble at Sixth and Jefferson street at 2 o'clock and start at 2:30 o'clock. The divisions will proceed south in Jefferson to Fourth street; east in Fourth to Garden street; north in Garden to 11th street; through 11th to Washington; south in Washington to Newark; past the reviewing stand; west in Newark to Bloomfield; north to First; west in First to Adams; north in Adams to Fifth; east in Fifth to Park avenue; north in Park avenue to 10th, and thence to Columbus Park. There will be a fireworks display at night in the park.

Assisting Mr. Rinaldi is A. Imponeni, vice chairman of the committee; Gerrado A. Iervolino, corresponding secretary; S. Venezia, financial secretary; D. A. Guagliozzi, treasurer, and S. Valentino and L. Gualario, trustee.

Parade Lineup

The parade will line up as follows:

First Division

Police Department.
Police Band.
K. of C. Fourth Degree Colored Guards.
K. of C. Columbian Squires and Cadets.
Our Lady of Grace Fire and Drum Corps.
Corporal Chris A. Mohr, Jr. Post 158.
Veterans of Foreign Wars.
New Jersey National Guard.

Second Division

Band.
President and aides.
Honorary guests.
Ass. Naz Ex-Combattenti.
Circolo Educativo A Padovani.
Sezione Araldo Mussolini.

Third Division

Band.
Hoboken Italian Democratic Club.
Fratellanza-Italiana.
Calabro-Americana.
Giovane Sicilia.
Fideli di Colombo.
Dio-Famiglia-Patria.

Fourth Division

Band.
Joseph T. Lisa Democratic Association.
Madonna della Libera.
Santa Febronia.
M. SS. Monte Vergine.
Sante Lucia.
Madonna dei Martiri.
M. SS. del Popolo.

Fifth Division

Band.
Fred M. De Sapio Democratic Association.
G. Mazzini Democratic Club.
Sixth Division

Band.
Order of the Sons of Italy.
Loggia Roma Intangibile, 115.
Loggia Tripoli e Cirenaica, 515.
Loggia Caserta e Prov., 1108.
Seventh Division

Band.
Third Ward Democratic Club.
Genuine Democratic Affiliation.
Eighth Division
Fire Department with fire engines.

Says Courage Of Columbus Needed Today

Judge Botti Tells Hoboken Kiwanians Roosevelt's Fortitude Equals Discoverer's

The courage Christopher Columbus displayed when he went against the sentiment of Europe, and the threatened mutiny of his sailors when he sailed into the unknown expanse of the Atlantic more than 400 years ago to discover America, was held up as an example of the courage needed today by the people of the United States to successfully get the nation out of its economic

depression, Judge Anthony Botti told the Hoboken Kiwanis Club yesterday at Meyer's Hotel.

Judge Botti dwelled on the history of Columbus and the fortitude he displayed in his conviction that by sailing westward across the Atlantic it would lead to a short route to India. He said the courageous soul of Columbus could not be swayed even by mutiny threats, because he knew as a mariner that he was right.

The speaker said that in President Roosevelt the nation has a man with the fortitude of Columbus, and urged that he be given the support of the people in his brave attempt to lead the nation back to prosperity.

The program included three solos by Madame Phyllis De Rosa, soprano, of Hoboken. Her first song was the "Song of Songs." Remo Taverna was the accompanist. Judge Botti was introduced by Abe Levenson. Dr. Robert T. Natrass presided.

HOBOKEN

INDUSTRIAL
EXPOSITION
1925

HOBOKEN INDUSTRIAL
EXPOSITION 1925

HOB. REF.
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Put this title on book

Hoboken Industrial Exposition

Ob. Oct 3/1925

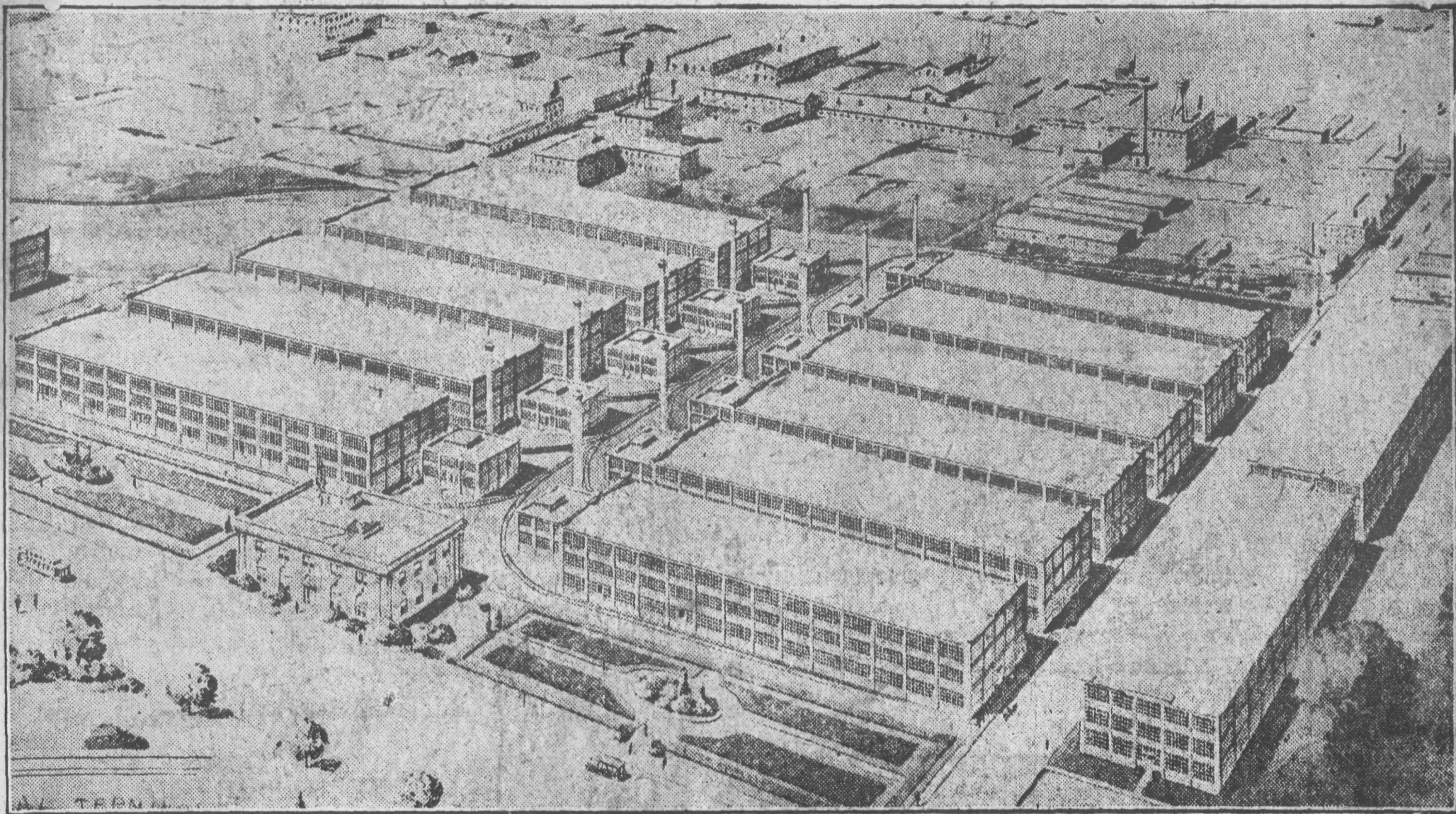
Proposed North Jersey Industrial Terminal

NORTH BERGEN, N. J.

A Model of Which Will Be on Exhibition at the

Hoboken Industrial Exposition

From Saturday, Oct. 3d, to Saturday, Oct. 10th



Walter Mahnken, Architect

Bonanno Bros., Builders

Proposed North Jersey Industrial Terminal—45 acres of ground. When completed this terminal will cost over \$7,000,000. Located at 36th street on Hackensack Plankroad, North Bergen. This thoroughfare will soon be taken over by the State Highway Commission as the northern outlet of the Hudson River Vehicular Tunnel. It is served by 3 railroad systems. It is the only available ground not necessary to use piles for foundations. Terminal will be within 10 minutes from Ferries and 20 minutes from Hudson River Vehicular Tunnel. This project to be erected by—



BONANNO BROS.

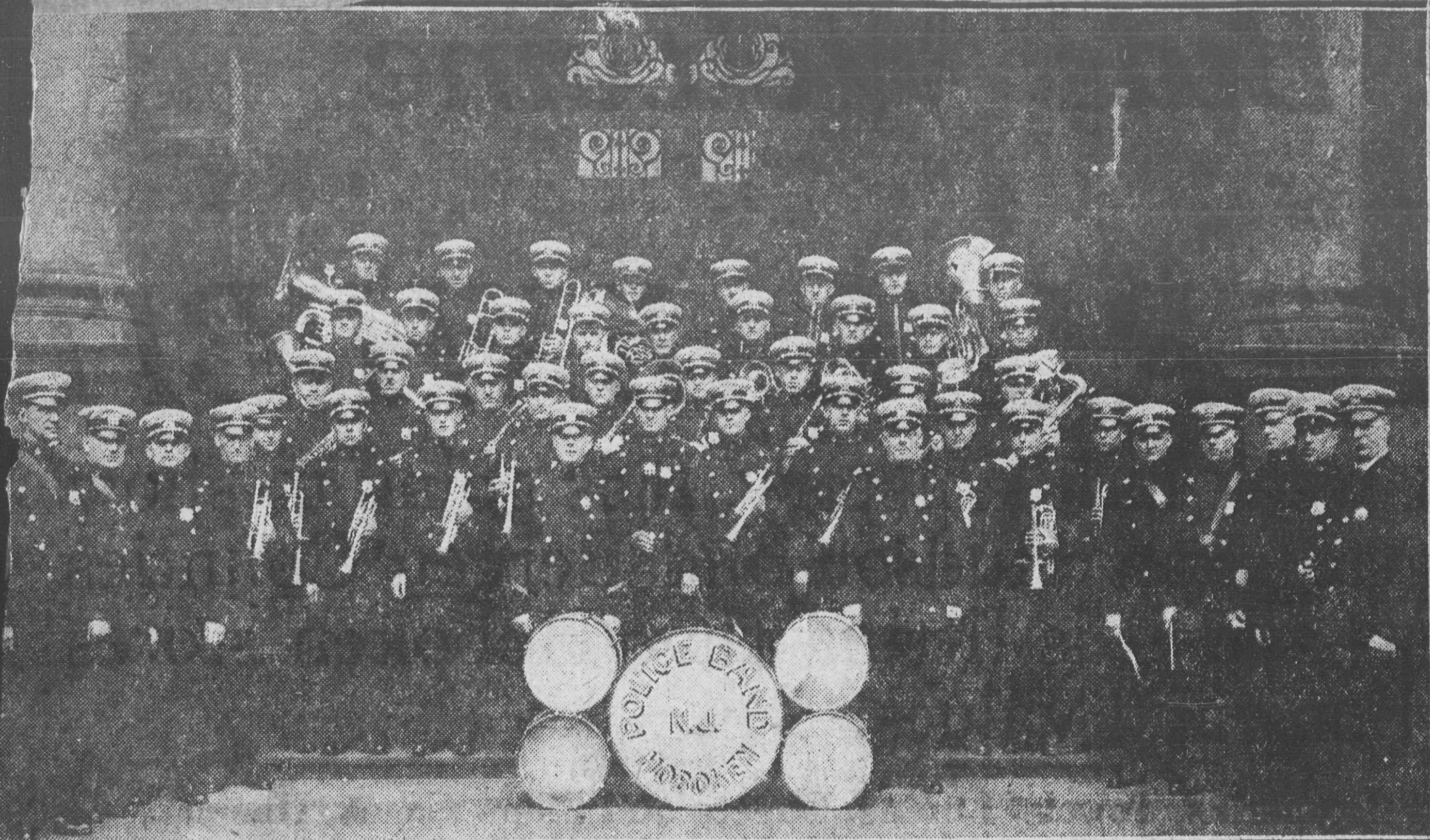
BUILDERS

ESTABLISHED
1897.

Union City, N. J.

Ob. Oct 3/25

Police Band in New Uniforms



The Hoboken Police Band will give a series of concerts at the Exposition during the week. Commissioner Bernard N. McFeely, Director of Public Safety, is proud of the organization, and has given close personal attention to the musicians' efforts. Under the leadership of Professor Knox they have made such rapid strides during the past years that they are considered one of the best musical organizations in this section.

Ob. Oct 3/25

GARIBALDI HAS DEMONSTRATION THAT'S UNUSUAL

Shows Miniature Capital Entrance and Occupies Large Floor Space.

Carrying out the motto of their office, to do a thing right or not at all, the Joseph J. Garibaldi organization will have a display at the Industrial Exposition to be held October 3rd to 10th in this city, that is considerably out of the ordinary. The booth will be a miniature reproduction of the entrance to the Capitol at Washington, and will occupy one of the largest spaces at the exposition. Representatives of this organization, who have made the real estate and insurance business a life study, will be in attendance at the booth at all times, and information will be cheerfully furnished.

The insurance department, under the management of Wilber J. Adams, has proven to several of its clients what can be accomplished in the way of rate reduction in connection with fire insurance and workmen's compensation. This has been done for others, and Mr. Adams will be pleased to give you the benefit of his expert advice without any obligation on your part.

This agency represents ten of the leading old line stock fire insurance companies, the Lincoln National Life Insurance Co., of Ft. Wayne, Indiana; Equitable Life Insurance Society of New York, American Surety Co. of New York, and is general agents of the Globe Indemnity Company of Newark.

The week set aside for the exposition is also the period that has been designated as Fire Prevention Week throughout the United States, and an unusual display will be made in connection with this campaign.

The immense volume of business done by this office has been accomplished by putting into practice the slogan of the agency of "Selling Superior Service."

Souvenirs that you will be pleased to take home with you will be given out to all those visiting the booth.

CHEVROLET TO HAVE PRETTY EXHIBITION

Hufnagel and B. D. L. Jointly Showing Different Models.

An exhibit of considerable interest at the Hoboken Industrial Exposition is that of the Chevrolet which has been arranged by the B. D. L. Motor Corporation and William Hufnagel, local agents. The showrooms of the B. D. L. Corporation are located at 4268-72 Hudson Boulevard, Union City, and those of William Hufnagel are at 5089 Hudson Boulevard, West New York.

The principal interest of people nowadays is in closed models of automobiles, and hence the show featuring the closed models of the Chevrolet. It seems a bit odd when one reflects back but a few years to remember that a closed car was the height of luxury and expense. Nowadays, the open car is generally considered a luxury, and usually only indulged in where a family has two or more cars.

The new Chevrolet closed models display the remarkable congenuity of the American automobile manufacturer to produce efficient machines that are good looking and comfortable for remarkably low prices. Comforts undreamed of a few years ago on even the most expensive automobiles are taken as a matter of fact on this car.

There is, to start enumerating the new features of these automobiles, a redesigned chassis. The frame has been lengthened and greatly strengthened, thereby increasing the size of the chassis, without weakening it any; in fact, making it more shock resistant than heretofore, and Alemite lubricating cups have been installed throughout wherever possible, to make lubricating a certain and quick job. The radiator is of non-rusting airplane metal, which does not tarnish.

The tiring job of pushing the clutch pedal has been lightened by a new clutch of an improved type, which is fully inclosed to keep dust and dirt out, and requires no lubricating. It operates smoothly and easily with the lightest possible pedal pressure. Axles have been changed to that of the same type as found on the

highest priced cars, using New Departure ball bearings.

The closed bodies on these new Chevrolets are a delight. They are Fisher bodies, having beautiful new designs, with roomy interiors, deep comfortable upholstery, and Ternerstedt hardware. The cars are finished in Duco, the durable finish that withstands all kinds of hard treatment. The sedan has aquamarine blue lower panels and hood, and black upper panels and fenders; the coupe has sage green lower panels and hood, and black upper panels and fenders; the coach is finished in a dark blue.

All models have cowl lights, and a beautifully designed instrument

board. There is no need for a separate front ventilator, as the one-piece VV type windshield does away with the need of it, by means of an ingenious ventilating arrangement. There are no nuts and screws on this windshield—it is controlled by a single handle. Automatic windshield wipers are standard equipment, as well as cowl lights and balloon tires. The sedan and coupe have disc wheels, and the coach special artillery type.

Obt Oct 3/25

BIGGEST FAIR UNDER ONE ROOF EVER HELD IN STATE HOBOKEN INDUSTRIAL EXPOSITION NUMBER

Obt Oct 3/25

OVER THREE HUNDRED EXHIBITS STAGED ON THOUSAND-FOOT PIER

Those charged with the preliminary work were delighted at the success. Business men and industrial leaders in every class of manufacturing in the city were approached for the purpose of ascertaining their views of staging such an exhibition. Without exception, they were heartily in favor of it, although later some of those who so concluded failed to give the financial aid which was necessary to make the exhibition a success.

By Wednesday the exhibitors got busy fixing their display, and as in many cases it meant the moving of heavy machinery into the pier, it required a big corps of workmen to get the exposition in readiness for the opening this evening. The result is a fair which will rival in splendor some of the most expensive expositions of a similar nature which have been staged in any part of the country. Hoboken is going to be talked about for its industrial exposition for many weeks to come and those business men who saw the advantages of being represented will be congratulating themselves on their foresight in co-operating to make it such a big success.

The largest exposition ever staged in New Jersey, under one roof, and exceeded in size only by the Trenton State Fair, it includes three distinct shows, the first section being the Hudson County Automobile Show, the second section, the Food Show, and the third, the Industrial Exposition.

The Steel Pier which houses it, is 1,000 feet long, and 100 feet wide. There are over 100 automobiles in the first section, representing thirty-five different makes. Lavish decorations and music every evening will make it the most attractive show ever held in the County. The auto committee is composed of Frank Mitchell, Henry Jecker, William Waber, William Hufnagel, and William English.

Herman D. Weibeldt, general manager of the Janssen Grocery Company Stores, is chairman of the

Food Exhibit which will include 100 displays by America's foremost food firms.

Over 100 exhibits are included in the industrial section, comprising industrial plants, banks, retailers, real estate and other leading business houses. The industrial committee is composed of Frank Cordts, Herman Hannibal, C. B. Ace. The entire exposition is being staged by the Hoboken Chamber of Commerce of which Frederick Hopkins is president and Al Coffin is manager, with Frank Galland as manager of the show.

The fair will be open afternoons from 2 to 5 o'clock and evenings from 7:15 to 10:30.

Governor George S. Silzer Tonight Opens First Exposition Held in Hoboken—Industrial Parade With Two Hundred Floats in Line—Undertaking Will Be Revelation to Public—200,000 Expected to Visit Fair During Week.

An exposition of Hoboken, of its industries, its business houses, its retail establishments, a big window display of the varied manufactures for which the city is renowned throughout the world, was the idea back of the movement which crystallized today in the opening of the mammoth exposition on the Steel Pier, on the U. S. Shipping Board property on River street. It will be a revelation to many of the good townsfolk who visit the fair when they realize the important industrial cog Hoboken is in the manufacturing world.

Governor George S. Silzer will formally declare the exposition open this evening. It is not the first time that the State Executive has graced an affair sponsored by the Hoboken Chamber of Commerce with his presence. Taking part in the opening ceremonies will also be Secretary of State Thomas F. Martin, President Fred F. Hopkins of the Chamber of Commerce, Commissioner Bernard N. McFeely, Frank Cordts, chairman of the exposition committee, and City Commissioners James H. Londrigan, Harry L. Schmulling and Acting Mayor Gustav Bach.

It had been the aim of the Chamber of Commerce several years ago to stage such an exposition in the city but the real drawback was that there was no available building suitable for staging an exposition that the chamber directors believe would be worthy of the city.

Early this spring Frank Cordts, who was more than favorably impressed with similar expositions held in Jersey City and elsewhere in the metropolitan district, got the move started in Hoboken, and after some hard work and wire pulling in Washington, and the unwinding of reels of red tape, Pier 3 of the Shipping Board piers, formerly the main pier of the North German Lloyd Steamship Company in this country, was finally secured.



GOV. GEORGE S. SILZER

Ob. Oct 3/25

JANSSEN DAIRY COMPANY HAS UNIQUE DISPLAY AT HOBOKEN EXPOSITION

Company Was Founded by Mr. Janssen as a One-Man Milk Business—He Is Now President of the Concern.

HISTORY IS ONE OF DEVELOPMENT

Janssen Dairy Company of Hoboken, which has its main office and city plant at 109 Grand street, has set a new high standard for itself in its exhibit for the food show of the Hoboken Industrial Exposition. The double booth taken by the company for the show has been "set" in one of the most novel and original designs ever conceived for a dairy company. While its objective is to educate the public on the value of fresh whole milk as an essential food, the whole exhibit is artistic and attractive in the extreme. Its structure dominates the food show section without detracting from the effectiveness of the other exhibits of the section.

President Frederick W. Janssen of the company gives credit for the idea and execution of the exhibit to Herman D. Wieboldt, company secretary and manager of the Janssen chain of thirteen stores in Hudson County, and also chairman of the food show of the exposition.

The company's ad in this exposition number tells interestingly of "Janssen progress" through thirty-five years of business in Hoboken. It was founded by Mr. Janssen as a one-man milk business. He is now president of the incorporated dairy company that bears his name. Besides the organizations and plants mentioned in the ad, and the main office and city plant which is at 107-109-111-113 Grand street, the milk produced by the company is distributed in Hudson County by the Janssen Dairy Products Company, a co-operative organization of former independent dealers in Janssen's milk.

This company has its distributing plant and main office at 416-418 Grand street. Janssen Dairy Company has recently bought property at Jefferson and Ninth street, Hoboken, on which will be erected the future main office and city plant of the company. After its erection, the present building of the company will be used for a retail distributing depot.

The history of Janssen Dairy Company is one of progress; of not only keeping up to the minute in everything pertaining to the dairy business, but of looking ahead and wrenching from the future its promise of still better and greater improvements. Mr. Janssen is recognized throughout the east as a dairy expert. He is a member of the New York Dairy Conference, which covers the eastern section of the country in its activities for the betterment of dairy interests; and is a member of the conference board of directors.

He will be a speaker next week at the eighteenth annual convention of the International Association of Milk Dealers, to be held at Indianapolis, October 12-14; his address will be made at the joint meeting of the plant and laboratory sections of the convention, as a number of the laboratory section program; his subject will be "The Filter Versus the

Clarifier," and will deal with one of the most important questions regarding cleanliness in milk, now under discussion by dairymen. Mr. Janssen will argue for the filter system. His opponent on the side of the clarifier will be J. N. Gibson, of the Dairy Products Co., Dayton, Ohio.

Mr. Janssen will be in Hoboken throughout the Industrial Exposition, in which he is keenly interested, believing it to be the best business move in a long time to make Hobokenites and their neighbors appreciate the industrial importance of the Mile Square City, not alone in the United States, but throughout the world.

Ob. Oct 3/25

LINE OF MARCH FOR INDUSTRIAL PARADE IN CITY

Will Be Reviewed by City
Commissioners at the
City Hall.

With over 200 floats and decorated vehicles in the industrial parade which will cut a wide swath in Hoboken this afternoon, preceding the opening of the exposition this evening, Grand Marshal Joseph J. Garibaldi has issued the following instructions and the line of march:

The parade goes north on Willow to Fourteenth street, east on Fourteenth to Washington street, south on Washington (passing the reviewing stand at City Hall), to Newark street, west on Newark to Bloomfield, north on Bloomfield to First street, west on First to Jefferson street, north on Jefferson to Fifth street, east on Fifth to Hudson, south on Hudson street to Third street, east on Third street to Steel Pier, where exposition will be held.

Lines form on Eleventh, Twelfth, Thirteenth street, facing west, east of Willow avenue. The parade will start off at 2:30 p. m.

Henry Fillinghaus is assistant marshal of the parade. Commissioner Bernard N. McFeely, Acting Mayor Bach, Commissioners Londrigan and Schmulling will review the parade from City Hall.

Ob. Oct 3/25

Furniture Display by an Old Concern

The firm of Cordts-Pedersen Company was founded forty-five years ago by Henry Cordts, who passed away two years ago. He is succeeded by his son, Frank Cordts.

This business has been located on the same block for the last forty years. From a small beginning in a one-story building it has kept pace with the times and by close application on the part of the owners, and fair treatment of its customers, it has grown steadily, until today they are classed with the foremost dealers in household furnishings in Hoboken. Like the other large houses they have spread out, and today have a clientele spreading over the entire State. They carry a complete line of furniture, which includes the better Grand Rapids makes of period styles, as also the kind of people with moderate means. They have also gone extensively into the radio business and handle such as Radiolas, Atwater-Kent, Freshman's and Pathe radios.

Ob. Oct 3/25

LACKAWANNA IS NAME OF A REAL LAUNDRY

Have Special Booth at Exposition, Where Prizes Will Be Awarded.

Distinct proof of Jersey's industrial growth and the progress made in her social welfare is evident from the opening of the latest plant of the Lackawanna Laundry, at Summit avenue and Hague street, Jersey City. Special prizes will be awarded at the Lackawanna booth. There will also be several features.

For the past six months the Lackawanna Laundry Company has been energetically assembling machinery, men and supplies into one great organization to give the people of Jersey an exceptionally modern laundry plant worthy of the attention of every family, large or small. Brand new machines have been assembled from the largest manufacturers of laundry machinery in the world.

The plant is a very large one with tremendous space for efficient work. The buildings cover an entire city block. Daylight flows directly into every nook and corner, assuring all the clothes of proper sunlight treatment. An up-to-date conveying system has been installed to reduce the amount of handling to a minimum and to relieve the operators of excessive labor.

The personnel has been carefully selected to insure careful and conscientious work. The salesmen, dressed in spic and span uniforms, make their calls in new delivery trucks. Shower baths and individual clothes lockers are provided for all. An excellent cafeteria is included in the plans.

The system for laundering clothes has been so well developed that handling has been reduced to a minimum and losses and damages are almost unknown. The washing received from the customer is placed by the salesman in a sanitary bag to keep it separate from other bundles. These bags are brought to the receiving room where girls weigh the clothing on U. S. government inspected scales to insure absolute accuracy. The washing is then sorted and placed into mesh bags to be sent to the proper washing machines.

Although the washing is handled by a great many different individuals, and in some cases by twenty different machines, the system has been so perfected that no marks are placed on the goods in any of the "pound" services. In the custom department, however, shirts, collars, cuffs, etc., are carefully and harmlessly marked in conspicuous places for identification.

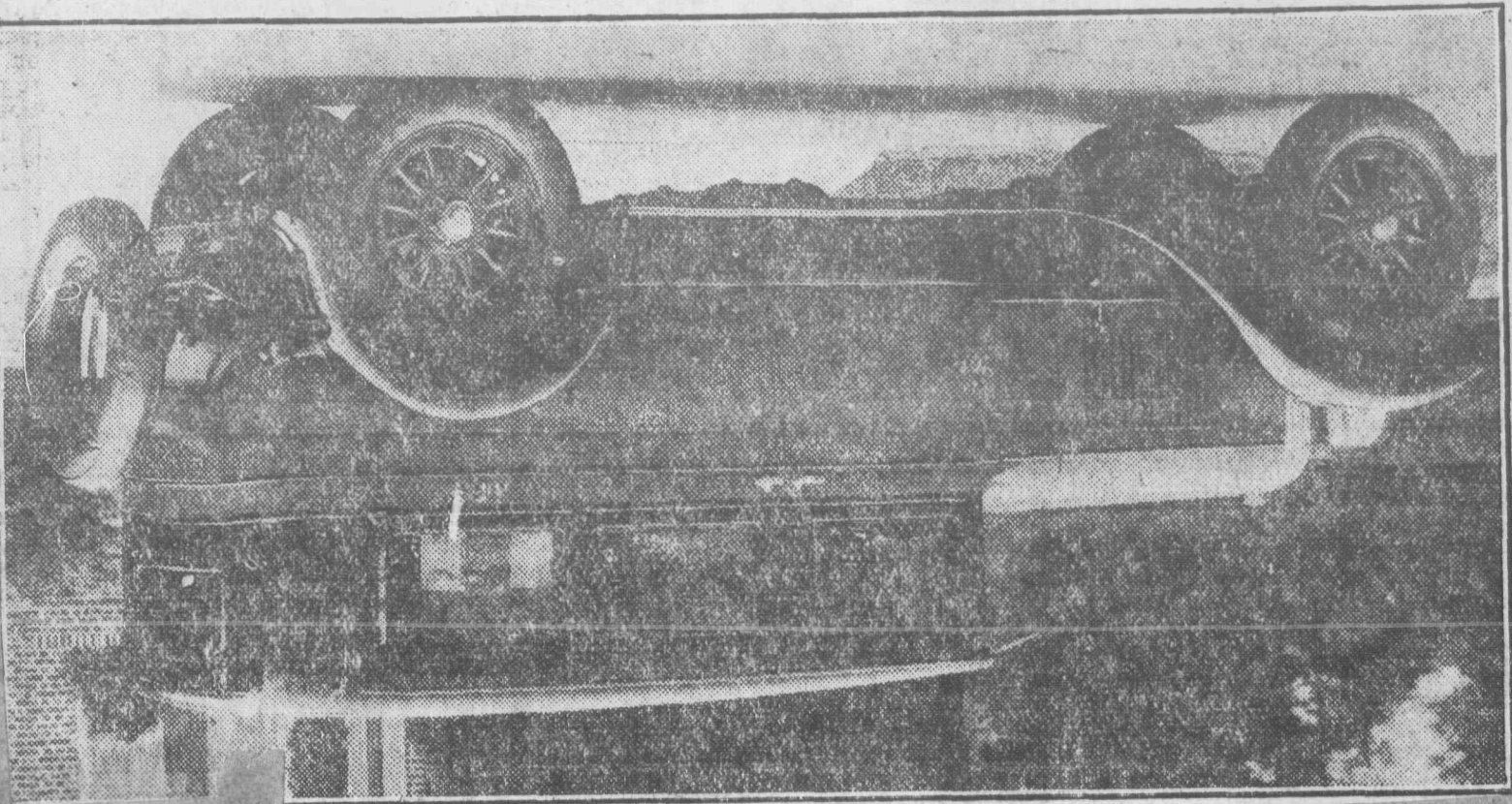
Few people realize how much more economically and efficiently this laundry can do the family's work. For instance, a single washing machine can take care of 135 families' work in one day. As for the ironing of the large heavy pieces of linen, table cloths, napkins, etc., each flat work ironer can do the work for 100 families during the day.

The Lackawanna Laundry is now ready for its opening, to help raise the standard of living conditions, offering a laundry service for all.

HOBOKEN EXPOSITION EXECUTIVES



Cadillac Seven-Passenger Suburban



One of the new type of Cadillac on exhibition of the Hoboken Exposition by the Jersey City Cadillac Co., of 2401 Boulevard, Jersey City. Model shown above is the new seven-passenger Suburban.

10 Oct 3 **MILE SQUARE CITY'S PROGRESS IS SHOWN IN THE CIVIC DISPLAY**

Every Department of the City Government Will Be Represented—Police and Fire Booths Are Attractive Layouts—Models of New Playgrounds and Projected Developments Exhibited.

Communities continually insist on improved municipal services. Services cost money. In every community throughout the country cost of municipal government has made big increases during the past ten years. This increased cost is the result of the service demanded by the citizens.

Hoboken has kept step with the times, and there are few better governed cities in the country than Hoboken. Almost every mile of roadway in the city is improved. The most up-to-date police and fire departments have been organized, water and other services have been maintained at a high standard, and there are few cities cleaner morally or otherwise, in the square mile which composes the city of Hoboken.

The progress and development of the city will be faithfully depicted in the exhibits at the Exposition which have been arranged by the Commissioners of the city. Mayor Griffin before his breakdown in health, gave his full co-operation to the Chamber of Commerce in the big undertaking which it shouldered and has brought to a successful completion today.

It is unfortunate that the Mayor will not be able to see the results, and that he will be unable to take part in the opening ceremonies. Where he left off, however, Commissioner Bernard N. McFeely took up and continued, so that the exhibits representing the city government will be instructive and at the same time most attractive.

Six booths have been set aside for the city display. In two of them will be placed the exhibits of the Police and Fire Departments. Apart from the statistical record which will be available, a miniature police station will be constructed. In this will be seen the workings of a police station, the different signaling devices with which "Headquarters" keeps in touch with its officers at strategic points of the city and outlying patrol posts.

Another exhibit will attract the morbidly curious, being a display of some of the guns and other weapons which have been used in famous crime cases in the city and garnered from the cosmopolitan gang of criminals that continually pass through a city like Hoboken, which lies so close to New York. Another attractive display will be that of the Fire Department.

One of the healthiest cities in the state, according to the vital statistics, despite its proximity to the water, will be shown in the Health Department exhibit of the Department of Public Affairs. How the money for poor relief is spent will be another interesting display, while illustrated charts for the Department of Revenue and Finance will show at a glance where the money goes to maintain the city and for what it is spent.

Not the least will be the exhibit of the Department of Parks and Public Buildings. Commissioner Schmulling, the Director of that department, since taking hold of the department, ten years ago, has completely changed the parks and playgrounds system in the city.

By a series of attractive models he will present to those who visit the show the development in public playgrounds during the past ten years. So that the citizens may be prepared for additional developments he has in mind the proposed development of the Hudson Square Park will be shown. The lower section of the park has not been fully available for playing field purposes since before the war. The "Y" hut was erected on it in 1917, and it was not until several years later that it was removed.

Plans were at one time proposed for constructing an inland bath at this section, but the plans now call for the construction of a running track and baseball diamond and playground features.

Eliminating street accidents by making the playgrounds of the city more attractive for the children has been one of the aims of the department, and models of some of the new apparatus which Commissioner Schmulling proposes to install will be displayed.

Another city exhibit of more than ordinary interest is that of the Bureau of Weights and Measures. Some of the fake scales and other illegal contraptions for evading the legal weight and standard measures will be displayed. Some of these have been collected from all parts of the State.

Oct Oct 3/25 **Eisinger Will Have an Exhibit**

Life is just one exposition after another just now for H. Frank Eisinger, general manager of The Ocha Company, New York, and an enthusiastic exhibitor at Hoboken's Steel Pier Food Show. Mr. Eisinger, after superintending the opening of the Ocha exhibit in Hoboken, will swing out to Port Huron, Michigan, to the home office of his company and to represent the company with an exhibit of its chicory products for the whole sale trade, at the annual convention of the National Restaurants Association, to be held next week at Detroit. The convention is a gathering of leading hotel and restaurant men of the country.

Mr. Eisinger's company has its large kiln drying and manufacturing plants at Port Huron, Bad Axe, Coleman, Bay City and Mount Pleasant, Michigan; warehouses at Boston, Scranton, Pittsburgh, Chicago, Milwaukee, Louisville, New Orleans, St. Louis, Seattle, Portland, San Francisco and Los Angeles. The sales office, Mr. Eisinger's headquarters, and another warehouse are located at 147-149 Hudson street, New York.

Oct Oct 3/25 **MANY BEAUTIES IN CONTEST FOR "MISS HOBOKEN"**

Winner Will Represent City at National Pageant.

A bevy of Hoboken beauties will vie with one another for the honor of becoming the representative of the city of Hoboken at the Atlantic City pageant next year. The "Miss Hoboken" contest will prove a powerful attraction at the show every evening and on each evening a preliminary competition to decide the winners will be held.

Those who have entered for the contest will be each assigned a night for the judging, and on the night before the closing the nightly winners will appear for final judging. At that time Miss Hoboken will be selected and crowned queen of the city.

The Exposition Committee has been assured that the representative selected at the Fair will without doubt be accepted by the National Committee, but acceptance of the applications to Atlantic City are not passed upon until January of next year.

Among the rules which must be observed are that all contestants must be females of the ages between sixteen and thirty years. Only unmarried contestants will be allowed to compete and this eliminates divorcees and widows.

The contestants must be residents of Hoboken or be employed in the city. According to the rules of the Atlantic City Committee when the application of Miss Hoboken is accepted the contestant and her chaperone shall stay at the hotel designated by the committee during the period of the contest in Atlantic City. The National Pageant Committee will supply to Miss Hoboken a decorated float for both the rolling chair and bathers' revue parade. The Atlantic City Pageant Committee will pay transportation expenses and those of the chaperone of "Miss Hoboken" and also their hotel expenses while at Atlantic City.

Hoboken merchants have been invited to contribute to the wardrobe of the successful contestant, and already offers have been made from local merchants to supply part of the wardrobe.

Max Z. Hurwitz has selected the following judges to select Miss Hoboken: Daniel Kealey, Henry Frelinghaus, Harry E. Pickenbach, Mrs. Caroline Wittpenn and Miss Sadie Lienkauf.

In addition the "Miss Newark" and the "Miss Jersey City" of the last National Contest will be at the exposition every evening during the week and they have been invited to assist in selecting Miss Hoboken.

As an additional attraction to entrants Fred C. Rodenwald, well-known Hoboken portrait painter, has offered to paint a portrait of the winner and place it on exhibition in Hoboken, and his offer has been accepted.

All in all the "Miss Hoboken" contest is sure to provide considerable interest through the duration of the exposition.

Oct 3/25

HOBOKEN EXPOSITION TO SHOW MODEL ENTRANCES OF NEW VEHICULAR TUNNEL

Shown in Booth of Joseph J. Garibaldi—Exact Models Made in Plaster, Showing Streets and Buildings from Entrance to Thirteenth Street.

MODEL ALSO SHOWS TYPE OF TUNNEL

Among the interesting exhibits to be shown at the Industrial Exhibition will be models, showing the entrance and plaza of the new Vehicular Tunnel. These models are shown in the booth of Joseph J. Garibaldi. They

are scale models made in plaster showing the streets and buildings from the tunnel entrance, near Thirteenth and Provost street, Jersey City, and as far west as Grove street.

As the total length of the tunnel is 9,250 feet, and the plaza length about 1,000 feet more in Jersey City, with an equal length of plaza in New York City, it will be seen the whole distance to be travelled in going from one city to the other will be two miles, and it would take from six to nine minutes to cover the distance from city to city.

The models also show the type of tunnel which consists of two tubes, one for eastbound, and one for westbound traffic. Each tube large enough to accommodate two lines

of vehicles, having a width of 20 feet, and 13 feet six inches high.

It is estimated that the tunnel will have a daily capacity of 43,000 vehicles each direction, or a total of fifteen million vehicles a year.

Compared to the present ferry time of travel, this would mean a saving of over seven million hours of trucking, of fourteen million dollars. So if run to capacity, the time saved would pay for the tunnel in about three years.

In point of time the tunnels place New Jersey closer to down town, New York, than Harlem, the Bronx, Long Island City, or most of Brooklyn. It is not proposed that the tunnel shall be free, but that sufficient toll shall be charged to cover the cost of operation, interest on the bonds, and to amortize the bonds.

Considerable real estate activity has taken place in what is known as the Horse Shoe section of Jersey City, near the tunnel entrance, and also along the line of Hoboken avenue, where the State Highway commission are enlarging the Lincoln Highway to accommodate the traffic to and from New York. The change in realty values in

this section has been large, and it is predicted that the whole area within several miles of the tunnel will experience an upward swing within a short time.

The models for the Exhibition were obtained by Mr. Garibaldi, through the courtesy of the New York and New Jersey Interstate Bridge and Tunnel Commission, the present members of which are:

COMMISSIONERS—NEW JERSEY
Theodore Boettger, chairman.
Thomas J. S. Barlow,
John F. Boyle,
Isaac Ferris,
John B. Kates,
Weller H. Noyes,
Robert S. Sinclair,
Frank L. Suplee,
Ole Singstad, chief Engineer.
Robert Carey, Counsel.
E. M. Barradale, secretary.

COMMISSIONERS—NEW YORK.
George R. Dyer, chairman,
E. W. Bloomingdale,
McDougall Hawkes,
A. J. Shamberg,
William Wirt Mills,
Roy G. Finch,
Ole Singstad, chief Engineer.
Paul Windels, Counsel.
Morris M. Frohlich, Secretary.

Mr. Garibaldi's office have made an exhaustive study of the effect of the tunnel on real estate values through their industrial department and are in a position to give valuable information regarding the effect which the tunnel will have on property in Hudson County.

FORTY YEARS IN BUSINESS PROUD RECORD OF CHAIRMAN OF EXPOSITION COMMITTEE

Frank Cordts Shoulders Responsibilities Which Throw Him Into Big Business—Furniture Firm Has Jubilee Year.

Being chairman of the big Steel Pier Exposition, and being president of Hoboken's largest retail furniture store, are different only from the standpoint of length of term of office, according to Frank Cordts, founder as well as president of the Frank Cordts Furniture Co.

Both positions fling one into the centre of the big business arena, where there's no let up on responsibilities if things are to be a success. But the chairmanship of the Exposition will end with the winding up of its affairs after October 10; whereas the Frank Cordts Furniture Co., now celebrating its Fortieth Jubilee Year, is prepared to carry on indefinitely. If you doubt this, visit the Cordts Store Booth at the big show; go later to the five-story store itself at Washington and Second streets; and wind up at the company's warehouse at 608-610-612-614 Clinton street, where, on recently acquired property adjoining the warehouse, a three-story addition to it is rapidly nearing completion.

Forty years of service to homemakers, on the same business block, with the present institution showing the lusty strength and vigor of a two-year-old, constitutes a record to be proud of.

Last Saturday thousands visited the Frank Cordts Store on the occasion of its 1925 opening of fall furniture and the fortieth anniversary reception of the company. Two weeks before that, other thousands visited the Model Home at Cliffside, Bergen County, entirely furnished by the company. On June 30, five thousand Cordts Store patrons were the guests of the company on a free all day excursion up the beautiful Hudson to Indian Point in celebration of the fortieth anniversary, the exact date of which was July 1. Mr. Cordts having opened the store on that date, in 1885. Each month of the Jubilee Year has been marked with special sales of Cordts Furniture offering exceptional values.

Building a big furniture business like that of the Cordts Store from a small store, of which the owner was clerk and delivery man as well as "boss," calls for a steadiness of purpose possessed by few: sound business principles and broad vision. The story of Mr. Cordts' boyhood ambition to be head of the largest furniture store in town, has been featured often before this, but because he has realized his dream, plus, it always proves interesting in a retelling. "Nothing succeeds like success."

Located on Hoboken's "Main Street," in the very heart of its retail activities today, as it was forty years ago when opened, the Cordts Store is an institution of which Hoboken may well be proud; one that deserves the prominent position given it at the exposition, both in the location of its strikingly fine exhibit of new fall furniture on the exposition floor; and in the choice of its chief as chairman of the exposition committee.

Oct 3/25

TIETJE CHAIN STORES BEGAN IN HOBOKEN

Founded in 1880 on First St.;
Now Scattered All Over
Hudson County.

In 1880 Luth & Schilling founded in a small store on First street what has developed into the Tietje Furniture Company Chain Stores, which are scattered all over Hudson County today.

Chain stores have saved the public thousands of dollars through economical operation, quick turnover and buying and selling at rock bottom prices. The Tietje Chain Stores are operated to carry out this policy.

Five stores are located in the best business sections of the towns they serve. Their store in Union City is located at 108-110 Bergenline avenue, and is under the management of Joseph Borghi. Their West New York store is located at 634 Bergenline avenue, and is under the management of Robert McLeod. The Jersey City store is located at 376 Central avenue, under the management of Louis Borghi. The Hoboken stores are at 226 Washington street, with Victor Ellman in charge. The First street store is well known since 1880.

The executive officers are located at the First street store. Christian Tietje and his brothers, Emil Tietje and Anton Tietje, are the executive heads.

Their exhibit, Mr. Tietje says, will demonstrate to the public the buying power of five stores, the economical operation of chain stores which are reflected in rock-bottom prices.

Oct 7/25

SPECIAL NIGHTS DURING THE WEEK

SPECIAL nights at the exposition have been designated by the committee for particular organizations, and the program is as follows:

Tonight—Governor's night.
Monday—Kiwanis night.
Tuesday—Rotary night.
Wednesday—Lions' night.
Friday—Chamber of Commerce night.
Saturday—Hoboken night.

Oct 7/25

O'MELIA POSTERS FOUND ALL OVER

Play Big Part in Industrial
Show—Harry T. O'Melia
Is New President.

The O'Melia group of poster plants in New Jersey have been reorganized under one head to be known as the O'Melia Outdoor Advertising Company, according to an announcement issued from the general offices in Jersey City. Harry F. O'Melia is president of the new corporation which includes:

The Jersey City Sign Company,
The Jersey City Poster Advertising Company,
O'Melia Poster Advertising Service,
Paterson Bill Posting Company,
Morristown Poster, Advertising Company.

The reorganization was announced the fiftieth anniversary of the entry of James F. O'Melia into the Outdoor Advertising business, forty-four years of which was spent in Jersey City. The new company is named in his honor as one of the pioneers of the industry.

Mr. O'Melia first posted bills in New York City.

Before coming to Jersey City in 1881, he was advertising agent for the famous Tony Pastor Theatre and Aberly's Theatre and Monat Morris, also advertising agent for the Plymouth Rock Steamboat Company. He was agent for "The Great London Shows"—the first circus advance advertising car that traveled in this country.

When Mr. O'Melia engaged in the outdoor advertising business with Pete Speare, he had an office that was in a basement at Exchange Place. His capital amounted to \$100. In a short while he became the partner of A. P. Rikeman, the local billposter who established the business in Jersey City in 1857.

He eventually bought the Hoboken Billposting Company from Mrs. Frazer, the billposting interests in Bergen County from Mr. Wm. Finke, while in the Asbury Park section he bought out the interests of Mr. Wm. Morris.

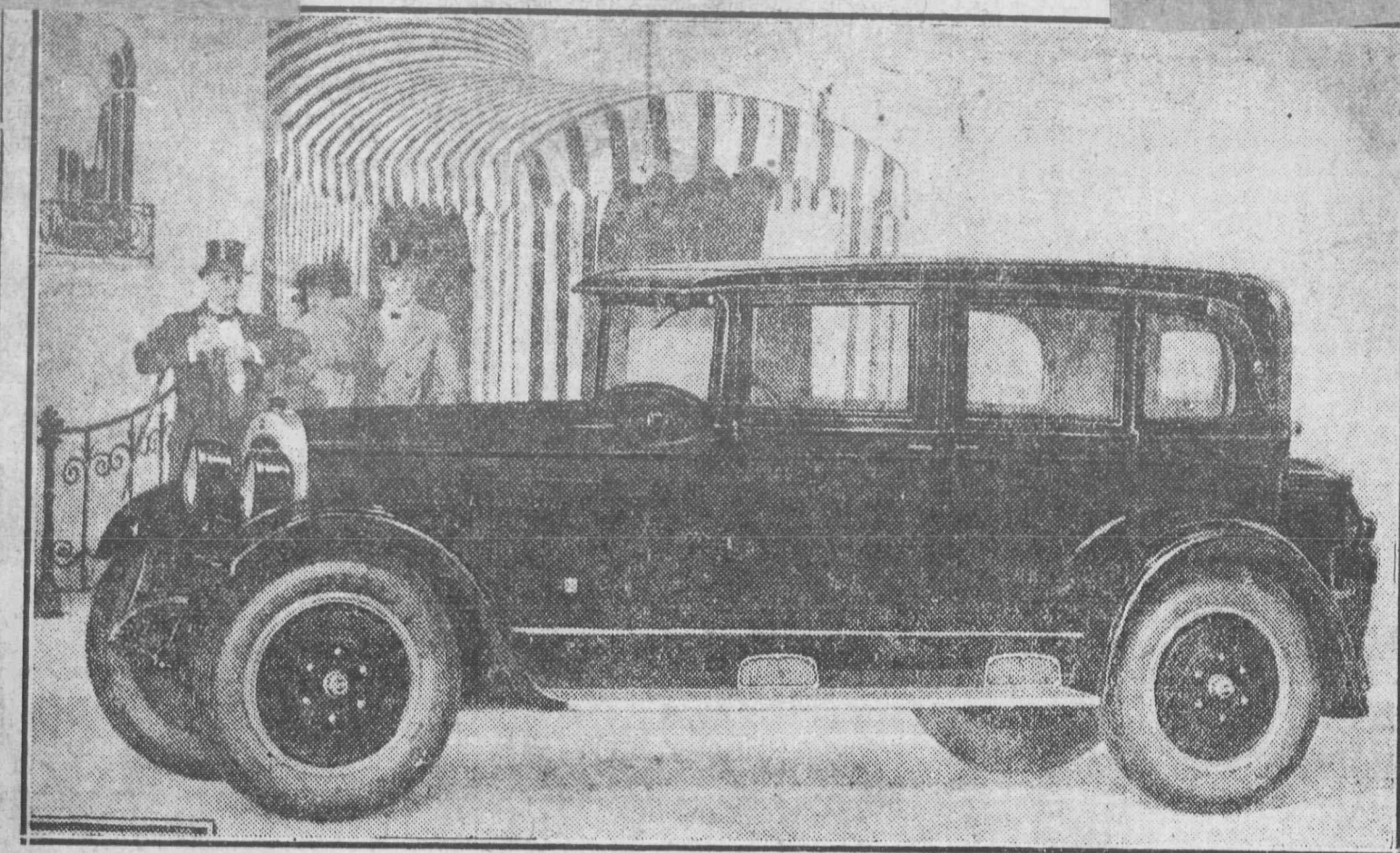
In partnership with Barney Link, O. J. Gude and others, he bought the control of all of the poster advertising interests in New York City, Chicago, St. Louis and East St. Louis.

At the reorganization the stockholders are Harry F. O'Melia, Mary F. O'Melia and Irene Malone, daughters of the late James F. O'Melia; Agnes J. O'Melia, wife of Harry F. O'Melia; Marie O'Melia, Anna O'Melia, Grace O'Melia and Harry A. O'Melia, daughter and son of Harry F. O'Melia, and Mary Malone, daughter of Irene Malone.

It is the idea of President O'Melia to include in the new company all of the immediate family of the late James F. O'Melia and his grandchildren.

Oct 3/25

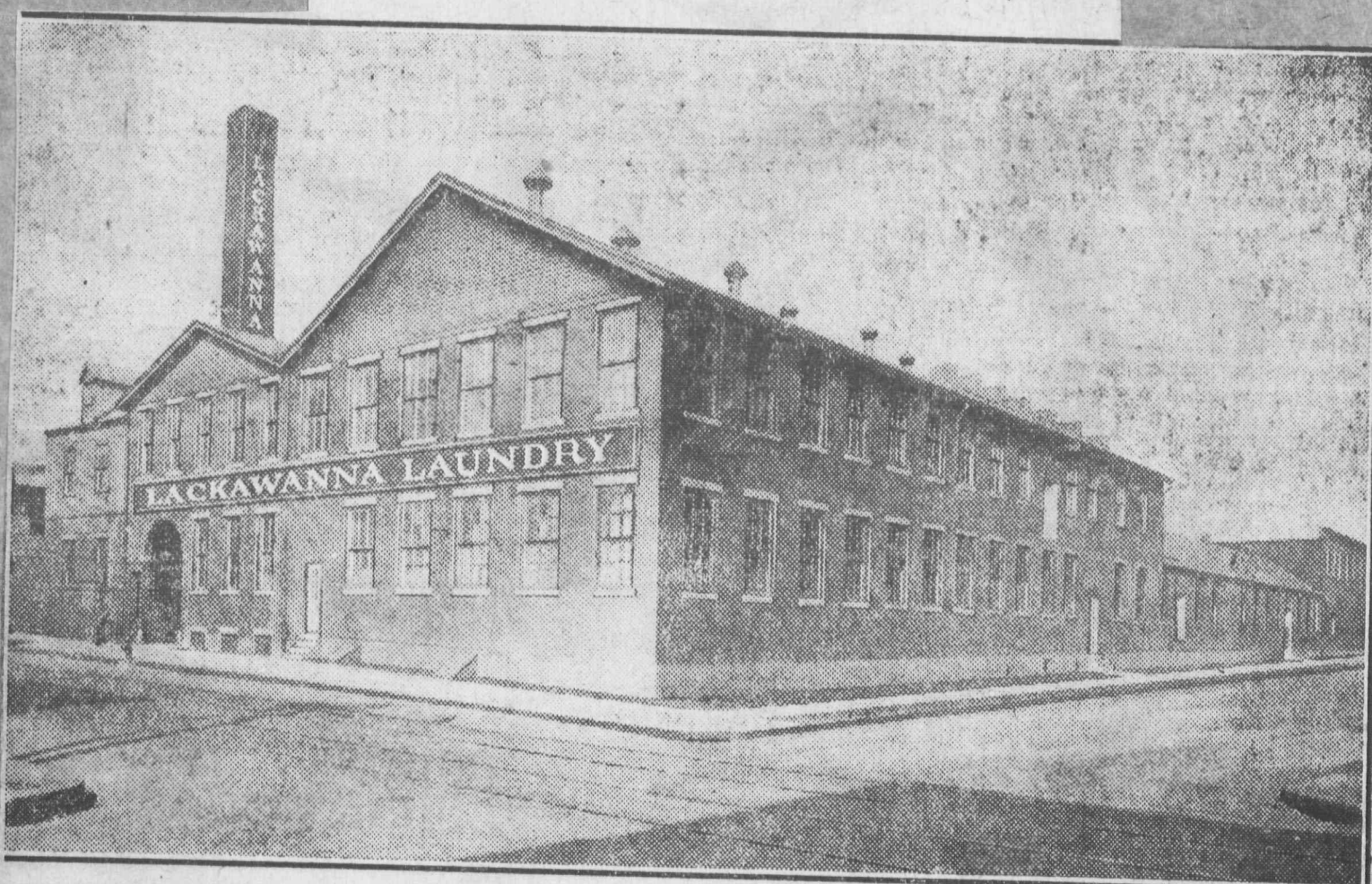
Nash Four-Door Coupe Popular



This magnificent Nash Four-Door Coupe, mounted on the long wheelbase of 127 inches, will be at the Auto Show. Its superb coachwork, including the new French type roof, exclusive to Nash, compares favorably with the costliest European custom made bodies. Rare good taste is exemplified in the du-tone taupe-old rose velvet Mohair upholstery and Old Empire design frosted silver finished hardware. The appointments are complete including an "in built" steel trunk which is an integral part of the body.

Oct 3/25

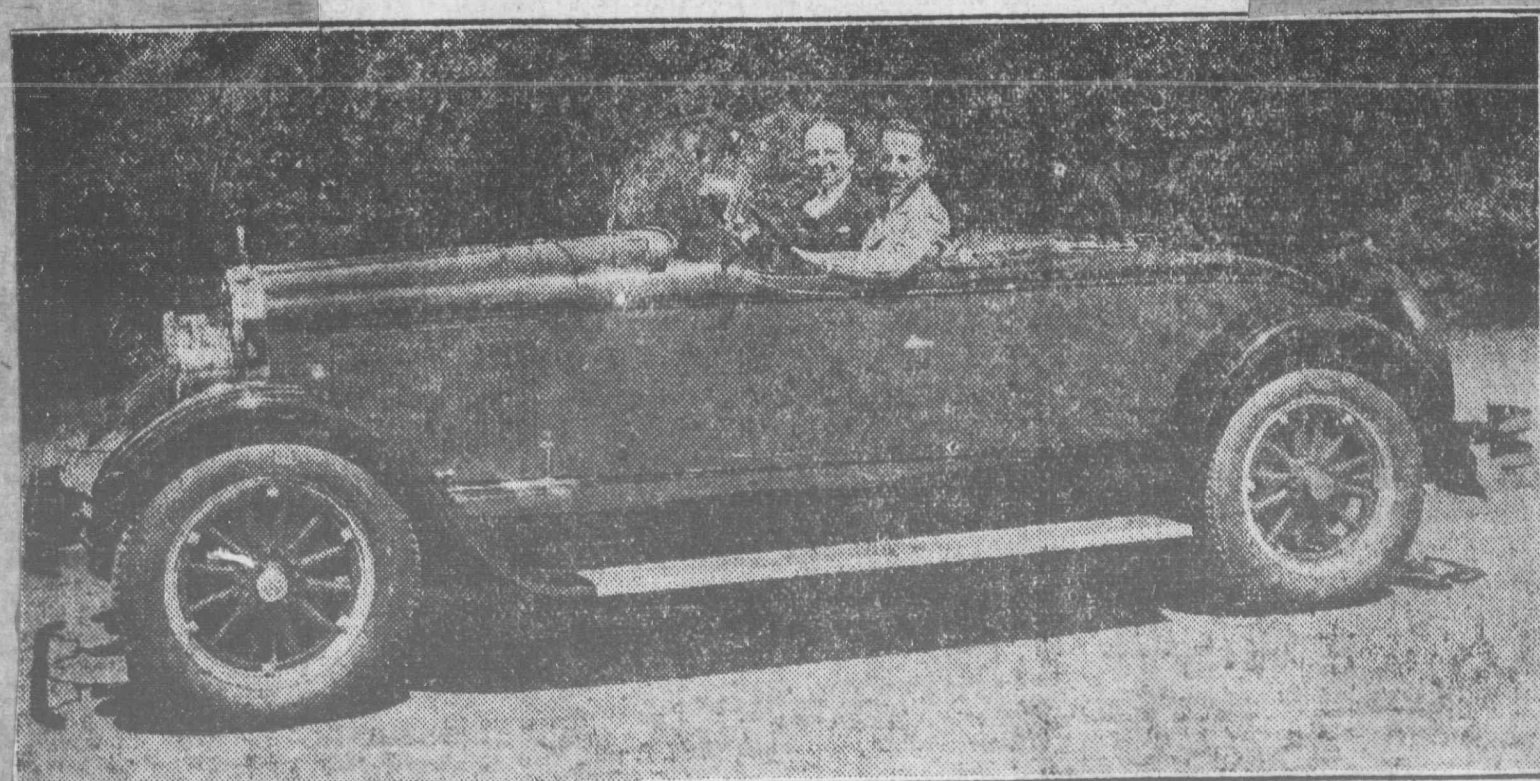
A Modern Lackawanna Laundry



The Lackawanna Laundry is one of the leading establishments of its kind in Hudson County. An attractive booth will be conducted by this concern at the Exposition.

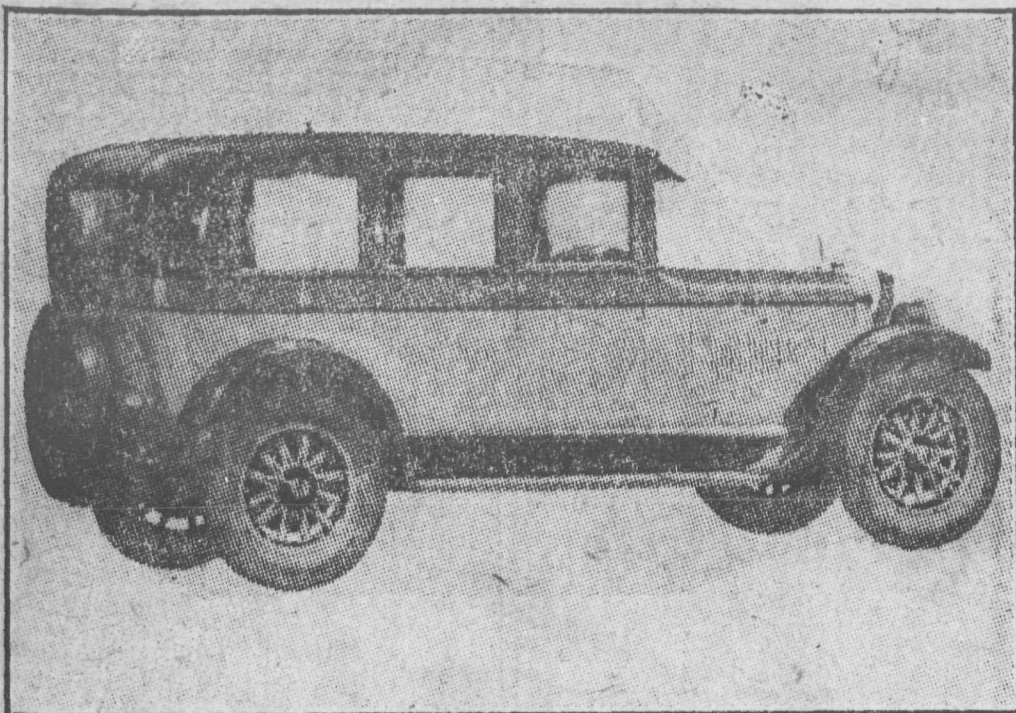
Oct 3/25

Peerless Roadster at Auto Show



Here is the new Peerless two-passenger Roadster, Model 72, as shown by Park Avenue Garage at the Hoboken Steel Pier Exhibit, which opens today. There is accommodations for seating two extra passengers in the rear.

Oct 3/25
Rickenbacker Famous "6" Sedan



E. F. Chevalier, of the Bridge Garage, Rickenbacker dealers, will exhibit this famous six at the Auto Show.

Oct 3/25
Vietmeyers to Give Away Bread

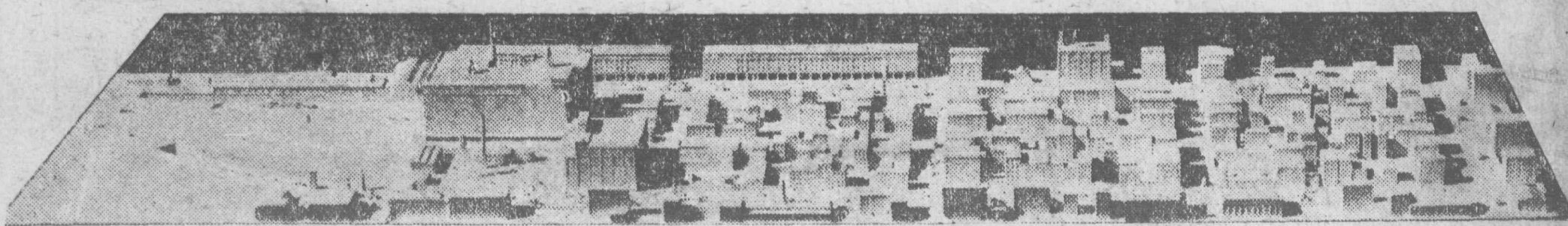
One of the features at the great Hoboken Industrial Exposition will be the booth conducted by Vietmeyer Bros. Bakery of Sherman avenue, Jersey City. All during the show this firm of bakers will give away loaves of bread including various bread products made fresh daily.

Vietmeyer Bros. Bakery was founded in 1856 almost three-quarters of a century ago. Today it is managed by Albert and George Vietmeyer, the former president and the latter secretary and treasurer. Under their direction the business has grown rapidly each year. The growth has been so great that it was necessary to erect a large addition to the plant during the summer months.

Twenty-five different varieties of bread are made by this Jersey City firm and it is supplied to local grocers, delicatessen stores, steamships and coast resorts. Every ingredient used in the manufacture of Vietmeyer's bread is thoroughly tested in the plant laboratories. The success of the local firm it is said is due to the high quality of all its products.

Oct 3/25
FULL LIST OF EXHIBITORS

INDUSTRIAL		son S. S. Co., Steneck Trust Co., U. S. Lines, North German Lloyd, Hoboken Banks, Boy Scouts, 104th Engineers and Tompkins & Co.	Progressive Cheese Co., Francis Eagan, and Curtiss Candy Co.
New York Furniture Co., Inc., Hugo Berman, Tietje Furniture Co., Max Z. Hurwitz, Herman Geismar, Hoboken Carpet Cleaning Works, L. & G. Laiken, Washington Furniture Co., Schrenk & Co., Auto-graphic Register Co., C. A. Burhorn Co., Chas. Menge, City of Hoboken, O'Melia Postel Adv. Co., Peoples Outfitting Co., New York Evening Graphic, Jersey Observer, Hudson County Tuberculosis League, Hudson County Safety Council, Vocational Schools, E. V. Magee & Co., F. Gervecke, Hudson Dispatch, Hudson Taxi Co., Public Service Gas & Electric Co., A. J. Volk Co., Jagels & Bellis, Columbia Trust Co., Hoboken Land & Imp. Co., Hannibal Coal Co., J. J. Garibaldi, Schelling Hardware Co., Cooper-Hewitt Elec. Co., Federal Metal Bed Co., U. S. Wicker Furniture Co., Frank Cordts Furniture Co., Cordts-Pedersen Co., Muzzi Co., Bonanno Bros., A. Neri, Lightfoot-Schultz Co., Tietjen & Lange Drydock, Hud-			
FOOD SHOW		D. A. Harris, Jacob Ruppert Brewing Co., Barkhausen, Caterer, Stuart Sta-Black, Kirkman Soap Co., American Sugar Co., Bee Brand Products, Lackawanna Laundry, Steinberger Beverages, American Ice Cream, Colgate & Co., Royal Dist Co., Corn Products Co., C. F. Mueller Co., Peter Doelger Brewing Co., Janssen Dairy Products Co., Janssen Dairy Products Co., La Kream Coffee, Franklin Baker Co., Taylor & Monahan, Chocolate-Mentier, Vietmeyer Bros., Wayne County Products Co., Keystone Dairy Co., T. J. Lipton, Inc., J. W. Francis, Hoffman Beverage Co., Ocha Co., Ocha Co., M. Strohmeier Bros., American House Coffee, Nu-Grape, National Sugar Co., Junket, Duz Co., R. B. Davis Co., F. Friedhoff,	
AUTO SHOW		Ajax-Nash, Nash Sales Corp.; Cadillac, Jersey City Cadillac Co., Chandler, Jecker Motor Sales; Chevrolet, B. D. L. Motor Corp.; Chevrolet, Wm. Hufnagel; Dodge, Henry Bros.; Flint, Flint Auto Sales; Ford, Union, Hill Motor Corp.; Franklin-Cleveland, Franklin Motor Car Co.; Hudson-Essex, Service Garage; Hupmobile, Webers Motor Corp.; Lexington, Aragona Motors Corp.; Marmon-Locomobile, Morris Motor Co.; Maxwell-Chrysler, Fried Motor Sales; Oakland, W. C. English; Paige-Jewett, U. S. Motors Corp.; Peerless, Park Avenue Garage; Pierce-Arrow, Ellis Motor Corp.; Reo, C. F. Sparling; Rickenbacker, Bridge Garage; Studebaker, Studebaker Motor Sales; Stuts, Oldsmobile, F. Jacklitsch; Willys-Knight, Union Auto Co., and Willys-Overland, Union Auto Co.	



Model of New Jersey Approach at Joseph J. Garibaldi's Booth. Model made by Ricci & Zari, scale of model, 1 inch, 30 feet. Looking south from north of 14th Street.

28 3/25 LOCAL CARPET AND CLEANING WORK'S GROWTH

Said To Be Largest in State
of New Jersey.

The Hoboken Carpet Cleaning Works, located at Fifteenth street and Willow avenue, Hoboken, has become the recognized plant for work in their particular line. It is claimed that the plant of the company is the largest and best equipped, both in experienced men, and up to date machinery in the State.

A visit to the factory of the Hoboken company would convince the most skeptical that the claim of the State is well founded. The building that houses the works is a three story building, 50 x 100 feet, making a total of 1,500 feet in all. On the lower floor is the office, in the rear of the office is the dust cleaning machinery, capable of turning out three thousand yards of carpet per day. Also on the lower floor is the garage of the company, but separated from the main building by a fifteen inch brick wall. On the second floor is the receiving room, shipping and storage department. The top floor is devoted to the work shops, sewing room, scouring department and a drying room. 25 x 75 feet is equipped to dry perfectly over 100 9 x 12 rugs per night.

The company numbers among its patrons, the U. S. Shipping Board, United American Lines, U. S. Lines, which has charge of the Giant Leviathan, the Hudson County Court House and other institutions. The Thomas Lipton Company, Summit Apartments, in fact every great company and offices in the county are patrons and also most every family of prominence in the county are numbered among the customers of this company.

Only recently in competition with all the Metropolitan carpet cleaning companies the Hoboken firm got the contract to clean over 18,000 yards of carpet of the Hotel Netherland of New York. This hotel had been sold and the carpet was distributed among other hotels controlled by the company that formerly owned the Netherland.

In addition to carpet cleaning the company specializes in the sale of linoleum and carpets. Many of the homes of Hudson and Bergen Counties have been supplied with their floor coverings by this company. Mr. Joseph Ritz who has charge of the fitting, laying, etc., of the company is one of the best known men in the carpet trade. The company is headed by William J. Duffy, as president. Mr. Duffy is one of Hoboken's best known citizens. He is a member of many clubs and societies and takes an active part in all civic affairs of the city. With a dandy building, dandy equipment and a live wire at its head this company deserves all the praise that it is getting.

Oct 3/25 MISS NEWARK AT HOFFMANN BOOTH

Miss Helen Corcoran, who represented the City of Newark as "Miss Newark" in the Atlantic City Beauty Pageant, and who won first prize in the Middle Atlantic States section, and which placed her in the class of fifteen from whom was chosen "Miss America," will appear each evening at the Hoffman Booth as hostess to extend personally a special invitation to every man, woman and child of your Hudson, Bergen, and surrounding territory to visit the Hoffman Beverage booth, where she will see that they are served with ice cold samples by our force of eighteen demonstrators, who will be on hand each night to take care of the immense crowds.

Oct 3/25 GARIBALDI HAS AN EXHIBIT OF GREAT INTEREST

Consists of Plans of State
Highways in Connection
with Tunnel Models.

An extremely interesting exhibit will be made by Joseph J. Garibaldi, Hoboken realtor, at the exposition on October 3, in connection with the Vehicular Tunnel models.

This will consist of the plans of the State Highway Commission extending their highways from the tunnel to the various cities in New Jersey. They will also show the various kinds of road which the State Highway Commission is constructing, and there will be a representative of the State Highway Commission, who will explain the methods of road building and other matters of interest to our citizens.

The state highways of New Jersey are known as excellent, and Mr. Garibaldi is doing a patriotic duty in showing how this result is attained.

The time has arrived when motor trucking over our highways is taking the place formerly occupied by the railroads in handling freight, and the basis of this change is the quick transportation furnished by our highways.

The industrial future of New Jersey depends largely upon the highways, and the method in which they are constructed, so as to be permanent.

The close connection with New York City established by the tunnel and the state highways, should have the effect of making the whole Metropolitan district one district, with a consequent increase in values of real estate in all of Hudson, Bergen and Essex Counties.

State Highway Commissioners are H. L. Scott, chairman, of Princeton; Percy H. Stewart, of Plainfield, Walter Kidde, of Montclair, and Abraham Jellin, of New Brunswick. The State highway engineer is W. G. Sloan, and A. Lee Grover is the secretary.

Oct 3/25 INVITATION TO PUBLIC OF GREATER NEW YORK

Frank Cordts has issued the following invitation to the public of Greater New York to attend an event which bids to make history for the city of Hoboken. His announcement is as follows:

"To the Public—
"As chairman of the committee in charge of the Exposition presented by the Hoboken Chamber of Commerce, that opens today on the Steel Pier, it affords me great pleasure to extend a most cordial invitation to everybody in Greater New York to attend this event. Hoboken has never had an exposition before, but Hoboken has certainly made up for lost time by presenting during the week of October 3 to 10 the greatest exposition ever held in New Jersey.

"The exposition that Hoboken presents to the public is really three expositions in one; all presented under one roof on the mammoth government pier. Our exposition includes an auto show of over one hundred autos, representing over 35 makes. In another section we have the Pure Food Show that consists of over 100 exhibits by America's leading food firms. And in still another section we have Hoboken's Industrial Exposition that presents over 100 exhibits of Hoboken industries, retailers, banks, real estate firms, etc.

"The Exposition Committee that consists of Herman Hannibal, C. B. Ace, F. W. Janssen, H. D. Wieldt, Max Hurwitz, Frank Mitchell and myself, surely feel proud of the exposition we have been able to present to Hoboken and our neighbors. We are very grateful for the co-operation we have received from the City Commissioners

and from the members of the Chamber of Commerce.

"I hope everybody will find time to attend this exposition. I expect the attendance to be over 150,000.

"FRANK CORDTS,
"Chairman Exposition Committee."

Oct Oct 1/27 HOME BEAUTIFUL SECTION FOR BIG INDUSTRIAL SHOW

Parade Committee Will Meet
on Monday Night.

Plans for the staging of the Hoboken Industrial Exhibition on the steel pier at the foot of Third street, Hoboken, between Oct. 26 and Nov. 2 are being whipped into concrete form.

The show committee is confident that it will be the biggest exposition of its kind ever held in the county. Commissioner Bernard N. McFeely is co-operating with the other members of the committee to insure its success.

Space for the Home Beautiful Exposition, which will be a section of the big show, are being eagerly contracted for. This section should appeal to every home owner in Greater New York.

Charles Reis, the well-known Bergen County developer, who is now pushing up some 1,100 homes at Sunshine City, will have six booths of the home beautiful. A similar number of booths have been taken by the Frank Cordts Furniture Company, Joseph J. Garibaldi will have an attractive exhibit and a novelty show is being prepared by the Louis Schelling Hardware Company. Arthur Tweeles will display all his various models of gas ranges of which he is the distributor.

Among other firms that will be included in this section will be Tischler Bros., Thomas Henry, Inc., Oil Heating Corporation of New Jersey, North Hudson Manufacturing Company, Thourot & Duhman, P. W. Limouse, Walker Cement Products, Carmine Richards, A. W. Van Winkle, Jagels & Bellis, Brunswick Laundry, Cooper Hewitt Electric Company, Payton & Hoos, Ballard Oil Burner and H. C. Rosell.

Harry Goldstein, a member of the Food Show Committee, declared today that the Food Show section will surpass anything that has been attempted in this section.

A meeting of the parade committee will be held in the office of the grand marshal, 77 River street, on Monday afternoon at 4 o'clock. Joseph J. Garibaldi and his energetic committee are putting in a lot of work to make the industrial and civic parade to be held on Saturday, Oct. 22, an event unusual in the city of Hoboken.

Service clubs and fraternal organizations have been invited to participate and it is expected that the industries will have many finely decorated and interesting floats in the parade.

Oct 3/25
Aerial View of Exposition City



The above photo shows Hoboken, the Exposition City, from an airplane. Located ideally, on the Hudson River, across from New York, and adjacent to Jersey City, Hoboken has advantages enjoyed by no other city in America. Arrow shows where Exposition is held.

PARADE WILL
FEATURE BIG
HOBOKEN SHOW

Industrial Exposition on the
Steel Pier—Plans Are
Nearly Ready.

A big civic and industrial parade will herald the opening of the second Industrial Exposition which is to be staged on the steel pier at the foot of Third street, Hoboken, during the week of October 26 to November 2.

Saturday, October 22, has been selected for the parade day, and it will be held through the streets of Hoboken in the afternoon.

Floats will be entered from a number of industries in the city and many of the mercantile establishments will also be represented.

Commissioner Bernard N. McFeely has promised the full co-operation of the city administration and the police and fire departments will be well represented.



J. J. Garibaldi.

Oct. Sept. 24/27
Joseph J. Garibaldi, the real estate man, has been chosen chairman of the parade committee and the other members of the committee will be announced next week. The plans being made call for one of the most elaborate parades ever held in the City of Hoboken, the city of colorful and big parades.

There will be prizes offered for the most original floats and the best decorated, if the present arrangements of the Industrial Show committee are carried out.

Frank Cordts, chairman of the Industrial Exposition, stated today that the exposition will far outshine the first show of its kind staged on the steel pier two years ago, when the Hoboken Chamber of Commerce sponsored the first event of its kind ever held in the city.

In addition to the industrial exhibition there will be a food show and a big automobile section. This is the only industrial exposition to be held in Hudson County this year and it is expected that it will draw more than a quarter million persons during the week.

As the official opening of the Holland Vehicular Tunnel between New Jersey and New York will be held some time during the week of the show the local committee has arranged to hold a tunnel celebration at the steel pier.

Oct. Sept. 4/27
MANY EXHIBITS
FOR INDUSTRIAL

Hoboken Show Expected to
Attract a Record
Throng.

Hoboken's Industrial Exposition this year bids fair to outshine the big show held on the Shipping Board piers two years ago, when it gets under way on Wednesday, October 26. The elaborate plans of the committee for staging the most complete show of its kind ever held in Hudson County are nearing completion.

The steel pier at the foot of Third street, Hoboken, will be transformed into a brilliantly decorated hall for the event, the entire upper floor of Pier 3 having been taken over by the show committee. From present indications, all the space will be taken up shortly, as already many firms have made reservations for space so that they will be represented at the exposition.

There will be three complete sections, each complete in itself, all housed on the second deck of the pier, and the committee has also arranged to conduct a tunnel celebration as part of the exposition, as it is expected that the opening of the Holland Vehicular tunnels will take place on October 29.

For this purpose a special committee is arranging a tunnel celebration program and many prominent guests from Hudson County and New York will take part.

Plans have been completed for staging a radio show every evening at the pier. Radio concerts and dancing will be broadcast from a special constructed studio, and dancing will be one of the attractions. Station WMCA is co-operating in putting on the radio show.

Three main sections of the exposition will be the industrial group, which is expected to be the main attraction, having exhibits from practically all of the important industries in the city; the food show and an automobile show. All the latest models of the best known cars will be on display.

It is expected that during the week in which the show is open over 200,000 people will visit the exhibit and every advantage will be taken of by the city officials, industrial and business men to give a first hand view of the attractiveness of the city of Hoboken from every viewpoint.

Frank Cordts is chairman, Louis Schelling is vice-chairman, and the other members of the general committee are Commissioner Bernard N. McFeely, W. A. D. Evans, president of the Hoboken Chamber of Commerce; Fred Jannsen, George G. Raymond, Frank Galland, William J. Duffy, Herman Geismar, Fred Seide, J. J. Garibaldi, H. Otto Wittpenn, Robert O. Lohmann, W. W. Young and R. D. Bloom.

Those firms which have already reserved booths are: Schelling Hardware Company, four booths; Cooper Hewitt Electric Company, two; Hoboken Land & Improvement Co., feature exhibit; Brunswick Laundry Company, two; Public Service Corporation, five; Reis & Reis, two; Frank Cordts Furniture Company, six; Jersey City Storage Battery Company, two; Edward H. Campion, Dif Corporation, Selinger Bros., American Grocery Company, B. T. Babbitt, C. F. Mueller Company, Kirkman & Sons, Marchiony Spumoni Company, Fisher Bakery, Corn Products Company, Colgate & Co., Reichardt Cocoa & Chocolate Co., Hoffman Beverages, Junket and Bee Bee Polish.

In the automobile section, the following firms will show models: Frank Mitchell, Packard; William Hufnagel, Chevrolet; Union Auto Company, Willlys-Knight; Walter Eichler, Ford; Model Garage, Peerless-Oakland-Pontiac; A. Aragona, Locomobile; C. Sparling, Reo; John Hoehn, Falcon-Knight; Morris Morot Company, Marmon; Hall-Auf der Heide Company, Lincoln; Fried Motor Sales, Chrysler; Jecker Motor Sales, Auburn and Chandler.

Ob Aug 1 3/27

M'FEELY BOOSTS EXPOSITION IN MILE SQUARE CITY

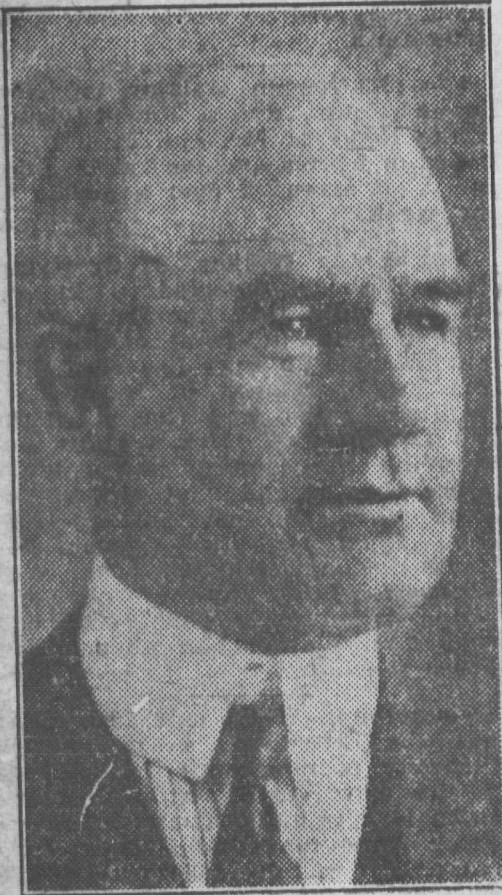
Industrial Show to Be Staged
on Steel Pier During Tunnel
Celebration.

Plans are now well under way for the big industrial show to be held on the Steel Pier, Hoboken, during the week of October 26 to November 2.

This is the second industrial exposition held in Hoboken, the initial event of its kind being staged on the same pier some two years ago when it was visited by about half a million people.

This year's exposition is being held at the same time as the opening of the Holland Tunnels in Jersey City, and the committee planned this deliberately so that it would coincide with the celebration of the tunnel opening.

Commissioner Bernard N. McFeely, Director of Public Safety, who has given every assistance to



Commissioner Bernard N. McFeely.

any movement which has for its object the improvement of the city, is strongly behind the show and is a member of the general committee.

He feels that every opportunity should be taken to advertise the advantages of the city of Hoboken as an industrial, residential and business city, and the exposition he believes will be a great medium for this purpose.

"We want the people of the metropolitan section to realize what we have to offer in Hoboken," said the Commissioner, "and I believe that this can be fully demonstrated in an exposition of this kind."

Incidentally a radio show is being staged in conjunction with the exposition and Commissioner McFeely will broadcast talks on the city from the pier daily for the duration of the exhibition, through station WMCA, about the attractions of his city.

In addition to the industrial show which will be a cross section of industrial plants in Hoboken, with working models of machinery from several of the industries, there will be an automobile section, a food show, and the radio entertainment.

The affair is sponsored by the Chamber of Commerce. The general show committee is composed of Frank Cordts, chairman; Louis Schelling, vice-chairman; Commissioner Bernard N. McFeely, W. A. D. Evans, president of the Chamber; Fred Janssen, George G. Raymond, of the Tietjen & Lang Dry Docks; Herman Geismar, William J. Duffy, Fred Seide, Jr., J. J. Garibaldi, H. Otto Wittpenn, Robert O. Lohman, W. W. Young, R. D. Bloom and Frank Galland, manager.

William Hufnagel will be in charge of the auto show, and Herman D. Weiboldt, chairman of the Food Show committee.

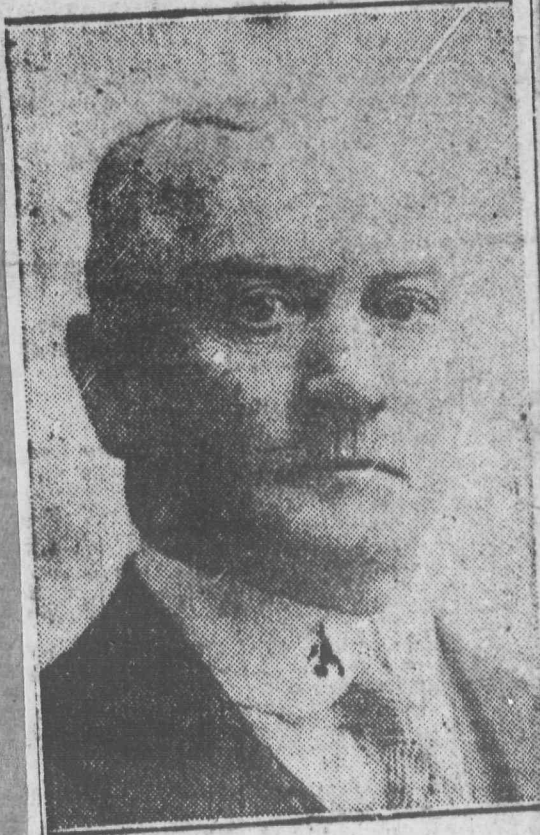
Ob-Sept 1/27

HOBOKEN WILL HAVE TUNNEL CELEBRATION

Ceremonies to Be Held at Industrial Show on the Steel Pier.

Hoboken will celebrate the official opening of the Holland Vehicular Tunnels at special ceremonies to be conducted at the big industrial show which is to be staged on the steel pier at Third and River streets during the week of October 26 to November 2.

Frank Cordts, chairman of the general committee, has plans well in hand now for the tunnel celebration to take place on the same



Frank Cordts

day as the official opening of the tunnel, October 29. Commissioner Bernard N. McFeely, director of public safety, who is a member of the committee, will take a prominent part in the celebration and broadcast over the radio, through Station WMCA the advantages of the city of Hoboken as a manufacturing, business and residential city.

Present indications are that the event will even supercede the first industrial show given in Hoboken two years ago. Many industrial firms have already reserved space for exhibits.

Running in conjunction with the industrial exposition will be a complete automobile show with all leading cars in the market represented while a food exposition will be another attractive feature.

Daily radio concerts with dancing in the evening has also been arranged for, and there will be attractive features daily announced from time to time.

Ob Oct 4/27

WILL BROADCAST ADVANTAGES THAT HOBOKEN OFFERS

Radio Talks by Wittpenn to Feature the Industrial Exposition.

One of the outstanding features of the Industrial Exposition to be held on the Steel Pier, Hoboken, during the latter part of this month, under the auspices of the Hoboken Chamber of Commerce, will be the demonstration to be staged by the Hoboken Land & Improvement Company, with offices at No. 1 Newark street.

H. Otto Wittpenn, president of



H Otto Wittpenn

the concern, has announced that an exceptional effort will be made by the company to attract widespread attention relative to the industrial facilities of the city. In addition to having an interesting and attractive display during the exposition, arrangements have been made to deliver a series of radio talks by President Wittpenn. In an address of a few minutes, he will make known the splendid opportunities offered industries seeking locations and sites in the metropolitan area. He will cite the advantages that Hoboken presents to the industries and also enumerate the railroad and steamship connections in the city, which are one of the principal assets to an industry. That Hoboken is in the heart of New York Harbor will be broadcast throughout the land.

A brief meeting of the parade committee, of which Joseph J. Garibaldi is chairman, was held in Mr. Garibaldi's real estate office, 77-79 River street, yesterday afternoon. Further plans for the huge parade to proceed the opening of the exposition were discussed.

Another session of the committee will take place on Thursday afternoon at 5 o'clock at the same location.

Oct 8/27

COAL BREAKER MODEL WILL BE SHOW FEATURE

Industrial Parade Will Be
Held on Tuesday, Octo-
ber Twenty-fifth.

A model of the Loree coal breaker will be on exhibition and in actual operation at the Hoboken Industrial Show to be held on the Steel Pier, Hoboken, October 26 to November 2. The exhibit is being put in by the Jaegels & Bellis Coal Company and should prove one of the most attractive models at the show.

It is being transported from Boston at great expense and will be set up in booths of the Jaegels & Bellis Company at the Industrial Show. The Loree coal breaker has a capacity of 6,000 tons a day, and the model to be shown in Hoboken is one-twelfth the actual size and is built to scale.

The original has been so well duplicated that the coal will be handled through the model illustrating the actual flow of coal through the breaker.

C. B. Ace of the Jaegels & Bellis Company, who has been responsible for getting the company's exhibit, will also show four models of retail coal plants, a working model of an anthracite coal jig and a series of mining pictures.

Many other interesting industrial exhibits will be shown at the big industrial show on the steel pier, and there are three other sections which will be shows in themselves.

It is safe to say that about 150,000 persons will visit the food show which is to be the second section of the exposition. As usual the country store will be conducted in connection with the food section, and so far fifty nationally known firms have signed up for the Food Show.

All of the latest models in the automobile trade will be on display in the auto show section, and it is stated that the new Ford may be seen at the Hoboken show, although this has not been definitely promised.

Norman Pearce, announcer from WMCA who will be in charge of the radio show to be given in conjunction with the big industrial exposition, has been making announcements of the show from the Hotel McAlpin studio this week. The radio feature is expected to be a big attraction.

Special features will be broadcast in the afternoon by Commissioner Bernard McFeely on the city of Hoboken.

Plans are now rapidly being whipped into shape for the industrial and civic parade which will herald the opening of the show. The committee, headed by Joseph J. Garibaldi, decided to stage the parade on Tuesday evening, October 25, the night before the opening of the show.

Prizes will be offered for decorated business wagons, industrial floats and other entries. The Hoboken fire and police departments will have big sections in the parade and other city departments will be represented. Civic and fraternal organizations are also sending in entries so that it is expected that the parade will be a really big event.

Oct 19/27

LINE OF MARCH FOR BIG PARADE NEXT TUESDAY

Civic and Industrial Event
to Be Biggest in His-
tory of City.

Hoboken will be on parade next Tuesday night in torchlight procession. It will be one of the biggest parades held in the city in many years and the committee in charge of the event meeting at 77 River street last night completed much of the details that will go to make it something to be remembered for a long time.

Over fifty floats and decorated business wagons have already been entered, and many more are expected before Saturday on which date entries will close. Prizes will be awarded for the best dressed floats and business wagons.

The parade will herald the industrial exposition which will open on the Steel Pier, Hoboken, next Wednesday evening. The exposition will continue daily with the exception of Sunday until November 2, and Manager Frank Galland stated today that every available space at the pier has been taken up and there will be over 300 exhibitors, the greatest aggregation ever assembled at an affair of the kind in the entire state.

While the complete line-up of the parade formation was not definitely decided upon, it will be headed by the Hoboken City Commissioners, a battalion of the National Guard, the police and fire departments, the Kiwanis and Lions Clubs, of Foreign Wars, American Legion and other veteran organizations, fraternal orders, Girl Scouts, Boy Scouts, and many other units in addition to the floats and decorated business wagons.

Commissioner Bernard N. McFeely is honorary grand marshal of the parade and the grand marshal is Joseph J. Garibaldi. The full formation will be announced in the Jersey Observer on Saturday by the grand marshal.

Oct 19/27

Organizes Industrial Show Parade



JOSEPH GARIBALDI

The Hoboken Industrial Exposition, Pure Food Show, Automobile Show, Home Beautiful Exposition, and Radio Show, on the Steel Pier, Hoboken, during the week of October 26 to November 2, is going to be the greatest event of its kind ever held in Hudson County, according to

Frank Cordts, chairman of the Chamber of Commerce Committee that is in charge of the event.

After looking over the long list of exhibitors who have contracted for space in all sections of the big exposition, Chairman Cordts became very enthusiastic about the coming event, and feels sure that Hoboken will derive great benefit from the publicity that it will receive.

Radio Station WMCA will broadcast direct from the Steel Pier every afternoon and evening during the week of the exposition. During the evening sessions, Radio Station WMCA will also have many radio stars on hand to entertain the public.

As chairman of the committee in charge of the event, Frank Cordts was very loud in his praise for the very wonderful co-operation that has been extended by Commissioner Bernard N. McFeely, William Hutmeg in charge of the Automobile Section, Herman D. Wieboldt in charge of the Pure Food Section, Louis Schelling, chairman of the Industrial Section, and Joseph Garibaldi for his work in organizing the parade. All these men, as well as many other members of the Chamber of Commerce, have contributed their share in this undertaking.

Last night the committee mapped out the line of march. The head of the parade will form on Monroe street, resting on First street and the procession will travel First street to Garden street, north on Garden to Eleventh streets, to Washington and south on Washington passed the reviewing stand at the City Hall and on towards Ferry street where it will disband.

The grand marshal will notify by letter the organizations participating where they will form to take their place in the parade.

Frank Mitchell offered Packard cars to carry the city commissioners and the committee in the parade and this offer was accepted by the committee.

Citizens along the line of march and merchants on the business thoroughfares have been asked by the committee to decorate their premises for the occasion, and it is expected that some of the decorations will be of an elaborate nature.

The units will assemble at their respective stations at 7 o'clock and the parade will get under way at 7:30 prompt, and the committee stressed the fact that the parade will be carried out with military promptness and that the start will be as ordered.

An elaborate program for the opening of the exposition is being prepared. Motor Vehicle Commissioner William L. Dill had been invited to attend the opening exercises but may not be able to appear, and the show will probably be formally declared open by Commissioner McFeely.

The opening ceremonies will be broadcast by station WMCA, of the McAlpine Hotel, and Norman Pearce will be in charge of the announcing. A radio show will be carried on through the duration of the exposition, and entertainment will be given every afternoon and evening.

The members of the parade committee at last night's meeting included Herman Hannibal, who acted as chairman; Robert Reiser, secretary; Frank Galland, Richard Bloom, Henry Wessling, Edward Murnane, secretary to Commissioner McFeely; Arthur Geismar, Major Le Beau. The parade committee will meet again on Friday evening.

SHOW PARADE DATE CHANGED

Industrial Exposition to Open On
October 26

At a meeting of the show committee of the Hoboken Industrial Exposition and Tunnel Celebration last night it was decided that the parade will be held on Tuesday night, October 23, instead of the previous Saturday, as formerly planned.

Frank Cordts, Sr., chairman of the show committee, stated that after considering the proposition the members of the committee were of the opinion that the night before the opening of the exposition was the best time to hold the parade.

Present plans call for one of the biggest parades that Hoboken has had since the World War. Everything is being done by the various committees to make the parade a fitting start for Hoboken's third exposition.

It is expected that the auto and food shows which are to be held in other parts of the Steel Pier Hoboken, will attract a good deal of attention. Every type of auto will be represented in the auto show while the best known food products will be found in the food show.

Pierce to Announce.

Norman Pierce, well known radio announcer of station WMCA, will be at the show every night the exposition is open. He will be in charge of the entertainers who will broadcast from the Steel Pier in Hoboken. Each night the headliners of vaudeville and musical comedy will appear and broadcast.

Henry C. Jagels, president of Jagels and Bellis Coal Company of Hoboken, yesterday notified the show committee that his concern is prepared to exhibit a model of a special coal breaker which has a daily capacity of 6,000 tons.

The new model, which is to be shown to those who visit the show, has not been exhibited in this part

of the country. This model is one-twelfth the size of the actual plant and is built to scale.

Four models of retail plants will illustrate the present practices in handling hard coal. This exhibit is expected to be of special interest to dealers who are contemplating new plants, according to Mr. Jagels.

The Pure Food Show committee believes that more than 150,000 persons will be in attendance at the affair.

Food Exhibitors.

Following are some of the firms that have already contracted to exhibit at the Greater New York Pure Food Show, at the Steel Pier, Hoboken, during the week of October 26 to November 2.

Junket Folks B. T. Babbitt
Corn Products Janssen Grocery Co.
Mazola Janssen Dairy
Karo Maxwell House Coffee
Unit Fisher Baking Co.
Spumoni-Ice Cream Lion Brand Milk
Montgomery Mills Runkomalt
La Kream Coffee
Reichardt Cocoa & Chocolate Co.
Wolff Cereals Noxon Polish
Otto Stahl Colgate & Co.
Peter Doelger Neighborhood Stores
Hoffman Beverages E. J. Champion
Easy Washer Big Bee Polish
Public Service Hill Refrigerators
Frank Cordts Furniture Co.
..... John Both Candy Kisses
C. F. Muller Co. Kitchen Knives
Kirkman & Sons Jiffy Whip
American Grocery Co. Pie Crimpers
Amer. House Coffee Vietmeyer Bread
Brown Fruit Farms Paul Servo
Puritan Malt and Hops
..... Body Guard Polish
Dad's Oatmeal Cookies Dixon Jellies

PLANS COMPLETE FOR INDUSTRIAL SHOW

Finals plans for the big exposition to be held on the Steel Pier Hoboken, next week have been completed. The show will open on Wednesday evening. Ceremonies will be broadcast from Station W M C A in the afternoon, but this will not be open to the public. The formal opening ceremonies will be held in the evening. They will be in charge of Commissioner



W. A. D. Evans.

Bernard N. McFeely, who will declare the show open. H. Otto Wittpenn, William A. D. Evans, president of the Chamber of Commerce, and Frank Cordts, chairman will also take part.

The exposition will continue until the following Wednesday, and will be open every afternoon and evening except Sunday. Over 300 exhibits will be displayed, band concerts will be given every night and a radio concert will also be provided.

On Tuesday evening a big industrial and civic parade will be held in Hoboken as a forerunner of the show. Final arrangements for the parade will be made by the committee, under the chairmanship of Joseph J. Garibaldi, this evening at 5 o'clock.

A meeting of all the automobile dealers who will show cars at the exposition will be held at the Chamber of Commerce tomorrow afternoon at 2 o'clock.

STEEL PIER SHOW TO OPEN WEDNESDAY

Hoboken's Fall Event to Be
Much Better This Year
Than Before.

Hoboken's big industrial exposition and automobile and food show will open at the Steel Pier, Third and River streets, Wednesday evening. On Tuesday evening a parade representative of the industrial business and civic life of the city will be staged.

Indications are that the exhibition on the pier will transcend the first show of this kind given two years ago on the same pier and it is expected that over a quarter of a million people will be in attendance during the week of the show.

It will be open afternoons and evenings up until Wednesday, November 2, with the exception of Sunday.

Commissioner Bernard N. McFeely will open the show Wednesday night, and other speakers at the opening ceremonies will be Frank Cordts, chairman of the show committee; William A. D. Evans, president of the Cooper-Hewitt Electric Company, the president of the Chamber of Commerce; H. Otto

Wittpenn, Frank Cordts, Richard D. Bloom, manager of the Chamber, and others.

The show is being held under the auspices of the Hoboken Chamber of Commerce, and the industries, banks, business men and City Commissioners have co-operated to make the show what is expected to be one of the finest ever held in the county.

There will be three main sections at the show, the industrial and home beautiful exposition, the food show and the automobile section.

While the official opening will be Wednesday evening at 7:15, there will be a private opening in the afternoon for radio purposes. Station WMCA has arranged to broadcast the proceedings and the McAlpin Hotel station will also conduct a radio show throughout the duration of the exposition. Norman Pearce, the popular announcer, will be in charge of this feature. There will be orchestral concerts every evening and all of the entertainers heard from WMCA will broadcast.

The Hoboken Chamber of Commerce Exposition Committee in charge of the event is composed of Frank Cordts, Sr., chairman; Louis Schelling, vice-chairman; W. A. D. Evans, Bernard N. McFeely, Fred. Janssen, George Raymond, Frank Galland, Herman Geismar, William J. Duffy, Fred. Seide, J. J. Garibaldi, H. Otto Wittpenn, R. O. Lohman, W. W. Young and Richard D. Bloom.

When the Exposition opens the visitors will be able to understand the immense amount of time and hard work that was required in order to be able to present such an elaborate affair.

As one enters the Exposition he will walk through a beautifully decorated and illuminated automobile show; then the pure food show section where over seventy-five of America's leading food manufacturers will be offering samples, demonstrations, cook-books and specials of their products. Next is the Home Beautiful and Industrial Exposition where Hoboken's leading industries and progressive merchants have arranged exhibits and then in the last section of the pier, will be located the radio show, under the direct management of radio station WMCA of the Hotel McAlpin, New York.

One of the most interesting sections will be the Home Beautiful and Industrial Exposition Division. A feature exhibit in this section is being presented by J. J. Garibaldi, well-known realtor.

Other exhibits in this section that will also attract attention will be the booths arranged by the City of Hoboken; the exhibit of Charles H. Reis, well-known builder; the exhibit of the Schelling Hardware Co.; and also exhibits by H. C. Roselle, American Lead Pencil Co., Tietjen & Lang Drydock, Cooper-Hewitt Electric Co., Jersey Observer, William J. Duffy, Arthur Teweles, Jersey City Storage Battery Co., Paul Servo, Brunswick Laundry, Reis & Reis, Hoboken Electrical Supply, Steneck Trust Co., Hoboken Land & Improvement Co., Payton & Hoos, Frank Cordts Furniture Co., Washington Furniture Co., Public Service, and many others.

In addition to the interesting exhibit of the City of Hoboken featured in the industrial section will be a moving picture film showing Hoboken, its city government at work, business, industries and other activities. This will be shown in a special section.

Oct 24/27

Getting Exposition Ready



BERNARD McFEELY



LOUIS SCHELLING

What will undoubtedly prove the greatest exposition ever presented in the State of New Jersey will be the Industrial Exposition to be presented by the Hoboken Chamber of Commerce at the Steel Pier, Hoboken, during the week of October 26 to November 2. The exposition will be open afternoons from 2 to 5 and evenings from 7 to 10.30.

In addition to being an elaborate industrial exposition, separate sections will also be set aside for the holding of an attractive automobile

show, a very interesting pure food show, and a very wonderful Home Beautiful Exposition and also an up-to-date radio show.

The Hoboken Chamber of Commerce Exposition Committee in charge of the event is composed of Frank Cordts, Sr., chairman; Louis Schelling, vice chairman; W. A. D. Evans, Bernard N. McFeely, Fred. Janssen, George Raymond, Frank Galland, Herman Gelsmar, Wm. J. Duffy, Fred. Seide, Jr., J. J. Garibaldi, H. Otto Wittmann, R. O. Loh-

man, W. W. Young and Richard D. Bloom. The most untiring worker for the affair is Frank Cordts, Sr., well-known local furniture merchant, who has been working for the past six months in order to interest everyone in taking space. Assisting Frank Cordts in a very admirable way is Commissioner B. N. McFeely and Louis Schelling, local hardware merchant.

When the exposition opens its doors to the public, the visitors will be able to understand the immense amount of time and hard work that was required in order to be able to present such a gigantic drawing card in the city of Hoboken.

As the people enter the exposition they will walk through a very beautifully decorated and illuminated automobile show; then they will enter into the pure food show section, where over seventy-five of America's leading food manufacturers will be offering samples, demonstrations, cook books and specials of their products; then they will enter into the home beautiful and industrial exposition, where Hoboken's leading industries and progressive merchants, who have arranged exhibits, and then in the last section of the pier, will be located the radio show, under the direct management of radio station WMCA, Hotel McAlpin, New York City.

Oct. 25/27

PARADE TONIGHT HERALDS OPENING OF HOBOKEN SHOW

Industrial Exposition on Steel Pier Gets Under Way Tomorrow.

This is the night of the big parade in Hoboken which will herald the opening of the Industrial Exposition which opens on Pier No. 1, River street, tomorrow night. Final touches to the parade arrangements were made by Marshal Joseph J. Garibaldi and his committee last night.

The parade will start from First and Monroe streets at 7:30 and proceed by First street to Garden street, north on Garden to Eleventh streets to Washington street and south on Washington street past the reviewing stand at the City Hall to disband on Ferry street.

Over fifty concerns have entered floats or business wagons in the float section to compete for the prizes offered by the committee for the best decorated floats. The streets of the city have been decorated for the big event.

Commissioner Bernard N. McFeely as honorary marshal of the parade and the other members of the Board of Commissioners will lead the parade, preceded by the Grand Marshal and his aides. There are five divisions with the Police and Fire Departments and other civic bodies in the first division.

Workmen were busy at the Steel Pier yesterday putting the finishing touches to the decorations on the pier and getting the booths erected. Indications are that the exposition will be one of the most elaborate ever presented in Hoboken.

Entrance to the show is by Pier 2, between Third and Fourth, on River street. The auto section is located on the broad entrance hall between Piers 2 and 1. Next is the food show, the middle section houses the industrial and home beautiful section, and the radio show is at the eastern end of the pier.

A full description of the show will appear in tomorrow's Jersey Observer.

Oct 27/27

Hoboken Missing Opportunities

The Hoboken Chamber of Commerce is again staging a great industrial and business exposition on the Government piers in Hoboken.

Hoboken does big things in a big way. One mile square, it might well be called the "Little Giant" among municipalities.

Yet this "Little Giant" has had to see his physical stature goaded and its strength sapped, to a very serious extent in recent years. All because a powerful Federal government is lacking either in INTEREST or in FAIR PLAY in returning to Hoboken piers to which it was entitled in time of war, but to which it is not entitled in time of peace.

But Hoboken itself is not taking full advantage of its opportunities in forcing the issue.

In the recent election, the pier tax issue was made a live issue, but it died for want of attention. The Federal government at Washington was not given a COMPELLING LESSON in what the people of Hoboken want, and what they are entitled to, at the time of that election.

And now, with a wonderful exposition being held on the piers, another opportunity is presented to show the authorities at Washington how the people feel about their Government in taking from them millions in tax rates, and still other, and GREATER MILLIONS, in lost prestige as a seaport, just because of a Government which treats a municipal like a proverbial step-child.

When Hoboken learns to help itself, the Government may help Hoboken.

Oct 26/27

Hoboken to Welcome Big Industrial Show

Parade to Usher in Greatest Exposition That Opens Its
Doors Tomorrow Night

The next 48 hours will form the busiest period in Hoboken's civic history in a decade.

A great parade, in which officialdom and industry, social organizations and business establishments will participate, will be held, beginning at 7:30 o'clock tonight. The procession will be a fore runner to the Hoboken Industrial Exposition, a four-show affair that will open at 7:15 o'clock tomorrow night and continue until midnight the following Wednesday. It is estimated visitors to the exposition will number at least 250,000.

Commissioner Bernard McFeely will be honorary grand marshal of the parade, with Joseph J. Garibaldi as marshal and James Meri, Robert Reiser and Herman Hannibal as aides. These men, together with Arthur Geismar, Major LeBeau, Richard Bloom, H. D. Weiboldt, Frank Galland and Henry Wassling, form the main parade committee.

The parade will be a pretentious procession. War veterans' societies, city clubs, civic organizations, municipal branches and nine bands will take part. They will march from Monroe and First streets east on First to Garden street, north on Garden to Eleventh street, east on Eleventh to Washington street, south on Washington street past the reviewing stand at the city hall, and then west on Ferry street to disband.

Prizes will be awarded for the best float, for the best decorated passenger automobiles, for the best decorated business vehicles, and a special prize for the most original collective exhibit. More than 50 entries are reported in competition for the

rank officials are: Edward Briggs, Hudson Trust Company; Samuel Harzell, Hoboken Trust Company; W. W. Young, First National Bank; J. Zaremba, Jefferson Trust Company; Allen Terbell, Second Bank and Trust Company; Edward O'Toole, Trust Company of New Jersey; Harry E. Pickenbach, Hoboken Bank for Savings; A. Rado, Columbia Trust Company, and Nicholas Steneck, Steneck Trust Company.

Staged on Steel Pier.

The exposition promises to be the greatest industrial exhibit held in Hoboken, on the great Steel Pier fronting on the Hudson River. At 5 o'clock tomorrow afternoon, Commissioner McFeely, speaking from the radio booth on the pier, will open the exposition with a formal address of welcome. The speech will be broadcast through WMCA.

The doors will be open to the public at 7:15 p. m., when all four divisions of the exposition will be in full swing. The automobile show will include exhibits by leading Hudson County dealers and latest models of all passenger and commercial vehicles. The food show will feature displays by grocers and manufacturers of foodstuffs and household wares. The industrial exhibit will be marked by colorful booths arranged by manufacturers and large industrial concerns.

At the radio show, where 1,000 seats have been installed, Norman Pierce, famous WMCA announcer, will preside at the microphone. Radio stars and others will broadcast, the public looking on and listening in.

floats and decorated vehicles divisions. Judges for the float prizes, all

(Turn to Page 9, Column 1)

PARADE CHIEF



JOSEPH GARIBALDI

Oct 28/27

STEEL PIER IS TAXED TO LIMIT AT EXPOSITION

Another Huge Crowd Attends
Industrial Show at
Hoboken.

Another bumper crowd jammed the Steel Pier in Hoboken last night for the second night of the Industrial Exposition. With an afternoon attendance of over five thousand persons, the capacity of the huge pier was taxed to its capacity in the evening and from the tickets taken in at the gate, it was stated that during the day over twenty-five thousand persons visited the show.

Over two hundred coal dealers from the metropolitan district, after attending a banquet on the North German Lloyd steamship Dresden, as guests of the Shamferoke Coal & Supply Company, attended the exposition in a body and were received by C. B. Ace, of the Jagels & Bellis Company, who are exhibiting the mine breaker and other models of coal mining apparatus in opposition. Mary Schultz, of 173 1/2 Fifth street, Jersey City, was awarded the ton of coal by the Jagels & Bellis Company last night.

Many housewives took advantage of the opportunity to visit the show during the afternoon when there is greater comfort to view the exhibits instead of in the evening when the pier is crowded.

The Tietjen & Lang Dry Docks Company has a most interesting exhibit. It shows the model of a ship that was entirely renovated at the local ship repair yards.

How floorcloth and linoleum is made and the various ingredients that go to make up the finished product are displayed at the William J. Duffy Carpet Cleaning booth. Many visitors at the show were impressed with the new realty development that is going up at Woodridge in Bergen County and the developers of Sunshine City have a most attractive exhibit showing an illuminated colored panorama of the development in its present stage.

A spectacular exhibit at the Cooper Hewitt Electrical display is an induction lamp composed of a glass bulb which lights purely by induced current, having no direct electrical connection to the source of supply.

The company has also on exhibition the "Konnectors." This is a glass enclosed mercury switch used for the interruption of electrical currents. It is of high capacity and fireproof.

Facts about the show were broadcast during the afternoon over station WMCA by Manager Frank Galland and the William Hufnagel Serenaders entertained at the radio show in the afternoon with numerous selections.

The auto show got a big slice of the attention last night and the automobile dealers are well pleased with the show so far. Never before has there been a greater number of models shown at any Hoboken show, and the North Hudson, Jersey City, and Hoboken dealers co-operating in this section have been on a very fine exhibit.

Hoboken Lodge of Elks' band opened the evening session last night with a band concert, given from the radio show, their music being also broadcast. Norman Pearce, chief announcer of the station, later presented a most enjoyable entertainment, with several stars from the McAlpine Hotel station giving numbers.

The show will be continued until November 2, afternoon and evenings, with the exception of Sunday.

Oct 27/27

ATTRACTIVE INDUSTRIAL EXPOSITION.

At least one-quarter of a million persons are expected to visit the Industrial Exposition in Hoboken. Such an expectation can, in no wise, be considered an exaggerated one, since 200,000 saw the first one two years ago.

The attendance justifies the contention that the exhibit is interesting. It is, however, more than that. It is instructive. There are 300 displays divided into four sections—Industrial and Home Beautiful Show, Food Show, Automobile Show and Radio Entertainment. Thus, almost every phase of modern improvements is demonstrated in an instructive and entertaining manner.

The committee is to be congratulated upon its careful preparations, the exhibitors upon the ingenuity shown in their displays.

The Exposition will last a week, concluding Wednesday evening, November 2. It is no one's else fault other than the individual's himself should he miss it. So, don't miss it. It's worth while.