

# WHAT'S NEW in New York

By RUDOLPH PELL ELLIS—"The Host of New York"

**NOTE:** This is the first of a series of columns about New York, written from the standpoint of what surveys have shown the visitor to New York is interested in.

When the World's Fair was on during 1939 and 1940 millions of persons visited New York. But the surprising fact developed that these visitors were far more interested in New York City and its vast improvements, buildings, shops and museums, its Greenwich Village spots and its Times Square attractions than they were in a \$150,000,000 exhibition. Visitors came and stayed for a number of days; but we found that after a day or so at the Fair most of them spent their time in the city. The New Yorker patronized the Fair; the visitor "did" New York itself.

There is a peculiar trait about New Yorkers. They are self-centered. They think what interests them will interest out of town visitors. Even editors on our great metropolitan papers seem to be bitten by the same bug. Their idea is that since a great bridge or new highway or tunnel interests New Yorkers—as improved facilities naturally do in this tremendously crowded area—people elsewhere have the same interest when they think of New York. And in this they are woefully mistaken. A very comprehensive survey made by the Merchants Association here sustains this contention.

So with the columnists who write New York columns, syndicated throughout the country. Their chatter is about night clubs and Broadway personalities; and yet the visitor survey mentioned above gave the night clubs a rating of 1.6 percent. Or one person in sixty!

This writer had occasion to get the reaction of a great many thousands of visitors in the Fair in 1939 and 1940; and his experience checks with the Merchants Association survey. He found that even the Broadway shows got but scant attention. One person in twenty ranked them of prime interest.

But the fact remains that Americans like to visit New York, even if they don't do the things that New Yorkers do when they get here. Figures issued by the New York Transit Commission show

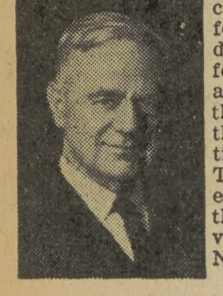
that during 1940 an average of over 50,000 out of town visitors came to New York every one of the 366 days in the year—a grand total of 18,300,000 visitors.

There would seem to be a need for a New York column which will be written from the standpoint of what interests these visitors, rather than from what interests the resident of this big burg. It is with this in mind that this column is started. We want to tell you about what's new in New York; but we want to do that about the things we believe and our experience indicates you will be interested in.

However—and this is the crux of the matter—we do not want to make the mistake of imagining that we can read our readers' minds. We believe we learned something about the visitor's wishes and tastes the last three years. That will be enough to start on. But if this column is to interest and serve you—and that is the only excuse for its publication—it will be necessary for us to get together. Don't leave me guessing about what interests or would interest you about New York. Write and tell me. Most columnists have a horror of letter writers—unless they are "fan mail", telling them how good they are. This Columnist is different. What he wants to hear from you is stuff starting like this: "Why don't you tell us about etc., etc." Or he will welcome inquiries about anything in New York. These inquiries will all receive personal attention and will be replied to by letter. And you need not enclose a stamp for reply! We shall consider it a real help to us in writing our column. Your inquiries will be the best indication in the world as to what interests people away from New York about things here. And that, dear reader, is what this column wants to give its readers.

We are at war. We may have to forego many things. But there is one thing that will not be curtailed; and that is travel. Travel tends towards national unity. W. Bruce MacNamee, Chief, United States Travel Bureau, writing in the *New York Times*, says: "A united and determined nation shares the intense conviction of its leaders in Washington that our victory program takes precedence over all else. Inextricably associated with this thought is the encouraging realization that travel is one industry which can continue, and perhaps even expand, without impairing our war efforts."

Mr. Ellis will be glad to answer any inquiries. Address him at 310 West 42nd St., New York, N. Y.



## Something New in New York Columns!

This is the only syndicated column we know of which is based on a statistical analysis of just what out-of-towners want to know about the biggest city in the world.

Rudolph Pell Ellis, known to New Yorkers as "The Host of New York," has acted as an advisor to over 50,000 people who have visited the city. He knows what they want to see, what they want to do, how much they want to spend.

He knows that they don't want a "Broadway" column—that they want to hear about the stores, the living accommodations, the eating places, the important things to see—and how to "do New York" without breaking the bankroll.

Mr. Ellis knows New York intimately—but he knows it through the eyes of the out-of-towner. He has lived in 17 sections of the country and has helped people from 38 states to enjoy New York. Now he's going to help thousands of others through his own column.

Mr. Ellis is known throughout the country as a writer, having had his writings syndicated by King Features, as well as published in such magazines as the Saturday Evening Post and many agricultural papers.

Read his first column, in which he tells what he aims to do in the unique feature about New York.

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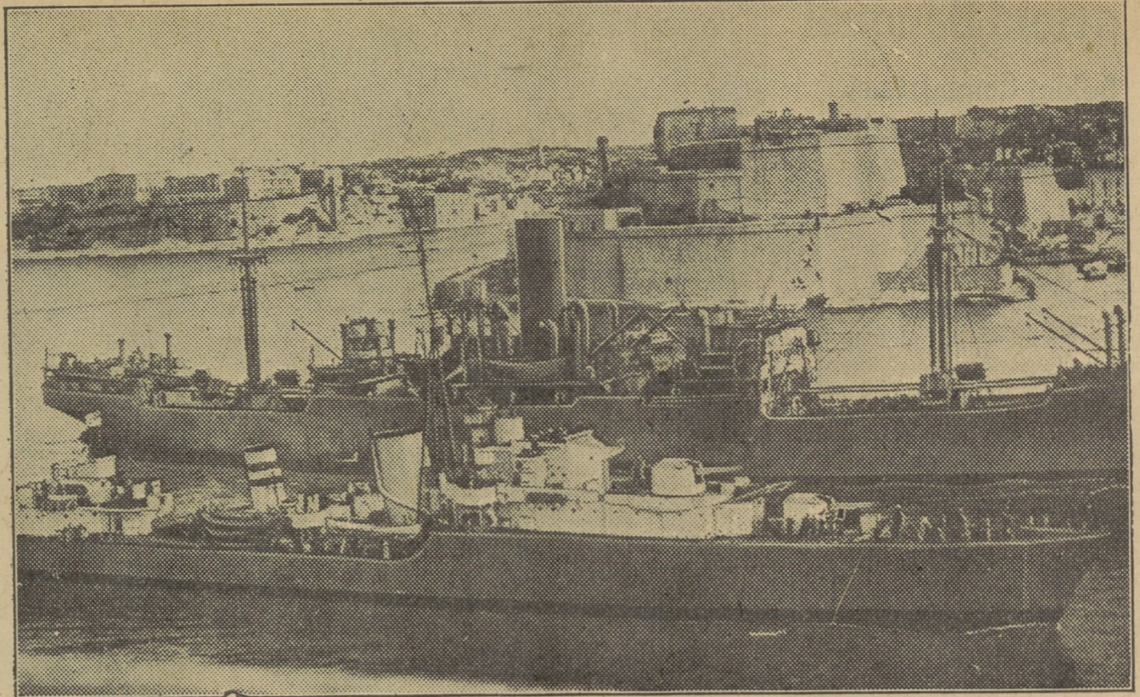
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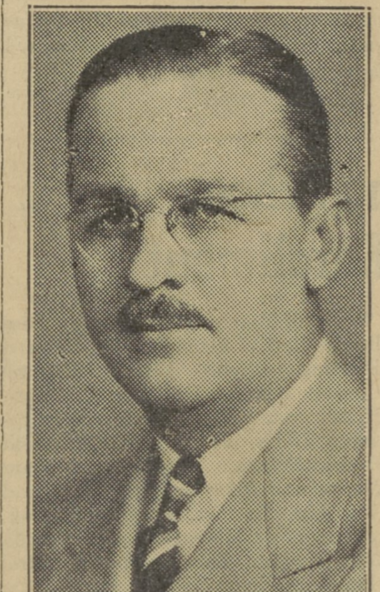
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## Reinforcements For Mata



ESCORTED BY ONE OF Britain's newest destroyers, the H.M.S. Sikh, a camouflaged freighter with troops and supplies for Britain's embattled garrison on Malta reaches port safely after a daring trip right through the Axis' backyard. Behind the two ships, identifying the scene of this very recent photo as the Grand Harbor of Malta's capital, Valetta, are the battlement of historic Fort Angelo, the former headquarters of the famed knights of Malta and now the residence of the Harbor Master. The bleak caverns beneath the fortress were once used as living quarters for galley slaves; now they're useful as shelters during air raids. Malta has had more than 1200 of these—making it the most frequently bombed spot on earth.

## Candidate For Congress



FRANK A. O'NEILL

## O'Neill Throws His Hat In Ring Kingston Man Wins Strong Support Here

Frank A. O'Neill, president of O'Neill-Barney, Inc., distributors of Dodge and Plymouth cars and trucks in Wyoming Valley, last week made formal announcement that he would seek the Republican nomination for a full term in Congress at the forthcoming primaries.

Mr. O'Neill, who has been one of the county's most successful business men for a number of years, is a native of Kingston and a product of its public school system. His family settled in that borough more than a half century ago.

**Began As Salesman**  
Fifteen years ago he became associated with the automobile industry as a salesman. Eight years ago he entered into partnership with Peter Barney and helped that agency grow into one of the largest institutions of its kind in the East. Beginning with six employees, the company had more than sixty on its payroll at the time the government froze cars because of the war.

**For A Fair Deal**  
In declaring himself a Republican for a full term in Congress, Mr. O'Neill stated that he was all-out for a full and successful prosecution of the war to a glorious finish. He added that he was opposed to any waste and inefficiency in government and stands for a fair deal for both capital and labor. "The politician is always thinking of the next election," he said. "As a business man I will vote in the best interest of my country."

He further revealed that he is not the candidate for any particular clique or faction. He plans to carry his fight for Congress to the people as an independent Republican who understands business and politics.

At one time, Mr. O'Neill served as a member of the Kingston borough council and is regarded as one of the most promising public figures on the West Side.

## Turkeys—Not Geese—Lay Golden Eggs

Two thousand turkey eggs for setting, costing more than \$1,000, are being distributed to turkey breeders throughout Northeastern Pennsylvania by Jud Hauck, local Purina Mills representative. The eggs are the product of the famous Chammiere Farms at Stillville, Mo. Turkeys hatched from them have one of the finest blood lines known to breeders and are expected to greatly improve local flocks.

## \$2 PER CAPITA TAX DOESN'T PAY COSTS FOR ONE PUPIL FOR MONTH

Disregarding all investment and overhead charges, and after deducting the State appropriation, it costs Dallas Borough \$6.04 a month to maintain a pupil in high school and \$4.79 per month to maintain a pupil in the elementary grades. These charges are audited and approved by the State Department of Public Instruction.

To finance this, a property tax is levied, and a per capita tax, or personal tax. The property tax is paid on open ground even when the owner receives no educational return whatever. Property owners who reside in their own properties pay both property and per capita taxes. Tenants, who as a whole, send many of the pupils to the Borough schools are assessed only the per capita tax—in recent years \$2.00—being less than one-twenty-fifth of the expense of one high school pupil and one-twentieth the expense of

one elementary pupil. When more than one pupil comes from a family, the others are free. Two parents in a family pay less than one month expense for the smallest child, others carrying the balance.

In spite of the apparent small assessment for the return received, payment of the per capita tax is not made promptly. Each year the school board about this time runs out of funds and starts to borrow. Last week the general fund was reduced to about \$500.00.

This year the Board proposes to quit borrowing and start collecting the taxes. Mr. Sandor Deutsch, who operates a collection agency, has been engaged to assist local officials in making legal collections where necessary.

Legal Collection adds to the expense, penalties, more than the amount of the tax, which expense must be paid by the taxpayer.

## Poor Fishing Weather Marks First Day

(Continued from Page 1.)  
right on his heels was Fred Dodson, Kunkle storekeeper, who pulled six—two of them a good 12 inches long—from Sugar Hollow Run. Chester Gallop, Fred's fishing companion, was able to land only one, a nine-incher, but another Kunkle sportsman, Barney Major, carried six trout home from Arnold's Creek.

Sheldon Drake of Lehman avenue, a wet-fly fisherman from 'way back, had no luck at all—probably because the trout bite best on live bait this time of year. Best lure of all these days, claims Ralph Root, one of the more expert anglers of Dallas, is the common red worm, or garden variety. In the springtime thousands of these worms are washed into the streams, and trout are more apt to strike at something they are used to eating.

Two other Dallas men, Bill Franklin and Ralph Hallock, fared better than Mr. Drake, pulling in one apiece at Bowman's Creek. Harry Allen of Alderson, fishing in Beaver Run, landed an eight inch trout, and four Noxen anglers—Jim Strohl and

his boy, Calvin, Fred "Peg" Jones and Paul Hackling—had better than average luck.

Once the spring freshets are over, the trout will begin to bite in a more normal fashion and there'll be a good many big fish dinners before the season ends on July 31st. When the hot weather comes, local fishermen will be able to put away their bait cans and do some plain and fancy fly casting, but until the streams are scattered with fluttering insects, a wriggling earthworm will catch twice as many trout as the best dry or wet fly money can buy.

## Nominating Committee Chosen For Lehman PTA

Members of a nominating committee to choose officers for next year were appointed by vice president, John Sidler, at the meeting of Lehman Parent Teacher Association Monday evening. They are Walter Chamberlain, Alex Tough and Mrs. Russell Ide. Rev. Roswell Lyon gave an interesting talk and music was furnished by a trio from Pittsburg High School. Next month's meeting will be the last of the school year.

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## Delayed Letters Clear Mystery Of Officer

(Continued from Page 1)

beneath the cross marks. From the postmark of the letter, Mr. and Mrs. Poat judged that Keats was assigned to a flight which was moving towards the Eastern Theatre of War by way of Africa. The second letter, which came in Tuesday together with the telegram of assurance from the Ferry Command, served to strengthen that belief. It was dated February 24, and postmarked from an air base in Australia.

"Australia," said Keats in the latter note, "is the wildest country I've ever seen, all desert and rugged terrain." His short stay there must have been a trifle expensive, too. He wrote that he had spent a good \$200 in two days, one way and another. Keats mentioned, too, that there was a good chance he would beat the letter home, but that if it reached here before he did, he wanted his folks to try and get in touch with him through the Postmaster at San Francisco.

His suggestion that he might beat the last letter home leads Keats' parents to believe that his plane was downed as it was winging its way back to this country. He may have been aboard a bomber mentioned in recent dispatches from the Far East as having been forced down in French Indo-China. The crew of six officers and three non-commissioned officers, none of whom have been identified, were turned over to the Japanese as prisoners of war.

## New Registration Is Expected To Draw 100

(Continued from Page 1)

Any man who will be unable to register on the 27th is permitted to register beforehand at his draft board. Invalids or bedridden men will be registered at their homes upon application to either of the registration centers here, according to Joseph H. MacVeigh, chairman of Board No. 1.

The new registration blanks are far more detailed than those previously used, and will list the full occupational abilities of each man. Duplicate copies will be sent to the State Employment Service in Wilkes-Barre and at Harrisburg for classification and future action.

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## GAY-MURRAY NEWS

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Mr. and Mrs. Herbert Husband of Dallas are among our recent customers for garden supplies. Ed MacDougall at Beaumont will stir his Victory Garden with a new Simplicity Tractor.

Edward Keller at Clarks Summit is rarin' into the farm work with a new harness, Paul Line at Lovelton has a new Ontario Drill, L. A. Wells at S. Montrose is ready with a new lime sower.

Moore's Paint is a home improvement which pays dividends for years too. You'll go some to equal it for a real value at \$2.95 per gallon. John Sheehan at Mehoopany and Martin Walters at Lake Winola are users.

In spite of certain restrictions, we still have a nice line of kitchen ranges for gas, coal, and electric to offer you. Fred Otten at Colley came in for a nice combination gas and coal model recently. What type do you prefer?

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