

Great Municipal Improvements Expected

By ROGER W. BABSON

Roger W. Babson this week issues a warning to cities and towns to get busy on their municipal improvements immediately. His reasons are as follows: "A revolution is to take place in city development during the next decade. The automobile is to have as great an effect on living conditions as the sewing machine had on weaving. As the mill has taken the place of the home spinning wheel, so the suburb is to take the place of the city for residential purposes. Tremendous movements from the city to the suburbs may be expected during the next few years.

Wise cities will begin to immediately prepare for this great suburban development, which, in many cases, will mean the extension of city limits.

"Such a revolution in living must result in the extension of water plants, expansion of sewerage systems, and a tremendous era of new road building, home building and other improvements. This will cause a great demand for carpenters, masons, plasterers and common labor of all kinds. The building boom has

not yet reached its height. Every feature connected with building, from the supplying of the raw materials to the furnishings of the home, should prosper for the next year or two. This is the real reason why certain forms of labor is scarce today and why certain building materials and commodities are strengthening in price. It is the real reason why the mine operators of the Central States and the mill owners of the Eastern States have been obliged to take back the workers at the old wages. It is this emigration from the city to the suburbs which has changed the labor market. Of course, labor leaders claim credit for checking wage cuts, but it clearly is not due to them. Henry Ford's flivvers are causing this demand for homes in the suburbs, and the consequent demand for mechanics, carpenters and common labor.

"Wise are the cities and towns that take advantage of these new conditions. Those city fathers who do not will miss a great opportunity. Moreover, the time is now especially propitious for municipalities to capitalize this great movement. Money rates are low. There is a good demand for municipal bonds. The Federal Income Tax and state and city taxes are especially favorable to municipal borrowing. How long cities will have this advantage I do not know, but the situation certainly should be seized while it lasts. Nothing helps a city so much as good paving, a splendid water supply, proper sewerage and, of course, good schools.

"This especially applies to the Southern cities, which have not in the past had the available funds that some of the Northern cities have had. Great opportunities present themselves to those cities that are to benefit from river improvements, flood protection and other natural problems. New Orleans is an illustration of a city which should take advantage of this present opportunity of low money rates in paving its streets and developing its suburbs.

"During the next ten years we will witness a great municipal race—yes, a great municipal Marathon race. The cities which are now behind will have an opportunity of getting in the front ranks, while some of the cities

TO MY OLD CHEQUE-BOOK

By CHARLES SCHEUER

Ghosts of long-departed dollars,
Shades of broadcloth, wraiths of collars,
Mockeries of dues and dinners,
Bets at which we weren't winners,
Sugared nothings, cabs and flowers
(For the girl we thought was ours),
How you lift your canceled faces,
Featured with such staring traces!
How you bid my blushes own
Follies you and I have known!

Yet—re-fold the yellow covers—
We've been playmates, comrades, lovers;
Blithely have we lived, none nearer,
Closer, each to each, or dearer,
Spent is spent and can't be mended,
Shall we quarrel, now all's ended?
Rather as I found you, lying
Safe from harsher, colder eying,
Mellow in your dusty nook,
With our sins, old friend, old book.

REPORT OF THE CONDITION OF

ATLANTIC CITY NATIONAL BANK

OF ATLANTIC CITY, NEW JERSEY

At the Close of Business, September 15, 1922

Resources

Loans and Discounts.....	\$4,722,455.85
United States Securities owned	1,039,365.00
Other Bonds, Stocks, Securities Owned	1,358,461.88
Banking House	90,000.00
Lawul Reserve with Federal Reserve Bank.....	416,579.88
Cash and Due from Banks	432,930.80
Interest Earned (not collected)	17,179.75

Total.....\$8,076,973.16

Liabilities

Capital	\$50,000.00
Surplus	550,000.00
Undivided Profits	137,372.68
Circulation	49,997.50
Interest Collected (not earned)	18,213.60
Borrowed Money	NONE
Deposits	7,271,389.38

Total.....\$8,076,973.16

now in the front ranks will drop back into the lower places. The result of the race will depend upon the vision of those who direct the affairs of these cities."

These changing conditions are already evidenced by the Business Barometer Figure of the Babsonchart, which has reached to 7 per cent below normal. I expect this sub-normal condition to soon disappear. Wise are the cities which plan their improvements and make their contracts while business is still below normal.

Carbonated Ice Cream Latest Colonial Product

Now it is "Carbonated" Ice Cream. With a wonderful perfected process, the manufacturers of Colonial Ice Cream now drive the particles of ordinary air out of their rich product and fill the vacant space with the Carbon Dioxide which gives tang and life to Colonial Ice Cream and places it far ahead of any other brand of the Great American Dainty.

To those who believed that Ice Cream had already reached perfection, the new Colonial Ice Cream will come as a great and pleasant surprise. Compared with ordinary ice cream the new Colonial Ice Cream has life and zest which places it in a class comparable to the difference between ordinary water and the finest of carbonated beverage.

The new process which makes Carbonated Colonial Ice Cream possible is the invention of Professor W. Paul Heath, of Chicago, who is paid high royalties by the makers of Colonial Ice Cream for the exclusive right to its use. Every reader of the VENTNOR NEWS should taste the new Colonial Ice Cream and become acquainted with its wonderful quality and flavor.

If It's Printing-- We Do It

Amusement Publishing Co.
Charles Scheuer, President
508-512 N. Tennessee Avenue
Phone 1890

Statement of

Second National Bank

At the Close of Business SEPT. 15, 1922

RESOURCES	LIABILITIES
Loans and Investments	Capital
Due by Banks	Surplus Earned
Cash and Reserve	Undivided Profits
	Circulation
	Deposits
\$4,849,663.33	\$4,849,663.33

OFFICERS

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ISAAC BACHARACH Vice-President
E. V. CORSON Vice-President
W. S. COCHRAN Cashier

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James T. Bew
J. Estell Evans
Stewart R. McShea
John H. Moore
David C. Reed
W. S. Cochran
James H. Mason, Jr.

Statement of Condition

UNION NATIONAL BANK

of Atlantic City, N. J.

SEPTEMBER 15, 1922

RESOURCES

Loans and Discounts	\$1,090,419.49
Bonds and Certificates of the United States	475,150.00
Other Bonds	482,667.13
Federal Reserve Bank Stock	7,500.00
Redemption Fund	1,250.00
Real Estate and Fixtures	147,595.25
Cash and Reserve	337,332.96

\$2,541,914.83

LIABILITIES

Capital Stock	\$ 100,000.00
Surplus and Profits	211,662.58
Circulation	24,600.00
Deposits	2,205,652.25

\$2,541,914.83

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M. E. Seaman
J. W. Risley

Statement of Condition

EQUITABLE TRUST COMPANY

ATLANTIC CITY, N. J.

At the Close of Business, Friday, Sept. 15, 1922

RESOURCES

Mortgages	\$239,987.90
Stocks and Bonds	783,791.17
U. S. Liberty Bonds and Certificates of Indebtedness	247,628.55
Demand and Time Loans Secured by Collateral	844,769.00
Bills Purchased	1,243,165.06
Real Estate and Furniture and Fixtures	125,534.90
Cash and Reserve	456,959.95

\$3,941,836.53

LIABILITIES

Capital	\$200,000.00
Surplus	200,000.00
Undivided Profits	63,822.79
Reserve for Interest	8,116.72
Deposits	3,469,897.02

\$3,941,836.53

OFFICERS

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Member Federal Reserve System

Report of Condition of

THE ATLANTIC Safe Deposit Trust and Company

of Atlantic City, N. J.

At the Close of Business SEPTEMBER 15, 1922

RESOURCES

Bonds and Mortgages Owned	\$ 332,025.00
Stocks and Bonds Owned	1,442,527.63
Notes and Bills Purchased	2,327,057.33
Loans on Collaterals	1,714,612.22
Banking House	218,000.00
Cash and Reserves	845,808.31

\$6,880,030.49

LIABILITIES

Capital Stock	\$ 150,000.00
Surplus Funds	500,000.00
Undivided Profits, Net	136,126.98
Deposits	6,093,903.51

\$6,880,030.49

We invite your careful inspection of our banking facilities. Three per cent. interest paid on special and time deposits.

OFFICERS

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JOSEPH B. SMITH Assistant Treasurer

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