

VENTNOR NEWS

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National Exhibitors Host to Millions

Notable Entertainment and Interesting Show on Daily Program in Centre of Boardwalk Life

By H. C. TEST

"Smarty, Smarty gave a party—nobody came": so runs the old nursery rhyme.

Tough on Smarty. Maybe he didn't know how to reach his hoped-for guests in the proper way to tempt them to the famous party failure made practically immortal by Mother Goose.

For I know a man and a company of which he is executive head which gives a reception party every day and evening. But this man is no "Smarty"; he is just a plain hustling, keenly clever American business man.

And this man of whom I speak knows how to place successful invitations; knows how to invite people so that they come to his daily functions by literal millions in course of each year.

It's a big job. Twenty million or so are there to be invited every twelve months; and invited in such a manner that they will attend and become interested in what this man and his company have to offer them in the line of wonderful entertainment and visual and vocal information along lines of education in the latest advancement of modern invention intended to make life still more worth the living.

Benjamin F. Crosby is the man who is out to break the record for making a success of inviting people in a manner which will secure their presence. And he, as President, heads the National Exhibitors, Inc., the business organization which carries out his ideas to success.

Mr. Crosby's invitation list includes every man and woman who comes to Atlantic City for business, for health or for pleasure. He and his company tender the freedom of their great Exhibit of modernity in scores of important lines; of their spacious audience hall where artists of national and international renown in musical lines give concerts accompanied by the Ampico, that modern marvel of piano reproductive perfection; radio concerts bringing the greatest of broadcasted entertainment direct to the National Exhibitors' guests; moving pictures on subjects both entertaining and educational, and other attractions of surpassing interest and ability to please.

Mr. Crosby and the experts who are his staff have made a highly successful study of methods to be used in extending their invitations to visit the National Exhibitors headquarters. In former quarters, much smaller than the present exhibit, they had nearly a half million adult and interested visitors during a seashore year. Now they have location in front of the Brighton Hotel, between the Traymore and the Marlborough-Blenheim and in the very heart and promenade centre of the Great Atlantic City Boardwalk.

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Gumphert Marries

William B. Gumphert, 2nd, son of the former President of the City Council, in the early part of last week married Miss Claire Evelyn Filler, of the Juanita Apartments. After a honeymoon through the Blue Ridge Mountains the couple will return to Ventnor where they will make their home.

Bids Asked For Summer Music

Many Activities at Monday Night Session of Local Rulers

Proposals for furnishing music on the Municipal Pier and Casino during the summer season will be received by Common Council on Monday, May 14, City Clerk Reppetto having been directed to advertise for bids at the last meeting of the Ventnor rulers. Last year Wagner's Orchestra had the contract.

Bids were received by Council last Monday night for extensions to the casino and fishing pier. The specifications provide for the construction of a "music shell" on an extension which will join the two piers. The contract will be awarded at the next meeting. The bidders follow: Sutton & Corson, Ocean City, fishing pier extension, \$4 per square foot; casino addition, \$1.75 per square foot; John E. Kahle, Ventnor City, fishing pier extension, \$3.67; casino addition, \$1.69 per square foot. The aggregate cost is estimated at \$20,000.

The city clerk was also directed to readvertise for bids for 200 tons of coal and also for the collection of garbage. Only irregular bids were received on Monday night. Council was forced to reject the proposals. The garbage collection contract expires in June.

Chairman Sweigart, of the Water Committee, was authorized to purchase two carloads of coal to supply the need until the regular contract is awarded. After May 1st the pay of the caretaker of the sewage septic tanks on the meadows will be \$130 per month.

Council formally awarded the contract for the laying of a sewer main along Winchester Avenue from Jackson to Austin Avenues to Sutton & Corson.

Radio Aerial Restrictions Are Now Legally Effective

Installation of radio aerials immediately above or in close proximity to high tension electric wires is prohibited under the provisions of Ordinance No. 6, which was passed last Monday night by Council on third and final reading.

Ordinance No. 7, fixing salaries of city officials and employees, was passed on second reading. The measure provides for an increase of \$250 per year for officials other than those in the Department of Public Safety, and establishes a minimum and maximum rate of pay for police and firemen. The heads of the two bureaus will each receive \$1950 per annum, while the men will receive \$1440 upon entering the service and receive an increase annually of \$50 until the maximum of \$1640 is reached.

Originally providing for a loan of \$25,000 on promissory notes Ordinance No. 9 was amended making the amount \$5,000 less. The measure was passed on second reading. The money will be applied to payment of cost for making extensions to the city piers.

Councilman Sweigart sought information concerning the plan to be adopted to make available for public use the Thoroughfare end of Oakland Avenue, which property was recently acquired by the city. Owners of contiguous property who will pay for the opening of the street are desirous of placing a flower bed there.

E. B. Yellow Taxicab Co. Marine 600—Quick, Safe Service.—Adv.

Early Recovery For Miss White

Daughter of Former State Senator Out of Danger After Operation

The many friends of Miss Bertha D. White, daughter of former State Senator C. D. White, and Mrs. White, of the Marlborough-Blenheim, will be pleased to learn that she is recovering from the illness which for a time threatened her life. Miss White was first taken ill at Vassar where she is a student but recovered sufficiently to be removed to her home in Atlantic City. Later complications brought decision by specialists called to her bedside to perform a mastoid operation which proved to be entirely successful. Yesterday the daughter of the former Senator had recovered to a degree which admitted of her being able to sit up and her physicians now predict sure and rapid recovery.

Woman Killed At Chelsea Corner

Miss Cassie Loey, aged 59, a domestic employed in the home of Mrs. Max Dann at 32 South Tallahassee Avenue, was struck and fatally injured by an automobile as she was returning from church on Sunday morning. The accident took place at the corner of Tallahassee and Atlantic Avenues and the driver of the car, Mrs. May Reeves, of Leesburg, was placed under bail raised from \$2,000 to \$5,000 to await official action. The bail was furnished and County Physician Lewis Souder and officials of the Atlantic City Accident Bureau are of the opinion that unless new evidence develops the tragedy will be classed as an accident and no inquest will be held. The injured woman died in the Atlantic City Hospital a few hours after she was struck.

Ventnor Veterans Were Present at Reunion

Three past commanders of James Harvey Post, No. 144, American Legion, of Ventnor City, were the guests of honor at an informal dinner given at the Fredonia Hotel on Monday evening.

Byron Jenkins, Preston Crook and E. Bertram Wright, each of whom served with distinction overseas, fulfilled the duties of post commander in the order named since the institution of the veteran organization on October 7, 1919.

Joseph Farrington, present commander of the post, paid tribute to the service rendered by his predecessors. Fully half a hundred members of the post attended the affair.

Presentation of past officers' badges by Chairman William Godfrey of the arrangement committee prompted appropriate remarks from each of the recipients. The Post Glee Club under the leadership of James Victor Wray enlivened the occasion with catchy vocal numbers.

"Buy Coal Now"—Riley Bros. Mar. 1266-116 N. Brighton-Adv.

Deliveries at any time desired daily and this insures Ventnor householders the best service for all kinds of sea foods, if orders are given to the CHELSEA FISH MARKET, 2707 Atlantic Avenue. Phones, Bell—Marine 2180 and 2181.—Adv.

Lions To Announce Convention Program

Members of Organization Will Hear Details of Entertainment Provided for Lions International

Thousands of members of Lions International from every section of the United States will come to Atlantic City in June to attend what is expected to be the largest and most important conference of the big organization ever held. At the Weekly Luncheon of the Lions at the Breakers today Chairman Albert T. Bell, of the Lions' Club; President Herbert Hemphill and members of the special Convention Committee will announce details of the big program of business and entertainment which will keep the local and visiting Lions busy June 26th, June 27th, June 28th and June 29th. With Chairman Bell and President Hemphill on the committee are Hervey S. Moore, District Governor of New Jersey Lions; Director Julian A. Hillman and Director David Allman. Several novel and snappy entertainment features and terse addresses by men of note will feature the Weekly Luncheon meeting today. Members of the Lions also will be given details of the New Jersey District meeting of the organization to be held here next month.

Many Bids Received for New City Truck

In order to enable members of Council to judge the merits of their respective trucks, representatives of four concerns which submitted bids for the furnishing of a three-ton steel dump auto truck have been requested to give a practical demonstration the latter part of the week.

Proposals were submitted to Council on Monday night for eight different kinds of trucks by local agents of the Mack, Sterling, Pierce and Diamond T trucks. The bids were referred to Councilman Joseph R. Bartlett, chairman of the Street Committee. Under the progressive paving program recently approved the city will be required to have an additional truck of at least three-ton capacity.

Mr. Bartlett has arranged for a test to determine the relative load capacity and motive power before awarding the contract. The demonstration will probably be held in the vicinity of the water works, and will include pulling power, facility for dumping and carrying of load.

The Oliver H. Guttridge Co., of Atlantic City submitted three bids to furnish a Mack chassis as follows: 3½ tons, chain drive, \$5,973; 2½ tons, chain drive, \$4,800; 2½ tons, gear drive, \$4,342. Other bidders were: John E. Kahle, Ventnor City, Sterling 3½ tons, \$5,200; Royal Bros., Atlantic City, White 3½ tons, \$5,300; Continental Supply Co., Atlantic City, through Lewis Mathis, Diamond T, 3 tons, \$3,800; Diamond T, 3½ to 5 tons, \$4,900.

The contract will be awarded at the next meeting of Council on May 14.

—NEXT WINTER'S COAL—Austin Coal Co. Mar. 865—Adv.

BOARDWALK BOOK SHOP
711 Boardwalk—Marine 2126-M
Everything in Books.—Adv.

PACKARD TAXI SERVICE
—Phones—Marine 3113-3114—
Reliable & Quick Service—Adv.

To Finance Injured Fireman

Effort Being Made to Provide Funds for Man Injured for Life While City Employee

Virtually helpless for nearly two years as the result of an accident which befell him while employed as a city fireman in Ventnor, Clarence (Jack) Bishop may be an invalid for life. Bishop, who is a veteran of the World War, with an honorable discharge from the United States Navy, is now living with his wife and four young children at Cape May.

As the result of a visit last Sunday by representatives of the local fire department, an effort will be made to provide the necessary funds to place Bishop in a hospital for treatment in the hope that the spinal affliction may be cured.

Bishop is a member of Ventnor Truck Co., No. 1, but was also employed as a paid fireman. While cranking one of the apparatus he sustained injuries which aggravated a condition said to have been caused by a fall on deck of a war vessel.

Last Sunday, Magistrate Edward McHale, former Fire Chief Norman M. Gale and Thomas Newell visited Bishop at his home. They found the patient had not improved materially.

Since his retirement from the fire department, Bishop has been limited in funds to what he received from the insurance company for liability payments and from the relief fund of the Firemen's Relief Association. The Ventnor City Fire Co., No. 1, has from time to time also contributed various amounts to keep the family from want.

It is now planned to have the fire companies and the American Legion join forces in an effort to raise sufficient funds to finance an operation in the hopes of restoring him to health.

Chief Engineer Maurice Royal, of the local fire department, favors the raising of a large fund to defray the cost of a major operation likely to remove the affliction.

Capt. Baker Going Abroad

Capt. Asher C. Baker, U. S. N., retired, member of Harvey Post of the American Legion in Ventnor, sails this week on the City of Paris for Turkey, on a diplomatic mission for the state department. Capt. Baker was decorated by France and his own government for exceptional services rendered as director of ports during the transport of United States troops during the World War. Although he has attained the age of 79 years Capt. Baker is exceptionally active.

Ventnorites As Speakers

On Thursday last the Ventnor City Public Schools were well represented at the Parent-Teachers meetings held in several county schools. Mr. Halliday Jackson, principal, addressed the meeting at Egg Harbor and urged a greater co-operation between parents and instructors. Miss Catherine C. Chalmers, discussing the same subject spoke before the one in Absecon.

—Fill Your Bins Early—Parsells Coal Co. Phone—Marine 9.—Adv.

Jenkins Will Seek Zoning Schemes

Council Appoints Him Committee Chairman to Investigate Urgent Problem

With a view of formally discussing all phases of city zoning with G. L. Ford, New York expert, President of Council Adams last Monday night appointed a committee to study the question and make a formal report to Council. Legislation designed to carry out the plan thus presented will then be introduced.

Byron Jenkins, well-known realtor, and sponsor for the present discussion of the matter, was named as chairman of the committee, the other members being Mr. Sweigart and Capt. Steelman. The city solicitor will be asked to attend all conferences.

Under the zoning scheme the garage problem will be simplified. Future needs of the city will be fully considered. Since the protest made several weeks ago against the erection of an addition to an existing public garage there has arisen a general controversy indicating that there are those who are of the opinion that the city must meet the growing demand for greater facilities for automobile storage.

Daylight Saving in Ventnor Sunday

Ventnor City will conform to Daylight Saving time adopted by Atlantic City and Philadelphia resolutions introduced by Councilman Sweigart having been passed last Monday night by Common Council.

Beginning at 1 A. M. Sunday, April 29, clocks will officially be set ahead one hour. Eastern standard time will be resumed at 1 A. M. on September 30.

"The Cost of Strikes" Is Lecture Subject

The first of a series of lectures announced recently by the Educational Committee of the Central Labor Union of Atlantic County, will take place on Friday evening, April 27th, 8 o'clock sharp, in Odd Fellows' Hall, South New York Avenue.

The "Fighting Parson" Rev. Howard R. McDade, one of the most able lecturers in the country, is the speaker secured for this occasion. His subject will be "The Cause and Cost of Strikes," a topic of vital interest to employers and the laboring people, as well as the general public.

Claim Woman Violates Building Restrictions

Application has been made to Vice Chancellor Robert Ingersoll to issue an injunction to restrain Dora Mulligan from building a two-family apartment at 23 South Lafayette Avenue, Ventnor. Claim is made by the property holders adjacent that restrictions in the land deed prescribe building of cottage residences only. The law firm of Endicott & Endicott represent the complainants who include W. Harry Jones, Elizabeth L. Jones, Harry P. Sauter and Herbert G. Taylor. The first hearing will be held on May 1st in Chancery chambers in Atlantic City.

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GLASS HOUSES

ALL GLORY TO PERKINS