

## VENTNOR NEWS

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(SOMERS POINT RECORD)

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"Entered as second-class matter July  
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City, New Jersey, under the Act of Congress  
of March 2, 1879."

This publication is free and independent.  
It is not controlled by trust, creed,  
advertiser, political party, millionaire  
or anybody or anything except its  
own conscience.

The VENTNOR NEWS has the largest  
circulation of any weekly newspaper published  
in New Jersey.

Emerson loved the good more than  
he abhorred evil. Carlyle abhorred evil  
more than he loved the good.  
If you should, by chance, find anything  
in this newspaper you do not especially  
like, it is not all wise to focus your  
memory on that, to the exclusion of all  
else. Bless my soul!—C. S.



SATURDAY, AUGUST 11, 1923

### OUR THANKS

#### TO MR. BELL

We who conduct the family newspapers of this and other communities know much of the vicissitudes of the journalistic profession. Fortunately for editors and publishers, there has been a change in the general style of chiding on the part of those who object to certain policies and the almost universal insistence of the real family newspaper on cleanliness in both civic and other affairs. Once it was honored custom to register such objection with aid of club or six-shooter; now it is considered better form to use less strenuous means.

But we have our troubles. And it is like a ray of sunshine on a dark and murky day, or a discovery that the letter contains a check instead of a cancellation, or anything else calculated to give pleasure to discover that we are not entirely unappreciated.

Listen to the words of Mr. Albert T. Bell, of Chalfonte-Haddon Hall, president of the Lions Club of Atlantic City, and otherwise one of the leading citizens of Atlantic City, delivered before the Journalists' Club at the Ritz last Saturday. Says Mr. Bell:

"The smaller papers of the country are the ones which really mould public opinion. They are closer to the great mass of the people. The large outstanding publications are very much over-rated. They do not exert, proportionately, the influence exercised by the smaller publications. I read two New York publications daily, for example, but whether I do or not, I must always

keep up with my local papers."

And we thank Mr. Bell. There is basis for deep pride in knowing that a man so eminent in public affairs and so well qualified by his deep study of modern conditions, not only realizes the power of the newspaper which holds its subscribing patrons as friends, but who is willing to "get up in meeting" and voice the results of his findings.

There is much to discourage in the conducting of the local newspaper. Fortunately for the *Ventnor News* under its present publisher, its editorial policies and its high ethical standard of handling its news and advertising columns has resulted in formation of many deep friendships which we appreciate to the full.

But we like praise. When approval comes from such a splendidly qualified gentleman as Mr. Bell it is commendation doubly valued and spur to greater effort in the service of the public to which the *Ventnor News* has pledged its sacred newspaper honor.

### ZONING

Ventnor is preparing to zone. There has long been a need for a definite and lasting code governing the business activities of this city. There has always been a danger that the very stores supplying the needs of this community may lower the prestige of Ventnor as a residential resort. From the success of zoning in Atlantic City, and in cities similar in size and scope to Ventnor, there is no doubt but that zoning will prove a success in this city as well. But there are a few persons who will be dissatisfied—at least for a short while. These persons are of two kinds. First, the cottagers who live in the section that will permit mercantile activity. They may think that commercialism will lessen the value of their houses as homes. Second, the owners of property in the residentially restricted division who had hoped to commercialize their possession by either selling for business purposes or converting it themselves into some sort of a money making establishment. They may feel that certain commercial prerogatives are being denied them by the restrictions imposed.

But the number of dissatisfied persons in both classes are few—very few. And they must remember that the zoning is done for the good of the majority and the future of Ventnor. The zones made are to be established for some time yet to come and the few persons inconvenienced now by the division will in time profit. Until that time, may the cottager in the business section and the ambitious property owner in the residential section have forbearance, realizing that individual grievances are lost in the betterment of all Ventnor.

### NOT COMPLACENCY

A town is what its people make it. Though imbued with every natural advantage a town will not grow unless its people have faith in it, boost it, seek to improve it and constantly work to make it a bigger and better town. Ventnor people are striving for Ventnor in a splendid way, and in so doing are accomplishing much. But there always is danger that the citizens of this community may become satisfied with what they have done and will not continue the efforts that have given Ventnor its present prestige as a great residential and seashore resort. There must be no respite in this constant struggle for civic improvement. Much has been accomplished and therefore there is more reason for accomplishing more. Remember the story of *Alice in Wonderland*, how she was amazed to find herself running and running but still standing still. On asking the March Hare about the peculiar situation—she was answered that if she wanted to move forward she would have to run still faster. In other words to rest on laurels means retrogression.

What has been done will help in the effort to raise the standards of Ventnor—but the thing is to keep that effort up. May the reward of accomplishments never be complacency.

### THE NECESSITY FOR INTERPRETATION

"The characteristic fault of the President's outgivings," says an esteemed contemporary, "is that they require to be interpreted."

True enough, and everything else written or spoken possesses exactly the same characteristic fault. It is impossible to conceive a statement so simple and definite as to be proof against the interpretative touch of the resourceful editor. That is precisely what editors are for. Republican editors must interpret things from the Republican standpoint; Democratic editors from the Democratic standpoint. If a statement be considered of great importance and uttered by a man of influence, interpretations by the hundreds follow from all kinds of editors, highbrow and lowbrow, capitalistic and socialistic, partisan and patriotic, cautious and reckless. Various motives are put behind the statement, various aspirations in front of it, and various real and imaginary governing circumstances are laid against its flank. Any editor who cannot find something to interpret in whatever is set before him should immediately hand in his resignation and close his editorial career.

—C. S.

### STEERING BUSINESS TO SUCCESS

Fred P. Mann is a drygoods merchant in Devil's Lake, North Dakota. He sells a half million dollars' worth of goods every year in a town of five thousand population. He has built his business from nothing. His capital has been intelligence. He stands today an inspiration for any small town merchant who seeks to build a paying business on a sound foundation.

### THE IRISH WEDDING

By Charles Scheuer

The little cabin gray and old  
Is roofed with moss and patches;  
The windows shake with shattered panes,  
The doors with broken latches.  
A creeper to the crumbling eaves  
Its way is slowly threading,  
But there they come from far and near,  
The night of Nora's wedding.

If you across the ridgy field  
Had happened to be straying  
You might have heard from dark till dawn  
The blind old fiddler playing;  
And, peering, you might have seen  
A wrinkled woman heading  
The mazes of an Irish jig,  
The night of Nora's wedding.

She brushed her whitened locks aside  
And curtsied down the middle,  
Still keeping perfect step and time  
To partner and to fiddle.  
Her ample skirts of woolen stuff  
Coquettishly outspreading—  
The fire of youth was in her eye,  
The night of Nora's wedding.

Oh, Nora was so fair a bride  
She needed no adorning,  
But Nora's mother kept the floor  
Until the early morning  
With all the grace of seventeen  
The merry measures treading,  
She danced the lads and lassies down,  
The night of Nora's wedding.

There are thousands of merchants who flop along without any definite aim except an instinctive desire to accomplish. These are the merchandising derelicts. The ship that reaches port in time to win the cargo is one that is steered with a definite purpose and along a course thoroughly charted.

Mr. Mann frankly says his success is one of two things—sensible buying and vigorous newspaper advertising. He spends more money in newspaper advertising than any small merchant in the United States. The answer is he does more business than any small merchant in the United States.

Half the local merchants in

small towns see in advertising nothing but typographical announcements. The money they waste in direct-by-mail advertising is astounding. There is not a skilled advertising man in the whole of the United States who uses a direct-by-mail advertising except as a supplement to the newspaper. Without the newspaper the rest is useless. If we fail to learn by the experience of others who have succeeded then we fall behind in the march of progress.

John Wanamaker, Marshall Field and Fred P. Mann are not fools. Hitch your wagon to a star, not to a doubting Thomas.



## Good Income But Nothing Saved

Do not get into the rut with the young man who earns a good salary, but has nothing to show for it. By saving a part of every week's salary and putting it to your credit in the Ventnor City National Bank, you will have a fund that will take good care of you.

## The Ventnor City National Bank

ATLANTIC AVE. AT SURREY PLACE  
VENTNOR, ATLANTIC CITY, N. J.  
MEMBER FEDERAL RESERVE SYSTEM  
A National Bank with a Savings Department

## Electrical

Aids for

Washing  
Cleaning

Ironing  
Sewing

"Doing the Dishes"

All Help to Preserve Youth  
and Good Looks

Therefore, Learn to

"Twitch-the-Switch"

and Smile

The Atlantic City Electric Co.