

A Weekly Letter from Billy Maine

With News of Tours, Autos, Sports and Movies on the Pacific Coast

HOLLYWOOD, Calif.

Quite a number of months ago I wrote about the great opportunity Los Angeles and the Pacific Southwest presented for a cotton manufacturing center on account of its close proximity to the raw material. Well, somebody grasped the opportunity and today in Los Angeles, in the building wherein pre-prohibition days beer was manufactured, a cotton mill is in full sway, and in the few months in which it has been in operation, has been so successful, that already new buildings and machinery are to be added. There are many good sound reasons why this section will soon become one of the world's great textile centers. Some years ago New England, with its great cotton mills, tried to discourage the South from manufacturing cotton goods because her climate lacked "humidity" but the South went ahead just the same and today Southern mills are consuming twice as much cotton as those in

BICYCLES \$1.00 WEEKLY



JOS. DELESANTRO
2323 ATLANTIC AVENUE
Phone: Marine 2663-W

the North. Abundance of labor and proximity to raw cotton gave the South an advantage. However, the boll-weevil and other things are causing the cotton plant to die off in the Southeastern and Gulf States, and consequently, at the present time, the Pacific Southwest is growing, in ever-increasing quantities, the best grade of cotton in the world. Advantages here for growing are superior to any other section. There really are no droughts, so to speak, floods or tornadoes and growers have a nine months' growing season. Irrigation makes it possible to give the crop the right amount of moisture at the proper time, at the same time eliminating danger from stains and mildew caused by rain. And the greatest advantage of all is that there are no boll-weevil or other cotton destroying pests here. At present only 368,000 acres in California are planted in cotton, but at the present rate of increase this section will soon be the largest cotton producing area in the United States. Cotton growers are greatly benefited by nearby mills, and close proximity to cotton fields is one of the greatest advantages a mill can have, so it seems, therefore, that Los Angeles will soon have enough mills to consume the entire cotton crop of the Pacific Southwest.

Jack Dionne, of Texas, publisher of the *Gulf Coast Lumberman*, recently said that the tide of prosperity of Southern California hasn't got well started yet. He is under the impression that it will continue for years to come, and expects there will be one city from Santa Monica to San Diego, a continuous city of at least 15,000,000 people, and he thinks

there is no doubt of it. In the one hundred and forty miles from San Diego to Santa Monica, every foot of land is being grabbed, and home additions, which spring up in a week, are completely sold out before the public "opening" takes place. In answering the question, "How long will it last?" Mr. Dionne says, "The greatest city in the world is being built at radio speed on the coast of Southern California." And Californians, except those from Frisco, hope he is correct in his predictions.

For the year 1923, while California did not register more cars than did New York, it made a remarkable record. Of all the automobiles sold in this state, Los Angeles County bought more than twenty-seven per cent. of them. The Los Angeles total was 430,335, which is 124,015 more than during the year 1922. This vast number of registrations exceeds the combined totals of Arizona, Nevada, Utah, Wyoming, Montana and Idaho. To equal Los Angeles County machines, it is necessary to add 82,000 from the District of Columbia to the total of the seven Western States. And from the appearance of the coming year, it looks as tho the present record will be eclipsed.

Edward Everett Horten, screen celebrity of Hollywood, was one of the notables to take delivery of a Peerless Coupe from Stanley Smith, dealer in this section. It is equipped with balloon cords and is one of the nicest jobs to be seen on Hollywood Boulevard.

Hiram Abrams, president of United Artists, arrived in Los Angeles yesterday for the annual conference with Mary Pickford, Fairbanks and Charles Chaplin. Plans will be discussed for releasing the coming productions, "Dorothy Vernon of Haddon Hall" and "The Thief of Bagdad." These two pictures are about completed. Charlie Chaplin is at present working on his first United Artists special.

Ventnor Assured of Ample Pure Water

Modern Pumping Station Equipped to Furnish Adequate Supply for Many Years To Come

By CARL M. VOELKER

Acquisition of a water plant owned by a private corporation was the first major expenditure authorized by the elected officials of Ventnor City when the municipality was carved out of Egg Harbor Township in the spring of 1903. In thus safeguarding for the inhabitants a water supply the governing body adhered to a time-honored custom. Military science teaches as a primary truth the essential need of a water supply, it being recorded in history that in every offensive the first objective is invariably the water supply. Likewise is it true that in a siege the last stand is always made at the water plant. Greater consideration is always given to the task of supplying troops with water than that of food.

Fortunate in the choice of source of supply Ventnor City has a reputation for virtually pure water for domestic purposes. This fact has had its influence in the progress and growth of the resort. Householders attest the purity of the water furnished them from a pumping station which ranks among the first in the country.

But pure water many hundred feet under the surface of the earth means nothing unless it is delivered in a wholesome state in sufficient quantity when desired at every point where it may be needed. Foresight and energy on the part of some person charged with bringing about such a condition must obtain.

Twelve years ago, two years after Ventnor actually began to grow, Isaac B. Sweigart was elected as a member of Common Council, and because of his pertinent criticism of water and sewer plant administration, he was made chairman of the committee having charge of the conduct of such municipal utilities. The water works became his hobby and an ambition long cherished was realized two months ago when improvements aggregating

\$200,000 and giving Ventnor City an investment with a potential value of three times that amount, were completed and formally accepted.

The modern pumping station at Cornwall and Winchester Aves. will ever be a monument to his untiring energy and vision, to his courage and devotion to civic responsibility, and a source of pride for every taxpayer.

Antequated methods and old-fogy ideas regarding water supply have been pushed aside in an endeavor to give to the residents of Ventnor the best obtainable at a minimum of cost as "subsequent experience will surely demonstrate.

Every phase of future growth of the resort has been taken into consideration in the construction of the municipal plant, insuring taxpayers against unnecessary expenditures at higher costs as time goes on.

Built by Joseph L. Sweigart & Co., Philadelphia water plant specialists, at a total cost of \$190,000, the initial contract having been for \$183,000, the Ventnor City water plant stands equipped to deliver a maximum supply of 8,000,000 gallons per day. While the average during the winter months is 900,000 gallons per day, the peak load during the summer is five and one-half million gallons, during a five-hour period late in the afternoon.

Two triple duplex reciprocating pumps with a capacity of 3,500,000 gallons each during 24 hours, and two Worthington compound duplex reciprocating pumps, capacity 1,700,000 during 24 hours, combined with other mechanical devices, lift the water from wells reaching into the bowels of the earth a distance of 750 feet, the fluid being pumped into a huge concrete reservoir under a vast lawn fronting on Winchester Ave. A total of 575,000 gallons may be stored here. When the water is pumped from the reservoir into the mains a pressure of 50 pounds per square inch is maintained, thus insuring an adequate supply to occupants on the top floor of the highest building. As important is the fact that the fire hydrant pressure is sufficient to permit of a plug stream being used on a fire with much effect until pumping apparatus arrives.

Periodical tests made by State officials indicate that water supplied to Ventnor residents is pure in a superlative sense.

Analysis shows it to be absolutely free from organic matter, the percentage of alkaloids being virtually nil, making it "aqua pura" without qualification.

Opinions differ as to the primary source of Ventnor's water supply, some maintaining that a subterranean river flowing far beneath the various stratas of sand, clay and stone has its source in the mountains of Pennsylvania. Just where it comes from does not materially make much difference. It is a fact that it comes out of the wells as pure as water can possibly be, and is kept aerated and pure by modern machinery until it is drawn by the householder from the faucet in the home.

Ventnor's water supply has contributed largely to the beauty of the landscape, in that liberal regulations permit of the watering of lawns during stipulated hours of the day. Ventnor is noted for its pretty lawns. But grass will not grow without ample water.

In keeping with the purity of the water supply is the cleanliness of the pumping station and grounds. A spacious lawn covers the mammoth reservoir and indicative of the function of the adjacent buildings a sculptured fountain gushes forth sparkling streams of health-giving liquid. The figure of a bathing girl enhances the sub-structure and heralds "Miss Ventnor" as sponsor for "the purest water in the world."

Joseph L. Roth
435 Atlantic Avenue
Phone—Marine 819

Modern Funeral Parlor
Expert Undertaker and
Embalmer

The only undertaker in Atlantic County, observing Hebrew Rituals

WILLIAM J. BLACK
Cabinet Maker and Upholsterer
Furniture Repaired and Refinished
Mattresses Renovated
Shop: 2524 ARCTIC AVENUE
Phone: Marine 7570
Residence: 42 North Stanton Place
Phone: Marine 3437-W

WHAT DO YOU NEED?
Look through the Classified Ads. You'll find many wants supplied to your door.

Electrical

Aids for

Washing Ironing
Cleaning 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.

OFFICER IS SLAIN BY NIGHT RIDERS
The Officers Wounded During Attacks in Suburb of Los Angeles

FOUR GUNMEN GRAB \$2,000 AND ESCAPE

THREE KILLED, 2 THUGS DYING IN BATTLE WITH AUTO GUNMEN

Protection Is Cheap---
Let Us Give You Rates

No one knows what loss or damage may come their way. Such events are beyond your control. But you can protect yourself with insurance at rates commensurate with the chance of loss.

Edward A. Wilson Company
Residence Insurance a Specialty
300-329 Guarantee Trust Building
Atlantic City, N. J.
Representing United States Fidelity and Guaranty Co., Assets 36 Million Dollars, Baltimore, Maryland

10 TO 25 YEARS FOR HIGHWAYMAN

5 Bandits Murder Man In Country

KENTUCKY ARE SAID TO HAVE ED SELVES WITH GUN

Grand Jury TO MAKE PROB OF SHOOTING

GANG LEADER SHOT TODAY WHILE IN BED

GUNMEN MENAGE WITNESSES FOR MINERS, CHARGE

GUNMEN HOLD UP CASHIER; GET \$2,000

POLICEMAN SHOT TWICE IN DUEL WITH BROADWAY MOTOR THIEVES

WHO KIDNAPPED POLICEMAN

Layor Would Weed Out All Gun Toters Who Have Records