

"Know-City-Day"

Was Big Success

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at about 12.45. There were so many however that it was well after three o'clock before the last machine was numbered and posted with signs and left the Atlantic City Yacht Club. From here the procession moved down Maine avenue to Pacific, down Pacific to the High School, on Atlantic avenue through Ventnor and Margate, through Granada Gables past Winchester Gardens, through the circle of Marven Gardens, up through Ventnor to the Soldiers' Memorial at Albany avenue, over the Albany avenue bridge and through the Airport, back to Atlantic avenue and thence through the resort's business street to Brigantine, where many of the thousands got their first close-up view of this wonderful new development. From here the route continued back to the Absecon boulevard to Absecon, then through Pleasantville to the Pleasantville boulevard and West Atlantic City. Here many of the people left the route and returned back to Atlantic City as the day was rapidly dying and night approaching. Many of them however turned as planned and continued on past Tudor Terrace, Northfield, Linwood and to Somers Point, then on the Longport boulevard to Longport and back to Atlantic City proper.

This route gave everyone on the trip a new insight into the territory in which they live. The day has been declared a success by not only those who made the trip but by city officials and prominent business men as well. Commissioner Wm. S. Cuthbert, of Atlantic City, declared it the greatest thing of its kind ever put through in the resort.

Mayor Carleton Adams, of Ventnor, stated, regarding the day, "It was one of the greatest things ever done, with a single purpose, in the city. The effect on the general prosperity next year will be immeasurable."

The successful carrying out of the plans in Atlantic City and the inevitable benefits to be derived by the day doubtless will result in similar projects being attempted in other cities throughout the country during the coming year. Several Florida resorts are now making plans for such an affair.

Northfield Chief

"Takes The Air"

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"where to get off." But the letter is too good to hold back. It reads as follows:

City of Northfield
Atlantic City, N. J.

Nov. 4, 1925.

William Ritz,
Northfield, N. J.
Dear Sir:—

There is no one in Northfield who has gone to the extremes you have to blackguard me and my friends in office here. You did all you had wit enough to do to defeat me yesterday. Instead of enforcing the law with equal justice towards all and malice towards none, you have persecuted my friends and tried in every way to belittle the administration. Your handling of traffic conditions in Northfield has made us the Hick Town of the Shore Road. You have threatened reputable citizens and your personal appearance is the joke of Atlantic City and County official circles. At two o'clock this morning, a county official rang me up to congratulate me on my re-election and suggested that I could put across something big for Northfield if I would remove the vegetable soup from your coat lapels.

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115 N. Massachusetts Ave.
Estimates Marine 617

You disgraced your office by being put into a cell because of your disrespect for the court of justice, when you should be an example for the laymen to observe proper court conduct. Two of our young boys were settling their differences in the way any red-blooded he-boy would and instead of bringing them to me for a reprimand, you threw them into jail where they had a choice of two emotions, either shamed-faced mortification at being jail birds or a braggart's pride in being hard. And the county is trying to establish a home for boys just to overcome such fool procedures. You have made no attempt to consult me as head of the Department of Public Safety.

You are an excellent example of the most undemocratic institution in America, Intolerant Arrogance born of the union of Power and Ignorance, you are wholly unfit to occupy the position of Chief of Police of the City of Northfield and are hereby discharged. You have proved yourself unworthy to hold any public office under the present administration and this action is taken at the insistent request of some of the best and most progressive citizens of our city.

Yours truly,
EUGENE SWILKEY,
Mayor.

Salvation Army

Raising \$15,000

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ins Baking Company with the Freihofer Company, will furnish the doughnuts, free of charge, for the Army.

Saturday, Nov. 14th—Grand Final Clean-up of the drive. It is expected that by Saturday evening the necessary sum of \$15,000 will be oversubscribed.

Mayor Bader, of Atlantic City; Mayor Carleton Adams, of Ventnor; Mayor John Risley, of Margate, and Mayor Edward M. Lavino, of Longport, and all the officials of the four cities are staunch supporters of the drive.

Licenses Ready

On Next Monday

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Hall Annex at Tennessee and Atlantic avenues.

A new system of numbering will replace the present system this year. The new registration plan calls for the assignment of a different key letter to each county. This will eliminate all high numbers and make it easier for automobiles to be identified. The highest number to be allotted will be 89,850, on an Essex County license plate.

License plates will also be issued to non-resident automobilists. These plates will carry no key letter, but the number will be preceded by the figure 4, running from 4-1001 to 4-5650.

No plates will be issued from the Trenton office but must be secured at the various agencies in every county.

All cars with 1925 license plates will be banned from the roads after the first of the year.

Branch offices are due to open on Monday, November 16. From that date until December 2, offices will be open from 9 A. M. until 5 P. M. only. From the 28th of December until the end of the year, the offices will close at 6 P. M. At no time will any office be opened at night.

Chamber Drive To

Start On Monday

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lastly by a service period in which the duties of the C. of C. will be outlined to the public.

A dinner will be held on Friday of this week at which time various teams to take part in the drive for members will be selected. The actual campaign will be started on Monday of next week.

The campaign committee of the Chamber is composed of Walter J. Buzby, chairman; Samuel P. Leeds, Frederick Hickman, Millard Cuskaden, Louis St. John, Richard E. Swift, Matthew

B. Markland and Alexander Vollmer.

In speaking of the drive to a "Ventnor News" representative this week Mr. Buzby, the chairman of the drive, said: "The present dues of the Chamber are \$20 a year. It is expected that this will be increased to \$25 to meet the executive salaries, office expenses and overhead. If we succeed in increasing our ranks until we have 2000 members our annual income will be \$50,000. This doubtless sounds like a large amount to many people but it might interest them to know that in Sanford, Florida, a city of about 10,000 popula-

tion, the C. of C. has an annual income of \$125,000. In Daytona, Florida, the income is \$150,000. St. Petersburg has an income of \$100,000 and Asheville, N. C., has \$155,000. Jacksonville gets \$87,500 each year

to work with and these cities are not exceptions. Atlantic City, with a population of 65,000 and an annual income for the Chamber of only \$16,000 is one of the smallest in the whole list of resorts.



A Broken Will

involves the tragedy of an estate distributed contrary to the purpose of the testator. In order to avoid such danger, it is well to have your will drawn by competent legal authority and then to make the Ventnor City National Bank your Executor, that you may be sure that your purposes are carried out. Consult us freely in confidence.



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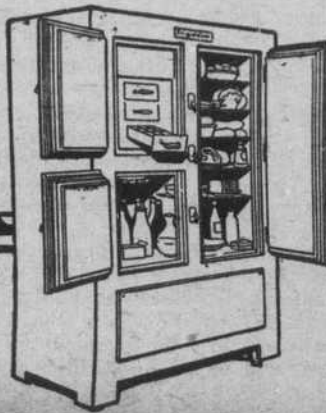
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