

THE WEST ATLANTIC CITY NEWS

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BUILD A HOUSE WITH THE IDEA OF BEAUTY

What we of today need to keep in mind above all other things when we build our houses is the idea of beauty. We have been talking a lot about kitchens and plumbing; now it is time to think of beauty; to show pictures of beautiful architecture and to tell why it is beautiful.

If we are ever to have satisfying homes and build up a worthy national architecture, we must hold closely to the idea of beauty. And if we can get people to observe, to stop to look critically at their houses and others, think whether they are good or bad, and then compare the bad ones with those known to be good, they will not have the horrible structures wished on them that too many, unfortunately, live in today. Instead of looking at what is known to be ugly, we should form the habit of taking time to stop and ask the reason why a beautiful thing is beautiful.

Women today are more interested in house-building and home-making than they have been for a long time. And they do not think housekeeping beneath them now as they once did, for this has become a definite, business-like part of life. The more training of any sort a woman has the better home-maker she is or should be. And the idea that a business or professional woman will not become a good home-maker and house-keeper is all nonsense. The fact is that the woman with such training goes at housekeeping methodically, attacking it in a business-like manner; her mental habit of pigeon-holing aids her in every way, in saving steps, planning meals ahead, eliminating drudgery and making time for other things besides housekeeping, whether or not she does her own work, or much of it, as so many must do in these days of scarcity of domestic help.

Have plenty of windows, large and not heavily curtained. Bring the outdoors inside the house for wholesome living. Instead of a sleeping porch why not have more windows? That would be much less expensive for a small house. If you want a sleeping porch in a large house, make it another room. A porch almost invariably cuts off light from the house, and we all want and need sunshine in our homes. Many believe in having an outdoor or garden room rather than a porch, and square—not long and narrow—with a roof, a place where you may put easy chairs, table and other comforts, and live in the open air. Most porches are too small to be of any real use. One would not stand for so tiny a room indoors; why permit it outdoors?

One is warned not to overfurnish. Leave room to breathe and move about without being conscious of "furniture." Consider each piece thoughtfully in the light of its relation to other furnishings. Will it fit into a place of its own, or will it supplant some other piece which is to be discarded? As Ruskin said, "I would have our ordinary dwelling houses built to last and built to be lovely; as rich and full of pleasantness as may be, within and without."

GIANNINI'S SUCCESS

The success that Dusolina Giannini, daughter of Sig. Feruci A. Giannini, of East Edgewater avenue, Pleasantville, is having in the musical world, is of keen interest to all the people of South Jersey, not less than to the people of her own home city. Giannini is certain to grow in popular and renown, and will take a world prominence with ease as becomes her ability and effectiveness.

William J. Henderson, well known music critic, today places his stamp of approval upon Giannini's work and his comment is most interesting. It is as follows:

Miss Giannini has learned much in the stern school of experience. One of the most important acquisitions is a realization of the necessity of husbanding her resources. When she first sang here she continually gave all she had and there was no repose in her art. Now she knows enough to keep well within her powers and she sings with balance and dramatic point. Her delivery of the "Joan of Arc" air was an instructive illustration of the force of dignity and depth in passionate utterance. In the midst of the phantasmal procession of vocal mediocrities

now parading before an apathetic public Miss Giannini is a towering figure.

ROADSIDE TREES

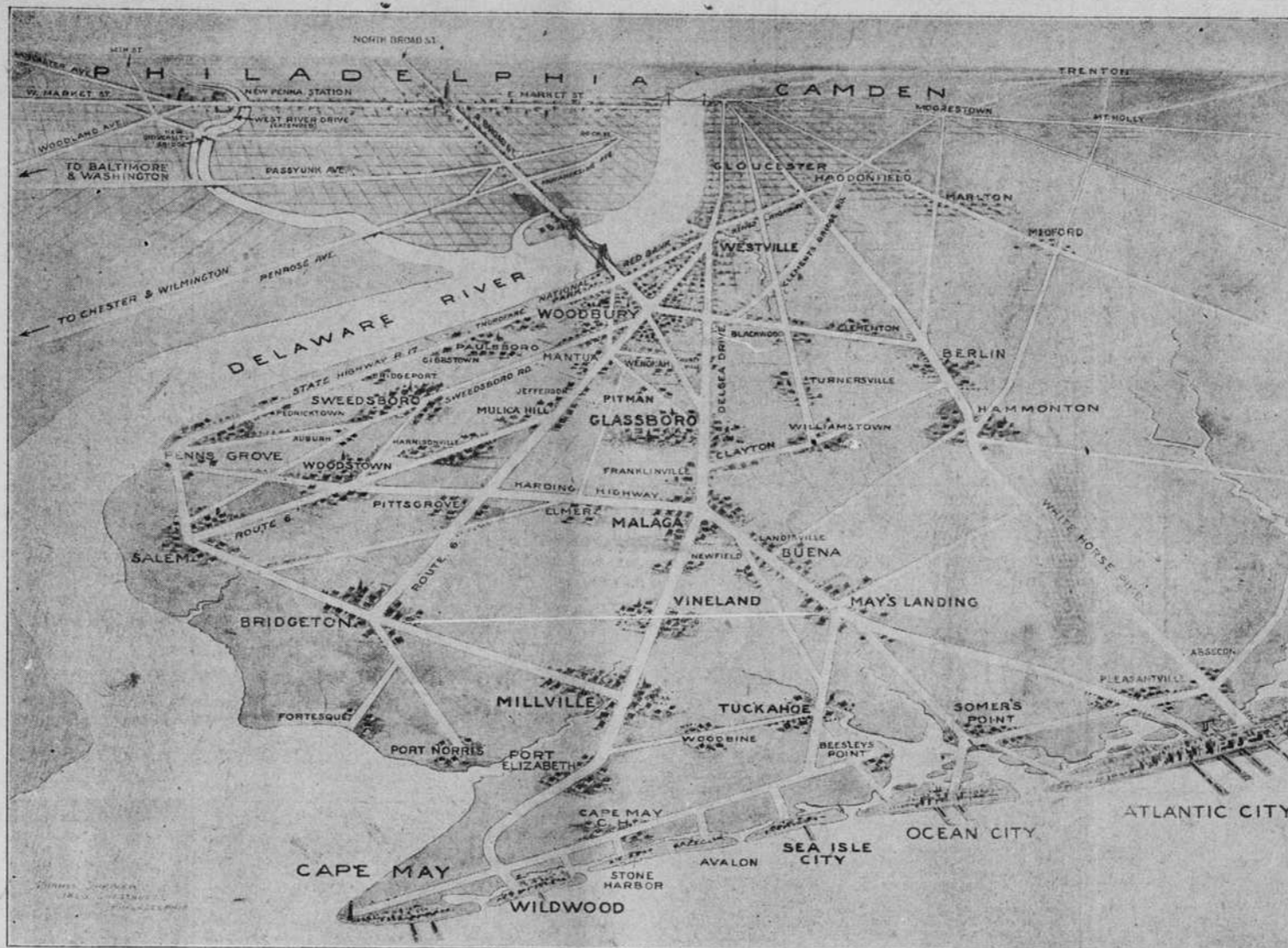
Success in roadside tree planting, says the United States Department of Agriculture, depends on properly locating the plants along the highways, selecting suitable varieties, and adequately protecting them from thoughtless persons, roving stock, and insects and diseases. The best effects in roadside planting are usually produced by giving the predominant place to the common plants of the neighborhood, using introduced plants in subordinate positions. Next in desirability are plants from regions having similar growing conditions either in this country or abroad. Oaks are generally more useful for roadside planting than any other kind of tree. There are species of this tree native to nearly all parts of the country.

English cooks report more than 150 ways of preparing the humble potato. How do you like yours—boiled, or baked with jackets on? There's only one way of eating them, anyhow.

Banking transactions to the opening day of the transatlantic radio phone shows that some substantial business can be picked out of the air.

A tax on tires is bad enough, but tacks in them may be worse.

A Bridge Which Would Mean Much to All South Jersey



Reprinted by courtesy of Bridgeton Evening News.

The above cut shows the proposed new Delaware River Bridge from Philadelphia to Red Bank, N. J. It is a comprehensive view of the many highways in South Jersey, and shows how they all lead to Woodbury and from there to Red Bank and thus across the river to Philadelphia.

In thinking of the new bridge it is important to bear in mind the time which will be required for the construction of a new span. Five years will show a large percentage of increase in population, not only in South Jersey, but in Gloucester, Camden and Philadelphia. If the resulting congestion is to be avoided it is necessary to begin the new bridge plans at once. Every citizen of South Jersey should interest himself in this bridge.

The Legislature appropriated \$50,000 last year for a preliminary survey and undoubtedly the proposition will again come before the Legislature during the session which has just begun.

ROUTE 14 TO BE IMPROVED SOON

State Highway Commission Announces Construction Work on 35 Projects

Construction work on thirty-five projects for the season of 1937 have been approved by the State Highway Commission. The contracts to be let will reach an estimated total in excess of \$9,000,000 and of these estimated funds there will be remaining between \$7,000,000 and \$8,000,000 available for construction work on the Route 1 extension to the Hudson Vehicular Tunnel.

Both road construction and bridges are included in the program for this year which will add 97 and one-half miles of modern paving to the system.

At Mays Landing, Atlantic county, Route 14 is to be continued on a more direct line as it approaches Mays Landing from Egg Harbor. The relocation for a distance of one and three-quarters miles will give a more direct run, with a new connection to be made on Route 14 South of Mays Landing. For the

placing of gravel on the new road \$44,000 has been reserved and \$250,000 for a bridge at Great Egg Harbor River.

Additional work is to be included to further relieve congestion for traffic to the Camden Bridge. Two miles of paving will be done between Woodbury and Westville in Gloucester county in a new alignment along the west side of the railroad for Route 6 at an outlay of \$225,000. Grading will also be finished on the final four mile section of Route 6 as part of the Crescent Route in Camden and Gloucester counties with \$700,000 set aside for the road and \$595,000 for bridges over the Big Timber Creek and Little Timber Creek. Another improvement for Route 6 is to be a bridge over Salem Creek at Woodstown, Salem county, at a cost of \$38,000.

Economic expert who says the cost of your house should not exceed twice the amount of your over a fine bit of propaganda for some tent and awing company. Trians don't know how the other half live

Two heads are better than one. Ask the barber.

ROAD OFFICIALS TO HAVE MEETING

Plan Convention of North Atlantic States Highway Officials Association

Important problems and new ideas in modern highway construction will be discussed at the third annual convention of the North Atlantic States Highway Officials' Association to be held in the Hotel Ambassador, Atlantic City, on Feb. 16, 17 and 18. Aside from executives of the various state highway departments, the delegates will include officials from a number of counties and cities in New York, New Jersey, Maine, New Hampshire, Connecticut, Rhode Island and Delaware. A record attendance of about 2,500 is expected. Governor Moore, of New Jersey, will welcome the delegates.

A. Lee Grover, secretary and treasurer of the Association, indicated that Pennsylvania, Massachusetts and Vermont are expected to join the organization at the forthcoming meeting. Highway experts from these states will be represented on the program.

One of the outstanding addresses is expected to be made by Fred Lavis, engineer in charge of the metropolitan division of the New Jersey Highway Department, on the subject of "Highway Economics." The first engineering address on the program is "Traffic Surveys," by J. G. McKay, of the U. S. Bureau of Public Roads. Many states now are making traffic surveys to determine the need and make provisions for widening existing roads and building new ones where the traffic warrants such improvements.

CLIMATE HAS LITTLE EFFECT ON STUCCO

Climatic conditions do not affect good stucco. One sees as many stucco houses in the southern section of the country as in the north; the article has almost as many as the tropics.

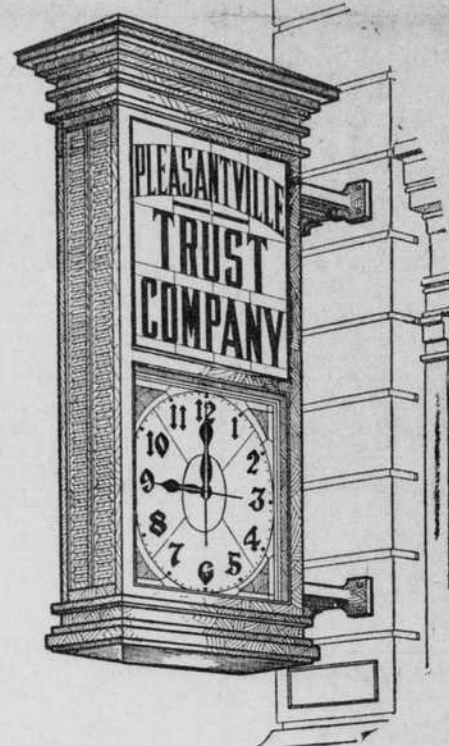
During the hardening period heat only helps the material to take a better bond. Cement stucco, combined with rigid wall construction, either masonry or frame and metal lath, and aided by proper workmanship and proper curing, produces a wall that is almost everlasting.

The water in the stucco has no effect on the metal lath. The builder need not fear that his lath will rust away. Instead the concrete forms a protection around it and together the two are almost as strong as re-enforced concrete. In any event, the wall construction must be rigid to prevent the building from moving. If the building should move the best stucco in the world will crack and loosen.

Our national fire loss was \$495,000,000 in 1921 and \$521,000,000 in 1922. In dwelling houses alone the loss was \$65,000,000 in 1921. This is the price that must be paid for combustible material. More widespread use of stucco and inflammable roofing material would tend to lessen this fire hazard, as it would prevent the flames from spreading.

There are not many other

"As Thou Art Not Sure of a Minute, Waste Not an Hour."—Benjamin Franklin



The Bank with the Chime Clock

For the convenience of the public, this Bank has installed a beautiful Chime Clock on the building on Main Street

It tells you the hour of the day, every day, and to further depict the value of time, it sounds the quarter and half hour in a rich, soft, musical chime. It is electrically operated throughout

The Bank that Serves

Serves in a broad, sound-minded and helpful way—the kind of a Banking Institution that is big and progressive enough to merit the patronage of the millionaire and aggressive enough to value the account of the newsboy. A bank where you are made to feel at ease—free to ask advice and assistance.

PLEASANTVILLE TRUST COMPANY

MAIN STREET



ZERO WEATHER REPARTEE

RR Lincoln's Birthday

\$1.50 Round Trip

Saturday, Feb. 12

Philadelphia

SPECIAL TRAIN
Lv. Atlantic City (South Carolina Avenue) ... 8:50 A.M.
Lv. Absecon ... 9:02 A.M.
Lv. Egg Harbor ... 9:15 A.M.
Ar. Philadelphia (Market Street Wharf) ... 10:10 A.M.

RETURNING
Lv. Phila. (Market St. Whf) 8:30 P.M.

Pennsylvania Railroad