

THE WEST ATLANTIC CITY NEWS

Published Tuesday at 12 W. Washington Avenue, Pleasantville, N. J. by KENNETH W. GOLDTHWAITE, Editor and Publisher. BELL PHONE 43

Application made for entering as second-class mail matter at the Pleasantville Post Office. TERMS: \$1.50 per Annum in Advance, postage paid anywhere in the United States.

ADVERTISING RATES FURNISHED UPON APPLICATION.

All communications, whether intended for publication or not, must have name of the writer affixed; otherwise no consideration will be given them. The West Atlantic City News is on sale at the following places:

West Atlantic City Casino. Abscon—Ellen E. Showell, at the Postoffice. Atlantic City—Shore East Waiting Room, 8 So. Virginia Avenue. Pleasantville—P. T. Harris, 3 S. Main St.; H. W. Fenimore, 25 S. Main St.; Ted Merrick, at Electric Station; E. P. Hamilton, 101 N. Main St.; Charles B. King, 421 N. Main St.; or at the office, 12 W. Washington Ave. Somers Point—Joseph Green, Higbee Ave and Shore Road; A. B. Ling, Shore Road and New Jersey Ave. Linwood—McCartney's Store.



MAKE ELECTRICITY AVAILABLE TO EVERY HOME

Unprecedented strides have been made by the electric utilities of the United States in carrying electric service throughout the country, but the industry will not have achieved its purpose until electric service is made available to every American home.

The goal of the electrical industry is to make electric service available to the homes of the entire nation in city, town, hamlet, and on the farm.

At present every city of 5,000 or more inhabitants; 97 per cent of all communities of more than 1,000; 40 per cent of all communities of more than 250, and 20 per cent of all hamlets of less than 250 have been reached.

Electric service is one item on the home-maker's budget which costs less than it did before the World War.

HOME OWNERSHIP

Sweeping over the world today is a movement that is destined to accomplish more toward promoting world peace and more toward bringing about universal prosperity and happiness than any other factor in our civilization. That movement consists, figuratively, of a wave of thrift, riding the seas of human endeavor with steadily gaining size and momentum, ever onward to its ultimate goal—the land of home ownership.

Everyone is vitally interested in this movement. Everyone is doing something to stimulate and to encourage it. And in so doing, each person assumes part of the responsibility that rests upon all to see that the people of the world have the opportunity to afford themselves the comfort and protection of homes of their own. For thrift and home ownership are inseparable.

From an economic standpoint the value of home ownership cannot be underestimated. People who have bought homes have little difficulty in establishing credit with merchants and, as a general rule they are careful to maintain sound credit standings. Home ownership substantially increases the buying power of the community and the nation. From a business viewpoint it leaves little to be desired.

Socially, the advantage of the home is inestimable. The owner is a part of the community because he is a shareholder in it. He pays taxes direct and reaps the benefits therefrom. Life is fuller because his interest is keener. Home ownership marks a man with his employers and anybody else with whom he comes into contact as a man with an aim in life and a capacity to accomplish that aim. It is a certificate of character and self-reliance.

CONSTRUCTION ACCURACY

It takes a pressure of fifty-one pounds exactly to crush an egg shell, according to tests they made the other day in the United States Bureau of Standards. And the intriguing angle of the story is that while the shell collapsed at the fifty-one pound point the inner membrane of the egg remained unfractured, so delicately was the experiment conducted.

The Bureau of Standards is not concerning itself with ultra-scientific refinements in the manufacture of omelets. It was demonstrating before the recent Pan American Industrial Conference a machine which measured 200 tons as the exact load required to demolish a square-foot piece of timber. And the whole incident is only an illustration of the degree of accuracy with which construction standards, at some not distant time, will come to be gauged.

The newspapers which carried the egg shell story carried in the same week the announcement that Pennsylvania has passed a State-wide enabling act authorizing every city, borough and first-class township in the State to regulate by ordinance the construction, sanitation, occupation, ventilation, water supply, toilet facilities and drainage of all buildings used for human habitation within its jurisdiction. The further the State authority is to go in laying down safety minimums as to housing construction the more important it becomes, in the very interests of that general spread of decent living conditions for which all housing laws are passed, and in the interests of sound building, to provide for the elimination of unnecessary expenditures through the establishment of accurate standards for strength of construction materials.

PAY RISES NOW FASTER THAN PRICES.

While prices have remained on a comparatively high level, the family income goes about one-third further than it did at the beginning of the war before prices began to rise, according to the National Conference Board.

The purchasing value of the dollar as measured by living costs for the American wage earner and other persons of moderate means stands today higher than it was during the last two years, the board asserts, as the dollar is now worth, on the basis of present living costs, 61.1 cents as compared with the pre-war 1914 dollar. It was the lowest in July, 1920, when it stood at 48.9 cents.

"The purchasing power of the dollar," the statement by the board says, "has been thus enhanced by the steady decline in average living costs throughout 1925 and 1926, which last April, however, were still 63.7 per cent higher than they had been in 1914, just before the war. But the average weekly earnings of industrial workers, owing to

higher wage rates and more steady employment, at present are more than twice as high as they were in 1914, so that, in spite of the higher living cost, the wage earner on the average draws weekly pay of about 34 per cent greater purchasing power than he did before the war.

Living and Loving

BY MRS. VIRGINIA LEE

CULTIVATE INDEPENDENCE

If you had but one virtue to impart to your child what would that virtue be? Right now I would say: Sturdy independence. How many failures may be traced to the fact that people are not taught in childhood to be self-supporting. The world owes no one a living who is not willing to work for it.

Read the following letter and reply, please write me again as see if you think I am hardhearted her address has been lost and I in the advice I am giving the writer.

"My Dear Mrs. Lee: I have a great trouble and can't tell what to do, so am seeking your comforting help. I haven't anyone to ask for advice.

"I have a husband and five children from 12 years to three months of age. I also have a mother who is 70 years old. She hasn't any means and she is hie problem. I have one sister who is ten years older than I am. She has a large family, too. She kept my mother for ten years until this winter and then mother came back here, but she (mother) can't agree with any of her sisters (six of them) nor either of her sons-in-laws.

"So mother is living alone in rented rooms. Now her sons-in-law both refuse to help her. They insist that she find some work. My husband will pay her rent, but don't want me to do anything else for her. She can go anywhere and do anything she wants, but I think she is too old to try to do any work, but my husband insists she can do something to help herself if we pay her rent.

"Now, what can I do?"

"I live in the country and can't get any work, and he sees that I don't get but the money from a few hens, about \$3 to \$4 a week. I have been sending that to mother, and because I don't spend it on myself my husband don't like it. But the hens are stopping now and he won't give me any more money unless he knows just what I am going to do with it. Until this trouble concerning mother, my husband and I were very happy together. Now life is a torment. My problem is—a dependent mother and no way to keep her. I have threatened to leave my husband, but don't know what to do. The children make it so hard to decide.

"Can you tell me if I could take them away and then get him to help care for them? If I was to go to mother I could get work. I think he should give me some money every week and not care what I do with it. I work very hard. Am I right or is he? Can you help me any? If so I surely will thank you very much for I am greatly troubled. H. J."

You have my entire sympathy, H. J., but I can't help feeling that your mother must be at fault as she can't get along with anyone. I think she would be very much happier if she could get some work to do to help herself, and I would urge her to do so if she is not too feeble. I think your husband is doing his part in paying her rent and the other sister's husband should, if possible, contribute a bit although he supported her, you say, for ten years. Would it be possible for all of you, including your mother's sisters, to get together enough money to send her to an old lady's home? It requires at least \$300, but women are cared for in lovely places which are not in any way like charity institutions.

Don't consider for a moment leaving your husband and taking the children from him. They the his as well as yours, you know. Try to look at the problem from the reverse side. What would you do if it was your husband's mother that couldn't get along with anyone, but expected to be supported, and ask your husband to look at it from this angle, too.

Will the girl signing herself "Lonely," with the initials B. B., and who sent the stamped and addressed envelope for a personal

The Ocean County Health Association has elected these officers: Mrs. Charles Pack, of Lakewood, honorary president; Charles A. Morris, of Toms River, president; William L. Butler, Beach Haven; Dr. Joshua Hilliard, Manahawkin; Dr. Erwin Hance, Lakewood, Vice-presidents; Mrs. Sarah P. Cox, West Creek, secretary and Mrs. H. K. Bisbee, Toms River, treasurer.

In nearly every South Jersey resort this summer there is to be made an effort to keep beaches clear of broken glass. A number of resorts have passed ordinances providing fines for throwing any glass on the beach, but it has been found that much of the glass is thrown from passing boats and the resorts will watch for this.

Talk of New Bridge

There has been a renewal of talk of a bridge between Ocean City and Longport. It this bridge is built it will bring Ocean City and Atlantic City about four miles nearer each other by road and in effect will make the two resorts the same, so far as the residents of one visiting the other. The company interested in the project has obtained an option on an island in the Great Egg Harbor Bay and the new bridge would join the structure which now stretches from Somers Point to Longport.

To now go from Ocean City to Atlantic City, it is necessary to cross the Great Egg Harbor Bay to Somers Point and then re-cross the bay to Longport. These two bridges are free from toll and the question has arisen as to how much traffic a new bridge on which toll would be charged would take from the present route.

If the State would build, instead of private capital the new bridge would form a link by direct route from the North Jersey resorts to those below Atlantic City, as the roads running through and to the cities below Ocean City are of concrete.

Deer are so plentiful on the "plains" between Barnegat and Chatsworth that several have been hit by automobiles at night when the animals strayed on the road.

Crabs are in the Barnegat Bay, and are of large size.



NEW JERSEY ROAD MAPS

Free Copies May Be Obtained—Recent Work.

Revised road maps issued by the New Jersey State Highway Commission are now ready for distribution. All who desire a copy may receive one free of cost through the mail by writing to A. Lee Grover, Secretary of State Highway Commission, Broad Street Bank Building, Trenton.

Applicants are requested to write their names and addresses plainly to lessen delays in deliveries.

In this edition for the 1927 season, the Highway Board has included the recently completed links in the State system, the compilation being made by W. T. Campbell. Attractive photographs of road views are given on the cover and interesting information

presented for the automobilists on the mileage of the different routes.

Mrs. Short—"Here's an invitation to Mr. Long's wedding. What on earth can we send them?" Short—"He lost a \$10 umbrella of mine a few days ago. I'll make him a present of it."

A "prof" was calling the role for the first time. "Mr. Lientz?" he asked. "Is it L as in Luke?" "No," came the reply. "It's Heintz as in 'Baked Beans'."

"Are you the plumber?" "Yes, mum." "Well be careful about your work, all my floors are highly polished and in excellent condition." "Oh, don't worry about me, mum. I won't slip. I've got nails in me boots."

Indulgent mother—"Helen seems languid and disinclined to do anything. Her system needs toning up;

I shall give her some iron." Father—"Good idea! Give her the flat iron."

He received this telegram: "Your wife's mother is dead. Shall we bury, embalm or cremate her?" Whereupon he replied, "Do all three; leave nothing to chance."

"Well, how is your son getting on with his medical studies?" "Very well, thank you," replied the proud mother, "he can already cure very small children."

"Banks are great conveniences," remarked the bandit. "Yes," replied his pal, "it makes it much easier for us to have the people deposit all their money in one place instead of compelling us to rob each of them separately."

OPPORTUNITY YOUR FAMILY DESERVES THE BEST HOME

WHY NOT GIVE IT TO THEM NOW?

\$500 DOWN

Really Buys a Home.

Each home individually planned and worked out with years experience.

BUILT—A Guaranteed Roof, Cemented Cellar, Electric Wiring and Fixtures Complete, Interior Walls, sintered, with living and dining rooms Craftex sidewalls, Sand Finish Ceilings, Floors finished, three coats shellac, best grade. Heating plants, Richardson & Boynton Co.

Built-In Kitchen Cabinets. Built-In Sink, with swing faucet. Out-side wash paves, where you need them to water the lawn. A Fold-a-Way breakfast nook in kitchen. A Built-In Iron Board, Sargeant Hardware throughout Front Door Lock set Solid Brass, cylinder, Pitcher Handle.

(YOU'LL APPRECIATE THE DIFFERENCE)

In the Heart of Pleasantville. Electric, Gas, City Water and Sewerage. Close to all trolleys.

The Down Payment. Balance per Month as Rent.

MOVE IN

WILLIAM C. LEAR

BUILDER AND OWNER

225 LINDEN AVE. PLEASANTVILLE, N. J. PHONE 789

CARPENTERS' BUILDING & LOAN ASS'N

Everybody Invited to Subscribe.

NEW SERIES

ISSUED

JULY

and

JANUARY

Fixed Premium on Loans.

July Shares Now Ready

Meets First Wednesday Evening Each Month at

THE PLEASANTVILLE NATIONAL BANK

From Now On—What?



HAVE you planned what shall follow his school days? Whether he seeks more education and training, whether he will start working for someone else, or whether a business of his own is the goal—there is but one sure road to Success.

Teach him now to save money—to save it here, not only where you know it is safe and earning interest but where the habit of thrifty saving is definitely encouraged. Bring him in today.

\$1 will open his account!

COME AND GET ACQUAINTED

OFFICERS

President John F. Ryon
Vice-President Chas. S. Adams
Vice-President Alvin P. Riskey
Cashier Geo. H. Adams
Asst. Cashier Osborne Ware

DIRECTORS

John F. Ryon Chas. S. Adams
Geo. B. Jeffers Geo. W. Leach
Lewis B. Ryon Alvin P. Riskey
L. D. Champion James S. Ryon

The First National Bank OF PLEASANTVILLE, N. J.