

BOOZE AND FUN, THE SALVATION OF ATLANTIC CITY, NOT REFORM, ARGUE OPEN-TOWN ADVOCATES

Stough Campaign Rouses New Protests From Shore Contingent Who Wish "Playground of World" to Be Real Playground—Mayor Riddle's Stand

In the "open lid" necessary to the successful development of Atlantic City? This much-discussed question has been revived at the New Jersey resort as a result of the revival campaign now being conducted there by Evangelist Dr. Henry W. Stough. The EVENING LEDGER has conducted a careful investigation of the situation and has brought to light some interesting facts and opinions. These are presented in a series of three articles. The first, printed herewith, presents the arguments of those who believe that to reform Atlantic City is to ruin it.

By HENRY B. LOOS ARTICLE I

Atlantic City had its first real taste of reform on August 27, 1898, when Governor Fort ordered the enforcement of a law prohibiting the selling of liquor on Sunday and a general "clean-up" of the vice traffic. From time to time the "lid" at the resort has popped open momentarily, but at present there is no indication of the Sunday selling law and the disorderly house nuisance has been greatly reduced.

Now, as the result of the evangelist campaign conducted by the Rev. Dr. Henry W. Stough, there is much talk of further reform, and many citizens of Atlantic City believe that, if these efforts to clean the "lid" down tight are successful, the resort will be ruined and millions of dollars invested in hotels and other real estate will be lost.

THE FIRST BLOW Those who fear for the future of Atlantic City have one fact upon which to base their arguments. Since the enforcement of the law prohibiting Sunday selling of liquor, saloon properties at the resort have depreciated in value from 20 to 35 per cent.

The week-end business has always been heavy at this resort. Thousands of excursionists from Pennsylvania, New York and other nearby States have come to regard Atlantic City as their "resort," and every Friday night thousands of dollars from the revenues of these establishments.

Saloonkeepers and pessimistic citizens said that Atlantic City was doomed—there would be no more Sunday crowds, no money operators, nothing to attract people to the shore.

Those who predicted such an outcome based their assertions on what they had seen daily for years and months—especially on Sundays. They recalled the cafes, jammed to the doors with merry-makers, the dance halls with their coteries of men and young women, who paid their respects to the shores of Bacchus at frequent intervals; the gambling establishments, where wealthy visitors "dropped" thousands of dollars with a laugh, and last, but not least, the noisy, crowded, and disorderly migrations toward the red lights of Atlantic City.

Reform will never do anything but bring ruin on our heads," business men of the city said. "People from every quarter of the United States have come to look upon this resort as the one spot in America where they can frolic to their hearts' content. They have come to know that here they can mix in a Bohemian atmosphere which smacks strongly and deliciously of wickedness."

IT DIDN'T "BUST" CITY. These people were engaged in legitimate business enterprises which depended largely upon the transient population of the resort. They were told that reform would turn this population away. "Very well," said these church people, "we disapprove of these conditions, but we will tolerate them. We are not in favor of reform."

But the Sunday closing law did not deal with the "open lid" question. It merely closed the saloons, but it did not deal with the "open lid" question. It merely closed the saloons, but it did not deal with the "open lid" question.

It is important to note that the "open lid" question is not merely a matter of saloons, but of the entire resort. The "open lid" question is not merely a matter of saloons, but of the entire resort.

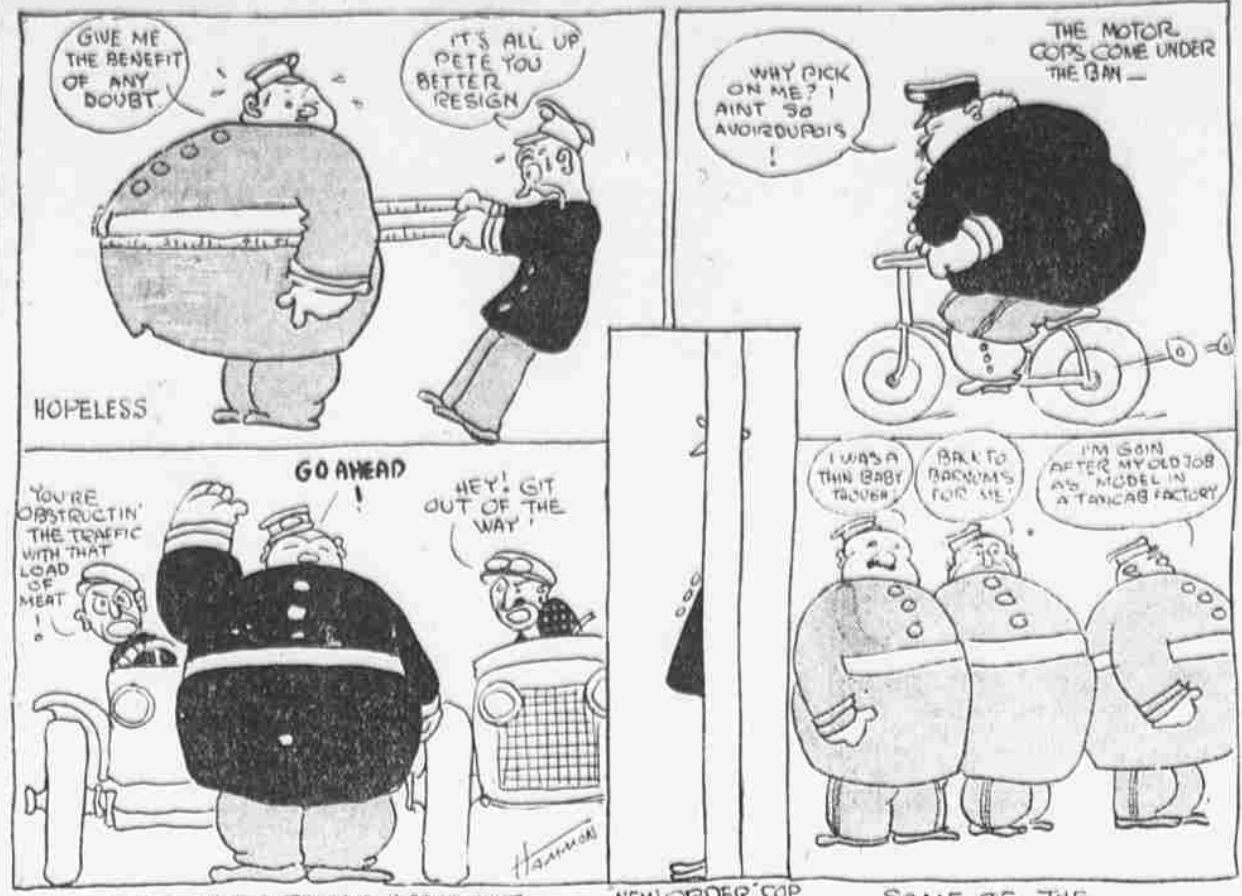
Members of the vestry who resigned say that each new thing such as the "processional cross," vells, and several silver symbols, have been announced by Mr. Noble as gifts memorials and he uses this as his excuse to introduce them, without consulting the vestry. Members of the congregation had always prided themselves on their "low" service as against the "high" ceremonies held at St. John's Church, the other Norristown Episcopal church.

There isn't room for two churches like that in Norristown, said David H. Hallman, 714 George street, resigned secretary of the vestry. "I won't go to all saints and take part in a service in which I don't believe. There are other churches here. There are other churches here. There are other churches here."

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"BEEF TRUST" COP, ORDERED BACK TO HIS BEAT, WILLING TO "WALK OFF FEW OF 200 POUNDS"



Glad He Has Returned to Post—He Says Standing Up and Waving Arms for Hours at a Time on Chestnut Street Is Tiring, Even to a Big Reserve

By WILLIAM T. ROONEY Patrolman of the 12th police district, formerly a reserve stationed at 7th and Chestnut streets.

Yes, I was one of the reserves sent back to do a beat in a district, one of the four members of the "beef trust" who had become too fat, but before I go any further I want to say for once and for all that I am perfectly satisfied with the change.

PUPILS' STRIKE PROTEST SPREADS Continued from Page One

"DOGS OF WAR" TO BARK. The cause has reached far beyond the mere local issue in regard to Mr. Snowden," continued Mr. Lynch. "This cause has to do with the general question of arbitrary action by the Board of Education in all matters; they have had a free hand in everything and it is time to put the brake on and to urge the parents to look more closely to the interests of their own children."

wrong but that handling downtown traffic has come to be one of the most difficult and tiresome jobs a man on the force can get.

"Carry the thing right to the polls," said a Germantown politician in regard to this today, refusing to have his name quoted.

"We may have to go after some of these ringleaders," said Dr. John P. Garber, superintendent of schools, today. "But it is not likely that we will prosecute the rank and file of the strikers' parties in the ward, in some sections like Germantown, where there are many homes and people of intelligence, such matters as school 'rikkas' are taken seriously, and I don't think that politicians are watching this fight with trepidation."

"We're going to turn loose the dogs of war. We are going to raise a popular uprising and it may come to the point where we may challenge the Board of Education in many other actions. It has been carrying on things in a high-handed manner. Some of the actions of the Superintendent of Schools have been severely criticized."

man. Now I've got my regular beat, set a change of scenery right along, maybe a little excitement once in a while, and I'm in with a fine bunch of boys up here in the 12th District at 8th and Jefferson streets.

HANS SCHMIDT MUST DIE Governor Whitman Refuses to Interfere With Execution

Frozen in Sunny South MOBILE, Ala., Feb. 10.—Mystery surrounding the disappearance last Wednesday of A. V. Seals, a wealthy banker of Fountainbleau, Miss., was cleared up yesterday when searching parties found his body in the woods near here. Death was due to freezing. Seals was prominent in Masonic and Elks circles. The body was found lying in a shallow ditch, into which Seals apparently had fallen. So far as known this is the first death, due to extreme cold, in this section.

Tomorrow, February 11th, is the 69th Birthday of THOMAS A. EDISON You are cordially invited to attend

EDISON BIRTHDAY RECITAL On February 11th, Tioga Showrooms at 8 P. M., at the 3627 Germantown Ave. Just below For Edison Diamond Disc Photographs and Edison phonographs. During the recital short talks will be given on Edison, his life and favorite inventions.

TILLMAN ATTACKS ARMOR PLATE MEN

Likens Them to Highway Robbers and Urges Passage of Government Plant Bill

WASHINGTON, Feb. 10.—Senator Tillman, chairman of the Senate Naval Affairs Committee, today delivered a vitriolic denunciation of the armor plate manufacturers in a report urging immediate passage of the armor plate plant bill.

\$1800 Fire in Eighth Street Store Fire of unknown origin swept the women's clothing store of Harry Hass, at 206 North 8th street, shortly before 2 o'clock this morning. The store is on the first floor of the building owned by the Salvation Army, which has its headquarters on the second floor. The blaze was discovered by Policemen Condon, of the 10th and 11th street station, who heard the crash of plate glass caused by the heat. The damage amounted to \$1800. The fire was confined to the store.

U. S. NEEDS MERCHANT MARINE JUST AS BADLY AS NAVY, SAYS DANIELS

"Freight Carriers Must Be Considered With Preparedness," He Tells National Tradesmen

WASHINGTON, Feb. 10.—Secretary of the Navy Daniels today declared that the building up of an adequate merchant marine is a pressing problem that cannot wisely be separated by Congress from the program for enlarging the navy. The manufacturers have no fear of private competition, for there is not sufficient demand for armor to justify the entrance of other parties.

Lincoln's Birthday at the Shore The Saturday Holiday affords an excellent opportunity to spend a delightful week-end in recreation and recuperation.

The Reading is Shorter by Miles and Minutes And offers the best service to the Seashore— Direct Line "to the Shore" (\$1.00 Excursions Every Sunday)

What Does "Advertising" Mean to You? Does it mean simply the writing of an "Ad"—the haphazard construction of a piece of printed matter? Or does advertising mean a powerful force for increasing and maintaining your sales success and placing the "sterling" stamp of public confidence upon your product?

Many a Philadelphia manufacturer will tell you that his business, as well as others, has grown without advertising and will continue to do so. His contention is undoubtedly correct. But, glance on both sides of the shield—at the business which advertises and the business which does not advertise. Which has gained more consistently of late years? How many young, lusty manufacturers, through advertising, have overcome, within a period of a few years, the handicap of competition, well-established distribution and prestige, built on a half-century of non-advertising policies? How many non-advertisers have barely managed to hold their own, while advertising competitors have forged steadily to the front! More than one business man would like to have more information about advertising without committing himself to ceaseless solicitation. He can have it. This Association has prepared an interesting booklet on advertising and its problems, which will be sent upon your request. Simply write on your business letterhead for your copy of "A B C of Advertising." Address the SECRETARY, Philadelphia Association of Advertising Agents, Lafayette Building, Philadelphia, Pa.

Advertisement for Mazda Lamps. Don't Rent or Buy a House Unless it is Wired for Electricity. YOU wouldn't rent or buy a house that did not have running water or an adequate heating system. Neither can you afford to live in a house without an adequate and economical lighting system. Electric lighting is, all things considered, the most economical, if you use Mazda Lamps. By equipping all your sockets with Mazda lamps, you get three times as much illumination for the same money, to say nothing of the improved quality of the light. Remember that our Lighting Service Department is at your disposal, without charge or obligation, in planning the illumination of your home or any building in which you are interested. If your house is not wired for electricity, you will be interested in our deferred payment wiring plan. Send for the details.