

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 in the revenues of these establishments.

Saloonkeepers and pessimistic citizens said that Atlantic City was doomed—there would be no more Sunday crowds, no money anywhere, 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."

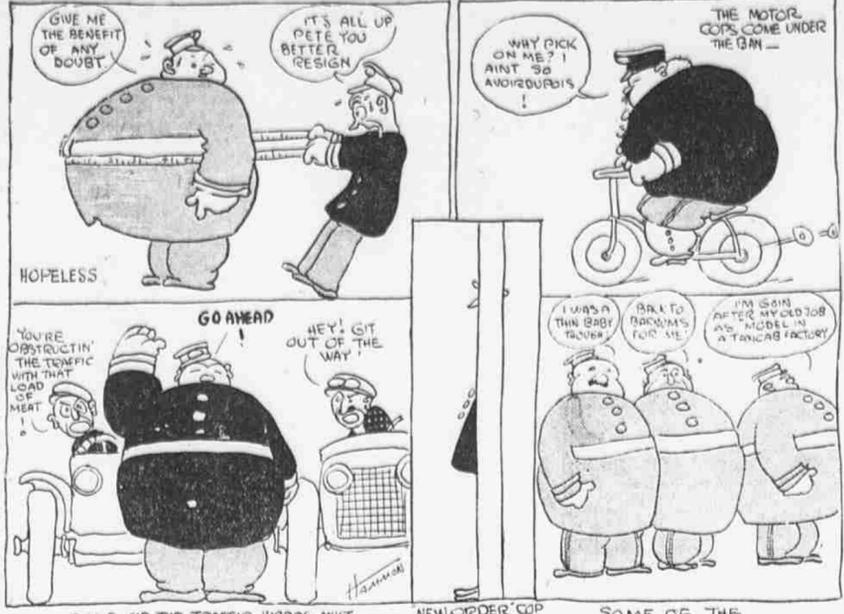
IT DIDN'T "BUST" CITY. These people were engaged in legitimate business enterprises which depended largely upon the transient population of the resort. They were told that reform would turn this population away. "Very well," said these church people, "we disapprove of these conditions, but we will tolerate 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 door to the "open lid" question. It merely closed the door to the "open lid" question. It merely closed the door to the "open lid" question.

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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.

"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.

PUPILS' STRIKE PROTEST SPREADS Continued from Page One

MEETING TOMORROW NIGHT

"DOGS OF WAR" TO BARK

THE SUNDAY CLOSING LAW

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.

THE SUNDAY CLOSING LAW

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.

THE SUNDAY CLOSING LAW

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.

"There are only three manufacturers of armor plate in this country, and the result is either a monopoly or a combine of the worst type," declared Senator Tillman. "The Government is compelled to buy their products because the law does not allow the Secretary of the Navy to go out of the country to buy it. The manufacturers have no fear of private competition, for there is not sufficient demand for armor to justify the entrance of other parties."

"As long as the present conditions continue the armor manufacturers are in a position to force the United States Government in the language of the highwayman to 'stand and deliver.'"

"It suffices to say," concludes the report, "that the committee is of the opinion that the Government had been charged unreasonable prices for its armor plate and that the only remedy lies in the Government owning and operating a plant. Should the Government build it and then lock it up, and it never be used, it would be wise to erect it, as it would serve as a warning to private manufacturers that there is a point beyond which the Government will not be driven and where patience ceases to be a virtue."

\$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 present Congress will be called upon to give most of its time to preparedness," he said. "Secretary Daniels said: 'This embraces ships for the carrying of freights as well as ships for the most implements of war.'"

"We do not propose to surrender the right of America to fend the world," he said. "We do not propose to surrender the right of permit it to be placed in jeopardy."

National defense discussion and action upon committee reports are occupying the larger part of the day. Election of officers was scheduled for the late afternoon, to be followed tonight by a banquet, at which President Wilson will give an address.

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).

Edison Birth Day Recital. Tomorrow, February 11th, is the 69th Birthday of THOMAS A. EDISON. You are cordially invited to attend the EDISON BIRTHDAY RECITAL on February 11th, Tioga Showrooms at 8 P. M. at the 3627 Germantown Ave. Just below For Edison Diamond Disc Photographs.

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.

RITUAL RENDS CHURCH AT NORRISTOWN

Continued from Page One

Three new vestrymen have been selected to fill the vacancies, but so far they have not accepted, according to Thaddeus S. Adel, who is church warden and treasurer of the parish. The trouble, according to members of the vestry and congregation, has arisen from the fact that in the last year many forms and symbols which are found in what is called the "high" Episcopal service have been introduced into the service of All Saints.

Members of the congregation are "low" in their tendencies, according to the members of the vestry who have resigned. Mr. Noble, the rector, was called five years ago on the distinct understanding that he would not introduce ritual. The Rev. Mr. Noble, in a recent statement to one of them, said that he had not "changed his ideas—he had only grown." The disgruntled members of the congregation, however, threaten to cut down the salary of their rector, but say it will not do much good, since he has won the support of Miss Elizabeth Swift, 45 East Marshall, a wealthy woman, who, it is admitted, does more than her share in financing the church. Miss Swift said today that she favored ritual, if it was in moderation.

"The resignation of those vestrymen was the best thing that could have happened," said Miss Swift. "They were lazy and they didn't do their part. Now, perhaps, we can get some new vestrymen who will work for the church. I have never heard any intimation at all that Mr. Noble's salary would be cut off."

HIGH CHURCH SYMBOLS. Members of the vestry say that the main thing that gave ritual any hold on the parish was the visit of Father and Mother Nicholas to be of the Order of Reconciliation, who came to All Saints in December during the "Preaching Mission." They were particularly "high" churchmen and it is said that they made it a point to try to make the children "cross" themselves, to call Mr. Noble "Father," and to instill other "high" notions in their childish minds.

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"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 near here. There is St. John's at Valley Forge—that's only four miles away. Then there's Calvary and others who would be glad to take me. I don't want any more of this sort of thing. I want to go to the church where I belong."

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