

ATLANTIC COUNTY RECORD

THIRTY-SEVENTH YEAR—NO. 33.

LACK OF CO-OPERATIVE CIVIC EFFORTS AND UNFAVORABLE ECONOMIC CONDITIONS ARE BLAMED FOR TARDY MUNICIPAL DEVELOPMENT

TERSE AND INTERESTING ANSWERS FOLLOW QUARRY "WHY MAY'S LANDING IS NOT A BIGGER DOT ON THE MAP."

EVERYBODY AGREED THAT OPPORTUNITIES ARE NOT EXAGGERATED

Citizens Should Glean Important Suggestions From Communications Written In Response To This Journal's Request For Criticisms And Ideas — Rev. Hennessy Strongly Arraigns Populace For Neglect Of Church Work And Attendance — Food Supplied For Serious Reflections On The Question Of Public Progress.

In response to "The Record's" appeal last Saturday for answers to the query, "Why May's Landing Is Not a Bigger Dot on the Map," we have received a number of poignant and deeply interesting communications, alleging various reasons for tardy municipal development, and containing much food for serious thought for those who are interested in its progress. We recommend to our many readers the careful, unbiased, open-minded perusal of these suggestions, which represent several different points of view, and trust that they will form the basis of a broader, more sympathetic cooperation in the future than we have known in the past. To the letters, then,

Thrill and hard work are advocated by Charles D. Makapeke, President of the First National Bank and member of the Township Committee. Extension of industries already here rather than new industries is suggested by Mr. Makapeke, whose contribution will be read with interest by all interested in municipal progress:

The amount of business transacted in a community measures its importance. To do business, and lots of it, the people of a community must be naturally hard working, thrifty or saving, possessed of good nerve and well educated—at least in practical affairs.

Without offering any particular criticism, I believe that if our village wished to rise from its slumber, we shall all need to take an account of stock, each for himself, to see if we are really hard working and ambitious, and anxious to put our shoulders against the drudgery which must precede and accompany any improvement in our business affairs; to test our thrifthy bringing forth some evidence of our ability to lay aside a portion of our income.

The forms of business most readily adaptable to May's Landing seem to be manufacturing, farming and pleasure resort business. Manufacturing, for a place of our size, is very well represented, and soon the increase. It should be encouraged.

It seems to me the most helpful form of encouragement would be to aid in extending and developing the manufacturing business already here, rather than to go out of the way to induce strangers, of whom we know little or nothing, to come at the expense of those already here.

Farming is key word what it should be. To secure the soil is not naturally fertile in the immediate vicinity of May's Landing. But our agricultural schools are teaching all who are desirous of learning that the ability of soil to produce is measured by its care and treatment. Nearly all of our soil is handled intelligently, can be made to bring forth paying crops. I believe that, besides the growing of small fruits can be successfully grown here, especially sugar beets, where this is an important business. For proof of this, look at our little neighbor Colonia. They are, and have been for years, making money at farming. They are happy, healthful and have money in the banks. But they work hard—and that is probably why they are happy.

A small resort May's Landing has one dead hand—mosquitoes. Without them, I am sure people would come and stay. Atlantic City grows, and as a suburb of that town we have a sure future—always assuming that the mosquitoes are eradicated. For our own present comfort, for our future prosperity, we cannot do better than encourage and further by word and deed the present mosquito propaganda in New Jersey.

The prospect is good. I am very hopeful. Work hard, and save your money. Opportunities will come surely enough afterward.

C. D. MAKAPEKE.

Organization of an active, progressive civic body for the purpose of taking the initiative in public progress is the suggestion of Mr. Joseph M. Davis, whose well-presented answer to our query follows:

There is no good reason why May's Landing should not be a "Bigger Dot on the Map." Its situation and adaptability for business of any kind is admittedly an enviable one. Yet we are confronted with the undeniable truth that as a manufacturer of apparent superior advantages, we occupy relatively a small position among our sister communities.

Adhering strictly to our subject and aiming directly at the core of our apparent lethargy, and admitting that our location is unusually advantageous one, it is logical to suppose that our trouble is a civic trouble. Taking this viewpoint forces us to assume a critical attitude toward a portion of the public, and in so doing, great care should be used in giving due respect to the opinions and convictions of all.

We owe it to some of our more conservative friends for our present low rate of taxation and small township budget. But the vital question in issue is whether or not it is better that we should continue as we are, or assume a more snappy, progressive manner, of course with the inevitable result of a higher tax rate, but also a flourishing, healthy growth which in resultant good is paid for at a very modest figure. The trouble with our town, is, plainly speaking, too much conservatism and a very evident lack of initiative toward progress.

If this be our trouble, then every good citizen should make it a part of his duty to help eradicate the old order of things. The quickest and surest medium by which to accomplish the end in view is the organization of an active, live Board of Trade. Men representing nearly all manner of business activity should be here gathered for the common purpose of progression. Such a Board of Trade, with constant, consistent effort, with ideas which would cause the gravitation of industrial life to this section, would be the most certain factor to achieve the desired end.

JOSEPH MILLER DAVIS.

From Lawyer Burton A. Oskill, Deputy County Clerk, comes the suggestion in answer to our query that economic conditions are largely at fault:

In reply to your inquiry as to "Why May's Landing Is Not a Bigger Dot on the Map," I would suggest that it is want of concerted action on the part of our citizens. The reason for this lack of all hands together, in my estimation, is because of our economic conditions.

When men are forced to toil from before sun up until after sun down, and then make only a bare living, we cannot look for a great deal of public spirit. In order to have a public-spirited citizen we must have one with a regular and remunerative employment, and some time for his intellectual and physical development.

Do the conditions in May's Landing meet with these requirements? If they do not I respectfully suggest that a change along this line will result in making May's Landing a bigger dot.

BURTON A. OSKILL.

Dr. C. Lee Lamborn summarizes his view of the situation as follows:

What this town needs to make it a "Bigger Dot on the Map" is less knocking and more boasting on the part of its residents. Also a greater willingness on the part of all to accept new enterprise, and a spirit of progressiveness.

Many places unheard of have come into existence and become cities at our door while this town of Natural Opportunities has stood still, a finished town. Why? Because their people had faith in themselves and proceeded with determination unwilling to be satisfied with what would have pleased less progressive people.

An increased civic pride will be the first step necessary to the desired end. With this attained the able business men of the town will have an easy task before them in making May's Landing a larger dot on the map.

C. LEE LAMBORN.

MAY'S LANDING, N. J., SATURDAY, MAY 9, 1914.

FIRE SWEEP ENGLISH CREEK

Several Buildings Consumed in disastrous Forest Conflagration.

One of the most disastrous woods fire of the spring was started Saturday morning last in the rear of Joseph Hickman's property at English Creek, and swept over 2,000 acres of ground, some places two miles broad, terminating in the rear of Ashbury Church, which was saved by hard work. The flames consumed valuable timber and two houses, not insured, belonging to Enoch Seull, one occupied by his family and the other tenanted. The loss is placed at \$10,000.

Among the heavy losers are James G. Seull and M. V. B. Seull, of Somers Point; Mrs. Emily G. Shinn, of Atlantic City; Mrs. H. B. Leeds, Samuel Ireland, George Lee, Capt. D. Lee, Charles J. Smith, John Ingerson, Somers Estate, wife of Wilson Babcock, estate of Israel Lee and others.

This configuration is said to have started from a spark from the traction engine of a road builder, who are working on the new May's Landing-Somers Point road. The engine is used to draw gravel from a pit.

The citizens of Seaville and English Creek worked bravely all Saturday night and Sunday morning to stop the fire. Mail Carrier Roy E. Beach placed his automobile in service Saturday and aided the fighters to a great extent.

PEOPLE YOU KNOW

Capt. Harrison Thompson spent Thursday in Atlantic City.

Mr. Walter Mahnke was an Atlantic City visitor Thursday.

Mr. John D. Curver, of Elwood, was a visitor Thursday last.

Pennies grow into dollars if you put them in the Christmas Saving Fund.

The Rev. William T. Abbott, of Ashbury Park, is here as the guest of relatives.

Mrs. Edward Joslin and daughter Edna are spending a vacation in Philadelphia and Camden.

Mrs. Harry McPherson, of Atlantic City, is here spending a few days as the guest of her cousin, Miss Peaney Barrett.

Dr. C. L. Lamborn attended the May meeting of the Atlantic County Medical Society at the Vineland Training School yesterday.

The many friends of Custer Mell B. Morse will regret to learn that he is confined to his home by a painful attack of rheumatism.

The dues rendered last Tuesday evening in the Opera House by Miss Anna McFeary and Mr. Raymond Hoover was well received and applauded.

Mrs. D. F. Vaughan entertained the latter part of last week Mr. and Mrs. S. Hudson Vaughn, of Atlantic City and on Monday, Mrs. S. J. Funk, of Camden.

Rev. Charles O. Mudge will preach at the Presbyterian Church to-morrow. Morning subject "Mother's Faith." Evening "Plan of Salvation Proven."

Rev. Newton Nelson will preach from the following subjects in the M. E. Church to-morrow. Morning at 10:30—"Christ, Our Security." Evening at 7:45, "Mothers Day—A Faithful Mother."

The many friends of Miss Marion Winslow will be pleased to learn that she has returned from the Physician's Hospital at Vineland where she underwent an operation and is on the road to recovery.

Miss Dorothy Makapeke will celebrate her sixth birthday anniversary to-day. The little lady will entertain a host of friends at the home of her parents, Mrs. and Mrs. Charles D. Makapeke, this morning from ten to eleven o'clock.

The popular drama, "My Old New Hampshire Home," given by members and friends of May's Landing Council, No. 121, O. U. A. M., Tuesday evening last in the Open House was a decided success. Those taking part in the play filled their roles admirably and received general applause from an audience that crowded the auditorium to the doors.

START CHRISTMAS FUND IN FIRST NATIONAL BANK

Save Your Pennies To Buy Holiday Gifts With Next December.

An innovation will be started in the First National Bank of May's Landing Monday May 18, when a Christmas Saving Fund will be opened, available for everyone, whereby a new sum can be laid aside for holiday purposes by the payment of weekly sums.

The Bank is going to inaugurate another innovation in the near future by fixing an evening to open its doors for the convenience of depositors, including those in the Christmas Fund. While the latter will start May 18, those who desire to start later can do so by paying up back payments. The savings payments over a period of thirty weeks.

There will be three plans of saving. The first will start with two cents the first week, four cents the second, six the third and so on, the total deposits for the thirty weeks being \$30. The second plan will be the payment of five cents the first week, ten the second, fifteen the third etc., aggregating \$232.50. The third will be a payment of twenty-five cents each week, making a total in thirty weeks of \$75. Interest will be paid on all deposits.

At the end of the period of saving, shortly before the holidays, the bank will mail checks to each depositor for the amount of their savings with interest.

REV. THOMAS F. HENNESSY.

Failure to take advantage of opportunities and lack of interest on the part of business men in municipal development are largely the reason why the dot is not bigger, according to the answer to the question "Is Not a Bigger Dot on the Map?" to me. Is in part that we citizens do not make, grasp and improve the "Opportunity" offered to the town. First, we want a more progressive spirit and each citizen must put it in active and concrete form, even to the extent of loosening up our purse strings as it takes the dollar to be progressive. Then we want to cut out pettiness and not work on the plan "If Jim won't."

Don't be a "knocker" or "knockier" but push for a bigger town and be a Jim and say, "I will work for a bigger and better town." Remember the old adage, "competition is the life of trade." That is the nonsensical talk of a "knocker." Our bank was built first, then came the depositors. The cotton mill, brick plant and cut glass factory were built and then came the employees, and plenty of them. They get the wages and the business men the money.

One of our townsmen is looking for a place to establish an industry which has appealed to a New York firm. We can have that if we prove it out, it proves of commercial value. This will mean more citizens, homes and dollars. Why not be progressive pushers? We have the best location and town in South Jersey with two of the greatest seaports in the world only twenty miles distant.

Don't "knock," but "push." I hope others of our citizens who offer suggestions can offer one that will produce a new business for our town and make the "dot" bigger and we will all push.

L. W. CRAMER.

Dr. C. Lee Lamborn summarizes his view of the situation as follows:

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C. LEE LAMBORN.

All Teachers Re-appointed.

All the teachers of Hamilton were re-appointed of the term of 1913-14 by the Board of Education. Tuesday evening last, with the exception of Weymouth and Da Costa, which have not been filled. No salaries have been fixed by the Board for the new term.

Asks Help For Carting Garbage.

The Public Buildings Committee asks for bids for one year for carting all garbage from the County Jail. Forward written bids to Ira T. B. Smith, Chairman of the Committee, on or before Tuesday, May 12.

F. & A. M. Meetings.

Utility Lodge No. 18, F. & A. M. held its regular communication Wednesday evening last. An emergent communication will be held Wednesday evening next. Labor F. C.

Edwin A. Parker, Clerk.

AID FOR PROBATION OFFICER TO KEEP TRACK OF CULPRITS

"Record's" Suggestion May Lead To Appointment of Secretary.

County officials are thoroughly in accord with the suggestion made editorially in last week's issue of "The Record" that the increasing work of the probation officer of Atlantic County demands the appointment of an assistant or secretary to keep accurate account of every probationer.

Judge E. Cole's well-known policy of giving the offender, especially if it be the first time, a chance without resorting to the harshness of a jail sentence has resulted in large and increasing numbers of probationers, and the success of the system depends largely upon the accuracy with which these people are kept touch with and the exactness of collection of the fines imposed.

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(May's Landing Record)

Published Every Saturday Morning at May's Landing, N. J.

Reviewers of "The Review" may have their papers sent to the office of the Atlantic County Record, 107 South Carolina Avenue, Atlantic City, N. J.

Other Matters of Import to the Real Estate and Financial World

Entered of Record at the County Clerk's Office

NOTICE OF ATTACHMENT

Any subscriber who fails to receive "The Review" regularly can have the missing issues supplied by sending complaint to the office.

Advertising space will be furnished upon application.

Costs through the mail will be at the service risk, all expenses being borne by the subscriber, who will be responsible for expenses incurred or check.

Advertisers will be required to make arrangements with the office.

E. R. SHANER, H. V. R. SMITH, Editors and Publishers, Atlantic City, N. J.

Entered at the U. S. Post Office, May's Landing, N. J., May 19, 1914.

How many more days of shopping, driving through the crowded streets, buying and selling, and getting up to date news from the papers, are there left? The time has come when the most important thing is to get away from it all. And that is what we are doing.

Each day is a new adventure.

Each day is a new opportunity.

Each day is a new chance.

Each day is a new beginning.

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