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# THE PLEASANTVILLE PRESS

PUBLISHED IN THE INTEREST OF ALL CITIZENS OF PLEASANTVILLE AND VICINITY.

—THE—  
PLEASANTVILLE PRESS  
Published Every Saturday.  
The City's Official Booster.  
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To Keep up with the News

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PLEASANTVILLE, NEW JERSEY, SATURDAY, OCTOBER 18, 1924.

PRICE TWO CENTS.

## NEWEST FINANCIAL INSTITUTION



THE PLEASANTVILLE NATIONAL BANK.

Pleasantville has become the first commercial center of Atlantic County. This new bank has been erected to meet the demand for increased banking facilities. It replaces the old Rodney Hotel by raising, remodeling and incorporating it into the Doric bank structure.

The bank is built of granite, ornamental terra cotta and Hy-tex brick on the exterior and on the interior of reinforced concrete, making this banking institution absolutely fire-proof. The trimmings are Mexican mahogany. The floors are of gray and white tile laid in herringbone design and the walls consist of ornamental stone, plaster and marble. The furniture and fixtures are of solid mahogany and genuine Italian marble.

The vault is large and spacious and one of the best constructed in the entire state. It is built of reinforced concrete and lined with armor plate, and contains hundreds of safe deposit boxes. An additional sub-vault is in the basement to house old records, documents, etc. This sub-vault is constructed of reinforced concrete. Both vaults were equipped throughout by a specialist from the York Safe & Lock Co., and each has armor plate steel vault doors. The York Co.'s latest design night shut and safe has also been installed.

Besides the spacious banking quarters, lobbies and directors' room, there is a coupon room, book-keeper's office, wardrobe utilities and a large store room. Care has been taken to provide an additional compartment to meet any future demands that may be pressed upon the institution.

A fully and completely burglar-alarm system of the latest approved design has been installed with eleven units, so that the alarm may be turned from any location.

The complete fire-proof construction and the ample installation of protective devices insure all depositors of perfect security.

A feature of the bank is the fact that there is ample space in its vicinity for the parking of cars.

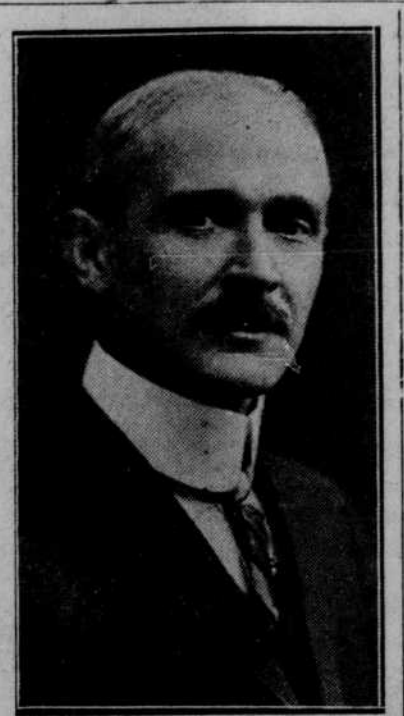
The building is a monument to all who had any part in its construction. The architect was Bertram Ireland, whose wonderful skill in his line is best shown here. The builders were William Sharrock and John J. Green, and they, too, have done their best. Winfield Adams raised the old building, Robert M. MacLean did the plastering, Rudolph Wilson the plumbing and heating, Samuel B. Sooy the painting, Clark Adams the electric wiring, and English & Somers were the brick layers.

Every piece of material in the building and all labor on it was supplied by local people where possible.

## Crowds Inspect Newest Institution

Pleasantville National Bank Entered on Career Saturday with Most Promising Outlook.

Pleasantville's third and newest banking institution was opened to the public in a blaze of glory last Saturday when The Pleasantville National Bank began business. From 9 o'clock in the morning until 10 in the evening there was a constant stream of people and it is estimated that fully seven thousand inspected the bank on its opening day. Beautiful floral tributes from the other two banking institutions of the city and other banks, firms and friends were numerous and were attractively placed throughout the building. Many were the compliments received by the officers and directors upon the magnificence of the structure.



ROBERT M. WILLIS

was elected President of the Pleasantville Trust Company to succeed the late Samuel L. Bond at a meeting of the board of directors held Tuesday afternoon. Abram J. Anderson was advanced from second vice-president to first vice-president.

## Regulars Will Meet Peaches For Playoff

Will Make One More Attempt to Settle Atlantic County League Championship This Saturday.

Through a decision handed down by the representatives of the Atlantic County League, it is necessary for the Pleasantville and Hammonton baseball clubs to meet at Egg Harbor, Saturday, Oct. 18th, in a championship game, to decide the championship of the Atlantic County League. In spite of the fact that catcher Fish was railroaded through the league by other clubs in the league, after the time limit expired, and Mr. Wesley Vaughn of the Hammonton club failed to live up to a gentleman's agreement by having his team appear at Egg Harbor Sunday, Sept. 21st, the date set by the representatives of the two clubs for the playing of the third championship game, Pleasantville expects to come through with flying colors and bring the championship to the town to which it rightfully belongs. Pleasantville has faithfully lived up to the rules of the league throughout the entire season. Unfortunately, the same can not be said of the Hammonton club.

It is trusted that Pleasantville will be the lot of the culprits in Saturday's game. The lineup of the two teams will be as follows:

Pleasantville—Heckle, ss.; Wilson, c.f.; Jackel, 2b.; Peterson, r.f.; Helrich, 3b.; Long, l.f.; Smith, 1b.; Burns, c.; Everham, p. Subs: Tash, Mitchell, McDevitt.

Hammonton—Karras, 3b.; Esposito, r.f.; Lobley, 2b.; Fish, c.; Montgomery, c.f.; Blazier, 1b.; Blair, p.; Craig, c.f.; Fithian, l.f. Subs: Bruno, R. Montgomery.

Umpires—McFarland, behind the plate; Rudolph, on the bases.

## Northfield

Mr. Alex Forshaw, who was seriously injured in an automobile accident on Shore Road at Zion Road in the early part of the summer, and who was in the Atlantic City Hospital for over two months, has partially recovered and is greeting hosts of friends by being able to enjoy rides through the country. Although compelled to use crutches to get about, Mr. Forshaw is greeted by many of his old-time friends and is well on the way to complete recovery. Mr. and Mrs. Forshaw wish to thank their many friends, also several well known organizations for their help and many other tokens of esteem shown during his illness.

## Hallowe'en Party.

Monday evening Misses Hazel Adams and Marion Sooy entertained a number of friends at a Hallowe'en party, given in the basement of Miss Adams' home. The ceiling of this spacious room was a bower of autumn leaves, while along the sides and in the corners were arranged cornucopias. At a fitting hour the guests were brought to a table artistically decorated in orange and black. The evening was spent in games, dancing and music.

Everything was serene until a minor accident, which occasioned W. D. Vanaman, Jr., to spend a few painful hours on an upper story of the home. The accident was caused by a box of Astor, Nettie Malatesta, Hilda Bowen, Hazel Adams, Marion Sooy, Herman Prichard, William Probst, Wen. D. Vanaman, Jr., Jack Perry, Earle Booye, Joseph Somers, Milton Huckel, Clarence Peck, Mr. and Mrs. George Barrett, Jr., and Mrs. Raymond Conover, Mr. and Mrs. Britton Adams and Charles E. Adams.

## BIRTHDAY SURPRISE.

Mrs. Ralph Lombardi, of 16 S. Third street, entertained Wednesday evening in honor of her husband's birthday. Mr. Lombardi was agreeably surprised. Music and dancing were greatly enjoyed. There were piano and violin solos by Mrs. Burnett and Mr. Nick Marinelli, after which an elaborate luncheon was served.

Those invited were: Mr. and Mrs. W. Schilling, Mr. and Mrs. J. W. Fulton, Mr. and Mrs. A. Miller, Mr. and Mrs. Burnett, Miss Mildred Lombardi, Miss Theresa Burnett, Mr. Nick Marinelli, Mr. Philip Risley, Master Edward Marinelli, Master Leroy Burnett and Master Ambro Jobin.

## Hallowe'en Social.

Mt. Pleasant Church Alpha Sunday School class is giving a Masked Hallowe'en Social, on Friday night, Oct. 24. We know you'll all agree that everything they give is right up to a T. There'll be lots of fun for children, and grown up folks as well; and the costumes that you'll see there, you will think are something swell. Everything will be in keeping with the Hallowe'en time of year, and if your troubles trouble you, come and join the happy cheer. The price is only 10c, which is not very dear.

## IMPORTANT MEETING.

A public meeting of the Martin, Steelman, Adams Heirs will be held in the Red Men's Hall, Pleasantville, Saturday, October 19th, 7 p. m.

CHAS. C. FRAZIER, (advertisement) Director of Publicity.

LEON HILTON, Plumbing and Heating, Well Drilling, 16 N. 3d St.—adv.

## 3rd Sudden Death Shocks Community

William Hauenstein Found Dead at Fire House, Where He Had Been Working on Books.

This community received another shock when the news spread that another well-known citizen, William Hauenstein, had died suddenly Wednesday afternoon. Mr. Hauenstein was chairman of the Atlantic County board of elections and Under Sheriff of Atlantic County. He was found dead in the council chamber of the Pleasantville city hall, about 5:30 o'clock, by Edgar E. Unsworth, of the Pleasantville fire company.

He had been working on the registration books in the city hall nearly all day. Several times he came downstairs, talking with the firemen. At 4 o'clock he returned upstairs to finish his work. About 5:30 Mr. Unsworth went upstairs to turn on the lights and saw Mr. Hauenstein seated in a chair at a desk, seemingly sleeping. He went over and shook him, telling him that it was time for him to go home to supper. When Mr. Hauenstein failed to respond, a physician was called who stated that he had been dead fully an hour. The cause of death is given as a stroke of apoplexy.

Mr. Hauenstein was born in Philadelphia, January 7, 1865, and was therefore 59 years of age. He had been a resident of Pleasantville and Egg Harbor township for 45 years. He was the political leader of Egg Harbor township, was township assessor, secretary and member of the Board of Education and a member of the Republican County Committee.

He is survived by a wife, Cassie Hauenstein, three daughters, Ella, Mary and Elizabeth Hauenstein, one



THE LATE WILLIAM HAUSTEIN.

brother, Charles Hauenstein, and two half-brothers, Henry Reinart and Frank Reinart.

He was a member of the Junior Order, Odd Fellows, Red Men, Moose, P. O. S. of A., Sons of Veterans, Pleasantville Fire Co. No. 1, and other organizations.

The remains may be viewed at his home in Farmington this Friday evening, from 7 to 9 o'clock, and the funeral will be from the same place this Saturday afternoon at 2 o'clock. L. D. Champion in charge. Interment will be in Pleasantville cemetery.

## CAN WE SPEAK WITH THE DEPARTED?

A question that often is asked is, Can we speak with or hold communication with the dead? That is, with those who have gone from us into the life beyond. Is it possible to hold communication with the unseen world? There are those who affirm that we can. There are those who profess to have received communications from the spirit world. What does the Bible teach in respect to this? Have we often wished that we could "hear a voice that is dead?"

Sunday night, at the First Baptist Church, the Pastor will deal with this question in his sermon. He will answer the question from the teachings of the Word of God. Before the sermon there will be another of the rousing song services, and songs new and old will be sung. The Junior Choir will sing and there will be selections by the orchestra.

## WESLEY AUXILIARY.

On Sunday last Mrs. Emma W. Nichols, of Trenton, N. J., representing the Methodist Home for the Aged at Ocean Grove, spoke in Wesley Church and organized an Auxiliary to the Home among the ladies of the church. Fifty-six names were registered and the amount of cash received was more than fifty dollars. Membership in the Auxiliary costs one dollar per year. The aim of the ladies is to secure 100 names before Conference. Men are eligible to membership by payment of the same fee of \$1 per year. This is a worthy cause. The following officers were elected: President, Mrs. Edward Gaskill; first vice-president, Mrs. Elias Campbell; second vice-president, Mrs. Walter H. Ott; secretary, Mrs. W. C. Bailey; treasurer, Mrs. Job H. Woodruff.

## LAST SUNDAY AT FIRST BAPTIST.

Last Sunday was Rally Day and the services morning and evening and the Bible school were all well attended. The marked attendance at the afternoon Bible School Rally was 145. Others were present, however, whose names were not recorded. At the evening service every available seat was taken. The addresses given by Rev. R. M. Traver, D. D., Field Secretary of the New Jersey Baptist Convention, were much enjoyed, as were also the musical programs at each service.

All members of Allequippa Council, No. 7, are requested to meet at Red Men's Hall at 1 o'clock this Saturday to attend the funeral of Bro. William Hauenstein.—advertisement.

## Repaved, Trackless Shore Road Urged

Improved Highways With Adequate Bus Service Sought by Five Mainland Communities.

Through the courtesy of the Aero Marine Company, manufacturers of the Uppercu transit bus, a party gotten together by Zipper & Wootton, local realtors, had a trial trip Saturday morning over a route which would likely be traversed by any proposed bus service which would operate thru the mainland section, in the event of any future abandonment of the present trolley system over the Shore road.

Starting at the corner of the Atlantic City boulevard and Shore road, with all of the Mayors and a number of officials of civic bodies and other representatives of the Shore road communities aboard, the bus made a demonstration of its applicability to this section for prompt and comfortable transportation. It proceeded over the Shore road rapidly, though comfortably, making a couple of stops, arriving at the Seaview Golf Club twelve minutes later. It then completed a trip down the Shore road to Somers Point in thirty minutes and returned to Pleasantville, completing what would likely be one of the circuits of bus travel and indicating that points now without trolley service above and westward of Absecon could be opened up, as well as the part of all five towns by connecting buses.

The passengers marveled at the comfort with which the large bus, seating something over thirty, and accommodating additional passengers if required, traveled over the present rough Shore road and were interested in the safety implied with the picking up of passengers at the curb instead of from the centre of the street as is done by trolley. Ordinary obstructions across the centre of the road, such as would usually impede a trolley's time were easily overcome by the bus, and the impression of all of the riders was that the bus properly equipped, equipped and operated in sufficient numbers would be far superior to any existing or improved trolley service over the road.

Men from the various communities expressed the interest of their respective towns in the movement for a wider and repaved Shore road at the same time, and were of the opinion that elimination of the present trolley tracks would facilitate the widening and repaving.

They also expressed the opinion, unanimously, that first rights to a bus franchise should be offered the present trolley company operating over the Shore road, in gratitude for the early services of the company in developing the mainland highway. The company could then open additional territory with a bus line, could operate without the present overhead of tracks, power plant, poles, trolley wires and the like, and likely attain a paying basis instead of going steadily backward in its investment as now reported.

The Shore road bus line could either connect with present rail terminals in Pleasantville for Atlantic City, or could operate over any or all three boulevards between the mainland and Absecon Island, and could be made into a double belt line forming the figure 8 if operated both ways. It was computed that possibly fourteen buses of the size used Saturday would be required.

There will likely be formed a concentrated movement of the several communities, their Councilmanic and Civic bodies, within the near future, to urge a furtherance of the bus line plan, and facts arrived at by the group Saturday will be offered the Utility Commission of the State, which is now hearing applications for a raise in the trolley fares.

Among those making the bus inspection and trip Saturday morning were Mayor Goll and Lewis B. Matthias, President of the Atlantic County Chamber of Commerce, of Somers Point; J. V. Way, representing Mayor Swilkey, of Northfield; Mayor Charles E. Jackson, of Somers Point; President of the Pleasantville Chamber of Commerce, Stanley W. Zipper, of the Kiwanis Committee on Shore Road improvements, John S. Weaver, merchant, Thomas B. Wootton and George Halter, local realtors, all of Pleasantville; Mayor Harry Matson and Councilman Royer, of Absecon; Superintendent Gooley, of the Atlantic and Suburban Railway, and others.

Petitions are again being distributed through the Shore road communities south of Pleasantville for a widening of the Shore road, five feet on either side. It is understood that the State has already taken over the Shore road as a part of the new state highways and will pave the same when money is available for the purpose. There is almost unanimous sentiment all along the Shore road in favor of repaving and track elimination. It was brought out at the meeting Saturday. These improvements would eliminate much of the present menace to life and health, much of the noise from present trolley equipment over the road and would provide riding comfort not enjoyed on the Shore road in many years. It is one of the most needy improvements of the mainland at this time.

## CHAMBER OF COMMERCE SPONSORS SHORE BUS LINE

The Pleasantville Chamber of Commerce will take up the fight to have a bus line established on Shore Road. At its meeting Wednesday President Stofoloff named a committee consisting of John S. Weaver, L. H. Allen, R. P. Thompson, Jacob Herr and William Schilling to attend the hearing and protest the proposed increase of fare by the trolley companies, and ask that buses be substituted for the one-man cars now in use on Shore Road. Mr. Stofoloff will head the committee.

It was decided to place signs on the White Horse Pike, the New York road and the Cape May highway, reading "10 miles to Pleasantville."

Wm. E. Mathis, Plumbing and Heating, 43 E. West Jersey Ave.—adv.

## PERSONAL NEWS

Miss Kathryn S. Pomelear is spending her vacation in Ashland, N. C.

Mr. and Mrs. Frank Trumbore are on a two weeks' motor trip to points in Pennsylvania.

Mrs. E. Walton Glick and son Junior and Mrs. Geo. Ott are spending a few days in Philadelphia.

Mrs. J. A. Willis with friends is enjoying a week's vacation touring the New England States and Canada.

Mr. and Mrs. Albert E. James left on Tuesday for a week's motor trip to Washington, D. C., and points of interest in Virginia.

Mr. and Mrs. Charles Long, of Philadelphia, who were week-end guests of Mrs. R. H. Mackey, Northfield, have returned home.

Mr. and Mrs. Walter W. Whitman and Alton Fox have returned from a week's motor trip through Pennsylvania and New Jersey.

Mr. and Mrs. John B. Gay, of Cleveland, Ohio, spent part of their honeymoon as guests of Mr. and Mrs. Jack MacIntyre, East Park avenue.

Mr. and Mrs. William Russell Hammell entertained Mr. and Mrs. Christopher Griffith, of Mezzette City, Friday evening, at a six o'clock dinner.

Mr. and Mrs. Harry W. Helfrich, Jr., have returned from a delightful motor trip to points on the Eastern Shore of Maryland and Virginia.

Mrs. Fannie O. Sheldon, of 143 Portland avenue, entertained Mrs. Agnes Beaumont, of New York and Atlantic City, on Tuesday and Wednesday.

Mr. and Mrs. Jesse Bowen, Mrs. Mark Bowen, Mr. Calvin Bowen and Miss Kathryn Simpson motored to Woodstown and Salem on Sunday.

Mr. Edward Helfrich and Miss Mary Stephenson motored to Bridgeton to visit the latter's sisters, Mrs. D. H. Johnson and Mrs. Edward Helfrich.

Mr. and Mrs. James Kirkpatrick, Jr., left Tuesday on a two weeks' vacation trip, stopping at Reading, Delaware Water Gap and points on Long Island.

Mr. and Mrs. Edwin A. Holt left on Wednesday for Lake Worth, Florida, where they have a home, and following their custom will spend the winter.

Carl E. Whitman, a student at Rutgers University, New Brunswick, was the week-end guest of his parents, Postmaster and Mrs. Walter W. Whitman.

Mr. and Mrs. Howard Kinsey and son Mahlon have left for a two or three weeks' motor trip to Pittsburgh and New York State, and will take in several cities.

Mrs. Clement V. Scout, Miss Helen Scout, Marion Scout and Henry Scout motored from Smyrna, Delaware, for a short trip, spending several days with Mrs. Thomas Marsh, Northfield.

Mrs. S. E. Whitman fell down the cellar stairs at her home on Lenox avenue last Monday morning, severely spraining her right arm and back. She is considerably improved at this time.

Mrs. Edward B. Jones and daughter, Mrs. Frank V. Simpers and Master VanNort Simpers, of Chestertown, Maryland, have been guests of Mr. Oliver P. Jones and family, 214 Toulon street, the past week.

Mr. and Mrs. Russell Hammell and son Harold Elroy, also Mrs. William Hammell, of Absecon, motored to Burlington last Sunday, to visit Mr. Hammell's sister, Mrs. Edwin Irwin. They came home by way of Lakewood and reported having a fine trip.

## SALEM CHURCH NOTES.

Old Home Week at Salem Church this year is breaking all records in Apsodie of Youth. Those who hear and interest. The various organizations are "teaming up" with splendid harmony and efficiency to make the greatest possible success, putting "first things first."

Wednesday was "Church Fellowship Night." Rev. Richard Phillips, of Somers Point, was a most acceptable speaker. The roll of guests of honor, those who had joined the church since last Old Home Week, totaled 59. Refreshments and fellowship, which marked the reception by the Ladies Aid Society at the conclusion of the program, were most enjoyable.

Sunday's services, it is confidently believed, will make a glorious climax to the week's calendar, already rich in achievements. Dr. Francis H. Green, who speaks in the morning, is a most admirable speaker. He is preeminently a high-souled, golden tongue Apostle of Youth. Those who hear him Sunday morning will count themselves highly privileged.

## MARRIED.

Married at the manse by Rev. T. M. Simanton, Oct. 16, Franklin B. Walters and Kathryn L. Shappell, both of Pleasantville. Attended by Mrs. Guy Shappell, Joseph R. Driscoll and Eleanor LeVett, and others.

J. A. Swank has purchased the fruit and produce business of J. M. McCouch, Main St. and Decatur avenue, and carries a seasonable fruits and vegetables.—advertisement.

## MARTIN, STEELMAN, ADAMS HEIRS AND OTHERS COMING TO THEIR RIGHTS.

It is a matter of record and also known by the business people of South Jersey of the vast land interests of the heirs in Atlantic, Cumberland and Gloucester Counties, and also it is known that no clear title can be given to any property on Absecon Island, comprising Atlantic City, Ventnor, Margate and Longport, and Brigantine Island, unless given by heirs of the above.

ELIZABETH B. CLARK, (advertisement)

Power of Attorney for the Heirs, 9 West Reading Ave., Pleasantville, N. J. CHAS. C. FRAZIER, Director of Publicity. (advertisement)