

ST. CHARLES HOTEL
REGAL TYPE OF
SEASHORE PALACE

Opening of New Resort Regarded as Epoch in Atlantic City

IS CENTRALLY LOCATED

Atlantic City's newest hotel, the St. Charles, just completed, is proving to be the first attraction of the famous seaside resort. Not only is it a cynosure of sight-seers—it is beginning its business existence with a pleasing show of success. Guests from cities throughout the world, accustomed as most of them are to the best accommodations, are finding pleasure in the ocean breezings and the luxury of the new St. Charles.

The opening of the St. Charles Hotel is considered a virtually epoch in Atlantic City's history. The new hotel, high above its neighbors, occupies the most conspicuous site on the upper Boardwalk, between St. Charles place and New Jersey avenue, in the best section of Atlantic City, which has shown its extraordinary development in the last few years. It is close to the piers, theatres and other places of amusement, while far enough removed from the business district to be free from the turmoil of industry.

Constructed at a cost of approximately \$500,000, the new St. Charles Hotel is a masterpiece of modern architecture and in equipment it is one of the finest hotels in America. Twelve stories in height, of steel and concrete construction, it is as fireproof as human ingenuity can make it. Its architecture is a modern French type, harmoniously blending with the Colonial style of the older hotel. Below the sleeping floors, the exterior walls are finished in a light terra cotta and inlaid in they are of rough texture brick, laid in cement, with terra cotta heads, sills, cornices and coping. At the tenth story the austerity is relieved by considerable ornamental brick pattern.

Not so ornate as some other hotels of like character, at first glance the structure may convey an idea of strict utilitarianism, but its designers worked with the main idea of suggesting permanency and solidity in its features, and viewed from this angle it will be found that the aesthetic has been in no manner sacrificed in the general scheme.

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A palatial hotel, magnificently appointed, the new St. Charles has accommodations for some 500 guests. It is a masterpiece of modern architecture and in equipment it is one of the finest hotels in America. Twelve stories in height, of steel and concrete construction, it is as fireproof as human ingenuity can make it.

One of the compelling attractions of the new St. Charles is the ocean lounge, one of the finest assembly rooms to be found in America. This room is lighted by windows of so large a type that at first sight one seems to be in a glass-encased chamber. Its ceiling is supported by six octagonal columns, of scagliola construction, done in the style of Botticino marble, following the general lines employed in the new Grand Central Station in New York. Crowning these columns are four brackets of ornamental plaster, the walls being decorated by 10 pilasters of the same material. The ceiling and walls are lightly shaded to conform with the interior decorations and the exterior effects. The room is lighted by 12 indirect lights, suspended from the ceiling at regular intervals, a type of illumination that is employed throughout the hotel. The room is furnished with finely upholstered lounges and chairs, the lounges being finished in a deep India red, and the chairs, some in Prussian blue, others in yellow ochre, decorated with pink flowers. Flower boxes and smoking tables add to the general effect. The floor is finished in gray Tennessee marble. Its area is approximately 2500 square feet.

Commanding a fine view of the ocean and Boardwalk, the ocean lounge is a delightful place at any time, but especially in the evening, when, soft in suffused light, "music arises with voluptuous swell." In the enjoyment of the moment one forgets for the nonce the cares of yesterday or the doubts of a tomorrow.

Another attraction is the garden porch, which extends from St. Charles place to New Jersey avenue, over the roofs of the stores, also owned by the hotel, affording an uninterrupted view of the ocean and Boardwalk. The garden porch is furnished with easy lounging chairs, and tastefully decorated with shrubbery and plants. It is the intention of the management to convert it into a solarium or sun parlor in the winter time.

The rest of the store roofs, a space 120 by 80 feet, is to be converted into an Italian garden, with central fountain, tile walls, flower beds and exotic plants. Then, there is the beautifully appointed green room, the scene of many delightful social gayeties, being the main dance hall of the hotel, a room that suggests luxury without ostentation, a quiet, restful room that makes one feel far removed from the turmoil of a great resort. The green room is connected with the ocean lounge by a double ornamental stairway.

MOST SPACIOUS DINING ROOM
The remodeled and enlarged dining room of the St. Charles is one of the finest in the land, seating nearly 400 guests. It is lighted on every side, except where it connects with the main exchange, the term that designates the floor on which the office and main assembly rooms are found. Its high ceilings are supported by splendid columns that give the room an air redolent of the old festival days of the ante-bellum South. It is finished in the Adam style, and the furnishings, including furniture, linen, silver and cutlery, are the finest that can be purchased.

In the exchange floors also are two large, well-furnished parlors, and the ladies' writing room.

The lower exchange, which is the ground floor, is laid out on the same broad lines that characterize the main floor. Here are the Red Room, used as a men's lounge; one of the largest convention halls in Atlantic City; the grounds in entrance, arranged very largely as a playground for the children in inclement weather; the barber shop, baggage room and men's lavatories.

Other facilities of this well-appointed hotel are local and long-distance telephone connection in every room, telegraph service by direct wire from the lower exchange, fully furnished newspaper and all other requisites of the modern hotel. It can be said with truth, indeed, that no other hotel in Atlantic City affords more of the luxuries, conveniences and creature comforts than have become so essential to the average American citizen, seeking a thoroughly enjoyable and comfortable vacation. It can be said with truth, indeed, that no other hotel in Atlantic City affords more of the luxuries, conveniences and creature comforts than have become so essential to the average American citizen, seeking a thoroughly enjoyable and comfortable vacation.

Planned under the direction of a famous French chef, special care is taken in the selection and inspection of all meats, fish, vegetables, fruits and dairy products. The preparation of every dish is rigidly supervised, and no order is permitted to emerge from the kitchen until it has been officially passed. The service of the St. Charles dining room has become a byword among hotel men everywhere.

OWN ELECTRIC LIGHT PLANT
The St. Charles has its own electric light plant and laundry, and a most modern system of vacuum cleaning. Its system of sanitation is perfect, its plumbing being of the latest improved type.

A feature of the St. Charles is its elevator service. The type of elevator employed is the electric. This is of the latest design and equipped with all safety devices. Extending from basement to roof of the new St. Charles is a fireproof stairway, with fire doors at each floor level.

There are 11 sleeping floors all told, each floor containing six rooms of an average size of 18x18 feet. All rooms have two windows each, while those on the ocean front have an additional window that extends to the floor and opens on to a balcony protected by ornamental iron. These balconies afford delightful "breathing spots" for the guests, add materially to the architectural beauty of the building. The rooms are finished with enamel paint on woodwork, slightly tinted to harmonize with the painted walls, which are of a warm gray tone. The ceilings are finished level with wire cloth and plaster, dispensing with the usual projecting beams employed in less expensive methods of construction. All rooms have large closets, and the connecting passages between rooms are so arranged that when occupied the ocean front can be used for hanging wearing apparel. Bathrooms are complete, with built-in baths of solid porcelain, lavatories and closets, recessed medicine cabinets, soap cup and other equipment. All doors are finished in mahogany, and those opening from corridors are equipped with solid paneled transoms, which afford perfect ventilation but prevent any draft of air from the corridors. The corridors are nearly seven feet in width. They are lighted and ventilated by means of wide windows on the ocean front and in the rear, assuring a steady, defined air current at all times of the day and night.

Treating the new addition and the old hotel as one general scheme, the management of the St. Charles has made numerous improvements in the older structure. The building has been renovated throughout, every bathroom being equipped with solid porcelain lavatories and running water in all rooms.

Every floor of the new St. Charles is adequately supplied with fire-fighting apparatus, and the hotel maintains a most up-to-date night and day watchman service.

No visitor to the St. Charles should forego a visit to the roof, whence can be obtained one of the finest views of Atlantic City, the illimitable ocean and the surrounding landscape, embracing the Boardwalk, beaches, hotels, residences and public buildings. To the right, clearly discernible, is Longport, while on a clear day it is possible to see Beach Haven, in the opposite direction. The history of Atlantic City in the last two decades, especially that portion of the world's greatest seaside resort known as the upper Boardwalk section, is pretty much the history of the St. Charles, whose present enviable position has been attained by the process of evolution. Each year has seen an improvement on its predecessor, not only in the number of guests, but in the character of service. The construction of the new, magnificent addition is merely the outward expression of an inward permanent growth, such as that of the sturdy tree putting forth another branch.

ATMOSPHERE OF ELEGANCE
To define the growth of the St. Charles one has to look to some finished service. That something is atmosphere. The atmosphere of the St. Charles, indeed, is common to no other hotel. About it is an air of perfect gentility, a subdued elegance, suggestive of luxury without ostentation; a gentle, homelike atmosphere that remains with one long after he has left its hospitable doors behind. Therein, no doubt, lies the secret of why so many guests return there year after year, assured that their every wish will be gratified, their every comfort secured. The future of the St. Charles promises to be as resplendent as its glorious past. Not one of those hotels built today to be abandoned tomorrow, it has been constructed on lines of permanence and stability. Its growth promises to reflect the growth of the great resort, itself to be a barometer by

which the development of all Atlantic City can be judged. For the St. Charles is an institution into itself—a mighty compelling institution, doing a great work.

THOSE WHO HELPED TO BUILD
To the success of the new St. Charles there have been many contributors. The magnificent new addition was constructed by Cramp & Co. of Philadelphia, from plans prepared by Hewitt & Granger, the well-known local firm of architects. William R. Chapman & Sons, of this city, were the mason builders, and much of the brick was supplied by the Philadelphia Brick Company, a subsidiary. The sand, lime, cement, plaster and gravel were furnished by John Mortenson of Atlantic City, a Philadelphia concern. The E. P. Henry Company, installed the marble and tile work; another, the Wayne Junction Metal Cornice Company, provided all architectural metal work, metal frames and sashes, skylights and fire doors, while the work of installing the electric equipment was supervised by the United Electric Construction Company, also a Quaker City corporation. John McDonald, of Philadelphia, furnished a large part of the electric lighting devices, while two other local concerns, the Thomas D. Clark Company and the J. D. Johnson Company, respectively, installed the plumbing and furnished the equipment.

The kitchen and cold storage boxes were installed by John D. Livesey, while the Sanitary Specialties Company supplied the bathroom accessories. So, altogether, Philadelphia played an important part in the building of Atlantic City's latest structure, which, because of situation and advantages, is only what it should do, after all. The kitchen equipment, including refrigerator, was supplied by the Currie Company, and the linens, towels and blankets by Edwin W. Adams, both of Atlantic City. The insulation was executed by the American Insulation Company, Inc. Some of the electric lighting devices were supplied by the L. J. Jones Company, of Atlantic City. The modern systems of cooking and broiling were installed by the Atlantic City Gas Company. The painting was executed by James S. Wilson & Son, Inc., of Philadelphia.

While the successful operation of this splendid resort hotel lies largely with the management, its success is dependent also upon the quality of the supplies that must necessarily be purchased outside. The high standard of cuisine and service of the St. Charles is far-famed, so it is interesting to note the firms who help maintain its standards. All meats are furnished by A. Salus & Son, of Philadelphia and Atlantic City; Roesch, of Atlantic City, and A. N. Hesser Company, Inc., of Philadelphia, who also supply the hotel with provisions, butter, eggs and poultry. All milk and cream are supplied direct to the table from the modern farms of the Wawa Dairy Corporation, of Philadelphia.

The butter is the product of the famous Sharpless dairies. The official garage is the States. The hotel's fish supply is purveyed by the Ocean Pier Fish Market, of Atlantic City, while the J. A. Hilton Company, of Pleasantville, N. J., supplies its oysters and clams. Paper doilies and cups are supplied by H. H. Gellings, of Philadelphia. Jet fuel, supplied by the McAllister Coal Company, of Atlantic City, is used exclusively. The hotel's printing is done by Shamer & Knauer, of Atlantic City, while the insurance on the hotel is placed with the C. J. Adams Company and the A. H. Phillips Company, both of Atlantic City. The plants, palms and cut flowers that are a distinguishing characteristic of the St. Charles are provided by the Edwards Floral Hall Company. The exterior renovation that is going on without cessation is attended to by S. Jeffries & Son, of Atlantic City. Jacob Reed's Sons, of Philadelphia, designed the uniforms. Messrs. Gatchel & Manning have had charge of the photo-engraving. Warren Webster Company, Camden, N. J., heating system used. Wright, Tyndale & Van Roden furnished the china and glassware. E. A. Wright Company furnished booklets, folders and stationery.

Woman Philologist Marries Artist
Dr. Alice Potter Ervin, who was the first woman to receive the doctor of philosophy degree in German philology from the University of Pennsylvania, was married yesterday to Charles J. Fellger, an artist, the Rev. Stanley Billheimer performing the wedding ceremony. The wedding was celebrated in the bride's home in Norwood. Mr. Fellger is the son of the late Baron Adolph von Fellger, of Fellgerburg, Germany. Formerly he was a practicing physician in Philadelphia. The bride has been assistant professor of German at Swarthmore College.

Police Court Chronicles

If you must walk while you read, it's well to take a glance occasionally as to which way you're going.

Two men who kept abreast of the war news were approaching each other near 25th and Chestnut streets. One was pro-German; the other favored the Allies. Suddenly they met—with a crash. Their heads bumped with a thump as their tiles rolled to the sidewalk.

"I guess you're a German," said he of the Allies.

"And I know you must be of the Allies," said the Teuton sympathizer.

"Huh," exclaimed both together as their noses touched. Then like two machine guns each rolled off the victories gained by each side.

"And we subdued your fleet and brought goods to America," said the German.

"Yes, and we're chasing your army to Greenland," said the Allies' advocate.

"Bah!" exclaimed both together. Charges and counter-charges followed quickly and a few interested spectators paused. Words finally failed and the combatants could not suppress the coffee aroma—in this case human aroma. They were in the midst of many dull thuds when a cop came along and dragged both diplomats before Magistrate Harriss. The prisoners gave their names as Joseph Metzger and Harry Boyce.

"You cannot fight European battles in the United States and especially out here in West Philadelphia," said the Judge.

The men agreed that neither had made any headway and at the suggestion of the Magistrate declared for peace.

They were discharged on condition that they would allow the belligerent countries to look after their own troubles.

They shook hands, and—, but where they stopped after leaving the court is nobody's business.

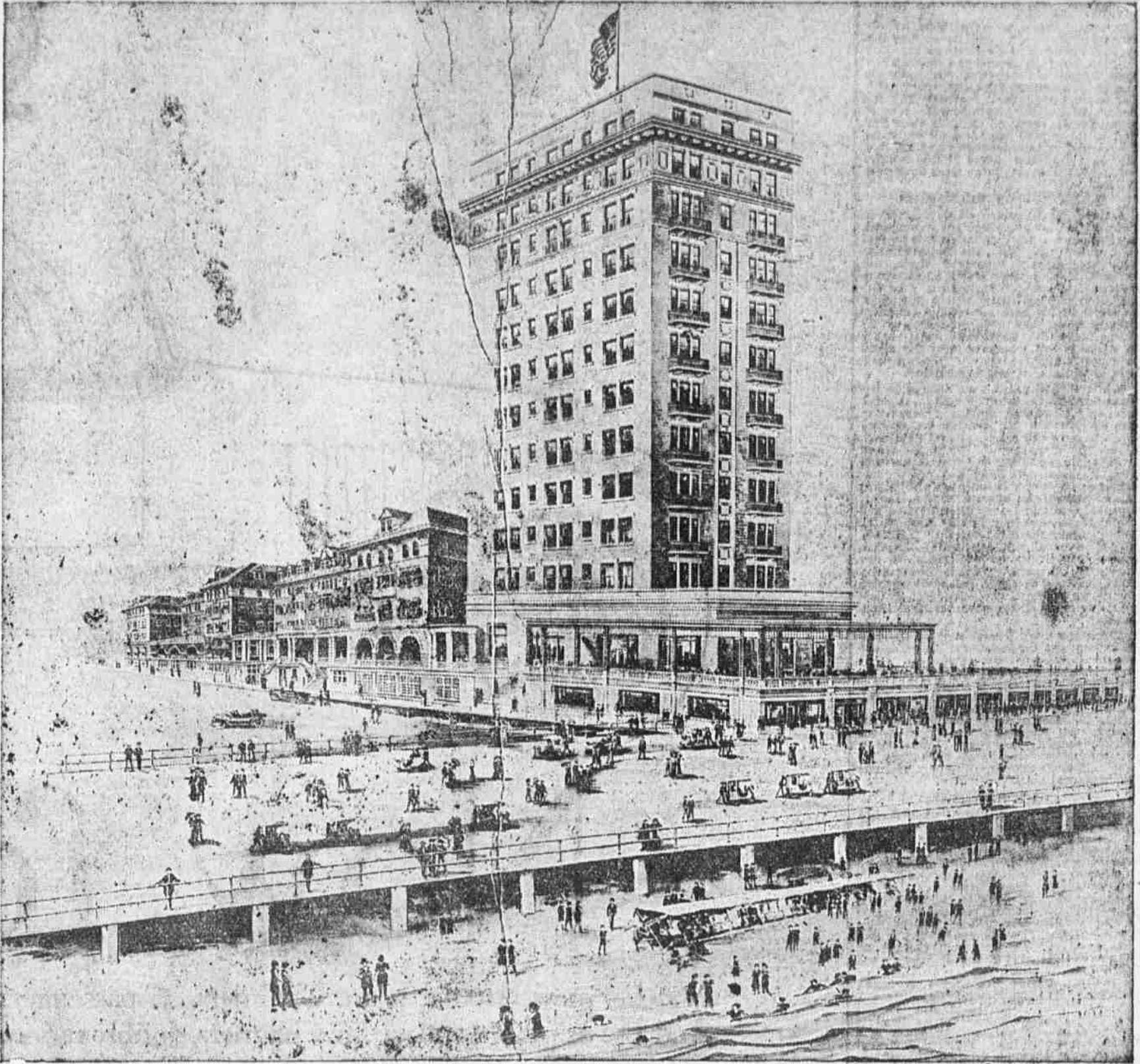
WORK ON OLD CITY HALL

\$2000 Provided for Restoration by Councils' Committee

Restoration of old City Hall, at 5th and Chestnut streets, provided for in an appropriation by Councils, is to be carried out only in strict accordance with the available historical data as to the exterior and interior arrangement of the building. The research work for such basis of restoration, as in the case of the restoration of Congress Hall, at 5th and Chestnut streets, will be done voluntarily by the Philadelphia Chapter, American Institute of Architects. Councils' Finance Committee yesterday approved a resolution authorizing the Mayor to enter into a contract with the Philadelphia Chapter for the preparation of plans and specifications for the work. It also placed at the disposal of the latter \$2000 for covering the cost of making the draft plans, blue prints and incidental expenses connected with the historical researches the chapter has voluntarily undertaken to make, to assure the old City Hall being restored to its original condition.

Train Hits Auto, Two Dead

CALIFORNIA, Pa., July 11.—Two men were killed near Gruesbie, when a train on the Pennsylvania Railroad struck an automobile in which they were riding. They were Claire Sterner and Louis Kehensal, both of Belle Vernon.



The New St. Charles

Atlantic City

Twelve stories of steel and concrete—made as fireproof as human ingenuity can achieve.

Twelve stories of air and light—the design of master architects whose instructions were simply to "produce the best."

Twelve stories of comfort and convenience—with exquisite appointments and ample room for 500 guests.

Twelve stories of hospitality and welcome—backed by the cordial, courteous service that has made the St. Charles famous for many years.

Every room is provided with private bath, in which hot and cold fresh and salt water are supplied. The furniture throughout is of American walnut, Louis XVII period, done in French gray and blue old ivory, and ivory and mauve.

You will surely want to see the Ocean Lounge, as artistic an assembly room as you will find in America. And you unquestionably will enjoy many of the dances and other affairs in the Green Room, which supplies luxury without ostentation—a quiet, restful, comfortable room.

And you will surely remark on the supremacy of the St. Charles cuisine, for it is this perhaps as much as anything else which has won the St. Charles so many friends in previous years.

Under the direct supervision of a famous French chef, all foods undergo thorough inspection before selection and the preparation of every dish receives careful attention; it is a matter of pride with us to offer only the most temptingly prepared, delicious foods—and indeed the service of the St. Charles dining room has become a model for hotel men everywhere.

May we send you floor plan with particulars?

NEWLIN HAINES CO.
Newlin Haines, President

The Uniforms
in use at the
St. Charles Hotel
and all other leading Atlantic City Hotels are the product of
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1424-1426 CHESTNUT STREET
Oldest Uniform Manufacturing House in the United States

The St. Charles Hotel
Is Insured Against Fire Loss
Through
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Insurance Agency**
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Walter W. Clark, Sec'y