ATLANTIC CITY "RUSH" SEASON BEGINS TODAY; 8 BUSY WEEKS AHEAD

Cottagers, Summer Residents at Hotels and Week-end Crowds Ready for Liveliest Time of Year

SHARK SCARE ABSENT

ATLANTIC CITY, July 15. — Today marks the opening of the "rush" season, the first of the eight big week ends this city will enjoy before people begin to forget summering and start to plan for big business deals. The cottagers are all here, the people who will reside for the summer in hotels are all set and the people who only get a limited time for summer holidays are commencing to arrive. There will be no let-up in the crowds after this, as the vacationists who return home after one or two weeks of enjoyment will quickly have their places taken. Atlantic City never tries for record crowds, but there are indications that this summer will swamp all previous records.

With its flexibility in the way of stowing away guests, if they come for a day, a week or a year, there is no danger of any one coming here and not receiving the best of accommodations, except possibly on a Saturday night, when the weather is especially unbearable in the large cities.

Many of the small hotels are satisfied if they share in the general prosperity, always present here in July and August, and they seem to make enough in seven weeks to pay enormous rents and make a profit besides.

Mrs. I. McMaster and Miss Dorothy McMaster, of Manayunk, are here for a fortnight's visit and will be entertained by friends during their stay.

Mr. and Mrs. Carl E. Lauber and family, of North 33d street, are enjoying the beauties of Chelsea from the porches of their own cottage, and will remain here until September.

No matter what the attractions may be at other resorts, the fair sex of Philadelphia never desert this city. Among the thousands now here who are enjoying every minute of the perfect days are Miss Betty Wells, Miss Susan G. Wimpenny, Miss Gertrude Chapman, Miss E. Woodleton, Miss Gladys Biddle, Miss Martha Austin McDowell, Miss Helen L. Shewell, Miss Elsie H. Smith, Miss Martha P. Kilpatrick, Miss Catherine Townsend, Miss Marie G. Bonner and Miss Jane Parker.

Mr. and Mrs. Harry Gamman, of Diamond street, have arrived for a visit which will last until September.

Dr. and Mrs. Isaac Boeleu, of West Philadelphia, are spending the summer in Chelsea.

Mr. and Mrs. David Sollenger, of the Girard Estates, are occupying their summer home and will not return to their city home until the middle of September.

Dr. Charles E. Price, of Philadelphia, is here for an indefinite visit.

Mr. and Mrs. Albert H. Ashby, of West Spruce street, are among the many who will remain here during the entire summer season.

Mr. and Mrs. Willard Spenser, of Philadelphia, are here for a visit of ten days.

Mr. and Mrs. M. Matuson, of North Gratz street, will prolong their stay here until after Labor Day.

Mr. and Mrs. L. F. Geissler, of Philadelphia, are booked for a stay of some weeks at a leading hotel.

Police Court Chronicle

Joe Dugan says that the heat always licks him. Rising temperatures make him do and say things that he's sorry for. Sometimes he gets relief in oratory. Often the heat makes him denunciatory. It affected him in this way when he saw a nattily dressed man puffing a cigar while he was getting his shoes shined near 2d and Christian streets.

Shaking his finger under the stranger's nose, Joe shouted, "It's extravagant guys like you who won't shine your shoes and smoke fancy cigars that makes money short. Yer just wastin' a dime right now that would buy me a sandwich and a cup of coffee or a free lunch."

The man puffed silently.

"What's more," added Joe, "I'll bet you're got some swell job where yer don't do

nothin' and git a pile of dough fer it, while I has to sling a pick and toss a shovel just to git me bare eats."

The man still smoked.

Enraged, Dugan kicked the bootblack box on which the man's well-shod foot was resting, into the street and pulled the cigar from his mouth.

The stranger knocked him down.

When Joe struggled to his feet he saw a friendly brick. He reached for it, but before he could inflict any damage a cop arrived and took him before Magistrate Imber.

"It's time to bring about equal salaries for men of the same age," said Joe, "and I was just arguing me point on this when this swell guy blew smoke in me face. I'm going to try and change the whole working condition of the country and I tell you——.

"It takes too long," said the Judge. "We cannot run the country to suit ourselves. What you need is a rest from the sun. You can prepare your campaign while resting for five days in the County Prison."

Band This Evening at Belmont

The Fairmount Park Band, under the leadership of Richard Schmidt, will play this afternoon and tonight at Belmont Mansion. The program follows:

AFTERNOON, 4 TO 6 O'CLOCK.

1. Overture—"Merry Wives of Windsor" ..... Nicolai
2. Reminiscences of popular works of Verdi.
3. (a) "The Merry Lark" ..... Bendix
   (b) "Valse Congratulations" ..... Europe
4. Suite de Concert—"Nell Gwyn" ..... German
5. Waltz—"Enchanted Nights" ..... Moret
6. "Dance of the Serpents" ..... Buccalari
7. (a) "La Moraima" ..... Espinosa
   (b) March—"The Occidental" ..... Sousa
8. Melodies from "The Chocolate Soldier" ..... Strauss

EVENING, 8 TO 10 O'CLOCK.

1. Overture—"William Tell" ..... Rossini
2. (a) Novelette—"The Snow Queen" ..... Salzar
   (b) "Forestis," "Tarantelle" ..... Arditi
3. "Neapolitan Scenes" ..... Massenet
4. Xylophone Solo—"Irish Melodies" ..... Stael
   Soloist, Peter Lawlin.
5. Grand Scenes from "Tannhauser" ..... Wagner
6. Waltz—"Roses from the South" ..... Strauss
7. "Echoes of Metropolitan Opera House" ..... Tobani
8. Melodies from "Doctor de Luxe" ..... Hoschna
   "Star-Spangled Banner."

Concerts in Hunting Park

The Energetic Band, under the leadership of Arthur Rosander, will play this afternoon and tonight at Hunting Park. The program follows:

PART 1—AFTERNOON, 4 TO 6 O'CLOCK.

"America" ..... Carey
March—"Stars and Stripes Forever" ..... Sousa
Overture—"Orpheus" ..... Offenbach
Bagbuss—"Knockout Drops" ..... Kuckman
Valse à Concert—"Treasure" ..... Strauss
Intermission.
Selection—"Humors of Donnybrook" ..... Vutti
Morceau—"Alita" ..... Loser
Intermezzo—"Whispering Willow" ..... Herbert
Vocal solo, by Mr. Francis Smith ..... Selected
Medley of Tuneful Tunes ..... Lampe

PART 2—EVENING, 8 TO 10 O'CLOCK.

March—"The Whip" ..... Holman
Overture—"Queen for a Day" ..... Adams
Characteristic Piece—"The Butterfly" ..... Bendix
Valse à Caprice—"On the Beautiful Blue Danube" ..... Strauss
Intermission.
Suite—"Atlantic" ..... Safranck
Intermezzo—"Sparkets" ..... Miles
Vocal solo, by Mr. Francis Smith ..... Selected
Gems from "Rio Grande" ..... Rothberg
"Star-Spangled Banner."

Philadelphia Band at City Hall

The Philadelphia Band, under the leadership of Silas E. Hummel, will play tonight on City Hall Plaza. The program follows:

1. Overture, "Tannhauser" ..... Wagner
2. Ballet music from "La Reine de Saba" ..... Gounod
3. Selection from De Koven's opera "Maid Marian" ..... De Koven
4. Solo for cornet, "Arbuckleman Polka" ..... Harrison
   Emil Koenicke, soloist.
5. Medley of popular songs ..... Brooks
6. Cantabile, from "Star Gazer" ..... Levey
   Burton Brooker D'Alton
7. Intermezzo, "The Six Fours" ..... Ivens
8. "Polonaise Brillante" ..... Bizet

THE PHOTOPLAY-MAN-ABOUT-TOWN

Complete Theatre Programs for the Week Appear Every Monday in the Chart

"Alpha and Omega" is the case with serials on Wednesday at the Apollo, where one will end and another begin.

The Overbrook is a typical airdome. Although it has a regular roof, its many windows permit a current of air throughout, making it ideal for summer.

New flooring and increased ventilation facilities make the Jefferson auditorium comfortable these days.

This from the program of the Liberty: "Holbrook Blinn in 'The Weakness of Men.' Since the day of Adam's fall until now man's weakness has been the weaker sex. Some years ago a noted philosopher said if Adam had declined Eve's apple Central Park might now be a small portion of the Garden of Eden and Broadway a flower-lined avenue, a story that is full of tang and flavor of the world's greatest city softened by a romantic touch."

Chaplin, in "The Vagabond," will be repeated on Saturday at the Germantown.

The Broad Street Casino will be entirely renovated for the fall season.

For the week commencing July 17 the Victoria Theatre offers the first and exclusive presentation in the State of Pennsylvania of "Where Is My Daughter?" featuring Mary MacLaren, produced by Louis Weber, producer of "Where Are My Children?" "Hypocrites," etc. A Metro travelogue, International News and a Triangle-Keystone comedy complete the program.

For the coming week the Savoy is offering an excellent program. The theatre is well ventilated and cool and patrons find it many degrees cooler than the street on the hottest day.

A spectacular European war picture, around which a story of love and human interest has been woven, is "The Eye of the Night," featuring William H. Thompson and Marjory Wilson. The play is one of the latest of Triangle productions, and it will have its first presentation at the Arcadia on Monday, Tuesday and Wednesday.

"The Shadow of Her Past" is the sombre title of the attraction for Monday and Tuesday next at the Regent. The film features Lina Cavalieri, heralded as "the most beautiful woman in the world," and her husband, Lucien Muratore, who directed the production of the picture also. This is Miss Cavalieri's second appearance in photodrama, her first having been that of Manon in the production of "Manon Lescaut." The story is an American one, filmed in Italy and enhanced by the classic beauty of Italian architecture.

Willie Collier, Jr., who is starred in "The Bugle Call," has a long speaking stage record, having appeared with his father in many of his farces on Broadway, including "Caught in the Rain," "The Dictator," "A Little Water on the Side" and others. The play comes to the Fairmount Theatre on Monday.

The management of the Market Street Theatre announces the beginning of a new serial Monday, July 17, entitled "The Grip of Evil," featuring Jackie Saunders and Roland Bottomley. It is an unusual photoplay dealing with the everyday question, Is humanity in the grip of Evil?

In "Sealed Lips," which is coming to the Locust on Monday and Tuesday next, a story is presented by talent not often gathered together in a film play. John Ince, the director; William Courtenay, the star; Arthur Ashley, Mary Charleson and other players combined to present the visualization of the Maxwell Grey novel, "The Silence of Dean Maitland." One of Brooklyn's largest Episcopal churches was used with the full choir investments to make a scene exact in its representation. Some of the most famous of the great Long Island country estates were used as backgrounds for the outdoor scenic effects.

While the entertainment features are being most carefully looked after, as always, special attention is now being paid to the securing of perfect coolness and ventilation and summer attractiveness at the Belmont.

Quite apropos of the present excitement of Mexico, on the border between the two countries, to say nothing of the large number of appeals from the decision of the motion picture censors, exceptional interest is attached to the presentation at the Rialto on Monday next of "The Heart of Paula," in which Lenore Ulrich is featured. It is a drama based on the present difficulties on the international border between the United States and Mexico.

At the Ruby, the popular resort of the tired-out shopping throngs, there will be two serials as added feature attractions. Tuesday the main offering will be Wallace Reid and Cleo Ridgley in "The Love Mask," and there will also be shown the ninth episode of "The Secret of the Submarine," which will show some of the workings of these boats.

At the Girard on Tuesday Frances Wilson and Arthur Ashley will be presented in "What Happened at 22," a mystery play written by Paul Wilstach, famous Broadway author, and as an additional attraction there will be shown the comedy, "Ambrose's Cup of Woe."

Following its presentation of first showings, the Alhambra will have for Tuesday "The Spell of the Yukon," the picturization of Robert W. Service's poem of the same name, and Billie Burke in the seventh episode of "Gloria's Romance."

Coolness and comfort are as much in demand at the up-to-date playhouse as is good entertainment, and it is the manner in which all three are combined and with an accompaniment of good orchestral music that is making the Palace one of the most popular places of daily entertainment in the central city section.

William H. Thompson is a character actor of long experience, and his work in the film plays has been excellent. He will appear at the Iris next week in "The Dividend."

Charles Chaplin in "The Vagabond," coming to the Eureka, makes use of a bit of encore bowing that is very funny and shows a new comedy trick.

Excellent pictures of guns in action are shown in "The Nation's Peril," which will be at the Olympia.

Wednesday is Comedy Day at the Park, with many comedians of note, including Chaplin, Raymond Hitchcock, Mabel Normand and others.

THE GODS OF MARS

Sequel to "Under the Moons of Mars"

CHAPTER XXII—(Continued).

THE sounds of conflict, the clash of arms, the shouting and the hurrying of many feet came to us from various parts of the temple. I knew that I was needed there, but I dared not leave Dejah Thoris, nor dared I take her with me into the turmoil and danger of battle.

At last I bethought me of the pits from which I had just emerged. Why not secret her there until I could return and fetch her away in safety and forever from this awful place. I explained my plan to her.

For a moment she clung to me.

"I cannot bear to be parted from you now even for a moment, John Carter," she said. "I shudder at the thought of being alone again where that terrible creature might discover me. You do not know her.

"None can imagine her ferocious cruelty who has not witnessed her daily acts for more than half a year. It has taken me nearly all this time to realize even the things that I have seen with my own eyes."

"I shall not leave you then, my princess," I replied.

She was silent for a moment, then she drew my face to hers and kissed me.

"Go, John Carter," she said. "Our son is there, and the soldiers of Helium, fighting for the princess of Helium. Where they are you should be.

"I must not think of myself now, but of them and of my husband's duty. I may not stand in the way of that. Hide me in the pits and go."

I led her to the door through which I had entered the chamber from below. There I pressed her dear form to me, and then, though it tore my heart to do it, and filled me only with the blackest shadows of terrible foreboding, I guided her cross the threshold, kissed her once again, and closed the door upon her.

Without hesitating longer I hurried from the chamber in the direction of the greatest tumult. Scarce half a dozen chambers had I traversed before I came upon the theatre of a fierce struggle.

The blacks were massed at the entrance to a great chamber, where they were attempting to block the further progress of a body of red men toward the inner sacred precincts of the temple.

Coming from within as I did, I found myself behind the blacks, and without waiting to even estimate their numbers or the foolhardiness of my venture, I charged swiftly across the chamber and fell upon them from the rear with my keen longsword.

As I struck the first blow I cried aloud: "For Helium!" And then I rained cut after cut upon the surprised warriors, while the reds without took heart at the sound of my voice, and with shouts of "John Carter! John Carter!" redoubled their efforts so effectually that before the blacks could recover from their temporary demoralization their ranks were broken and the red men had burst into the chamber.

With Carthoris at my side I fought for the red men of Barsoom and for their total emancipation from the throttling bondage of a hideous superstition.

Back and forth across the room we surged, until the floor was ankle deep in blood and dead men lay so thickly there that half the time we stood upon their bodies as we fought. As we swung toward the great windows which overlooked the Gardens of Issus, a sight met my gaze which sent a wave of exultation over me.

"Look!" I cried. "Men of the First Born, look!"

For an instant the fighting ceased and with one accord every eye turned in the direction I had indicated, and the sight they saw was one no man of the First Born had ever imagined could be.

Across the gardens, from side to side, stood a wavering line of black warriors, while beyond them and forcing them ever back was a great horde of green warriors astride their mighty thoats. And as we watched, one, fiercer and more grimly terrible than his fellows, rode forward from the rear, and as he came he shouted some fierce command to his terrible legion.

It was Tars Tarkas, Jeddak of Thark, and as he couched his great 40-foot, metal-shod lance, we saw his warriors do likewise. Then it was that we interpreted his command.

Twenty yards now separated the green men from the black line. Another word from the great Thark, and with a wild and terrifying battlecry the green warriors charged.

For a moment the black line held, but only for a moment, then the fearsome beasts that bore equally terrible riders passed completely through it.

After them came man upon man of red men. The green horde broke to surround the temple. The red men charged for the interior, and then we turned to continue our interrupted battle, but our foes had vanished.

My first thought was of Dejah Thoris. Calling to Carthoris that I had found his mother, I started on a run toward the chamber where I had left her, with my boy close beside me. After us came those of our little force who had survived the bloody conflict.

The moment I entered the room I saw that some one had been there since I had left. A silk lay upon the floor. It had not been there before.

There were also a dagger and several metal ornaments strewn about as though torn from their wearer in a struggle. But, worst of all, the doorway leading to the pits where I had hidden my princess was ajar.

With a bound I was before it and thrusting it open rushed within. Dejah Thoris had vanished. I called her name aloud again and again, but there was no response. I think in that instant I hovered upon the verge of insanity. I do not recall what I said or did, but I know that for an instant I was seized with the rage of a maniac.

"Issus!" I cried. "Issus! Where is Issus? Seach the temple for her, but let no man harm her but John Carter. Carthoris, where are the apartments of Issus?"

"This way," cried the boy, and without waiting to know that I had heard him he dashed off at breakneck speed farther into the bowels of the temple.

As fast as he went, however, I was still beside him, urging him on to greater speed.

At last we came to a great carved door, and through this Carthoris dashed a foot ahead of me. Within we came upon such a scene as I had witnessed within the temple once before—the throne of Issus with the reclining slaves, and about it the ranks of soldery.

We did not even give the men a chance to draw so quickly were we upon them. With a single cut I struck down two in the front rank. And then by the mere weight and momentum of my body I rushed through the two remaining ranks and sprang upon the dais beside the carved sorapus throne.

The repulsive creature squatting there in terror attempted to escape me and leap into a trap behind her. But this time I was not to be outwitted by any such petty subterfuge.

Before she had half risen I had grasped her by the arm, and then as I saw the guard starting to make a concerted rush upon me from all sides I whipped out my dagger and, holding it close to that vile breast, ordered them to halt.

"Back!" I cried to them. "Back! The first black foot that is planted upon this platform sends my dagger into Issus' heart."

For an instant they hesitated. Then an officer ordered them back, while from the outer corridor there swept into the throne-room at the heels of my little party of survivors a full thousand red men under Kantos Kan, Hor Vastus, and Kodar.

"Where is Dejah Thoris?" I cried to the thing within my hands.

For a moment her eyes roved wildly about the scene beneath her. I think that it took a moment for the true condition to make any impression upon her—she could not at first realize that the temple had fallen before the assault of men of the outer world.

When she did there must have come too a terrible realization of what it meant to her—the loss of power, humiliation, the exposure of the fraud and imposture which she had for so long played upon her own people.

There was just one thing needed to complete the reality of the picture she was seeing, and that was added by the highest noble of her realm—the high priest of the religion—the prime minister of her government.

"Issus, Goddess of Death and of Life Eternal," he cried, "rise in the might of thy righteous wrath and with one single wave of thy omnipotent hand strike dead the blasphemers! Let not one escape.

"Issus, thy people depend upon thee. Daughter of the Lesser Moon, thou only art all powerful. Thou only canst save thy people. I am done. We await thy will. Strike!"

And then it was that she went mad. A screaming, gibbering maniac writhed in my grasp. It bit and clawed and scratched in impotent fury. And then it laughed a weird and terrible laughter that froze the blood.

CONCLUDED ON MONDAY

DR. JOHN A. MARQUIS
Moderator of the General Assembly of the Presbyterian Church, who speaks here Monday for the first time.

RELIGIOUS CONGRESS OPENS AT PRINCETON

Third Annual Session of Conference Begins Tonight. Prominent Speakers

PRINCETON, N. J., July 15.—The third annual session of the Princeton Conference begins this evening in the Princeton Theological Seminary and will contine until the evening of Sunday, July 23.

The purpose of the conference, as stated by its managers, is "to bring men and women into a life of communion with God, victory over sin and fruit bearing, through the presentation of the Bible message concerning the life that is Christ."

It is further stated in their prospectus that it is not a mere Bible or missionary conference, although the Bible and missions have an eminent place in the program, nor is it a school of methods.

Among the leaders and speakers announced are Dr. C. I. Scofield, editor of the Scofield Reference Bible; Prof. W. H. Griffiths Thomas, of Toronto; Charles G. Trumbull, editor of the Sunday School Times; Dr. Robert E. Speer, Mrs. E. M. Whittemore, founder of the Door of Hope Missions, and others. Dr. J. Alvin Orr, of Pittsburgh, will be the presiding officer.

The daily program is to include in the morning a platform period, mission group period, Christian life problems. The afternoon will be given to rest and recreation. In the evening there will be held an outdoor vesper service and a platform meeting in the chapel.

FREE DINNER OFFERED TO ALL WHO WILL ACCEPT

George Long Invites Men, "Drunk or Sober," to Party at Inasmuch Mission

George Long will give a free dinner and entertainment at the Inasmuch Auditorium, 1011 Locust street, on July 22.

In celebration of the seventh anniversary of his conversion, he has issued an invitation to men, "drunk or sober," to come to his party.

The party begins at 2 o'clock with an entertainment by the Wandering Minstrels. The free dinner begins at 3 o'clock. In the evening, at 7:30 o'clock, Mr. Long will tell his life story.

BIDDLE WARD COUNCILS

Bible Classes Plan to Reach All Parts of the City

Representatives of the Drexel Biddle Bible Classes will meet in Holy Trinity parish house next Monday evening and will organize ward councils, so as to have an organization in every ward in the city. The Rev. Dr. Floyd W. Tomkins will preside.

James S. Clark will be the speaker at the men's class meeting in Holy Trinity tomorrow morning at 9:30 o'clock.

George M. B. Taylor will speak at Moyamensing Prison tomorrow afternoon and at the Sunday Breakfast Association in the evening.

The Sunday evening twilight service at the Bible Class Home, at Lansdowne, tomorrow evening will be in charge of Miss Clara E. Thompson and the "True Love" Bible Class of Fourth Baptist Church.

Martin Luther will visit the classes of Palmerton and its vicinity tomorrow.

RELIGIOUS BREVITIES

The Sunday afternoon meetings for men and boys held at the North Branch of the Y. M. C. A. will not stop during the summer months. This announcement was made today, as the result of requests from many young men, strangers in the city, who feared the meetings were to be discontinued. Good speakers, good music and the right kind of fellowship will be furnished. One Y. M. C. A. man, speaking of the meetings, said: "This is a good place for the young man, the middle-aged man and the older man to learn the principles of clean, straight living." The Rev. John V. Ellison, pastor of the Lehigh Avenue Baptist Church, will be the speaker tomorrow afternoon at 4 o'clock. His subject is "The Man With 1000 Devils."

"How Hetty Green Lost Her Soul" is the subject of the sermon which the Rev. George Chalmers Richmond will preach tomorrow night in the Eldridge Lecture Hall, 1811 North Logan Square.

During the absence of the Rev. George D. Kuns, pastor of the First Church of the Brethren, Carlisle and Dauphin streets, who has gone to Altoona for a six weeks' vacation in the Allegheny Mountains, the pulpit will be occupied by visitors. Tomorrow Dr. C. C. Ellis, of Juniata College, will speak in the morning on the subject, "Is the Bible the Word of God?" In the evening he will speak on the subject, "Does It Pay to Be Good?" Doctor Ellis is among the State's leading educators.

Increasing interest in the Sunday afternoon forum discussion led each week at the Central Y. M. C. A. by Harry Phillips is causing large attendance. Mr. Phillips will speak tomorrow afternoon at 3:30 o'clock on "Jerobham—the Man Who Stood." He will appeal to men to stand by their dreams, visions and fine beams in hours of apparent opposition and failure. Following the talk proper the men will discuss the subject with relation to the modern social and religious problems.

RELIGIOUS NOTICES

Baptist

CHESTNUT STREET BAPTIST CHURCH
Chestnut st. west of 40th.
GEORGE D. ADAMS, D. D., Pastor.
9:45 a. m.—Brotherhood of A. and P.
10:30 a. m.—Worship and Sermon by Pastor.
2:30 p. m.—Bible School.
8:00 p. m.—Worship and Sermon by Pastor.

Brethren

FIRST CHURCH OF THE BRETHREN
(Dunker), cor. Carlisle and Dauphin sts.
Sunday School, 10 a. m.
Preaching, 11 a. m. and 7:45 p. m.
Prayer Meeting each Wednesday evening.

Lutheran

TABERNACLE, 59th and Spruce—Wm. J. Miller, Jr., 10:45, 7:45. S. S., 2:30 p. m.

Young Men's Christian Association

YOU CAN DISCUSS the modern religious and social problems with your fellowmen at the Central Y. M. C. A. forum next Sunday at 3:30 p. m. Harry Phillips, leader.

BENEVOLENT ASSOCIATIONS

THE SALVATION ARMY, Inc.
Philadelphia Headquarters,
Territorial Headquarters Building,
20 South 15th street.
Colonel R. E. Hall in command.
Telephone, Bell, Spruce 532 3. Keystone, Race 3124 A.

WILDWOOD PLANNING GREAT ORCHESTRA AS SUMMER ATTRACTION

Philadelphia Orchestra Violinist Will Lead Concerts at Casino Auditorium Until September 15

STARS WILL ASSIST

WILDWOOD, N. J., July 15.—Wildwood has arranged to give visitors here the best musical season ever attempted by any resort of its size and age in this country. To this end the Entertainment Committee of the Board of Trade has engaged the services of Walter Pfeiffer, first violinist of the Philadelphia Orchestra and conductor of the Franz Schubert Bund Symphony Orchestra in Philadelphia, who will lead an orchestra at the New Casino Auditorium, giving two concerts daily, from 3 to 5 and from 8 to 10 o'clock, until September 15. The orchestra consists of 25 first-class musicians; 20 of them belong to the Philadelphia Orchestra, two belong to the New York Symphony Orchestra, while the other three are musicians from Philadelphia with excellent reputations.

With Mr. Pfeiffer are Concertmeister Paul Meyer who is too well known to need an introduction; Bruno Einhorn, who has been solo 'cellist in Leipzig and Berlin and since Philip Schmitz left the Philadelphia Orchestra, holds his chair in that organization, and Louis Wisman, solo flutist, a native of Philadelphia, who was with the Bluethner Orchestra in Berlin until the European war broke out.

The Wildwood Civic Club has begun its summer sessions. The home and summer sections have combined and are bent on making Wildwood bigger, brighter and better than ever. Each Monday the club will give a silver tea. On Thursday, July 13, the club held its annual luncheon at the Wildwood Manor. Mrs. Lillian Stockton, president of the Federated Women's Clubs of New Jersey, was among the guests of honor.

Senator John A. Ackley, of Vineland, N. J., has taken up his boardwalk apartments with his family for the season. The Senator said he saw no reason why this should not be one of the best years that Wildwood has ever experienced in real estate activity, basing his predictions on some of his recent property sales.

Among the Philadelphians at the Edgeton Inn are Miss Edith Casey, G. W. Brown, Miss Edna Kent, Miss Agnes Haggarty, A. L. Kusner, Commodore and Mrs. James I. Bulmer.

Philadelphians registered at the Derbyshire include Mr. and Mrs. A. H. Troth, Miss Ella Wainwright, Miss Elizabeth Wainwright, Mr. and Mrs. Kenneth Hoffman, Mr. and Mrs. William Prophet and Mr. and Mrs. Charles F. Pick.

Stopping at the Arcadia are Mr. and Mrs. F. Willis Clark, of Youngstown, O.; Mr. and Mrs. John W. De Long, of Germantown; Mrs. W. B. Cannon, Camden, and Miss Mary E. Naylor, of Philadelphia.

"CLEAN UP," SAYS PENN IN THE MOVIES

Bill Penn is in the movies.

The picture of him cleaning the city vigorously with a big broom in now being flashed on the screen of many of the moving-picture theatres. This is part of the plan of co-operation to clean the city and keep it so.

This phase of the campaign was started by Joseph C. Dougherty, manager of the Bijou Theatre. Before each show the patrons read

"We are advocates of cleanliness as regular patrons of this theatre know. Therefore we heartly concur in the new ordinance that you—

"Get the habit; can your rubbish; also your sidewalk and store sweeping."

Many thousands of persons will see this reminder daily in every section of the city.

The plan has met the approval of Director Datesman of the Department of Public Works.

"I'm glad that some one started the plan in the theatres," he said, "as it will help greatly. The signal of the campaign for cleanliness cannot be flashed about too much. It awakens the conscience and has a tendency to make persons take a personal pride in keeping their immediate surroundings as clean as possible."

Many stores, office buildings and industrial plants are doing all that is possible to speed the campaign along.

PHOTOPLAY CAST CONTEST OPENS

Continued from Page One

at various intervals thereafter. Watch the Amusement Section each Saturday.

Voting begins Monday. Instead of clipping a coupon from the paper, the voter will be required to cut off the words "EVENING LEDGER" and the date line appearing at the top of the first page, write the name of his or her candidate in the margin above, and mail it to The EVENING LEDGER Photoplay Cast Contest, P. O. Box 964, or bring it to the LEDGER office. Each heading counts 10 votes. No heading will be accepted of a date earlier than Monday, July 17. The contest will close August 31.

STEAMSHIPS

TRIPS BY WATER

Bermuda, 8 days or more ..... $42.50 up
Havana, 10 days 95.00
Porto Rico, 16 days' cruise ..... 94.50 up
Nova Scotia and Newfoundland, 12 days' cruise ..... 60.00 up
Sanford, Fla. (2000 miles by water) 42.00
Great Lake Cruises, from Buffalo ... 40.00

Full information on the above, or any other water or rail trip, gladly furnished.

Steamship and Tourist Department

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STEAMBOATS

IDEAL FAMILY EXCURSION
Iron Steamer THOMAS CLYDE
To AUGUSTINE BEACH
100-MILE RIDE for 50c
STOPPING AT CHESTER DAILY—PENNSGROVE WEEKDAYS ONLY
Only boat to Augustine Beach. Landing in front of Grove. Safe salt water bathing—300 sanitary bathrooms.
DANCING ALL DAY on boat & grounds. Plenty tables, benches and shade. Artesian water.
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TRIPLE DECK STEAMER
QUEEN ANNE
To Riverview Beach
SPECIAL REDUCED RATES
Adults, 35c Children, 20c
EVERY DAY EXCEPT SATURDAYS, SUNDAYS AND HOLIDAYS
REGULAR RATES—Adults, 50c; Children, 25c
Boat Leaves Arch St. Wharf 8:30 A. M. Stopping at Billingsport & Chester. Sun., 9 A.M.
SELECT EVENING TRIPS
UP THE BEAUTIFUL DELAWARE
Every Thurs., Fri., Sat. and Sun. Evening
Adults, 35c Children, 20c
Boat Leaves Arch St. Wharf 8:15 P. M.
DANCING NO LIQUORS

FISHING PRIME THIS SEASON FOR STONE HARBOR VISITORS

"Shark Scare" Pointless, as Beach Is Protected

STONE HARBOR, N. J., July 15.—With the exception of a single day of rain, the weather for nearly a month has been exceptionally fine.

The shark scare has not influenced the bathing here. The protected section of the beach in the vicinity of 96th street continues to be the centre of attraction for visitors and excursionists.

Fishing continues excellent from the new Boardwalk, where a basketful of kingfish is "only jist ordinary," as one sportsman put it. Large catches are reported from the channel and the basins.

Mrs. Davis Webster and daughters, of Conshohocken, were guests of Mrs. Potts Jones.

Harry Olewine and wife, of Harrisburg, are guests of Mr. and Mrs. O. T. Ferree.

Every Japanese bungalow in the 108th and 113th street colony that is ready is occupied, as are many of those which are unfinished. There is a long waiting list and it is the opinion of those interested that twice as many of these unique bungalows could be easily disposed of if it were possible to build them and furnish them this season.

Miss C. L. Bowman and party from Holmesburg occupy the St. Mary's bungalow on the Channel.

Daniel McCruden and wife, of Germantown and Prof. E. L. Ingram, of the University of Pennsylvania, have taken apartments here for the season.

Mrs. McCaughan was hostess for Ladies' day at the Yacht Club this week. Mrs. Reese P. Risley is listed for next Thursday.

Among those in the house party of Miss Francis Jones are the Misses Mary Nunez, Florida; Nanley Stapton, Abington; Dorothy Atkinson and F. Florence Snyder, of Swarthmore.

DANCE AT AVALON AN EVENT OF GREAT LOCAL INTEREST

Beautiful Decorations and Many Brilliant Electrical Effects

AVALON, N. J., July 15.—Friday evening last the most successful society ball of the season was given by Mr. and Mrs. Charles R. Hall in honor of their daughter, Miss Mildred Hall. The handsome marine ballroom was gorgeously decorated for the occasion with cedar, roses and wistaria, which, together with the tricolor electrical effects and pretty Avalon girls, made the scene one of beauty and splendor. Later in the evening light luncheon and refreshments were served and the occasion proved to be the most gorgeous ever attempted at Avalon and one long to be remembered by the young folks.

The first of a series of weekly card parties was held Tuesday evening at Hotel Avalon. These are to continue the remainder of the season and are fast becoming unusually popular for both young and old.

Clemens Titzck, of Haddon Heights, and family have opened their cottage on 21st street boulevard. They will remain all season.

J. Elfreth Watkins is again in his Avalon avenue cottage.

Mr. and Mrs. Frank Dallett and family, of Wayne, are down for the summer, renting the Shoemaker cottage on 9th street.

Samuel C. Chase, of Massillon, Ohio, is spending two months at Hotel Avalon.

Mr. and Mrs. F. P. Leopold, of Lansdowne, are registered at the hotel for the season.

The song services being held in the marine room of the Avalon Casino are gaining in popularity each week. The Rev. R. M. Hunsicker, D. D., editor of the Baptist Commonwealth, of Philadelphia, preached last Sunday, and the Rev. J. C. Killian, of the Chapel Car, is booked for next Sunday.

SUMMER RESORTS — CAPE MAY, N. J.

CAPE MAY HOTEL
New Modern Fireproof Resort Hotel, facing directly on the Ocean
Every comfort. Finest bathing beach in the world. Deep sea and inland fishing. Sailing, Motor boating, Good automobile roads. Golf, Tennis. Direct train service
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The best all-around resort on the New Jersey coast. No matter what your vacation desires may be, gratification here is certain. Surf Bathing, Fishing, Boating, Motoring, Golf, Tennis, Shooting and every other wholesome sport. Good hotels at moderate rates. A few desirable bungalows and apartments to rent for the month of August. Immediate application necessary. For beautiful booklet write
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has set a new standard of service, comfort & beauty
LARGEST FIREPROOF RESORT HOTEL IN THE WORLD
American Plan. European Plan.

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Brighton Ave., on Beach, Atlantic City, N. J. (In exclusive residential section.) Under new managem't. McGroarty & McGroarty.

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Vermont Ave., near Beach. Capacity 300. High class. $3 up daily; $17.50 up weekly. A. C. B. PRETTYMAN, Prop. M. L. PARKER, Mgr.

HOTEL ARLINGTON Michigan ave. Near Beach.
Open all year. R. J. OSBORNE & SON.

RISLEY'S 1515 Boardwalk, below New York ave. European plan $1 up daily. Fronts on ocean. Free bathing privileges.

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Massachusetts Av. and Beach. P. P. PHILLIPS.

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The modern hotel. Open all year. Capacity 400. Sea water in all baths. New Wistaria Garden and Grill. Music, dancing, tennis, trap-shooting, etc. Garage. Booklet and auto maps mailed. W. MERCER BAIRD.

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ST. CHARLES Formerly Sterling. Cor. 8th & Ocean Aves. Refurnished & renovated. New mgt. E. Harris.

EDGETON INN Near Beach. Modern appointments, music room, porches; noted for excellent table; white service throughout; cap. 250; coach meets trains. Booklet. J. Albert Harris, Prop.

SHELDON Entire block. Ocean view. Cap. 350. Hot and cold water. Rooms with bath and en suite. Elevator. Booklet. D. J. WOODS, Proprietor