

ENDICOTT TO PLAY C. N. BEARD TODAY

Merion Star to Face Cynwyd Country Club Rival in Delaware State Tourney

DR. P. B. HAWK DEFAULTS

Henry B. Endicott, of the Merion Cricket Club, and C. N. Beard, of the Cynwyd Club, will meet today in one of the big matches of the singles in the Delaware State tennis championship tournament at the Wilmington Country Club.

Endicott qualified for the third round of play when he eliminated W. Gordon, Jr., of Savannah, Ga., in a three-set match. Beard won from W. T. Campbell, of Bel-air, in two sets.

Two Defaults Mar Singles Two defaults—both players of local prominence—caused considerable disappointment at the Wilmington Country Club. One was Dr. Philip B. Hawk, of the Cynwyd Club. The other was Herman Dornheim, of the Frankford Country Club.

Beck's recent defeat in the junior match with Dornheim at the Cynwyd Country Club in a three-set match was one indication of the fact that he is going "stale". Beck, leading at 5 to 4 in the first set, fell flat on the court. He was not injured and continued play, but after winning the set he lost ten straight games and the match.

Dornheim's Lobbing Wonderful Herman Dornheim, of the Frankford Country Club, probably decided to take a rest and not play at Wilmington. If so, he used the kind of judgment that will improve his game on the long run and place him among the leaders.

Gimbel Plays at Wilmington Mills Gimbel, Jr., of the Mount Country Club, is a newcomer in tournament tennis in this section. Gimbel lost in the singles when he played Beck, and in the doubles, playing with C. B. Valentine, of the University of Virginia, when this pair met John T. Gause and E. L. Bergland, both of Wilmington.

Start Doubles' Competition Play in the doubles started, but only two matches were played, because virtually all the doubles players were participating in the singles events.

Championship Singles First Round J. L. Corong, Belvidere Country Club, won from Herman Dornheim, Frankford, by default.

Second Round Frank Thomas, Wilmington, won from Dr. P. B. Hawk, Cynwyd, 6-3, 6-4. William T. Tilden, 2d, Germantown, defeated Peter Wright, Wilmington, 6-3, 6-4.

WELCOME NINE WELCOMES EIGHT WINS IN TEN GAMES Only One Defeat and a Tie Included in Record Made by South Philly Traveling Team

Eight games won, one tied and one contest lost in ten starts, and all games played with a record of nine wins and one tie, is the record of the "Welcome" team, as they are known.

Y. M. C. A. BOYS OPEN CAMP Members of Jersey Organizations Pitch Tents Near Army Cantonment

COOKSTOWN, N. J., June 27.—With 120 boys under canvas, the annual encampment of the South Jersey Y. M. C. A. opened at Camp Ockanickon, on Brindley Lake, almost on the hour of the army cantonment at Wrightstown.

NEIGHBORHOOD CLUBS' "4TH" Elaborate Celebration Planned by Bala and Cynwyd

The Neighborhood Club of Bala and Cynwyd has completed plans for an Independence Day celebration which promises to witness a patriotic demonstration ever attempted by the Main Line communities.

Big Price for Plauditt Colt NEW YORK, June 27.—George O'Brien, trainer of the colt Plauditt, has sold the colt for \$100,000 to a private party.

SCIENCE GREAT KEYNOTE OF MODERN NAVIES

Continued from Page One It ever so forcibly brought home to me that modern war is indeed a science. The report of every battle practice is carefully tabulated and sent to a division of a bureau in Washington, where it is charted, analyzed and studied by experts—reduced, indeed, to mathematical curves.

The smudges of smoke were ten miles away, say in the neighborhood of 18,000 yards. And when I remember the custom of the old fighting ships of edging up to one another until they were little more than half a mile apart and letting go a broadside, I laughed. It did not seem possible, from where we were, to hit the smudge beyond the horizon; and yet just such a smudge as this—a German smudge—blew up the Invincible in the battle of Jutland.

A modern sea battle, or even modern battle practice, is a marvelous thing, stirring to the imagination, almost incredible to one who has not seen it. Not many years ago, when six miles was supposed to be the battle distance, it was wonderful enough. In those days the great shots were supposed to strike the heavy armor of a battleship, almost horizontally and pierce it. It was the old contest between armor and projectile. But today the problem has changed again.

The first thing that strikes you as you warm your way into a heavy steel turret of a modern dreadnought like the Pennsylvania is that it is an extraordinary place in which to fight. There seems scarcely room enough to turn around. Every movement counts, every man must be trained to the highest degree of efficiency—he must never get in another man's way.

The modern man-of-war is organized for battle. Everything else is subservient to that. And undoubtedly the most important man on board her, next to the captain, is her gunnery officer; fire-control officer, he is called in battle. In the old days, the old frigates, the first lieutenant walked up and down the deck with a brass trumpet in his hand; the smoke of the broadside rolled in through the ports, the shot was rammed down the throats of the old turret-shaped guns; they were run out again, and at a command from the brass trumpet all the lock-strings were pulled.

With five straight victories over the Athletics to their credit, the New York Yankees are close upon the heels of the leaders in the race for the American League pennant today.

Bill Donovan's boys have climbed into the thick of the fight at the expense of the Athletics; but at the rate they are going it will be no surprise to see them battle the Red Sox to a standstill in their next series.

Today's standings show the Yankees four full games behind Chicago and a scant game and a half back of the Bostonians. They will have an opportunity to gain ground today, as they meet the Athletics once more.

Returning to the Polo Grounds July 3, the Yankees will take on the Senators in the final series in the East before they must make their second swing into the western half of the circuit. With five out of seven games to their credit against Washington so far this season, Yankee prospects are bright enough.

The Yankees are hitting the ball and Donovan's pitching staff has been showing fine form for the last two weeks.

Advertising Writer and Manager Who Wants Him? Exceptionally able writer and persistent worker in all lines of merchandise; practical printer and lay-out man. References unquestionably good; copy always "a little in front of the next." A practical, trustworthy man, and not the byproduct of inexperience. Whole or part time. No proposition too large.

Address: A 211, Ledger Office

YOU KNOW ATLANTIC CITY

That Wonderful Small City By the Sea Where Only 58,000 People Live, Yet They Entertain During a Year Over 15,000,000 Guests!

Well, it is Atlantic City which furnishes the setting for a big enterprise, which we are putting through in spite of the fact that our country is engaged in war.

We planned this enterprise before war was declared and have continued to develop it since, despite the hysteria that stopped many lines of business from going ahead with that confidence and enthusiasm which is required of all business if we are to place our country in the position to meet promptly the demands of war.

While we have consistently followed a forward-going business course, we stopped long enough to do our share in making the Liberty Bond Loan a success and to heed the call for funds to sustain the American Red Cross in its magnificent and unselfish work; and we will stop again long enough to help the next Liberty Bond Loan to a quick success and to do all else asked of us in service to our country.

FOR TWENTY-FIVE YEARS Atlantic City has had many more people knock at the doors of its hotels and boarding houses asking to be housed and fed than it could possibly entertain.

You know that this small city by the sea, endowed by nature more abundantly than any other resort in the world, IS AN EVER-INCREASING ATTRACTION TO MILLIONS OF PEOPLE.

Its Boardwalk is the greatest ocean highway in the world! Easter Sunday on Fifth Avenue, New York, is the only parallel demonstration of a crowd that constantly surges up and down this great highway.

Further development of the Boardwalk front at Atlantic City has been retarded in recent years because property was held in small pieces by a great many people. Not enough of it could be secured for the building of more big hotels on the ocean front for which there is great demand—thousands of people being turned away yearly by owners of the present fine hotels on the Boardwalk.

Then again property was held at a very high figure—each owner placing his own valuation on it. As an illustration, an offer of nearly \$12,000 a front foot was recently refused!

Some time ago a syndicate of able financiers investigated property on the ocean front and discovered a fine site, extending several blocks, which is located right in the heart of Atlantic City. The site is known as "The Boverly" with which most of you are familiar. You have wondered no doubt why this magnificent frontage was never converted into a beautiful ocean plaza.

The difficulty that stood in the way of purchase of this site was that it was owned by 72 different people, controlling 96 different pieces, and no two of them, let alone all of the 72, could ever be induced to agree upon a price until the Syndicate checked them by sending out enough salesmen in one day to see them all and get their signatures to an agreement to sell before they had a chance to consult with one another!

The Syndicate bought the property for the sum of \$6,000,000.

We were consulted very soon after the property was acquired about forming an Operating Company to lease and manage three big hotels to be built of reinforced concrete by the Atlantic-Manhattan Construction Company.

All of us have known for many years that Atlantic City offered exceptional advantages for more hotels on the Boardwalk—notwithstanding the many fine and prosperous hotels already there—but apparently there was no site to be had until the Syndicate acquired the several pieces of property mentioned.

Knowing that there exists a very great need for more hotels on the ocean front and feeling absolutely certain of our ability to successfully direct three big hotels, we quickly organized, under the Laws of the State of New Jersey, an Operating Company capitalized at Ten Million Dollars—Five Million Dollars in 7% preferred stock and Five Million Dollars in common stock, both of par value One Hundred Dollars.

We ourselves immediately subscribed for stock to the amount of \$1,300,000.

That would be a very shaky enterprise indeed which sought the confidence and money of others if those fathering it did not back it with their own confidence and money—would it not?

Preferred stock to the amount of \$3,700,000 is now offered to the public, and to every purchaser of our 7% preferred stock will be given a 50% bonus in common stock—that is to say, a purchaser of \$1,000 of preferred stock will receive a gift of \$500 of common stock.

You may be curious as to why \$5,000,000—\$3,700,000—

more than we ourselves have invested—is required to properly finance the Operating Company.

It requires a very large sum of money to completely equip one modern hotel, let alone three big hotels such as are to be built on this magnificent ocean frontage at Atlantic City.

These three big hotels are to be called: The Atlantic-Biltmore, The Atlantic-Pacific, The Atlantic-Commodore.

They will have, in combination, 3,000 bedrooms! Begin now to do a little figuring on your own account.

Consider the cost of furnishing one bedroom in the style that is demanded in these days by patrons of a first-class hotel. Then multiply that cost by 3,000!

Then consider the cost of outfitting 3,000 bathrooms! Then consider the cost of furnishings on the first floor of each hotel, remembering that they must be the very best as well as the most inviting.

Then think of the rugs, draperies, silverware, cut glass, china and dishes and the thousands of other things.

Then think of the cost of the kitchen outfits, which must be the last word in equipment.

Why, a few million dollars are quickly absorbed even when the purchasing is wisely and economically done.

The business of outfitting hotels scientifically has been a study with us for many years, and we think we know what is required. We ought to be able to know where and how to buy to advantage. We have a very clear idea of the cost of outfitting such hotels as will be built for us, for they are to be as fine hotels in all respects as human ingenuity can make them, and that means that the equipment must correspond.

You will pardon us for claiming to understand the public's taste as to the kind of hotels wanted on Atlantic City's ocean front. This knowledge has been acquired by us out of a long experience in studying and serving the public.

It is not immodest to state that we are successful in hotel operations and that there is reasonable ground for belief that we will make the Atlantic-Biltmore, the Atlantic-Pacific and the Atlantic-Commodore successful.

We are in possession of a 21-year lease with privilege of renewal.

It is conservative to state that the value of the lease is equal to the capitalization of the Operating Company.

It is conservative to state also that the operation of these three wonderful hotels will yield to the stockholders a satisfactory return on a capitalization of \$10,000,000.

This forecast is based not on hope, but on what is now happening to the ownerships of the fine ocean-front hotels at Atlantic City.

They are very profitable because of their location and because of the demand for accommodations.

They can entertain at most 12,000 people a day and they turn away thousands of people during a year.

There is great opportunity therefore for three hotels with accommodations for 6,000 people. You see that, do you not?

The average annual gross return per room should be, based on present ocean-front hotel statistics, five times greater than what we have agreed to pay as annual rental per room.

The average return per room in every successful hotel in the country represents about five times the rental charge, and this means earning practically as much net profit annually as is represented by the annual rental charge.

Further details of our plans are printed in two little booklets, both of which will be forwarded to your address upon request.

One is an exceedingly frank and rather intimate prospectus and the other contains the form of agreement that we mutually sign when you become a stockholder.

Our own reputations prevent any misstatements or the making of extravagant promises.

We want you to join us in our enterprise, but don't come in with us unless you have confidence in our integrity and ability.

Very respectfully yours, THE BOWMAN-HERR-MORGAN HOTELS CORPORATION,

1480 Broadway, New York City 2515 Boardwalk, Atlantic City

By John McE. Bowman, President.

Officers and Directors and Their Connections:

- JOHN McE. BOWMAN, of New York City, President of the Hotels Biltmore, Manhattan and Ansonia, and the Hotel Commodore, now under construction—President; VON H. HERR, of Atlantic City, N. J., Vice President of the Herr Corporation—Vice President; FRED A. REED, Retired, formerly Proprietor of the Park Avenue Hotel in New York—Treasurer; LOU C. WALLICK, New York, Proprietor of Wallick's Hotel, New York; the Hotel Secor of Toledo, and the Hotel Desher of Columbus, Ohio; DAVID H. KNOTT, of New York, Proprietor of the Knott Hotels, including the Madison Square, the Earle, Le Marquis, Van Rensselaer, the Berkeley, the Holly, the Judson, the St. Andrew, and the Bristol, all of New York City and Whittier Inn, Sea Gate, Long Island, N. Y.; JAMES WOODS, Manager of the Hotel St. Francis, San Francisco, Cal.;

RUNS SCORED BY MAJORS THIS WEEK

Table with columns: Club, Sun, Mon, Tues, Total. Rows for Philadelphia, New York, Chicago, St. Louis, Boston, Cincinnati.

Table with columns: Club, Sun, Mon, Tues, Total. Rows for Athletics, New York, Chicago, Detroit, Washington, High score records, Chicago and Boston teams.

A'S HELP YANKS GET INTO RACE

Five Straight Victories Put New York Only Four Games Behind

PLAY RED SOX TOMORROW

NEW YORK, June 27.—With five straight victories over the Athletics to their credit, the New York Yankees are close upon the heels of the leaders in the race for the American League pennant today.

Bill Donovan's boys have climbed into the thick of the fight at the expense of the Athletics; but at the rate they are going it will be no surprise to see them battle the Red Sox to a standstill in their next series.

Today's standings show the Yankees four full games behind Chicago and a scant game and a half back of the Bostonians. They will have an opportunity to gain ground today, as they meet the Athletics once more.

Returning to the Polo Grounds July 3, the Yankees will take on the Senators in the final series in the East before they must make their second swing into the western half of the circuit. With five out of seven games to their credit against Washington so far this season, Yankee prospects are bright enough.

The Yankees are hitting the ball and Donovan's pitching staff has been showing fine form for the last two weeks.

Advertising Writer and Manager Who Wants Him? Exceptionally able writer and persistent worker in all lines of merchandise; practical printer and lay-out man. References unquestionably good; copy always "a little in front of the next." A practical, trustworthy man, and not the byproduct of inexperience. Whole or part time. No proposition too large.