

ATLANTIC CITY ADOPTS CHEERFUL SLOGAN

National Amount of Relaxation for All Who Visit the Banner Shore Resort

OPTIMISM THE KEYNOTE

Every One Must Be at Top Notch of Efficiency to Win the War. Welcome Awaits Visitors

Atlantic City, June 12. Atlantic City assumes that its efficiency for victory is to be maintained indefinitely with 100 per cent effectiveness those who are making the win-the-war machine hum must take a rational amount of relaxation.

Hence Atlantic city's preparations deliberately made serve as a very important element in the national win-the-war program, a great health shop playground, where multitudes of patriotic workers may come, relax utterly for a time and then go back to "hit the line," do their bit or whatever one chooses to call it, with greater efficiency and redoubled vigor.

Hence the optimism, the confidence of a record season of crowds and prosperity, which pervades this metropolis by the sea, its population soaring steadily. Hence the confidence of the lining up of all the important agencies which have contributed to make Atlantic City great, that it has a great patriotic duty to perform in fulfilling its mission of purveying health and pleasure to the industrial and commercial forces of the nation with 100 per cent efficiency.

Atlantic City never was better prepared to do just that. The scenes are set, the stage managers are ready. They are no novices in the art of entertaining. The fact that Atlantic City is a \$100,000,000 health shop, a national asset at this critical period, keyed up to serve to the utmost of its ability, taking great pleasure in the thought that it is helping thereby to win the war, is the best proof of that. Relaxation is necessary; it will be found here by the sea within an hour of Philadelphia, three from New York, a day's ride from Pittsburgh and the same from Buffalo—a keypoint in the great workshop of the nation.

Resort a Great City

Atlantic City really is "some town." The shore chamber of commerce, a body of optimists and patriots, has issued a compilation of facts about this one-time mecca for fishermen, first discovered by Philadelphians, which contains some astonishing information. Atlantic City has \$100,000,000 in taxables. It owns a waterworks of 275 acres to supply its residents and visitors for fifty years to come. It has 1200 hotels of all sizes, at rates ranging from \$1 to \$25 a day; from \$5 to \$15 a week. It has a publicly owned and regulated beach, four and a half miles long; five ocean piers, two large indoor swimming pools and twenty-three rest pavilions for those who weary while strolling. It has railroad service without comparison and caters to as many as 60,000 bathers a day in midsummer. It has twenty-one theatres, and employs, during the height of the summer rush, 105 trained guards to watch over the multitudes in the breakers. Its committee of weights and measures administers its affairs, and graft has not been mentioned since they assumed office. Now here is something that will sur-

prise even those Philadelphians who have a keen interest in everything that pertains to the big shore town because they helped to bring it to the stage of development where it became the national playground Atlantic City last year expended on the greatest of relaxation mecca, a total of \$4,420,709. Of this amount \$118,541 went for street cleaning and sanitation; \$222,406 for fire protection to insure the safety of holiday-making myriads; \$222,406 to make the town so orderly that women may stroll on the Boardwalk at any hour of the day or night without escort and without fear of molestation, and \$2,231 to light the world-famed Boardwalk and its streets. For the purpose of public education it paid out \$688,731.

Has Fine School System

It has thirteen public and three parochial schools, with 242 principals and teachers and 8200 pupils in the former. It has forty-nine miles of paved streets, four parks and many playgrounds; two yacht clubs; thirty-two churches of all denominations; a \$200,000 Y. M. C. A. building and a city hospital which represents a similar investment. It has few factories, and consequently no industrial problems, two yacht clubs and four hundred yachts and power craft, a drainage system that works, and a sewage disposal system that is offered as a model for cities where the problem is by no means so difficult of solution as it is here.

For further evidence of its ability to serve Washington as a restorer of human dynamo to keep the win-the-war machine up to top notch, Atlantic City points to its financial resources, the sinews of war. It has five national banks and five trust companies, conservatively administered, with a capital of \$1,600,000, a combined surplus of \$2,025,000, close to half a million greater than the capital paid in; undivided profits at last accounts of \$550,146, and deposits of \$15,960,327.

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Atlantic City never wears of talking of its hotels. There is nothing else that so thoroughly expresses the progressive spirit of one of the most characteristically American cities in the land. They started as modest boarding houses and grew as the necessity for quarters expanded. Everything else followed the lead of those who realized that adequate housing is the first essential of a city of pleasure. In many respects the hotels are ahead of the city, for the heavy demands involved in supplying the fundamental essentials have not yet made it possible for the resort to undertake the ornamental development which some day will transform the Boardwalk into a magnificent esplanade and so enhance the town as a whole that its founders never would know the metropolis on the sands.

They would have great difficulty now in believing the evidence of their eyes if they could scan the majestic proportions of the Traymore, the Marlborough-Blenheim, Daniel S. White had confidence in Atlantic City and its destiny. His confidence has been justified, for the Traymore, saying today, "having big," as Atlantic City phrases the game. As many as four conventions have been in progress here at the same time. Men come boasting of the hotel palaces of many of the big western cities long before the big caravansaries of the Boardwalk and are silent.

Other hotels, run just as efficiently, provide for the religious conventions and conferences which have done much to correct some of the misconceptions formerly widely spread as to Atlantic City's moral caliber. It is infinitely better now

For proof of its patriotism the city might point to the fact that it sent a way over the top of its \$2,200,000 allotment of the third Liberty Loan and recently gave the Red Cross \$55,000 when it was asked to raise \$15,000. It "points with pride" also to the fact that since the day Herbert Hoover asked the hotels and restaurants of the nation to discontinue the use of wheat until a new crop was available in the fall its hotels have been one hundred per cent wheatless, exponents of a patriotic propaganda spread through their patrons to every corner of the United States and Canada.

The Splendid Hotels

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A Tremendous Place

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the Breakers, the Chalfonte, Haddon Hall, the Altamare, the Shelburne, the Royal Palace, the Chelsea and the Ostend.

The Marlborough-Blenheim came into existence to supply fitting quarters for diplomats, captains of industry, big bankers and the Washington official set, which wanted something better than Atlantic City prior to that time afforded in hotel accommodations. Another consideration it met and continues to meet was the furnishing of improved facilities for conventions.

The Traymore also was built with a special object, the provision of Broadway, Broad Street and Pennsylvania avenue accommodations for that numerous body of Americans who live in hotels all the year and like the contact with crowds and the glamour that goes with hotel life. It was built at a cost of \$4,000,000 by a syndicate headed by Daniel S. White, dean of shore hotel men and one of the most conservative men in the city. Men questioned the wisdom of the enterprise; some predicted it would not pay for five years at least.

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SUMMER RESORTS ATLANTIC CITY, N. J.



Grand Atlantic Hotel

Virginia Ave., Near the Beach, Atlantic City, N. J.

Largest hotel not directly on beach, situated on the highest ground near Steel Pier, the new Garden Pier and within a minute's walk of all that is worth while in Atlantic City, the Grand Atlantic Hotel, enlarged and refurbished since last season, now offers every refinement of convenience and service for the pleasure and comfort of its guests.

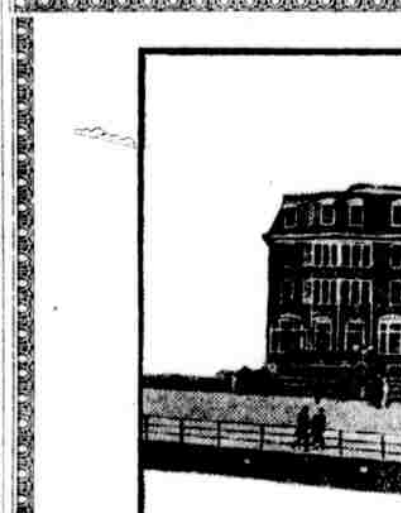
The Hotel has been newly painted, papered and decorated throughout. Many new rooms with baths have been added, and the sleeping chambers have been refurbished and recarpeted. Such exquisite taste was employed in this work that even the most inexpensive rooms present an invitingly cheerful and home-like appearance.

Ample porches and extensive sun porches inclosed in glass surround the hotel. The sleeping rooms are unusually large and airy, many being en suite with bath, and every one has outside exposure, each with two or more windows. The table, a distinctive feature of the Grand Atlantic, is abundantly supplied with the best that can be obtained, perfectly cooked and daintily served. Private garage on premises.

RATES: \$3 Daily and Up Special Weekly Rates

W. F. SHAW, Ownership Management

SUMMER RESORTS ATLANTIC CITY, N. J.



HOTEL SHELburne Atlantic City, N. J.

BEACH-FRONT HOTEL OF COMFORT—UNOBSTRUCTED VIEW OF THE OCEAN FRENCH GRILL—EUROPEAN PLAN EXCLUSIVELY JACOB WEIKEL

BLACKSTONE HOTEL

VIRGINIA AVENUE AND BOARDWALK ATLANTIC CITY Blackstone Hotel Co. Owners David Berg, President, Samuel Tauscher, Treasurer & Mgr. Director Strictly European Plan French Cuisine—Superior Service Afternoon and Night Dancing Rooms Overlooking the Sea—Capacity 600 THE individual and distinctive surroundings which have been so carefully planned for this hotel, will make it fill a long-felt want, by the many, who will appreciate— "A real cosmopolitan rendezvous, in the heart of the most attractive and interesting things of this resort." FORMAL OPENING FRIDAY, JUNE 14th, 1918 Reservation Books Now Open



The Runnymede Atlantic City Park Place, overlooking the Boardwalk, City Park and Casino. Open all the year. Private baths, elevator, etc. Booklet mailed on request. I. McILWAIN, Owner & Prop.

HOTEL SOTHERN

Virginia Avenue Steel Pier and the Old Ocean within 200 feet. Running water, private bath, elevator, etc. Cap. 200. 15th season. G. L. CAKE



Phillips House Massachusetts Avenue, Near Beach Atlantic City, N. J. Delightfully situated on the corner of Massachusetts and Oriental avenues (one mile from Boardwalk), a select section of the city, opposite Heinz Pier, and commanding a view of the ocean. Equipped with all modern conveniences, including elevator to street level, electric lights and private baths. The Colonial Dining Room is one of the chief attractions of the house. Cuisine and service of the highest standard. Capacity 250. Booklet. Open All the Year F. P. Phillips

OPEN ALL YEAR HOTEL GLADSTONE

Brighton Ave. & Beach (Opposite Hotel Chelsea) Accommodations for 250 guests. House entirely detached from surrounding buildings; full and unobstructed view of ocean. A hotel equipped with all modern conveniences; elevator to street floor. ISAAC BOWER, Proprietor

HYGEIA Swimming Pool and Surf Bathing Opposite Heinz Pier



Largest in the East 60x120 Feet All White Tile At Home You Drink Filtered Water—Here You Bathe in It Seven hundred gallons of filtered ocean water are pumped into the pool every minute, and this is maintained at an even temperature of 76 degrees all year round. The pool, made all of white tile bricks, varies in depth from 3 1/2 to 8 feet. Two diving platforms; two spring boards. Two small, shallow pools for young children. No change in prices, 60 cents for suit and all privileges; 35 cents if you bring your own suit. Also Turkish baths, hot or cold sea water tub and shower baths. Spacious room for spectators. Always open to both men and women. Open All Year



GALEN HALL Atlantic City, N. J.

Hotel and Sanatorium Noted for comfort, service and superior table. Also for its Tonic Baths for ladies and gentlemen, with trained operators only. F. L. YOUNG, General Manager

SUMMER RESORTS ATLANTIC CITY, N. J.



Hotel St. Charles Atlantic City, N. J. Situated directly on the ocean front, with a superb view of beach and boardwalk, the St. Charles occupies an unique position among resort hotels. It has an available reputation for cuisine and unobtrusive service. Twelve stories of comfortable accommodations, ocean porch and sun parlors; orchestra of soloists. Week-end dances. Booklet and rates upon request.

ST. ELMO

Thompson Ave. Near the Beach Open all year; regular rates \$2 and up; special weekly rates. A well-established house; 20th season under ownership management. MRS. THEODOSSIA MILLER



Hotel Bothwell VIRGINIA AVENUE Atlantic City Second House From Boardwalk and Steel Pier



Hotel Sterling Beach-Front Service at Moderate Prices The Sterling is the ONLY FIREPROOF HOTEL not directly on the Boardwalk. Service, cuisine and appointments equal to that offered at the best beach-front hotels—at moderate prices. 200 rooms—all outside. Dancing; elevator to street level. For comfort without extravagance, visit the Sterling. For rates and further information write THE NORRIS CO. ALFRED L. BEIDLEMAN, Manager



Cooldest and Most Attractive Location OSTEND Whole Block—Ocean Front Boston to Sovereign Avenue in exclusive Chelsea section. Open surroundings. Ocean view rooms. Sea-water baths, private and public. Modern hydro-therapeutic department. Orchestra of soloists. Auto bus meets trains. Booklet. Ownership direction. JOHN T. DOLPHIN, Manager

Wherever you're going, you'll want to go well dressed. We'll be glad to be of service.

ALL the smart and exclusive ideas in Summer Suits, Norfolk, Flannel, Serge and Duck Trousers, Tropical Weight Clothes, Shirts, Belts, Neckwear and all forms of Haberdashery, Straw Hats, Caps, Leather Bags and Suit Cases. Jacob Reed's Sons Chestnut Street Philadelphia

ATLANTIC CITY NEW JERSEY

SUMMER HAS ARRIVED and bids you meet her in Atlantic City, where the cool, healthy breezes continually blow. Take your daily stroll along the fascinating boardwalk with its wonderful Piers, Theatres, Stores, etc. There you can enjoy yourself to your heart's content in whatever way you wish. GOLF, HORSEBACK RIDING, MOTORING, ROLLER CHAIRING, SURF BATHING, SAILING, FISHING, MOTOR BOATING, ETC. THE LEADING HOUSES ARE ALWAYS OPEN and will gladly furnish full information, rates, etc., upon request (Hotels are all American Plan, unless otherwise noted) Hotel Strand On the Ocean Front P. O. Off and H. C. Edwards The Shelburne On the Ocean Front European Plan J. Weikel, Mgr. Hotel Dennis On the Ocean Front European Plan J. Weikel, Mgr. Marlborough-Blenheim On the Ocean Front American and European Plans Joseph White & Sons Co. Seaside House Hotel and Sanatorium Galen Hall Co. Hotel St. Charles On the Ocean Front European Plan J. Weikel, Mgr. Hotel Chelsea On the Ocean Front J. B. Thompson & Co. The Whitshire Central; Near Beach Samuel Ellis Seaside House On the Ocean Front J. B. Thompson & Co. The No'murast Central; Near Beach

Furnished Villas Cottages and Apartments

Any Season—All Locations Everything in Real Estate Write for a list of our big dividend-paying properties. Decided Bargains in unimproved lands. Our service will please. We invite correspondence. H. G. HARRIS & CO. Mortgages Insurance Guarantee Trust Bldg.

Hotel Bothwell VIRGINIA AVENUE Atlantic City Second House From Boardwalk and Steel Pier This hotel is open all year, has every appointment; its location is central; the highest standard of cuisine and service is maintained at all times. Rooms, single or en suite, with private bath or running water, can be had at moderate rates. Write for terms and booklet.