Atlantic City Dispels War Cloud

Continued from Preceding Page

than it was ten, or even five, years ago, and it never was so bad as it was painted. In the second line of providing quarters for the hosts which will come shoreward to relax this summer are an infinite variety of smaller, but perfectly modern houses, each with a profitable family clientele.

The list runs from the Phillips House and the Merion, in the upper section of the city, down through the Grand Atlantic, the Virginia the Blackstone, the Wiltshire, the Lorraine, the Continental, the St. Clare, the Holmhurst, the Logan, the Iroquois, the Rodman, the Sothern, the Fredonia, the Monticello, the De Ville, the Westminster, the Boscobel, the New Clarion, the Wellsboro, the Runnymede, the Arlington, the Pennhurst, to the Gladstone, the Carlton, the Yarmouth and the Creston, in Chelsea. Chelsea is to have a new hotel, the St. James, the largest and most modern in that end of the resort, a great brick, steel and re-enforced concrete structure of twelve stories, now building for John Stafford, a Philadelphian. Work is being pushed under great handicaps, owing to the scarcity of labor and materials. The projectors, however, purchased their steel before Uncle Sam went to war and it is going to go forward to completion, a further substantial testimonial to confidence in the future of this optimistic city by the sea.

Caring for Conventions

Taking care of conventions, a knack in which Atlantic City shines to particular advantage because it has everything that conventions need, is a matter of greater importance than usual this year because more conventions are meeting this year because of the war and the utmost concentration of industrial, commercial and fraternal resources. It was a big thing for Atlantic City when the Chamber of Commerce of the United States picked Atlantic City for its war convention last fall, for that momentous gathering, arranged for quickly and served admirably, placed the seal of approval of the business world upon the resort as a meeting place.

This year has been one continuous procession of meetings of every sort, from the national meeting of the Northern Baptist Association to the Pennsylvania Bankers' Association, here for the first time. Last week Nobles of the Mystic Shrine from many jurisdictions held forth. This week the National Electric Light Association will be here for one of the most important gatherings of the year.

On Atlantic City's list also are the New York Bankers' Association, the National Association of Talking Machine Jobbers, the Tobacco Association of the United States, which will meet at the Charles; the Grand Army of New Jersey and a half dozen auxiliaries; the American Institute of Electrical Engineers, which is to meet at the Marlborough-Blenheim; the American Society for Testing Materials, at the Traymore; the American Concrete Institute, the national reunion of the order of Elks in July; the Moosehearts Legion, 3000 strong; the National Brotherhood of Operative Potters, the National Association of Cleaners and Dyers, the New Jersey State Dental Association, the National Fertilizer Association, the International Federation of Commercial Travelers' Organizations, Bloodmen of the World, the American Association of Dairy, Food and Drug Officials, the International Apple Shippers' Association, the Supreme Court, Foresters of America; the National Negro Business League, Select Castle, Knights of the Mystic Chain; the National Cycle Trade Industries, the Order of Knights Hospitalers, the National Legion of Honor, the American Hospital Association, the Shepherds of Bethlehem in North America, the National Petroleum Association, the New Jersey Presidential Postmasters' Association, the International Alliance of Physicians and Surgeons, the National Association of Local Preachers, the American Electric Railway Association, with 3000 delegates; the New Jersey Junior Order of United American Mechanics, the National Council, Daughters of America; the Presbyterian Synod of New Jersey; the Laundry Owners' National Association, the New Jersey State Horticultural Association, the New Jersey State Grange, Patrons of Husbandry, and the New Jersey Teachers' Association.

Want To Come Back

Many of these organizations met here last year and were so satisfactorily provided for that they voted unanimously to come back. Some of them are running suspended meetings. This is the case with the American Electric Railway Association, which omitted its convention last fall because of the war. Many of the conventions will omit their exhibits this summer because manufacturers have no time to seek orders for more supplies when they have more orders now than they can take care of. Particular interest is attached to the convention this month of the National Association of City Comptrollers and Accounting Officers at the Marlborough-Blenheim because war board representatives will explain to the municipal accountants why it is necessary for the Government to decree that pending the close of the war no municipal bond issues shall be floated in excess of $100,000 without express permission from Washington.

All-Season Rail Service

A large measure of Atlantic City's optimism is due to assurances that the city will have all-season railroad service in keeping with every requirement. After encouraging as many war workers as possible to seek rational diversion, there is no intention on the part of Director General McAdoo to hamper them in so doing. The Government's good intentions are further shown in the very gratifying announcement last week that the railroads will be permitted to initiate special tourist rates to seashore and mountain places.

Much satisfaction is derived also from the fact that the cottage-renting season has gone over the top, for a large part of the city's revenue comes from the rentals paid by thousands of families who prefer to abide in cottages rather than hotels. This was a week of hegiras here, for all over the city tenants moved out of their homes to give possession to tenants. The real estate situation has been greatly improved at the shore by the formation of the Atlantic City Real Estate Board and the enactment of a local law which requires every broker to take out a license under stipulations which exclude any except reliable and responsible men.

This board, of which M. A. Devine is president, has made it a point to discourage vigorously any attempt to profiteer in rentals, for the same reason that hotel men have advised a maintenance of before-the-war rates, shaving their profits rather than have it said that Atlantic City was attempting to take an unfair advantage of its patrons. The "millionaires' colony" in Chelsea this summer will be the largest that ever has had its abode there, and the cottage contingent also will be more diversified than customary, for Bostonians and Chicagoans, and even Indianapolis, folk have chosen shore domiciles in the district which formerly was the special habitat of Philadelphia families. Some of the Philadelphians with fine summer homes in Chelsea, not to be outdone by thrifty natives, have rented them at rates which will permit them to live in the hotels and escape for the time being the high-cost-of-living household problem.

Trolley Strike Over

One subject of very general satisfaction is the amicable adjustment of Atlantic City's first trolley strike with the return to work of the trained force of carmen which has been a factor in giving Atlantic City a reputation for exceptional transportation service. Without just this thing, Atlantic City's popularity with thousands of Philadelphia commuters would be seriously involved, because many of them have to make close connections from Ventnor and Chelsea to get the fast morning trains which carry them to their offices before the stenographers put in an appearance. A continuance of the same admirable train service which makes it possible for them to hike shoreward in good time for a dip before evening dinner, now assured, has had much to do with the unusually prosperous rental season.

This year brokers and owners both are enthusiastic over the chamber of commerce campaign to prolong the busy period by adding September to the season. Cottagers are helping the cause by making inducements for tenants to remain over until the 1st of October. Not a few are making leases with the provision that they may stay throughout October as well, if the weather holds good, a tendency induced by the fact that October is one of the most agreeable months of the year at the shore.

Atlantic City's bill of standard attractions is in readiness for relaxation seekers. Starting with the Heinz pier, which is popular because everything it has to offer is free to the public, there is "something doing" all the way to Chelsea. The big Garden Pier Theatre, a vaudeville house since it first was opened, has been taken over by New York interests which are billing musical attractions. The landscape gardening on the front of this Philadelphia-built pier is one of the most attractive features of the beachfront, the idea of a garden six feet above land level being an unfailing novelty for visitors from the interior.

Steel Pier an Attraction

The Steel Pier, with its band concerts, its carnivals, movie shows and Saturday night concert-dances, is entering upon another successful season. Just a square below is the famous Steeplechase, without visiting which no vacation is accounted complete. There are new features this year as usual, a galaxy of devices for dispelling the blues.

The old Ocean Pier still is here despite all the talk about pulling it down, holding this year a collection of dime attractions. A brisk walk further down the big Million-Dollar Pier looms up with its splendid auditorium with the multi-colored lights, the scene of some of the biggest gatherings ever held on the Jersey shore. Of unfailing interest are the net hauls, bringing up hundreds of tons of edible fish and many strange denizens of the sea.

A bit further out is the only trap-shooting school in the United States. Hundreds of men have been taught to smash the clay targets flung from the traps out over the sea. An authoritative record shows that 15,875 persons have tried these traps, a very surprising percentage of them women, since the school was established. Governor Harrington, of Maryland, was a visitor to the ocean shooting grounds last week. A young son of the State Treasurer of Maryland established a juvenile record there by breaking twenty-four out of twenty-five targets.

In between the upper pier and the lower are the shops, offering the wares of the world; the auction stores and the novelty bazaars, which must make big money because their proprietors pay Chestnut street rentals and renew their leases for long periods.

Plans for the Fourth

Atlantic City has not matured its plans for the Fourth. Last year it offered as a spectacular novelty a human flag spectacle in which 20,000 participated. For this year a great patriotic meeting has been proposed and efforts will be made to procure speakers who will bring a fitting message here to loyal Americans from many states.

Camden and Atlantic County authorities are co-operating with the State Highway Commission in their plans to keep the highways from the Delaware to the shore in good shape for motor tourists. Every day brings hundreds of cars; every Saturday afternoon and night thousands of them. With the raising of passenger rates for regular rail travel Atlantic City expects an increase in motor travel that will go far toward meeting any decrease in the former.

Everything considered, Atlantic City faces the future with equanimity. It has a role to play, important in its relation to maintaining confidence and cheerfulness, and it is going to do its very best to fill this role adequately, so that none ever may say that this place which Philadelphia made possible can be called anything but 100 per cent patriotic.

BIG SEASON AHEAD FOR SEA ISLE CITY

Transportation Facilities Overworked Since Fine Weather Began

Sea Isle City, June 12.—The warm weather of the past week has resulted in an unusually large influx of visitors, many of whom will remain at the various hotels and boarding houses or at cottages for the entire season. Railroad transportation from Philadelphia and nearby points was taxed to accommodate the travelers, virtually every day since Memorial Day, when the official season in Sea Isle City is opened each year.

Every indication points to a record-breaking season this year. Cottages are renting earlier and to better advantage than ever before, on leases that extend well into the autumn, and real estate men declare that by the middle of June every available summer cottage and apartment will be occupied.

The Sea Isle City pier, now owned by Dominic Cini, well-known Philadelphia manufacturer, is undergoing extensive alterations, which include the addition of a 200-foot fishing pier to the end of the present structure. The auditorium and facade are being entirely renovated, and new seats have been installed.

Wayne M. Struthers has reopened his popular Boardwalk hostelry, the Surf House, for the season, and has an unusually large advance booking and mostly for long stays.

C. J. Seldomridge, of Philadelphia, has leased the Excursion House Theatre for the season and will open on June 15.

The Stevens Hotel, on the Boardwalk, is open and well filled with Philadelphians, who are enjoying the cool ocean breezes these warm days at that popular beach-front house.

Among the Philadelphians now occupying their cottages here and registered at the local hotels are: N. Quirin and wife; Mrs. C. A. Diffeley and family; Mr. and Mrs. O. B. Keiswetter; E. F. Buckey and wife; C. Henry Strecker; Mrs. H. Picard and daughters; Edward Wells and family, Theodore Dinkenhaus, Peter Gross, George Seibert, John Kramer, Mrs. Clifford Hayes and sons; Mr. and Mrs. Giblin.

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THE DE VILLE
Kentucky Avenue, 30 Yards From Boardwalk
Unexcelled for comfort, table and service; orchestra; refined, exclusive; running water, private bath, electric lights, elevator; bathing privileges free; American plan. Special weekly rate, $14.00 up.
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Unobstructed Ocean View
HOTEL APPOLO
European Plan
1515 BOARDWALK
A moderate price beach front hotel midway between the famous Steel Pier and Million-Dollar Pier. Three blocks from P. R. R. Station. Free use of bath houses for surf bathing; you step from the hotel right on to the beach.
$1 to $6 a Day
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THE CARLTON
Chelsea Avenue and Beach
Only brick hotel in Chelsea. All modern conveniences.

HOTEL YARMOUTH
On the Boardwalk, Iowa to Belmont Avenue
An ideal location, up-to-date in every detail. Attractive season rates.
CHARLES P. ZAZZALI
Also Managing Director of Hotel Albermarle, New York

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(Formerly the Hamilton)
118 South Tennessee Ave.
American plan; open all the year; comfortable rooms; bathing from house; excellent table. Rates $2 and up. Write
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Excellent table. Pleasant surroundings
SPECIAL JUNE RATES

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ACME HOTEL
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Near the Boardwalk

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Large assortment of Salt Water Rods, from $1.50 to $30.00.
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Opposite Postoffice
Centrally located; open lawns surround hotel, allowing plenty of light and air; all rooms running water; private baths, splendid table. Summer rates from $18 up.
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New Fireproof Addition
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American Plan $2.50 up daily $12.50 up wkly
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151 South New York Ave. 134 St. James Place
100 yards from beach; best location in city.
Refined and cordial home atmosphere, superior service; all rooms exterior, airy and cool; American and European plan; rooms, $3 up; American, $3.50 up; also weekly.
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New York Ave. 50 Yards From Boardwalk
Overlooking Lawn and Ocean
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Capacity, 400; elevator; private baths; over 50 outside rooms have hot and cold running water.
Special Free Features
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AUGUST RUHWADEL, Proprietor

Hotel Willard
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EUROPEAN PLAN ONLY
Center of All Attractions
FIREPROOF. CAPACITY 300
Attractive outside rooms; private baths; running water in every room. Rates $1.50 per day up.

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Popular Moderate Rate Hotel. Convenient to Boardwalk, Theatres, Depots and all Churches. An Absolutely Clean Hotel.
Give this hotel a trial for a day. If satisfied, then make arrangements for a longer stay. No advance payments asked. We invite comparison.
Hot and cold running water, also rooms with private baths. Single or en suite. White service. Cuisine of the highest order. High-class Grill. A hotel with a pleasant atmosphere and distinctive features. Music and dancing. Large porch. Elevators. Rates—$12.50 per week up. $2.50 per day up. Special family rates. Booklet and Menus. Garage in connection. Bathing from Hotel.
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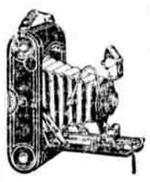

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SECOND HOUSE FROM BEACH
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Garage connected with hotel. Rooms en suite with bath. Running hot and cold water. Elevator to street level. Bathhouses for use of guests. Capacity 250. Dining room affords seating capacity without crowding. Booklet. S. K. BONIFACE.

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American plan. Lighted throughout by electricity. Hot and cold water baths. Ask some one in your city about us who has stopped here. Established 48 years.
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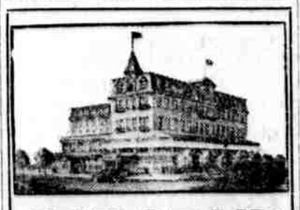

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American Plan $3 Up Daily $15 to $25 Weekly
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ALWAYS OPEN; PRIVATE BATHS; RUNNING WATER IN ROOMS; ELEVATOR; EXCELLENT TABLE; White Service; ORCHESTRA; GARAGE.
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Situated in the Heart of Atlantic City's Seashore Life
Ocean Ave. Directly at the Boardwalk and Beach and Overlooking the Ocean
Capacity 250. Elevator to street level; rooms single or en suite; private baths; rooms with ocean view; bathing directly from the hotel; free showerbath.
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The Kingston is most centrally located. Two blocks from the Penna. Station and within a stone's throw of the various piers, best bathing ground and other principal places of amusement. Booklet upon request.
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Smartest Rendezvous in Atlantic City
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Kentucky Ave., Near Beach, Atlantic City, N. J.
Majority rooms with hot and cold running water; 35 with private bath. Telephone and electric lights in every room. Elevator from street level. Bathing privilege from hotel. Free use of bathhouses and baths. Send for booklet and points of interest.
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