

# Evening Public Ledger

PHILADELPHIA, WEDNESDAY, JUNE 11, 1919

## VACATION GROUNDS OF NATION CALLING TO REST AND PLAY

Nature's Arms Open Wide With Welcome to the Weary Who Have Earned Holiday

### RAILROADS ENCOURAGE TRAVEL TO RESORTS

Season at Seashore Promises Unprecedented Prosperity. Mountains Draw Many

Greatest vacation year in history! Never before have the American people felt the need of a period of rest and recreation so keenly as now, and never before have they so well deserved it. Little wonder, then, that summer resorts everywhere—mountains, seashore and country—are looking forward confidently to a capacity season.

With the war over, and peace a near fact, and millions of soldiers home from overseas, and general readjustment in full swing, the tired business man and his no less weary family can afford to sit back and take things easy for a time. They not only need it, but they also have the money to pay for it.

Many of the hot weather resorts are opening earlier than usual to accommodate the early emigrants from the cities, and travel shoreward and to the hills and forests and the fishing grounds already is growing heavy. High prices very evidently are not going to interfere with plans to take a well-earned fling at being young and carefree and lazy, if you please, for the customary two weeks—longer, if you're one of the lucky number.

#### Railroads Encourage Travel

Relieved of the greater part of the burden of traffic incidental to the prosecution of the war, the federal railroad administration, contrary to its attitude toward resort travel last year, is spending a huge sum of money this summer in advertising the resorting themselves, advising vacationists as to the best routes and encouraging summer travel in every way possible.

In most instances, train and boat service to the rendezvous of the city dweller on a holiday is far more adequate as to frequency, and operated on faster schedules. The vacationist with limited time, and making a long jump by rail from his home city to his summer playground, will not be subjected this year to the long and annoying delays imposed during the war, when the fastest express trains were sidetracked and held up to give the freights of the ordnance and quartermaster departments and the troop trains the right of way.

Resort hotels, anticipating crowded houses, have been renovated and expanded, and new establishments have been built. At the seaside places in New Jersey, there have been many boardwalk improvements and new amusement features have been added. Summer colonies are springing up along bayshore and riverfront in New Jersey and Delaware, and in the mountains and along the lake shores in Pennsylvania, New York, New Hampshire and Maine.

#### Vacation Grounds Nearby

Atlantic City, the largest seashore resort in the country, naturally claims a large part of Philadelphia's summer patronage because of its proximity to this city. But other New Jersey resorts, according to all indications, will be well patronized by Philadelphians this season, including Wildwood, Cape May, Sea Isle City, Ocean Grove and Asbury Park. Society folks having their winter and spring residences here are going to Maine and New Hampshire in large numbers, and others have chosen to spend the hot months in the mountains of Virginia and West Virginia.

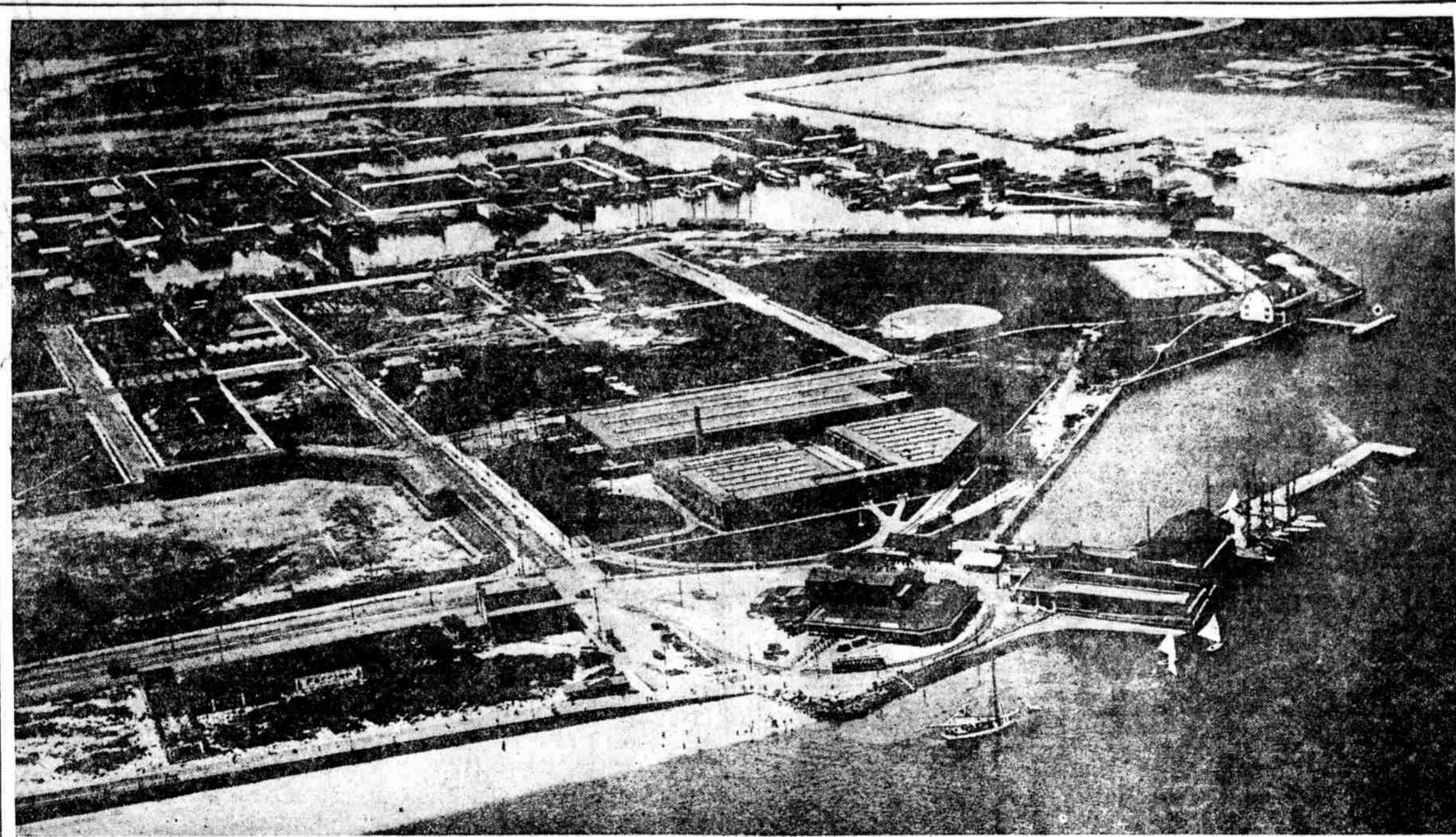
Judging from the large number applying to the railroad administration's travel and resort bureaus for information, travel to the Rockies and the Northwest, and to the Canadian Rockies will be very heavy this summer. The Great North Woods in Wisconsin and Michigan are calling to those who love a life out of doors without the frills found in the more crowded places. Here hunting and fishing abound to the delight of the true sportsman, as well as in the American Rockies. Camping parties find the forest life satisfyingly delightful and invigorating.

#### Hear Northland's Call

With pleasure travel to Europe still under rigid limitations, the summer traveler who yearns to get as far away from home scenes as possible is turning to the vast Yukon country of Alaska, where the mystery and great silence of the northland weave a spell that rarely is lost on the tourist. To the East, the Bermudas, "Pearls of the Atlantic," hold out appealing charms. Their easy accessibility make them especially attractive as a vacation ground to those who enjoy a brief sea trip.

Forest and stream, lofty peak and sandy beach—all are echoing with the joyous cries of young and old, who have thrown aside all care for a time and are devoting themselves entirely to thorough enjoyment of nature's wondrous gifts.

## AERIAL PHOTOGRAPH OF INLET AT ATLANTIC CITY, SHOWING PART OF RESORT FEW VISITORS EVER SEE



This Atlantic City scene, pictured from an airplane at an altitude of 2000 feet during the recent aeronautical congress at the shore, shows where it is proposed to establish an ocean terminal for transatlantic liners and make the country's greatest resort New Jersey's greatest port. Atlantic City already has the distinction of being the first airport in America and the not far distant future may see the resort the American terminal of trans-oceanic aerial cruisers plying between the United States and Europe. In the foreground is one of Atlantic City's smaller pavilions and sailing yacht pier, and beyond, the Atlantic City Yacht Club.

## PREMIER SEASHORE CITY HOLDS PLACE IN WORLD'S FAVOR

Development Plans to Make Atlantic City a Great Shipping Terminal

### NEW HOTELS BUILDING AND OTHERS PROJECTED

First Airport in America to Be Made Permanent for Aerial Sea Lines

Atlantic City, June 11. Somebody, just who is not material—for his philosophy is not challenged—once said when Atlantic City stops doing big things in a large way to hold its premiership as America's greatest playground, it will begin to slide backward. He had in mind, no doubt, the sequence of events through which this resort, almost as well known throughout Europe and in some parts even of Asia as it is upon this side of the great waters to the east and the west, had evolved in not a great number of years, as the life of cities is measured, from a fishing village, a few huts used only in midsummer, by the side of a friendly sea.

What this philosopher, unheralded to fame, believed he foresaw as a possibility predicated upon the eclipsed careers of other resorts once popular and prosperous, has no part in Atlantic City's program for this post-bellum year of 1919. Marking time or sliding backward has naught to do with the seashore metropolis Philadelphians started upon the road to fame. To the contrary, the international haven of play seekers and health seekers, whence come the renowned of all nations and the classes and masses of the great American Union, is bounding forward serenely confident that only the prologue of its story has been written.

#### Still More Big Things

These are some of the things Atlantic City plans to do during the next twelve months:

Throw open the doors of another great hotel, a twelve-story fireproof caravansary modern to the minute, representing an investment of \$2,500,000. Begin the construction of at least two more great hostels, one in the select region of Chelsea, the other in the uptown hotel belt.

Acquire a site in the mid-section of the beachfront and award contracts for the largest and finest convention hall in America, to stand as a great white victory memorial for the grand army America dispatched overseas to make the world safe.

Start operations upon a rail-water ship terminal designed to put Atlantic City in touch with the water routes, a stopping point for South Atlantic, Cuban and South American lines, and make the resort also the greatest shipping point on the Jersey seaboard. Tilt to the terminal site has been acquired.

Throw open to the use of motorists a transmarine boulevard, shortening the motor distance between Philadelphia and Atlantic City by three miles; representing an investment of \$450,000.

Spend \$250,444 upon a magnificent parkway to bring this boulevard to a plaza west of the uptown hotel district, with intersecting approaches to the beachfront over all the intervening avenues.

Municipalize the Atlantic City airport, the first actual airport in America, the prospective terminus of transatlantic passenger-carrying dirigibles, and the eastern terminal of the American aerial routes.

They host 200 conventions, including some of the greatest meetings in America, with more than 100,000 delegates.

Begin the paving, by the state as a part of the state's \$15,000,000 highway system, of solid concrete motor speedways to Philadelphia and New York.

#### Think Program Feasible

This, it might be said, is a big program for one year, but Atlantic City does not regard it as otherwise than logical and perfectly feasible. It is by doing just such things that this community of aggressive, optimistic people, supremely certain of a great destiny because of climatic conditions and geographic situation, has made this marvelous playground, thirty minutes by air from the cradle of American independence. It will be observed here that Atlantic City, being an airport, is already beginning to measure distances by aerial courses.

Atlantic City, to be quite frank, has no alternative than to keep right on doing large things for the retention of its existing clientele, now measured only by the boundaries of the land of the free, and the signing up of more and still more patrons. It has no other industry than commerce in persons, and it seeks no other that is not incidental thereto.

Sheer necessity brought to pass the Marlborough-Blenheim, the forerunner of the palatial hotels of the beachfront. Sheer necessity brought to pass that stupendous pile of money, the Traymore, at a cost of \$4,000,000, a financial success from the day it was opened, the coup that sent the last survivor of the skeptics of days ago trekking for the tall timbers. Inability to care for a constantly growing army of holiday-makers who insist upon having all the comforts and luxuries money will buy, regardless of cost, brought the new Ambassador, the towering new hotel in Chelsea, which is to open its doors June 14.

#### 1000-Room Hotel Next

Today there is talk of a hotel of at least 1000 rooms, to be built where Atlantic and Pacific avenues intersect in Chelsea, facing the Chelsea Park on one

## SOLDIERS AT SHORE IN FAVOR OF LEGIONS

Atlantic City Group Starts Organization — Other Resorts Are Expected to Follow

Soldiers returning from overseas to their homes at various seashore resorts along the Atlantic coast are virtually a unit in urging the establishment of branches of the American Legion in their "home towns."

At Atlantic City there is already under way a movement for establishment of a branch of the legion, which is made up of army and navy men who have seen service overseas.

Progress in organization work is being reported also from Ocean City, Asbury Park and other seashore and mountain resorts.

Block and neighborhood co-operation committee is designed to assimilate new arrivals into block activities, into churches and fraternal organizations; to co-operate with other block organizers in establishing community service associations in the school district.

## OCEAN, FALLS, LAKE AND MOUNTAINS ALSO LURE WHEN SUMMER COMES



BEACH and BOARDWALK OCEAN GROVE, N. J.

## FEWER RUFFLES SEEN IN NEW BATHING TOGS

Suits of Feminine Bathers Show Plenty of Color, but Less Cumbersome Cloth

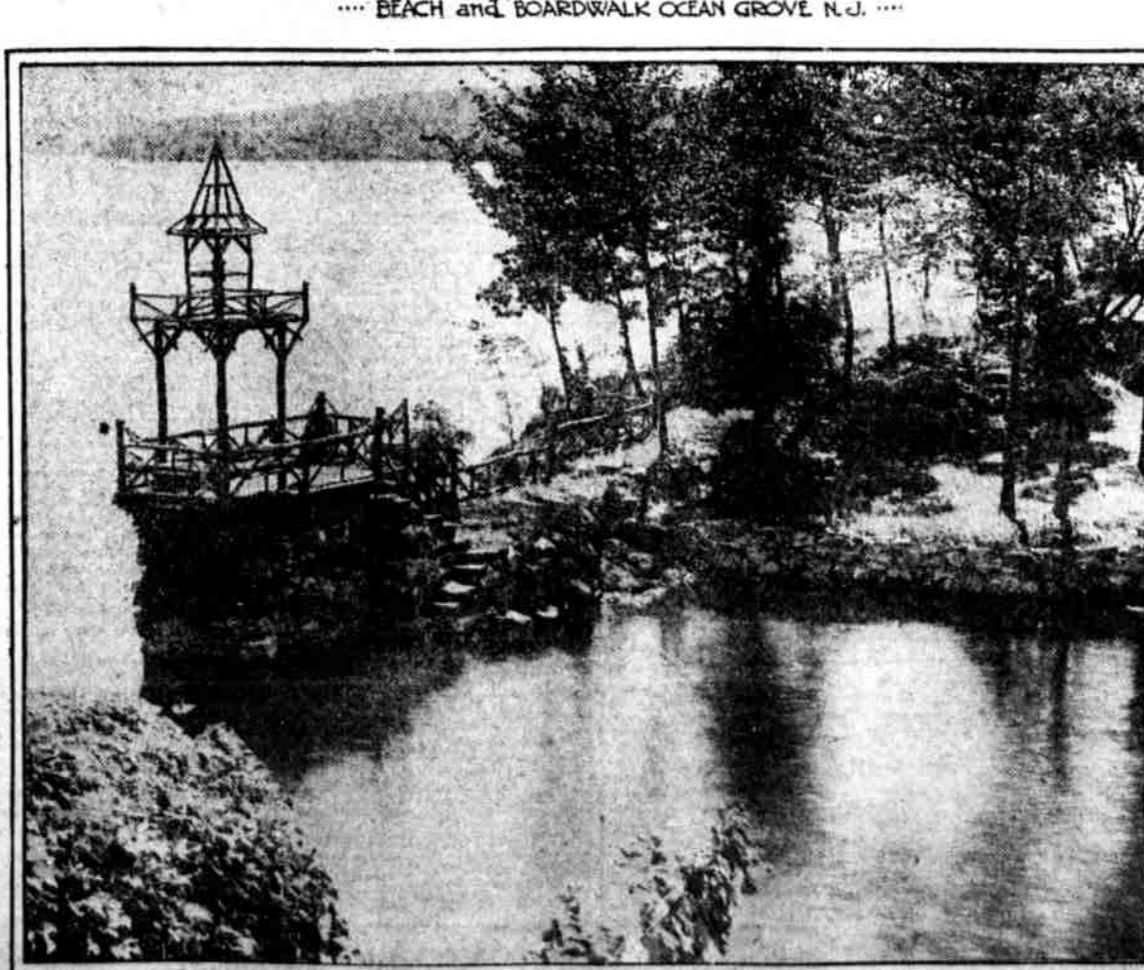
Little by little and bit by bit, but O, so very slowly, because of the countless societies - to prevent something or other, the bathing suits worn by fair swimmers on the Atlantic coast are approaching the type almost universal at Pacific coast resorts. Less and less are they to be recognized as cumbersome bundles of ruffles.

This year common sense seems just a little nearer than ever in feminine bathing costumes. Perhaps it's the tendency in dress which seems to have its psychological explanation in a haunting fear that our men from "over there" may yearn for charms in far-off France.

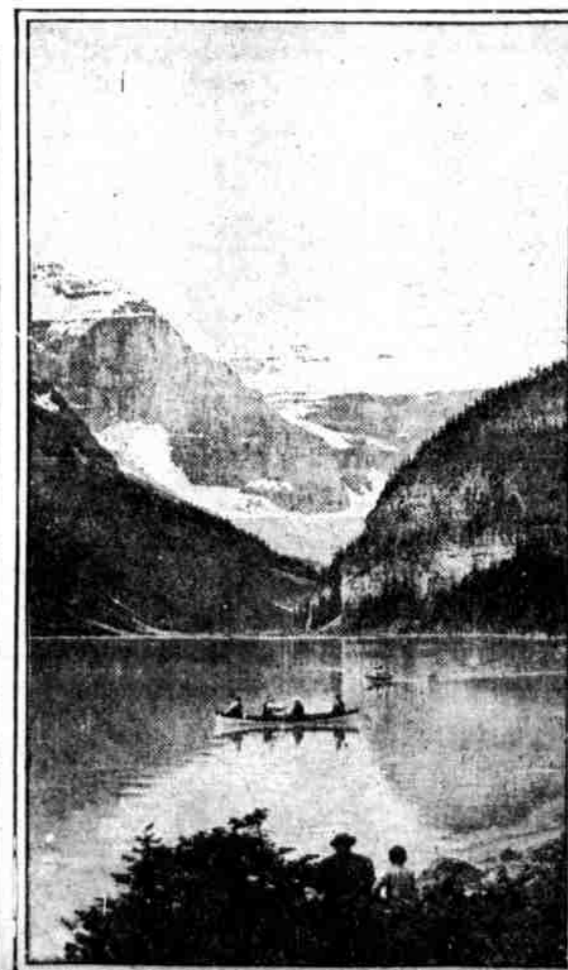
Of course, the frank freedom of those California suits is still 3500 miles and several oceans in mental breadth removed from us, but, Teresa, indications are—there is hope!



BRIDES' PARADISE NIAGARA FALLS



A PRETTY SPOT OF LAKE HOPATCONG, N. J.



LAKE LOUISE, Pearl of the Canadian Pacific Rockies