

with the ocean on the other, and of another great new brother of the Boardwalk palace to go up next door to the Traymore. And nobody doubts they will come to pass, because Atlantic City must have them to take care of the war-created prosperity now clamoring at its gates.

Fortunately, the question of sites for these and still more caravansaries like them is not yet a problem. Between the Inlet and Chelsea are locations which may be made available for building without greater trouble than the demolition of frame structures which recall the days that were and are no more.

Back of this front line of hospitality for the swarms who come to be housed and entertained Atlantic City is fortunate in having a reserve of hotels of a high degree of excellence to fit any purse, no matter how limited, that bring one of the great secrets of this wonder town's popularity. In the region between Pacific avenue and the beach front from the Inlet section down into Chelsea, are a thousand or more hotels and large boarding houses, many of which possess reputations for good management comparable with the greater hotels of the Boardwalk.

A ready-reference list of them would contain the names of the Biltmore, Phillips House and Tabor Inn, in the uptown district; the Loraine, nearby the St. Charles; the Plaza, in Pacific avenue; the Wiltshire, Grand Atlantic, Morton, Clarendon, Absecon, Sothern and the Burton, in Virginia avenue; the Holmdel, on Pennsylvania avenue; New England and Iroquois, in South Carolina avenue; Castro and Fredonia, in Tennessee avenue; Northern and Rio Grande, in New York avenue; Monticello, Boscobel, Kentucky, Biscayne, Westminster and New Clarion, in Kentucky avenue; American, in St. James place; Channel, at Pacific and Illinois avenues; Remy, adjoining the Marlborough-Blenheim; Edison, at Pacific and Michigan avenues; Worthington, at Missouri avenue; and the Creston and Carlton, two popular family houses in Chelsea. Many of these houses have been under the same management for years.

Housed World Notables
Of those stellar hostilities which have the Boardwalk for a frontal piazza, the fame of the Traymore, Marlborough-Blenheim, St. Charles, Hotel Strand, Shelburne, Dennis, Breakers and Blackstone may be said to be national. They have sheltered distinguished guests from many climes, more than one President of the United States, Lord Reading, Lord Northcliffe, ambassadors from foreign countries. The Traymore prides itself upon having a "presidential suite" Mr. Wilson has occupied. Nearly every national figure in a decade has been at some time a guest at the Marlborough-Blenheim.

Right now Atlantic City is pleased over word from railway administration headquarters that the war is over, so far as long-distance, popular priced tourist trips are concerned. That means the big shore town is on the map again for Pittsburghers and hosts of other western Pennsylvanians. They will be able to come here upon weekly excursions, starting shortly, for a period of sixteen days at a rate exceedingly reasonable. Prior to the war Pittsburgh-



Commercial air service conducted by the Hotel Traymore

was regarded as a gold mine for the two-weekers. Because of just expense money, however, having heard of the great prosperity that prevails all through the western counties of the great Keystone state, are visioning a mighty run of free-spending when the first of the popular-priced specials disembark its freight at the shore.

More Excursions Coming

There are to be cheap excursions also from West Virginia and Maryland, special Sunday excursions from New York and through train service to Washington and Pittsburgh upon regular schedules. All of the big conventions now run specials from the Middle West and the South without charge of cars for delegates with a preference for travel de luxe. Started as an experiment, a Friday "limited" from New York with Pullmans only for particular Magnolia families has become a shore-travel fixture. The day is not distant, Atlantic City believes, when it also will have through-train connections with Boston and possibly Montreal also for the benefit of hosts of Canadians who come here in springtime and stay later each year.

There is one drawback to the Delaware river bridge project from a shore viewpoint. Atlantic City would prefer a traffic tunnel with interurban trains operating without change from West Chester and Norristown under the

Uptown, from the Steel Pier north and from the old pier at Tennessee avenue down past the Traymore, the Marlborough-Blenheim and the Shelburne to be better if it had been made to order. Arkansas avenue, the strand could not Chelsea is likewise fortunate, but the tons upon tons of sand piled up there during the winter and spring came very largely from the Mississippi avenue excursion district. Father Neptune moved it surreptitiously, as it were. The trick had been done when the wholesale removal was made the subject of burning protests to shore authorities.

This year, as last, Atlantic City will have three big theatres with entertaining bills always on tap, the Garden on the pier of the same name, featuring vaudeville; the Globe, under Philadelphia management, and its rival, the Apollo, both with a reputation for first-performance on any stage. The Steeplechase is bigger and brighter than ever, with many new attractions to delight the thousands of both young and old always to be found there.

No weekly round of shore sightseeing knowledge is complete without a day or a night at the Steeplechase, nor would any shore itinerary be strictly according to Hoyle if it omitted a day and a night round of the attractions of the Steel Pier, a 100-per-cent right center of diversion of the right sort, for which Atlantic City is indebted to Philadelphia, with a wide-awake manager in the person of Jacob R. Bothwell.

The Steel Pier always has stood for good music, and, naturally enough, has been made the headquarters for the nucleus of what Atlantic City some day hopes to call its Symphony Orchestra with a reputation spread afar. It is fitting, therefore, that a Philadelphian Professor Lemau, director of Steel Pier music, should be the moving factor in the symphony orchestra project.

Down in the lower section the famous Million Dollar Pier, which has been starred some of the largest conventions in America, among them the Chamber of Commerce of the United States, the National Electric Light meeting, the International Association of Christian Education, the National Anti-Saloon League and the Master Car Builders' Association, which returns this month after a war-enforced suspension of meetings and exhibits, will again feature hippodrome carnivals and the twice-daily net hauls, an operation of never-failing popularity. This is particularly so of the masses who come from the inland provinces where they get most of their fish in cans or from cold storage.

The Garden Pier with its ornate floral setting, a small park over the sea, is to

Continued on Next Page

SUMMER RESORTS
ATLANTIC CITY, N. J.

SUMMER RESORTS
ATLANTIC CITY, N. J.

SUMMER RESORTS
ATLANTIC CITY, N. J.

SUMMER RESORTS
ATLANTIC CITY, N. J.

BRAUNSTEIN-BLATT CO.
THE DEPARTMENT STORE OF ATLANTIC CITY

Atlantic City's Big Modern Department Store
Directly Opposite the Pennsylvania Electric Station and the City Hall

The Braunstein-Blatt Co.'s store is the largest store of its kind for many miles around, and is the shopping center for South Jersey resorts. It carries a half-million-dollar stock of the choicest merchandise in all lines. It sells at metropolitan prices, and maintains a highly efficient metropolitan service in all respects. It has thirty-two complete and separate departments covering almost every kind of merchandise. It originates the smartest seashore apparel for men, women and children and shows exclusive sports-wear for all. In addition, it is the chief cottage and house furnishing and hotel supply house in South Jersey. It considers no transaction closed until the customer is satisfied.

The Most Dependable Shopping Place in Atlantic City

SUMMER RESORTS
ATLANTIC CITY, N. J.

SUMMER RESORTS
ATLANTIC CITY, N. J.

**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.

SUMMER RESORTS
ATLANTIC CITY, N. J.

SUMMER RESORTS
ATLANTIC CITY, N. J.

WILTSHIRE
Virginia Avenue and the Beach

The Most Central and Popular Location

Center of all attractions and amusements. Improved throughout. Room single or en suite, with private bath; hot and cold running water in bedrooms; elevator to street level; spacious porches and sun parlor, with ocean view. Superior table and excellent service. Special weekly rates. Auto meets trains. Open all year. Booklet. Best medium-priced hotel in Atlantic City.
Capacity, 300

Ownership Management SAMUEL ELLIS

TRY CLARENDON HOTEL
Atlantic City, N. J.
VIRGINIA AVENUE, NEAR BEACH

Open All Year Capacity 300

Half block from Steel Pier, Boardwalk and all principal places of amusement. OPEN SURROUNDINGS. Elevator, electric lights. Rooms single or en suite, with private baths.

ALL ROOMS HAVE HOT AND COLD RUNNING WATER
Careful Service. Write for Rates and Booklet. Ownership Management.
MONROE HUTCHINS

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

KENTUCKY AVE., NEAR BEACH

THE NORRISCO.
ALFRED L. BEIDLEMAN
Manager

HOTEL IROQUOIS
SOUTH CAROLINA AVE., NEAR BOARDWALK
ATLANTIC CITY

Unexcelled for comfort, table and service; orchestra; refined, exclusive; running water, private bath, electric lights, elevator; bathing privileges free; American plan. Special weekly rates.

Ownership Management E. FRANCKLE

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.

J. BOTHWELL

NOTED FOR ITS TABLE
MILLER COTTAGE-ANNEX
Capacity 250

1515 N. GEORGIA AVE. ATL. CITY, N. J.

**THE POPULAR HOTEL
IN AMERICA'S MOST
POPULAR RESORT**

Charm and comfort are its distinctive features, and we are especially noted for our table. Distinct advantages are offered to a majority of visitors.

\$2.00 Per Day Up
\$10 Per Week Up

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

EMERSON GROUTHAMEL
Manager
Established and operated for Last 75 Years

New Clarion
KENTUCKY AVENUE
AND BOARDWALK
ATLANTIC CITY, N. J.
Open All Year

Rooms en suite with bath. Running hot and cold water. Elevator to street level. Bathrooms for use of guests. Capacity 250. Dining room always seating capacity without crowding. Booklet. Fireproof garage building.

J. A. BONIFACE

The Fredonia
Tennessee Ave. and Beach
European Plan

Newest and Best Hotel off the Boardwalk

Beachfront Accommodations at Half Price
Restaurant Attached
Mrs. G. W. Carmany

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—Trained operators.

The Breakers
ON THE OCEAN FRONT, ATLANTIC CITY, N. J.

Atlantic City's newest fireproof hotel. Unusually attractive during all seasons of the year. Luxurious lobbies, spacious verandas and open-air terrace restaurant facing the ocean.

Charming afternoon musicales and evening concerts. Sea-water baths. Surf bathing from hotel. Fireproof garage with special accommodations for chauffeurs. Illustrated literature.

AMERICAN AND EUROPEAN PLAN

GRAND ATLANTIC
VIRGINIA AVENUE
ATLANTIC CITY, N. J.

CLOSE TO BEACH AND STEEL PIER THE IDEAL HOTEL FOR THE SUMMER

Near best bathing beach and all attractions; capacity 600; providing every first-class hotel appointment and comfort; private baths; large, cool rooms (open surroundings); elevator; extensive porches, etc.; notable table and many rooms have been equipped during the last winter with hot and cold running water, also private baths, and have been newly refurbished. Special June rate, \$4.00 up daily. American plan. Booklet. Auto meets trains.

Ownership Management. W. F. SHAW

HOTEL ABSECON

FIREPROOF
The Best Moderate-Priced Hotel in Atlantic City All Conveniences
Booklet and Rates on Application

Virginia Ave. Near Beach
O. D. PAINTER

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.

THOS. M. O'BRIEN

GARDEN INN
151 S. NEW YORK AVENUE
AND
134 ST. JAMES PLACE

Fifty yards from beach. A house with an atmosphere of charm catering to a refined patronage. Located in the heart of the city, within a few minutes' walk of all piers, amusements, etc. Ocean view rooms, excellent cuisine; bathing from hotel. American and European plans. Now looking for summer. Under new management. CASELY & BROOKE, Props.

WESTMINSTER
KENTUCKY AVE. NEAR BEACH
20th Season

The location of the Westminster is one of the finest in Atlantic City. The house stands by itself and has direct southern exposure. Rooms with running water and private baths. Electric lights throughout. White service. Elevator from ground floor. American and European Plan.

Rates—\$2.50 up daily; \$14 up weekly.
OPEN ALL YEAR
Mrs. CHAS. BURKE, Prop.

HOTEL BLACKSTONE

FIREPROOF
On the Ocean Front
Capacity 500. Always open.

Hotel STRAND
FIREPROOF
On the Ocean Front
Capacity 500. Always open.