

**Atlantic City Plans Great Development**

Continued from Pleading Page  
 be the meeting place and stunt-demonstration stage this month for the National Association of Masters of Dancing. There also will be staged the \$250,000 exhibit of the Master Plumbers' Association of the United States, in connection with their post-bellum convention. The headquarters of the latter will be at the Hotel St. Charles, which is experiencing a wonderful run of prosperity under the management of William A. Leech.



THE CANADIAN ROCKIES

Atlantic City has reached the stage where it complacently asserts that nobody cares whether the nation goes dry on July 1 or not. If the cafes ring down the curtains on alcoholic refreshments they will ring it up again with the same orchestra and the same dance floors and possibly more wholesome beverages of a non-alcoholic order to provide inspiration. For every dyed-in-the-wool optimist who maintains that something is bound to happen to avert a great thirst for beers and light wines at least, there are a dozen others who maintain that John Barleycorn is a back number, and to prove they mean it many of them are going ahead setting up soft-drink dispensaries with plush carpet and mirrors and even "bars" to make everybody feel thoroughly at home.

**Old Bowers Almost Gone**  
 Summer folk will find the greater part of the old "Bowers" district gone. More than a square of the ancient structures which made that region a night mare have been razed and cleared for the erection of new hotels, apartment houses and other buildings. It rushes in to find opportunities for more investments.

To provide for the multitudes who come to avail themselves of the famous hospitality of its hotels is not Atlantic City's only housing problem this summer. Equally difficult of solution is the problem of taking care of those who want cottages or, if they cannot get them, then apartments. Even at rentals 20 and even 50 per cent higher than customary this has become a real problem. For the cottage supply is virtually exhausted and curious devices are being resorted to meet the famine in apartments.

One of the most common is to take a good-sized apartment and turn it into two by the simple process of locking a door. Philadelphia is working on the same problem is working to Atlantic City's advantage again, for scores of house-holders here have been enabled to sell attractive dwellings to advantage, yet at prices which make it profitable for the Philadelphia investors to bring their families to the shore and pay commutation rates daily to their city offices.

**More Houses Going Up**  
 Large housing operations are in progress at Chelsea Heights, hardly the shore airport which the Pan-American Aeronautical Congress, in session here during May, made famous throughout the country. Nobody is prepared as yet to say these new dwellings will be taken over by amateur aviators, but if Philadelphia business men should go in for the flying game it will be mighty handy to have hangars right across the street in the airport to house their aerial steeds after a hop over Jersey from the city of Benning.

A splendid boulevard extending along the Inlet front from the head of Pacific avenue around the municipal park is one of the large projects upon which Atlantic City's Chamber of Commerce has embarked. This boulevard is the idea of Hubert Somers, a young business man with large interests, and shore boosters are rallying to its support, because they are convinced that, in addition to enhancing the attractions of the resort, it will pay for itself speedily in increased real estate values throughout the whole of the Inlet section.

That part of the city is destined to be greatly benefited with the working out of the now definitely determined upon ship terminal for both ocean commerce and freights of various sorts, chiefly oysters and farm products, brought hither by the inland waterway. Fish of a valuation of more than \$141,000 were brought into Atlantic City's harbor in May alone, according to the report of Captain George B. Gale, newly appointed harbor master, a Chamber of Commerce booster and "admiral" of the Inlet yachting fleet.

**To Popularize Fishing**  
 Atlantic City is to make a mighty effort this summer to further popularize fishing and sailing as attractions as necessary to the rounding out of a shore

vacation as bathing and Boardwalk sightseeing. Atlantic City possesses a fleet of more than one hundred staunch, splendidly appointed, skillfully navigated yachts. In the bays back of Absecon Island it has hunting grounds for those who prefer crabbing and in-side fishing to a run out to the artificial fishing "bank" six miles at sea, where the big fellows always are lurking.

Ship terminal plans, according to City Commissioner Thompson, who is a boatman and also bank president, contemplate linking the sea directly with the trunk lines of the country via Philadelphia. It will be possible to load fish by wholesale directly from hulls at the docks to cars on sidings there for shipment anywhere in America via the Pennsylvania's Delaware river bridge route, and this convenient arrangement is designed with a view to making Atlantic City the most important coast shipping point on the Jersey seaboard.

The site of the ship basin, for which contracts shortly are to be let, was acquired from Dr. Charles Penrose, a brother of the Pennsylvania senator, for \$40,000. It will be 400 feet wide and nearly twice as long, with a water depth of twenty feet. The inlet channel carries fourteen feet at low water.

A great boom and rapid development of the down-the-beach section; all the way from lower Chelsea to Longport, is being predicted in consequence of the shortage of the housing facilities and the steadily growing congestion of Atlantic City's business section. One of the sins of the times is the transformation of good-sized dwelling houses into improvised apartments.

A three-story hotel on one of the uptown streets has been turned into an "apartment" also, the new outfit having made over the large dining room into a close relation of a community kitchen, with a designated section where each housewife with an apartment does her cooking apart from the living quarters.

**Plumber Had Idea**  
 Another way of "striking gold" at

SUMMER RESORTS  
 ATLANTIC CITY, N. J.

**Phillips House**  
 Massachusetts Avenue  
 Near Beach  
 Atlantic City, N. J.

Delightfully situated on the corner of Massachusetts and Oriental avenues, one minute 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 bath.

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

the shore was discovered by an enterprising owner of a hotel on Michigan avenue, who is a plumber when he is not playing boniface. During the plumbers' strike last winter, when he had plenty of spare time, this handy man-plumber-boniface turned the space occupied by what had been the kitchen and dining hall of his hotel into sleeping apartments. Then he proceeded to add a bath to every sleeping room in the building and to refurnish the whole with brass bedsteads and attractive fittings.

When the big Boardwalk hotels near at hand ran short of private baths, and that happens almost all the time, persons accustomed to having ocean-front suites are glad to know they can get a nice little "room and bath" in the plumber's modernized hostelry.

Between Chelsea and Longport there is space to build a second Atlantic City, and the movement will have to go that way, it is figured, because investors are not disposed to build out the meadows to the west of the big town. Several large operations already are under way at Ventnor and Margate City, where the collapse of the real estate boom ten or twelve years ago left a model resort project on the shelf, is looking forward confidently to a revival that will dot its beachfront with imposing mansions. Margate and Longport already are well served with attractive drives for motorists, but county officials are working upon plans for a new boulevard there that will be free from car tracks, extending from Ventnor to the Absecon island end of the Somers Point-Longport boulevard in the latter place.

SUMMER RESORTS  
 ATLANTIC CITY, N. J.

**Summer Convention List**  
 To June's lengthy list of conventions of medical men, glass manufacturers, union labor bodies, car builders, the National Association of Real Estate Boards; there has recently been added these important gatherings:

July—National Brotherhood of Operative Pottery, 5-12; National Glass Bottle Blowers' Association, 7th; Southern Life and Trust Company, 7-8; National Reunion of the Elks, 7-12; New Jersey State Dental Society, 12-20; Woodmen of the World, 15th; National Poster Advertising Association, 14-21.

August—Fraternal Order of Orioles, 4-6; Cycle Parts and Accessories Association, 4-8; Foresters of America, 19-21; Ancient Order Knights of the Mystic Chain, 20th.

September—National Order of Knights Hospitaller, 1st; State Encampment of same, 1st; United National Association of Postoffice Clerks, 1-4; Travelers Insurance Company, 7; Duquesne Commandery, Knights Templar, 7-9; State Funeral Directors Association, 8-9; Ladies of the Golden Eagle, 9th; National Convention Daughters of Liberty, 10th; National

SUMMER RESORTS  
 ATLANTIC CITY, N. J.

**The Pennhurst**  
 Michigan Avenue, near Beach

The Pennhurst is a hotel that appeals to those who appreciate comfort and real service. Modern.

Under the same management for thirty-one years, the Pennhurst has won deserved success and is widely known for the excellence of its table and service.

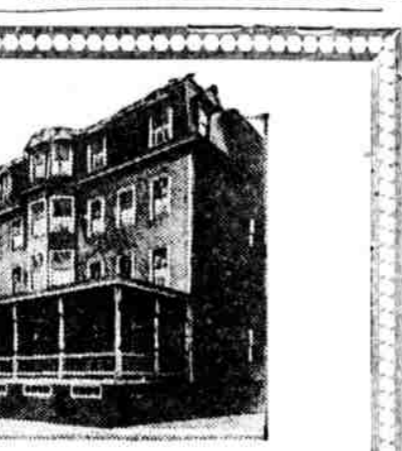
The hotel coach meets all trains. Rates and any further information desired furnished upon request. Garage.

William R. Hood, Owner and Proprietor

Federal Directors' Association, 9-12; National Basket and Fruit Package Association, 10-11; National Petroleum Association, 20th; American Association of Public Employment Offices, 23rd; New Jersey State Firemen's Association 23rd; New Jersey State Federation of Labor, 20th.

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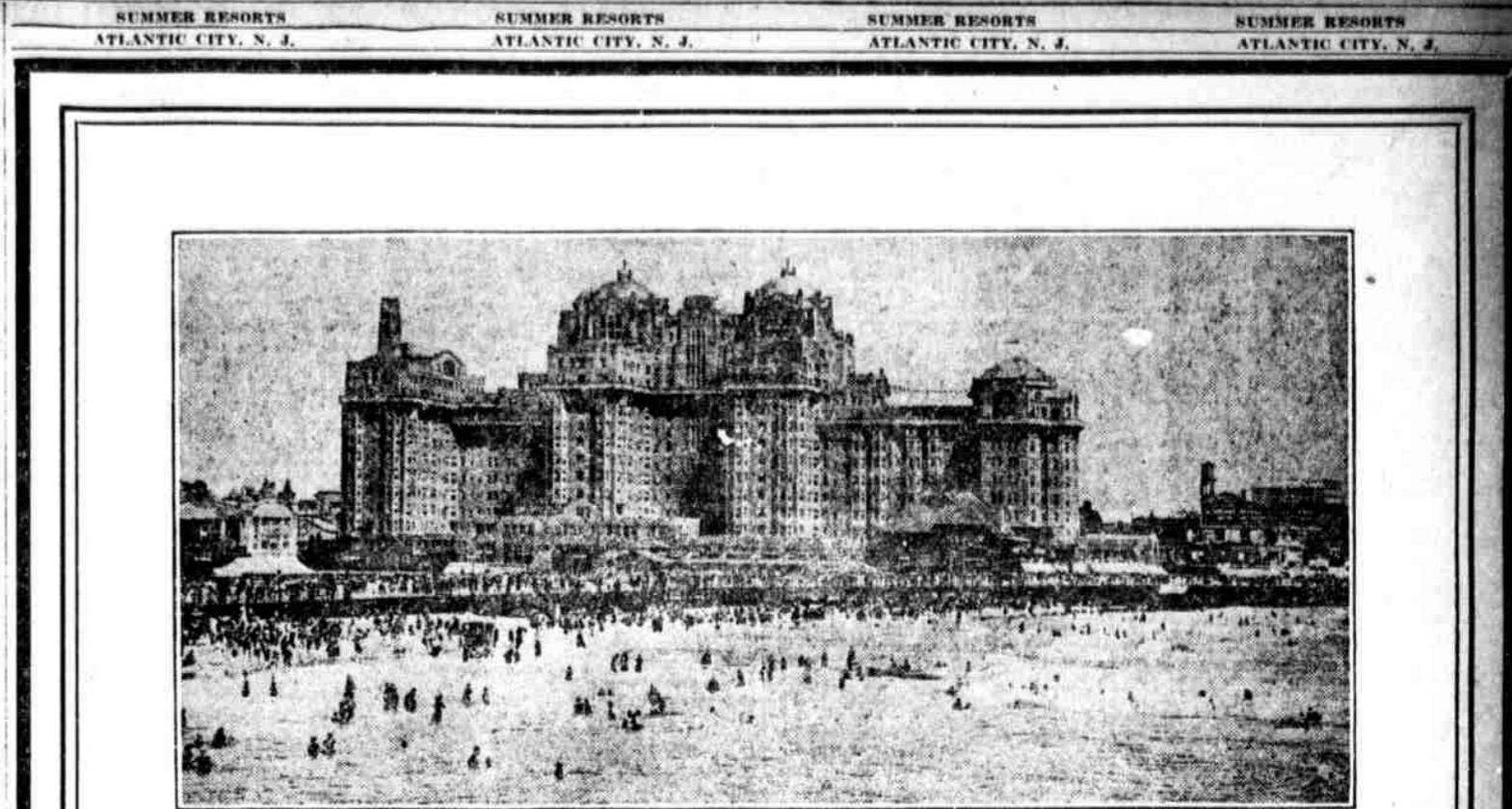
**A Portrait of Comfort**  
 Summer's Outing for Health and Recreation.  
 The Hotel St. Charles on the Beach front  
 Every Convenience and Luxury with thorough Service and Courtesy predominant.  
 For Booklet, Floor Plan, Road Map & Special Rates address William A. Leech, Manager



**The Pennhurst**  
 Michigan Avenue, near Beach

The Pennhurst is a hotel that appeals to those who appreciate comfort and real service. Modern.

SUMMER RESORTS  
 ATLANTIC CITY, N. J.



**HOTEL TRAYMORE**  
 ATLANTIC CITY

**Largest Fireproof Resort Hotel in the World**

THE soul of Atlantic City's gay life. The centre of the distinguished representatives of the worlds of Fashion, Art, Literature, Science, Commerce and Statesmanship.

Apart from its attractive social life, The Traymore has a distinct charm due to its many architectural and decorative features, and to its wonderful location at the very edge of the sea. Unique features are the Cloister Gardens, sumptuous Peacock Room, Library Tower, Rose Room, fantastic Rotunda, three Promenade Decks overlooking the world-famous Boardwalk and the Ocean.

**Dine and Dance in the FAMOUS SUBMARINE GRILL**  
 THE MOST UNIQUE HOTEL FEATURE IN AMERICA  
**American and European Plans**

DANIEL S. WHITE  
 President

JOSEPH WALTON MOTT  
 General Manager

**CONTINENTAL HOTEL**  
 Tennessee Ave., Between P. R. R. Atlantic City, N. J.  
 American Plan \$3.50 Up Daily \$17.50 up Weekly  
 Write for Booklet.

ALWAYS OPEN. PRIVATE BATHS, RUNNING WATER IN ROOMS, RESTAURANT, TABLE, WHITE SERVICE, ORCHESTRA, GARAGE.  
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**HOTEL MONTICELLO**  
 KENTUCKY AVE., NEAR BEACH AND ALL ATTRACTIONS, ATLANTIC CITY, N. J.  
 MODERN, HIGH-CLASS, HOMELIKE, CAP. 500, AN EXCEPTIONALLY GOOD TABLE.

Choice, well-furnished rooms, private baths, hot and cold running water, brass beds, elevator to street level, splendid location, opposite finest bathing section. Guests can dress in hotel for bathing. Unusually attractive lobby, parlors and reception rooms; spacious veranda; three dining rooms; courteous, white help. An illustrated descriptive folder of the house mailed free on request. House is under liberal ownership management; 15th year, same house. Open all year. Rates \$18.00 up daily. \$15.00 up weekly. American plan also European plan—\$1.50 up daily. Special week-end rates. Write now for reservations. Any further particulars desired cheerfully furnished.

Address A. CONRAD ERHOLM, Private Office.

**HOTEL RIO GRANDE**  
 New York Avenue and Beach  
 Rates \$2.00 Per Day Up  
 European Plan  
 Center of All Attractions  
 FIREPROOF CAPACITY 300  
 Attractive outside rooms; private baths; running water in every room.  
 M. M. McCall, Prop.

**MOULIN ROUGE**  
 1100 North Avenue  
 Jonia and Her Hawaiian Orchestra With Two Beautiful Hula Girls.  
 Original Dixie Jazz Band.  
 Harry L. Katz, Manager

Best Located Popular Price Hotel in Atlantic City, N. J.  
**NETHERLANDS**  
 New York Ave. 50 Yards From Boardwalk

AMERICAN PLAN RATES, \$3.00 TO \$5.00 PER DAY  
 \$15, \$17.50, \$20, \$25 UP, WEEKLY

Central to attractions, churches, shopping districts and all points of interest. Capacity 400. Colonial dining room; elevator; private baths, over 50 outside rooms have hot and cold running water in bedrooms, spacious porches and lounging rooms; ample lawns; daily auto trips. Table and service a feature.

Special Free Features: Bathing Privilege from Hotel LAWN TENNIS COURT DANCE FLOOR

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 AUGUST RUHWADDEL, Proprietor.

Courtesy Quality Service  
**HOTEL KENTUCKY**  
 With Fireproof Addition Capacity 400  
 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 shower baths. Send for booklet and points of interest.

American Plan Rates:  
 \$2.50 to \$4.00 Daily, \$12.50 to \$20.00 Weekly  
 Special Week-End Rates N. B. KENNADY, Proprietor

**THE MARTINIQUE**  
 KENTUCKY AVE. AT THE BOARDWALK

Smartest Rendezvous in Town  
 DANCING CABARET

Hotel and Grille ROSS GORMAN'S NOVELTY SYMPHONIC ORCHESTRA  
 Scotch Bagpipe Band, Saxophone Quintet, Jazz Band, String Orchestra and Marimba Band  
 NICK NICHOLS' DANCE ORCHESTRA  
 Continuous music from 12:30 till closing  
 Flatter Specials THE PLACE TO DINE Shore Diners  
 Tea Dances Daily 5 P.M.  
 ROBERT G. SIMON, Proprietor

**OSBORNE**  
 One square from Million-Dollar Pier, Reading, Jersey Central and B. & O. R. R. Stations

A modern and safely constructed hotel at Pacific and Arkansas Avenues. (Positively no so-called firetrap construction, narrow and dark hallways, wooden partitions between rooms, etc.)

HOTEL IS SITUATED IN HEART OF CITY, but is beyond the disturbance of city traffic. Extensive, wide cool porches on ocean side of house. Wide hallways and stairways numerous exits. Elevator from street level to all floors. Large cool bedrooms, twelve-foot high ceilings. Public and private baths. Hot and cold running water in guest rooms. Metal beds. All windows screened. Bathing direct from house. Private walk to beach for bathers. Bath houses with shower baths on premises. Care of bathing suits free.

Rates, \$2.50 and Up Daily, \$12.50 and Up Weekly, Including Excellent Table and White Service, Orchestra, Dancing, Fireproof Garage.

Illustrated booklet and auto map of New Jersey mailed free on request.  
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**LIZABETH**  
 31 So. Indiana Ave.  
 LOCATION  
 One square from Boardwalk, in close proximity to Traymore, Marlborough-Blenheim, Brighton and other high-class hotels. Centrally located, but in quiet surroundings of private residential neighborhood of better class.

ACCOMMODATIONS  
 Rooms large; well ventilated; sun from all sides; well furnished; bath on each floor. Rooms by day, week, month or season. Meals not served. Prices reasonable and consistent with quality of service. No children under 16.

**The Dudley**  
 30 SOUTH PENNSA. AVE.  
 Opposite Postoffice.  
 Near Beach and all attractions; running water in all rooms; private baths; cuisine excellent.  
 LOUIS E. FOLLOCK

**Hotel Edison**  
 Michigan and Pacific Aves.

Refined, exclusive; unexcelled for comfort, table and service; running water, private baths, electric lights, elevator, bathing privilege free; American and European plans. Special weekly rate.

**THE TRACY**  
 Tennessee Ave. Near Beach  
 Central to All Attractions  
 Excellent table. Pleasant surroundings  
 SPECIAL JUNE RATES  
 \$2.50 Up Daily; \$15.00 Up Weekly  
 MRS. R. RAWLEY  
 A. LINDENREIS COMPANY

**WELLSBORO**  
 Kentucky Avenue Near Boardwalk  
 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. Hot and cold running water in rooms; also rooms with private bath, single or en suite. White service. Cuisine of the highest order. High-class grill and cafe. A hotel with a pleasant atmosphere and distinctive features. Spacious porch. Elevator to street level. Rates \$2.50 day up, \$15 per week up. Special family rates. Bathing from hotel. Booklet and menus upon request. Garage nearby.

MYERS & PROTHERO

**CAFÉ BEAUX ARTS**  
 Joseph H. Moss Proprietor  
 Atlantic City's Bright Spot  
 BOARDWALK AND ST. JAMES PLACE