

**SUMMER RESORTS**  
ATLANTIC CITY, N. J.



**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**  
1124-26 Chestnut Street Philadelphia  
and Men's Apparel Shop, Garden Pier, Atlantic City, New Jersey

**OCEAN CITY TRAIN SERVICE**  
**RUNS ON FASTER SCHEDULE**

**Apartments, Cottages and Bungalows Scarce in Spite of Extensive Building Operations**

**Yacht Club Formally Opens Season Friday With "Family Night" and Dance June 28**

Ocean City, N. J., June 11.—With the summer season's business advanced at least three weeks beyond any year in its history, Ocean City people are confidently looking to the most remarkable summer in every way, and their hopes seem to have a solid basis.

Figures obtained from one of the local utility companies show that during the Memorial-Day period, when the town was at its busiest, there were 453 cottages and apartments occupied in this city. While this number may not strike the average Philadelphian as anything startling, it was decidedly out of the ordinary for this resort. Most of these houses and apartments will remain open until the fall days of autumn, and others will gradually be opened until all the buildings will be occupied. The unfortunate part is that, because of the building restrictions of the last two years due to the war, there will not be anything like a sufficient number of cottages for the people who want to spend at least a portion of the summer here.

Some Philadelphians started a few weeks ago to have cottages constructed for their use, taking their cue from the entrance of Joseph M. Rowland, of Philadelphia, who gave out the contracts for a number of cottages, apartments and bungalows. The result is that building permits were issued by the city inspector for houses and apartments, the total estimated cost of which is more than \$150,000.

**J. M. Rowland to be Honored**

In recognition of Mr. Rowland's successful efforts to boost the city, the Board of Trade has arranged to give him a testimonial dinner at the Oceanic Hotel Thursday evening, June 19, and it is hoped that he will be the guest of honor at the kind of the year. Not only will the Board of Trade be represented in large numbers but there will be present many distinguished men from out of town, including prominent railroad men and financiers. William E. Massey, president of the Ocean City Title and Trust Company, who suggested the idea of the dinner, states that the principal address of the evening will be delivered by Dr. W. Warren Giles, of East Orange. Russell H. Nulty, chairman of the committee in charge, says that the menu will be elaborate and prepared in the Oceanic's best manner.

It was announced at the meeting of the Board of Trade on Tuesday evening that, in response to the request of commuters, Messrs. Ewing Woods, Falk and other officials of the Reading Railroad Company plan to give Ocean City the best possible service from Philadelphia this season. These men said that when Ocean City begins to spread itself the Reading will be right with it in every way. Ocean City will have three through express trains to Philadelphia every weekday morning, these trains leaving here at 6:08, 7:05 and 7:50, arriving in Philadelphia at 7:45, 8:35 and 9:25. Returning in the afternoon, through express trains will leave Philadelphia at 1:40, 4:40 and 7:30.

At the request of Commodore William E. Hexamer, of the yacht club, the Board of Trade's transportation committee will ask the Reading for a 100-trip season ticket and a 150-trip yearly ticket.

It may be safely stated that the local electric line, which has not been running so far this year, will be in operation within the next two weeks, which



Algonquin Park, Canada

will be exceedingly good news to those living some distance from the center of the city.

**Highways to be Beautified**

Mayor Chapman and Director Robert Fisher of the highway department, are moving in the line of having conditions improved and beautified under and around the approaches to the Boardwalk. The plan is to have the Shore East Line bring thousands of visitors to the resort during the summer season. They also plan to make similar improvements at the ocean front on Monty terrace and Ninth street. A number of improvements are soon to be made to the exterior and interior of the public counting station under the Boardwalk at Eighth street.

**The Ocean City Yacht Club Will Take an Active Part in the Proposed Victory Celebration and Fourth of July Parade**

The Ocean City Yacht Club will take an active part in the proposed victory celebration and Fourth of July parade here on Independence Day. The club will formally inaugurate its season on Friday evening of next week, when there will be a "family night," and a moving picture show. Similar affairs will be held on the two succeeding Friday nights, and special dinners will be served for the club members and friends. The first dance at the yacht club will be given Saturday evening, June 28.

**Clarence Freeman and wife, of Camden, had a house party at their Atlantic ocean cottage during the week.**

Their guests included Miss Adelaide Body, of Haddonfield; Clifford Rodding, of Overbrook; William Morgan, Miss Ethel Freeman and C. Rupert Freeman, of Camden.

**Fishing is improving, and, in addition, to innumerable croakers and many kingfish, the anglers on the various club piers here are now catching good-sized weakfish.**

The owners of pleasure boats are putting them overboard, and those who make a business of taking out sailing and fishing parties have been overrun with orders. Fishing on the banks is said to have been excellent this week. The parlor cars run on Saturdays and Sundays by the Shore East Line Company between Atlantic City and this city are being well patronized, and they promise to be popular this summer. It is a delightful ride from Boardwalk to Boardwalk.

**Summer Lights Are On**

All the summer lights are now on in this city, and the town, as well as the Boardwalk, is finely illuminated. Two of the Boardwalk "movies" are now open, and Joseph M. Rowland

will open his Park Theatre and his virtually rebuilt Strand Theatre, on the Boardwalk, within a short time.

David Jester, president of Camden City Council, and wife are at their Wesley avenue cottage for the season.

J. Frederick Martin, a Philadelphia cottager and secretary of the Twentieth Street Improvement Association, was here during the week.

Select Councilman and Mrs. William McConch, of Philadelphia, were among the cottagers here this week.

W. S. Schermerhorn and family, of Camden, are cottagers for the season.

C. H. Van Fleet, of Philadelphia, a cottager here for many years, is here for the season.

Dr. Frank W. Gulick and family, of Philadelphia, are at their First street cottage.

Lieutenant Colonel Meehan, of the Seventh Division, and James Conner, of Philadelphia, were guests of the Rev. Thomas F. Blake, rector of St. Augustine's Church, of this city, this week.

Frank Fox and wife, of Philadelphia, are occupying their cottage.

Francis A. Schneider, of Philadelphia, has been entertaining Richard Melvitt and J. Fred Seiberlich, of Philadelphia, in his cottage here.

Dr. De Haven, a well-known Philadelphia lawyer, and Mrs. De Haven were visitors a few days ago.

W. Dell Macklin, of Philadelphia, a great friend of his sister, Miss Jean Macklin, of the Chandler-White Hall during the week.

H. A. Crawford and family, of Philadelphia, are cottagers.

E. C. Krupp and family, of Lansdale, are occupying their cottage.

Clarence Hill, of Lansdowne, a Philadelphia banker, and Mrs. Hill were visitors here this week. They have a cottage.

John Greenwell and wife, of Philadelphia, are cottagers.

George W. Long, of Philadelphia, active in the affairs of the Anglers' Club, was here this week, accompanied by his family.

George E. Weiss, of Germantown, a cottager, was among the week's visitors.

William H. Horn, wife and daughter, Miss Florence, of Philadelphia, who spent most of the winter in Florida, are at their cottage.

Charles S. Patton, a Philadelphia banker, and Mrs. Patton have opened their cottage here.

H. S. Deisel and wife, of Philadelphia, have been spending a few days in this city, where they are staying at Mrs. Oliver K. Stevenson and daughter, Miss Blanche, of Philadelphia, are here for the season.

**ROCKY MOUNTAINS**  
**WORLD'S GREATEST**  
**GROUND FOR PLAY**

**Over Seven Million Acres, Where Camping, Wood and Water Privileges Are Free**

Centrally located in the United States, between the Missouri river and the Pacific coast, there lies the greatest playground in the world. Here, occupying the western half of Colorado and two-thirds of Utah adjoining, the Rocky Mountains, enthroned above pine valleys over a space approximately 300 miles wide by 400 miles long.

It is an outdoor region such as no other nation possesses; the finest playground in the world traversed by railroads; the highest passes in the world crossed by standard tracks; the highest summits in the world attained by automobiles; by the world's largest Dead Sea, as old as the wonder in Palestine; a railroad line across the sea itself, and another resting for thirty miles upon a bed of dazzling salt; the shores of the world's vastest dry basin, once lapped by a Dead Sea still larger; a colorful, enchanted desert, broken by the pinnacles and canyons of the Green and the Colorado; lakes innumerable, out-ripping with their charms a Lucerne and a Constance; watering places, uncounted, including the most potent radium springs in the world and luxurious pools of warm sulphur water with the feel of velvet; ruins that puzzle history, the relics of a forgotten people; two national parks, six national monuments and phenomena of lava, ashes, glaciers, boiling mud and sculptured cliffs; hundreds of miles of granite-surfaced highways, comfortable, safe and spectacular; a thousand summer hotels, lodges, cottages, resorts, ranch resorts and camps, catering solely to pleasure; millions of trout in the streams and lakes.

**LAND OF MYSTIC CHARM**  
**Great North Woods is Primitive Playground Near Chicago**

Only one night from Chicago is the great lake-studded North Woods country of Wisconsin and Michigan, a land of wild and wondrous beauty, of infinite mystic charm—the outer's paradise; a primitive playground, mid lake and pine, yet with artistic cottage abode and social recreation or secluded tent or log shack and camp fire, as you will.

Every one who has ever gone a holidaying on the lake comes here with Woods again. The fortnight or week-end of the first year grows to a month in the second, and, if possible, to a whole summer in the third. At last every man who can build a cabin of his own in the American Inland, where "peace comes dropping low, dropping from the veils of the morning to where the cricket sings."

It is the Adirondacks of the West, of primeval forest of concentrated vigor and varied recreation, of infinite beauty—the gift of God.

**BEAUTY SPOT OF STATE**  
**Summer Life Worth Living at Eagles Mere in Mountains**

There's a summer life worth living at Eagles Mere Park, "the beauty spot of Pennsylvania," which is 220 miles from Philadelphia, in the heart of the mountains and accessible over night.

Eagles Mere Park is the more newly developed section of Eagles Mere. It is a great forest park of about 1000 acres, touching at the south upon a white-sand bathing beach, which is the surprising feature of the north end of the lake. Including primeval hemlocks that were nursery trees when Columbus discovered America, it is yet open, cheerful and unswarmed. In it start the Arrow Paths, giving access in safety and comfort to the very heart of a forest that is more than 2000 years old.

This resort is controlled by the Eagles Mere Company, which owns and operates the Forrest Inn.

**HEALTH IN BLUE RIDGE**  
**Discovery of New Curative Value Draws Many to Virginia Springs**

Blue Ridge Springs, Va., June 11.—Recent discovery by state chemists of additional medicinal properties in the Blue Ridge Spring water, for which this resort has been famous more than a century, has been largely responsible for unprecedented bookings for the early summer season here.

The Blue Ridge Hotel, on the site on which General Washington spent several summers, has been remodeled and new cottages built in the valley overshadowed by the lofty height of Wild Cat Knob. On Bald Knob, a favorite picnic ground for the hotel guests, rustic cabins have been erected.

Abundant verdure and mountain shade, which have always been one of the strong attractions here, appeal especially to the visitors from the larger cities. On the mountain side, the health of their health find relief from rheumatism, dyspepsia and other ailments in the sulphur water from the spring.

**ROYAL PALMS**  
Maryland Avenue, South, near beach

Lately improved with private baths, running water in rooms, etc., elevator, electrically lighted throughout, spacious porch and lobby.

**COMMUNITY KITCHEN**  
Each family may prepare meals and serve in dining room when food is on the table. Task will be completed, new dishes and wash dishes, individual stove and ice box, etc.

Rooms \$4.00 day up.  
Special weekly rates.  
J. F. ELLENBERG,  
Owner and Mgr. of "Palms Apartments."

When touring to Atlantic City, use the **PEERLESS GARAGE**  
2720 Atlantic Avenue  
Three Floors Capacity 200 Cars  
BEST SERVICE AND MODERN EQUIPMENT  
HARRY L. ADAMS, Proprietor

**TAKE A KODAK WITH YOU**

Nowadays a vacation is incomplete without a Kodak, because a Kodak assures you of a permanent, tangible reminder of new friends and interesting places visited. There's real pleasure in Kodak ownership.

Kodaks and supplies, developing and finishing.

**HAWORTH'S**  
EASTMAN KODAK CO.  
1020 Chestnut St., Phila.  
Atlantic City Store, 1637 Boardwalk.

**DELAWARE CITY HOTEL**  
American and European Plan  
Newly Furnished. Large, Airy Rooms by Day, Week, Month  
Special Rates for Parties  
156 S. Tennessee Ave.  
Second House From Beach  
M. KAPLAN, Prop.

**THE CASTRO HOTEL**  
Tennessee Avenue and Beach  
New Fireproof Addition  
Bathing Rooms 2 Shower Baths  
Running Water Every Room  
American Plan \$12.00 Up Weekly  
European Plan \$15.00 Up Weekly  
Special Weekly Booklet and Map of Atlantic City  
17th Season J. JOYCE

Reopens June 25th  
**Hotel Merion**  
Fireproof  
Vermont Ave. Near Beach  
New Garden Pier and all attractions, capacity 350, high-class, modern hotel with every appointment, offering at moderate rates the comforts and amenities and table of the large hotels. Private baths, running water in rooms, extensive porches, large, cool ocean-view rooms, etc. Rates, \$5.00 up daily; Special Weekly.  
M. L. FARLEY, Manager

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Real Estate and Insurance  
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Excellent List of Hotels for Coming Season  
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Only First-Class Companies Represented

**THE MARTINIQUE HOTEL**  
Kentucky Ave. and Boardwalk  
ROBERT G. SIMON, Prop.  
JACK LIPSEY (MRS.) JACK REYNOLDS  
Large Airy Ocean-View Rooms  
European Plan Rooms With \$2 up  
Same Management as Hotel Plaza, Baltimore, where bookings can be made.

**Hotel Apollo**  
European Plan  
BOARDWALK  
NEAR NEW YORK AVENUE  
Moderate priced Beach Front Hotel; modern fire-proof structure. Centrally located, near all amusements and attractions. Free use of Bath Houses for Surf Bathing. You step from the Hotel right on to the Beach.  
ROBERT SWINSON, Prop.  
\$1 to \$6 Daily.  
\$1 to \$35 Weekly.

**The Dutton**  
Virginia Ave., close to beach and Steel Pier, Capacity 250.  
American plan, table and service special features, private baths, running water in rooms, elevator; reasonable rates. Open all year. Ownership management.  
J. L. LEEDS.

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**LEXINGTON**  
ATLANTIC CITY, N. J.  
Pacific and Arkansas Ave., center of the city and center of the resort. 1 block from beach. Million dollar Pier and best building grounds, close to R. R. depot, capacity 600. Modernly appointed; private baths, running water in rooms, electric lights, lin. porches, etc., etc. Music and bathing 25 bathrooms with showers for use of guests. Table plentifully supplied with pure fresh food, well served up. General worded white service. Special terms. American plan, \$12 up; \$12 up weekly; European plan, \$1 up daily. Fireproof. Open all year. Write for illustrated booklet and further information. Ownership management.  
WM. M. HASLETT

**THE CARLTON**  
Chelsea Avenue and Beach  
Catering to a Fine Clientele  
**HOTEL YARMOUTH**  
On the Boardwalk, Iowa to Belmont Avenue  
An ideal location, up-to-date in every detail. Attractive season rates.

**HOTEL ARLINGTON**  
Is the third house from the beach and the best of the kind.  
And it is without question one of the best equipped hotels not directly on the beach. Free use of Bath Houses for Surf Bathing. You step from the Hotel right on to the Beach.  
Capacity 250. Open All Year.  
The Arlington. You will come again.  
Write us for Booklet and References  
H. J. OSBORNE & SON

**Hotel Mayberry**  
OCEAN CITY, N. J.  
Opens its 22d season June 21st. American plan. Write for terms.  
MRS. S. E. MAYBERRY

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Private baths, running water in all rooms. Fireproof, private bath, and running water. American and European plan. Moderate rates. S. J. Brougan.

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