



\$1000. for a name

WE want the American people to choose a name for the first amusement park to be located in their greatest national resort—Atlantic City.

Atlantic City is not like any other city—it belongs to all Americans in common—it is known and visited and loved by a never-ending multitude of pleasure-seekers from all walks in life. Year after year it holds its undisputed position as the premier playground of the nation. What more fitting than that the name for its finest amusement center should be the best choice of the country?

We are going to build for you, at Atlantic City—on one of the choicest locations fronting on the Boardwalk, and in the immediate vicinity of the Ambassador, the Traymore, Marlborough-Blenheim, and the new Ritz-Carlton—a park which will be unique in the City, in size, character, and excellence. In it will be included all the best and most popular amusement devices, from Kentucky Derby to Merry-go-Round and Dip-Coaster, besides a wide variety of other attractions. This elaborate park will fill one of the greatest needs on the Walk today—the need for up-to-the-minute entertainment.

Now you know all about it. What name would you give to this new park? You can christen it—just set your gray matter to work. For the most fitting, significant, and striking name submitted—the one which is pronounced the best by Mr. Bacharach, Mayor of Atlantic City, who has consented to act as judge—we shall pay \$1,000 in cash immediately.

We shall use every endeavor to announce in this newspaper on Wednesday, May 19th, the winning

name and the name and address of the contestant who submitted it. Should delay occur in obtaining advertising space for this announcement, on account of shortage of newsprint or other unavoidable cause, we shall announce the winner in the earliest possible issue following May 19th. A photograph of the \$1,000 check sent to the winner will be reproduced in this announcement. Watch for it!

Here's your chance to beat the H. C. L. and make an easy thousand. Get your answer in early—all the replies must be in our office four days after publication of this offer.

In event of two persons choosing the same winning name, the prize will be given to the one having his answer in first. All replies will be stamped with a timeclock as received, to insure correct order of receipt.

Write on the coupon the name which you personally would like to see this new park bear—and send it with your name and address to our office. Then watch this paper for the next announcement.

\$1,000 Prize Coupon
The Boardwalk Park Company
Law Building, Atlantic City, N. J.

Gentlemen: Subject to the conditions outlined in this advertisement, I suggest the following name for the New Park:

Submitted by _____

Street _____

City _____

E. P. L.

THE BOARDWALK PARK COMPANY, LAW BUILDING, ATLANTIC CITY, NEW JERSEY