ATLANTIC CITY PREPARES FOR GREATEST SEASON. **HOTEL BOOKINGS FILL UP**

Through Service Rates on Grand Trunk Lines End regulations that forbid bare legs among the fair bathers. Not a single case has come to the attention of the censors that have been on duty for ten days. Long Fight of Shore Resort for Recognition by Transportation Lines

DISPLAY OF FASHION UPON THE FAMOUS BOARDWALK EXPECTED TO EXCEL ALL PREVIOUS SUMMER EXHIBITS froites on the sand and during their

Atlantic City. June 14 .- From now lifeboat, more buoyant than used preuntil after Labor Day, Atlantic City promises to be caught in a net of the heach partsol, and the hospital tents at Virginia. South Carolina, Kentneky, crowded gaiety which will break all Mississippi and Chelsen avenues are previous records.

revious records.

Reservations already made, from now till fall, indicate that the season will the light tree Besides reservations.

Besides reservations until fall, indicate that the season will the biggest yet. Besides reservations made by regular summer patrons, many conventions are booked for Atlantic City, gatherings of State, national and to bathers who may get in trouble.

International scope.

This summer there also will be recognition from the grand trunk line systems in through service rates -- something which had not been accomplished before, although the Atlantic City Chamber of Commerce and the hotel men have been working for it for the last ten years. With improved rail service there will

help in avoiding traffic tangles and be more excursions from a distance, including the South, the Far West and
parts of Canada.

By Month of the foot officers. They also keep a
constant parted on the southside streets Big Hotel Improvements where a half hour parking rule has been Visitors this season will find many established.

notable improvements about the hotel district over the accommodations offered last year. The two largest hotel additions are those to the Haddon Hall

and Shelburne, both on their Board-walk frontage. The big firepress annex of the Haddon Hall will be opened for-mally on June 15, while work on the structure that adds materially to the facilities of the Shelburne is fast being rushed to completion.

The Hotel Morton, on Virginia avenue, also has thrown open a handsome

brick addition to its guests. Along the beach at convenient points the beach authorities have established exercising grounds for the athletically inclined who desire to toss around the medicine ball and enjoy their gymnas-

ties while attired in their bathing suits. In the cottage districts beach tennis courts and "pony golf" courses are being installed to add to the fun along the strand. Tennis took a leap into popularity last season as a sand sport and the authorites are encouraging such healthy attractions. Galloping tracks for the ponies have been graveled at the port, and the tracks will shortly be

In the improvements to the beach this year the authorities have added to the life-saving equipment. A new type

> SUMMER RESORTS ATLANTIC CITY, N. J



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BOARDWALK
NEAR NEW YORK AVENUE
Moderate - priced Brach - Front Hotel,
near all Amusements and whee to all
Railroad Stations. Noted for Home Comforts; rooms with private Laths cunning
water; free use of Bathhouse for Surf
Bathing You step from the Hotel right
to the Beach. Rairs on request.
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and all amusements; open all year Booklet and rates on request. \$4.00 up daily; \$20.00 to \$30.00 weekly.

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stric lighted throug out; cleanliice. Rooms with running water. minutes from Million Dellar Pler and bathing beach. One block from new Rendezvous Park. Bathing vileges. Rates: \$3 daily up, \$18 ly up. 13th season, same ownermanagement. Personal direction.

tending from the shoulder to the knee.

It is asserted the law is unconstitutional and it is expected there will be a test case before the month is out.

The early season has been remark. The early season has been remark-

Athletic Styles on Beach

Pretty visitors have adopted the ath-letic cut suits for their beach and water garb. The semi-one-piece suits of suits of narrow flap for a skirt dropping from the watstline, are worn by nine out of every ten of the sea nymphs, who find them both comfortable for their

The "two-in-one" also has a large following. This suit consists of a vestfitting neatly under the snug lines of the outer garment that is cut deep from the shoulders both fore and aft. A belt strapped tightly about the waist gives a mannish line to the ap-

The beach helmets of rubber with c underchin strap are gayly decorated with bright rubber flowers and ribbons

this year. Capes with brilliant linings also have become the vogue, replacing the sweater. The capes are generally of hip or kneelength and wide flowing, with a half belt at the back going through and en-circling the waist underneath.

The "high-low" costumes are strictly

taboo along the beach. The guards and censors are under instructions to chase all members of the fair sex who attempt ballroom cuts for their sand suits, and e rule will be rigidly enforced through the season, according to Dr. Charles Bossert, chief surgeon and director of the beach forces

He has placed young men and women on duty in bathing suits to work as censors. Because of their youthful ap-Center parking has become the uni-versal regulation on the southside pearance these censors last year kept reets between Pacific avenue and the the beach cleared of offensive vamps of both sexes. They will work with the uniformed cousors attached to each hes-pital tent and also will be ready to as-The authorities have issued an early sist the guards in rescue work when cason ukase that forbids excursionists

who come here by auto from using their The smooth bays and waterways lying The "mackintosh law," that has been are ideal for small sail and power boats. between Atlantic City and the mainland ermitted to sleep during the last two and for crabbing and fishing, while the years, has been revived and the district larger yachts can find unlimited oppor-

SUMMER RESORTS ATLANTIC CITY, N. J.

"Jitney" Bathhouses Forbidden

is now in regular service of

One-way streets have been established

at the railroad stations. Because of the 175 jitneys franchised on Pacific

avenue, the nearest paralleling the Reardwalk, the congestion on the heavy

days is always a big problem. Experi-

ments have been made with a unit sem-

aphore system which has been a great

Boardwalk.

there will be a hundred

SUMMER RESORTS



ATLANTIC CITY, N. J.

Hotel BELVEDERE S. Carolina Ave. near Beach & Boardwalk Central to all attractions. Newly remodeled and refurnished throughout. Distinctively homelike.

Running Water in All Rooms Private baths. Elevator service. Excellent table. American plan, \$4 up daily, \$20 up weekly.

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modern moderate-rate family hotel convenient to churches, aniusements evenance and lounging rooms. Large cheerful bedrooms, single or on suite. Private buths.

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able. American and European plan.

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Ownership Mgt.

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modern and up-to-date HOTEL, newly renovated and improved. Rooms with running water and private baths; elevator to street Bountiful table supplied from nearby farms. The highest standard of cuisine is maintained under personal supervision of owner. Bathing from hotel with use of showers and attendant. Rates, \$3.50 day up. Special early summer rates.

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Kentucky Ave. Near Beach Convenient to Catholic and Protestant Churches, Thoroughly renovated and modern in every detail. Open surroundings, Private baths, het and coid.

Running Water in Every Room

Electric lights; elevator; sun parior, spa-ious porches, free bathing from hotel; conderful meals (home cooking). Amer, an (with meals), \$5.50 and up daily; spe-ial weekly; \$2.00 and up daily. European ian. Refined patronage. By stopping at the diverton, you are assured of a wonderful lime while visiting Atlantic City. Write

it covers extended to Chelsen. Under this regulation all bathers using the streets to get to the beach must wear clubs are the headquarters throughout commodates the public, either individuality of the control of the capture of Wharf a yachting fleet, staunchly built and ably manned, at all seasons accommodates the public, either individuality of the control of the capture of th

SUMMER RESORTS



The Playground of the World The very sight of the throngs enjoying the Ocean, Beach and Board-walk at this Charming Seashore Resort diverts both mental and bodily energies in an entirely different direction from that which they have been accustomed to during the days of business activity. Atlantic City offers that "complete change"

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Hotel Brighten

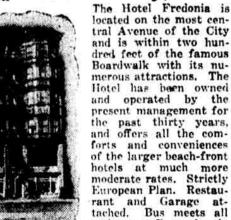
Sepside House

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Almost on Boardwalk



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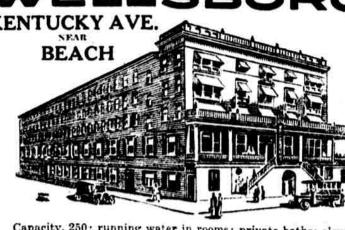
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Capacity, 250; running water in rooms; private baths; elevator. American plan, \$3.50 up daily; special weekly. European, \$1.50 up daily. Dancing, Music. Garage in connection. Spacious porch. White service. Free bathing privilege from hotel.

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