

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

## Through Service Rates on Grand Trunk Lines End Long Fight of Shore Resort for Recognition by Transportation Lines

### DISPLAY OF FASHION UPON THE FAMOUS BOARDWALK EXPECTED TO EXCEL ALL PREVIOUS SUMMER EXHIBITS

Atlantic City, June 14.—From now until after Labor Day, Atlantic City promises to be caught in a net of crowded gaiety which will break all previous records.

Reservations already made, from now until fall, indicate that the season will be the biggest yet. Besides reservations made by regular summer patrons, many conventions are booked for Atlantic City, gatherings of State, national and 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 be more excursions from a distance, including the South, the Far West and parts of Canada.

**Big Hotel Improvements**

Visitors this season will find many 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 boardwalk frontage. The big fireproof annex of the Haddon Hall will be opened formally 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 through open a handsome brick addition to its guest.

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 gymnastics 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 authorities are encouraging such healthy attractions, supplying tracks for the ponies have been graded at the port, and the tracks will shortly be opened.

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

it covers extended to Chelsea. Under this regulation all bathers using the streets to get to the beach must wear some covering over the surf apparel extending 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 remarkably free of violations of the beach 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.

**Athletic Styles on Beach**

Pretty visitors have adopted the athletic cut suits for their beach and water gear. The semi-one-piece suits of knitted silk or silk and wool, having a narrow flap for a skirt dropping from the waistline, are worn by nine out of every ten of the sun nymphs, who find them both comfortable for their frolics on the sand and during their swims.

The "two-in-one" suit also has a large following. This suit consists of a vest-like effect fitting neatly under the long 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 manish line to the apparel.

The beach helmets of rubber with the underhelm strap are fast decorated with bright rubber flowers and ribbons this year.

Gapes with brilliant linings also have become the vogue, replacing the seaweed. The gapes are generally of hip or knee length and are flowing, with a half belt at the back going through and encircling 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 to appear in such attire. The guards and censors are under instructions to chase all members of the fair sex who attempt to appear in such attire.

He has placed young men and women on duty in bathing suits to work as censors. Because of their youthful appearance these censors last year kept the beach cleared of offensive groups of both sexes. They will work with the uniformed censors attached to each hospital tent and also will be ready to assist the guards in rescue work when needed.

The smooth bays and waterways lying between Atlantic City and the mainland are ideal for small sail and power boats, and for crabbing and fishing, while the larger yachts can find unlimited opportunity on the ocean for the capture of the deep-sea fish. The various yacht clubs are the headquarters throughout the year for many private craft owned by visitors and residents. At the hotel

Wharf a yachting fleet, staunchly built and all well equipped, and seasons accommodates the public, either individually or in groups.

Continued on Next Page

## Forget the cares of business at ATLANTIC CITY



### NEW JERSEY The Playground of the World

The very sight of the throngs enjoying the Ocean, Beach and Boardwalk at this Charming Seaside Resort diversify both mental and bodily energies in an entire different direction from that which they have been accustomed to during the days of business activity.

Atlantic City offers that "complete change" of Scenery, Atmosphere and Living, so often recommended by physicians.

Surf Bathing—Golf—Tennis—Yachting—Fishing—Motoring—Horseback Riding—Aviation—Roller Skating—Piers—Theatres—Movies—Concerts—Dancing—are but a few of the many entertaining features.

- THE LEADING HOTELS
- |                           |                           |                   |                   |
|---------------------------|---------------------------|-------------------|-------------------|
| Brooklyn                  | Hotel Brighton and Casino | Hotel St. Charles | Hotel Marlborough |
| Hotel Brighton and Casino | Hotel Marlborough         | Hotel Marlborough | Hotel Marlborough |
| Hotel Marlborough         | Hotel Marlborough         | Hotel Marlborough | Hotel Marlborough |
- For Timetable and full information consult Local Ticket Agents

**Fireproof**

# The Breakers

ATLANTIC CITY

On the Ocean Front

## AMERICAN AND EUROPEAN PLANS

Unusually attractive at this season. Comfortable, airy bedrooms. Luxurious lobbies with spacious verandas and sun parlors overlooking the ocean. Hot and cold running sea water in all baths. An ideal sojourn for those seeking rest and recreation. Afternoon musicales and teas, with evening concert feature. Dancing. Golf privileges. Private bathhouses for surf bathers. Fireproof garage. Sensible rates.

# HOTEL MONTICELLO

Kentucky Ave. Near Beach and All Attractions

**Fourth of July Special**  
Saturday, Sunday, Monday and Tuesday \$12  
Including Meals

Modern, High Class, Homelike  
Capacity 500. An Exceptionally Good Table

Atlantic City's Finest, Largest and Most Popular Hotel at Moderate Rates

Choice, well-furnished rooms, private baths, hot and cold running water. Public shower baths, brass beds, elevator to street level. Splendid location, near beach. Opposite finest bath sections. Guests can dress in hotel for bathing. Unusually attractive lobby, parlors and reception rooms, spacious cool verandas. Three dining rooms, courteous white help. Open all year, with ownership management.

Special Rates Furnished for Duration of Stay  
\$3.50 Day up, Special Weekly, American Plan (with meals)

Write for Booklet. Auto Map Mailed Upon Request

Phone 1018 FETTER & HOLLINGER

## Fredonia Hotel

Tennessee Avenue Atlantic City, N. J.

Almost on Boardwalk

The Hotel Fredonia is located on the most central Avenue of the City and is within two hundred feet of the famous Boardwalk with its numerous attractions. The Hotel has been owned and operated by the present management for the past thirty years, and offers all the comforts and conveniences of the larger beach-front hotels at much more moderate rates. Strictly European Plan. Restaurant and Garage attached. Bus meets all trains at Pennsylvania Railroad Station. Rates on application.

Write for Booklet. European Plan MRS. G. W. CARMANY & SONS

## 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 Building

IT WILL ADD TO THE PLEASURE OF YOUR VISIT TO ATLANTIC CITY TO MAKE YOUR HOME AT THE

# HOTEL ARLINGTON

The Ideal Family Hotel

Capacity 250 Open all year MICHIGAN AVE NEAR THE BEACH Ernest Todd Prop.

"A BETTER MODERATE-RATE HOTEL"

## WELLSBORO

KENTUCKY AVE. NEAR BEACH

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.

NEW OWNERSHIP MANAGEMENT RALPH MECKLEY

Sleep where life is safest and enjoy your vacation

BRICK, STEEL AND STONE CONSTRUCTION

## HOTEL PRINCESS

Atlantic City's Largest and Best Moderate Rate Hotel

South Carolina Ave., near Beach. Close to Steel Pier, Steeplechase Pier and all attractions. On direct line with Penn. R. R. Station and within three blocks of eight leading Protestant and Catholic Churches, three Theatres and main Postoffice. All modern conveniences.

RUNNING HOT and COLD WATER in ALL GUEST ROOMS

Private baths. Elevator to street level. Bathing from hotel. Bath houses and showers with entrance directly from Boardwalk for free use of guests.

French chef. Excellent table. Attentive and efficient white service. Orchestra. Dancing. Special \$3.50 and up daily, \$17.50 and up weekly American Plan, \$1.50 and up daily European Plan. No European Plan during July, August and until after Labor Day. Garage. Booklet. Auto road map and street guide mailed free.

PAUL C. ROSECRANS, Owner and Proprietor

YOUR COMFORT, OUR SUCCESS

# HOTEL EDISON

Michigan Ave., near Beach and Boardwalk. Atlantic City's most beautiful hotel section, convenient to all churches; modern in every detail, open surroundings, all cheerful outside-view rooms, newly furnished and decorated throughout, garage accommodations for motorists. Bathing from Hotel, with showers and attendants. Hot and Cold

## RUNNING WATER IN ALL ROOMS

Single or en suite, private baths; electric lights, elevator service, luxurious sun parlor, spacious, attractive music and dance room; 5000 feet of wide porch space supplied with comfortable rockers.

OUR TABLE affords, white service, American plan, \$3.50 up daily; European plan, \$1.50 up daily. Special weekly. Phone 3498J

SUMMER RESORTS ATLANTIC CITY, N. J.

## Hotel BELVEDERE

5. Carolina Ave. near Beach & Boardwalk

Central to all attractions. Newly remodeled and refurbished throughout. Distinctively homelike.

Running Water in All Rooms

Private baths. Elevator service. Excellent table. American plan, \$4 up daily, \$20 up weekly.

Ownership Management. Gineti Bros.

SUMMER RESORTS ATLANTIC CITY, N. J.

## HOTEL LEWIS

Under New Ownership Management

Running Water in All Rooms

Electric lights. Bountiful table supplied. Free use of the market. Refreshments under personal supervision of manager. Bathing from hotel. Garage. American plan.

OSCAR VAGO, Formerly Proprietor of MELROSE HALL

Unobstructed Ocean View

## HOTEL APOLLO

European Plan

NEAR NEW AVENUE BOARDWALK

Moderate priced Beach Front Hotel. An Amusement and Club to all. Bathing from hotel. Free use of the market. Refreshments under personal supervision of manager. Bathing from hotel. Garage. American plan.

ROBERT SWINTON, Prop.

A modern family hotel, every convenience, including elevator to street level; rooms with running water, rooms with bath; close to Boardwalk and all amusements; open all year. Booklet and rates on request. \$4.00 up daily; \$20.00 up weekly.

MRS. D. KNAUER

NOTED FOR ITS TABLE

## MILLER COTTAGE-ANNEX

Capacity 200

9 to 17 N. Georgia Ave., Atl. City, N. J.

AMERICAN PLAN

Electric lighted through out; cleanliness an imperative feature. White service. Rooms with running water. Few minutes from Million Dollar Pier and bathing beach. One block from New Renaissance Park. Bathing privileges. Rates: \$3 daily up, \$18 weekly up. 12th season, same ownership management. Personal direction.

EDMON CROUTHAMEI

## LOUELLA

Tennessee Ave., Near the Beach

Thoroughly modern. Rates reasonable. American and European plan.

Mrs. R. RAWLEY Formerly of Tracy

## DE VILLE

Running Water in All Rooms

Private baths. Elevator service. Excellent table. American plan, \$4 up daily, \$20 up weekly.

Ownership Mgt. THOMAS M. O'BRIEN

COURTESY PLUS SERVICE

## HEALY'S

Kentucky Ave. Near Beach

A modern and up-to-date HOTEL, newly renovated and improved. Rooms with running water and private baths; elevator to street level. 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.

Write for Rates and Booklet

Ownership Management A. Healy

Comfort Without Extravagance

## HOTEL SILVERTON

Kentucky Ave. Near Beach

Convenient to Catholic and Protestant Churches. Thoroughly renovated and modern in every detail. Open surroundings. Private baths, hot and cold.

Running Water in Every Room

Electric lights, elevator sun parlor, spacious porches, free bathing from hotel, gondola boats, horse paddling. American plan. Rates: \$3.50 and up daily, \$17.50 and up weekly. European plan. Bathing from hotel. Garage. Booklet. Auto road map and street guide mailed free.

Write for booklet. Ownership management.