

Cape May's Fishing Pier Magnet for Isaak Waltons

Great Catches Reward Skill of Anglers—Hotels Greatly Improved—Roads in Splendid Condition—Bookings for Season Large

Cape May, June 14.—The oldest sea-shore resort on the Atlantic seaboard is nearly twenty miles at sea on the tip of New Jersey with the broad Atlantic on one side and the Delaware Bay on the other. Perhaps no other resort on the coast can boast of being at sea, and yet on the mainland, Cape May is on the Mainland and, no matter how hard the storm, or how high the tide rises, there is never a time that one cannot get out of Cape May by train or road.

The climate is always mild. The roads leading to Southern New Jersey are among the best in the Eastern part of the United States. The new main-dam road known as the great "White Way," leading out of Cape May from Schellenger's Landing bridge skirts the famous Cape May harbor, giving one a marine view that cannot be excelled by any seashore resort on the American Continent.

The Bayshore road leading out of Cape May takes the traveler through a section of well-developed farms in Old Springs, Fishing Creek, Green Creek, Dias Creek, Goshen, South Dennis, Dennisville, Eldora, Delmont and other small villages.

The beach at Cape May, which has always been counted one of the finest in the world, is beginning to look as it does in summer and many bathers frolic in the ocean daily. Not a life line or restricted part of the beach is necessary at Cape May. Captain George Little and his life guards have not known a drowning in many years, and it is seldom that the guards are called upon to rescue bathers, as the bathing ground is as level as a billiard table.

Another organization of which Cape May is justly proud is the Women's Community Club. The combined committees of the Progressive League, Board of Trade, Community Club and other civic organizations are hard at work raising funds for the monument to the heroes of the wars of the United States. John Wilburham, a former Philadelphia manufacturer, has offered to give to the city the triangle between the Cape May Point boulevard and Myrtle avenue, at the entrance to the city on the main route from the proposed site for the landing of the New Jersey-Delaware ferry at Cape May Point.

The new New York-Philadelphia steamer line will be put into operation on Saturday next from Pier 20, East River. The steamer Maple will sail from New York and will stop at Cape May, both from New York and Philadelphia. July 1 two more steamers will be placed on the route, thus giving the shore resort daily service both from Philadelphia and New York.

The new hotelmen's association headed by the temporary chairman, Frank B. Mercer, of the Columbia Hotel, will make every effort to have a new eighteen-hole golf course for Cape May by another month. The Cape May Golf Club all its activity, and many social events are being planned by the women members of the club. Every day new players are seen on the links. The greens have been put in first-class condition and the clubhouse is open for the reception of guests.

The Cape May Yacht and Country Club at Schellenger's Landing has been put in the pink of condition. The Virginia Hotel, on Jackson street, is under the management of Mrs. J. J. Stocker, of Philadelphia.

Many improvements have been made to the beach front during the spring. The Lafayette Hotel was purchased in the winter by Leonard H. Davis, president of the Progressive League, and Logan H. Taylor, son of former Postmaster James E. Taylor. Nearly \$20,000 has been spent on improvements on the hotel.

Directly opposite the Lafayette is Arnold's Hotel, which for many years has been famous for its shore cooking. After having been closed some time, Arnold's, one of the Arnold brothers, will open the hotel. Much money has been spent to make the house the last word in shore hotels.

Many improvements have been made to the famous Congress Hall. The new tennis courts on the Perry street side of the spacious lawn that overlooks the ocean will be much appreciated by the guests of the hotel. The University of Pennsylvania football squad will return to the Cape in September for fall training.

The Progressive League's clubhouse, which was opened during the fall, is said to be one of the finest clubhouses along the New Jersey coast. It is centrally located and is a billiard table.

WILWOOD, N. J.

The Derbyshire

Juniper and Pacific Avenues

Community Housekeeping Plan

First-class location; large porches; dancing every evening; moderate rates.

BROUGH & JOHNSTON
Management

WILWOOD CREST, N. J.

OCEAN CREST HOTEL

Capacity 150

Half block from beach. All outside rooms. Running water. Electric section.

O. T. KING, Ownership Management

WILWOOD, N. J.

Hotel Pelham

Lavender Road

Wildwood Crest

Bathing From Hotel

Near Beach and Amusements

Scampton & Hamburg Owners

WILWOOD, N. J.

MT. VERNON

Lotus Road, Near Beach

Wildwood Crest, N. J.

Excellent table. Booklet.

E. JOHNSON, Owner

WILWOOD, N. J.

REGENT Dining Room

The Show Place of Wildwood

Noted for its Shore and Chicken Dinners. Quality and service at moderate prices.

3911 PACIFIC AVE.

At Spencer

Charles F. Robertson, Prop.

Beautiful Surroundings—Music

WILWOOD, N. J.

Hotel Keystone

26th Ave. and Pennsylvania Ave., Near Beach

SPECIAL RATES OVER THE FOURTH OF JULY

FRED GREINER, PROP.

Wildwood, N. J. Grand Ocean Views

WILWOOD, N. J.

DELWYN

Glenwood ave. near Beach

Home comforts. Nothing from hotel. Running water in rooms. American Plan. Booklet on Request.

MRS. C. L. MOUNSELEY, Ownership Mgt.

WILWOOD, N. J.

WILWOOD MANOR

Wildwood, N. J. Capacity 400

American Plan. Rooms single or en suite with private baths. All rooms have running water, excepting suite and service. Delicious food and lounging rooms. Extensive terrace. Excellent grounds. Dancing. Tennis. Booklet. Golf privileges to new 18-hole course. Radio concerts.

ALEX. McMURRAY & SON, Props.

trally located and is fitted with fine pool and billiard, reading and meeting rooms and shuffleboards. The league has a membership of nearly 500 live-wire business men.

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WILWOOD, N. J.

HOTEL AVALON

Avalon, N. J.

Right on the Ocean

A Real Family Hotel—Tennis Courts

Moderate Prices

AMERICAN PLAN

R. E. PAUL

NEW YORK

AVALON, N. J.

Where Nature and Neptune Meet

ONE MILE FURTHER AT SEA

Midway between Atlantic City and Cape May. Clean, cool and convenient. Delightful sea bathing. Fish plentiful in both surf and sounds. Boating.

A Resort for Discriminating Persons

Beautiful cottages, attracting the best class of summer visitors. Sea food for the taking, and vegetables, poultry and eggs from nearby farms.

For information write Borough Clerk "Lodge" Travel Bureau.

WILWOOD, N. J.

WILWOOD, N. J.

THE PRINCETON

Avalon, N. J. Near Beach and Amusements

A modern hotel, conducted on American plan, with service and table unsurpassed; running water and private baths. Bathing from house. Reasonable rates.

Joseph Y. Dilatash, Proprietor

Herbert C. Reed, Manager

WILWOOD, N. J.

BEACH HAVEN

NEAREST SEASHORE RESORT TO PHILADELPHIA

"THE PEER OF SEASHORE AND BAYSIDE RESORTS"

Located on Long Beach Island, between the Atlantic Ocean and famous Barnegat Bay. An ideal rendezvous for rest, recreation and pleasure by the sea.

Safe Surf Bathing, Fleet Surf and Bay Fishing. Sailing, Boating, Crabbing. An unequalled summer playground for children.

Pronounced by the American Medical Congress as one of the three districts in the United States immune to hay fever.

A new bridge (PIER OF TOLLS) across Little Egg Harbor Bay connects with the mainland. Investigate Beach Haven before deciding upon your summer home this season.

Furnished cottages now renting. Numerous hotels and boarding houses. Beaches via Pennsylvania Railroad. Address Borough Clerk for illustrated booklet.

THE ENGLISIDE Capacity 300
R. F. ENGLE, Mgr.
THE BALDWIN Capacity 300
THE BEY RITA
Capacity 100
THE DEKALB Capacity 100
THE SPRAY BEACH HOTEL Capacity 100
A. C. DOYLE, Mgr.
THE BEACH HAVEN HOTEL Capacity 75
RICHARD LAMB, Prop.
J. W. BERRY, Leading Real Estate Man
ELLIS PARKER, Yacht, and Fishing Parties
F. H. CRANMER, Timber & Bldg. Materials

WILWOOD, N. J.

The ENGLISIDE BEACH HAVEN

New Jersey

Beach Haven has the best combination of Seashore features on the Atlantic Coast.

Matchless bay for sailing, always good fishing, perfect beach and bathing. THE ENGLISIDE has all modern conveniences, private baths with salt and fresh water, and is a home as well as a hotel. Pure relief from hay fever. Open June 23d to September 30th. Send for booklet.

PERFECT GRAVEL TENNIS COURTS

THE ENGLISIDE COMPANY, Inc., Owners

ROBT. F. ENGLE, Treas. and Mgr. Beach Haven, N. J.

WILWOOD, N. J.

HOTEL BALDWIN

Beach Haven, New Jersey

American Plan NOW OPEN European Plan

Surf Bathing, Fishing, Sailing, Tennis, Dancing, Excellent Orchestra

Special Season Rates for Families With True Southern Hospitality

6 Miles at Sea. Every Room Overlooking the Ocean

We Solicit Your Patronage

UNDER PERSONAL DIRECTION OF

MAY F. WARRINGTON, Owner

room one of the largest and finest along the coast.

At the Stockton Villa on the Beach many guests have arrived from Philadelphia, the Maine Line, Baltimore and Washington. Mrs. Davis, manager and owner, reports that the bookings for July and August are heavy.

Mrs. Harrison, at the Baltimore Inn, is entertaining many guests from all over the country.

The Columbia, on Ocean street, has been open several weeks and the porches are crowded.

Sunny Hill Cafe, on the main sea-shore road, about a mile and a half out of the city, opened this week. Charles Arnold is the manager.

WILWOOD, N. J.

BEACH HAVEN

Tennis and other sports are encouraged by members of the summer colony who make up membership in the English side Tennis Club, the Little Egg Harbor Yacht Club and other centers of sport and social interest.

Frequent tennis tournaments on the courts and weekly racing and cruising events from the yacht clubs are among the standard summer attractions for visitors. Plans already are under way for construction of a golf course, which is to be made the center of golfing events for visitors.

Beach Haven hotels have made a high reputation for their appointments and service. The Engleside, the Baldwin, the St. Rita, the Breakers and other hotels offer the best in accommodations at moderate rates, and are centers of social activity from June until October. All are close to the Beach Haven attraction, and are sought as a summer and fall haven by those who appreciate the advantages of this resort, with its position five miles at sea, far beyond the reach of hot mainland breezes.

WILWOOD, N. J.

Star Villa

Beach Ave. & Ocean St.

Thoroughly renovated, electric lights, elevator, private baths and rooms with running water. Beautifully furnished. Cool, spacious porches and a dining room.

Open June 17

Rates and Information on Request.

Charles S. Church
Ownership Management

WILWOOD, N. J.

Colonial Hotel

Thoroughly renovated throughout; rooms with private baths; elevator. Opens for 26th season June 24.

W. H. CHURCH
Owner and Proprietor

WILWOOD, N. J.

HOTEL COLUMBIA

CAPE MAY, N. J.

Service Our Motto

Newly furnished throughout. Rooms with bath, electric lights, porches; elevator. The hotel gets its produce and milk supply from its own farms. Booklet on request.

J. W. MCCRAY & BRO.

WILWOOD, N. J.

HOTEL DALE

CAPE MAY, N. J.

Catering Exclusively to Colored Patronage

Rates reduced in keeping with the times. This magnificent hotel, located in the heart of the Most Beautiful Seashore Resort in the world, is replete with every Modern Improvement. Superlative in Construction. Appointments. Service and Refined Patronage. Orchestra daily. Garage, Tennis, etc. on Premises. Special attention given to ladies and children.

E. W. DALE, Owner.

WILWOOD, N. J.

ELWARD

Decatur St., one door from beach. Ocean view rooms, running water, private baths; table supplied from own farm and dairy. Rates reasonable.

Ownership Management. Open June to

EDWARD NITTINGER, Prop.

WILWOOD, N. J.

Frank Entriken & Sons

CENTRAL GARAGE

20-22-24 Decatur Street

Cape May, N. J.

TELEPHONE

BELL 12 A. KEYSTONE 503

CAPACITY 100 CARS. ACCESSORIES

EXIDE SERVICE STATION

WILWOOD, N. J.

CONGRESS HALL

Unsurpassed as to comfort, convenience, service and atmosphere.

Open June 14th to September 4th

American Plan

JOHN V. SCOTT, Manager

WILWOOD, N. J.

THE MARCY

CAPE MAY, N. J.

Furnished Rooms, Single, \$6 to \$8

Double Rooms, 2 Beds, \$10 to \$18

WILWOOD, N. J.

BENSTEAD SANITARY BATHS

Beach Ave. and Perry, Cape May, N. J.

WILWOOD, N. J.

La Villa Francaise

801 STOCKTON AVE.

One Minute Walk From Beach

EXCELLENT FRENCH CUISINE

Large Comfortable Rooms

WILWOOD, N. J.

J. E. TAYLOR & SON

Real Estate and Insurance

Summer Cottages a Specialty

212 Ocean Street

WILWOOD, N. J.

Cool Cape May

New Jersey

The Resort of Plenty

—plenty of sunshine and soft sea breezes bringing health and happiness in abundance—plenty of Boardwalk thronged day and night with happy summer visitors—plenty of fish in the sea, ideal for crabbing, sailing and motor boating as well—and plenty more of wholesome outdoor entertainments to make your stay a memorable one.

Superb Golf in the Invigorating Sea Air. Tennis, Surf Bathing from protected Beaches, Dancing, Music, Motoring, etc.

Up-to-date hotels and boarding houses offer perfect accommodations at reasonable rates.

For further information write

BOARD OF TRADE

Cape May, N. J.

WILWOOD, N. J.

HOTEL LAFAYETTE

CAPE MAY NEW JERSEY

THOROUGHLY MODERNIZED AND UNDER NEW MANAGEMENT WILL OPEN JUNE TWENTY-FOUR

The Lafayette has the advantage of location in Cape May, being in center of and directly on beach front, overlooking the boardwalk and bathing beach. Almost every room has a direct view of ocean. Cuisine under personal supervision of management. Nature and children's dining room with special prepared diets with grill open at all times. Excellent orchestra. Bathing, boating, sailing, aquaplaning, fishing, crabbing, golf, tennis, horseback riding, dancing, theatre, movies, plays and finest motor roads in South Jersey. Booklet on request.

For reservations and further information address

DAVIS & TAYLOR Owners and Proprietors

WILWOOD, N. J.

HOTEL WINDSOR

Directly on the beach, overlooking the ocean. All rooms have sea view. Running water in all rooms.

PRIVATE BATHS ELEVATOR SUN PARLOR

R. HALPIN
Booklet.

WILWOOD, N. J.

The Hotel Virginia

Jackson St., Near Beach

Fourth of July Special

10.75 Saturday

American plan (with up-stairs) \$15.00 with private bath. Located popular park thoroughly renovated lights and priv.

J. J. STOCKER, Prop.

WILWOOD, N. J.

Mecrays' Central

The Largest in Cape May

Grocers and MEAT MARKET

Choice Butters, Country

17 Ocean Avenue. Directly on Beach. All outside rooms. Telephone or Write for information.

N. G. NEVILLE

WILWOOD, N. J.

LAUREL HOUSE

48 Broadway, Ocean Grove, N. J.

Near Beach and Auditorium

Furnished Rooms

Light Airy Reasonable Rates

A. P. STACKHOUSE

WILWOOD, N. J.

SURF AVE. HOUSE

One block to beach. Home cooking. Hot and cold running water. Booklet.

A. P. STACKHOUSE

WILWOOD, N. J.

The ALLENHURST

Pittman and Central Aves.

Second block from beach. European plan running water, refined atmosphere, special kitchen table, E. W. MERRILL

MRS. H. S. DRAKE

WILWOOD, N. J.

THE QUEEN

1 Ocean Pathway, on Ocean Front

OCEAN GROVE, N. J.

Near Beach; centrally located; first class modern equipment; all outside, airy rooms; ocean view.

L. J. RUSSELL
Booklet.

WILWOOD, N. J.

NEW CENTENNIAL

AMERICAN PLAN. CAPACITY 100

Near beach with auditorium. Modern equipment. Telephone connection. Write for information.

I. M. WYLLIE

WILWOOD, N. J.

LORAIN

No. 3 Ocean Pathway. Ideal location. Full ocean view. At the Boardwalk and near all attractions. Outside air rooms; running water. Table a la carte. Under direct management of proprietor. Rates on application.

MRS. H. S. DRAKE

WILWOOD, N. J.

Ardmore-Summerfield

6th Ocean Pathway. Running water newly installed. Ocean view. Tel. 2784. E. L. SHAW

OCEAN HOUSE 72 Main Ave., Ocean Grove, N. J. Tel. 150. E. L. SHAW