

NEW YORK, SUNDAY, JUNE 30, 1912. Copyright, 1912, by the Sun Printing and Publishing Association.

LONG BRANCH TO HAVE GAY SEASON

Villa Colony Has Increased, and Shore Dinners With Good Music Tempt Visitors.

VAUDEVILLE NETTED \$2,500

First of the Hotel Dinners at the Takanassee Scored a Note- worthy Success.

WEST END, LONG BRANCH, N. J., June 29.—Long Branch, which inspired the popular song writers of three decades ago, is now beginning what promises to be the most successful season in half a dozen years. Some refer to this resort as the American Ostend, with its long stretch of sea front and its many hotels. There is probably no other seashore resort in the United States that offers so much diversion and variety as does Long Branch.

The villa colony has been steadily increasing and in the last few years some of the most attractive and artistic villas in the United States have been built on or near the coast and they compare with any in Newport. Then there is a variety offered in the delightful fresco restaurants with their shore dinners and good music, to which all go when a bit tired of

have been added to this hotel and its ballroom is one of the finest on the coast. To-night there was an orchestra under the direction of Charles J. Schwab, who had secured all the latest dance music from Europe, and the entire colony of the coast was represented. Judge and Mrs. Wilber A. Hensley, who have been at the Takanassee for a fortnight, have already arranged many entertainments for the summer.

There will be a dance on Thursday night and a ball during the week of the horse show, on July 25, when the lawn will be illuminated and tables placed there for supper. There are now at the hotel John Lewisohn, Mrs. S. Lewisohn, Mr. and Mrs. Simon Ullman, Mr. and Mrs. Morris Arnstein, Mr. and Mrs. Max Green and Mr. and Mrs. O. L. Weingartner.

The principal event of next week will be the race meeting at Elkwood Park, under the sanction of the hunts committee of the National Steeplechase and Hunt Association. Walter Lewisohn is the president of the meeting and the directors are Morton L. Schwartz, A. Charles Schwartz, Frederick Lewisohn, Harry Content, William S. Fanshawe, Charles D. Halsey, S. R. Guggenheim, Joseph J. O'Donohue, Jr., Louis V. Bell, Louis J. Weil, Edward C. Weil, Henry Savage Page, Peter Hauck, Jr., W. H. Travis Huhn and William B. Anderson, the latter being the secretary and treasurer of the meeting.

THE BALDWIN RELIEF SHOE

Comfort For Women Healing



Perhaps it is broken arch; if not that, then it may be sensitive joints, cramped toes or pressure on the ball of the feet; or a troublesome heel. Any one of these things is enough to cause acute pain; and then it's "Oh for an easy shoe!" You will find it in the Baldwin Relief Shoe, with extended heel and arch support.

COMFORT HEALING

Your feet deserve the best care you can give them.

H. W. Baldwin Co., 508 Fulton St., Brooklyn.

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The hotel has been remodelled and is under the management of Ernest Seligman. Cardinal Furley will spend the summer in West End Long Branch, having leased the Rowe villa in Hollywood avenue. As Archbishop of New York, his Eminence was here several weeks last summer. During the season he will be visited by Monsignor Lavelle and other priests of New York.



HOTEL WENTWORTH ON NEW CASTLE, THE GATEWAY TO MAINE AND WHITE MT. RESORTS

the formality of home life in the villas or that of the hotels.

With automobiles at command, and there are hundreds of them, it is an easy matter to take a run to the deserted village for an excellent dinner; to Thomas's, in the Rumson road, or to Price's at Pleasure Bay, which in a way suggests some of the inns along the Thames in England. The beautiful Massachusetts River, on the banks of which Price's is situated, makes it an easy matter for those who have motor boats to stop over for a clam bake, and there is nothing much more agreeable than a run to the Ross Fenton farm, with a dinner in the open.

They are fortunate who have invitations to visit at any of the villas along the shore of Long Branch, for life there is as elegant as in Bar Harbor, Newport or along the north shore of the Massachusetts coast. A decided feature of the coast is the Deal Casino, now in its sixth season, where on Sundays there is a gathering of women whose costumes are studied by the sketch artists of the fashion magazines, and they are all of the very latest. There on a fine Sunday will be gathered 5,000 or 6,000 persons who come by automobile from a radius of thirty miles, and with the fine music by Fenrich's orchestra and the display of elegant costumes it is quite worth the journey.

While the Takanassee, the Hollywood, the West End cottages and the Elberon have been open to patrons for a fortnight it was only to-day that the crowds began to arrive and all of these hostlers are full in anticipation of the national holiday.

The season was practically opened with the vaudeville and dance in aid of the Summer Home for Crippled Children at Oakhurst, not far from here. It was held at the West End Shore Club on Thursday night, netting \$2,500. Dinners were given in advance at the club and at some of the villas by Mrs. Henry Goldman, Mrs. A. Kaufman, Mrs. Julius Hart, Mrs. Frank E. Vogel, Mrs. Edwin S. Bayer, Mrs. J. B. Greenhut, Mrs. Leopold Weil, Mrs. A. L. Wittenberg, Mrs. Charles Hirsch and Mrs. Arthur Lehmann.

Tables were placed on the verandas and in the handsome Colonial ballroom and during the progress of dinner and supper there was a vaudeville and cabaret show by topplers from the theatres of New York. George Smith, who has been engaged again for the season at the club, had a new line of comic songs, and there were violin solos by Miss Charlotte Moore, a clever artist; Maurice Seligson and Wilber Gardner being at the piano. Through the efforts of William B. Anderson, president of the club, and Louis J. Weil, the secretary, everything possible was done to make the entertainment a huge success.

Many events have been arranged for the summer at the West End Shore Club, there will be a ball there next Saturday and on July 11 will be celebrated in the ballroom of the club the wedding of Miss Leslie Erstein, daughter of Mr. and Mrs. Max Erstein of New York and West End, to Nelson Greenhut, younger son of Colonel Mrs. J. B. Greenhut. After the wedding ceremony there will be a dinner and dance. Nearly two hundred friends and relatives of the two families will come from New York for the occasion and quarters have been engaged for them at the Hollywood Hotel.

The first of the dances at the hotels was given to-night at the Takanassee, which is the latest up to date hotel at West End. Since last summer many rooms

Another feature of the season will be the nineteenth annual show under the auspices of the Monmouth County Horse Show Association. Since its inception this has ranked as the finest outdoor horse show in the United States. There will be four days of the show, beginning Wednesday, July 24, and the night show, which was a feature of former years, will be dispensed with. Harry Content is the president of the association this year, James Trevelyan Hyde vice-president and general manager and P. J. Casey secretary and treasurer.

Among others in the management are Joseph J. O'Donohue, Jr., Daniel Guggenheim, J. J. Jacquen Rothschild, Frederic Bull, B. J. Greenhut, Victor C. Marler, P. Fred Bruner, Morton L. Schwartz, J. Schuyler Casey, Alfred B. MacLay, Alfred Nathan, Henry A. McAleenan, Walter P. Bliss, W. Goodby Loew, Jefferson Seligman, Leroy W. Baldwin, Robert A. Fairburn, Charles A. Baudouine and C. P. Doelger.

There will be many attendant festivities during the week of the show. Harry Content will give a dinner to the officials at the West End Shore Club and the annual horse show ball, as for many seasons, will be given at the Hollywood on the night of July 27. On the previous night there will be a ball at the Deal Casino, so that all visitors will have a busy time.

The movies have come here for the summer and to-night under the direction of J. Rheinstrom of the Knickerbocker Theatre of New York Paul J. Rainey's African hunt pictures were shown at the horse show grounds. The boxes and seats of the grand stand were filled and society of the colony was well represented, the dance at the Takanassee and supper at the West End Shore Club attracting them later. This show of movies will be continued throughout the summer with a weekly change of bill.

At the Hollywood Hotel, famous since the days of the late John Hoey, who built it, everything is in readiness for the summer. Philip, known to patrons of Delmonico's as a two-story, years ago, and he greets the patrons with the same smile and genial countenance as of yore. Mr. and Mrs. A. Lincoln Stadler, Mrs. and Mrs. Julius Friedwald and Miss Celeste Binschert, all of New York, have taken the rooms. Miss Emma Pettigrew, Mrs. I. and are now entertaining Mrs. Stadler's parents, Prof. Archibald P. Knight of Queen's University, Kingston, Ont., and Mrs. Knight, who will be with them for a month.

At the West End cottages with Ernest Friebourg are Mr. and Mrs. Isaac Gimbel, and Mrs. Harris Franklin, Mr. and Mrs. S. M. Rice, Mr. and Mrs. Sanford Wolfe, Mr. and Mrs. Henry Moeller, Mr. and Mrs. Louis Stern, all of New York, Mrs. Julius Friedwald and Miss Celeste Binschert, all of New York, have taken the rooms. Miss Emma Pettigrew, Mrs. I. and are now entertaining Mrs. Stadler's parents, Prof. Archibald P. Knight of Queen's University, Kingston, Ont., and Mrs. Knight, who will be with them for a month.

lands, their villa on the ocean front, in Elberon.

Mr. and Mrs. Jacob Straus of New York have recently purchased the estate in ocean avenue of the late Senator Edward Murphy, where they will pass the summer. Mrs. Murphy and her daughters will be in Narragansett Pier.

Mr. and Mrs. Temple Bowdoin, who were for some weeks at their country place on the Hudson, are now in Elberon for the remainder of the summer. Harry Content is at his villa in Park avenue, Elberon. Mrs. Content is now in Europe but will return late in the summer.

Mrs. Charles T. Cook is at her Elberon villa, where Mr. and Mrs. Clarence Porter will join her after a visit to Gen. Horace Porter in Bar Harbor.

Mr. and Mrs. Harvey Durand, who are among the pioneers in Elberon, will be at their villa until they leave for the White Mountains and Mrs. George Pullman will be at her place this summer. She will have among her guests, for a few weeks Mrs. H. Victor Newcomb of New York.

Mr. and Mrs. Murry Guggenheim are now at their place in the Thousand Islands but will be here for the summer at their villa in Norwood avenue, which suggests the Petit Triquet at Versailles.

Calder, Mr. and Mrs. Warren J. Lynch, all of New York, Mr. and Mrs. Edward A. Averett, the Misses Sarah J. Harrison and Catherine I. Harrison, all of Brooklyn, Mr. and Mrs. Garret A. Hobart and children and Mrs. Garret A. Hobart, Sr., of Plainfield, Mr. and Mrs. S. B. Stinson, Mr. and Mrs. F. H. Wyeth and Miss E. M. Homer, all of Philadelphia, Mr. and Mrs. E. P. Goodwin of Plainfield, Mrs. Thomas P. Stran and Miss Abraham of Philadelphia, Mr. and Mrs. George W. Simpson, Prof. George Osborne and Alfred S. Osborne, Mrs. C. E. Holbrook, Mrs. J. A. Anderson, Mrs. Franklin Smith, Mrs. C. A. Richards, Miss A. L. Richards, Mr. and Mrs. George W. Tibbitts, Mrs. Margaret Quinn, Mrs. C. H. McDuffee, Miss S. P. Baker, Miss C. J. Wells, Mr. and Mrs. E. J. Milton and family, Mr. and Mrs. F. R. Thomas and George French, all of Boston; Percy Proctor of Providence, Mr. and Mrs. Charles Rodman of Providence, Mrs. John C. Cook, Miss Cook and Miss Bunn of Springfield.

Mount Tabor. MOUNT TABOR, N. J., June 29.—The past week at this resort has been marked by an increase in social entertaining and outdoor pastimes. Golfing and tennis have been the principal amusements.

Mr. and Mrs. K. Seaton of New York will have among their guests to spend the Fourth Mr. and Mrs. K. Stanford, Mr. and Mrs. C. Denton, Mr. and Mrs. F. Hanson, Mr. and Mrs. L. Bradford and S. Darlington.

Mr. and Mrs. L. Dickerson, Miss F. Drake, Mr. and Mrs. C. Mears, Mrs. K. Clements and S. Cummings have been taking automobile trips to Mountain Lakes, Hopatcong and the Morristown Country Golf Club.

In Camp at Greenwood. GREENWOOD, N. J., June 29.—During the last week the warm weather and the closing of the schools have sent scores of persons from the city to their summer homes in cottage, bungalow and camps on the shores of Greenwood. The Greenwood Hotel is open.

Here the athletic young men and young women have found ample opportunity to indulge their tastes with sailing, fishing, bathing and driving. The Camp Club committee promises excellent sport this season, the fleet having been enlarged by many new and fast craft. James Dougherty of New York has distinguished himself as the champion dartsman of this resort, having caught a five pound black bass on Tuesday.

ABRAHAM AND STRAUS

17 Minutes Grand Central to A. & S. Subway Station—Hoyt Street.
Store Closes Daily at 5 P. M., Saturdays at Noon, during July and August.

SUMMER SALES.

- Undermuslins in a Great July Sale.**
- Drawers, 14c. to 98c.
 - Gowns, 24c. to \$1.98.
 - Corset Covers, 12c. to 98c.
 - Combinations, 29c. to \$1.98.

Women's Washable Skirts, 98c., \$1.25, \$1.75, \$1.98

Values From \$1.35 to \$3.25.—Most Desirable Styles.

THE ENTIRE STOCK of a Philadelphia maker of women's skirts, consisting of 3,000 in linen, repp and cordelene. All white. A number of styles. Now, when the plans for the Summer "take away" wardrobe are being made, here is an opportunity to put in a skirt or two at about the cost of the material. None C. O. D. or on approval. Store orders only.

Ostrich Bands, Trimmed and Untrimmed Hats, Etc.

- LATEST ADVICES FROM PARIS state that Ostrich Bands will be the smartest thing in millinery for the coming season. We are fortunate in being able to offer an exceptional lot of Splendid Bands at exceptionally small prices.
- \$1.50 White Amazon Curled Bands at 79c.
 - \$4.00 Ostrich Plumes and Tips, \$1.95.
 - Women's \$1.25 to \$3.00 Outing and Untrimmed Hats, 69c.

Women's \$2.50 Low Shoes at \$1.45.

GUN METAL AND PATENT LEATHER in Oxford and ankle strap styles, various models that we have decided to discontinue, as the size range is slightly broken. We have arranged them on tables according to sizes, to make selection easy.

Women's Special Pumps at \$2.24.

\$3.00 Cool White China Silk Waists, \$1.98.

- HEAVY WHITE China silk Blouse with new Robespierre collar, open front, with tiny pearl buttons, in military effect; collar and cuffs to correspond.
- Beautiful White China Silk Waists, \$2.98.
 - New Robespierre Blouse of White China Silk, \$4.98.
 - White Dotted Swiss and Batiste Blouses, \$1.98.
 - \$3.50 Pure Linen Norfolk Blouses, \$1.98.
 - \$2.50 White Voile Waists at 98c.

12 1/2c. Printed Percalé, 8c. a Yard.

3,000 YARDS of an excellent grade of percalé, in a great range of splendid designs, figured dots and stripes. Last Monday the advertised lot went in a jiffy, so we have double the quantity for Monday next. Excellent for summer dresses, waists, men's shirts and children's wear; 36 inches wide.

\$1.50 Summer Cottage Novelty Curtains, 75c. Pr.

- \$2.50 colored ruffled muslin Bed Sets, \$1.49 a set.
- 25c. colored Arts and Crafts Curtain Serim, 12c. a yard.
- 28c. and 35c. Cretonnes, 10c. a yard.
- Japanese outside bamboo Porol. Screens, 4x8 to 12x8