THIRD SECTION
TEN PAGES

The Sun.

News of the Resorts
Fashions—Schools—Theatres

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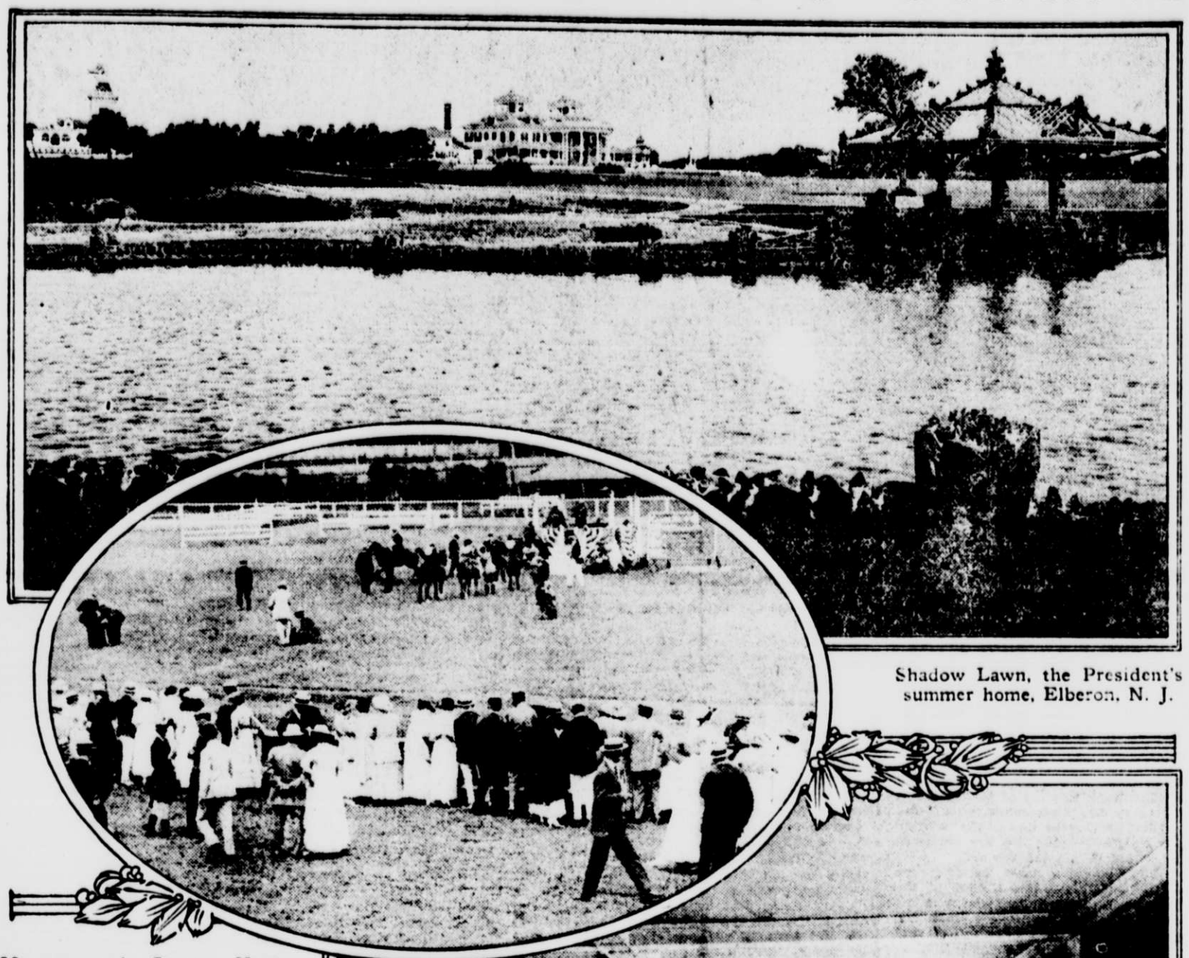
LONG BRANCH PREPARES FOR PRESIDENT'S COMING



Shadow Lawn, the President's summer home, Elberon, N. J.

Monmouth County Horse Show, Long Branch.

Ballroom at the Hollywood.

WEST END, Long Branch, N. J., June 24.

ON all sides there are signs of preparations for the summer season hereabout. For the first time in many years **Long Branch will be the summer capital of the United States.** The President and Mrs. Wilson are expected here shortly and they will take possession of Shadow Lawn, the beautiful estate of Capt. J. B. Greenhut, which occupies a commanding position. The house itself, one of the largest on the coast, is eminently adapted for the summer White House.

The first change that strikes the regular visitor to this resort on his arrival are the improvements carried out at the old West End station. Fine pavements have been laid about it and the shelter for passengers has been extended about fifty feet. Even at this early stage of the summer there are scores of automobiles there every afternoon to met the men who are obliged to pass the day at business in New York. All the villas in this section have been opened since May and the gardens are in splendid condition along the coast as far as Asbury Park, where Long Branch proper ceases.

The great feature of the season here will be the Monmouth County Horse Show, which will be held in Hollywood Park for four days beginning July 26. This will be the twenty-third annual show of the Monmouth County Association and it ranks as the leading outdoor horse show in the United States. The officers this year are Harry Content, president; Joseph J. O'Donohue, Jr., vice-president, and P. J. Casey, secretary and treasurer.

While it is generally supposed that interest in the horse is subsiding the entries for the forthcoming show prove the contrary. There will be a high class exhibit and liberal prizes have been offered by Alfred N. Beadleston, Frederick Lewisohn, Carll Tucker, John McE. Bowman, J. Horace Harding, Jefferson Seligman, Reginald C. Vanderbilt, Peter Hauck, Jr., S. R. Guggenheim, Martin Beck, John J. O'Donoghue, L. A. Dalrymple Percival, J. Stuart Hollis, Charles A. Baudouine, Jacob Wertheimer, Felix M. Warburg, Frank V. Strauss, George Gustav Rohlig, Paul Block, Joseph J. O'Donohue, Jr., Harry Content, Alfred Nathan and James C. Brady.

The judges for this year will include Carl S. Burr, Jr., E. Vonder Horst Koch, George B. Hull, Charles A. Baudouine, William du Pont, John McE. Bowman, E. Lester Jones, J. Stuart Hollis, Henry Lawrence Bell, John Schuyler Casey, Peter Hauck, Jr., and Joseph J. O'Donohue, Jr.

The horse show grounds have never looked better. The lawn is in splendid condition and the grand stand boxes, the rails about the ring and the judges stand have been painted white with stripes of apple green, the official colors of the horse show. At the time of the show the season here will be at its height and the President and Mrs. Wilson have already signified their intention of attending the exhibition.

For many seasons the most notable entertainments of the summer have been given at the Hollywood, which has undergone so many changes that it is practically a brand new up to date structure. In the days of the late John Hoey, who built this hotel, it was one of the most elaborately appointed of the summer hotels in the United States, but even the oldest patrons would hardly recognize it to-day excepting that the exterior has not been changed.

The latest things in modern appointments have been added and the ballroom, which is probably the largest on the coast, being 175 feet in length and 60 feet in width, has been entirely done over. It has been finished in tones of cream, white and gold and at any time it is an attractive spot. During the daytime it is arranged as a comfortable lounging room, and one section is left clear for afternoon dances, and at night the room presents a brilliant aspect with its scores of electric lights.

The hotel well deserves the name of the New Hollywood, and this year it will be under the management of Walter E. Hildreth, whose father for many years was the proprietor of the old West End Hotel, long since passed into history, and associated with him will be W. Irving Davis, formerly of Charleston, S. C., and more recently identified with Saratoga Springs. Their staff will include Emil E. Passallaigue, A. J. Acton, L. E. Schneider and G. W. Shepherd. There will be music throughout the season by an orchestra from the St. Regis, New York.

Among those who will pass the season at the Hollywood are Mr. and Mrs. Sailing Baruch, Mrs. Albert Scholle, Howard A. Scholle, Mr. and Mrs. Albert Barron, Mr. and Mrs. Sanford Wolf, Mr. and Mrs. Adolph Frank, Mr. and Mrs. Herman Plaut, Mr. and Mrs. Marcus Stine, Mr. and Mrs. Maurice Blum, Mrs. Benjamin Guggenheim, Miss Benita Guggenheim, Mr. and Mrs. Joseph B. Wertheim, Dr. and Mrs. Alfred N. Strouse, Mr. and Mrs. Hugo Roland, Mr. and Mrs. T. Richard Denger, Mr. and Mrs. John W. Ryan, Mrs. Adolphe Heller, Mr. and Mrs. Leon Moyse, Mr. and Mrs. Emil Frank and Mr. and Mrs. J. S. Hirsh. There will also be representatives of diplomatic life, as the Persian Minister to Washington will be there for the season, and Nelson Morris, the American Minister to Sweden, and Mrs. Morris have also signified their intention of passing the summer at the Hollywood.

The Takanassee Hotel has been open since the middle of May and gives much life to that section of Ocean avenue where it stands. It was erected on the site of the old West End Hotel, and as for some years past will be conducted under the direction of Ernest Fribourg and James Throckmorton. Among those now at the hotel are Mr. and Mrs. Charles Kaye, Mr. and Mrs. Walter Loeb, Mr. and Mrs. Henry Rosenberg, Mrs. Alvin L. Strasburger, Miss Strasburger, Mrs. Henry A. Schroeder, Mr. and Mrs. D. Solis Ritterband, Miss Gladys Ritterband, Mrs. Maurice L. Powers, Mr. and Mrs. Julius Bacharach, Mr. and Mrs. I. N. Heidelberg, Mr. and Mrs. J. Foster Hanford, Mr. and Mrs. Edward E. Bernheimer, Mrs. John E. Kennedy, the Misses Kennedy and Frank Hawkins.

The Takanassee has a fine ballroom, and the dancing will be under the direction of J. G. Clancy this summer.

There have been very few changes in the villa colony. Mr. and Mrs. Henry Seligman are at Shorelands in Elberon, where they will be for the entire season. Mr. and Mrs. Charles Erlanger of Baltimore have taken the Riker place in Norwood avenue, and Mr. and Mrs. Maximilian Stern have taken the Harry Barker place.

Mr. and Mrs. Cyril Nathan, who were married in February, have a house in Westwood avenue, and among those who have taken the Peters cottages are Mr. and Mrs. Irving Dittenhoefer, Mr. and Mrs. Philip Frank and Mr. and Mrs. Edward Salomon. William Wollman has again taken the beautiful estate of Julian Mitchell and David Carvalho will have a place in Cedar avenue. Morris Wolf of Johnstown, Pa., has leased the Gwyer place, and the Benjamin cottages have been taken by Morris Mayer and Edwin Wise.

Ludwig Dryfoos has taken the Luyster place in Norwood avenue, which is referred to as the Rumson road of Long Branch, and Mr. and Mrs. Clarence Housman are for the summer at the Homestead. Harry Rosenberger has taken the Burke cottage. Dr. Arthur Bookman of New York is at the Wardell bungalow and Benjamin W. Hollander has the Higgins cottage in Westwood avenue. Mr. and Mrs. Louis Runkel are at Gascon's Lodge, where they have been for the greater part of the winter, and Paul Baerwald with his family will be in the Obermayer cottage.

An interesting feature of the season at West End will be the Supper Club, which will be conducted by Mrs. R. W. Hawkesworth and Mrs. Aymar Cater at the West End Shore Club. This will in reality be the summer session of the Club de Vingt, which they conduct in New York during the winter. Among the patronesses are Mrs. Edward D. Adams, Mrs. Nicholas F. Brady, Mrs. George M. Pullman, Mrs. P. Sanford Ross, Mrs. Philip Lewisohn, Mrs. J. Horace Harding, Mrs. Dawson Callery, Mrs. Jules S. Bache, Mrs. S. R. Guggenheim, Mrs. Julian H. Meyer, Mrs. Edgar W. Heller, Mrs. Charles J. Wittenberg, Mrs. Henry Seligman, Mrs. J. Franklin Fort and Mrs. McLane Van Ingen.

Prosperity at Atlantic City Brings Bigger Hotels

ATLANTIC CITY, June 24.—The season here has started off with a rush. Usually things don't get under full headway until the Fourth of July, but this year people have arrived ahead of the usual schedule and many of the larger hotels are entertaining capacity crowds. The ocean has been warm enough for surf bathing for the past fortnight, and the full summer complement of life guards has been on duty for ten days.

Conventions have been attracting extra visitors. The car builders closed their most successful convention on Friday, and the wholesale jewellers filled a large proportion of the gap left by their departure. These meetings have been held at the Traymore and Marlborough-Blenheim, while up at the Breakers the plumbing trade has been mapping out its schedules for the coming year. The St. Charles has been entertaining several conventions during the past ten days and has others booked for July.

The additions put up by the Breakers and St. Charles reflect the prosperity that has come to the shore. The former has now a capacity of 1,400 persons with the ten story fireproof addition fronting on the Boardwalk. At the St. Charles the Newlin Haines Company has just added a thirteen story wing on the Boardwalk side.

The Traymore Company is having an addition built on the inlet side of Illinois avenue. It is proposed to construct a mammoth amusement building, with a swimming pool attached. All of the hotels have increased their capacity during the spring months. The hotel men expect their greatest season because of the necessity for "seeing America first" by reason of the war.

The carnival days this week have served to increase the interest of visitors. The baby and floral parades were much enjoyed. In July two more carnival days have been planned, one to be devoted exclusively to marine celebrations. The committee in charge has secured a large entry list. The parade will be headed by the yacht California, owned by Mrs. A. Brady Crocker, daughter of "Lucky" Baldwin, who is a guest at the Hotel Traymore.

Among the New York arrivals at the Hotel Traymore are James D. Erskine, H. R. Dillon, M. J. Schloss, A. J. Brod, W. H. Driscoll, Dr. R. E. Farmer, F. J. West, Marcel N. Marheim and James O. Lane.

At the Seaside are Mr. and Mrs. Charles E. Hartman, Thomas R. Grant, Louis Smith, Lillian T. Harper, Mr. and Mrs. Arthur McKewan, Howard LePage, Miss Adelaide Barclay, Thomas Hoyer, Mr. and Mrs. George F. Carnegie, Mr.

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BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS.

Brooklyn's Greatest Store — ABRAHAM AND STRAUS — The Store Accommodating

WEATHER FORECAST
Fair to-day and to-morrow.

The Abraham & Straus Private Subway Entrance
at Hoyt Street is quickly reached by Brooklyn Express, as follows, from

242d St.	B'way	51 min.	96th St.	25 min.	Grand Central	17 min.	Brooklyn Bridge 9 min.
180th St.	Bronx	48 min.	72d St.	22 min.	14th St.	13 min.	Bowling Green 5¼ min.

Store Opens at 9 A. M., Closes at 6 P. M.

MILES AND MINUTES TO ABRAHAM AND STRAUS

Study this interesting map a moment.

It will show you that Abraham and Straus is a natural Trade Center for a population of over Six Millions.

The narrowing circles show the distance in miles to the Store, as the crow flies.

The figures in the little circles show the ACTUAL RUNNING TIME IN MINUTES, by the quickest existing method of transportation. The new subways will shorten this time in many cases in the near future.

At the center is The Store Accommodating—most easy of access, and thoroughly satisfying in its merchandise, service and prices.

Women's "Kenyon" Coats, $9.95

of Celebrated "Fishken" Tweeds and Regularly Sold at $15

Your brother or father will tell you what he pays when he gets a "Fishken" tweed coat in any one of the splendid Rob Roy mixture patterns.

These Coats are made of just those fine materials, and renowned the world over for famous good quality.

We secured a quantity of these "Fishken" tweed Coats from equally famous coat makers—"Kenyon." They were closing out stocks.

At present, we do not see a shadow of a possibility that these Coats will ever again be repeated below their regular prices—$12.00 to $15.00.

They Are Rain-proof—Water Shedding

That is merely an incident of their usefulness. Actually these handsome tweed coats are the ideal outer garment for travel, motor, vacation and general utility wear.

Made in belted and loose-flaring styles.

Sizes 34 to 46.

Four models—12 assorted colorings.

Second floor, Central Building.

500 Women's Wash Skirts, $2.85

Made of Fine Imported Materials That Cannot Be Duplicated Today at This Price

Some time ago we bought up every piece of these imported materials that we could find. We held on to them, too, waiting for the Summer.

Now we have had them tailored into smart, fashionable skirts for Abraham and Straus customers.

White Eponge Striped Crepe Awning and Self-Stripe Cordeline
White Linen Ramie Linen Gabardine Honeycomb Weaves
Silk Striped Poplins Black and White Plaid Eponge

To our knowledge, there is no more of this material to be had in skirts anywhere at a price approaching $2.85.

Every skirt is freshly clean and new, in styles that feature

Overlap Patch Pockets — **Side-Buttoned Effects**
Shirred Backs — **Detachable Belts**
Tab and Patch Pockets — **Good Pearl Buttons**

There is a complete range of women's sizes, from 23 to 36-inch waistbands. The skirt-hems basted for adjustment.

Second floor, Central Building.

Nearly 2,000 Pieces of Artistic Jewelry

Clearance from a Famous American Firm

At 50c — *Regularly $1.00 to $2.50*
At $1.00 — *Regularly $2.00 to $3.50*
At $1.50 — *Regularly $3.00 to $7.00*

Jewelry from the makers of this beautiful collection comes closer to the charm and originality of the Paris-made than that from any other maker in America. This is why this Jewelry is only found in exclusive shops.

The maker believes in frequent clearances—so this lot is all less than a year old in its styles. Among them are Jades, Miniatures, Cameos, Corals, Enamels, Lapis Lazuli, Jet and many other colored stones, cleverly mounted in gold-plated, silver and sterling silver settings to produce artistic and distinctive effects. The pieces include:

La Vallieres — *Brooches* — *Earrings*
Hair Combs — *Barrettes* — *Rings, Etc.*

The values quoted are what we should actually ask for the Jewelry ourselves, if we had to pay full price for it.

Street floor, Central Building.

Men's and Women's Summer Hosiery

Several Thousand Pairs in a Fine Sale

More of the excellent Hosiery about which people were so enthusiastic last Monday as to produce the best day's buying of the season. Fine, fresh new lots that have not been picked over, in addition to which there are several brand new offerings. And, just by way of a bit of advice, it is a sensible idea to lay in your Hosiery supplies NOW when offerings like these exist:

7,200 Pairs of Women's Pure Silk Stockings, 69c a Pair

Run of the mill's 98c. to $1.35 grades. The saving in price, which comes with an occasional thick thread in the hose, is well worth while, as many women have proved to the tune of six to twelve pairs in a single purchase.

Lustrous thread silk, with lisle or silk tops and soles, in black, white and plain colors. All sizes in the offering but not necessarily in each shade.

Women's 25c. Sample Stockings, 16c. a Pair
Black, white, tan; plain or silk lisle and cotton; several weights. All sizes in the lot.

Women's 35c. to 50c. Sample Stockings, 29c. a Pair
Plain black, white, tan; also fancy effects.
Fiber Silk Boots, plain or silk lisles, fine cotton, all have double garter tops and reinforced soles.
Street floor, Fulton street, Central Building.

Men's 24c. Sample Socks, 15c. Pair
Fine lisle thread and fine cotton, in black, white and colors; double heels and toes.

Men's 50c. Sample Socks, 24c. Pair
Silk lisle thread, fine cotton, seamless, fashioned or fancy.
Store orders only on all items.
Street floor, Men's Shop, East Building.

$1.49 "La George" Crepe, $1.19 Yard

Probably the most popular single fabric of the season; because it is so widely used for blouses, for filmy sleeves, for draperies of dressy costumes, and the like.

The quality is one that we sell regularly at $1.49 a yard; all silk, fine and sheer, double width. Good colors, mostly black, white, ivory, flesh, pink and navy blue. We are pleased at having secured this new shipment of so scarce a silk, direct from the mills, to sell at this price, and so will you be. Other good offerings from the Daylight Silk Store.

28-In. Sport Corduroy, 69c. Yard
White and good colors; considered unusually good at 78c. yd.

Navy Blue Dress Taffeta, $2.00 Yard
50-inch, in a fine all-silk quality.

All-Silk Shirtings, 79c. and 98c. Yard
Handsome stripes; fast colors; excellent washable quality.

Imported Natural Shantungs, 39c. to 98c. Yd.
Light weight, for Summer; all-silk.

A Group of Good Items from the Black Silk Section

Black Bathing Suit Satin, $1.39, $1.49, $1.98 yard.
Black Bathing Suit Taffeta, $1.25, $1.49, $1.98 yard.
Black Dress Taffeta, 40-inch, $1.49 yd.
All-silk Messaline, 40-inch, $1.25 yd.
Moneybak Dress Taffeta, made in America, $1.98 yard.
Street floor, West Building.

Summer Closing Hours

On Saturday, July 1st, and thereafter on Saturdays, Store will close at 12 M.

On other business days, after July 1st, Store will open at 9 A. M., and close at 5 P. M.

On Tuesday, July 4th, Store will be closed all day.

Additional Bargains for Monday

Boys' Wash Suits, 94c., $1.39 and $2.24.
Second floor, Livingston Street, East Building.

Women's $4.95 Kid Pumps, $3.75 pair.
Second floor, West Building.

$1.25 Cream Colored Storm Serge, 89c. yd.
Street floor, West Building.

New Cretonnes, 7,800 yards at 18c., 25c., 35c. and 48c. yd.
Third floor, Central Building.

29c. to $2.98 Stamped Needlework, 15c. to $1.49.
Second floor, West Building.

Havana Blend Cigars, Worth $2.00 boxes of fifty at $1.74.
Street floor, Men's Shop, East Building.

Women's Underwear, at 9c. each, ribbed cotton vests, low neck and sleeveless. Store orders only.
Street floor, Fulton Street, Cent. Bldg.

Generous Sized Bath Towels, unusual at 23c.
Street floor, Livingston Street, East Bldg.

$3.49 Cut Glass Flower Vases, $2.98.
Subway floor, Central Building.

Folding Garden Settee, slat seat and back, 75c.
Fourth floor, East Building.

$4.89 and $5.94 Parasols, now $2.75.
Street floor, Central Building.

$1.25 Voile Flouncings, 59c. yd.
Street floor, Center, Central Bldg.

Ribbons, at ⅛ to ⅓ less, 16,000 yards at 3c. to 29c.
Street floor, Center, East Bldg.

Sale of Stationery, 23c. box.
Street floor, East Building.

$14.98 Belber Wardrobe Trunks, $13.74.
Subway floor, East Building.

Gold Medal Flour, 87c. one-eighth bbl. sacks (24½ lbs.). Limit of four sacks to a customer. Mail and 'phone orders accepted. Deliveries during the week.
Third floor, West Building.

59c. Voile Beaux Arts, 36-in., 39c. yd.
Street and Subway floors, West Bldg.

Men's Fancy Shirts, 67c, special.
Street floor, Fulton Street, East Building.

24c. Montauk Chocolate Peppermints, 15c. lb.
Street floor, Center, Central Bldg.