

CAPE MAY CENTER OF SOCIAL ACTIVITY

Naval Base and Army Hospital Staffs Give Military Touch to Functions

RENTERS BUYING COTTAGES

Fish Running in Schools and Seaside Angling Is a Lively Sport There

Cape May, N. J., June 11.—The social and vacation season at this old-time resort has been quickly and auspiciously opening up in such a manner as to indicate that it will be one of the most popular and active social periods of seaside life which this seaside city has enjoyed for many years. The visitors have been coming to the side of the sounding sea in numbers hardly heretofore equaled save in exceptional years, and the time of army and navy life, which has been given to the place by reason of the three navy contingents here permanently, and the army medical corps in attendance at the General Hospital No. 11, which will remain until the autumn. These latter elements have been here for more than two years, and the families of officers have been making Cape May a place of social military life during the winter season, and gold stripes are in evidence at all social functions, as they have been for the past eighteen months.

The summer cottage colony is to be as big as ever, and about all the available villas are taken now by those who come to the shore and rent. A large element of Cape May's cottage colony own their summer homes here, and the renting element do this act about two or three years, and then get acclimated, and as the older visitors say, "get sand in their shoes" and can't leave Cape May thereafter, which accounted for the appearance here generally of the same family season after season. These associations formed in the hot season here, cause many to continue their association for social purposes in the cities from which they come.

Golf Club Open
The Cape May Golf Club, founded about eighteen years ago by the late John C. Bullitt and others of Philadelphia, is the main center of social activity during the daytime, and it is on the veranda of this club house that many social events about the cottages and other places are arranged. The club house is now open for the season, and the links are the daily scene of many lovers of the royal game, who go over its eighty-acre eighteen-hole course with extreme pleasure, and secure healthful benefits from the working around the course. The chairman of the greens committee is Dr. Charles N.



BEACH HAVEN, N. J.

Davis, of Philadelphia, who has a handsome summer home on Beach avenue, in the New Cape May section. The club house is a spacious Colonial mansion, and is the place where Henry Clay was entertained when he came here in August, 1847. The Cape May Yacht Club, located at Schellings Landing, the head of the Cape May harbor, which covers an extensive area of about 100 acres, is also now open for the season. Its membership includes a number of prominent Philadelphians, chief among whom are Commander John M. Walton, Robert Grier, and Commissioner T. Woodward Trainor, of Chester. It will this season have a few yacht races, after a hiatus of two years, caused by the use of the Cape May harbor for naval purposes. Restrictions are now lifted, and the old-time yachting spirit will be revived. The Corinthian Yacht Club, which is on the south side of the Cape May harbor, and adjoining the newly established naval air station, and aeroplane station, on the side of the Cape May Navy Yard, and which has been used by the navy for headquarters for the section base since the fire at Sewell's Point, on July 4, last, has again been turned over to the club, and from its docks there will be many aquatic events, and other social events during the summer. Commodore John P. Foreythe, Vice Commodore J. Wallace Hollowell and others will lead the happenings there during the season.

Hook and Line Fishing
Hook and line fishing in the harbor is excellent and the disciples of Izak Walton are enjoying the catching of heavy strings of weakfish, kingfish and Cape May moolies. The fish have been running in large schools for the past fortnight, and the fishy tribe are giving the anglers much amusement. Fishing is also good off shore, in the

of July and August a corps of life-guards are employed as a part of the police force of the resort, who do a double duty in looking after reckless bathers and the prevention of any unruly actions or breaches of law and order on the strand.

Cape May's newly elected city commissioners, elected on May 13 and installed on May 20, are buckling down to work to put the place in thorough readiness for the summer's life. In 1915 Cape May adopted the commission form of government, and its first mayor, William L. Stevens, was active, and a result of his administration was the building of the \$100,000 Convention Hall Pier in front of the site of the razed famous old Stockton Hotel. It is the scene of most of the semi-public and public events. Mayor Stevens, by reason of ill health, resigned in January last and removed to Florida. The new commissioners, however, are headed by a man whose activity in the past made him high man in the recent election, Frederick J. Melvin. He bears his seventy-four years lightly, and was in 1881 to 1885 and from 1906 to 1910 the mayor of the city under the old form of government. Being past grand master mason of the Masons of New Jersey, and a high man in the Philadelphia Commandery of Knight Templars, he has a large acquaintance.

Mayor Melvin, who when in office before brought to Cape May for encampment the Philadelphia State Fenibles, the Washington Light Infantry and the Fifth Maryland Regiment, will devote most of his time in trying to induce large assemblages of business and other organizations to hold the summer time sessions here in the Convention Hall Pier, which will seat comfortably about 5000 persons. His principal slogan is cleanliness of streets and public places and an effort will be made to have the private property owners see to it that their property is kept in clean and neat condition. Otherwise, he wants a beautiful Cape May for the visitors' eyes when they appear. The order is to not allow a scrap of paper

or other refuse to be seen on the beach longer than is necessary—to gather such for the public dumps.

The new commissioner of public works, including streets, is George P. Wentzell, an active business man, who has long been a leader in the Board of Trade, but who served in public office but six months before in the old councilmanic body. He is possessed of "a bug" on good streets, and the beach front boulevard, which stretches five miles along the beach front inside of the boardwalk will be by him put in the best of condition, work having already been started. This driveway has nothing between it and the ocean view, as only the boardwalk is between, and it has been the unalterable custom of the authorities that no catchepenny booths should be built on the ocean side of the driveway, to obstruct the view of the cottages which are so beautifully located on the land side of the drive, with their charming foliage of hydrangeas, so peculiar to Cape May. This avenue and all other streets in the resort are his personal care for betterment and beautification. And his two weeks' work is already bringing results. The commissioners have engaged J.

Fred Zimmerman, an old time Philadelphia musician, to lead the orchestra at the convention hall pier during the season they have set, from July Fourth to Labor Day. For the younger set there will be dances each evening, and concerts in the afternoons and Sundays for the older ones who prefer not to trip the light fantastic.

The Board of Trade's committee is busily engaged in preparing a proper program for Independence Day, and there will be an event which will attract the attention of the patriotic. The night display of fireworks from the ocean will be elaborate.

It is proposed to have an Abraham Lincoln Day here on July 31, which will be the seventieth anniversary of the visit here of the martyr President. He and Mrs. Lincoln came to the old Mansion House (founded in 1850), on July 31, 1849. The register of the hotel with Lincoln's own handwriting signature is still preserved, and is owned by former Senator Lewis T. Stevens, of Cape May. The Columbia Hotel is open for the season under the management of its owners, J. W. McCray & Brother, and

is entertaining a goodly number of visitors. The Windsor, an all the year hotel, in under the same management of Miss R. Halpin. The New Stockton is being operated by its owner, Mrs. S. D. Davis, who has had it four years.

The Lafayette will be again under the same ownership management of Colonel John Tracy, who has been its proprietor for thirty years. The Baltimore Inn is also under the ownership and management of Emma D. Harrison, who has successfully conducted it since 1804. The Colonial is also under the management of its owner, William H. Church, who has, as well as the others, a large permanent clientele.

Mr. and Mrs. J. Wallace Hollowell have taken a cottage for the summer at Ocean street and Columbia avenue, and their son and daughter-in-law, Mr. and Mrs. J. Wallace Hollowell, Jr., have also taken a cottage near by. Mr. and Mrs. Henry D. Cassard, of Germantown, are at a cottage on New Jersey avenue for the summer.

Mr. and Mrs. Robert Grier are occupying their villa on Washington street for the season. Mr. and Mrs. John E. Lafore and

Miss Mabel Lafore are in a Washington street cottage for the season.

Mr. and Mrs. Wilson McCready have opened their Hughes street cottage for the summer season.

Mr. and Mrs. Michael A. Lengert, of Diamond street, are in the cottage on Columbia avenue for the season.

Mr. and Mrs. Edgar Nicholson have come to their summer home, on Ocean street, for the summer.

Dr. and Mrs. Thompson H. Westcott will open their Columbia avenue cottage for the summer.

Mr. and Mrs. Joshua Ash Pearson have their cottage on Beach avenue ready for the summer's life. Mr. and Mrs. Walter Cox have a cottage on Stockton avenue for the summer.

Mr. and Mrs. Harry D. Westcott, of Philadelphia, have been passing some days at the cottage of former Attorney General and Mrs. John W. Westcott, at their Stockton avenue cottage.

Mr. and Mrs. Morton R. Alexander have been enjoying the early season here. Mr. Alexander is a prominent member of the Cape May Yacht Club.

Mr. and Mrs. Jacob Snare have opened their Congress street villa for the summer.

SUMMER RESORTS BEACH HAVEN, N. J.

BEACH HAVEN

New Jersey
Nearest Seashore Resort to Philadelphia
"The Peer of Seaside as Well as Bayside Resorts"

Beach Haven is located on Long Beach Island, with the Atlantic Ocean on one side and famous Bayside on the other.

An ideal rendezvous for those seeking rest, recreation and pleasure by the sea. Safest Surf Bathing, Finest Surf and Day Fishing, Sailing, Boating, Crabbing. An unequalled summer playground for children.

The American Medical Congress pronounced Beach Haven one of the three districts in the United States immune to hay fever.

FINES AUTOMOBILE ROADS
A new bridge across Little Bay connects Beach Haven with the mainland, making it very accessible for motorists. It will be to your advantage to investigate Beach Haven before deciding upon your summer home this season. Furnished cottages, new restaurants, hotels and boarding houses. Reached via Pennsylvania Railroad. Address: Borough Clerk for Illustrated Booklet.

The St. Rita Capacity 100
The Engleside Capacity 300
The Breakers Capacity 100

J. W. BERRY, leading Real Estate Mgr.
ELLIS PARKER, Yachting and Fishing Parties.

The Engleside

Beach Haven, N. J.

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 ENGLSIDES has all modern conveniences, private bathing with salt and fresh water, and is a home as well as a hotel. Sure relief from hay fever. Open June 20th to September. Send for booklet.

5 PERFECT GRAVEL TENNIS COURTS

THE ENGLSIDES COMPANY, Inc., Owners
ROBT. F. ENGLE, Treas. and Mgr. Beach Haven, N. J.

SUMMER RESORTS CAPE MAY, N. J.

CAPE MAY

The Most Advantageously Situated Resort on the Jersey Coast

Cape May occupies a unique position among summer resorts, for it alone offers every form of country, seashore and inland water sport and pleasure.

Located on the mainland, it is not cramped for room, and devotees of golf, tennis, baseball, etc., have ample opportunity to enjoy their favorite pastime. The Cape May Golf Club boasts of one of the finest links on the coast, and here frequent tournaments bring together some of the best players in the East.

Roomy, picturesque bays and inlets make boating, fishing, etc., especially enjoyable, while Cape May Harbor is the headquarters for many famous yachtsmen.

One of the best known features of Cape May is its unrivaled bathing beach, hard and smooth as a dancing floor, which slopes out to deep water so gently that even the little tots can enjoy surf bathing in perfect safety.

The enjoyment of your vacation largely depends on the climate, and in this respect Nature has been especially kind to Cape May. Situated down at the very tip of New Jersey, with the ocean washing its entire frontage and the quiet waters of Delaware Bay reaching for miles up its side, the resort is continually fanned by cooling, invigorating breezes. Mosquitoes, the bane of so many coast resorts, are practically unknown at Cape May, owing to the scientific campaign of extermination carried on under State supervision.

The resort is under a new set of commissioners—Mayor Frederick J. Melvin, William R. Sheppard and George P. Wentzell—all of whom are progressive men, whose terms began on May 20th, for four years.

For Booklets Containing Information as to Cottages, Hotels, Etc., Address

E. J. JERRELL
Secy. Board of Trade
Merchants' National Bank Building
CAPE MAY, N. J.

THE IDEAL RESORT

SUMMER RESORTS SEA ISLE CITY, N. J.

BELLEVUE HOTEL AND CAFE

The brightest spot in Sea Isle City. Excellent food and good service.

BEACH HAVEN, N. J.

HOTEL BALDWIN

Directly on the Ocean, with unobstructed view of BEACH HAVEN, N. J. Bay or Sea from all Rooms

SEASON 1919—NEW OWNERSHIP MANAGEMENT
Capacity 400. Otis elevator. Steam heat. Hot and cold sea water. Electric lights. Dining room service and cuisine unsurpassed.

Orchestra, Dancing, Sailing, Bathing, Fishing, Sun Parlor, Tea Room, Garage. Excellent Automobile Roads.

M. F. Warrington, Associated with Poinsettia and Florentine Hotels, St. Petersburg, Florida.

PHILADELPHIA BERLIN HAMMONTON NEWCASTLE BEACH HAVEN.

SUMMER RESORTS BEACH HAVEN, N. J.

The Breakers

Children's Paradise
Boating, Bathing, Fishing

Booklet
V. A. AUSTIN, Manager

BEACH HAVEN, N. J.

SEA ISLE CITY, N. J.

SEA ISLE CITY, N. J.

SEA ISLE CITY

New Jersey's Finest Resort

The Queen of Seaside Resorts

Where Health and Pleasure Abound

SAFEST BATHING BEACH ON THE JERSEY COAST

Three miles of ocean-front boardwalk; fine Yacht Club; deep waterway for boating and fishing; good hotels and boarding houses, SEA ISLE CITY is without a peer among the South Jersey Coast resorts.

Public Band Concerts Throughout the Season

Excellent train service on both the Pennsylvania and Philadelphia & Reading Railway. \$1.25 round-trip excursion every Sunday via P. R. R. Cottages for rent for this year. If you haven't made your arrangements you will be disappointed if you do not act quickly. Hotel bookings indicate the best season in the history of the resort.

W. M. STRUTHERS,
City Clerk
Sea Isle City, N. J.

Hotel Stevens

Directly on the Boardwalk. American and European.

R. T. STEVENS
Prop.

West Jersey Garage

We do repairing of all kinds
Gasoline—Oil

J. P. Delaney, Jr., Prop.
122-26 West Jersey Ave.
Sea Isle City, N. J.

OCEAN PIER

One of the finest of its kind on the coast. We have made big improvements for this season.

Beautiful, new, spacious dance floor, with the best of music.

Motion pictures. Playground for the kiddies. Fishing of all kinds.

BEVERAGES LIGHT LUNCH

D. Cini Ocean Pier Co.
Sea Isle City, N. J.

The Surf House

Directly on the Beach

WAYNE M. STRUTHERS, Prop.
Rates on Application

DWYER'S RESTAURANT

406 Washington Street

Breakfasts : Full-Course Dinners : Suppers
Deviled Crabs and Salads

Roast Chicken and Steak Dinners

Dinner Served From 5 P. M. to 8 P. M.

ICE CREAM (Home Made) CAKES and PIES

TROY LAUNDRY

405 Washington St.

15th Season Under the Same Management

HARRY E. BALM
Proprietor.

Colonial Hotel

Thoroughly renovated throughout; rooms with private baths; elevator. Opens for 22d season June 15.

W. H. CHURCH
Owner and Proprietor

STOCKTON SURF BATHS

CAPE MAY, N. J.

Strictly Sanitary
The Season's Latest Models

J. C. LITTLE
MANAGER

WINDSOR

Directly on the beach, overlooking the ocean. All rooms have sea view.

Private Baths Elevator Sun Parlor

Booklet **R. HALPIN**

HOTEL COLUMBIA

CAPE MAY, N. J.

Service Our Motto

Newly furnished throughout. Rooms with bath and air auto. Large porches, elevator. The hotel gets its produce and milk supply from its own farm. Booklet.

J. W. MCCRAY & BRO.

BUSCH'S HOTEL

Sanitary improvements. Ladies' cafe. Large airy rooms. Electric lights. Excellent table board. Phone.

MRS. A. BUSCH

CONVENTION HALL DRUG SHOP

MILLER BROTHERS

Soda Fountain
Candy : Cigars

Phone, Keystone 28A

COTTAGES FOR RENT

FENDERSON & CO.
618 Washington Street

Call, or write for information regarding sale or rent of cottages.

J. H. HUGHES
410 WASHINGTON STREET

ARCADE PHOTO SHOP

Photography in All Its Branches

CITY PIER Cape May, N. J.