

Enjoy Jacksonville's Beaches

"THE WORLD'S FINEST"

Beach firms advertising here invite and appreciate your patronage

Sea Gull Restaurant
The Beach's Oldest Under
Same Management
BOB and LEONA TURNER,
Owners, Managers
1412 N. First St. Phone 5-9182
JAX BEACH

McKenzie Electric
PHONE 5-6846
ELECTRICAL CONTRACTORS
AND ELECTRIC REPAIRS
OFFICE and REPAIR DEPT.
508 NORTH 1st STREET
JACKSONVILLE BEACH
(Opposite Bus Station)

**HARRIE BLITCH'S
RESTAURANT**
Seafood - Chicken - Steaks
Old Beach Road on
Atlantic Boulevard
Near Pablo Canal Bridge
Oldest Restaurant at Beaches

**Phillips Paint and
Floor Covering Store**
Headquarters for O'Brien's
Paints and Armstrong
Floor Coverings
823 N. 2nd St. Phone 5-4098
Jacksonville Beach, Fla.

For a Real Adventure in Eating
Dine Tonight at
PATTI'S
7300 New Beach Blvd.
Phone 9-7648
Specializing in
Italian-American Cuisine
We Cater to Small Parties
Call for Reservations

COMPLETE CAMERA
SUPPLIES
PARKISON'S
111 Second Ave. Ph. 5-3726
JACKSONVILLE BEACH

**Beach Road
Chicken Dinners**
CHICKEN FRIED LIKE
YOU LIKE IT
3928 Atlantic Blvd.
Phone 8-3254

BEST WISHES
SCOTTY'S
SUNOCO SERVICE
24 HOUR
WRECKER SERVICE
375 ATLANTIC BLVD.
Ph. 5-9210 - Atlantic Beach, Fla.

WELCOME TO
**COASTER
BATH HOUSE**
ON THE FORMER
ROLLER COASTER BLOCK
Mitchell Scherer, Mgr.
JAX BEACH, FLORIDA

"ONE OF FLORIDA'S FINEST RESTAURANTS"
DAVIS' SEA SHELL INN
ON THE OCEANFRONT
OPERATED BY P. T. MASHBURN
JACKSONVILLE BEACH, FLORIDA

MEET YOUR FRIENDS AT
THE MERMAID TAVERN
Third Street and Third Avenue North
JAX BEACH, FLA.

BEST WISHES FROM
JAX BEACH TRUCK LINE
406 4th Avenue, North
Jacksonville Beach, Fla. Phone 112-5-3646

Beach Bike Shop
Schwin Bicycles
Roadmaster Bicycles - Saw Filing
Keys and Locks - Welding
Lawn Mowers Sharpened
COMPLETE REPAIRS - PARTS
SERVICE
Ph. 3963 212 S. Third

Beach Wear - Children's Wear
Souvenirs
Paula Jean's
Jean's
Paula Jean's Variety Shop
Jacksonville Beach, Fla.

Headquarters for Recreation
Supplies
Firestone Beach Supply, Inc.
FIRESTONE
DEALER STORE
R. L. Wardrop Next to P. O.
Ph. 5-2010 131 1st Ave., N.
Jacksonville Beach, Fla.

**BOB FISHER'S
SNACK BAR**
BOARD WALK
2nd Door off Pablo
JAX BEACH, FLA.

**HOLLAND'S
SHOE REPAIR**
Expert Workmanship
119 First Ave., North
JAX BEACH, FLA.

FOR PROMPT DELIVERY ON
FUEL OIL AND KEROSENE
CALL
Floyd's Servicenter
PHONE 5-9388
Andy Anderson Bud Floyd
Jack Moody
P. O. Box 801 Jax Beach

BEST WISHES
TUCK'S SAUSAGE
Mild and Hot Fresh Sausage
Also Country Smoked Sausage
Sold at All Good Stores
Made by Tuck's Sausage Co.
Plant at 487 Atlantic Blvd.
Telephone 5-3931, Jax. Beach

Brunson & Smith
GOOD GULF GASOLINE
Corner Third and New
Beach Blvd.
PHONE 5-4848
JAX BEACH

When You Want to Find Prompt
Service at Fair Prices for . . .
Remodeling - Painting - Roofing
Garages - Sun Porches - Call
F. A. BRYMER
BUILDER
Fifth Street at 5th Ave., N.
Phone 5-6690

Steinbrink Files Formal Complaint Against New Jersey Hotel

Justice Meier Steinbrink of Brooklyn has filed a formal complaint with the New Jersey Division Against Discrimination charging that he was denied accommodations by the Chalfonte-Haddon Hall in Atlantic City because of his "Jewish creed."

The incident which prompted the action by the recently retired New York Supreme Court Judge occurred on March 5, 1952, when he attempted to make a reservation for a double room through the Chalfonte's New York office. The request was made via telephone by the Judge's secretary in his name. Later that same day the Hotel's New York representative called back to say that no accommodations were available for the desired dates, March 25th to April 1st.

"Suspecting that the refusal of accommodations was due to my Jewish name," Justice Steinbrink stated, "I immediately arranged for a telephone call to be made to the New York office of the respondent hotel under the name of John Elliot."

This reservation, the Judge asserted, which was for the same accommodations originally requested by him, was granted by the hotel and subsequently confirmed by letter.

On the basis of these facts, Justice Steinbrink concluded in his complaint that the Chalfonte-Haddon Hall had denied him accommodations "on account of my creed, thereby violating the law of New Jersey barring such discrimination."

The Chalfonte Haddon Hall Hotel has also been named in a similar complaint filed with the New Jersey Division Against Discrimination by Mrs. Rose Seligsberg of New York City.

Mrs. Seligsberg maintained that she called the hotel for a single reservation for March 6 and was assured by a room clerk that "I could come to the hotel any time and that they had any number of rooms available." After giving her name, however, she subsequently received a letter from George J. Turcotte, the manager, stating that no accommodations were available because the hotel was "completely booked to capacity."

Mrs. Seligsberg related that she went to Atlantic City on March 3 and pointed out to Mr. Turcotte that his letter was "inconsistent with the information I had re-

ceived over the phone." The manager still claimed, however, that no accommodations were available for March 6 because of "Easter." Mrs. Seligsberg pointed out in her complaint that March 6 was more than a month prior to the Easter holiday.

In a letter to the New Jersey Division Against Discrimination, Oscar Groner, of Newark, New Jersey Regional Director of the Anti-Defamation League of B'nai B'rith, recalled that "numerous persons of Jewish faith had complained of discriminatory practices on the part of the Chalfonte-Haddon Hall Hotel."

Mr. Groner further pointed out that "the hotel frankly admitted its anti-Semitic policy in a circular letter to travel agents dated July 22, 1938," which noted that "We solicit Gentile patronage." Subsequently, the hotel denied following a policy of discrimination but, Mr. Groner added, "complaints invariably point out that persons with Jewish names who wanted to make a reservation at the hotel were told that no accommodations were available

when, in fact, accommodations were available and offered to persons with non-Jewish names."

Beach Motor Co.
Dependable Service
221 PABLO AVE.
PHONE 5-4022
JACKSONVILLE BEACH

Complete Lawn Service
Hedge Trimming
Lawn Mowing - Spraying
Edging - Flower Beds
FRAZIER'S
FLOWERLAND
FLORIST
P. O. Bldg. Atlantic Beach
Phone 5-4933

WE HAVE
The Equipment and Experience
to apply or repair all types of
Roofs - CALL
DON CHAO
ROOFING CO.
PHONE 5-4077 1002 N. 4th St.
Jacksonville Beach, Fla.

FOR THE BEST VALUES
IN USED CARS
TO SELL, BUY or TRADE-SEE
F. D. SMITH
Used Car Dealer
520 N. Ocean Front
Beach 5-6888 Jax 4-5254
Neptune Beach, Florida

PHONE 5-4038
**BEACH OFFICE
EQUIPMENT CO.**
Typewriters - Adding Machines
Cash Registers - Sales & Services
OFFICE SUPPLIES
115 Pablo Ave. Jax Beach

Sandune Cottage
1009 So. Ocean Front
Large Groups Accommodated
Television
Rooms - Spacious, Clean, Modern
Phone 5-2005
South Jacksonville Beach, Fla.

E. G. ROCHE
PLUMBING
Installation and Repairs
1125 N. First St. Ph. 5-2096
Jacksonville Beach, Fla.

**Perry, Hubbard
& Pyatt, Inc.**
BEACH REAL ESTATE
Arnot Bldg. Jacksonville Beach
PHONE 5-3175
or Sun. & Evenings Jax 9-7506

**MAYBELLE'S
Souvenir Shop**
Beach Wear - Souvenirs
Boardwalk "At Pier Entrance"
JACKSONVILLE BEACH, FLA.

OPEN WEEKDAYS
10 A. M. to 11 P. M.
8 A. M. to Midnight
Griffin's Grocery
COLD BEER - GROCERIES
WINES
126 New Beach Boulevard

S & K Food Market
STOP IN AND SEE US
PREMIUM BEER - 22c
1st Street at 5th Ave., North
JACKSONVILLE BEACH, FLA.

Goodwin's Grocery
429 So. 1st St.
MEATS - GROCERIES
BEER - COLD DRINKS
JAX BEACH

MINTON'S
Men, Women and Children's
Clothing
BEACH AND SPORTWEAR
202 N. 2nd St.
Next to Flamingo Market
Ph. 5-3842 Jax Beach, Fla.

Davis Shoe Store
SHOES FOR THE FAMILY
Ph. 5-3922 212 N. First St.
JACKSONVILLE BEACH, FLA.

**Beach
Amusement Club**
2 Locations - Sandpiper Hotel
2 Doors South of Penny
Arcade
JACKSONVILLE, BEACH, FLA.

**GRIFFEN'S
Amusement Park**
"In the Center of Activities"
ENTERTAINMENT FOR
EVERYONE
ON THE OCEANFRONT

OUR BEST WISHES ALWAYS

Prompt Delivery Service

CONSUMERS ICE COMPANY

2293 EDISON AVENUE
JAX BEACH

PHONE 7-7431
PHONE 5-2763

BEST WISHES

McCormick Gas Co.

PHONE 5-2363

48 S. PENMAN RD.

JACKSONVILLE BEACH, FLORIDA