



On July 1st 1854, the Camden and Atlantic Railroad began service between Philadelphia, Pennsylvania and Absecon Island which had recently been renamed Atlantic City. The line was 60 miles long and the trip took about two and a half hours. The railroad was part of a real estate promotion—the same type of scheme that was being used to open up the American west.

First you bought as much inexpensive land as you could and assembled it into a single large tract. Then you built a railroad connecting the cheap land to a major metropolitan area.

Suddenly, your land was worth a fortune so you sold most of it. But you continued to make money because you owned the railroad that connected the new development to the old city.

The Atlantic City promotion was put together by Richard Osborne who had seen how it worked during a visit to the west coast.

His partner was Dr. Jonathan Pitney who was well known among the wealthy families of Philadelphia.

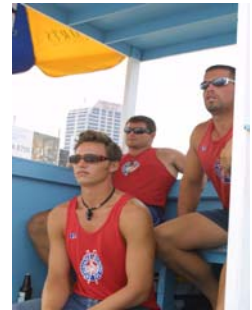
Dr. Pitney made the plan particularly appealing to investors by pointing out that the polluted hot summer air of Philadelphia was a source of disease. While the pure sea air of Atlantic City could cure consumption, asthma, rheumatism, pneumonia and with a long enough stay—insanity. It would be insane to summer in a metropolitan area when Atlantic City was so close. Simple plan and it worked. By 1900, the trip from Philadelphia took only 30 minutes and Atlantic City was America's favorite seaside resort.

BY THE BEAUTIFUL SEA

During the spring of 1855, the city government employed America's first official lifeguard. He was known as a "constable of the surf" and every day,

between 11am and 2pm he walked the beach in a bathing suit, ready to respond to any emergency.

As more and more bathers entered the surf a volunteer lifeguard service developed. At the conclusion of each rescue they solicited donations from the crowd that had witnessed the event and in that way were able to fund their activities. Unfortunately, many of the rescues were staged in order to increase the group's cash flow and their primary activity consisted of spending that cash at the local bar.



In 1892, the city replaced the volunteers with a professionally organized and fully funded beach patrol. It was the first of its kind in the world and it is still in operation.

In the early days, Atlantic City's beach patrols were as interested in protecting morals as much as bathers. The city had a bathing suit code that was strictly enforced. This photograph shows a police officer measuring the length of a woman's bathing suit to make sure it was long enough to meet the code.



SUNBATHING

These days, beaches all over the world are covered with sunbathers. But for hundreds of years, that was not the case. In societies where the majority of the population was light-skinned, it was fashionable to do everything you could to avoid getting a suntan. Only common laborers who

were forced to work outside, like farm workers or television reporters ended up with a suntan. And if a woman had a suntan, it was clearly an indication that she was lower class. When socially prominent women went into the sun they did everything they could to avoid getting a tan.

These were the years when seaside resorts in the United States and France were building beach promenades. Fashion designers started to show their first collections of beachwear. Bathing suits became more revealing and for the first time in history it was fashionable to have a tan.

But during the Second World War, sunburn became an increasingly significant issue for our troops in North Africa and the Pacific. The United States government felt that they had to come up with something that would protect the skin of our troops. What seemed to work best was a red pigment that was left after gasoline was extracted from crude oil.

One of the people experimenting with this residue was Dr. Benjamin Green.

Dr. Green believed there was a huge market for a product that would protect people from the sun and at the same time help them get a tan. After the war, he took the technology that he had helped develop and produced a creamy white suntan lotion scented with jasmine. The product gave the user a copper-colored skin tone, which led Dr. Green to call his new invention, Coppertone.

For years there was a Coppertone ad on the Boardwalk in Atlantic City.

THE BOARDWALK

Atlantic City has a unique beach. It is unusually wide and the sand is extremely soft. It was, and still is, a major attraction. But during the 1800s, it was less attractive to the owners of the Camden and Atlantic Railroad. Passengers were continually



dragging sand into their cars. And the owners of the grand beachfront hotels found it even more annoying as guests shuffled sand onto their oriental carpets. The railroad and the hotels needed something

that would allow visitors to stroll along the beach but keep their feet out of the sand.

On the 16th of June 1870, railroad conductors and hotel owners rejoiced at the opening of the first section of the Atlantic City Boardwalk. It was one mile long, 10 feet wide, and cost five thousand dollars. A city ordinance prevented the establishment of any commercial activities within thirty feet of the walk. At the end of each season the boards were taken up and stored until spring.



The present boardwalk was put in place in 1916. From the very beginning the Atlantic City Boardwalk was associated with romantic encounters. It was a place to meet, to be inspired by the seaside setting and to flirt.

Judging from the historic documents of the period, and my own personal experience, it appears that romance can affect your sense of balance in more ways than you might expect. There were daily reports of people falling off the boards while flirting. So railings were introduced.

SALT WATER TAFFY

In 1924, the case of the James Brothers vs. Edmiston came before the Examiner of Interferences in the United States Patent Office. Edmiston

claimed that from 1895 to 1905 he was the only person making "salt water taffy". Accordingly he had been granted a patent that gave him exclusive use of the phrase. The James Brothers disputed that claim and won their case having proved that the phrase and the product had been in use for many years.

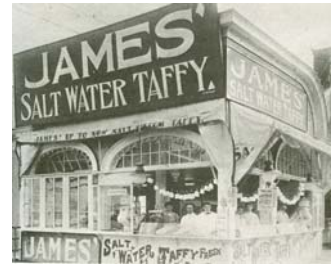


Salt water taffy was created in 1883 by an accident or an Act of God depending on your viewpoint. David Bradley operated a candy stand on the Boardwalk. In early July, an exceptionally high

nighttime tide swept over his stand and soaked his stock of candy. The next morning a young girl came by and asked for a bag of taffy. Bradley, intending to be sarcastic said "You mean salt water taffy." The girl purchased the taffy, walked over to her mother and said "The man called it salt water taffy." Bradley's mother and sister were standing nearby, heard the child and suggested to Bradley that salt water taffy might have a marketing

advantage.

The next summer Bradley hung up a sign introducing his salt water taffy. However, he failed to protect the name which soon came into common use with a number of candy makers. The James brothers brought the law suit because they considered themselves to be the grandmasters of salt water taffy and wanted to continue using that phrase.



Their pioneering work included an innovative manufacturing technique that kept taffy from pulling your teeth out—though an occasional crown was still at risk. They introduced paper that did not stick to the taffy. They developed sanitary automatic machinery, and distinctive packaging.

The James' Candy Co. is still in business and being run by Frank Glaser whose family has been making candy for five generations.

WHERE TO EAT

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THE GRAND HOTELS

The first of the grand hotels to be built in Atlantic City was The United States Hotel. It opened in 1854 and charged \$3.50 for a deluxe accommodation. The United States was followed by dozens of new hotels each catering to the specific needs of its clientele.



Some people came to Atlantic City to recover their health; some came to relax with other members of their social set, and some to find romance on the Boardwalk. Of course, if you played your cards right, you could improve your health, find romance, and marry into the social set of your dreams. Atlantic City was promoted as a place where anything was possible. And it still is.

On July 3, 2003 the Borgata Hotel Casino & Spa opened in the middle of Atlantic City's Marina District. It was the first new casino to be built in the city for over 10 years and represented the newest generation of accommodations. It is a hotel, a casino and a resort and over one billion dollars was spent on its construction. It has over

2,000 guest rooms and suites, 11 restaurants, a 50,000 square foot spa and a casino with 3,600 slot machines and 170 gaming tables.

At the start of the 21st century, Atlantic City once again needed to adjust its image. It could no longer prosper as a location for older gamblers who were bused in for the day. It had to become a vacation destination that was also attractive to non-gamblers.

The city opened an elaborate area for shopping, under the theory that if you won in the casinos, emotionally you wanted to go shopping, and if you didn't win in the casinos, emotionally you needed to go shopping.

THE QUARTER

The Quarter is a shopping, dining and entertainment area designed to look like an idealized neighborhood in pre-revolutionary Havana.

The Cuba Libra Restaurant & Rum Bar has a Cuban menu, authentic salsa and Latino music.

And in keeping with the theme of socialist republics, you will find Red Square, a vodka, caviar bar and restaurant that lends guests fur coats so they can sit in a giant freezer while they sip frozen vodka served at 10 degrees below zero.

And to celebrate your survival in the freezer they offer a martini multi-pour

And just down the street is The Sound of Philadelphia that presents Soul, R&B and Jazz.

THE BIRTH OF THE BANDIT

In 1895, Charles Fey, a San Francisco machinist built the first slot machine. It had three spinning wheels with images based on the suits in a deck of cards— hearts, diamonds and spades. Each wheel also had an illustration of the Liberty Bell. Three bells in a row produced the big payoff—fifty cents. He placed it in a local saloon as a test. It was an immediate success and he quit his job at the San Francisco Electric Works to become the father or perhaps



godfather of the slot machine business. The modern versions are controlled by microprocessors and utilize elaborate themes but they are all derivative of Fey's one-armed bandit.

During the 1930s, they were placed in casinos as an entertainment for the wives and girlfriends of the high rollers who were at the table games. By the mid-1990s, the slots had passed the tables as a source of funds. Today, they bring in over two-thirds of U.S. casino revenue.

Slots are attractive because the game is played at the pace of the player. Things can move as fast or as slow as you please. In addition, slots don't require any special skill, but it is helpful to know that there are different types of machines.

Gambling, particularly slot machines are not just about winning money. A properly designed slot machine should also be a source of entertainment. If you win some money, that's great. If not, you should be getting your money's worth in entertainment.

THERE SHE IS

On September 7th, 1921, sixteen year old Margaret Gorman became the first Miss America. She was five feet tall, weighed 108 pounds, had blue eyes, brown hair, measured 30-25-32 and had come to Atlantic City the day before from Washington, D.C.



The idea of a Miss America Pageant came from a group of Atlantic City business leaders who hoped to create one more profitable weekend at the end of the season—a post Labor Day event that would include a Bather's Revue, a parade of rolling chairs, some sort of night time spectacle and an Inter-City Beauty Contest.

From the very beginning of its history, Atlantic City worked hard to promote itself to the rest of the world. The Miss America Pageant was only one example. These days the big events include the Race Across America and the Atlantic City Air Show.

WHAT'S COOKING

During the Second World War German submarines patrolled the waters just off the coast

WHERE TO STAY

While I was in Atlantic City I stayed at the Borgata Hotel Casino & Spa in the Marina District. The word "Borgata" is Italian and it means "suburb". A fitting name considering Atlantic City is just 60 miles from Philadelphia and 120 miles from New York. Opened in 2003, the Borgata was the first new hotel to open in Atlantic City in 10 years. The casino features 3,650 slot machines, 170 gaming tables, a Keno parlor, and a 50-station horse race book. The 50,000 square foot spa is the biggest in Atlantic City. The Borgata offers a variety of dining, from fine to casual. The guest rooms are large, modern, and luxurious. I especially like the enormous marble bathrooms.



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of Atlantic City and were a constant source of danger to our ships.

Submarines, both German and American were on the minds of local residents when the war ended.

In 1946, in commemoration of the submarine service of the United States, the White House Sub Shop introduced the sub sandwich.



The walls of the restaurant are covered with photographs of famous devotees of the White House Sub and some truly bizarre celebrity memorabilia.

THE KITE FLYERS

Kites were probably invented about 3000 years ago in China. They have been used to send up signal flags, drop propaganda leaflets, spy on enemy armies, send radio signals, forecast the weather, conduct scientific experiments, and contact the gods.

The earliest documented scientific use of a kite took place in 1749 when a Scotsman named Alexander Wilson used a group of kites to measure the temperature at different altitudes.

Three years later, Benjamin Franklin used a kite to prove that lightning was electricity which led him to invent the lightning rod.

In 1853, the British scientist George Cayley put an end to the misguided belief that flapping wings

were essential for flight by using a manned glider designed like a kite to prove his aeronautical theories of thrust and lift.

The Wright Brothers built a special box kite with wings that could be repositioned, which allowed the kite to bank and turn. They called it "wing warping" and it was the key technology that finally made it possible to control the direction of an aircraft.

Kites are still used by scientists and explorers but these days most kites are flown as a sport and the perfect place to fly one is the beach at Atlantic City. And the people to fly with are the members of the South Jersey Kite flyers, a local kite club that promotes kite flying as a hobby and an art form. They organize kite flies, attend kite festivals, and conduct kite making workshops for children and adults and adults that behave like children. Most of all they just go out to have fun.



MONOPOLY

The all time best-selling board game is Monopoly. Since its introduction in 1930, billions of sets have been sold. The game is based on the buying, selling and trading of real estate and was transformed by Charles Darrow who lived in Philadelphia. But he did not use the names of Philadelphia streets and corporations on his board. All of the properties are based on streets in Atlantic City which Darrow

had come to know because of his frequent vacations to the beach.

There are, however, two deviations from the actual streets of Atlantic City. Darrow was one street short so he named a slot Marvin Gardens after a nearby neighborhood. But he spelled it wrong. The real neighborhood is M A R V E N. Darrow spelled it M A R V I N.

The other variation is the fourth railroad. At the time, there were only three railroads serving Atlantic City. Darrow needed a fourth, which he called Short Line. There was a Short Line but it was a bus company, not a railroad.

When Darrow finished his design he tried to sell



Monopoly to the Parker Brothers Toy Company. Parker turned it down. Edward Parker, the head of the company, felt that Monopoly lacked two essential elements

for a successful board game. Parker believed that a game should last for about forty-five minutes. Monopoly could go on for days. He also believed that a game should have a distinct end point with a clear winner. Monopoly usually ends when the participants are exhausted and just give up. The money is counted and the richest player wins. In addition, the rules that controlled the buying and selling of the real estate and the payment of rent seemed too complicated. The company's decision to turn down Monopoly was unanimous.

Darrow went ahead on his own, manufactured a few thousand sets and sold them through stores in Philadelphia. The game was an immediate success. Parker Brothers revised its opinion, purchased the rights to the game and made Darrow a man of considerable wealth—almost as much as if he really owned Boardwalk and Park Place.

THE BUILDERS

To a great extent, Atlantic City was built by black workers who had come up from the South in search of steady work. And it was their steady work that got the city built in record time. And once it was up and running it was the African-American population that kept it running. They were the

cooks and the dishwashers and the maintenance workers and the hotel staffs and the chauffeurs. By 1905, one out of every four people living in Atlantic City was black. But their contribution was not limited to their physical work. They also built a mirror image of the city in terms of culture and entertainment.

FASTEN YOUR SEAT BELT

During the summer of 1919, aviation pioneers from all over the world flew into Atlantic City for the Pan American Aeronautical Congress. The city had put aside a special field for their use. The press covered the event and described the field as an "airport"—it was the first time the title was officially used.

These days the Atlantic City airport is used by over one million passengers each year. It's big enough to offer all the services of a major airport but small enough to offer easy access. But being Atlantic City, it's not enough to be the first flying field to be called an airport. You need to have something that brings additional attention.

Accordingly, the South Jersey Transportation Authority, who built the airport, put in a 10,000 foot runway designed to be an alternative landing site for the Space Shuttle. Makes perfectly good sense. For over a hundred and fifty years Atlantic City has been attracting high rollers.

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ATLANTIC CITY: 125 YEARS OF OCEAN MADNESS

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