



View of beach & boardwalk at Atlantic City—scene of IMSA Convention, October 4-5-6-7.

**Atlantic City Scenes sure to stimulate IMSA Conventioneers.**



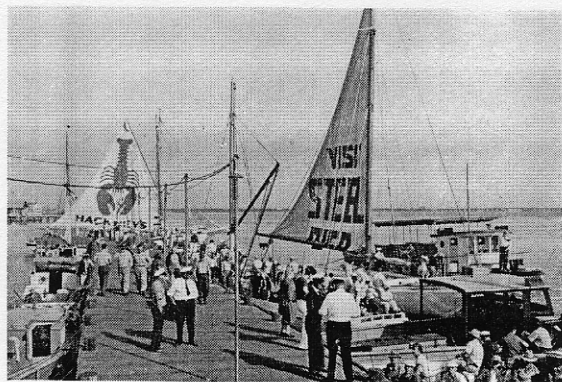
Strolling & chair riding along famous Atlantic City Boardwalk. It is six miles long.



Ambassador Hotel—IMSA Convention Headquarters—in center.

**Make "Meet me on the Boardwalk" your Convention Slogan for '54.**

*Busy scene at Atlantic City Inlet as fishing & sailing boats prepare to load & shove off. Every form of recreation is available in "Queen of American Resorts."*



### 1954 A Big Year in Atlantic City

Atlantic City will mark its 100th Birthday in 1954 and plans call for a jubilant observance of the ATLANTIC CITY CENTENNIAL. It was back on March 3, 1854 that the little fishing village on Absecon Island, just off the New Jersey coast, was incorporated. The handful of residents held their first municipal election on May 1st of that year and eighteen of the twenty-one registered voters cast their votes into an old cigar box to elect Jeremiah S. Leeds as the first Mayor.

Atlantic City has come a long way since the first year to a point where it now stands as the largest seashore resort in the world, a year 'round recreation center for millions of visitors, the nation's foremost convention city.

In the same year, the Electric Light and Power Industry will commemorate the 75th Anniversary of Thomas Alva Edison's invention of the incandescent lamp. As the center of activity, Atlantic City will touch off a world-wide celebration of the DIAMOND JUBILEE OF LIGHT.

The "Jubitenial" will be a year-long affair with special events and displays of national interest planned throughout the twelve months. The Absecon Lighthouse, which dates back to 1857 and is located on the upper end of the island, has been restored and will serve as the theme. Fifty-foot-high Lighthouse replicas are being constructed at the entrances to the City, on the White and Black Horse Pikes. These will remain as permanent structures and translucent letters on a modern marquee will extend a cheerful welcome to incoming visitors.

The celebrated Garden Pier which was hammered by the hurricane in 1944, is being rebuilt as a Civic Center and will serve as the main focal point for activities in 1954. This vast undertaking will include reading rooms, solariums, landscaped promenades, an outdoor band shell, fountains, fishing decks and many other features. At the ocean end of the pier there will be a spectacularly illuminated water display.

During the period from Memorial Day in May through the Miss America Pageant and the Golden Days of September free band concerts will be presented nightly. This will be followed by brilliant and changing fireworks displays.

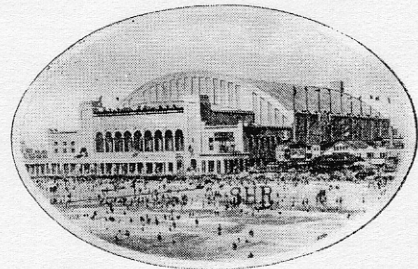
Each afternoon and evening, there will be a parade on the Boardwalk, of ten animated floats depicting the ten years in the history of Atlantic City. These will be uniquely illuminated during the evening parade.

The Electric Light Industry will design and engineer magnificent and wondrous lighting effects throughout the City, with emphasis on the hotels and Boardwalk. Multicolored beams of light will constantly be fingering in the sky and will be visible for many miles around.

Interesting exhibits will be set up and special activities will commemorate outstanding historical days throughout the year. Naturally, annual events such as the Easter Parade, the Hydrangea Festival, the Atlantic City racing season and the Miss America Pageant

will take on added sparkle.

There will be numerous exciting outdoor events such as swimming and diving contests of national interest, water sports including thrilling speedboat and sailing races, parades of antique automobiles, cavalcades of fashion, old-time high-wheel bicycle races, and air shows to mention just a few. Operation of Atlantic City's own television station, WFPG-TV has begun and it is expected that many national programs will visit here and originate their shows from "On the Boardwalk in Atlantic City."



World-famous Atlantic City Convention Hall—five minutes walk from Ambassador Hotel.

### Atlantic City Tests New Westinghouse Giant Street Light

New Westinghouse street light will illuminate a 125-ft-wide boulevard, can it is reported, throw more light onto it than any other ever built. The unit uses either a 700- or 1,000-watt mercury or fluorescent mercury lamp. The body and reflector are aluminum.