



STEEL PIER

STEEL PIER

TRUDY VALLEE IN
BIS DELUXE VAUDEVILLE
NE HORSES
WILD ANIMALS
HAWAIIAN

VALLEE AND CO.
PERSON

DANCING BALLROOM

EDNA MCGEE

VALLEE
PERSON

DANCING This Afternoon From 2:30

ALL ATTRACTIONS FOR THE PRICE OF ONE

SUN DECKS

STEEL PIER

ALL FOR ONE ADMISSION

DANCING

HIGH DIVING HORSES

3 FEATURE PHOTOPLAYS

HAWAIIAN SINGERS

WATER SPORTS

3 FEATURE PHOTOPLAYS

BIG CIRCUS ACTS

5 BIG VAUDEVILLE ACTS

DANCING

6 BIG INSTRUCTIVE INTERESTING GAMES

ALL FOR ONE ADMISSION

STEAMER DECKS - STEAMER CHAIRS - FORWARD VITA RAY - SUN PARLORS - REST LOBBIES - ALL FOR ONE ADMISSION

DANCING VALLEE AND CO.

HIGH DIVING HORSES

THE GREAT RINGLING BROTHERS

RICHARD DIX

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS

3 FEATURE PHOTOPLAYS



PLANTERS

PEANUTS

Coke

Embers

MARCOAL BROILED CHICKEN SEA FOOD

RESTAURANT EMBERS

PLANTERS PEANUTS

STEEL PIER

THRILL CIRCUS VAUDEVILLE DANCING & MOTION PICTURES



STEEL PIER

HIGH DIVING HORSE

TWO MOTION PICTURES

TRIPLE DECEPTION STARRING A

WAR DRUMS STARRING

STEEL PIER

DANCE OUT OVER THE COOL OCEAN

JIMMY DORSEY AND HIS BAND

ON OUR STAGE "SUMMER FANTASIES"

ABBOTT & COSTELLO

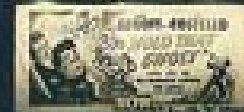
COSTELLO

IN PERSON SATURDAY AUG. 9-17

STEEL PIER

ROCHESTER

IN PERSON TODAY



NOW ABBOTT AND COSTELLO IN "HOLD THAT GHOST"

NOW JANE WITHERS JACKIE COOPER HER FIRST BEAU

ALL THE TIME... TOMMY DORSEY AND LUTHER...
LUNA... HENRY... HENRY... HENRY... HENRY...
HENRY... HENRY... HENRY... HENRY... HENRY...

MINSTRELS 1941 EDITION "FAMOUS FOR FUN"

ESKIMOS | CIRCUS | SPORTS SHOW | CIRCUS | BIG ZOO

ESKIMOS | CIRCUS | SPORTS SHOW | CIRCUS | BIG ZOO | JIMMY DORSEY



Capt.
STARN'S
INLET

S A GOOD SHOW OR SHINE

RAIN OR SHINE

ST

IN PERSON
PAULANKA
AND BIG STAGE SHOW

LIVE TV SHOW
EVERY SAT. - SUN.
EDMURST RECORD
HOP



DANCE TO
Les **ELGART**
AND HIS BAND

STEEL PIER TICKETS
AIR CONDITIONED

2 MOVIES

RIPLEY'S TRANSPARENT

MYSTERIES...
OF THE HUMAN BODY
REVEALED!

FREE WALK IN

WALK IN FR

STARS

Porpoise play Room





SEE REX the WONDER DOG

VISIT ATLANTIC CITY **STEEL PIER**
DIRECTION OF FRANK P. GRAVATT

NOTHING LIKE IT ANYWHERE

COOLEST SPOT ON HOTTEST DAYS

ALWAYS A GOOD SHOW

BE SURE TO VISIT **STEEL PIER**
AMUSEMENTS for ALL

COME BACK SOON

IN PERSON **DENNIS DAY** ONE WEEK STARTING SATURDAY JUNE 28

SINGING STAR OF JACK BENNY'S RADIO SHOW!

STEEL PIER ATLANTIC CITY
DIRECTION OF FRANK P. GRAVATT

IN PERSON SAT.-SUN. JUNE 28-29

BOB CROSBY
AND HIS BOBCATS

STEEL PIER ATLANTIC CITY
DIRECTION OF FRANK P. GRAVATT

JIMMY DORSEY AND HIS ORCHESTRA

EASTER SUNDAY ONLY

ALEX BARTHA EASTER SAT. SUN.

STEEL PIER ATLANTIC CITY
DIRECTION OF FRANK P. GRAVATT

ARTIE SHAW and his BAND of 36

SAT. SEPT. 6

ALWAYS A GREAT SHOW RAIN OR SHINE

ALWAYS A GOOD SHOW

3 Photoplays MINSTRELS THRILL ACTS DANCING Vaudville

Visit **STEEL PIER**

5 AIR CONDITIONED THEATRES

That Sentimental Gentleman **TOMMY DORSEY** EASTER SUNDAY ONLY

his Trombone and his Orchestra

ALEX BARTHA EASTER SAT. SUN.

STEEL PIER ATLANTIC CITY
DIRECTION OF FRANK P. GRAVATT

Visit ATLANTIC CITY **STEEL PIER**

Diving HORSE WATER CIRCUS

STAGE SHOWS NAME DANCE BANDS

ALWAYS A GREAT SHOW RAIN OR SHINE

A WORLD FAIR - ITSELF! ONE LOW ADMISSION

4 INK SPOTS BIG STAGE SHOW EASTER SUNDAY

America's Greatest Quartet!

STEEL PIER ATLANTIC CITY
DIRECTION OF FRANK P. GRAVATT

DANCE GUY **Lombardo** And his ROYAL CANADIANS

JULY 4TH

STEEL PIER ATLANTIC CITY
DIRECTION OF FRANK P. GRAVATT

STEEL PIER

JULY 30-AUG. 5

Pat BOONE & DAVE JONES Star of the MONKEES

IN PERSON

STEEL PIER **BIG BAND** DID FRANKIE LESTER

IN PERSON!

Extra ADDED - Ed HURST DANCE MIXER





STEEL-BL
THE SHOW PLACE OF THE









A photograph of the Steel Pier structure extending over the ocean. The pier is decorated with red and white striped bunting and blue fabric with white stars. A prominent red banner with white text is visible in the foreground. The background shows the vast ocean under a clear sky.

STEEL PIER
THE SHOW PLACE OF THE NATION

STEEL PIER

Scoop!

1ST EASTERN
ENGAGEMENT

THE
ROLLING STONES

**ONE DAY
ONLY!**

FRIDAY
JULY 1ST ★











STEEL PIER

Submarine
DIVING BELL

1855
19192-1







EXHIBIT

SCUMM
FISH

HORSES
DE VILLE
ANDING
PICTURES

STEEL RIER

HIGH
DIVING
HORSE



HER NIBBS
MISS
GEORGIA

AN HENN

TWO MOTION PICTURES

"SILVER LION" STARRING JON WINE - LISABETH SCOTT
"TURN THE KEY SOFTLY" STARRING YOUNG MITCHELL - TERENCE HOOPER

MANU
AND

PACHE
JEAN
PETERS

WARD
ANSONS

Several people walking on the boardwalk, including a man in a white shirt and dark pants, and a woman in a light-colored dress.





STEEL PIER

THRILL CIRCUS
DANCING
VAUDEVILLE
PHOTOPLAYS



ONE LOW
ADMISSION

STEEL PIER

STEEL PIER

STEEL PIER

TWO PHOTOPLAYS
"THE ADVENTURES OF CAPTAIN JACK"
"THE BIG BOSS"

GUS VAN

ALWAYS A GREAT SHOW RAIN OR SHINE

JOURNEY LONG

VAUDEVILLE

DANCE TO
JOURNEY LONG



SCOTT

AMERICA'S
GREAT CONVENTION CITY
WELCOMES THE FLORIDA
STATE EXHIBIT

THE SHOWPLACE OF THE NATION

STEEL PIER
DIVING HORSES
WATER SPORTS

WELCOME TO ATLANTA

STEEL PIER

WELCOME TO ATLANTA

STEEL PIER

THE
WORLD'S
LARGEST
EXHIBIT







PEANUTS
PLANTERS
PLANTERS
Cocktail
PEANUTS

Cray's

Fralinger's

Fralinger's
ESTABLISHED BY SALT WATER TAFFY

ON THE BOARDWALK SINCE 1923

SANDWICH SHOP
RESTAURANT

PLANTERS PEANUTS
fresh daily

SALT WATER TAFFY

MACAROONS

SALT WATER TAFFY
CREAMY MINT STICKS



SEA FOAM
FUDGE

FILLED
CENTERS

BUYER THE
EXCLUSIVES

TRADING
STICKS



Geo. A. Hamid & Son
PROUDLY PRESENT

STEEL PIER

SOUVENIR PROGRAM
& GUIDE BOOK

*The
SHOWPLACE
of the
Nation*

WHERE TO GO
WHAT TO SEE
and
HOW TO GET
THERE

25¢

Time Machine Collectibles

DAILY TIME SCHEDULE of EVENTS ..