



MAP OF MAIN ROUTES LEADING TO ATLANTIC CITY, SHOWING DELAWARE RIVER FERRIES AND BRIDGES

In the photograph below is shown one section of Hackney's famous "Purified Lobster Pools." When you visit Hackney's you are invited to view these pools, into which salt water is being continually pumped direct from the ocean; and if you wish, select your lobster to be taken into the kitchen and boiled, broiled, or steamed as suits your taste. Though maintaining these purifying pools, Hackney's is able to assure you clean, healthy and delicious lobsters with a ten-derness seldom equaled and a flavor never surpassed. Shipments of lobsters are received from New England daily and upon arrival are removed from containers and placed in the purifying pools for a period of at least 24 hours. Hundreds of thousands of these lobsters are consumed yearly by Hackney's patrons. Connoisseurs are unanimous in agreeing that the lobster obtained in the clear, cold waters off the New England coast are just about the finest procurable. For that reason, Hackney's Restaurant serves to its patrons only the New England lobsters, with the added process of its own purification system. Truly, no trip to Atlantic City is complete without a dinner at Hackney's.

HACKNEY'S

Purified Lobsters

as famous as the Boardwalk

Are Different

Fishing Out the Window

Each year Hackney's Restaurant caters to approximately 800,000 of Atlantic City's visitors. It numbers among its patrons some of the most outstanding celebrities in every phase of American life, and has had diners whose homes have been far across the seas.

Founded in 1912 by Mr. Harry Hackney, the restaurant has grown in size and fame until today it is a world-famous institution — in fact, "as famous as the Boardwalk."

With a seating capacity of 3,000, this remarkable restaurant is almost a block long, and has served over 14,000 persons in one day. On busy days in the summer season it is not unusual for Hackney's to serve 4,000 orders of fish, 2,000 deviled crabs, 1,500 lobsters, 500 steaks and 500 chickens, plus the many other items listed on the menu. Located on the Boardwalk directly on the Atlantic Ocean, every table offers a broad view of the mighty and beautiful Atlantic. You are literally "dining at sea."

Hackney's Restaurant is under the constant supervision of the Hackney family and its executive staff, and any or all would be most happy to greet you personally during your visit.

STREET DIRECTORY

-- of --

Atlantic City, Ventnor, Margate, Longport

100 Maine	3800 Trenton	Martindale
St. Kath. Place	S. Lincoln Pl.	Fredericksburg
200 New Hampshire	3900 Harrisburg	MARGATE
N. Folsom	4000 Dover	East Drive
S. Seaside	4100 Ridgeway	West Drive
300 Vermont	4200 Annapolis	Circle
N. Irving	4300 Windsor	Argyle
S. Victoria	4400 Richmond	Barclay
Rhode Island	LaCade Pl.	Brunswick
S. Metropolitan	4500 Raleigh	Clarendon
N. Houston	Delancey Pl.	Clermont
500 Massachusetts	4600 Columbia	Delevan
Congress	Bartam Pl.	8000 Douglass
600 Connecticut	4700 Kingston	Essex
S. Oriental Pl.	Aberdeen Pl.	Exeter
700 New Jersey	Berkeley Sq.	Franklin
S. St. Charles Pl.	Tellahussee	8000 Frontenac
800 Delaware	Plaza Pl.	Gladstone
S. States	4800 Montgomery	8100 Granville
900 Maryland	Newton Pl.	Haverford
1000 Virginia	4900 Jackson	Huntingdon
Presbyterian		8200 Hanover
Pennsylvania	VENTNOR	8300 Iroquois
N. Bartlett	Vassar Sq.	Jasper
S. Mansion	4900 Baton Rouge	Jerome
N. Strand	Marion	8400 Kenyon
1200 North Carolina	5000 Austin	Knight
N. Haddon	Oakland	Lancaster
Chalfonte	5100 Nashville	8600 Mansfield
1300 South Carolina	S. Amherst	Nassau
S. Ocean	Hillside	8700 Osborne
1400 Tennessee	5200 Frankfort	8800 Quincy
S. St. James Pl.	Weymouth	Rumson
1500 New York	5300 Little Rock	Summer
S. Westminster	Victoria Pl.	Thurlow
1600 Kentucky	5400 Surrey Pl.	Union
Mt. Vernon	5500 Suffolk Pl.	Wilson
1700 Illinois	5600 Somerset Pl.	9100 Cedar Grove
1800 Indiana	5700 Oxford Pl.	Harding
S. Park Pl.	5800 Dudley Pl.	9200 Benson
N. Leeds Pl.	5900 Dorset Pl.	Decatur
1900 Ohio	6000 Derby Pl.	9300 Washington
2000 Michigan	6100 Cornwall Pl.	9400 Adams
Fleming	6200 Cambridge	9500 Jefferson
2100 Arkansas	Harvard	9600 Madison
2200 Missouri	6300 Sacramento	9700 Monroe
S. Columbia	Princeton	9800 Coolidge
2300 Mississippi	6400 Portland	
2400 Georgia	Stratford	
2500 Florida	6500 Newport	
Bellevue	N. Bryant	
2600 Texas	6600 New Haven	
S. Spray	Avoyta	
S. Albion Pl.	5700 Troy	
2700 California	Richards	
Belmont	6800 Buffalo	
2800 Iowa	Wissachickon	
Stenton Pl.	6900 Newark	
2900 Brighton	Roanborough	
3000 Morris	Philadelphia	
3100 Chelsea	7000 Wyoming	
3200 Montpelier	7100 Lafayette Pl.	
3300 Sovereign	Pittsburgh	
3400 Boston	Melbourne	
3500 Providence	Baltimore	
3600 Hartford	Swarthmore	
S. St. David's Pl.	7200 Washington	
3700 Albany		
S. Roosevelt Pl.		

Parallel to Ocean—Boardwalk, Pacific, Atlantic, Arctic, Baltic, Mediterranean, Drexel, Adriatic, Caspian, Magellan, McKinley, Marmora, Absecon Boulevard.

Enjoy a delightful SAIL, covering 12 miles, along the ocean front. Yacht leaves Hackney's Pier in front of restaurant every hour, on the hour. Capacity for about 75 persons.

Deep Sea Fishing Boat Leaves Our Pier Daily

Brooks & Idler - Printers - Atlantic City, N. J.

HACKNEY'S SEA FOOD PRODUCTS

The delicious sea food products of the famous Hackney's Restaurant of Atlantic City are prepared and canned right in the restaurant.



CLAM CHOWDER
MANHATTAN

The Clam Chowder is made with fresh, large, juicy clams, which are mixed with an essence combining best quality ripe Jersey tomatoes, green peppers, onions, parsley and spices. Sounds delicious, doesn't it? It is!

We also pack

NEW ENGLAND CLAM CHOWDER

FISH CHOWDER

STEAMED SOFT CLAMS

CLAM BROTH

MINCED CLAMS

BOARDWALK SAUCE



Meets Tuesday at 12:30



Meets Thursday at 12:30

SEA FOOD NEWBURG

Our Sea Food Newburg contains lobster, lump crab meat, and shrimp, combined with a delicious cream Newburg sauce with just a dash of sherry wine.

BABY LOBSTER

We also carry a very fine grade of fresh young Baby Lobster, which is obtained from the cold waters of Canada and is packed specially for us in Canada.



NOW ON SALE AT ALL FOOD STORES

ATLANTIC CITY

Map to HACKNEY'S

Famous Garden of Sea Food.

ATLANTIC CITY, N.J.

WELCOME TO ATLANTIC CITY