

Such a Building as the
**Eldredge Fireproof Storage
Warehouse**

would be incomplete without
the

BEST

That's why Eldredge thought

MOORE

about

PLUMBING

and

HEATING

John H. Moore & Son

Atlantic Ave. below Illinois

Established 1899

Marine 1246

"Dave" Moore's Success

**Plumbing and Heating Expert
Has Established Business of
Ever Increasing Volume**

Established in 1907, the firm of David H. Moore, plumbing and heating contractor, boasts an extraordinary record of continued progress. Actions, according to the old adage, speak louder than words, and correspondingly, facts bear more weight than mere words.

And it is not a difficult task to trace the progress of David H. Moore. First located in rather unpretentious quarters on the second floor at 803 Atlantic Avenue, way back in 1907, Mr. Moore went into the game in such a manner as to soon obtain the support of Atlantic City and in order to cope with the flow of business that was ever increasing, decided upon larger quarters. This time the name of David H. Moore went up at 10 North Maryland Avenue, where plumbing and heating service was centered for some time.

Time rolled on and the reputation of David H. Moore, as associated with the plumbing and heating game, kept reaching new heights. Then in 1923, in order to keep up with the demand, the new location at 1207 Commerce Avenue was decided upon and there, in the three story building that contains the offices, shop, showroom and warehouse as well as apartments, David H. Moore has continued his business activity.

In connection with the actual work of plumbing and heating, Mr. Moore, has in his employ a large staff of experts, but the secret of his success lies in his ability to keep everlastingly on the job and tackle his own problems. No job is too big and none is too small. Installation of plumbing and heating systems in a large building, or the inspection of a small leak, finds similar response from David H. Moore.



—Atlantic Photo
WILLARD ELDREDGE
President of the Eldredge Express and
Warehouse Company

Some idea of the work of the concern of Mr. Moore may be obtained from this partial list of some of the recent undertakings of the plumbing and heating contractor: A heating system was installed by David H. Moore in the Moose Home, while in the Segal Building, both heating and plumbing systems were installed. In the Lenox apartments, Mr. Moore is responsible for the plumbing, as well as in Belair Court apartments. Both heating and plumbing in the Ryanhurst apartments, as well as in forty-two houses for George W. Shissler at Bartram place and Columbia Avenue are listed among recent Moore jobs. There are a lot more, almost too numerous to mention, all of which reflect credit on the work of David H. Moore.

And as for Mr. Moore, or rather "Dave" Moore, as his many friends are wont to call him, enough is said when he is termed one of Absecon Island's most popular men. A Ventnorite for many years, and now a member of the Ventnor City council, "Dave" Moore is also a Rotarian and has long been associated with the Atlantic City Master Plumbers' Association, being past president.

Financing A Great Project

**Atlantic City Bond and Mortgage
Company Floats Loan for
New Eldredge Warehouse**

The erection of the new Eldredge Chelsea Fireproof Storage building marks a new step in the progress of one of Atlantic City's leading industries. And behind the construction of the beautiful new building lies a story of a financial transaction engineered by the Atlantic City Bond and Mortgage Company, which reveals a new era in Atlantic City real estate loans.

First organized in the resort a little over two years ago by a group of men who are closely associated with the financial activities of Absecon Island, the Atlantic City Bond and Mortgage Company, with offices in the Guarantee Trust building, was founded with the idea in mind of selling monthly liquidating first mortgage real estate bonds secured by well located, revenue-producing business properties in Atlantic City.

This important concern has been the medium of making possible many substantial additions to the commercial welfare of Atlantic City, and the Eldredge Chelsea Fireproof Warehouse is one of the most recent examples of the workings of the Atlantic City Bond and Mortgage Company.

Through the advance on the Eldredge property, a general wave of prosperity and increased business has swept into hundreds of indirect channels. Hundreds of thousands of dollars were provided for new construction and work for a small army of toilers; new contracts for local builders, sub-contractors and material men, were brought about through the co-operation of the company in the erection of the Eldredge Chelsea Warehouse.

Judge Theodore W. Schimpf is president of the Bond and Mortgage Company; Martin M. Harris and W. Chandler Stewart share the positions of vice-president; Alex Vollmer is treasurer, and E. H. Yard is secretary.

The board of directors of the Atlantic City Bond and Mortgage Company includes the names of prominent citizens of Atlantic City and Ventnor, and includes: Carleton E. Adams, Frank J. Chambers, Edward B. Creighton, Morris Elfman, Harry F.

Ewan, Harry L. Godshall, Martin M. Harris, Ferd R. Patzowsky, Warren L. Ridgway, S. Paul Ridgway, Frederick Rogers, Theo. W. Schimpf, D. W. Scanlan, M. D.; W. Chandler Stewart and Alex Vollmer.

Seaside Trust Company

**Efficiency and Courtesy are Watch
words of Recently Organized
Banking Institution**

There is probably nothing that indicates the prosperity of a banking institution more than does growth. And the greater this growth the greater must be the confidence of the people in the bank. An excellent example of this is the Seaside Trust Company which a few weeks ago passed the half million mark after having been open only three months.

This auspicious beginning of the Seaside Trust Company naturally is due in great measure to the prominent men who are associated with the organization. Theodore Schimpf, now a judge and for years active in the higher circles of court practice, heads the bank as president. Mart Harris and Chandler Stewart, who for years have been leaders in resort business circles share the vice-presidency. George E. Morstadt, recognized as a keen and capable banker, holds the important post of secretary and treasurer.

The Seaside Trust Company is well equipped to handle the largest sums of money. It has a steel vault which weighs over seventy tons. The door alone is heavier than ten tons. There are also five hundred lock boxes which are especially wrought to contain valuables.

In establishing the Seaside Trust Company the founders did not neglect its architecture nor its furnishings. This institution carries out in fine detail the grandeur of great banking establishments with unusual attention to landscape setting. The front of the building is made colorful with a carefully kept green lawn and bushes.

The interior is equipped with the finest furniture. The desks and tables are all constructed of dark mahogany. The chairs are finished in black leather.

One of the finest things about the Seaside Trust Company is the courtesy of the banking force. They are always glad to render any possible service to people, whether visitors or patrons. Only men and women with years of experience are employed by the Seaside Trust Company.

**A NEW ERA IN
ATLANTIC CITY
REAL ESTATE LOANS**

When the Atlantic City Bond and Mortgage Company was organized a little over two years ago for "the purpose of selling monthly liquidating first mortgage real estate bonds secured by well located, revenue-producing business properties in Atlantic City," it made possible just such substantial additions to the commercial welfare of our city as the

Eldredge Chelsea Fireproof Warehouse

Our advances on this property provided hundreds of thousands of dollars for new construction; work for an army of our own citizens; new contracts for local builders, sub-contractors and material men, and general prosperity which reached out into hundreds of indirect channels.

Atlantic City Bond and Mortgage Company

613 GUARANTEE TRUST BUILDING, Atlantic City, N. J.

Theo. W. Schimpf, Pres.

Martin M. Harris, Vice-Pres.

W. Chandler Stewart, Vice-Pres.

Alex. Vollmer, Treas.

E. H. Yard, Sec.

Directors

- | | | | |
|---------------------|-------------------|-------------------|----------------------|
| Carleton E. Adams | Harry F. Ewan | Warren L. Ridgway | D. W. Scanlan, M. D. |
| Frank J. Chambers | Harry L. Godshall | S. Paul Ridgway | W. Chandler Stewart |
| Edward B. Creighton | Martin M. Harris | Frederick Rogers | Alex. Vollmer |
| Morris Elfman | Ferd R. Patzowsky | Theo. W. Schimpf | |

**A MORTGAGE
IS SURE—**

*What other investment
is based on property?*

Real Estate First Mortgage Bonds and Participation Certificates, secured by income producing properties in Atlantic City, are offered by us to yield 6 per cent. interest.

We assume all details, mailing interest checks to reach investors on interest dates.

Mr. Morstadt, our treasurer, would like the opportunity of going into this matter more fully with you.

SEASIDE TRUST COMPANY

OF ATLANTIC CITY, N. J.

Ohio and Atlantic Avenues

A Complete Banking Institution

**Atlantic City
National Bank**

**Resort's Pioneer Financial
Institution is Among Soundest
in the Nation**

To be the first in any field of endeavor in a community is in itself a title that places an institution in a higher class. A pioneer is respected and admired for ability to place sufficient sincerity in convictions, believe that something is good enough to take a chance upon and then fight for a successful outcome.

The Atlantic City National Bank is in this class. Known primarily as "The First National Bank," the oldest institution of its kind in the resort, it stands in the center of the Atlantic Avenue business district at Pennsylvania Avenue, continuing to be Atlantic City's first bank in name and character.

Built and established upon firm banking principles and founded by a group of men who hoped and believed in the possibilities of Atlantic City as "The Playground of the World," the Atlantic City National Bank has grown up with the resort in every sense of the word.

From the days when "Governor" Charles Evans was a recognized
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