

GATEWAY TO THE WORLD'S PLAYGROUND

# THE WEST ATLANTIC CITY NEWS

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## Lee Favors Terminal Site West Of Thoroughfare

### Convention Delegates Enthusiastic

Atlantic City Convention Atmosphere Free From Unpleasant Features

IN PRE-EMINENT INTERNATIONAL POSITION

New Convention Hall Will Have 235,000 Square Feet Available Exhibition Area—Finest and Largest

The formality of signing the contracts for the new Convention Hall which had been deferred has just been completed. Mayor A. M. Ruffa, Jr., and the City Comptroller have finally checked up the financial standing of the several bonding companies offered as sureties for faithful performance of the different awards. The bonding companies involved have \$80,000,000 in capital and surplus.

The total amount involved in building and equipping the convention hall will be a little under \$67,000,000.

In addition to the general construction contracts held by the M. B. Markland Co., the Mayor also signed the following: Otis Elevator Co., of this city, \$80,490; Electrical Equipment Co., of this city, \$430,966; Pennsylvania Engineering Co., of Philadelphia, \$61,500 for the ice skating rink; W. G. Vornell, of Philadelphia, \$140,200 for the plumbing, and the Globe Automatic Sprinkling Co., of Philadelphia, \$61,600 for installing the fire protection system.

The contract for heating and ventilating, awarded the Riggs-Disler Co., of Baltimore, \$509,000, was not signed because of the litigation brought by John H. Cooney, Inc., of Harrison, N. J., who claimed the Baltimore firm had no right to submit an alternate bid. Pending court decision that award will not be executed.

Atlantic City ranks high among the convention cities of the country due to the fact that it is close to the great centers of population and because it is free from unpleasant features such as smoke, noise, traffic, etc., that are indented with the recognized convention cities of the nation. In fact, this unique condition combined with other favorable influences, has given Atlantic City a pre-eminent international position in this particular field.

Most of the recognized convention locations present a sameness in make up and it is because of the fact that Atlantic City is so entirely different that it finds such enthusiastic favor among convention delegates.

Atlantic City offers a convention location that has a very strong appeal to that great bulk of convention delegates, within the state and throughout the country, whose contact with seashore life is very infrequent. Here we have a charming setting free from the distract-

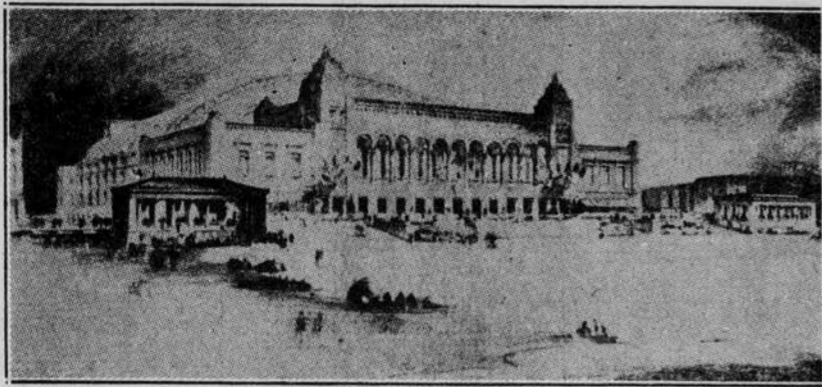
### DEDICATE BADER ATHLETIC FIELD

Airport Grounds on Albany Avenue Named By Commission

The Airport grounds on Albany avenue have been dedicated to the memory of the late Mayor Bader by the City Commission. The grounds will be known henceforth as the Mayor Edward L. Bader Athletic Field.

The resolution was presented by Commissioner Kuehne and he recalled that the athletic field had been acquired for the use of the city largely through the efforts of Mayor Bader, who was a lover of clean sports.

The resolution follows: Resolution by Kuehne: "Whereas, the late Honorable Edward L. Bader, Mayor, was an executive who was in a large measure responsible for the splendid growth



NEW CONVENTION HALL, ATLANTIC CITY, Now Under Course of Construction.

### Opposes Closing Missouri Ave.

Somers Lumber Co., Through Attorneys, Threaten Suit Against City

TAKES AWAY MEANS OF REACHING PROPERTY

Strong Undercurrent of Public Sentiment Favors Sites For Terminals on Lands West of Atlantic City

The undercurrent of public sentiment favoring sites for railroad terminals on lands to the west of Atlantic City is apparent in the time which is being given to consideration of the application for permit to close Missouri avenue as a part of the plan for building the new station on the west side of Arctic avenue between Arkansas and Missouri avenues.

Cole & Cole, representing the Somers Lumber Co., which owns lands on both sides of Missouri avenue north of Baltic avenue. A representative of the company has informed us that he has learned of a proposed agreement between Atlantic City and Atlantic City Railroad company providing for the vacating of Missouri avenue and closing it north of Baltic avenue, which, if done, will deprive it of the use of Missouri avenue to reach its property.

"The company will contest any action looking to the end stated, so long as it remains the owner of such lands."

### Playing Around In The World's Playground Today

Always a favorite spot for recreation during the forty days of Lent, Atlantic City is attracting its customary crowd of observers of the period that precedes the arrival of Easter. Following so close upon the heels of the Bishop's crusade in the Episcopal Church, extra large congregations are anticipated in the churches.

Miss Bessie Craven, of 620 Arctic avenue, who was accorded the honor of having the most shapely feet in the University of Pennsylvania, avers that she attained them walking on the beaches barefooted. There is vague fear among shoe dealers that if her prescription becomes generally accepted there will be a falling off of soft shoe sales next summer.

Genuine spring weather has prevailed and the Boardwalk has been thronged with crowds. This seems to indicate that Atlantic City is growing rapidly as a winter resort and that when the weather is fair the crowds will flock here. There was never a winter in the history of the resort probably when there were more visitors in Atlantic City

### VALUE OF BAY LANDS RECOGNIZED Development Approved by State—West Atlantic City's Accomplishment

So definitely established in value have lands along the bays and rivers of the New Jersey coast become that their great utility has been officially recognized in the New Jersey State Legislature following suggestions advanced by Governor Moore in his annual address.

An appropriation of \$100,000 is asked for to meet the expenses of a commission to prepare plans for the development of the Newark Bay district.

The work of improving meadow lands along Lakes Bay in West Atlantic City on both sides of the West Atlantic City-Albany Avenue boulevard shows the highest type of development. The finest residential section has been created and another great tract, Section No. 3, West Atlantic City, will soon be added to earlier enterprises completed as two great dredges are pumping sand fill upon these lands.

### HAS GREATEST SELLING POWER

Atlantic City and The Boardwalk Exceed All Places in the World

Atlantic City, with its famous Boardwalk, has the greatest selling power of any place in the world, declared James F. Donnelly, in an address before the members of the Atlantic City Real Estate board. Mr. Donnelly asserted that pleasure-seekers are attracted here because of the Boardwalk, carnival spirit, health and happiness available. He told of the advertising power of the slogan, "No Snow on the Boardwalk," which he said, has a greater significance than most people in this city realize.

"We must have faith in Atlantic City and extensively advertise it."

### Grand Approach To World's Playground

Recognition of Bader's Wisdom and Foresight in Re-designation of Airport

EDWARD W. WILLS MOVES SALES ROOMS TO BLVD.

Developments Already Under Way Will Increase in Number and Size With Completion of the Final Bridge

Plans which are now formulating will bring greater developments for the Albany Avenue-West Atlantic City Boulevard than hitherto anticipated.

The importance of this main artery leading into the heart of Atlantic City, carrying the volume of traffic and potential business as it does, is receiving much consideration.

Prominent among the business enterprises which are seeking locations on the Boulevard are automobile display and sales rooms, with their connecting repair plants. It is also a feature of Boulevard activities that establishments already located there are adding to their floor space and facilities.

One of the most interesting changes of the week was announced by Edward W. Wills, sales representative in the World's Playground for the Wills-Knight cars. Mr. Wills, who has been located at 2331 Atlantic avenue, is concentrating all his salesrooms, building and repair departments at 210 North Albany avenue.

The wisdom of the late Mayor Edward L. Bader in promoting the site for the Airport on Albany Boulevard and recognition of his

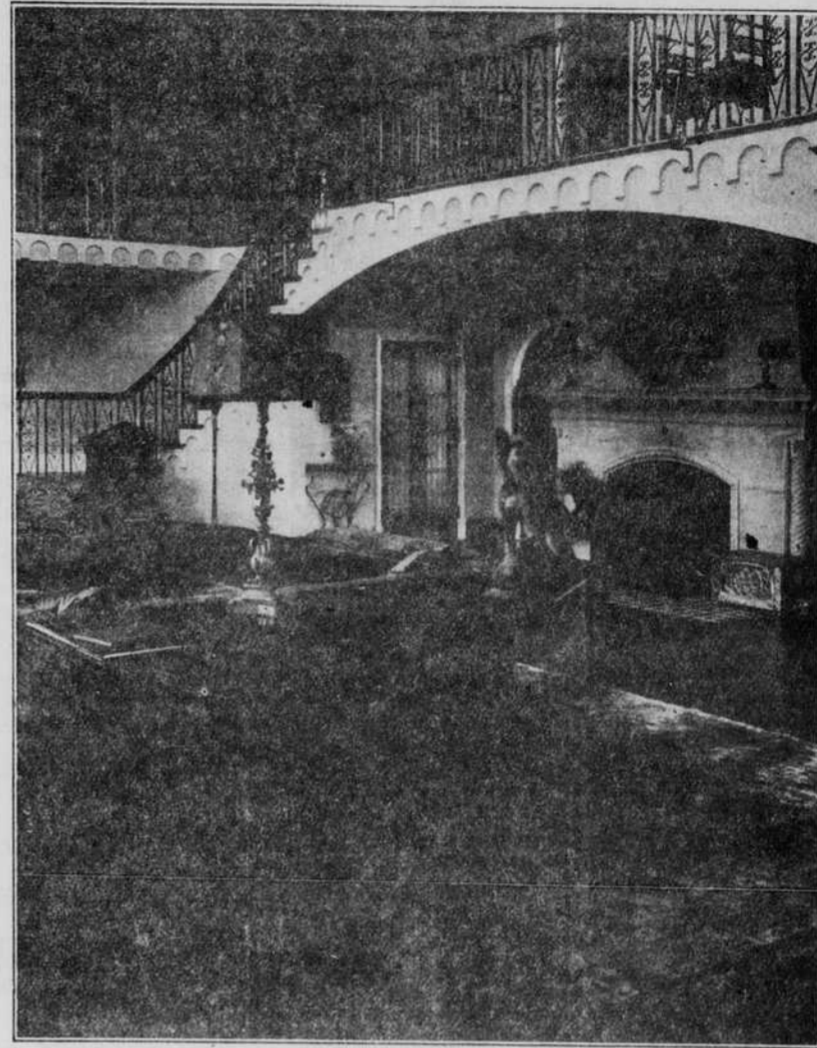
### FIRST EASTERN RACE AT AMATOL MAY 7

It Is Expected Speed Records Will Be Smashed—Front Drive Wheels

President Joseph Hewitt announces that there will be 20 drivers in the grind for \$25,000 in cash prizes, new speed standards and points toward the American championship in the first Eastern race of the year under the auspices of the Atlantic City Motor Speedway association at Amatol, on May 7.

At least seven and possibly more of the world's greatest drivers who occupy the tiny seats in the death-defying steel meteors, have gone in for front wheel drives. And unless the speed bugs go wrong in their guesses, all the world's records from one to 250 miles will be smashed to smithereens.

Harry Hartz, champion of 1926; Pete DePaolo, champion of 1926; Frank Lockhart, winner of last year's Indianapolis race; Bennett Hill, Dave Lewis, Frank Elliott and Earl Cooper are having front wheel drives built for them, which they believe will stand up better and go faster than any vehicle to ever grace the wooden saucer. They will get the test here, as the Atlantic City Speedway is conceded the world's fastest, being a mile and a half in circumference and upon which every world's record from one to 300 miles has been conquered.



LIVING ROOM IN THE NEW HOME OF BENJAMIN R. FOX, WEST ATLANTIC CITY

### Strides In Home Building Shown In New West Atlantic City Home

House building, home building or building construction of any character has made such wonderful strides, both constructively and architecturally in the last 15 years that today the modern home is so far ahead of the modern home of 15 years ago that it will make any home built previous to this time be considered antiquated or old-fashioned.

As late as 15 years ago it was a matter of seriously considering whether a house in certain locations should be wired for electricity or depend entirely on gas for illumination. Since then we have, step by step, reached the stage of what we today consider necessities in the modern home.

Today we must not only have rooms of ample size, enough of them laid out in a convenient way with most of what were considered luxuries then are today considered absolute necessities.

Today, no matter what the location or neighborhood, it is demanded we have hard-wood floors, tile bathrooms and hot water heat. Then we wonder why houses that formerly cost \$1,000 to build and rented for \$10 a month 15 years ago are no longer on the market.

Of course mechanics' wages have multiplied themselves about four times in the last 10 years, which

By BENJAMIN R. FOX.

Major Attention Directed to Making Home Warm in Winter and Cool in Summer With Thermos-Like Perfection—House Has Colonial Front Facing Boulevard While Detail of the Side Facing Lakes Bay Shows Influence of Spanish Architecture in Living Room

would naturally bring the cheaper house about double the price, but with the extra modern conveniences that are demanded today, this price is about doubled again.

Above is an interior view of a strictly up-to-date house recently finished on the West Atlantic City-Albany Avenue Boulevard. This today is considered the last word in modern home construction, both architecturally and constructively.

Knowing this house would be subjected to the most rigid inspection and criticism, owing to its character and prominent location, it was absolutely necessary to adopt the last step in every detail of modern home construction. The result is we feel we have today the easiest house to heat in winter, the coolest house in summer. A house

of this construction will save \$5 out of every ton of coal at \$15 a ton, owing to the fact that there is a six inch air chamber in all outside walls, keeping the cold out in winter and the heat in, and the summer heat out on the same principle as a thermos bottle is made. We also have, owing to the fact no wood lath was used in this building, the nearest to fire-proof home construction yet attained.

The plan of the house, due to the fact that it has two distinct fronts, one facing the boulevard and one facing the bay, has two different classes of architecture which is carried out from both entrances.

The Boulevard front is Colonial and the bay front is of the type of Spanish architecture. From either entrance, you enter rooms where this style of architecture is carried out. From the Boulevard you enter between long Colonial columns into a livingroom 45x30 feet, with a 21-foot ceiling. This has an immense leaded glass dome, permitting sufficient light to come through in the daytime and at night there are 43 concealed electric lights to illuminate this room. There is a balcony encircling the entire second floor, off which you enter the bedrooms.

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### Desirable Says Pennsy Vice Pres.

Mr. Lee Declares His Company Would Be Willing to Participate in Plan

ATLANTIC CITY'S FUTURE GROWTH

Official Replies Favorably to Question of Whether Pennsylvania Railroad Would Be Willing to Locate on Lands West of Atlantic City

"I feel that passenger station or stations for use of both roads West of the Thoroughfare would be a desirable accomplishment, and that this company would be willing to participate therein," declares Elisha Lee, vice-president of the Pennsylvania Railroad.

Vice-president Lee made this statement in a letter to Frank B. Off, of Hotel Brighton, in reply to the following letter from Mr. Off: Feb. 16, 1927.

The Pennsylvania Railroad Co. Elisha Lee, Vice-president, Philadelphia, Pa.

My Dear Sir: The subject of great interest to Atlantic City at this time is the relocating of the passenger stations by the railroad companies. I have given the subject careful consideration and although greatly impressed with the opportunity for improvement and growth of the city by the location of the station facilities west of the Thoroughfare, I wish to remain open-minded until your company has made clear its intention.

The removal of the stations and most of the railroad traffic west of the Thoroughfare would greatly relieve congestion on the streets and bring vast improvement to the section north of Atlantic avenue, thus greatly increasing ratables and no

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### Aid For The Home Builder

Designing, Construction and Financing Are Easily Arranged For

FAIR TREATMENT IN WEST ATLANTIC CITY

The present-day tendency for the man of average means to desert his apartment and move into a quiet homestead is the principal reason for the tremendous increase in home construction. This condition has been indirectly brought about by the congestion of population.

The prospective home builder is confronted with many problems. To begin with, he must select a capable architect to put his individual thoughts on paper, at the same time receiving technical advice; he must arrange a financial schedule that will see his house through to completion without difficulty, and must find a capable contractor to perform the actual construction.

The home builder must carefully make his selections in each one of these phases of the operation, for a move in the wrong direction will spell extra expense and disappointment.

These various factors are bringing about a new situation in the realm of West Atlantic City homes. Benjamin R. Fox has established a good record of performance and to him the home-seeker may go with full confidence and express his desires with respect to the design of his house, the construction and the financing in connection therewith. Here the owner-to-be may feel that he will receive fair treatment in every phase of his transaction, where the situation will be treated as a whole, and any shortcomings that he may have in any direction will be brought out and indicated to him and a remedy suggested.

### ACTIVITY IN REAL ESTATE SITUATION

Noteworthy Transactions Approximate \$1,325,000 Large Deals Pending

The general real estate situation in the Atlantic City district is also showing indications of a more active demand this spring. A loosening-up of business conditions is seen in four noteworthy real transactions, which involved a total amount of \$1,325,000 that were consummated recently in the resort. The City Square Theatre property, at \$700,000; the Juanita apartments, at \$200,000; the lot at Michigan and Pacific avenues, at \$325,000, and the property at Sovereign and Pacific avenues, are large deals that were reported closed. This activity is expected to have a decided influence on the local market, and several more large deals

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### NEED FOR HOMES IS STILL URGENT

While it is undoubtedly true that the great post-war shortage of buildings which brought about a great stimulation in the building industry in the past three years, has not been largely or completely met, there is good reason to suppose that a healthy activity in building construction will continue, says C. C. Hieatt, president of the National Association of Real Estate Boards.

Certainly there is no diminution of the need or demand for homes which will fit family ideas or in the disposition of business and industries to look more intelligently than ever into the matter of their location, so that we may have the economic advantage which carefully chosen locations can give them, he adds.

### SKYSCRAPER FOR ATLANTIC CITY

12 Story Building Planned For Former People's Market Site

What will be the highest structure on Atlantic avenue, is contemplated for erection on the site formerly occupied by the People's Market Co., at 1607-09-11 Atlantic avenue, which was destroyed by fire on the morning of January 16. This announcement was made by the Peoples Market Company, owners of the site, which is 50x250 feet in size.

Tentative plans made public by the Lichtenstein Brothers, who make up the firm, call for a 12-story structure. The Peoples Market Company consists of Julius Lichtenstein, president; Harry Lichtenstein, secretary, and Alfred and Jacob W. Lichtenstein.