

FRANKFORD URGES ITS SITE FOR FAIR

Pennypack Park Considered as Part of Ideal Location for Exposition

BUSINESS MEN UNITED

This is the second of a series of articles describing the various sites suggested for the Sesqui-Centennial Exposition, and the advantages urged for each.

Seventeen welfare associations of Frankford, Kensington, Bridesburg, Tacony and Olney are urging Pennypack Park as the site of the Sesqui-Centennial Exposition in 1923.

They are the Frankford Board of Trade, which suggested the tract; the Frankford Father's Association, the Tacony Father's Association, the Business Men's Association of Frankford, Richmond and North Kensington; the Improvement Association of Holmesburg, Fox Chase, Wissinoming, Lawndale, Bridesburg, Bustleton, Rybbery, Olney and Sumner; the Northeast Boosters Association and the Kensington Board of Trade.

The Pennypack Park site, as it is called, includes in its area about 1432 acres, or ten square miles, and is situated partly in the Forty-first Ward, Pennypack Park comprises about one-fifth of this, or 1280 acres, and is the property of the city.

Has River Frontage
The tract has a two-mile frontage on the Delaware River, just north of Cottman street, and extends northwest to a point a few hundred yards west of the New York main line of the Philadelphia and Reading Railway.

Describing the advantages of the site, C. F. Zeak, secretary of the Frankford Board of Trade, says: "The improvement of the site by a majority of the welfare associations of the northeast district indicates that it is the most desirable suggestion coming from this section, from the viewpoint of the business people."

"It is accessible, being reached by both the Reading and the Pennsylvania roads, which pass through the property. These lines would be sufficient to handle the freight used in the construction of the buildings and in accommodating the increased passenger traffic from both the East and West during the exposition."

"The tract is only about ten miles from the center of the city, and is now reached by six street railway lines—the Torresdale, University and Fox Chase lines, the two routes of the Frankford, Tacony and Holmesburg lines, the route north on Frankford avenue, and the other north on State road. The terminus of the Roosevelt boulevard line is in the center of the site."

"Spurs can be constructed to adjacent street lines at slight outlay, increasing its transit accessibility."
Pin Faith on "L"
"In addition to these, the Frankford elevated should be complete by 1926 and would expedite traction service to the tract."
"In the matter of roads, the tract has a big asset in the Roosevelt boulevard."

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which passes through it. The boulevard is wider than three ordinary roads, and traffic from every direction can pass into it by means of an outlying network of highways, and it would be the main artery of road traffic to the site.

"The two miles of river front provide another means of access. Freight and passengers could be brought direct to the exposition by steamships and river excursion boats."

Mr. Zeak says the cost of the exposition would be reduced by the unusual adaptability of the tract. Virtually all the property, he said, exclusive of Pennypack Park, is farm land, upon which there are no modern buildings. The cost of condemnation and demolition of buildings, he added, would be very slight.

"We have not entered into the technical problems of the exposition," says Mr. Zeak. "Those are matters for the engineers and architects to negotiate. A number of the construction possibilities, however, are obvious at a glance."

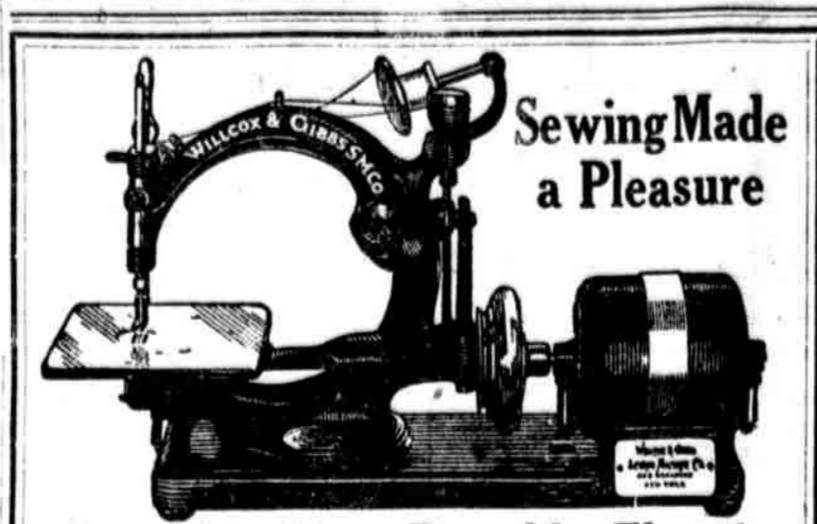
"Pennypack Creek, which runs through the entire tract, could be bridged and widened, and utilized in aquatic exhibits and displays. Many permanent piers could be built on the Delaware River front to accommodate international traffic."

Ready for Air Traffic
"The Bustleton Air Field is just north of the tract and there is one to the east, but should these prove insufficient to handle air traffic, and accommodate aviation displays, there is ample level space available in the site for the construction of another flying field."

"Beauty and art," he says, "would be important factors in the success of the exposition and that in these respects the tract affords great opportunities to the architect and the engineer. 'The land is rolling,' he declares. 'Elevated hills and level stretches, dotted with sturdy oaks and maples, provide an ideal landscape for the artist's hand. The engineers should meet with no unusual problems in constructing the buildings, as most of the land is high and solid.'

"But our organization and the associations cooperating with us are composed primarily of business men rather than engineers and architects. Although we sense the artistic possibilities of the site, we have studied them only superficially. We have investigated the commercial advantages of the tract in an exhaustive manner and find them to be surpassed."

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SUITS	150.00	100.00	66.67	SUITS	89.50	44.00	29.34
SUITS	129.50	100.00	66.67	SUITS	125.00	58.00	38.67
SUITS	145.00	110.00	73.34	SUITS	155.00	76.00	50.67
SUITS	139.50	110.00	73.34	SUITS	155.00	88.00	58.67
SUITS	169.50	115.00	76.67	SUITS	155.00	88.00	58.67
SUITS	159.50	125.00	83.34	SUITS	185.00	110.00	73.34
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Unusual dresses for street, afternoon or dinner wear, in newest materials and styles.	85.00 to 195.00 Formerly 125.00 to 245.00	

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Misses' Dresses	25.00 Formerly to 65.00	Misses' Coats	28.00 Formerly to 69.50
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