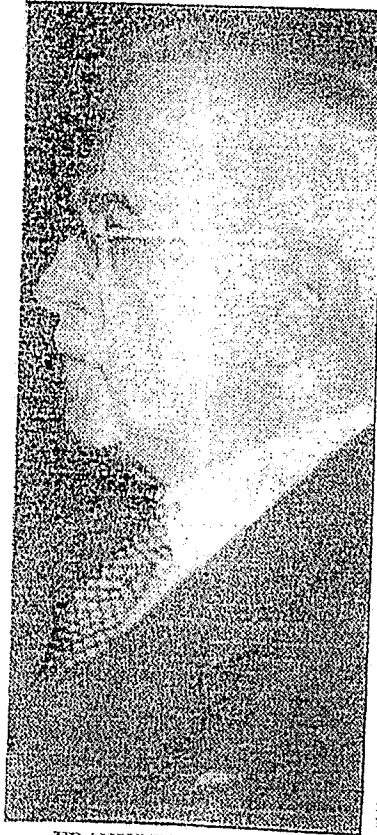


THURSDAY, AUGUST 18, 1938

ILLNESS PROVES FATAL



FRANKLIN F. NICOLA
Fought for Town Hall.

DEATH COMES
TO F. F. NICOLA
PROMOTER OF SCHENLEY FARMS
AND TOWN HALL

AUG 18 1938

Franklin F. Nicola, for almost a half century one of Pittsburgh's leading real estate operators and promoters, died at Pittsburgh Hospital today after a short illness.

Head of land and development companies, Mr. Nicola virtually was the "father" of the Schenley Farms section of Pittsburgh and had lived at the Schenley Apartments, one of his developments, at the time of his death.

A native of Cleveland, Mr. Nicola came to Pittsburgh years ago. He was 78 on July 10. His only close survivors are two brothers, George W. Nicola of Cleveland and Charles A. Nicola of Pittsburgh.

Mr. Nicola was credited with the promotion which led to the establishment of Pittsburgh's civic center in the Oakland and Schenley Farms districts.

Sold Real Estate

He sold the real estate on which Forbes Field now stands to the late Barney Dreyfuss and erected the Forbes Field stands for him.

It was back in 1905 when Mr. Nicola first envisioned a civic center in Oakland and purchased the old Schenley dairy farm, 104 acres, opened streets and divided the area into three zones—public, semi-public and residential, restricting the kind of improvements to be made.

Beside the Schenley Apartments, his other developments in the area included the Schenley Hotel, Memorial Hall, the Masonic Temple and Syria Mosque, Pittsburgh Athletic Assn. and number of other buildings. He handled many large transactions in downtown Pittsburgh and was active in having streets raised as a protection against floods, both in the Triangle and on the North Side.

For several years he had fought in the courts to compel the County to go through with a contract to purchase a site for a Town Hall in Fifth Ave. near Baum Blvd.

Headed Land Companies

The County Commissioners during the Armstrong-Babcock administration agreed to purchase the site for more than one million dollars but two subsequent boards of commissioners have refused to go through with the deal and the matter is still in the courts.

Mr. Nicola had remained active until three weeks ago when he was taken to the hospital where his condition was found to be far more serious than he or his friends realized.

He was head of the Century Land Co., the Nicola Land Co., the Point Improvement Co. and the Schenley Farms Co.

Funeral arrangements have not been made but it was expected he would be buried in Cleveland.