

Four Seasons Hotel

Gurwicz & Greenman Families



Location

2200 Pacific Avenue
Atlantic City, NJ
Atlantic County

Years Active

1966 - 1980s

About Max & Ed

Gurwicz and

George Greenman

George Greenman was born Juda Hersz Grunmanin 1922. After graduating from the gymnasium (academically advanced high school), he enrolled in law school in 1939, but fled to Łódź following the German Invasion that year. When the German army occupied Łódź, they forced the Jewish community, including George, into a ghetto. George remained there until the

ghetto was liquidated in August 1944. He was sent first to Auschwitz, and in 1945 to Gross-Rosen concentration camp. After liberation by Soviet forces, George returned to

Łódź, where he met and fell in love with Miriam Yonish. They decided to immigrate and left for the Gailingen DP camp in the American occupation zone of Germany, where they married in 1946. They stayed in Gailingen until they could immigrate to the United States in 1949. George worked in New York City processing photographic negatives, but he was not happy with the job. George and Miriam purchased a chicken farm in South Jersey. They eventually sold the chicken farm and invested in motels. George Greenman passed away in 1995.

Max Gurwicz was born in Vilna, Poland (today Vilnius, Lithuania) in 1905. Max married Helena Levin before the war, and they had two children, John and Ed. During World War II, Max, Helena, and their sons were forced into the Vilna Ghetto, but they all survived the harsh conditions. After liberation, they made their way to Zeilsheim displaced persons camp in occupied Germany. In 1948, Max, Helena, Ed, and John arrived in the United States aboard the Marine Tiger. They settled in New Jersey, where the family operated poultry farms in Galloway Township and Dorothy. The Gurwicz family began building homes and chicken coops for other Holocaust survivors arriving in Atlantic County. This set them up for a transition to real estate development. In 1954, Max founded Max Gurwicz & Son, Inc., which became a prominent real estate development firm in Atlantic County.

Ed Gurwicz, the older of Max's two sons, was a partner in the business. Ed was born in Warsaw, Poland, in 1932. In the 1950s, when the family was still operating their poultry farm, Ed served in the U. S. Army as an officer and paratrooper. Max and Ed Gurwicz engaged in many civic and charitable causes, including community initiatives to commemorate the Holocaust. Ed Gurwicz was a member of the United States Holocaust Commission, which created the United States National Holocaust Memorial Museum in Washington, DC. Max Gurwicz passed away in 1982. Ed Gurwicz continues to lead the company he co-founded with his father almost seventy years ago.

The Four Seasons Hotel

Max Gurwicz and Ed Gurwicz, George Greenman, Isadore Morkin, and the Rothenburg Group were co-investors who opened the Four Seasons Hotel in 1966, during the motel boom in Atlantic City. Its central location and extensive facilities made this hotel a profitable enterprise for the Gurwicz and Greenman families. Another advantage was the Four Seasons Hotel's proximity to the Atlantic City Convention Hall (today Boardwalk Hall). This venue hosted major events, such as the Miss America Pageants and the 1964 Democratic National Convention.

The property was sold to make way for a new casino resort in the early 1980s, following the legalization of gambling in Atlantic City. In the mid-1980s, the Four Seasons Hotel was demolished to make way for the Trump Plaza Casino Hotel, which operated from 1984 to 2014. The Trump Plaza Hotel, vacant after its closing in 2014, was demolished in 2021.

Atlantic City Hotels owned by Holocaust Survivors

Many hotels and motels in Atlantic City were owned and operated by Holocaust survivors' families. Among them were those owned by The Gurwicz family (Four Seasons Hotel, Ascot, Barclay, Galaxie, and others), the Zawid family (Zawid Guest House), the Greenman family (Four Seasons Hotel), and the Schoffer family (The Jefferson Hotel)

Many of these properties were sold to make way for casino resorts beginning in the late 1970s after the legalization of casino gambling.

For more information see

South Jersey Holocaust Survivor Digital Archive, Sara and Sam Schoffer Holocaust Resource Center at Stockton University.

Photo Source: Pinterest (<https://www.pinterest.com/pin/76561262389305506/>).

Schoffer, L. B. (2009). *A Dream, A Journey, A Community: A Nostalgic Look at Jewish Businesses In and Around Atlantic City*. Comteq Publishing.

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