Date: 1966-1996; bulk 1970-1987
Collection Number: H069
Extent: 1 linear foot

Repository: Alfred M. Heston Collection, Atlantic City Free Public Library, 1 North Tennessee Avenue, Atlantic City, NJ 08401, (609) 345-2269.

Preferred Citation: Samuel "Sonny" Schwartz Papers, Alfred M. Heston Collection, Atlantic City Free Public Library.

Creator: Schwartz, Samuel "Sonny," 1933 – 1998

Biography:
Born in Atlantic City on August 19, 1933, Samuel "Sonny" Schwartz was a print and broadcast journalist. Schwartz's career in print media began at an early age. While attending Atlantic City High School, Schwartz wrote a sports page for an area weekly. He was hired by the *Press of Atlantic City* as an assistant in 1951, and by 1953 he had risen to the ranks of reporter. Schwartz remained with the *Press* for thirty-seven years where he wrote the popular columns "Sonny on Sunday" and "Sonny Side Up" – a column which dealt with various social and cultural issues in the greater Atlantic City area. Though much of Schwartz's writings focused on social issues, Schwartz was also known for co-authoring NFL football player, Johnny Sample's, autobiography titled *Confessions of a Dirty Ballplayer* (1970). On September 1, 1990, Schwartz left the *Press* in order to pursue a career in broadcast journalism. He hosted an entertainment radio show called "Dateline: Atlantic City" on WMID-AM 1340, interviewing a variety of celebrities, casino executives and politicians. In addition to his work as a journalist, Schwartz was well known for his involvement in community organizations. He was a founder of the local chapter of the 200 Club, and volunteered for the Boys and Girls Club of Atlantic City, the Atlantic County Big Brother Association, and the American Heart Association. Samuel "Sonny" Schwartz died on November 9, 1998.

IN-DEPTH INFORMATION ABOUT THE COLLECTION

Scope and Content:
This collection consists of materials related to the life and career of Samuel "Sonny" Schwartz. The collection is comprised of correspondence written to and from Schwartz – namely dealing with his business ventures, but often in response to articles he wrote in the newspaper; clippings related to his co-authorship of the book C*onfessions of a Dirty Ballplayer*, including reviews in *Philadelphia Magazine* and *Jet*

; materials related to Schwartz's career in broadcast journalism, including a script he wrote for a show entitled "The American Dream;" biographical materials such as awards presented to Schwartz and information documenting his community involvement; photographs of Schwartz both portrait and candid; and a small amount of printed ephemera. The bulk of the collection consists of clippings of Sonny's columns in the
Press of Atlantic City
between 1970 and 1987. For preservation purposes, these clippings have been photocopied onto archival paper and the original newspaper has been deaccessioned. Additionally, in the printed ephemera, Schwartz's copy of
Boardwalk Illustrated
(June 25, 1923) has been filed with other
Boardwalk Illustrated
issues under collection H069.001.

System of Arrangement:
The collection is arranged in the following series:
• **Series 1**: Correspondence
• **Series 2**: Journalism and Broadcast Media
• **Series 3**: Biographical Materials
• **Series 4**: Photographs
• **Series 5**: Printed Ephemera

OTHER INFORMATION FOR USERS OF THE COLLECTION

Access Points:
Schwartz, Sonny
Newspapers – New Jersey – Atlantic City
Journalists – New Jersey – Atlantic City

Related Materials in the Heston Collection: The Heston Collection holds other materials related to the subjects in this collection. Related materials may be found in the Local History Biography Files under Schwartz, Sonny.

Processing Note: The collection is processed. Finding aid written by Shannon O'Neill, February 2011. Some items in this collection have been restricted due to their confidential nature.

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BOX LIST
Series 1: Correspondence
Box 1, Folder 1 Correspondence Authored by Schwartz
Box 1, Folder 2 Correspondence A-C
Box 1, Folder 3 Correspondence D-K

Box 1, Folder 4 Correspondence L-W
Box 1, Folder 5 Correspondence Unidentified Authors

Series 2: Journalism and Broadcast Media
Box 1, Folder 6 Manuscripts
Box 1, Folder 7 Clippings Authored by Schwartz, 1970 – 1984
Box 1, Folder 8 Clippings Authored by Schwartz, 1985 – 1987
Box 1, Folder 9 Clippings Authored by Schwartz, no date
Box 1, Folder 10 *Confessions of a Dirty Ballplaye*r
Box 1, Folder 11 *Confessions of a Dirty Ballplayer* and *Bernie, Bernie, Bernie*
Box 1, Folder 12 Clippings About Schwartz
Box 1, Folder 13 Additional Clippings
Box 2, Folder 1 *Dateline: Atlantic City*
Box 2, Folder 2 *The American Dream*

Series 3: Biographical Materials
Box 2, Folder 3 Personal Materials
Note [Some items in this folder are confidential and have been restricted from access]
Box 2, Folder 4 Community Involvement
Box 2, Folder 5 Awards

Series 4: Photographs
Box 2, Folder 6 Portraits of Schwartz
Box 2, Folder 7 Additional Photographs

Series 5: Printed Ephemera
Box 2, Folder 8 Printed Ephemera