

BRONX BOARD OF TRADE STARTS MOVEMENT TO STIMULATE INDUSTRIAL DEVELOPMENT NORTH OF THE HARLEM RIVER

Thousand-Foot Piers Being Built on the Hunts Point Waterfront of the East River by the C. K. G. Billings Corporation and the New East River Bridge Connecting the Boroughs of Bronx and Queens Will Open Up Thousands of Acres of Heretofore Waste Land for Factory Sites.

Significant to a marked degree of that foresight which has made New York a city of 5,000,000 souls and indicative of the fact that the genius which has accomplished so much in the past has in no wise lessened in quality, is the splendid example of constructive community team work recently exhibited by the leading business and professional men of the Bronx in the reorganization of the Bronx Board of Trade, which up to last Wednesday was the North Side Board of Trade.

Inspired by a worthy record of past accomplishment and the need of a greatly broadened scope and influence to meet and adequately welcome the great opportunities so constantly arising, the board decided to increase its annual dues and make a borough-wide appeal for support and co-operation.

Success crowned this effort and today over 1,000 members are enlisted in the cause, and organized to foster and improve the Bronx in every legitimate way that modern efficiency can devise.

The work of reorganization was put in the hands of a special committee headed by Olin J. Stephens, a former President of the board. He was ably assisted by Richard W. Lawrence, Eugene Rosenquest, J. Clarence Davies, and E. W. Boynton.

Discussing the future prospects of the Borough of the Bronx and the programme prepared by the board to assist its development, especially from an industrial standpoint, Mr. Lawrence said yesterday:

"Primarily we will make every possible effort, sparing neither time nor capital, to establish a clear understanding in the minds of the responsible men of the Bronx of what it means to properly influence the development of a community of 650,000 people, which, in but a few years, must house, feed, and clothe and to a great extent give employment to a population of 1,500,000 people.

"Surely the prospect of rendering so distinct a service and of influencing the welfare of so great a community ought to inspire the ambition of any man having a spark of civic patriotism in his makeup. Then, too, we are not forgetting that within twenty years Greater New York will have a population of 8,000,000 and the Bronx, as one of the most important of the five boroughs of the Greater City, must be organized to insure its proper place among them.

"The Bronx, great as has been its



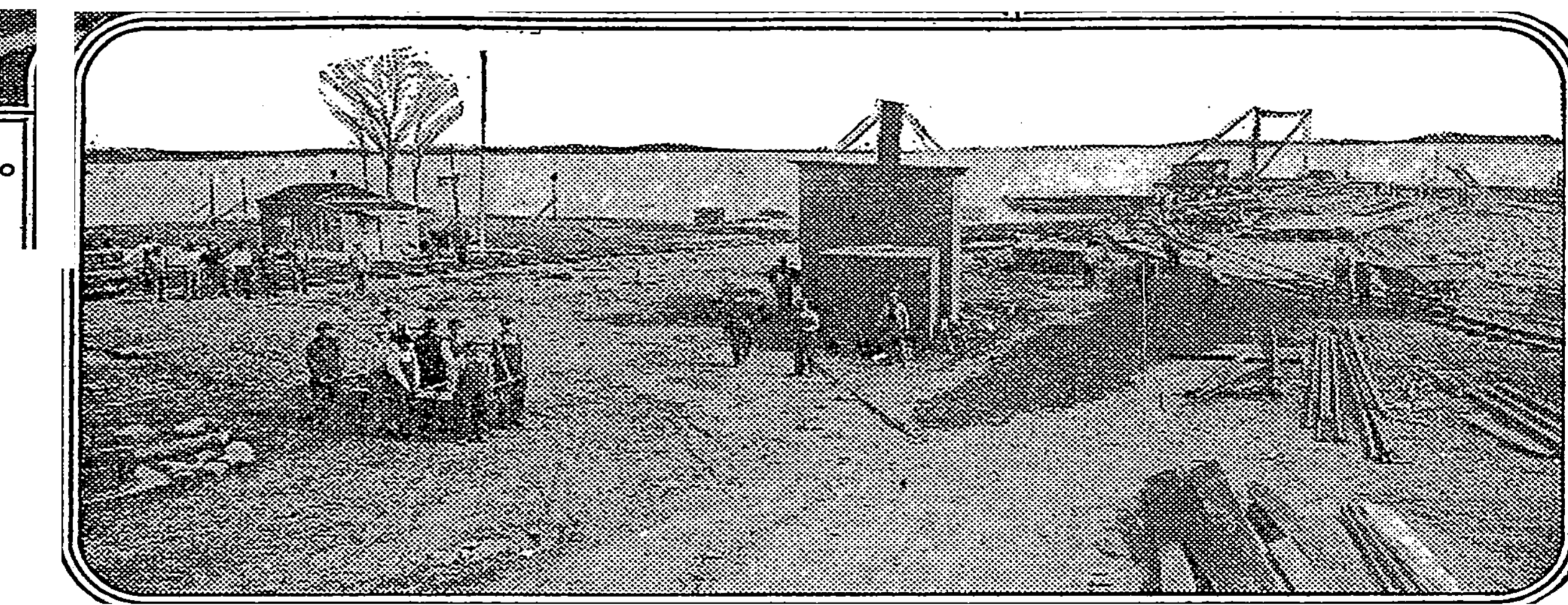
New York Connecting Railway Bridge at East 157th Street to Connect the Boroughs of Bronx and Queens.

development in recent years, replete as it is in the possession of imposing parks, beautiful boulevards, handsome houses, splendid streets, and places of interest both from the present and historical points of view, stands today as the one district of the metropolitan area that will most certainly profit by the radical growth that will eventually be established at the completion of the rapid transit system now under construction.

"The Bronx must not only become a factor in radical growth but it is also a part of the northward trend that has been inevitable since the sprawling village of New Amsterdam first burst beyond the barrier that gave Wall Street its name.

"No other borough of Greater New York possesses such distinct advantages from transportation facilities by land as belongs by right of location to the Bronx. The elevated lines, the subways, and a complete system of surface tracks all minister to her demands.

"The new subways will soon recreate the building activity that followed the opening of the Bronx Park line a few years ago. But the greatest factor in the big revival of Bronx



New 1000 Foot Piers being built by C.K.G. Billings Corporation between East 167th Street and the Bronx River.

development that is about to ensue is the certainty of an early opening up of the Bronx waterfront for vessels of deepest draught. This means the industrial awakening of the Bronx as well as the certainty of the population influx so near at hand.

"Always wide awake to the urgent necessity of opening to world and nation wide commerce the magnificent but undeveloped waterfront of the Bronx, the Board of Trade has patiently labored for years to gain the Federal aid needful to open up the channels of Long Island Sound and the East River and at the same time bring the situation to the notice

of those able to influence the large capital required to operate the various projects involved.

"This has brought about one of the largest industrial factory site developments now extant, in which millions of dollars must be invested before a penny's worth of dividends can be earned—the 200-acre tract now undergoing improvement at the foot of Hunts Point Road, the eastern extension of East 163d Street, which is only one of several proposed improvements to the industrial properties in the borough adjacent to the great waterfront.

"This particular development company, which is headed by C. K. G.

Billings, is now engaged in constructing several thousand-foot piers, and has a thirty-five foot depth of water.

"From the standpoint of shippers engaged in either coastwise commerce or in carrying transatlantic cargoes, or in the case of shipments coming through the Panama Canal, the route to the piers and docks of the Bronx Terminal Corporation can be made through Long Island Sound, which is shorter than through the Narrows into lower New York Harbor.

"In addition to this convenience, vessels discharging and loading cargoes will have the most modern terminal equipment, and will also be served with direct railway connections at the piers, the rails also connecting with the various factories on the property.

"The company also proposes to se-

"The decision of these manufacturers in favor of the Bronx waterfront is strongly influenced not only by the advantages of rail and water connection, with the latest equipment which enables the handling of shipments to be made with the greatest dispatch and economy, but also by the highly desirable labor market afforded by the Bronx—with a population of well over 600,000, accessible to factories from the lower end of the borough all along its waterfront at a 5-cent carfare.

"With the completion of the new Rapid Transit system the service will, of course, be greatly improved. This is one of the many inducements that influenced the American Bank Note Company, with over two thousand employes, to locate its plant in this section, and the Ward Baking Company, with its large force of workers, to do likewise.

"Many manufacturers are beginning to realize that in many instances their executive offices should be located at their plants, so that they may have their finger continually on the pulse of their business, so to speak. In many such cases the location must have the advantage of accessibility to the heart of the city in order that the heads may be at the heart of their work and yet find it easy and convenient to get downtown in an emergency.

"Another great advantage of Bronx waterfront property that many manufacturers are not overlooking is the moderate price at which this property may be obtained or can be leased for a long term of years.

"Among the more important concerns which have located in the Bronx during the past year or so are the Ward Baking Company, 163d Street and Southern Boulevard; the American Bank Note Company, Hunts Point; the Phillip-Jones Shirt Company, Willow Avenue and 135th Street; the Schultz Bakery, Park Avenue and 166th Street; the R. & L. Motor Company, Rider Avenue and 150th Street; Schorsch & Co., paper boxes, Brook Avenue and 132d Street; the Waters Plano Company, Rider Avenue and 151st Street, and M. & L. Bird Coal Company, Rider Avenue and 137th Street.

"The Bronx Board of Trade is awake to the necessity of prompt action in securing advantageous locations for new factories, and in order to meet the needs that will arise have incorporated an industrial bureau in their scheme of reorganization to take care of all such contingencies."

cure direct railroad connection with the New York Central and New Haven by means of the Port Morris underground branch of the New York Central, which runs to the east side of the Bronx, connecting with the New Haven; and also proposes to secure connection with the Pennsylvania Railroad by means of the New York connecting bridge, as well as an efficient lighterage system with all the other roads.

"Some of the largest manufacturers of the United States have already examined the advantages of the terminal location, and have decided to locate their plant there, upon the completion of the construction work.