

LYONS OFFERS GOLD TO BOOM THE BRONX

It's Not His Gold and He Isn't Even Sure It's There, but He Believes in Hunting It

AT BOTTOM OF EAST RIVER

Book Says Frigate Hussar, With \$4,000,000 in Bullion Aboard, Sank There in 1780

James J. Lyons, president and press agent extraordinary of what he invariably refers to as the Beautiful Borough of the Bronx, thought up another way yesterday of getting those inseparable names into the newspapers again.

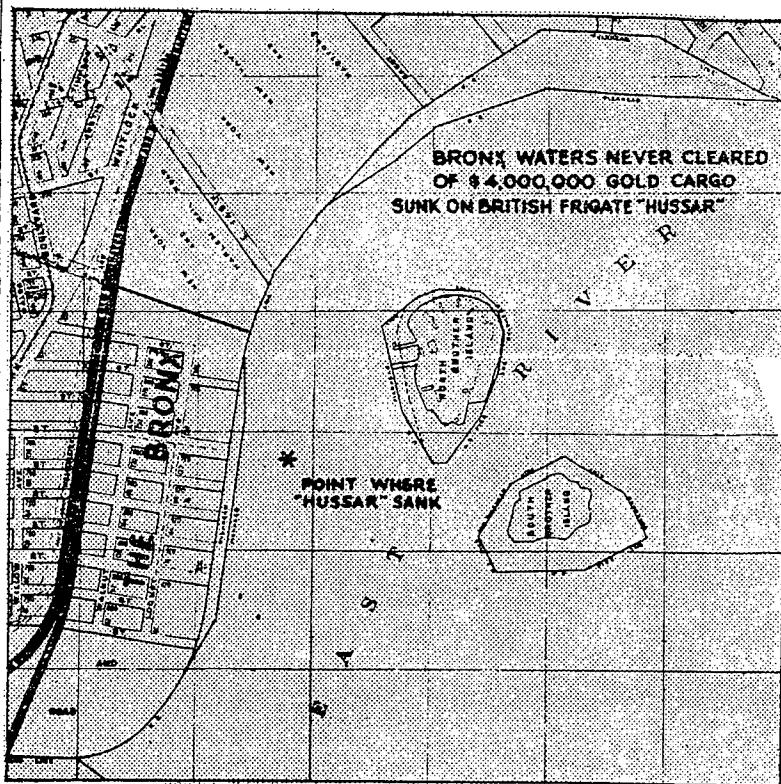
He has a proposition to make. He's offering 20 per cent. All any one needs to earn that sum—the principal is \$4,000,000—is engineering skill, a boat, a diving bell, and faith in Mr. Lyons. Also a kind and honest heart, for the other 80 per cent, Mr. Lyons says, must go to the "deserving needy and poor of our city," including the Bronx.

The \$4,000,000 that is any one's for the taking, according to Mr. Lyons, lies on the bottom of the East River somewhere between Port Morris and North Brother Island, off East 138th Street. Mr. Lyons learned all about it by reading a book.

It got there, according to Mr. Lyons and the book, which is Charles B. Driscoll's "Doubloons," when His Majesty's frigate Hussar sank there in September 1780. The frigate had a cargo of gold bullion aboard, including, perhaps, some from the frigate Mercury.

Since then there have been many efforts to salvage the fortune that President Lyons so generously donated to charity yesterday.

In 1830 an English expedition tried to raise it with a diving bell and failed. In 1880 Captain George Thomas got permission from the



WHERE TO FIND \$4,000,000 OFF THE BRONX COAST

For the convenience of treasure hunters Borough President Lyons offers this map, which shows, according to Mr. Lyons, the location of the gold bullion lost with His Majesty's frigate Hussar in the East River in 1780. The chart is by Lyon's own painstaking draftsmen.

government to try it, but all he seems to have raised was the price of some beautifully engraved stock certificates he sold.

In 1900 divers, trying to salvage a sunken yacht, found an anchor with "H. M. S. Hussar" inscribed on it. The anchor was made of iron and brought \$20 in a junk shop.

In 1930 Simon Lake went looking for the gold. He didn't find it either.

Mr. Lyons thinks someone ought to find it.

"I have no desire to start a 'gold rush' to the Bronx," Mr. Lyons said yesterday, "but I hope this appeal for the revival of the search for the sunken Hussar will attract some attention."

"To the Bronx?" Mr. Lyons was asked.

"Exactly," he replied, going back to his book.