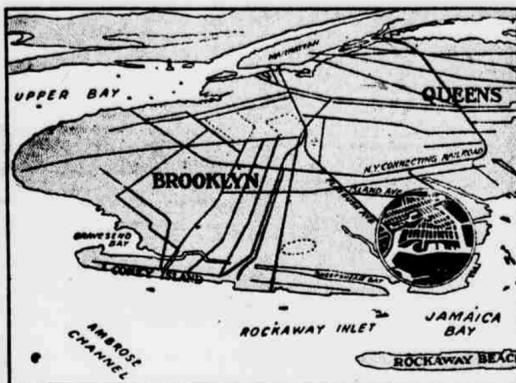




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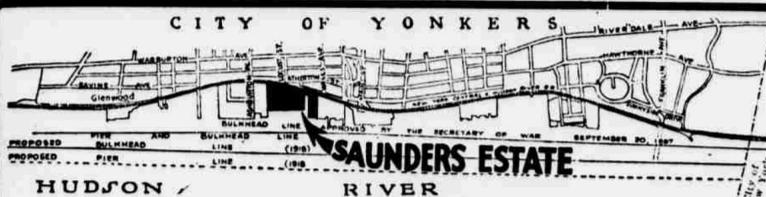
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SHIPYARD AT LUDLOW.

Four Acres Near Yonkers Taken by New Company.

Four acres of the Ludlow estate property at Ludlow station, opposite Sunset Park, Yonkers, has been taken under lease for a long time by the Continental Shipbuilding Company, of which Solah D. Masten is president. He has associated with him E. E. Day, Jr., a well known lumber expert. The company plans to erect ways for the construction

of four wooden ships of the standardized Government size at one time. The property leased consists of about three acres of upland and one acre under water near what is known as the North Dock. The leasing company is also planning to erect a steel fabricating and assembling plant on the Harlem River for the purpose of being in position to build steel ships also. The Ludlow estate was represented by James Morrison. The lease is for five years from March 1. A. N. Gitterman was the broker.

LONGER LEASE ON GARAGE.

James J. Riordan extended the lease held by the Commercial Garage Company on the two story garage at 438 to 454 West Eighteenth street for eleven years from April 1, 1925, at an additional aggregate rental of \$200,000. As a result of this lease Mr. Riordan will build an addition to the present garage over the adjoining thirty-seven feet from plans by James S. Maher, architect. The improvement will cost \$20,000. The site measures 225x100 feet.

By W. S. Gifford,

Director of the Council of National Defence.

THE inevitable effect of the demands of war is to force an increase of industrial efficiency in two directions. It demands elimination of waste and at the same time demands an increase in production.

In time of peace our country's industrial plants and the producing facilities of the nation are engaged in supplying the needs of the civilian population. The efficient operation of industry means a large production of commodities for consumption, or, in other words, a high standard of living for the public. Now over a million and a half of our men have been taken out of industrial and productive pursuits and recruited into the army or navy, who are thus still consumers but no longer producers. Furthermore, many millions of those left at home must produce munitions for our fighting forces instead of producing commodities for civilian consumption.

Reduction in civilian consumption by the elimination of unnecessary luxuries will help to make it possible to supply our military needs. If the standard of living is not to be seriously lowered, however, it is obvious that those engaged in the production of essentials for the support of the civilian population must produce more than ever, and in order that the number which must be taken from ordinary production to manufacture munitions shall be as few as possible munition workers must produce their utmost. In other words, if we are to supply the men for our fighting forces, the men, machinery, raw materials and transportation needed for munitions, and at the same time enough necessities for civilian consumption to keep a fair standard of living, our industries must become more efficient than ever before. Waste and unnecessary processes must be eliminated from industry. Industrial leaders must, more than ever before, give their time to serious study of the problem of increasing production.

Inefficient plants must be made efficient. Plants producing commodities of a less essential nature for civilian consumption must prepare intelligently against the possible need to convert their efforts to either producing munitions of war or more essential articles for civilian use. Manifestly it will be a more effective utilization of both man power and plant to convert existing facilities and existing industrial organizations to war work rather than to create entirely new plants and new organizations. It usually requires more time and expense to build anew than to remodel the old. It should be the duty of every industrial leader to give his thought to the problem as to how his own plant can be most effectively utilized in the winning of the war. Not only patriotism but enlightened self-interest demands of industry that it exert every effort on its own initiative to meet the task effectively. No industrial leader should wait for his plant to be drafted into the nation's service. He should realize that responsibility rests upon him to prepare, so that when a request is made upon him by the Government to modify the operations of his plant he will be, as far as possible, prepared.

Many of our industrial plants have already joined the fighting industries. Many more will have to do so. Many working on less essential tasks may have to adjust themselves so that their production can be of a nature vital to the country's needs.

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