



# AMERICA NEEDS FACTORIES—NOW

## EDUCATING FARMERS TO INCREASE YIELD

### Betterment on Long Island Since Railroad Undertook to Better Conditions.

For a long time only half hearted efforts have been made to help Long Island farmers, although there has been urgent need of agricultural aid for New York's vitally important southern section.

San Jose scale, the fruit tree scourge, gained a strong hold and was rapidly destroying the splendid orchards of which Long Island had been famous since Colonial days. Bacterial and fungus troubles kept steadily gaining in their warfare against the food plants.

These bills were introduced at Albany to secure for Long Island some of the agricultural benefits which other parts of the Empire State were receiving.

By advocating the spraying of potatoes, beans, cucumbers, melons, etc., on first appearance through the soil, the railroad experimental station has helped Long Island farmers check loss and increase the yield.

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## Factory Properties FOR SALE

### Water Front Factory—Pot Cove, L. I.

WITHIN FREE LIGHTERAGE LIMITS, 45,000 sq. ft. FLOOR SPACE; 2 1/2 ACRES BEACH, WITH 250 FT. IMPROVED FRONTAGE ON STILL WATER OF POT COVE. FREE FROM USUAL EAST RIVER CURRENTS; 1 STORY BLDG. 250,000 FT. POWER PLANT, 300 H. P. BOILERS; 120 H. P. ENGINE; 2 large travelling cranes, over 30 ft. of water at low tide.

### East River Block Front

PORT MORRIS SECTION OF THE BRONX. F. M. SCHAEFER BREWING CO. PROPERTY, LOCATED AT 1834 and 1836 WEST 183RD ST., containing about 4 1/2 acres of upland and riparian rights with 250 FEET FRONTAGE ON THE EAST RIVER with depth of water at BULKHEAD LINE OF ABOUT 30 FEET. City improvements. Within a few blocks of the Grand Central Station, Westchester & Boston and the N. Y. New Haven & Hartford R. R. Terminals.

### Edison Storage Battery Co. Plant—Glen Ridge, N. J.

Plot of ground 168,431 sq. ft., extending from Bloomfield Av. to Belleville Av., improved with 100,000 sq. ft. of floor space, containing 1 & 2 story construction containing 207 STORAGE BATTERY POWER PLANT, EXCELLENT LABOR.

### Rail and Water Front Warehouse—Harrison, N. J.

Large plot of ground with 250 FEET FRONTAGE ON THE PASSAIC RIVER, with an average depth of 300 feet, improved with a ONE STORY BUILDING 100,000 SQ. FT. OF FLOOR SPACE, WITH 2 TRAVELLING CRANES 60 FT. SPAN, AND 1 TRAVELLING CRANE 21 FT. SPAN, AND TWO 5 TON ELECTRIC TRAVELLING CRANES 40 FT. SPAN. Large power plant. PENN R. R. SIDING.

### Peru Electric Co. Mfg. Plant—Peru, Ind.

A COMPLETELY EQUIPPED ELECTRICAL PLANT now in operation containing 64,000 SQ. FT. OF FLOOR SPACE, 5 ACRES OF IMPROVED 1 & 2 STORY BRICK BUILDINGS. Power plant, LAKE ERIE & WABASH R. R. SIDINGS. Excellent condition. Good labor.

### Modern Manufacturing Plant—Providence, R. I.

Modern Plant containing 245,000 SQ. FT. OF FLOOR SPACE, WITH 1 & 2 STORY BRICK BUILDINGS. POWER PLANT, RAILROAD SIDING, SPRINKLER SYSTEM. 10 1/2 ACRES. EXCELLENT LABOR.

### Modern Manufacturing Plant—Paterson, N. J.

225,000 SQ. FT. OF FLOOR SPACE, consisting of large factory building, containing 1 & 2 story brick buildings, with 1 & 2 story construction containing 207 STORAGE BATTERY POWER PLANT, EXCELLENT LABOR.

### United Piece Dye Works Plant—Nyack, N. Y., 29 Miles from N.Y. City

20,000 SQUARE FEET OF FLOOR SPACE. Modern brick buildings. Sprinkler system, steam heat, electric light and elevators, 300 feet from Erie R. R. tracks and a short distance from Hudson River. 17 acres.

### American Snuff Co. Plant—Near Wilmington, Del.

Modern Plant containing 245,000 SQ. FT. OF FLOOR SPACE, WITH 1 & 2 STORY BRICK BUILDINGS. POWER PLANT, RAILROAD SIDING, SPRINKLER SYSTEM. 10 1/2 ACRES. EXCELLENT LABOR.

### East River Water Frontage, Within Free Lighterage Limits.

500 FT. FRONTAGE ON BUTTERFIELD CHANNEL, EAST RIVER. A plot of ground 168,431 sq. ft., extending from Bloomfield Av. to Belleville Av., improved with 100,000 sq. ft. of floor space, containing 1 & 2 story construction containing 207 STORAGE BATTERY POWER PLANT, EXCELLENT LABOR.

### Rail and Water Front Factory in N. Y. Harbor.

HARDY VORHEES & CO. Improved waterfront property on NEWTON CREEK, 21 ACRES, PENNSYLVANIA R. R. SIDING, 25,000 SQ. FT. OF FLOOR SPACE. LARGE POWER PLANT. Situated on Newton Creek in one of the best factory districts on the Atlantic Coast. Especially adaptable for acceptance of general manufacturing.

### 31 Nassau St., N. Y. City.

Phone 744 Cort. Agent: Joseph Day

## By W. S. Gifford, Director of the Council of National Defence.

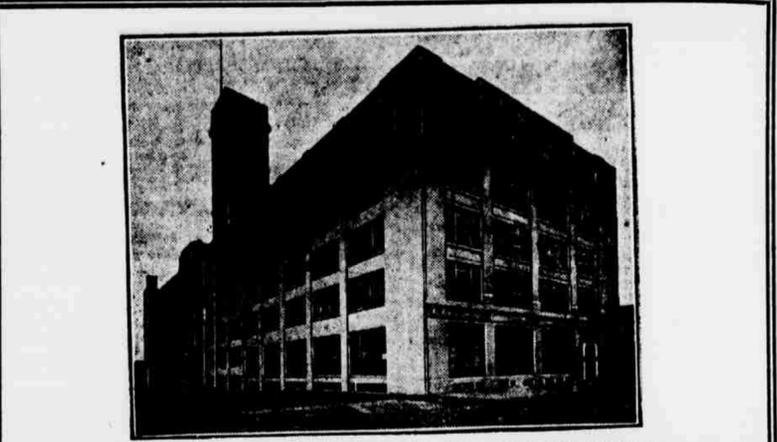
THE inevitable effect of the demands of war is to force an increase of industrial efficiency in two directions. It demands elimination of waste and at the same time demands an increase in production.

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.



PLANT OF THE MOTOR STARTER CORPORATION Long Island City, N. Y.

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## BALLINGER & PERROT ARCHITECTS and ENGINEERS

New York Philadelphia

Commercial and Industrial Buildings, Power Plants, Industrial Housing, Mechanical Equipment.

considered the most valuable asset on the farm. This compost heap receives all the waste from the kitchen, all the trimmings made during crop shipments, and all imperfect vegetables and fruits. It is turned from time to time, rotting quickly and makes the most valuable of fertilizing material.

In the New World all these valuable organic matters are wasted and are generally considered a nuisance and difficult items to dispose of. The constant increase of fertility was noted, and the compost heap in an out of the way part of the farm or estate has become a fixture on Long Island.

Unlike Europe, the United States permitted the distribution of vegetable seeds, fruit trees and berry bushes, not only without guarantee, but with a clause almost universally, which placed all responsibility upon the purchaser. Innumerable disappointments and failures due entirely to the seedmen and the nursery men caused the Long Island Rail-

## BEDT BROOKLYN EASTERN DISTRICT TERMINAL

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## Concrete Enveloped Workmen's Home Assures Comfort and Permanency



The war has given much prominence to industrial housing, but despite the measures taken by the national Government, industrial corporations and private capital the problem has not been entirely solved. The housing situation in the United States still remains an important factor in wartime production. It is useless to encourage industries to expand and leave the housing of workmen to take care of itself. Ability to increase production is dependent upon properly housing the workmen.

Town planning experts, architects and engineers have devoted much energy to devise ways and means to remedy this situation. Their purpose is to provide sanitary homes which may be built rapidly and be permanent and fire resisting. Not the least among these is Ballinger & Perrot, architects and engineers, of New York and Philadelphia, who have had a vast experience in the design and construction of industrial villages in connection with large manufacturing plants. In order to meet the high cost and scarcity of building material E. G. Perrot has perfected a system of construction which makes the erection of large numbers of permanent and durable houses in record time a possibility. This type of construction is styled the concrete stud and cement stucco construction.

In this type of construction reinforced concrete is substituted for masonry walls by applying the concrete either by hand or by means of the cement gun. Concrete is particularly adaptable to this form of construction because it is permanent, fire resisting, sanitary and waterproof, and when used in large scale operations it makes for maximum economy by employing labor saving machinery. Furthermore, concrete is generally a more nearly local building material than any other.

## 500 ACRES FOR SALE

New York's Biggest Plants Are Located in the Hackensack Meadows Four railroads, two deep-channel rivers. Between Jersey City and Newark. Large supplies of skilled and unskilled labor. This is Greater New York's biggest industrial development.

Following corporations have located in close proximity to this property: U. S. Steel Corp's Ship Yards Federal Government's First Shipbuilding Plant, Henry Ford Plant, Newboard By-Product Coke Co. These Edison and North American Copper Co. are also recent purchasers.

The property of the Ft. Montgomery Iron Co. is one of the choice opportunities still open. 500 acres to be sold in whole or in part. FORT MONTGOMERY IRON CO. 20 Vesey Street, New York

### BARGE BUILDING SITE

Best Location New York Harbor 18 Feet depth of water at low tide. Substantial New Bulkhead. LOWE REALTY CORPORATION Tel. 9825 Columbia, 1790 Broadway, N.Y.

stretched. A thick concrete coating is applied to the exterior by means of the cement gun, filling the space between the doubled studs to form the continuous vertical concrete stud. Color effects may be obtained by adding mortar stain to the concrete while it is being mixed. No further treatment of the exterior wall surface is needed.

No other form of construction, it is claimed, can produce a house of such low first cost, at the same time possessing the fire resisting qualities inherent in the conventional house built with exterior party walls of brick, as the concrete enveloped wood framed concrete stud and cement stucco house. By standardizing the style of the houses and applying efficient methods in their erection a row of ten two story houses, as shown in the illustration can be completed ready for occupancy in three weeks from the time the cellars are dug. If erected in groups any number of rows can be built at the same time,



## SAUNDERS ESTATE

HUDSON RIVER 3 in 1

### Barge Canal Terminal—Railway Terminal—Steamship Terminal

900 Feet Frontage on Hudson River 17 Acres Deep Water Front Port of Yonkers

SUITABLE FOR A MODERN TERMINAL, WHARVES, COVERED DOCKS, WAREHOUSES AND STORAGE UNITS—OR A SHIPBUILDING PLANT SITE. A year round ice-free port for ocean-going vessels, and possessing unequalled advantages by reason of its adjacent TO CLOSE THE SAUNDERS ESTATE, THIS VALUABLE PROPERTY IS OFFERED IN PARCELS OR AS A WHOLE AT A REASONABLE PRICE.

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## 550 Acres on Flushing Bay—East River

4000 FEET OF DEEP WATER FRONT, 7 1/2 MILES FROM HERALD SQUARE

### Ideal for Shipbuilding or Large Manufacturing Plants

Long Island—Pennsylvania R. R. and N. Y. & Queens Trolley pass through the property. 5 cent fare to heart of N. Y. City.

Three (3) ferries:—One to Bronx and one to 134th Street and to 99th Street. Labor in this section, in fact throughout Queens, has not joined in making such abnormal demands as have been made in other sections of the country where munitions are manufactured. The greater number of industrial workers own their own homes and are not affected by the unusually high living costs prevailing in other localities. Existing homes, and plans for further and quick housing, assure the same conditions in the future.

CONVINCING PROOF—Following companies with thousands of employees immediately surround the property: American Hard Rubber Company, Nathan Manufacturing Co., Empire Art Metal Co., Inc., Klemmer Rubber Co., L. W. F. Engineering Co., Ramier Motor Truck Co., Chilton Paint Works, College Point Boat Corp., Hunter Illuminating Sign Co., National Chain Co., International Oxygen Co., Red Star Shipbuilding Corp., Beacon Falls Rubber Shoe Co., S. W. Rubber Co., The Master Machine Works, and others. Population of 50,000—Flushing, College Point, Whitestone—all within 2 miles.

For full information inquire JOHN W. RAPP COLLEGE POINT, LONG ISLAND Telephone 1000 Flushing

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