

# PARKCHESTER THEME OF

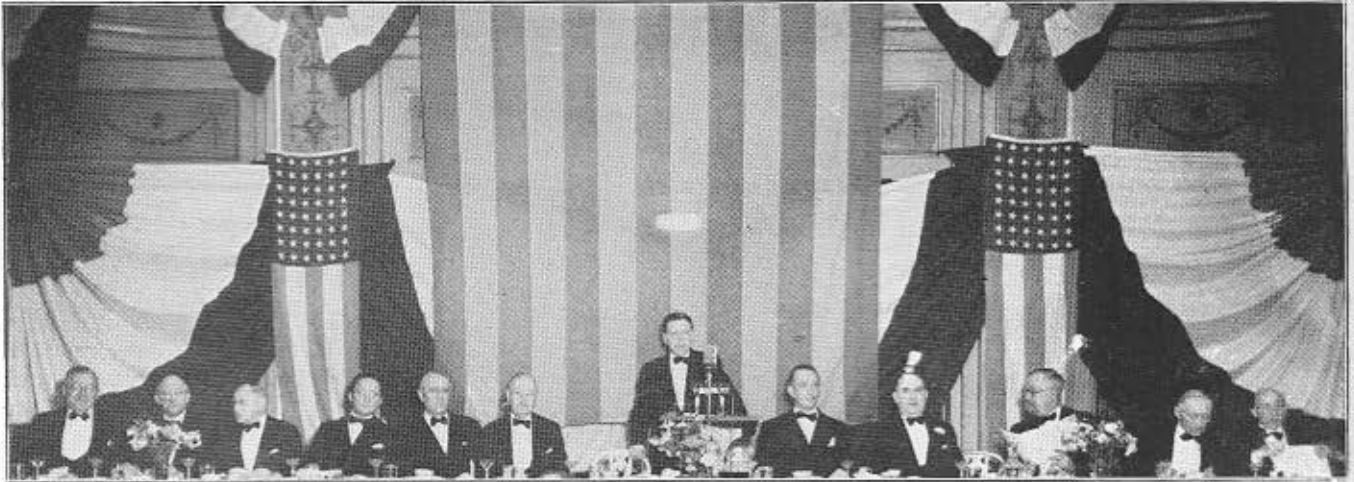


Photo by Corcoran's

**P**ARKCHESTER, the \$50,000,000 housing development of the Metropolitan Life Insurance Company and its significance to the present and future growth of The Bronx constituted the theme of the Forty-seventh Anniversary Banquet of The Bronx Board of Trade, held at the Concourse Plaza Hotel Thursday evening, March 6th.

The event was held forty-seven years to the date of the organization of The Board of Trade, which took place on March 6, 1894.

Speakers at the dinner were Frederick H. Ecker, chairman of the board of directors of the Metropolitan Life Insurance Company, sponsor of Parkchester; Borough President James J. Lyons, "Paul Parvalle," a philosopher-humorist; President Maskell E. Fox, Roderick Stephens, former President of The Board, and Alvin W. Boettcher, chairman of the Banquet Committee and toastmaster.

Miss Madeline Schaeffler, who appeared through the courtesy of Station WBNX, sang the "Star Spangled Banner."

## Cites Cooperation

Mr. Ecker, in his talk, lauded the cooperation which the Parkchester sponsors received from City and Borough officials in developing the old grounds of the Catholic Protector as the site of Parkchester. He asserted that Mayor LaGuardia,

President Fox making the address of Welcome at the Forty-Seventh Anniversary Banquet of The Board at the Concourse Plaza on March 6th. On the dais, from left to right, are Executive Secretary William E. Matthews, former President Fred Berry, Treasurer Howell T. Manson, Rabbi Henry A. Schorr, who delivered the invocation; former President Roderick Stephens, Frederick H. Ecker, principal speaker; Mr. Fox, Toastmaster Alvin W. Boettcher, Postmaster Albert Goldman, former President Frederick A. Wurzbach and Charter Members John G. Borgstede and Louis Baron.

when advised of plans for the project, immediately became enthused and rendered the sponsors a great deal of help.

Mr. Ecker laid particular stress on the assistance which he received from officials in The Bronx in connection with the development of Parkchester. He said that Borough President Lyons, Borough Works Commissioner Robert L. Moran and Chief Engineer Leo J. Ehrhart had been especially cooperative.

The speaker said that in planning Parkchester it was laid out with a view to overcoming the factors which cause obsolescence of buildings, the principal of these being lack of light and air and faulty construction.

## "City of Tomorrow"

Mr. Ecker characterized the Parkchester development as the "City of Tomorrow." He pointed out that

every effort has been made to make it a "city within a city" by providing its residents with their own shopping facilities and other services. The shopping area has proved so successful, he pointed out, that R. H. Macy & Co. is to open its only branch store in the metropolitan area, a radical departure from that store's policy of not having such branch establishments.

The speaker declared that his company has been very fortunate with respect to its mortgage investments in The Bronx, as compared with similar investments in neighboring communities. With \$42,000,000 invested in mortgages in the Borough, the Metropolitan's foreclosure experience has been unusually good, he said.

## Lyons on Improvements

Borough President Lyons spoke on Borough improvements under way or contemplated. He said that plans

# 47th ANNIVERSARY BANQUET

are progressing for the continued development of Eastern Boulevard and for the leasing of two tracks of the New York, New Haven and Hartford Railroad in the East Bronx to provide additional rapid transit service for Parkchester and other East Bronx residents.

Mr. Lyons also disclosed that he has been advised by Fire Commissioner McElligott that he has placed in the Fire Department Capital Outlay Budget a provision for a fireboat to serve the East Bronx waterfront, as recommended for many years by The Board of Trade and other civic organizations in the Borough.

The Borough President expressed his appreciation to Mr. Ecker and his associates for selecting The Bronx as the site of Parkchester, declaring that it was comparable to "moving a city like Poughkeepsie into The Bronx."

## Fox on Defense Work

President Fox briefly reviewed the work which The Board has been doing on behalf of industry in connection with the Defense Program.

The present crisis, Mr. Fox said,

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Annual Dinner One of the Most Successful in The Board's History

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## NECROLOGY

At The Board's Annual Banquet tribute was paid with the playing of Taps, to the memories of the following Board Members who died since the last Banquet:

Charles E. Culpepper  
George Hoffmann  
John H. Esdorn  
James W. Johnson  
E. J. Carson

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A General View of the More Than 500 Leading Business Men Present at Banquet

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presents a challenge to civic and commercial organizations and he pointed out that these groups are accepting the present challenge in the same cooperative spirit with which they have taken hold of others in the recent history of the country.

The efforts of The Board of Trade in connection with the national defense effort has resulted in Borough industries getting a total of more than \$45,000,000 in contracts and sub-contracts, President Fox said and added that The Board is doing everything possible to augment this total.

Mr. Fox described the contacts which The Board has established with national agencies devoted to the expediting of the defense program and with various Army and Navy procurement offices and the resulting benefits to Bronx manufacturers of these contacts.

In a brief talk Mr. Stephens called for a rising vote of acknowledgment to District Attorney Samuel J. Foley and the Police Department for their excellent police work in connection with the apprehension and detention of a suspect in a series of murder cases.

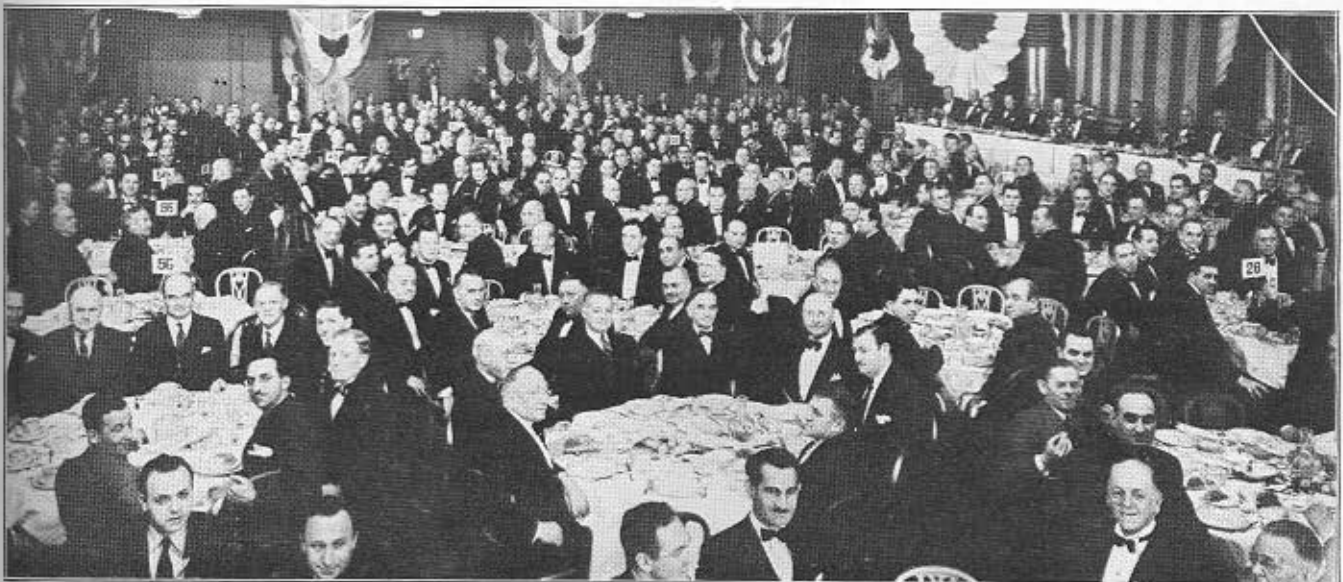


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