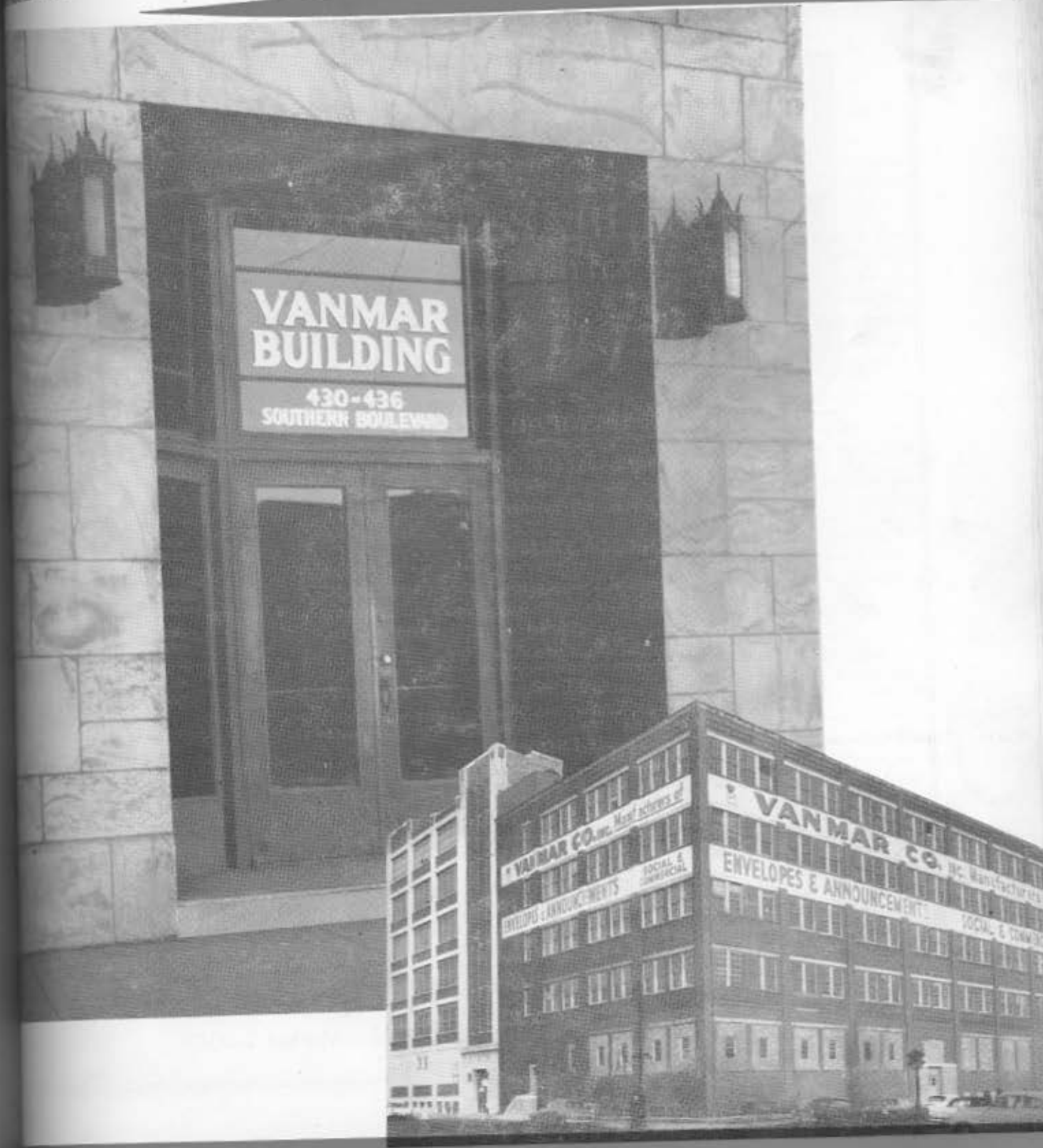


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Bronxboro
OFFICIAL PUBLICATION OF THE BRONX BOARD OF TRADE IN THE CITY OF NEW YORK

65th
Anniversary Issue
1959



BUTLER-HAMMER BUILDING CONVERTED TO GRAPHIC ARTS PRINTING CENTER

BRONXBORO



OFFICIAL PUBLICATION OF THE BRONX BOARD OF TRADE
IN THE CITY OF NEW YORK

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GEORGE T. KINDERMANN, *Editor*



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THE COVER

The imposing doorway shown on the front cover is the entrance to the new home of Vanmar Company, Inc., located at Southern Boulevard and 144th and 145th Streets in The Bronx. This building was formerly occupied by Cutler-Hammer, Inc.

The Bronx Board of Trade welcomes this new company to our community.

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Vanmar Comes to The Bronx

A graphic arts printing center operated by Vanmar Co. Inc. has been installed in the former Cutler-Hammer building at Southern Boulevard between 144th and 145th Streets in The Bronx.

The 200,000 square feet in the six-story block long edifice formerly devoted to electrical equipment manufacturing have been converted to envelop manufacturing and the printing of social and commercial announcement cards.

Formerly sprawled over 5 separate buildings in Upper Manhattan, Vanmar, which was established in 1908, has now centralized its paper converting manufacturing and printing operations under one roof.

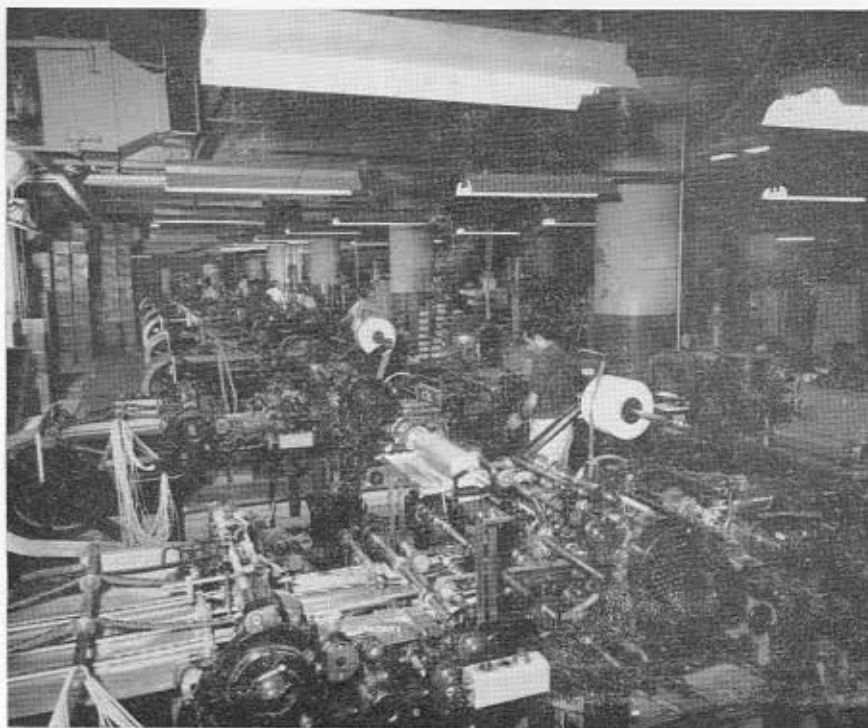
Besides converting paper used in the manufacture of 3,000,000 envelopes every day, Vanmar has its own steel die engraving department, pressroom, linotype and Ludlow type composition section, laminating and deckling sections.

Vanmar is one of the largest manufacturers of multi-color prayer cards and sympathy announcements in the country and supplies funeral directors throughout the nation with their printing requirements.

Headed by John Marano, son of Carlo Marano, the founder, the new Vanmar plant is considered one of the most modern graphic arts centers in operation under one roof.

With millions of social and commercial envelopes and printed cards leaving The Bronx plant daily, a truck level siding at the rear of the building affords fast delivery to all parts of the metropolitan area.

Before selecting the former Cutler-Hammer building as its permanent headquarters Vanmar



Battery of envelope manufacturing machines, many of them brand new, that are capable of turning out 3,000,000 envelopes daily at the Vanmar plant.

considered numerous sites throughout the metropolitan area including sites in Westchester and Connecticut. "We picked The Bronx," Mr. Marano told Bronxboro, "because all our research and study revealed it had the most to offer. The key factor in the final decision was The Bronx's excellent transportation facilities. Our plant is one block from the IRT subway, a great convenience to our employees. The new Bruckner Boulevard Expressway is only two short blocks away, and even though it is still under construction we find ourselves saving costly hours in shipping and receiving."

To convert the former manufacturing plant to their use, Vanmar had to rip out entire floors

of machinery left by Cutler-Hammer and undertake extensive renovations. New, modern entrances have been built to the building and a 50 car parking lot is being constructed adjacent to the plant.

"We will probably never be able to estimate the business we lost in our former location in crowded Manhattan because our customers just couldn't find a place to park for blocks around," Mrs. Adele Perone, vice-president, told Bronxboro. "Our new plant in the Bronx not only gives us elbow room but provides ample space for future expansion."

John Marano has been a Bronxite for many years, residing at Country Club Road in the Pelham Bay section.