

MANY NEW BUILDINGS FOR GARMENT TRADES REVEAL SEVENTH AVENUE'S BUSINESS GROWTH

Several Tall Structures Nearing Completion Below Times Square for Tenants From the Save New York Fifth Avenue Section—Work for Big Equitable Building Is Progressing Rapidly

Before the first of the year the textile and garment manufacturing centre in the Seventh Avenue area below Times Square will witness the entry of several large concerns whose headquarters have been for many years in the Fifth Avenue retail centre. The leases of many of these firms will expire from Oct. 1 to Feb. 1 next, and in accordance with the plans of the Save New York movement these firms will move westward from Fifth Avenue to the district between Sixth and Eighth Avenues. The majority will find new homes immediately north of the Pennsylvania Station and the Post Office building.

This Seventh Avenue centre, following the impetus recently given in the erection of the two immense Garment Capitol buildings occupying large portions of the westerly Seventh Avenue frontage from Thirty-sixth to Thirty-eighth

the garment centre, and much of the space has been taken by some of the largest cloak, suit and dress manufacturers in the city, who are moving from their present locations as far south as Twenty-sixth Street and Madison Avenue. There is considerable demand for space in this new garment district from manufacturers who have lofts from Twenty-third to Thirty-third Street and from Madison to Seventh Avenues.

In the designing of the building the owners had in mind the protection of the north light of the building, and so purchased a large plot on the south side of Fortieth Street, immediately in the rear. The two-story building there will insure the necessary protective light for the factory part of each loft above the second floor. The designing of the building has a distinctive feature on its easterly end in a tower built similar to the Bush Terminal building on Forty-second Street, and the design of the easterly gable wall has been carried out so that it resembles very much the Bush building. There are three distinct colors of front brick, so arranged in vertical stripes and panels as to form an attractive design while carrying out the tower effect.

There is being installed an express package chute for the better shipping facility of the tenants. This package

Another large tenant will be the Siegel-Levy Company, having two floors.

The Aronson building at 242 to 252 West Thirty-sixth Street, erected by Max Aronson, is another important addition to the garment centre. The plot is 128 by 100 feet and it will cost about \$1,100,000. Demand for high class loft space in this section is shown by the fact that although the building will not be ready for occupancy before Nov. 15, it is already 60 per cent. rented and negotiations are pending for the balance of the space.

This means that the building will open its doors with every foot of space occupied on long term leases. Among the big firms that have taken floors in the building are the Goldman Costume Company, Betty Wales, dressmakers, Adler & Ast, and the House of Youth. About eighteen months ago Mr. Aronson completed a similar fourteen-story building at 229 to 239 West Thirty-sixth Street. Directly opposite the old Aronson building and adjoining the new Aronson building on the east side the New York Telephone Company is enlarging its service building by adding three stories to their former five-story structure at 206 to 224 West Thirty-sixth Street.

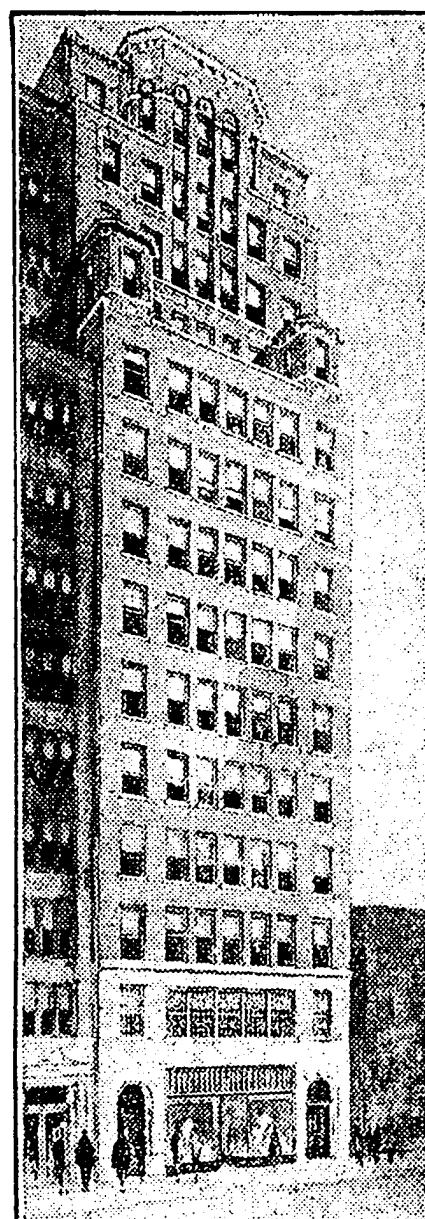
Reflecting the demand for showrooms and executive offices in that area,

They are designed for occupancy by the cloak and suit trade and several leases for one or more floors are pending. Mr. Lefcourt was the pioneer in what is now the centre of the garment trade industry of Manhattan, and erected in 1912 his building on West Thirty-seventh Street.

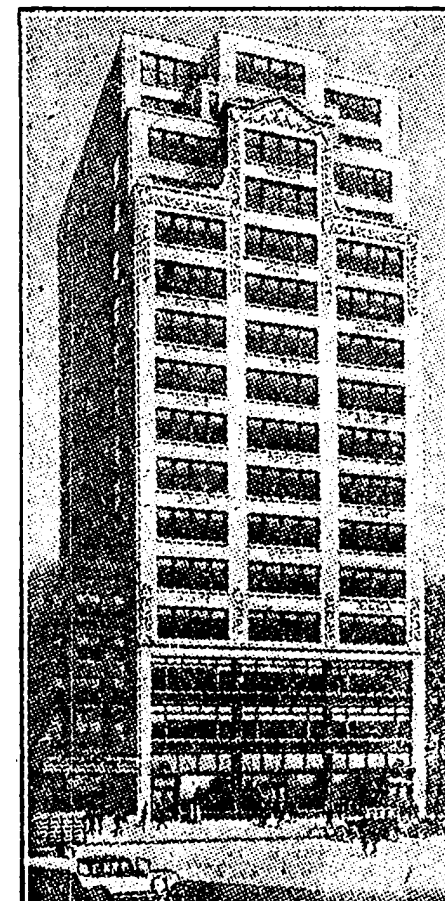
"Judging from the number of leases," said Mr. Lefcourt, "which expire in the Fifth Avenue and Madison Avenue districts at the end of this year, there will be a dearth of space in the Seventh Avenue district for those who want to locate on the west side.

"A number of new buildings will be erected next year, and I would not be surprised if the side streets as far west as Eighth Avenue, and maybe still further, will very soon house the needle trades."

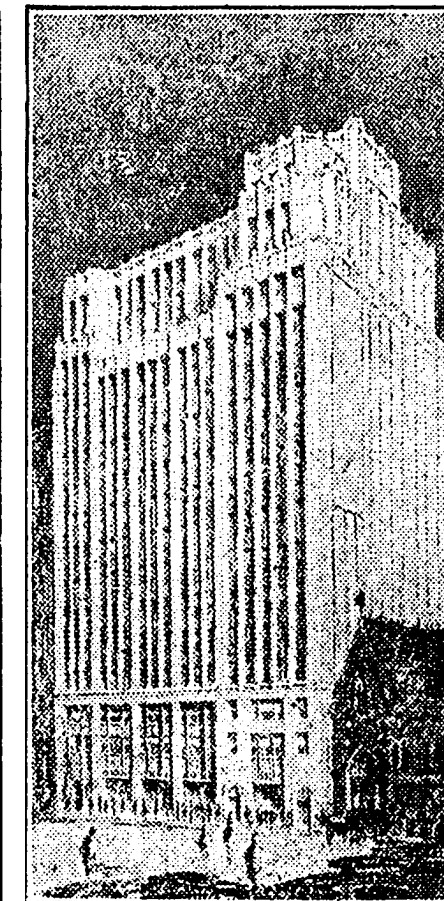
The new Arcade building is suitably



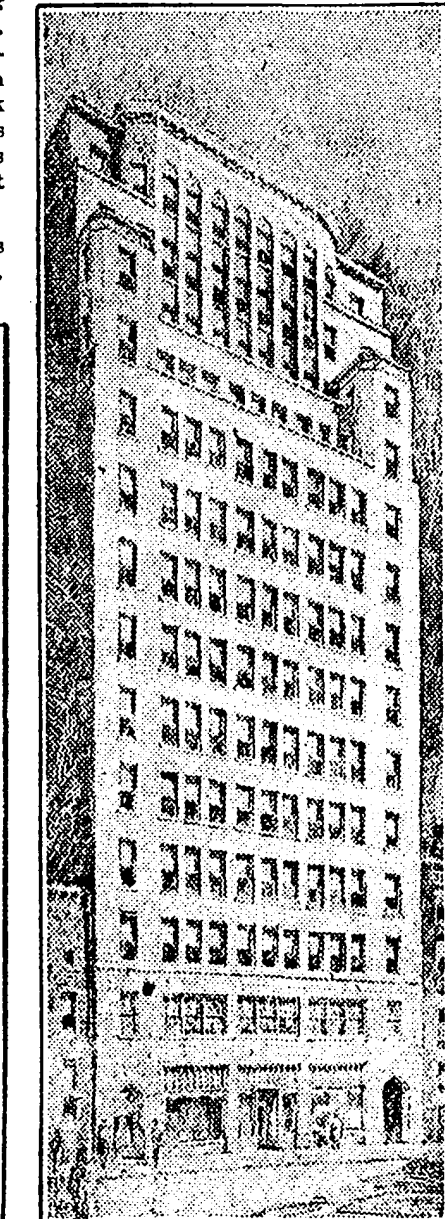
Lefcourt Building
237-239 West Thirty-seventh Street



New Building,
142-146 West Thirty-sixth Street



Gilbert Building,
205-219 West Thirty-ninth Street



Lefcourt Building
240-250 West Thirty-eighth Street

street, with extensive street frontages, has been the scene of exceptional building activity this year. Nearly twenty operations are now under way or about to be started, and considerably more than half are being constructed especially for various garment manufacturing trades. Eight or ten of these commercial structures, most of them fourteen stories in height, will be ready for occupancy this Fall or early in the Winter.

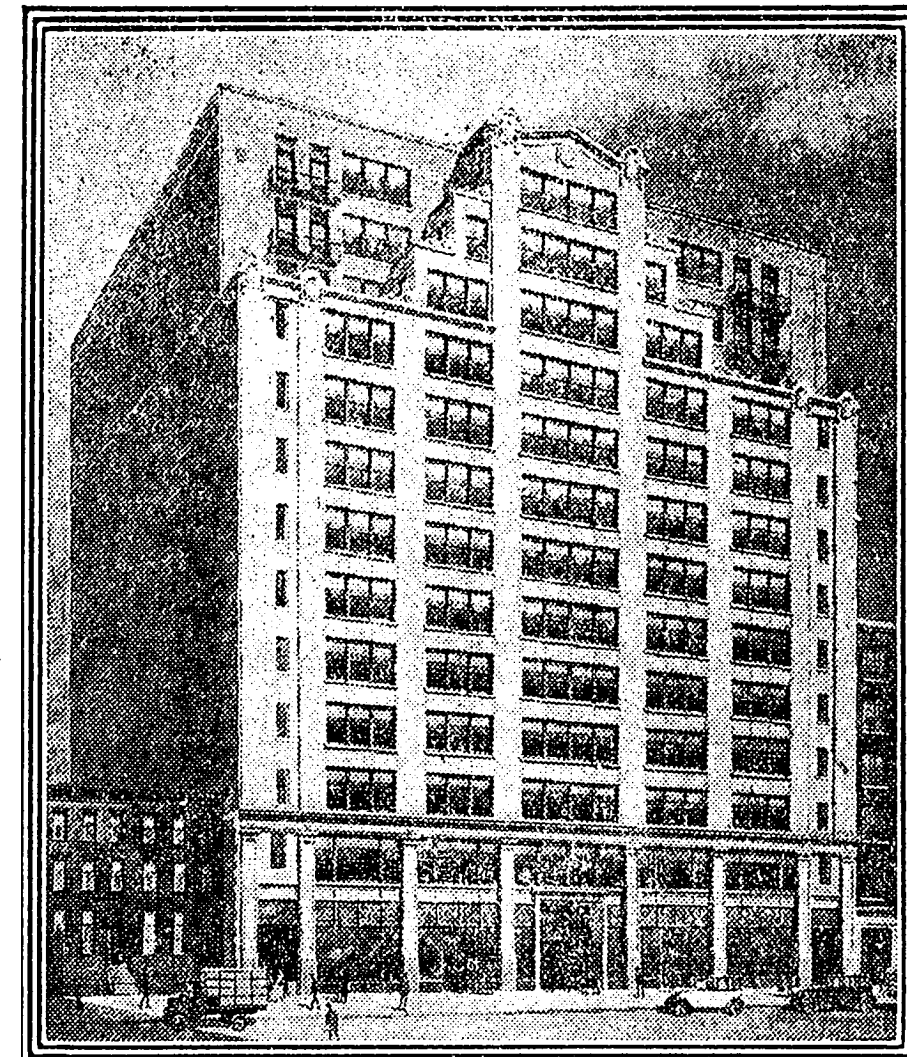
In addition to these operations several other large buildings are in process of construction which, when completed, will form an important addition to the diversified business activities of the Pennsylvania zone. The largest of these will be the new Equitable Building, for which excavation work is in process on the easterly Seventh Avenue block front between Thirty-first and Thirty-second Streets, opposite the Pennsylvania Hotel and running back on Thirty-first Street nearly half a block to the St. Francis of Assisi School. On the north side of Fortieth Street, covering a frontage of 150 feet, from 219 to 229 West, between Seventh and Eighth Avenues, excavation work is going on for the new home of The New York Tribune.

Another important addition which reflects the increasing commercial needs of the locality is the new home of the North River Savings Bank on a fifty-foot plot on the south side of Thirty-fourth Street, just west of Seventh Avenue. The bank is now at 31 West Thirty-fourth Street, and its property there was recently sold for one of the highest prices ever paid for an inside lot between Fifth Avenue and Broadway. The new bank edifice will be ready about Nov. 1. It is an attractive marble-front structure, and from the architectural point of view it will contribute a touch of beauty to the vicinity.

Of the tall commercial buildings nearing completion there are the two fourteen-story structures being erected by A. E. Lefcourt, the cloak and suit manufacturer, at 237 and 239 West Thirty-seventh Street and 246 to 260 West Thirty-eighth Street, the sixteen-story Tishman building at 142 to 146 West Thirty-sixth Street, the big Arcade building at 132 to 138 West Thirty-sixth Street, running through the block to Thirty-fifth Street, by S. Morrill Banner and Herbert E. Mitler, the fourteen-story Aronson building at 242 to 252 West Thirty-sixth Street, the twelve-story Kaufman building at 470 and 472 Seventh Avenue, and the sixteen-story Gilbert building fronting on Thirty-ninth and Fortieth Streets, just west of Seventh Avenue.

The Gilbert building, being erected by Joseph P. Gilbert, occupies the site of the old St. Vincent de Paul Orphan Asylum, fronting 132 feet on Thirty-ninth Street and adjoining on the north-west corner of Seventh Avenue the attractive Gothic edifice of the chapel of St. Chrysostom, one of the Trinity Church parishes. The Fortieth Street portion will be but two stories in height. The owners of this immense structure are William Fischman, Joseph Heit & Sons and Hyman D. Rubin, and they will occupy a large portion of the space. The architects are George and Edward Blum.

The Gilbert building is in the heart of



New \$1,100,000 Aronson Building, 242 to 252 West Thirty-sixth Street,
Ready for Occupancy Nov. 15—60 Per Cent. Leased From Plans.

chute has been approved by the American Railway Express Company and the company will have one of its men in the building at all times in the day to receive packages from the tenants as they are prepared for shipment and sign for the same on each floor, after which they will be deposited in a spiral chute which terminates on the mezzanine floor above the freight hall for sorting and loading on the trucks. The result of this will be the saving of much space to the tenants. They will not be compelled to carry express shipments up to three o'clock in the afternoon, as has been the case in most loft buildings.

Other features will be a mail chute and large spans between the columns. A sprinkler equipment has been designed and instead of having the mains and branch lines run under the beams the construction has been so arranged that the sprinkler heads are in the panels between the beams, close to the ceiling, which does away with the unsightly piping. There will be three passenger elevators and three large freight elevators.

The building will be ready for occupancy about Nov. 1. Beside the owning firms mentioned, each occupying two

Julius Tishman & Sons, builders of the sixteen-story building, fronting 78 feet, at 142-146 West Thirty-sixth Street, report that almost 50 per cent. of the space was rented before the brick work was completed.

It will be ready about Nov. 1, and occupancy will be restricted to showrooms, executive offices and light manufacturing.

Having been constructed in accordance with the zoning regulations, the front wall of the building extends, unbroken, to the twelfth floor, where the first setback takes place. An additional setback starts at the fifteenth floor. It is of fireproof construction, and the various floors contain approximately 4,500 to 6,000 square feet. It will be equipped with four high speed elevators, a vacuum steam heating and sprinkler systems.

The facade is of granite, enamel face brick, limestone and glazed terra cotta, with bronze entrances and show windows, which will be carried up to a height of three stories above the sidewalk. Schwartz & Gross were the architects.

The two Lefcourt buildings in Thirty-seventh and Thirty-eighth Streets will cost about \$2,000,000 and are expected to be ready for occupancy before Jan. 1.