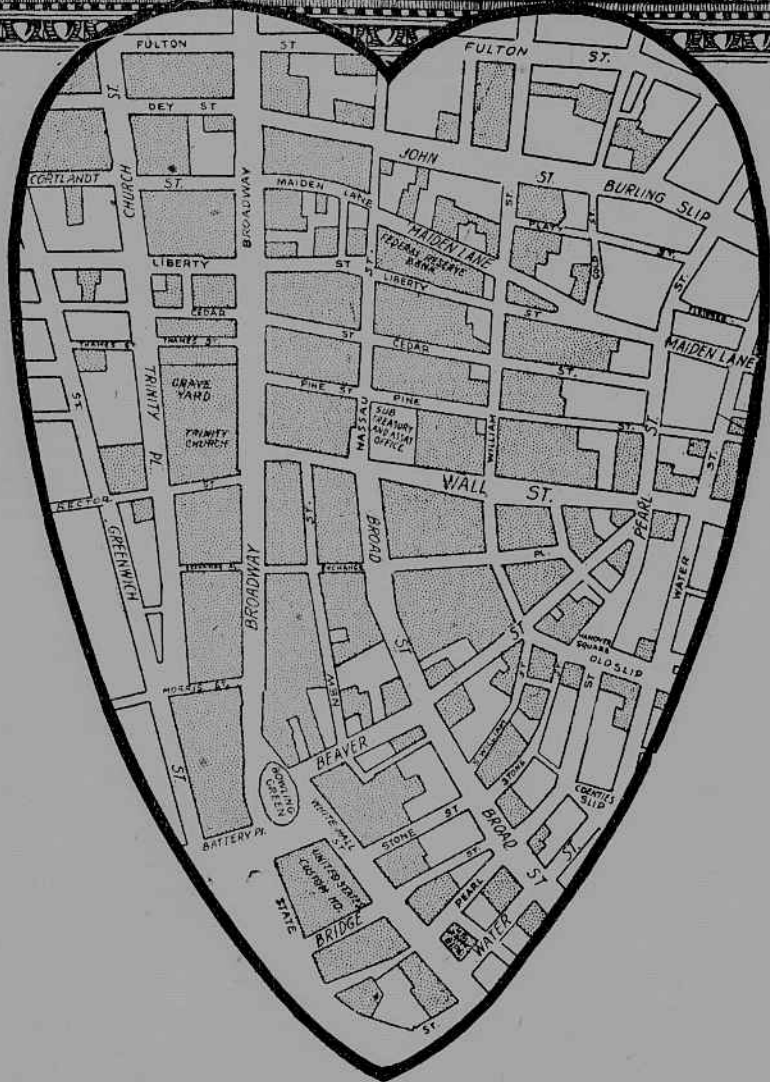


The Heart of the World



A Problem in Real Estate

In a small area of downtown New York is centering the financial and commercial power of the world. Shifting of values, creation of new opportunities of trade development, occasioned by the world war, are throwing upon New York City a new task of leadership and new demands. A space holding a few blocks of buildings is the heart through which pulse currents of world-wide



Shaded areas indicate properties fully improved or otherwise unavailable.

Of Interest to Business Leaders

international business. It represents a massing of the strongest influences in the financial and commercial life of the country that is now the creditor nation of the world, the greatest manufacturing nation in the world, the largest producer of world necessities. A grave problem has sprung from this fact. It confronts all business men called upon to serve the needs of the new situation.

Growing Business Demands Space

Leadership entails growth; it attracts new enterprise. It is bringing with it, as never before, a concentration in this limited district of Manhattan Island of the machinery of banking, shipping, insurance and world commerce.

Expansion of established concerns, creation of new ones, involves enlargement of personnel, greater needs for office facilities and physical equipment of all sorts.

This means a tremendous and growing demand for space.

Enormous Pressure on a Small Area

To this demand the conditions in Lower Manhattan erect a natural barrier. Big business is virtually restricted to the small triangle below Fulton Street and between the elevated railroads on Pearl and Church Streets.

Corporations with a realization of the increasing

difficulties of the situation have seen the necessity for prompt action. They have learned that the only assurance of adequately providing for their requirements was to become owners of their own homes.

The process of buying for this purpose has now gone on until there is little left to buy. The pressure has become enormous and increases daily. Rents have begun to feel the effect of the demand and promise a continuing rise. What is to be done?

Buy or Vacate

In many instances the choice presents itself: Buy your own building or building site promptly, or face the possibility of being crowded out of your present quarters or allowed to remain in cramped space on sufferance and at the cost of a special premium on your rental.

A Narrowing Choice of Location

What is the outlook for buying, either:

1. A building already erected

2. A suitable site for the purpose of erecting a building?

Some available properties of either kind remain. Few large sites, however, are to be had—sites of sufficient area to accommodate buildings of the size demanded by downtown requirements. The few sites that remain are adaptable to individual concerns, which could rent space not required by themselves at present, but which they could hold for their further growth.

An Investment Opportunity at Present Prices

To the investor also this situation presents remarkable opportunities. The prices at which buildings or building sites can now be had are still reasonable. They have not reached the high-water mark of values. As the pressure for space increases rental rates will increase, making appreciation in value and increased returns to the investor certain.

HOW CORPORATIONS ARE ASSURING THEMSELVES OF PERMANENT HOMES

The following purchases are among recent transactions which indicate the trend toward the securing of permanent footing in the rapidly narrowing available business area:

UNITED STATES STEEL CORP.
SINCLAIR OIL COMPANY
FEDERAL RESERVE BANK
NATIONAL CITY COMPANY
ROYAL BANK OF CANADA
CANADIAN BANK OF COMMERCE
SEABOARD NATIONAL BANK
GASTON, WILLIAMS & WIGMORE
CUNARD STEAMSHIP CO.

Steel—71 Broadway
Oil—55 Liberty Street
National Finance—Block on Nassau St.
Bonds—52 Wall Street
Banking—68 William Street
Banking—16 Exchange Place
Banking—Broad and Beaver Streets
Foreign Trade—39 Broadway
Shipping—Plot on lower Broadway

ATLANTIC & PACIFIC STEAMSHIP CO.
NORTON, LILLY & COMPANY
BLANDY, MOONEY & SHIPMAN
LAGROSIP INTERESTS INC.
MEXICAN TELEGRAPH CO.
WESTERN UNION TELEGRAPH CO.
CUBAN SUGAR COMPANY
AMERICAN MOLASSES CO.
NEW JERSEY ZINC COMPANY

Shipping—Water St. and Hanover Sq.
Steamship Agents—26 and 28 Beaver St.
Lawyers—38 Pine Street
Exports—Water and Front Streets
Telegraph—Broad Street
Cables—Broad Street
Sugar—Wall Street
Molasses—Wall Street
Metals and Paints—Burling Slip

MARDEN, ORTH & HASTINGS CO. Oils—Liberty Street
ELIAS BACH & SON Leaf Tobacco—130-132 Water Street

Increased Holdings:

BANK OF AMERICA
GUARANTY TRUST CO.
NATIONAL BANK OF COMMERCE
NEW YORK STOCK EXCHANGE
BAKER, CARVER & MORRELL

Banking—William and Pine Streets
Banking—Liberty Street
Banking—Nassau and Liberty Street
New and Wall Streets
Merchants—Water Street

Expert Advice Needed

Expert advice is manifestly essential. It can best be supplied by the real estate firm which has an intimate knowledge of conditions and is equipped to obtain financial backing for purchase or building operations. Consultation with Wm. A. White & Sons will serve to put the inquirer in contact with the dominant factors.

Buy for Insurance or Investment

The urgency of buying to insure space for occupancy is evident. It will make itself felt in individual instances more acutely during the next two years than it is to-day.

The logic of buying for investment at this time is equally plain. Buildings in this area are good investments to-day and will remain good investments.

Wm. A. White & Sons

46 Cedar Street, New York

Established 1868

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