

What the Board of Trade Will Do

The Chester Board of Trade proposes to increase its activities and broaden its community usefulness.

It asks for and expects the interest and co-operation of every individual and firm in this town who will benefit by the growth and development of the community.

It proposes above all things else to put its community relations on a business basis. It will attempt to do things for the community which will be a benefit to all who reside or do business in Chester.

The Board of Trade is not a charitable institution.

It is a Business Institution.

It will be run on strictly business basis.

It asks for the co-operation of those who believe in Chester. It merits the confidence of those who realize that 400 or 500 men organized under the title of the Board of Trade can do anything for this community they undertake.

Industrial Department

For the purpose of increasing Chester's importance as a manufacturing centre and thereby increasing the population and trade of Chester the Board of Trade is establishing an Industrial Department. This department will give special time and attention to the fostering and encouraging of industries already established here, and to make a systematic continuous effort for the bringing to this city of worthy enterprises seeking new and better locations.

Chester has already proved by the success of manufacturing establishments in operation here that this is an excellent location. The advantages it has to offer in the way of facilities for securing raw material, transportation facilities by water and rail that tap the important points of the world, are superior to those enjoyed by many rival communities whose industrial growth has been more notable.

There are several large buildings vacant which should be occupied by some industry, and it is the aim of the Board of Trade to secure industries to locate in this city to occupy these vacant buildings. There is plenty of land on the rail and water front which can be had at a moderate price for manufacturing purposes. This all should be occupied by industries employing thousands of skilled mechanics. It can only be done by the co-operation of the citizens of this town in one central civic organization such as the Board of Trade.

One of the first steps to be taken in this direction is the inauguration of a systematic plan of advertising. The attractions and advantages of Chester over any other city in which to live and as a manufacturing centre to the outside world.

The Board of Trade will employ an expert, experienced secretary who will become the sales manager of these attractions and advantages of Chester.

The right man can get industries to locate here at a very little cost, depending on the number and character of employees representing valuation to everyone in this city, the number and character of employees and the probable amount of wages to be earned, should be an influencing factor in selecting factories or industries which may be induced to come here. We want the right ones—we propose to get them.

Loft buildings should be erected for the purpose of housing a number of comparatively small industries, employing from 25 to 100 persons each, which do not desire to own their own building, but would be willing to pay rent for such suitable quarters.

We will promote an industrial exhibition. Our home products should be better known to our people and to outsiders. We appreciate the factories that are now here, and the evidence that we do appreciate them will be an influence in getting others to locate here.

We will co-operate with the Board of Education and work for a Free Public Night School where those who work in our industries will have a better opportunity to secure an education, and Learn while they Earn.

Civic Department

To insure healthy growth and to attract new business and new people, the affairs of a community must be properly directed, and all phases of civic activity must receive the attention of the Board of Trade—the Community Organization. Chester is no exception to this rule. We have a splendid community, but its future depends upon the extent to which its citizens give their united attention to and co-operation in working for the community's well-fare.

There are plenty of civic activities to engage the attention of the Board of Trade. The Board of Trade proposes to use every endeavor to secure a practical city market place or house.

The Board of Trade will co-operate with the city and county officials and work for the interests of the citizens of Chester and this vicinity.

We propose to co-operate at once to secure the establishment of waiting rooms at transfer points, and suitable, comfort stations.

To co-operate with the City Officials and work for a new Municipal Building which is greatly needed and should be secured soon.

The Board of Trade stands for a greater Chester, and in its furtherance proposes the extension of the city limits so as to take in territory which properly belongs within the city.

In order that all city improvements may have uniform attention and that there may be the most harmonious arrangement of them all, there should be created a town re-planning commission to have general supervision of the city's growth and extension.

To endeavor to interest men with capital to build more modern office buildings, retail stores and homes for the men employed in our industries in this vicinity to live in. The population of Chester could be increased 10,000 in a very short time if the homes were here for the men to occupy.

A large central park, more small parks, playgrounds and recreation piers for the health and pleasure of the people are needed. Better driveways and to widen Front street are among the requirements of Chester, and they can be secured by proper co-operation on the part of all the men in the community who will benefit thereby.

We will endeavor to conserve the river front property for the city, and secure the opening of the needed streets and closing of those not needed to the river.

We will co-operate with the city and county officials and work for better roads leading into this city.

The great water-way of Chester is not fully appreciated by her citizens. The Board of Trade pledges to give this their special attention, and secure such improvements in the shape of better docking facilities and more docks as will enable Chester to grow and develop because of her great water channel which the largest boats can enter and bring raw material to this city.

Chester needs a larger Free Public Library. We should have one soon to bring our educational and home life up to the high standard set in other activities. The Board of Trade will undertake to secure for Chester a large Free Public Library.

Trade and Commerce

The trade of the merchants in this city may be greatly increased and improved through co-operative effort. The Board of Trade proposes to foster and encourage all legitimate efforts to extend and enlarge the business of the retail merchants of Chester.

Too little effort is being made to have our people trade at home, and bring the retail trade of the surrounding territory to Chester stores and keep the majority of the retail trade of Chester in Chester. We believe that if a systematic effort is made to win and hold this trade it can be accomplished.

Also the protection of merchants against fake advertising schemes and promiscuous solicitors by creating a special bureau where all solicitors will come to the Board of Trade and make out a proper application blank, which will be endorsed or rejected. This will save hundreds of dollars each year to the local merchants. Every member of the Board of Trade will be supplied with a card to hang in his office or store, which shall read as follows, "All solicitors are required to present an endorsement card from the Board of Trade."

A careful investigation as to the rates charged for fire insurance. We believe this can be greatly reduced.

TRAFFIC

The Board of Trade proposes to endeavor to secure a more frequent street car service in the early morning and evening to better accommodate the employes of the different industries in this city, and an interchangeable track service and transfer system.

The Board of Trade believes that a freight traffic survey of the Chester district should be made by a competent freight traffic commission with a view to determine whether or not our shipments are properly and economically routed and fairly classified-conditions that enter so largely into the cost of transportation, receiver and shipper are alike concerned in fair and reasonable freight and express rates.

For lack of such a survey, Chester receivers and shippers do not know what they are entitled to and therefore do not know if they are getting what they are entitled to. Other towns and cities are saving money by maintaining such traffic commissions and bureaus in their Board of Trade.

We propose to employ an expert to have charge of this Bureau, if the necessary co-operation is given by those interested.

NOW IS THE TIME

There is nothing which affects the citizens or industries of Chester too large or too small for the Board of Trade to undertake. Men who do not believe that the Board of Trade have done what it should, owe it to themselves and the community to come in while it is now being re-created, and tell how it should be run.

You are needed now when it is being re-created.

We may differ in our political faith and our religious creed, but we must all agree there is one platform on which we all can unite—the platform of the Board of Trade, for a bigger, busier and better Chester.