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Industrial Opportunities in New Jersey

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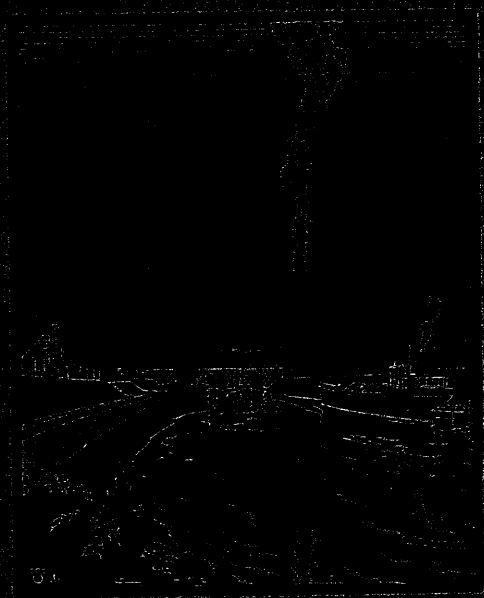
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Industrial Opportunities in
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Industrial Land in New Jersey



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Industrial Opportunities in New Jersey

THE purpose of this booklet is to exhibit the advantages of New Jersey, outside the recognized industrial and suburban centers, to those who are interested in locations that combine factory and home-making opportunities. The district tributary to New York, centering in Jersey City and Newark; the smaller district opposite Philadelphia, centering in Camden; and the still smaller district centering in Trenton, are too well known and their advantages too evident to need advertisement. Other parts of the State, however, present advantages that in most essentials are no less than those of the recognized sections. Distances are always short, and the railroad and highway facilities for which New Jersey is famous extend everywhere. Unexcelled school, social and labor advantages are likewise universal. Here is found in fuller development than in any other part of the United States the ideal association of city and country.

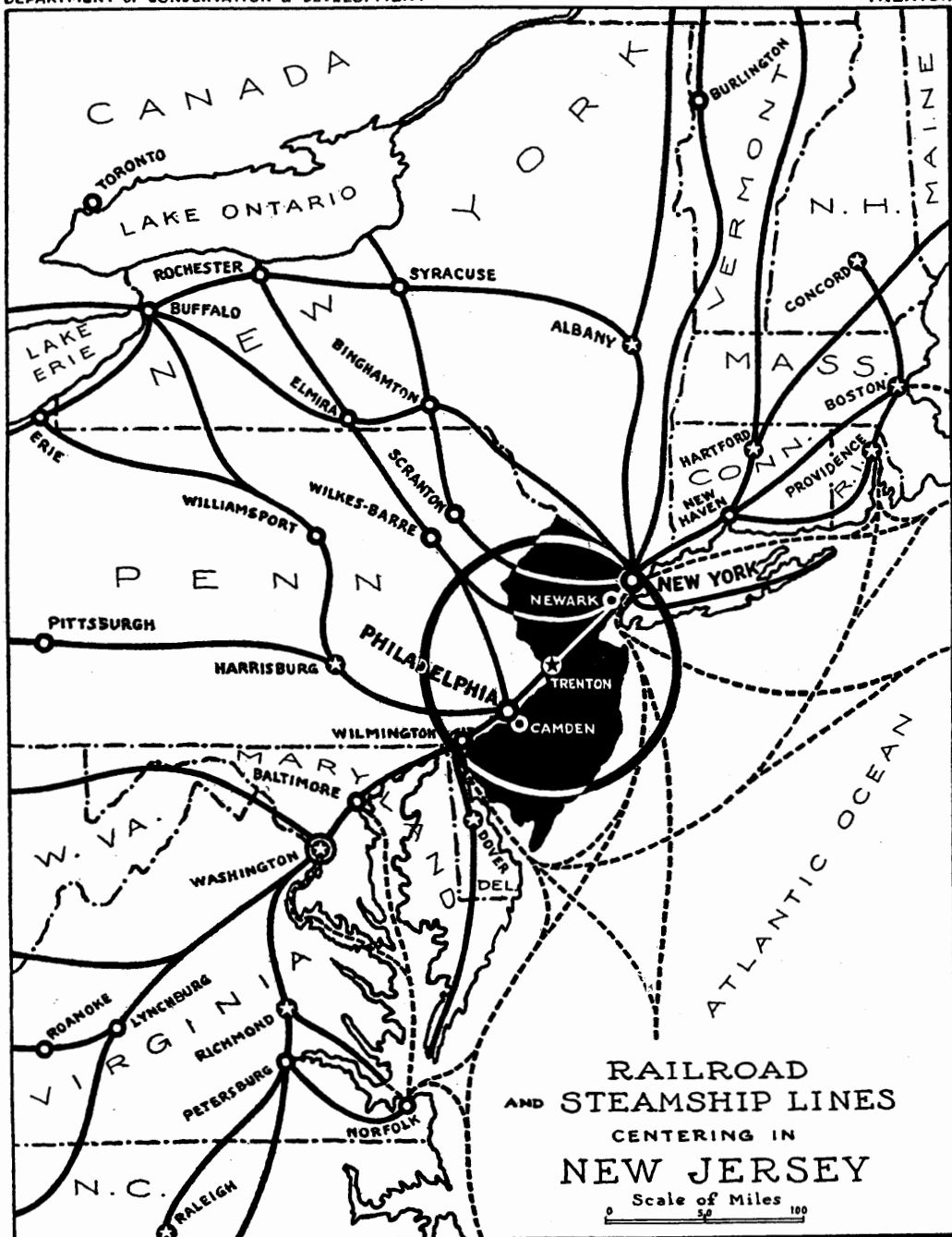
Two-thirds of New Jersey's population are concentrated upon less than ten per cent. of its area. The State, therefore, has ample room for expansion. In the many smaller towns, and in some locations as yet entirely undeveloped, are offered inducements to new enterprises, which may be based upon the State's own metals, earths, woods and waters, or upon the facilities for fabrication and distribution. In these situations land is cheap, taxes are low, labor as a rule is available, schools are established, and all social conditions more forward than in most other parts of the country, thereby coupling a favorable economic situation for the employer with attractive home life for the worker, and satisfying the requirements of modern industry.

In the pages that follow, facts, supported by the authority of the State, are presented. Every effort has been made to avoid overstatement and to exclude everything that might be misleading under any construction.

The Department is prepared to furnish definite and trustworthy information about the State's resources—its mines, soils, waters, forests, land tenure, etc., and invites correspondence.

ALFRED GASKILL,

Director.



One-third of the people in the United States live within the lines of this map and ten million within the circle representing a sixty mile radius from Trenton.

ADVANTAGES AND CONDITIONS

Accessibility—New Jersey is recognized as ideally located and equipped to meet every requirement of modern industry. Lying between the great financial and commercial centers of New York and Philadelphia, and with important cities of its own, the State is a natural hub of industrial activity. With deep-water frontage on either side, with several railroad trunk lines crossing it, and with others terminating at its borders, New Jersey is in the most favorable position with respect to the shipment of merchandise to and from any part of the continent, and to and from any port in the world. The interior of the State is traversed by thousands of miles of steam and electric railroads and by numerous navigable waterways, while a network of improved highways invites the use of the motor truck for low-cost short hauls.

Through a highly intensified agriculture the people are supplied with fresh produce, and our fisheries yield an abundance of sea food. To our seacoast millions of people resort yearly, while the hill and lake section offers attractions that are too little known. All these advantages concentrated upon a small area warrant the assertion that nowhere else can be found such exceptional opportunities for manufacturing and for merchandising in close association with organized farms, home towns and play grounds.

Proximity to Sources of Raw Materials, Fuel and Markets—New Jersey's central position, the great populations within and near her borders, the attendant high industrial development and exceptional transport facilities, all contribute to a situation of the highest advantage for obtaining raw materials, and marketing manufactured products. As a further convenience and economy in obtaining raw materials and supplies the territory is unusually well covered by sales representatives of producers of every class.

The nearby coal fields of Pennsylvania, and the oil which is brought to New Jersey as the principal eastern distributing center, assure ample fuel. Wood is abundant within the State, and although the unused water powers are not important there is liberal provision of electric power. Lumber needs are readily satisfied by water transport from southern and Pacific-coast sources as well as by rail.



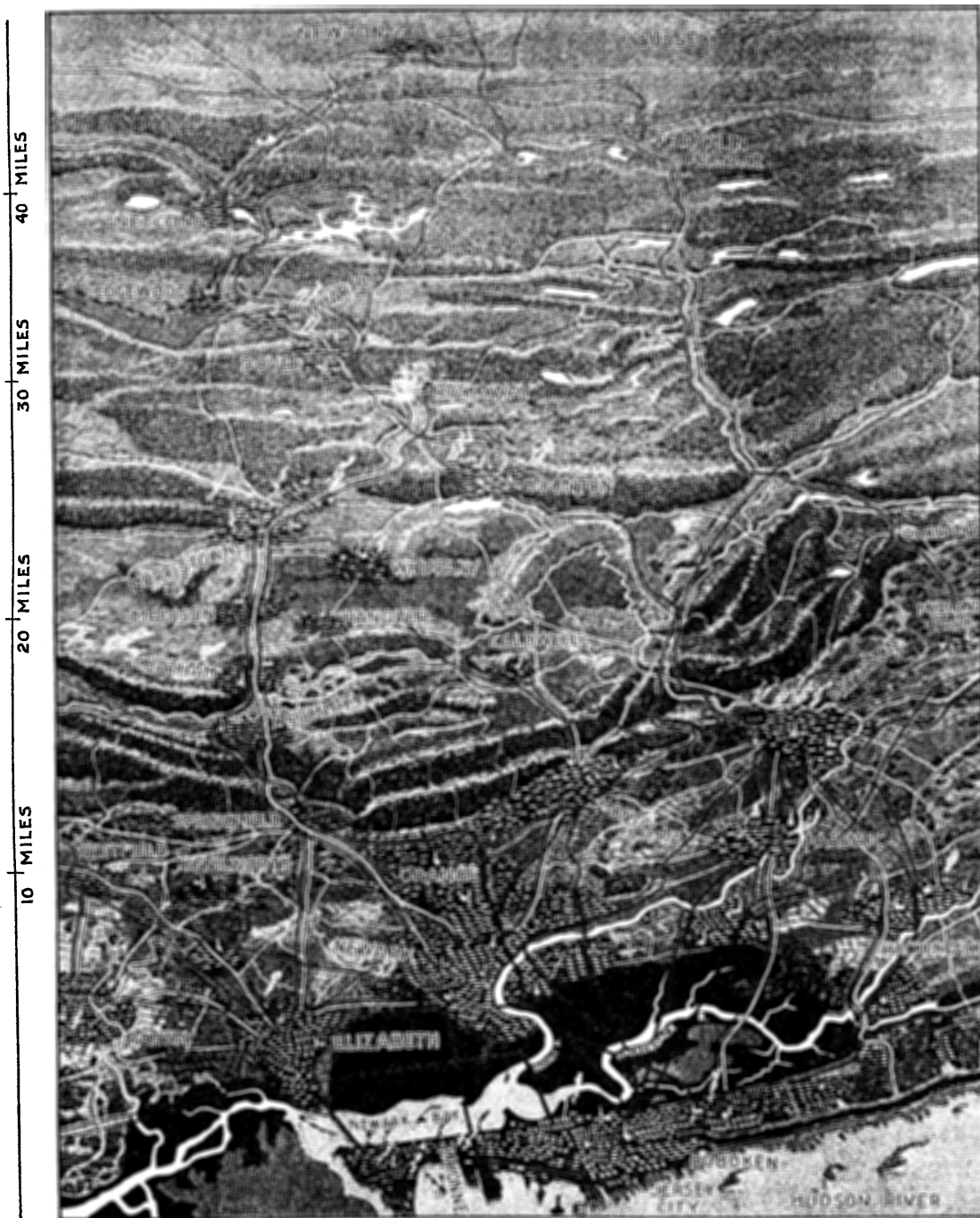
An industrial center in the metropolitan section.



Any worker in a small New Jersey town can have a home garden.

Labor Supply—Under normal conditions there is an ample supply of labor of every kind. The many industries within, and adjacent to, the State have attracted and trained a multitude of skilled hands, while the native, and inflowing foreign, populations assure a steady supply of unskilled help. When industrial prosperity creates a demand for more workers New Jersey is one of the first states to derive the benefit of the increased immigration thereby induced, and during slack times its foreign born can most readily return to their native lands. Established industries find our home towns and commuting facilities helpful in maintaining cheerfulness and content amongst their workers. New ones can locate where living conditions are the best, and where there is room for gardens and out-door recreation. It is well recognized that these things tend to lessen labor difficulties, and to stabilize industry in a way that benefits both employer and employee. In the seashore and other resort towns and in some towns within the farming sections, labor is available during the winter months which can be made to fit the seasonal needs of certain employments.

Rents and Taxes—New Jersey enjoys the distinction of having an exceptionally small state debt. On January 1, 1919, the gross debt was only \$133,758 or \$.04 per capita, which was the smallest of any state in the Union, regardless of population or territory, the average for the country being \$6.77 per capita. A bond issue lately authorized for tunnel and bridge connections with New York and Philadelphia is expected to be redeemed from income, and another for soldiers' bonus creates no heavy burden. The State government is supported mainly from corporation and inheritance taxes; the general State levy for 1921 is only \$.00142. Taxes in New Jersey therefore are ordinarily only those levied locally, and are derived chiefly from assessments upon real property.



Bird's-eye view of the section of New Jersey from New York harbor northwestward forty-five miles. The picture is accurately drawn from State maps and shows the principal topographic features, with the relation of towns, forests, lakes and open land to the metropolitan section. (See map opposite page 50.)



*Parts of three
South Jersey
towns created
in war time.*

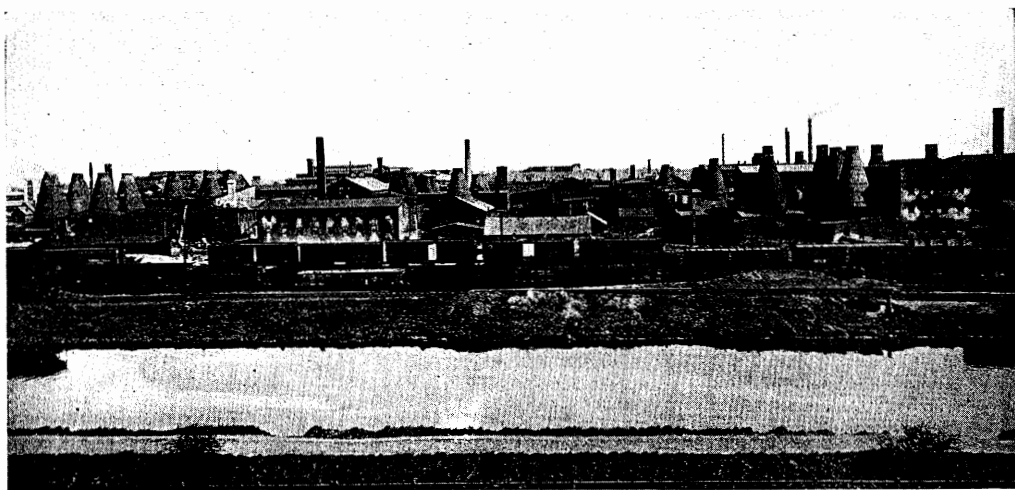


The bases of assessment and the levies made by the municipalities exhibit the usual diversity, with numerous instances of government conducted at a cost below the average. As New Jersey presents every stage of development from the most highly organized communities down, locations can be found that offer almost any desired combination of rents and taxes with the accompanying benefits. Many of the smaller communities offer material advantages in these respects, quite apart from the special inducements that often are made to attract new industries.

WHERE NEW JERSEY STANDS

Population—The 1920 census shows New Jersey's population to be 3,155,900, equal to 420 persons per square mile. This is an increase of 618,773, or of 24.4 per cent. in ten years, during which period the United States gained only 14.9 per cent. in population. This and the further fact that New Jersey has increased at a greater rate than any other eastern state, while only eight other states in the union have increased so fast, can mean only that our attractions and resources are substantial. Though New Jersey is the forty-fifth state in area it ranks tenth in population. By including its nearest neighbors there are found *within sixty miles of the Capitol* at Trenton more than a tenth of the whole population of the United States. And of our present citizens no less than 20.7 per cent. migrated here from other states, a higher percentage than is found for any other state except Delaware.

Satisfaction with this record, however, is tempered by the knowledge that progress has not been uniform, but has been confined largely to restricted areas. Over two-thirds of the whole population is found in six of the twenty-one counties, and over 72 per cent. is in cities and towns of more than 2,500 inhabitants. This makes it clear that there is plenty of room for growth, with opportunity to enjoy all the advantages that have contributed to the State's development.



A group of Trenton potteries.

Industrial Growth—No demonstration is needed that New Jersey's industrial growth is the consequence of exceptionally favorable conditions. The most important facts are offered for convenient reference in the following paragraphs and accompanying diagrams. The special industrial census of 1914 furnishes the latest figures available.

Present Development—The capital invested in manufacture in New Jersey in 1914 was \$1,352,381,872; the value of all products for the same year was \$1,406,633,414; and the value added by manufacture, which is the value of products less the cost of materials, was \$523,168,820. There were 9,742 establishments, and 431,003 persons engaged in all industries, of which 19,257 were proprietors, 38,141 clerks and 373,605 wage earners.

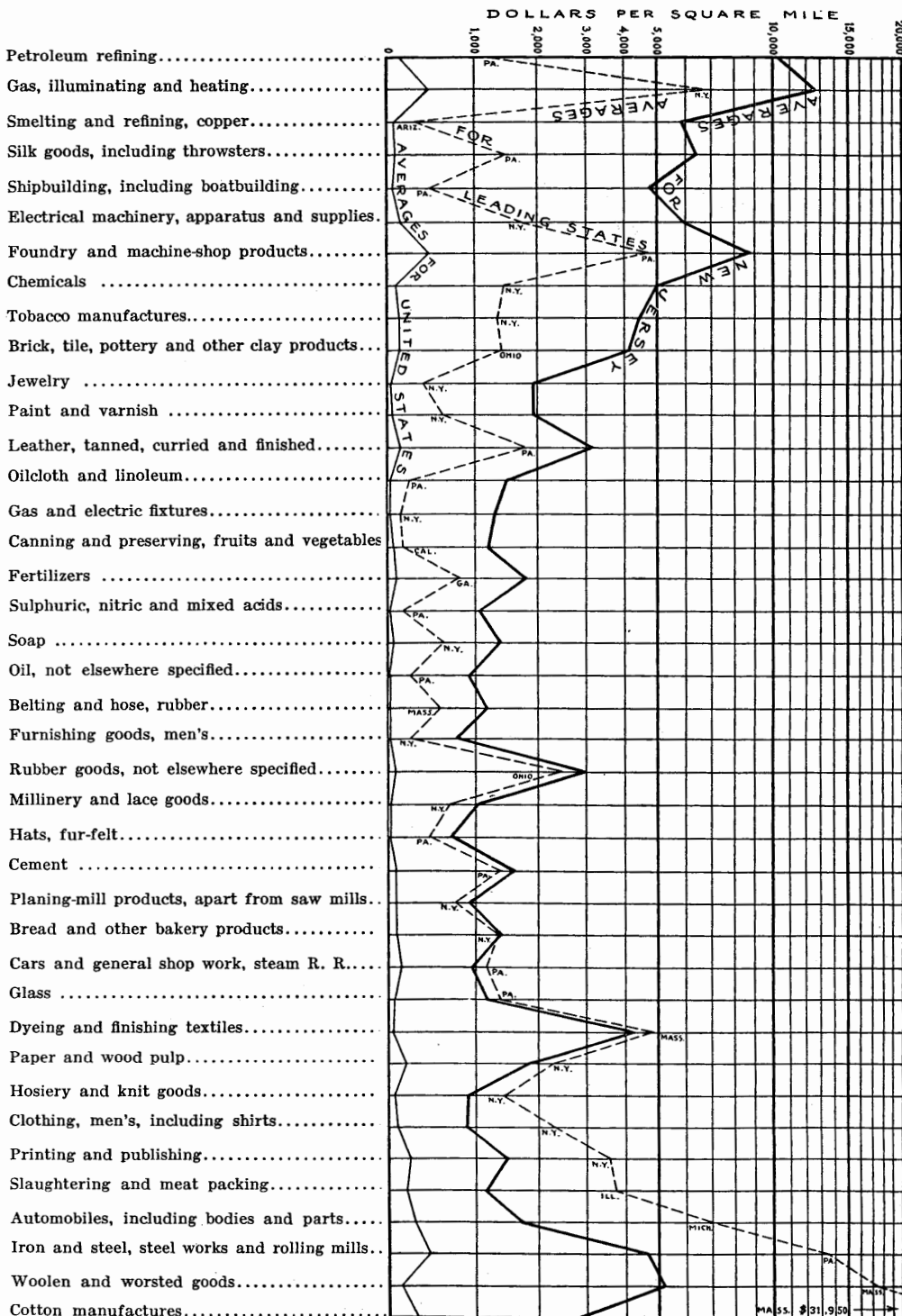
Capital Invested per Square Mile—Although New Jersey contains only one-quarter of one per cent. of the total land in the country, nearly six per cent. of the capital invested in industries in the whole United States is in this state. On a square mile basis the invested capital in New Jersey is \$179,982, in New York, the leading industrial state in total value, it is but \$69,968, and for the United States, only \$7,664. New Jersey therefore carries two and one-half times as much per unit as the leading state, and twenty-three and one-half times as much per unit as the entire country. The only states which compare favorably are Massachusetts and Connecticut. A comparison of capital invested per square mile for separate industries in New Jersey, in the United States, and in the leading state in each respective industry is shown graphically on page 8.

Increase in Manufactures—Evidences of the stability of New Jersey as an industrial center, and the growing recognition of its advantages as such, are found in the continued and exceptional increase in manufactures during many decades. Within the latest officially recorded ten year period, from 1904 to 1914, the increase in value of products was greater for New Jersey than for any other eastern state except West Virginia, the increase being 81.6 per cent. for New Jersey, while the average increase for the United States during the same period was 63.9 per cent. The number of establishments in New Jersey increased 39 per cent., in the United States generally only 27.6 per cent.

CAPITAL INVESTED PER SQUARE MILE IN PRINCIPAL INDUSTRIES

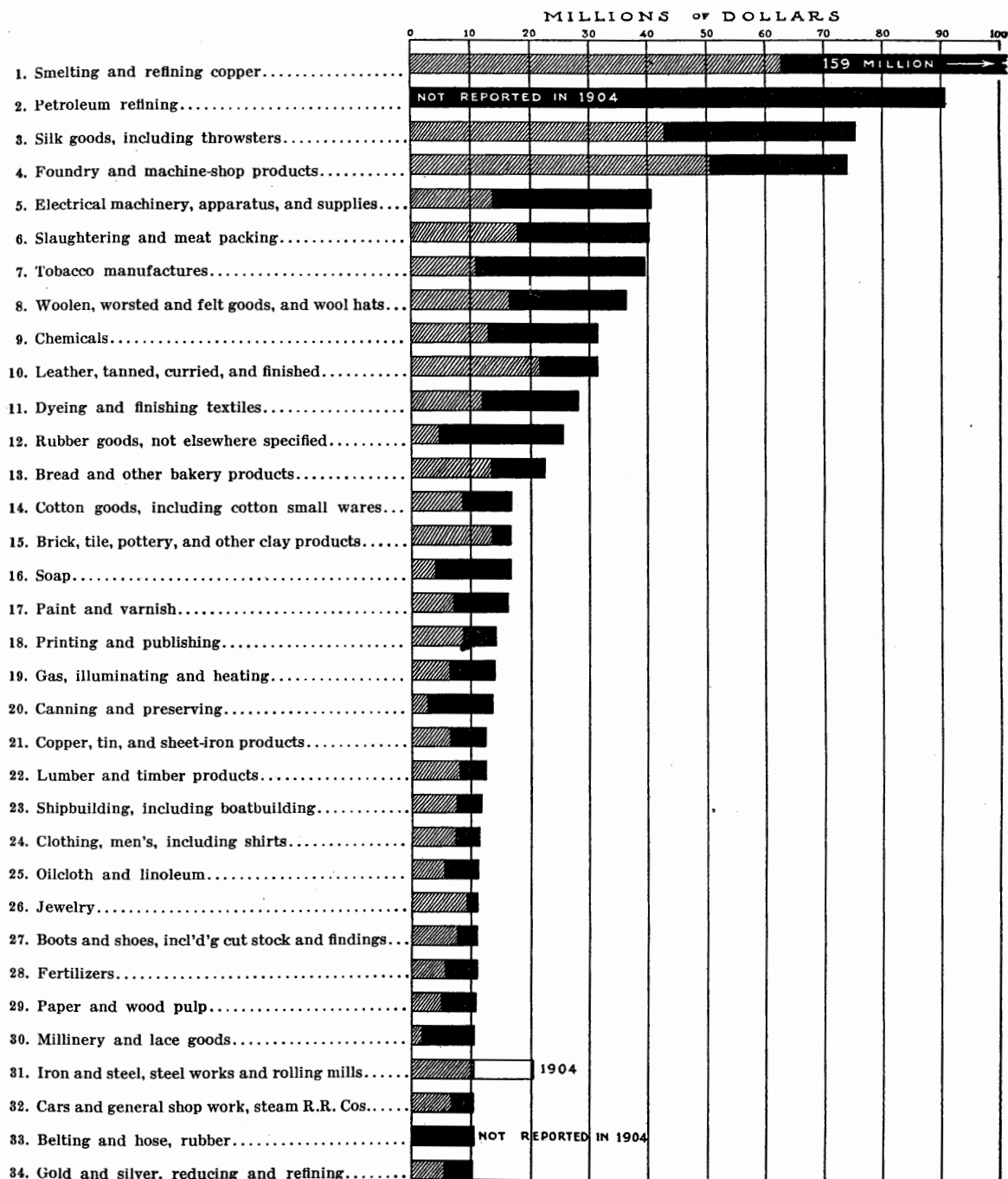
Based upon latest comparative figures, from U. S. Census of Manufactures, 1914.

This graph compares the capital invested per square mile in New Jersey in all industries in which the figures for New Jersey exceed five million dollars, and also in the United States. Observe that on this basis New Jersey's averages exceed those for these other states in all but twelve instances and that all of them are many times those for the United States.










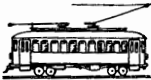


VALUE OF PRODUCTS OF NEW JERSEY'S PRINCIPAL INDUSTRIES

Based upon latest comparative figures, from U. S. Census of Manufactures, 1914.



This graph shows the value of products and the increase of New Jersey's principal industries. The shaded portion of each column gives the value in 1904, the black portion the increase between 1904 and 1914. The whole column represents the total value in 1914, the latest year of record.

NEW JERSEY'S RANK ON A BASIS OF LAND AREA

	Area	7,514 sq. mi. (State Records)	45th ¹
	Population	3,155,900 persons (U. S. Census, 1920)	3rd. ²
	Wealth	\$5,743,032,278 (1912, Statistical Abstract, 1919)	3rd. ¹
	Manufactured Products.....	\$1,406,633,414 (Census of Mfrs., 1914)	3rd. ³
	Mineral Products	\$48,519,476 (1918, State Records)	3rd. ⁴
	Agricultural Products	\$150,000,000 (1920, State Records)	1st. ⁵
	Railroad Mileage	6,186 track miles (1921, State Records)	1st. ¹
	Electric Road Mileage.....	1,291 track miles (1920, State Records)	4th. ¹
	Improved Highway Mileage....	6,050 miles (1919, Statistical Abstract, 1919)	3rd. ¹
	Public Schools	623,284 pupils (1920, State Records)	4th. ⁶

¹. Computed from U. S. Statistical Abstract, 1919. ². U. S. Census, 1920. ³. Computed from U. S. Census of Manufactures, 1914. ⁴. Computed from U. S. Geol. Survey figures for 1918. ⁵. Based upon the hypothetical value of all crops, 1920; Monthly Crop Reporter, Vol. 6, No. 12, 1920, Bureau of Crop Estimate, U. S. Dept. of Agriculture. ⁶. An educational efficiency rating for 1918, by the Russell Sage Foundation, based upon 10 principal items, and not computed on the basis of Area.

NEW JERSEY'S RANK IN VALUE OF PRODUCTS

Based upon latest comparative figures, from U. S. Census of Manufactures, 1914.

RANK AMONG THE STATES

1st 2nd 3rd 4th 5th 6th 7th 8th 9th 10th

Smelting and refining, copper.....										
Petroleum refining										
Dyeing and finishing textiles.....										
Oilcloth and linoleum.....										
Belting and hose, rubber.....										
Gold and silver, reducing and refining, not from ore.....										
Sulphuric, nitric and mixed acids.....										
Artists' materials										
Silk goods, including throwsters.....										
Chemicals										
Rubber goods, not elsewhere specified.....										
Shipbuilding, including boatbuilding.....										
Millinery and lace goods.....										
Oil, not elsewhere specified.....										
Furnishing goods, men's.....										
Gas and electric fixtures.....										
Dyestuffs and extracts.....										
Paving materials										
Upholstering materials, not elsewhere specified.....										
Hat and cap materials.....										
Electrical machinery, apparatus and supplies.....										
Brick, tile, pottery and other clay products.....										
Soap										
Hats, fur-felt										
Cordage and twine and jute and linen goods.....										
Wall paper, not made in paper mills.....										
Silversmithing and silverware.....										
Buttons										
Ink, printing										
Cork, cutting										
Fancy articles, not elsewhere specified.....										
Typewriters and supplies.....										
Minerals and earths, ground.....										
Tobacco manufactures										
Woolen and worsted goods.....										
Paint and varnish.....										
Canning and preserving, fruits and vegetables.....										
Jewelry										
Corsets										
Paper goods, not elsewhere specified.....										
Cooperage										
Carpets and rugs, other than rag.....										
Chocolate and cocoa products.....										
Signs and advertising novelties.....										
Brushes										
Glass, cutting, staining and ornamenting.....										
Iron and steel, wrought pipe.....										
Window shades and fixtures.....										
Leather, tanned, curried and finished.....										
Gas, illuminating and heating.....										
Fertilizers										
Roofing materials										
Foundry and machine-shop products.....										
Bread and other bakery products.....										
Glass										
Clothing, women's										
Cutlery and tools, not elsewhere specified.....										
Copper, tin and sheet-iron work.....										
Ice cream										
Grease and tallow.....										
Hosiery and knit goods.....										
Patent medicines and compounds.....										
Cement										
Musical instruments, pianos and organs and materials.....										
Mineral and soda waters.....										
Clothing, men's, including shirts.....										
Iron and steel, steel works and rolling mills.....										
Boxes, fancy and paper.....										
Cars and general shop work, electric R. R. Cos.....										
Automobiles, including bodies and parts.....										
Paper and wood pulp.....										
Food preparations, not elsewhere specified.....										
Confectionery										
Brass and bronze products.....										
Wirework, including wire rope and cable.....										
Boots and shoes.....										

This graph exhibits New Jersey's place in all industries in which the State's total production is valued at not less than \$1,000,000 and in which its rank is among the first ten states.



More than half of the visible building material of New York City's sky-line is New Jersey terra cotta.

Growth in Urban and Rural Districts—The increase in manufacturing has been general throughout the State and has included both urban and rural districts. During the fifteen year period between 1899 and 1914 the value of products for thirty-three cities having a population of over 10,000 increased 159.7 per cent., while that reported for rural districts, including all places of less than 10,000, increased 137.3 per cent. The tendency of industry to concentrate in the developed communities, and to overlook the advantages of smaller towns, is well known, yet the best modern thought and practice are distinctly toward locations which afford the workers the closest possible touch with outdoor life.

Diversity and Size of Industries—It is to be noted that New Jersey's industrial growth has not been confined to a few industries, but that its products are extremely diversified. Many of these industries have increased greatly and are much larger than the average for the country as a whole. The average of capital invested per industry in 1914 was \$138,800 for New Jersey, while the average for the United States was \$82,600; the average per industry in value of products \$144,300 against \$88,000 for the United States; and the average in value added by manufacture \$53,700 against \$35,600.

Rank—According to the latest Census of Manufactures, that of 1914, New Jersey ranks *sixth* among the states in total value of manufactures, *second* on a per capita basis, and *third* on a basis of area.

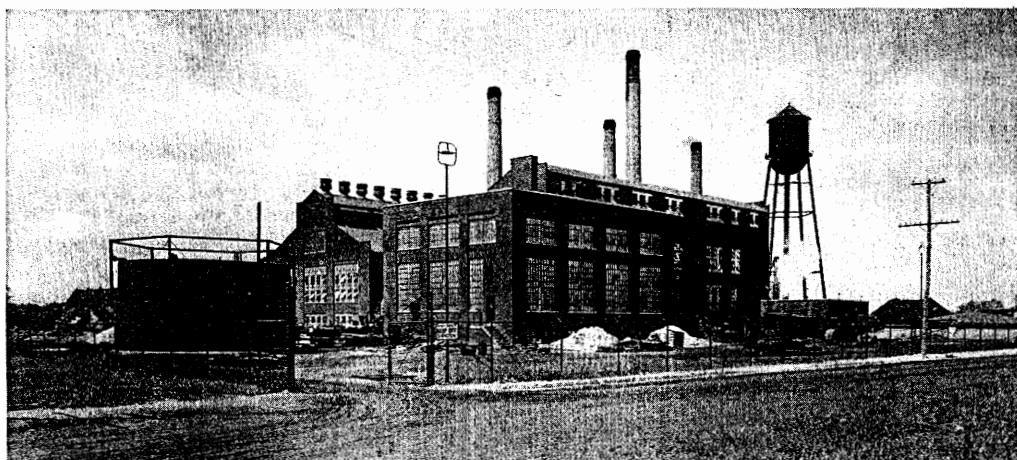
It ranks *first* in smelting and refining copper, in reducing and refining gold and silver, in refining petroleum, in dyeing and finishing textiles, in oilcloth and linoleum, in rubber belting and hose, in sanitary pottery ware, in sulphuric, nitric and mixed acids, in artists' materials, in raw clay, in traprock, and in peat.

It ranks *second* in silk goods, including throwsters, in zinc ore, in chemicals, in rubber goods, in ship and boat building, in millinery and lace goods, in oil not elsewhere specified, in pottery, in men's furnishing goods, in gas and electric fixtures, in dyestuffs and extracts, in paving materials, in upholstering materials, and in hat and cap materials.

It ranks *third* in electrical machinery, in clay and clay products, in soap, in fur-felt hats, in cordage and twine, in jute and linen goods, in wall paper, in silver smelting and silver ware, in typewriters and supplies, in ground minerals and earths, in cork cutting, in printing ink, in buttons, and in fancy articles.

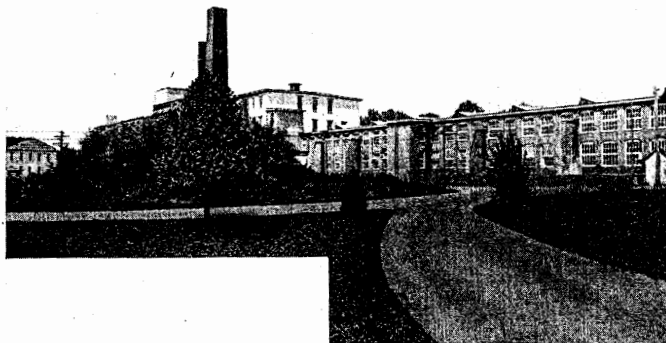
NATURAL RESOURCES

Minerals and Rocks—New Jersey possesses mineral resources of considerable variety and value. Great *zinc* deposits are actively mined near Franklin, Sussex County. High grade magnetic *iron* ore occurs at many points in Warren, Morris and Passaic counties, and is actively mined near Washington, Dover and Ringwood. Very pure *limestone* is obtained in several places in Sussex and Warren counties, while quantities of magnesian limestone also occur in those counties and in the northern part of Hunterdon County. Considerable limestone is quarried and sold for blast-furnace flux, ground for agricultural use and burned into lime for various purposes. *Cement rock*, similiar to that of the famous Lehigh district, is utilized by two great cement plants near Phillipsburg. *Peat* is found at many points in northern New Jersey, and is dug and made into fertilizer materials in Warren County. A *talcosc serpentine* rock occurring near Phillipsburg is ground for uses similiar to talc. Large masses of *traprock* occur at intervals between the northeast corner of the State and the Delaware River which are quarried on a great scale, affording abundant supplies of crushed stone of the best quality for road-metal, concrete, concrete-blocks and other purposes. Rich *clay* deposits, particularly refractory clays, in Middlesex County have been exploited for years by many clay-working establishments. Clays also occur at many other points especially in Mercer, Ocean, Burlington, Camden, Cumberland and Union counties. *Sand and gravel* are abundant and wide-spread, especially in South Jersey. In addition to ordinary building sand, considerable high grade glass sand, molding sand, grinding and polishing sand, and other special sands are found, particularly in Cumberland County. The *greensand marl* beds of South Jersey contain an enormous amount of potash which newly devised chemical treatment may soon render available.



A modern factory using New Jersey sand to make glass.

*Cotton mill
in a small
Jersey town.*



*Another located
under similar
conditions.*

NATURAL CONDITIONS

(See Map Opposite)

Section 1.—Outer portion of Coastal Plain. Surface level to very gently rolling, but more or less swampy along streams. Much of the region undeveloped, and in forest. Unlimited deposits of sand and gravel for glass manufacture, molding, concrete and other uses. Some high grade brick and terra cotta clays. Excellent supplies of underground and surface water.

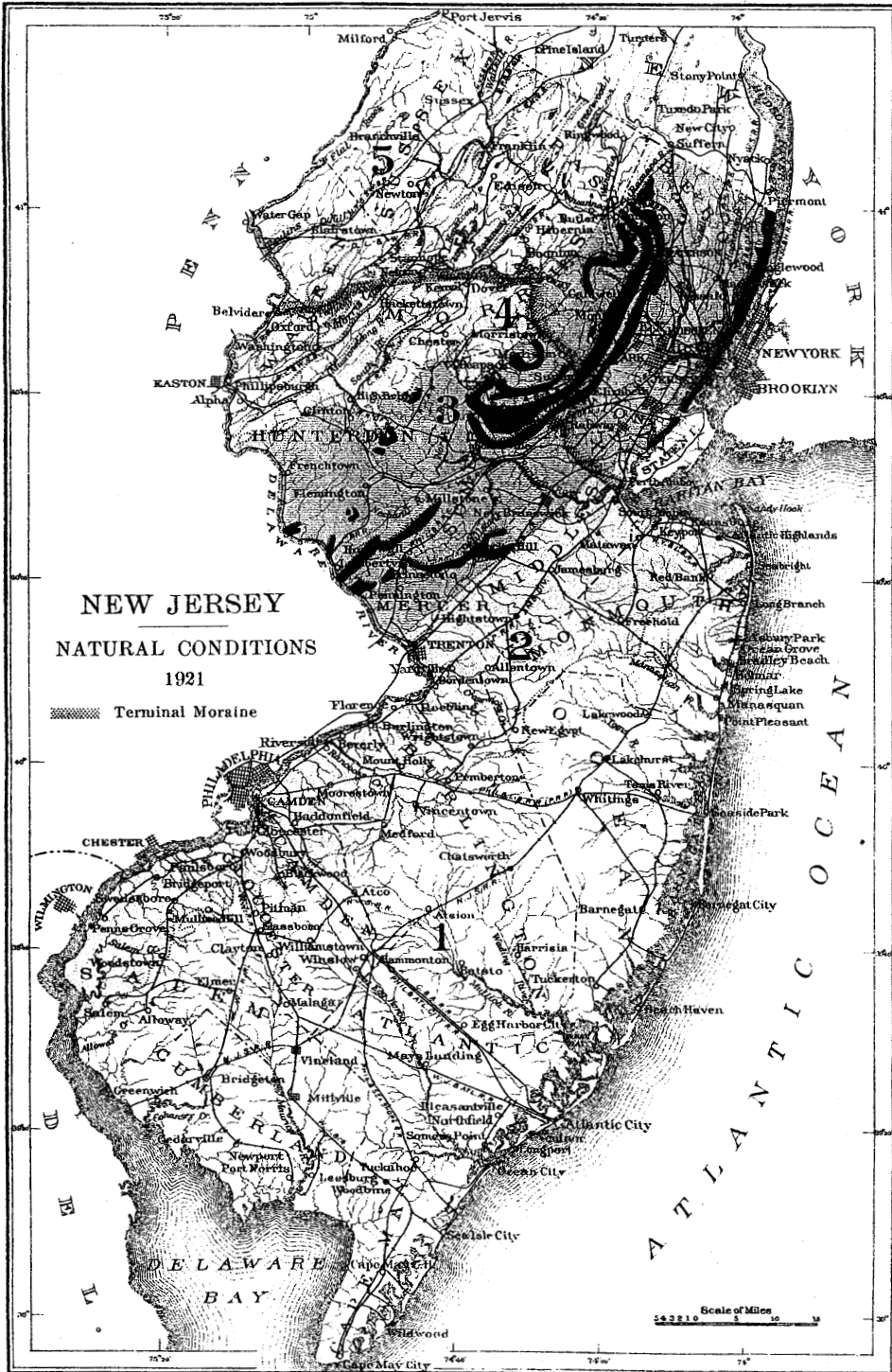
Section 2.—Inner lowland of Coastal Plain. Surface level to very gently rolling. Very largely developed and in cultivation. Valuable deposits of high grade fire, terra cotta, pottery and brick clays near Raritan River and locally along Delaware. Molding, filter, concrete and other sands widely distributed. Gravel for road metal abundant. Beds of greensand and marl containing 6-7 per cent. potash underlie wide areas and are available for easy digging at many points. Several marked horizons of underground water, which is slightly irony in many places.

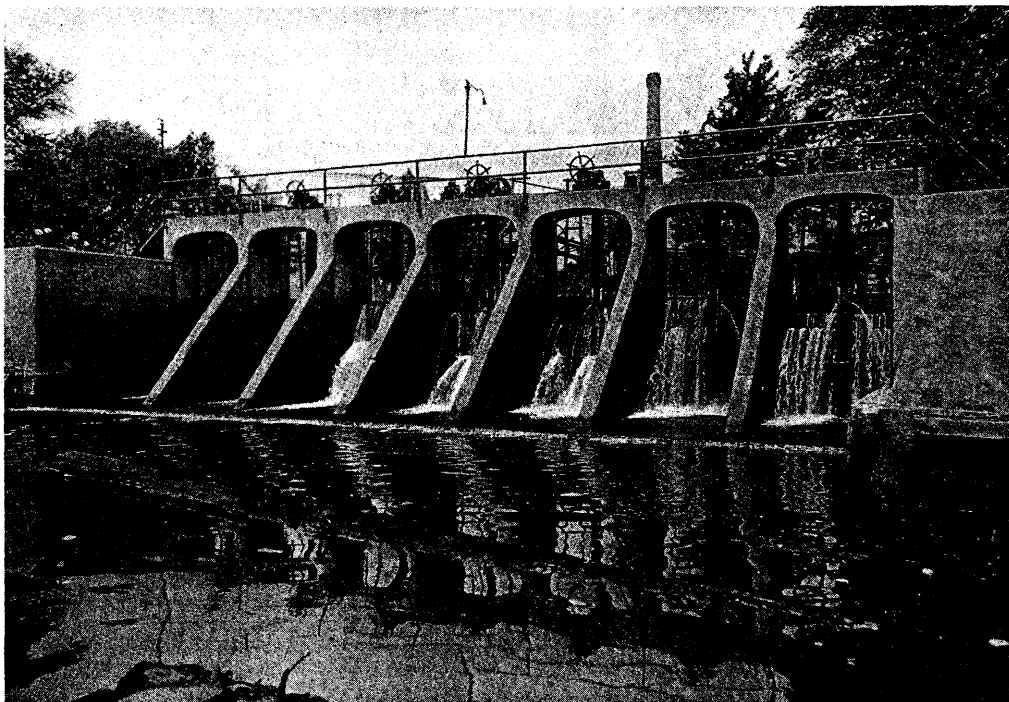
Section 3.—Piedmont Plain. Generally low, level or gently rolling but hilly in Hunterdon and Bergen counties. Extensive agricultural development, but devoted largely to homes and industries in northern portion. Rock chiefly soft red shale, with some beds of light colored or brown sandstone, and some fine grained dark colored clay stones, argillite. Sandstone and argillite have been extensively quarried. Moderate amounts of ground water.

Section 3a.—Narrow, steep-sided, even-crested ridges. Mostly wooded, but developed as home-sites in Bergen, Passaic, Essex and Union counties. Formed by outcropping edges of hard traprock sheets. Extensively quarried for road metal. Some copper occurs in the shale adjoining them, but is no longer worked. Ground water scarce.

Section 4.—Highlands or northern continuation of Appalachian Mountains. Northern half of area mountainous, and generally wooded. Southern half less rugged, with better soil and more largely under cultivation. Rocks chiefly granite and gneiss with large deposits of magnetic iron ore in certain localities. Very little water in the rock, but surface streams pure and valuable as water supply.

Section 5.—Part of great Appalachian Valley, or upland valley region bounded on northwest by narrow steep-sided, even-crested mountain ridge of very hard sandstone. Partly wooded, partly in cultivation. Softer limestone and slate rocks underlie rolling valley floor. Two great and unique bodies of zinc ore occur near Franklin. Limestone and roofing slate are quarried. Valuable beds of cement rock near Phillipsburg. Moderate amounts of ground water; surface water abundant.





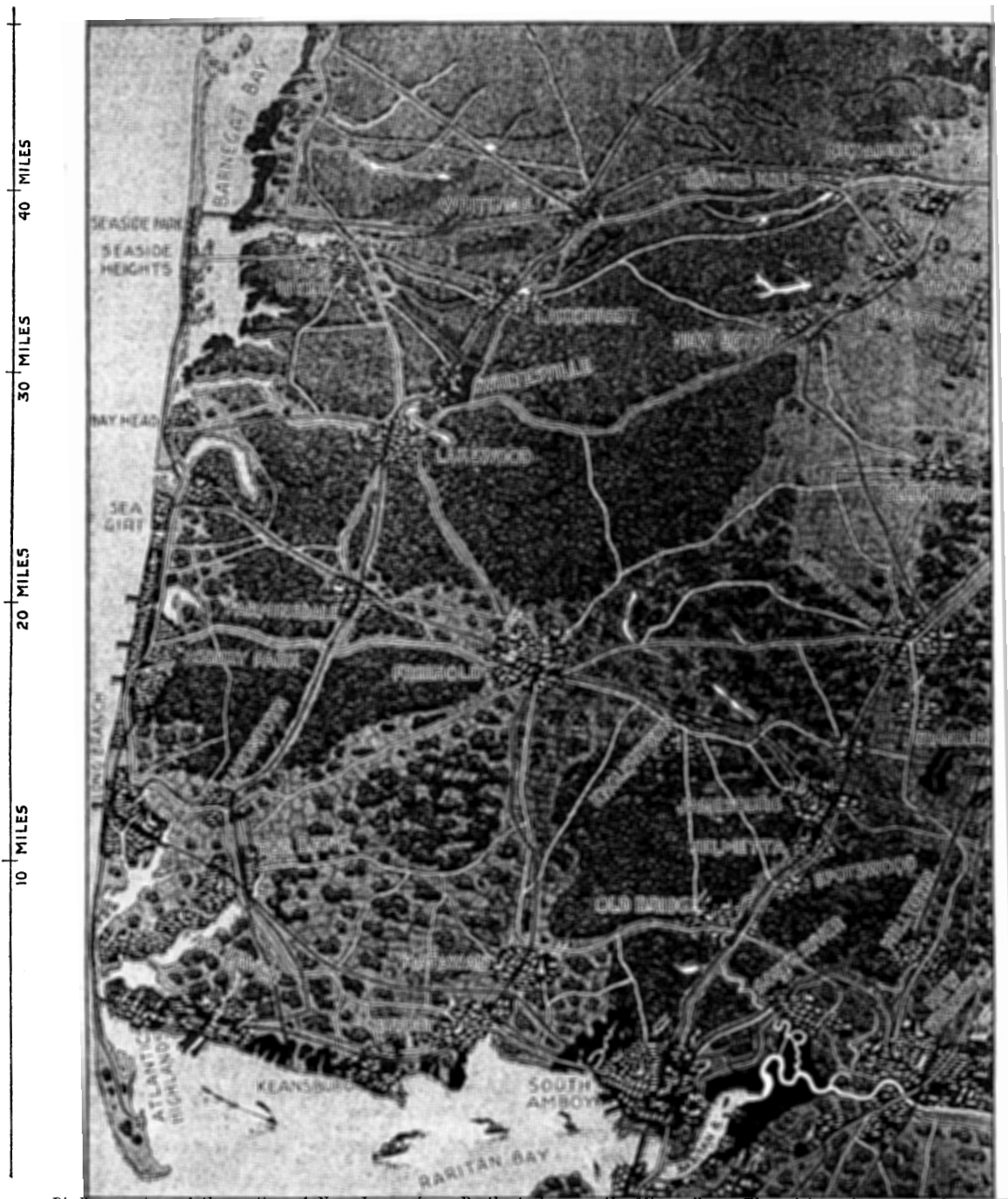
A modern water supply dam on a South Jersey stream.

Water Supply—New Jersey has an ample supply of water for domestic and industrial uses. With abundant rainfall, well distributed throughout the year, both surface and underground sources are generally dependable. Deficiencies suffered are always due to inadequate storage or transmission. With adequate storage 666,000 gallons per day per square mile can be obtained from most large water sheds during the most severe drought which we have any reason to apprehend. During the average dry year and during wet years the yield is of course much greater.

In North Jersey the principal sources are found in upland streams whose flood waters are impounded in storage reservoirs located amongst the hills and thence delivered by pipe lines. In some sections deep wells have been utilized. There remain undeveloped several watersheds and a moderate area in the well fields.

South Jersey has a superabundance of water of the best quality. The whole area is underlaid by water-bearing sands and gravels, from which local needs, including many individual industries, are commonly satisfied through wells, some shallow, others of variable depths up to 1200 feet. The region also has many streams whose waters, of exceptional purity and sustained flow, are still unutilized.

Industries requiring large quantities of water can find in South Jersey locations where their needs will be surely satisfied.



Bird's-eye view of the section of New Jersey from Perth Amboy south fifty miles. The picture is accurately drawn from State maps and shows the topography with the locations, relations and character of the sea-coast, forests, farmlands and towns. (See map opposite page 30.)



Pine and hard wood forests yield useful lumber and pleasure to everyone.

Forests—Despite New Jersey's dense population and location within the most highly developed part of the nation, nearly two million acres, 45 per cent. of the State's territory, are still forested. The soils of most of these areas are not adapted to agriculture, though portions may be cleared when needed for farms or for industrial development.

New Jersey consumes the equivalent of 600 million board feet of timber annually, half of it being sawed lumber used in industries and for construction, and half of it marketed in rough form as poles, piling, railroad ties, mine timbers, posts, cordwood, etc. Approximately one-tenth of the sawed lumber and two-thirds of the round and rough timber needed are produced within the State.

The State's forest resources have been depleted by past waste and neglect, but under protection against fire and by proper management, through an active State Forest Service, they are being brought back to a productive condition. There is enough land in New Jersey suited only for timber production, to grow most of the lumber and wood required for local consumption. In the not-distant future wood-using industries dependent upon a permanent and assured timber supply can find it here near the country's largest markets, and with the most accessible transportation facilities. No other state is so favorably located in this respect.

The recreational value of the forests is as great as the commercial. Easily accessible by automobile from the nearby population centers are rough mountain tracts dotted with lakes and traversed by trout streams, and, especially attractive in winter, great stretches of pine forest. These inland play grounds rival in popularity our famous coast resorts.

FOOD PRODUCTION

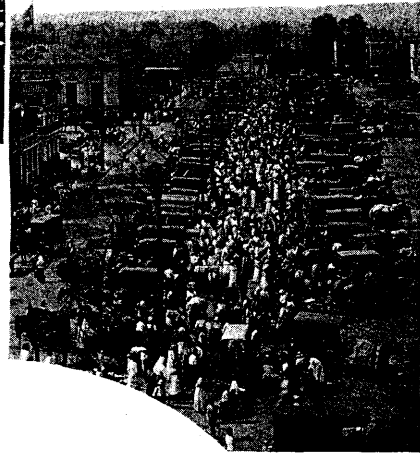
Farming—More than a million acres of cultivated land, yielding over 150 million dollars worth of agricultural products yearly, assure to everyone an abundance of fresh food. In proportion to its area, New Jersey leads all states in poultry and potato production. Without reference to area its crop of blackberries and dewberries is the largest, and its asparagus crop is the second largest in the country. It raises more than half of the peppers, and one-third of the cranberries.

Contrary to general opinion, New Jersey's agricultural activities are not confined to the raising of fruit and truck, for its farms also yield annually (1920) over \$25,000,000 worth of dairy products, \$20,000,000 worth of poultry products, \$20,000,000 worth of white potatoes, \$17,000,000 worth of corn, \$14,000,000 worth of hay, and \$30,000,000 worth of other farm crops. The fertile fields now under cultivation produce many food crops in greater quantity than are needed by consumers within the State, and there still are available for development a million acres of land just as good, and in every way suitable for profitable culture. There is thus not only present but future assurance of abundant home-grown food, available in most towns by direct producer-to-consumer marketing, with its accompanying advantages of high quality and low cost.

Sea Food—A large number of people are employed in gathering sea food from our many waters. The tidal grounds in Raritan and Sandy Hook bays and in the Shrewsbury and Shark rivers, in North Jersey, and the central and southern areas in Great Bay, Little Egg Harbor, Barnegat Bay and various other sounds and bays along the coast, but principally in Delaware Bay yield annually from \$6,000,000 to \$8,000,000 worth of oysters and clams. This amount represents not more than two-fifths of the yield which may be attained. The fish pounds, of which there are 149 employing 672 men, derive approximately \$1,500,000 yearly from the sale of lobsters, sturgeon, shad, menhaden and other fish. Through appropriate legislation the industry is well protected and controlled.



A part of the oyster fleet, Maurice River.



Food for everybody with the closest relations between producer and consumer.

COMMUNICATIONS

New Jersey is at the heart of the country's system of communications, from which its main arteries radiate in all directions. With frontage on two principal seaports, direct water contact is established with every United States port and with the outside world. The State has within its own boundaries such an extensive network of communications that it outranks all others in transportation facilities. Improved highways, and steam and electric railroads traverse the State in every direction, and connect all centers of population. Navigable waterways offer transport in several directions.

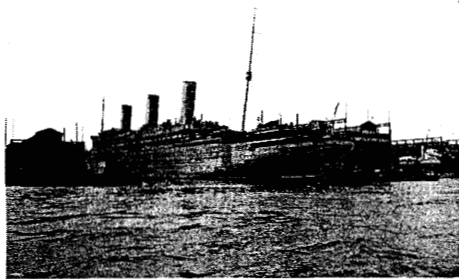
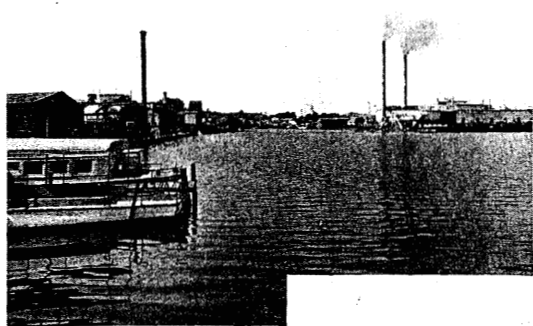
Steam and Electric Railroads—The 6,147 track miles of steam railroads in New Jersey place the State first in the Union on the basis of area, and yet, because of the heavy traffic of passenger and freight trains which move daily over much of the track, figures of total mileage fail to bring out the amount of service furnished. The most modern equipment has been provided on the principal lines, and a high degree of operating efficiency is maintained. A total of 1,291 track miles of electric railroads also aid in rendering large areas accessible.

Waterways—In wharfage having direct rail connection, the Jersey side of the port of New York offers many advantages. Miles of water front along the Arthur Kill, and Newark and Raritan bays are accessible to ships drawing twenty-five feet of water. Cooperation exists between all cities of this section, and its development as a unit is now in progress. Individual cities are spending large sums of money to increase further the depths of their waterways and to equip better their waterfronts for industrial purposes. The port of Philadelphia on the Delaware River has an extended deep-water frontage on the Jersey side.



COURTESY OF P. R. R. CO., PHILA.

Industries appropriating meadow land adjacent to New York harbor. New Jersey has thousands of acres of such lands, well served by railroads and redeemable at low cost.



The Cohansey at Bridgeton, the Hoboken docks and the Raritan at New Brunswick. Water transport is offered at many locations.

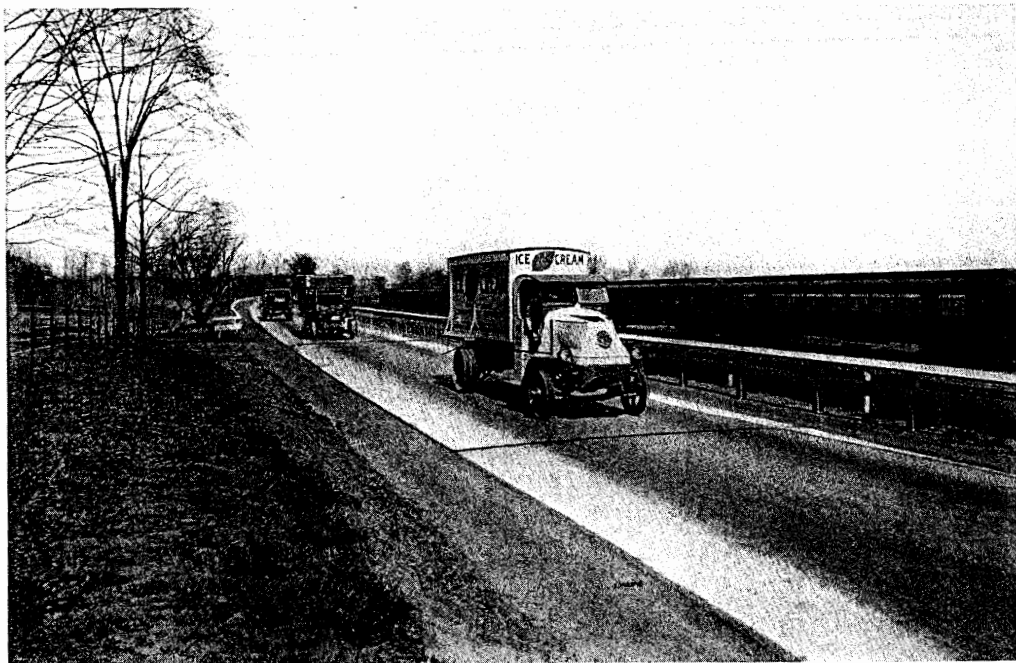


The Delaware up to Camden is accessible to ships drawing thirty feet of water; a ten foot channel is maintained to Trenton.

Apart from these great harbors with their deep water dockage are many streams of value for minor shipping. The Raritan River to New Brunswick is open to vessels drawing ten feet. The Rancocas Creek to Bridgeboro is navigable for boats drawing nine feet, Salem River to Penns Neck bridge, and Alloway Creek to Hancock's bridge for boats requiring less than eight feet of water. A six foot channel is maintained in the Cohansey to Bridgeton, in the Navesink to Red Bank, and in South River to the City of South River. The Shrewsbury to Red Bank, the Maurice River to Millville and Mantua Creek to Mt. Royal are open to boats drawing not more than six feet at mean low water. An inland waterway with a depth of six feet at mean low water is kept open for a distance of 117 miles just inside the barrier beaches from Bay Head to Cape May. Connecting directly with this a number of tidal streams make various interior points accessible to light draft vessels.

The right of way for a *deep-water ship canal* connecting the ports of Philadelphia and New York via Bordentown has been laid out and preliminary legislation enacted. Present water communication between these points is maintained through the Delaware and Raritan Canal.

Highways—New Jersey has more than 15,000 miles of rural roads, of which 41 per cent., or 6,050 are hard-surfaced, giving four-fifths of a mile of hard-surfaced roads for each square mile of land area. This is nine times as much as the average for the United States. To meet the need for high grade roads, and to provide for the motor traffic which the near future is sure to produce, the State is remodeling its highway system and will maintain roads of the best and most durable type. The mileage of permanent pavement is rapidly increasing, and the declared intent is to meet every reasonable demand of road users.



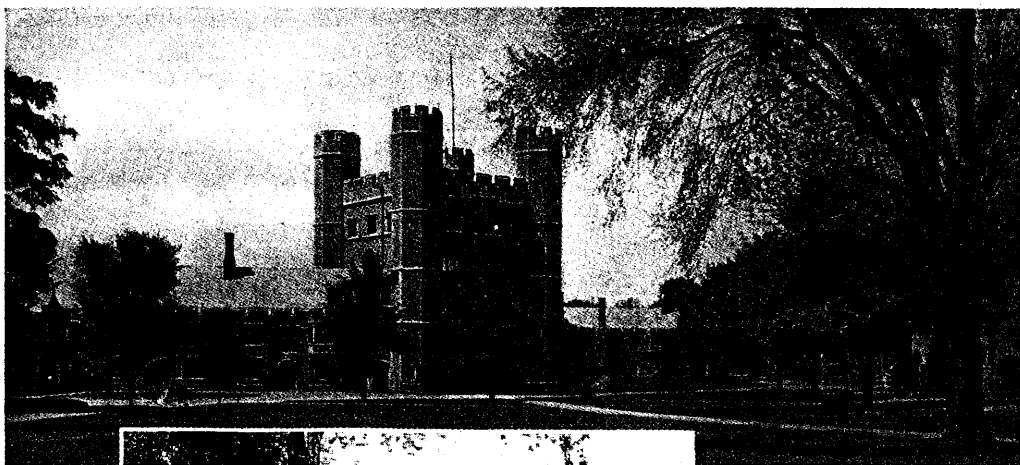
New Jersey highways invite competition between motor trucks and the railroads.

The Motor Truck—These improved highways welcome the motor truck and further its economical operation. Transport authorities agree that for short distances motor haulage is cheaper and much quicker than rail. It has been estimated that using a one-and-one-half ton truck, motor transportation is cheaper than rail up to 180 miles, and that a six ton truck can compete profitably up to 360 miles. As the distances to any one of several large eastern commercial and shipping centers from every part of the State fall within these short-haul limits, it is certain that the truck will play an increasing part in opening the smaller towns and rural sections to industrial development.

LIVING CONDITIONS

Climate—In many parts of the country the people are obliged to adjust themselves to oppressive climatic conditions,—excessive humidity or drought, extreme temperatures, destructive winds, floods and heavy snowstorms. In comparison with other sections of the country New Jersey's climate is highly favorable through the entire year. The rainfall is exceptionally uniform and extended periods of drought are rare. The summer temperatures and humidity are seldom high, as in certain parts of the south and west. The winters have few heavy snowstorms or extended cold periods as in the extreme north. Destructive winds are practically unknown.

Official weather bureau records running from thirty to sixty years show that the average annual rainfall, including snow, for the whole State is forty-seven inches. In the northern counties the snowfall averages thirty-three inches. The average temperature for the State during the hottest month is 74 degrees, and during the coldest month 30 degrees.



*One of the dormitories
at Princeton University
and a high school in
a farming community.*

Summer temperatures of 90 degrees and upwards are rarely experienced for more than a few days in each year, and winter extremes below zero seldom occur except for brief periods in the northern portions.

Social Advantages—New Jersey is in no sense a new community. As one of the original thirteen states it offers all the attractions of an established civilization, even in the rural sections. Distances are short, improved roads reach every home, and it is impossible for any one to be more than three or four hours away from the attractions of a great city. Practically every community has at least one bank, organized and administered under Federal or State control. The telephone and daily mail reach every section, and churches of all denominations abound. Most communities have public libraries, and free traveling libraries are available for circulation upon request.

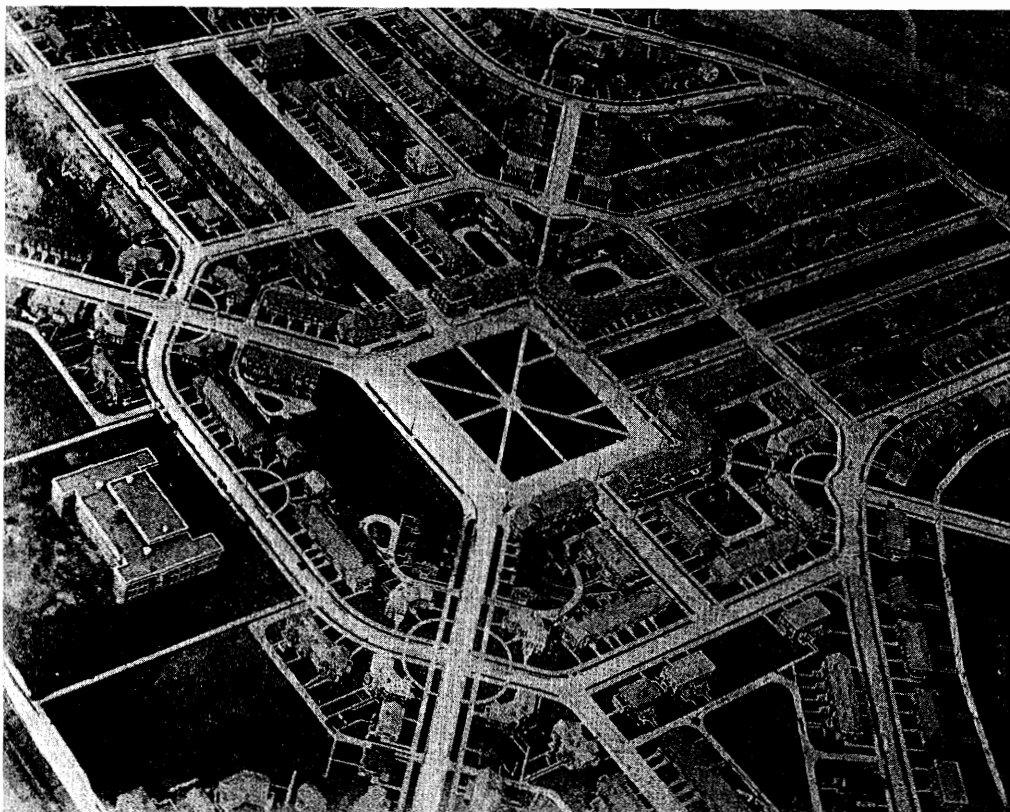
Schools—The public schools of the State, both high and graded, are recognized as among the best in the Union. Graded schools are established everywhere and transportation to high schools is provided when necessary. In 1920 the total public school enrollment was 623,284, or approximately 20 per cent. of the population. In addition, there is a large enrollment in parochial, business and private schools and special institutions. More than 300,000 boys and girls attending public schools are receiving some form of manual or industrial training, and 13,000 are enrolled in specialized vocational classes, a record in the development of practical types of education that few states, if any, can equal.

New Jersey has 40,282 children enrolled in kindergartens and 55,243 in high schools, both exceptionally high records.

For those who seek higher education there are a number of colleges, universities and professional schools empowered by the State Board of Education to grant degrees. These include Princeton University at Princeton, Rutgers College and the State University at New Brunswick embracing the State Agricultural College and the Women's College of New Jersey, Stevens Institute of Technology at Hoboken, and nine other institutions. Normal schools are maintained by the State at Trenton, Montclair and Newark, and another at Glassboro is to be ready by 1922.

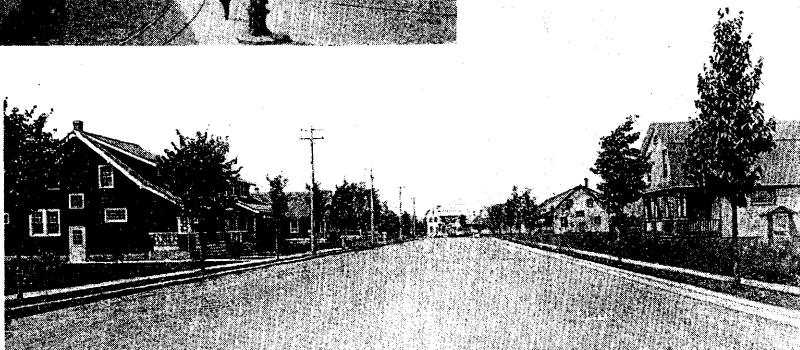
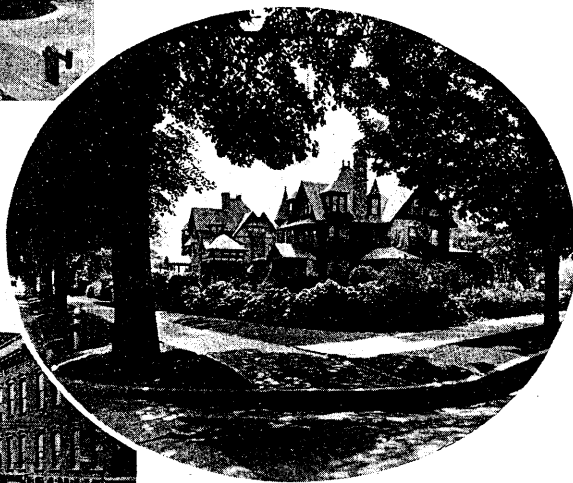
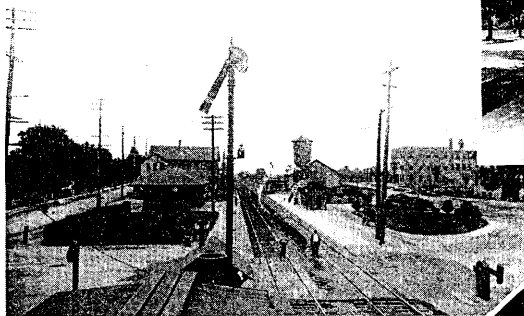
Home Life—Nowhere is there a better chance to live away from the congested cities and yet within easy reach of them than is offered by many of our smaller communities. These have all the conveniences of the city under more comfortable living conditions, more pleasant surroundings, and with the attractions and congeniality of community life.

Through excellent train and trolley service, city workers are able to live at a distance and to commute daily to their employment. Especially is this true within a radius of thirty miles of New York, Philadelphia, Jersey City, Newark, Camden, and Trenton.

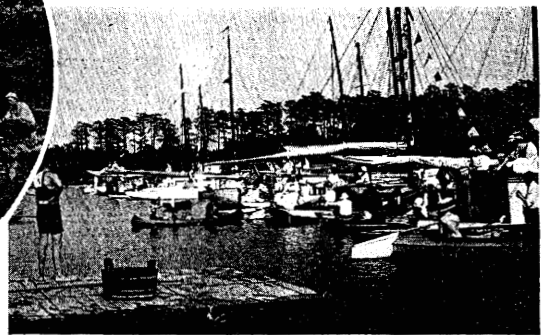
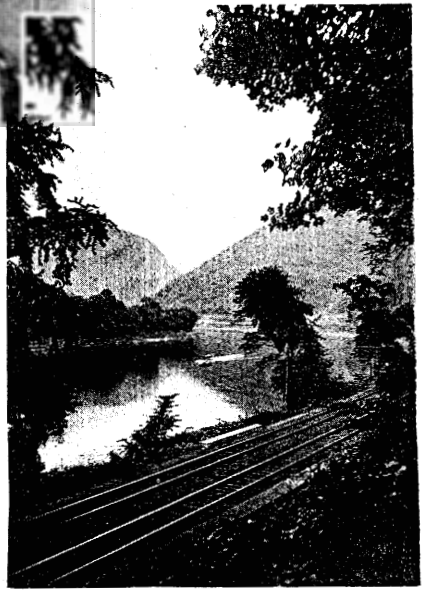


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Aeroplane view of a model town recently built in South Jersey.



Living conditions in many small towns are attractive and convenient.



Famous play grounds, mountain, lake, forest and seashore are within reach of everyone.

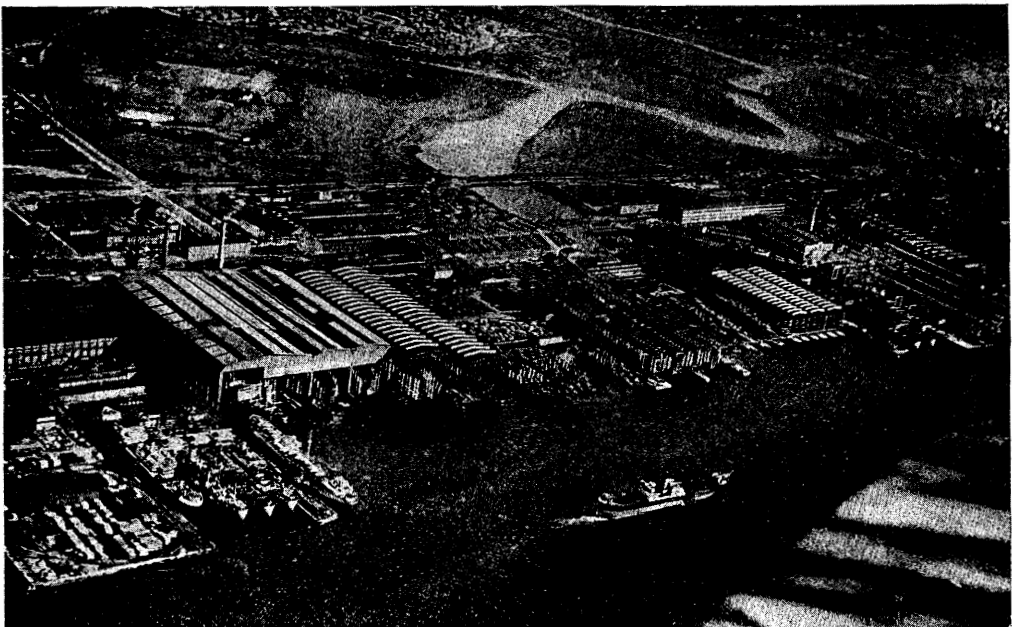
Recreation—Opportunities for recreation of all kinds are easily within reach of everyone. The Jersey coast is the chief summer play ground of the country. From Sandy Hook to Cape May, a reach of 125 miles, are found a succession of splendid bathing beaches and behind them many inlets and bays which afford ideal conditions for fishing and yachting. The rolling uplands of the northern counties are full of a charm as yet scarcely realized. There, within two hours of New York are hills, woods, lakes and streams as primitive, as lonely, and as beautiful as can be found in famous resorts. Camp sites are offered to the public on the 7,000 acres of State Forest along the ridge and western slope of Kittatinny Mountain in Sussex County. In the same section are many attractive locations for summer homes. County and municipal parks are numerous throughout the State.

For week ends, holidays and leisure moments the resident of New Jersey has a wide choice of pastimes. Recreational places of every kind are so accessible by rail, boat or motor that they can be reached at little expenditure of time or money. Many industrial firms, taking advantage of the convenient recreational facilities, arrange excursion trips and vacation tours for their employees, which help to preserve contentment and increase loyalty, thereby contributing greatly to the interest of the business.

INDUSTRIAL AREAS

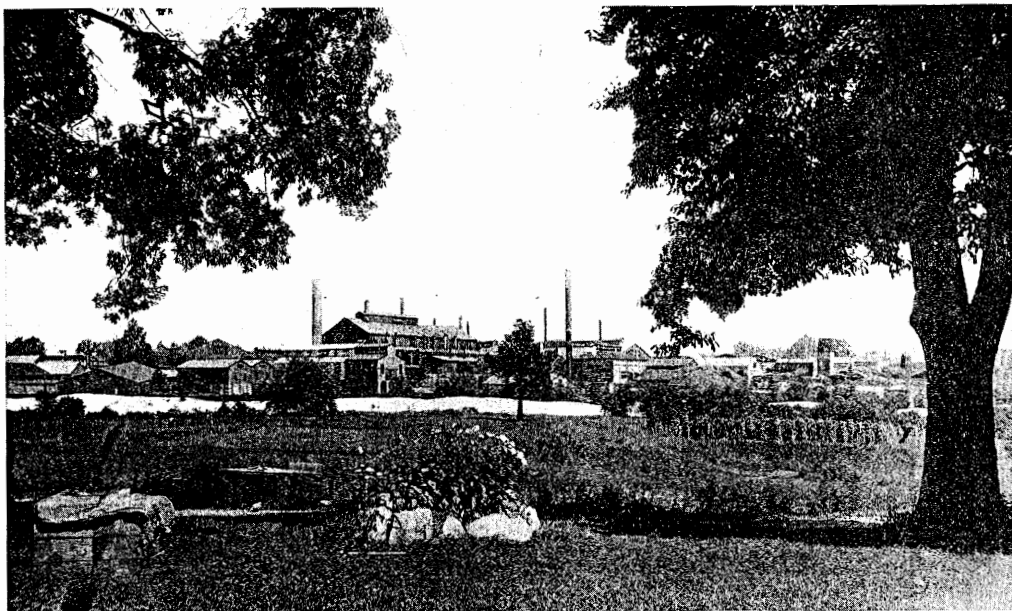
(See map opposite page 30)

Determination of Areas—By reason of its location at the center of the country's greatest population, and at its principal gateway, New Jersey in every part offers advantages that are difficult to duplicate. In classifying areas, no clearly defined line can be drawn between one group and another, but in general, distinction can be made between highly developed sections, separate smaller communities and entirely undeveloped sections.



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Shipbuilding on the Delaware, from an aeroplane. Miles of similar deep-water frontage are unappropriated.



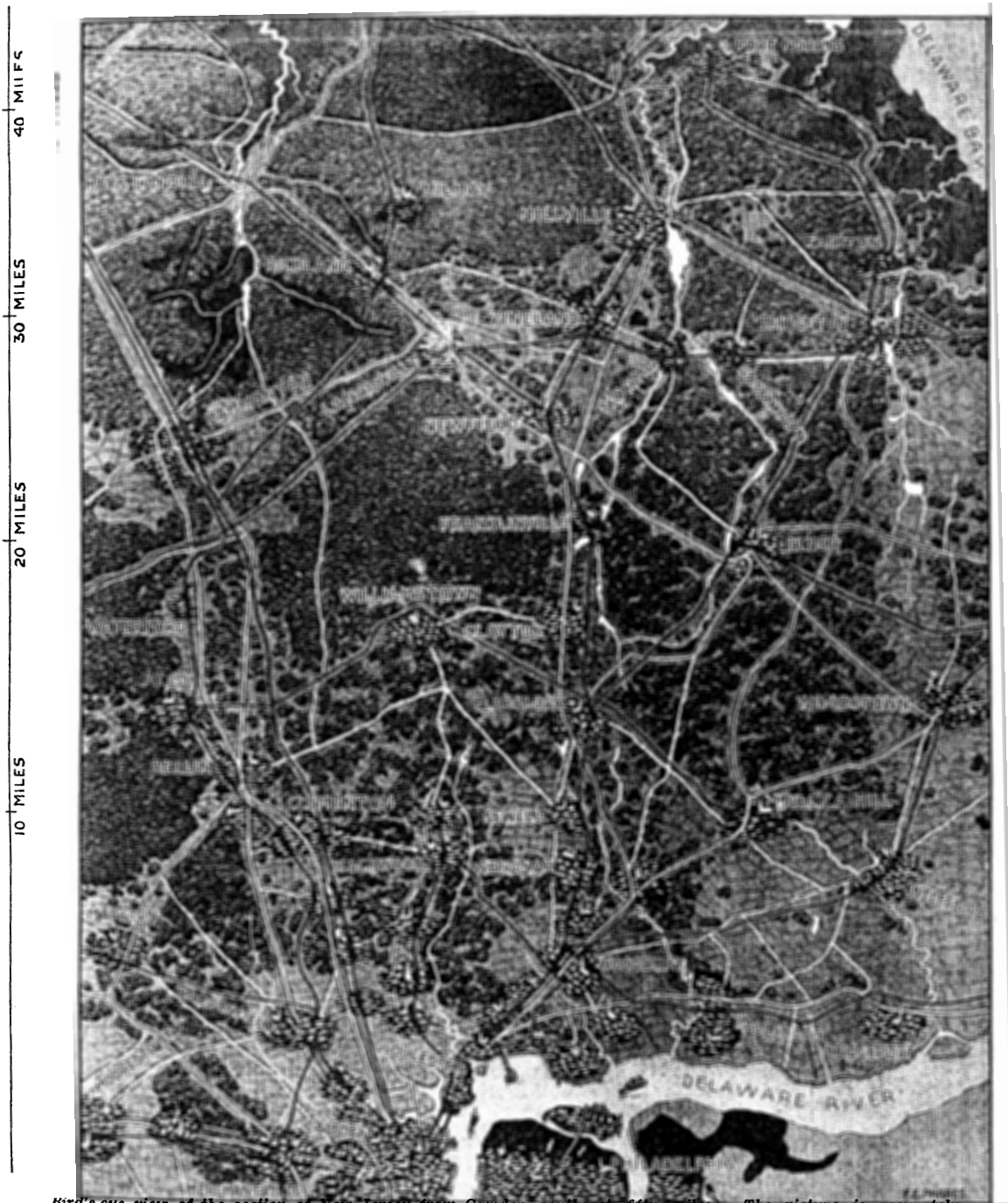
On the outskirts of a factory town in South Jersey.

The perspective maps on pages 5, 16, and 29 exhibit three sections typical of conditions to be found within the State. Each represents truthfully the present development of the section covered. The map opposite page 30 shows where population and industries are already established, and where new locations will be found. Each of these suggested locations is served by at least one railroad, although good locations may be easily found in sections not specifically indicated on the map.

Developed Sections—The territory adjacent to New York and Philadelphia, and around Trenton to a more limited degree, has been highly developed for industrial purposes. The efforts of local interests are devoted largely to projects which will make it possible to continue providing accommodations and improved facilities for the many applicants for this desirable land. Industries which must have deep water frontage, certain kinds of skilled labor, or other advantages peculiar to these sections can be taken care of to their satisfaction.

Small Cities and Towns—The advantages of location, transport, labor and housing to be found in the smaller cities and towns have not been appreciated or exploited in any systematic way. Here most of the attractions of the large cities are augmented by cheap land, lower taxes and more agreeable living conditions. Many towns grant concessions, and offer inducements to industries to locate with them. Over two hundred cities and towns have Boards of Trade or other forms of business organization which are ready to aid industries in locating.

Undeveloped Sections—The opportunity for building entire towns around industries newly established is offered in several parts of the State, particularly in South Jersey.



Bird's-eye view of the section of New Jersey from Camden southeast fifty miles. The picture is accurately drawn from State maps and shows the main topographic features and transport system with the relation of the towns to farmlands and forests. (See map opposite page 30.)



Attractive conditions in a town maintained by a single large industry.

COURTESY OF JOHN A. ROEBLING'S SONS CO., TRENTON.

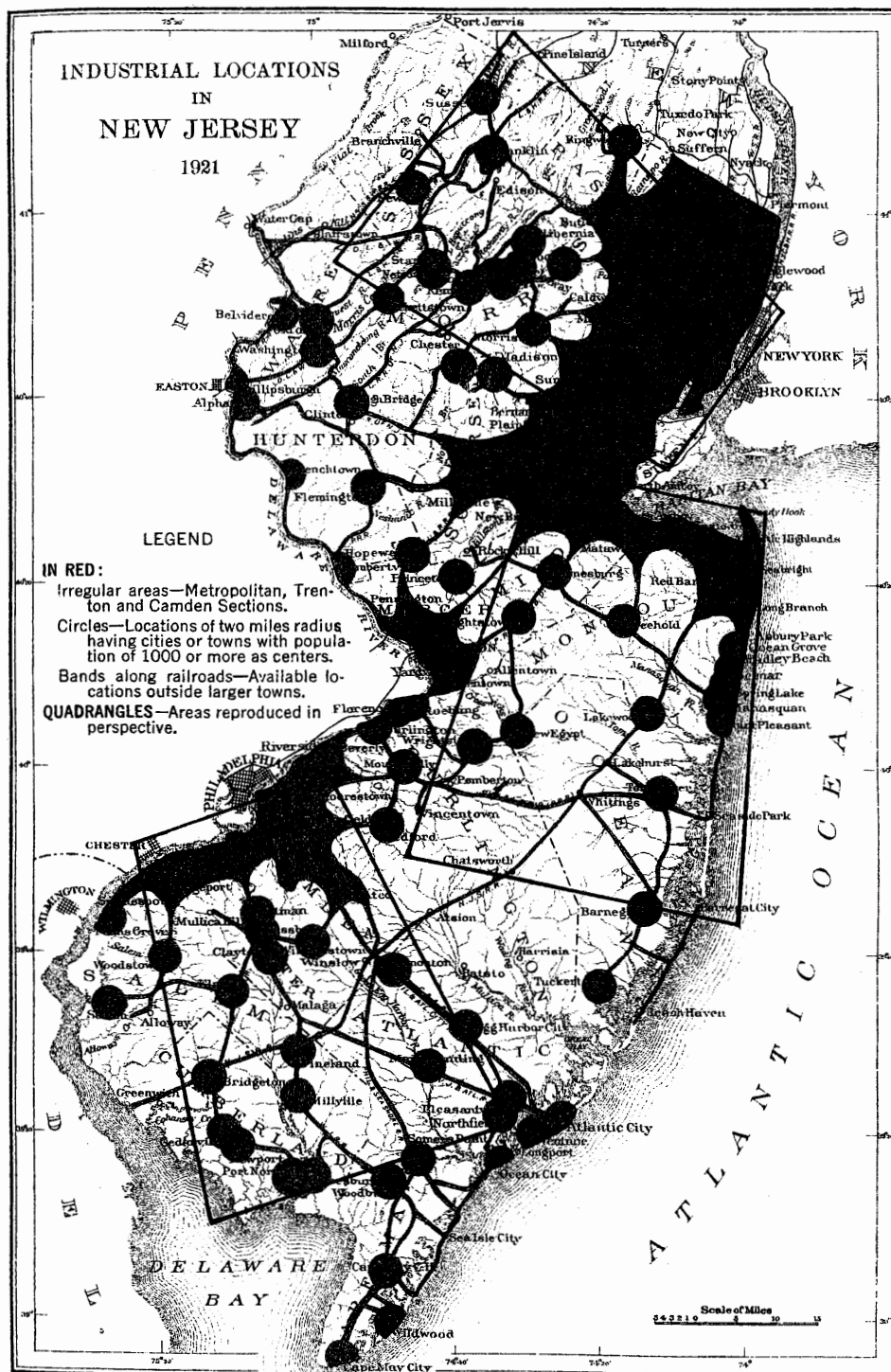
In such places a business organization may, with little outlay, devote a large area to its needs and provide for future growth, thus protecting itself against the encroachments of other interests.

The tendency of large industries to establish their own centers, or to become dominant in small organized communities, is noted the country over. For some years industries of national prominence have recognized New Jersey's advantages along these lines and have been locating here. Roebling and Deepwater Point are excellent examples of towns of this type. The war gave impetus to the movement, and several towns like Belcoville and Amatol were quickly erected upon wild land. There are still available many locations no less convenient.

THE LAND REGISTRY

This bureau of the Department of Conservation and Development is maintained to furnish information about New Jersey. It gives, without charge, definite official and trustworthy information about industrial opportunities and local conditions, and is ready to assist in satisfying every inquirer. It is in touch with available properties in every part of the State, ranging from factory buildings and building sites to lands in undeveloped sections. Names and addresses of officials representing Boards of Trade or similiar business organizations located in any section may be had upon application. The service is entirely for the good of the State. It is not a real estate office and has no monetary interest in any transaction.

L. G. GILLAM,
Chief.



POPULATION OF CITIES, TOWNS AND VILLAGES IN NEW JERSEY

WITH OVER FIVE HUNDRED INHABITANTS [CENSUS 1920]

* Indicates that the community is not incorporated and that its population, apart from the rest of the township, is estimated

Name	County	Population	Name	County	Population
Absecon	Atlantic	702	Englewood Cliffs	Bergen	594
*Adelphia	Monmouth	600	Englishtown	Monmouth	641
Allendale	Bergen	1,165	Essex Fells	Essex	598
Allentown	Monmouth	634	Fair Haven	Monmouth	1,295
*Alliance	Salem	550	*Fairton	Cumberland	650
*Alloway	Salem	550	Fairview	Bergen	4,882
Alpha	Warren	2,140	Fanwood	Union	724
*Annandale	Hunterdon	600	Fieldsboro	Burlington	530
Asbury Park	Monmouth	12,400	*Finderne	Somerset	800
*Atco	Camden	1,000	Flemington	Hunterdon	2,590
Atlantic City	Atlantic	50,707	*Florence	Burlington	4,500
Atlantic Highlands	Monmouth	1,629	Florham Park	Morris	787
Audubon	Camden	4,740	*Fords	Middlesex	800
Avon	Monmouth	647	*Forked River	Ocean	600
*Barnegat	Ocean	1,000	Fort Lee	Bergen	5,761
Barrington	Camden	1,333	Franklin	Sussex	4,075
*Basking Ridge	Somerset	600	*Franklinville	Gloucester	550
Bayonne	Hudson	76,754	Freehold	Monmouth	4,768
*Belford	Monmouth	600	Frenchtown	Hunterdon	1,104
Bellville	Essex	15,660	Garfield	Bergen	19,381
Belmar	Monmouth	1,987	Garwood	Union	2,084
Belvidere	Warren	1,793	*German Valley	Morris	650
Bergenfield	Bergen	3,667	*Gibbsboro	Camden	550
*Berlin	Camden	1,800	*Gibbstown	Gloucester	1,600
*Bernardsville	Somerset	2,100	*Glassboro	Gloucester	3,000
Beverly	Burlington	2,562	Glen Gardner	Hunterdon	818
*Blackwood	Camden	700	Glen Ridge	Essex	4,620
*Blairstown	Warren	900	Glen Rock	Bergen	2,181
Bloomfield	Essex	22,019	Gloucester	Camden	12,162
Bloomington	Passaic	2,193	*Great Meadows	Warren	800
Bloomsbury	Hunterdon	650	*Greenwich	Cumberland	850
Bogota	Bergen	3,906	Guttenberg	Hudson	6,726
Boonton	Morris	5,372	Hackensack	Bergen	17,667
Bordentown	Burlington	4,371	Hackettstown	Warren	2,936
Bound Brook	Somerset	5,906	Haddonfield	Camden	5,646
Bradley Beach	Monmouth	2,307	Haddon Heights	Camden	2,950
Branchville	Sussex	588	*Hainesport	Bergen	550
*Bridgeboro	Burlington	550	Haledon	Passaic	3,435
*Bridgeport	Gloucester	1,200	*Hamburg	Sussex	600
Bridgeton	Cumberland	14,323	*Hamilton Square	Mercer	800
Burlington	Burlington	9,049	Hammononton	Atlantic	6,417
Butler	Morris	2,886	Hampton	Hunterdon	916
Caldwell	Essex	3,993	Harrington Park	Bergen	627
Califon	Hunterdon	513	Harrison	Hudson	15,721
Camden	Camden	116,809	Hasbrouck Heights	Bergen	2,895
Cape May	Cape May	2,999	*Haskell	Passaic	1,200
*Cape May Court House	Cape May	1,900	Haworth	Bergen	748
Carlstadt	Bergen	4,472	Hawthorne	Passaic	5,135
*Carmel	Cumberland	700	Helmetta	Middlesex	687
*Cedar Grove	Essex	750	*Hibernia	Morris	1,400
*Cedarville	Cumberland	1,150	High Bridge	Hunterdon	1,795
Chatham	Morris	2,421	Highland Park	Middlesex	4,866
*Chester	Morris	700	Highlands	Monmouth	1,731
*Chews	Camden	550	Hightstown	Mercer	2,674
Clayton	Gloucester	1,905	*Hilldale	Bergen	1,200
*Clementon	Camden	1,500	Hoboken	Hudson	68,166
Cliffside Park	Bergen	5,709	Hobokus	Bergen	586
*Cliffwood	Monmouth	550	*Holmdel	Monmouth	600
Clifton	Passaic	26,470	Hopewell	Mercer	1,339
Clinton	Hunterdon	950	Irvington	Essex	25,480
Closter	Bergen	1,840	Jamesburg	Middlesex	2,052
Collingswood	Camden	8,714	Jersey City	Hudson	298,103
*Columbus	Burlington	550	Keansburg	Monmouth	1,321
*Cranbury	Middlesex	700	Kearny	Hudson	26,724
*Cranford	Union	5,500	*Keasbey	Middlesex	1,200
Cresskill	Bergen	942	Kenilworth	Union	1,312
*Delanco	Burlington	1,000	*Kenvil	Morris	1,400
Delford	Bergen	1,286	Keyport	Monmouth	4,415
Demarest	Bergen	654	*Lafayette	Sussex	600
*Dennisville	Cape May	900	*Lakehurst	Ocean	900
*Dividing Creek	Cumberland	800	*Lakewood	Ocean	5,500
Dover	Morris	9,803	Lambertville	Hunterdon	4,660
Dumont	Bergen	2,537	*Landisville	Atlantic	700
Dunellen	Middlesex	3,394	Laurel Springs	Camden	911
East Newark	Hudson	8,057	*Lebanon	Hunterdon	550
East Orange	Essex	50,710	*Leesburg	Cumberland	1,000
East Paterson	Bergen	2,441	Leonia	Bergen	2,979
East Rutherford	Bergen	5,463	*Lincoln	Middlesex	600
*Eatontown	Monmouth	1,500	Linden	Union	1,756
Edgewater	Bergen	3,530	Linwood	Atlantic	638
Egg Harbor	Atlantic	2,622	*Little Falls	Passaic	2,900
Elizabeth	Union	95,783	Little Ferry	Bergen	2,715
Elmer	Salem	1,115	*Little Silver	Monmouth	800
Emerson	Bergen	973	*Livingston	Essex	1,000
Englewood	Bergen	11,627	Lodi	Bergen	8,175

Name	County	Population
Long Branch	Monmouth	13,521
*Lumberton	Burlington	600
*Lyndhurst-Kingsland	Bergen	8,000
Madison	Morris	5,523
*Magnolia	Camden	1,245
*Manahawkin	Ocean	750
Manasquan	Monmouth	1,705
*Mantua	Gloucester	900
*Maple Shade	Burlington	1,200
*Maplewood	Essex	3,000
*Marlton	Burlington	500
Matawan	Monmouth	1,910
*Maur	Middlesex	1,500
*Mauricetown	Cumberland	550
*Mays Landing	Atlantic	1,700
Maywood	Bergen	1,618
*Medford	Burlington	1,906
Mendham	Morris	969
Merchantville	Camden	2,749
Metuchen	Middlesex	8,834
Middlesex	Middlesex	1,852
Midland Park	Bergen	2,243
*Midvale	Passaic	1,500
*Milburn	Essex	4,300
Milford	Hunterdon	656
Milltown	Middlesex	2,573
Millville	Cumberland	14,691
*Mine Hill	Morris	700
*Minotola	Atlantic	900
Montclair	Essex	28,810
Montvale	Bergen	779
Moonachie	Bergen	1,194
*Moorestown	Burlington	6,500
Morristown	Morris	12,548
*Mount Holly	Burlington	6,000
*Mount Hope	Morris	600
*Mullica Hill	Gloucester	600
National Park	Gloucester	1,000
*Navesink	Monmouth	700
Neptune City	Monmouth	539
Netcong	Morris	1,800
Newark	Essex	414,524
New Brunswick	Middlesex	82,779
*New Durham	Hudson	2,500
*New Egypt	Ocean	1,200
*Newfield	Gloucester	700
*New Gretna	Burlington	600
*Newport	Cumberland	1,100
New Providence	Union	1,203
Newton	Sussex	4,125
North Arlington	Bergen	1,767
Northfield	Atlantic	1,127
North Plainfield	Somerset	6,916
North Haledon	Passaic	887
Northvale	Bergen	827
North Wildwood	Cape May	807
Norwood	Bergen	820
Nutley	Essex	9,421
Oaklyn	Camden	1,148
Ocean City	Cape May	2,512
*Ocean Grove	Monmouth	2,800
Ogdensburg	Sussex	989
*Oradell	Bergen	1,400
Orange	Essex	33,268
*Oxford	Warren	1,800
Palisades Park	Bergen	2,633
*Palmyra	Burlington	3,200
Park Ridge	Bergen	1,481
*Parlin	Middlesex	1,200
Passaic	Passaic	68,841
Paterson	Passaic	135,875
Paulsboro	Gloucester	4,352
Peapack-Gladstone	Somerset	1,226
*Pedricktown	Salem	600
*Peetzborg	Bergen	1,200
Pemberton	Burlington	800
Pennington	Mercer	965
Pennsgrove	Salem	6,060
*Pennsville	Salem	600
Perth Amboy	Middlesex	41,707
Phillipsburg	Warren	16,923
*Piscataway	Middlesex	500
Pittman	Gloucester	3,385
Plainfield	Union	27,700
Pleasantville	Atlantic	5,887
Point Pleasant	Ocean	1,575
Pompton Lakes	Passaic	2,008
*Port Monmouth	Monmouth	700
*Port Morris	Morris	650
*Port Norris	Cumberland	1,700
*Port Reading	Middlesex	1,800
Princeton	Mercer	5,917
Prospect Park	Passaic	4,292

Name	County	Population
*Quinton	Salem	650
Rahway	Union	11,042
Ramsey	Bergen	2,090
Raritan	Somerset	4,457
Red Bank	Monmouth	9,251
Ridgefield	Bergen	1,560
Ridgefield Park	Bergen	8,575
Ridgewood	Bergen	7,580
Ringwood	Passaic	1,025
Riverside	Bergen	1,077
*Riverside	Burlington	6,100
Riverton	Burlington	2,341
*Rochelle Park	Bergen	750
Rockaway	Morris	2,655
*Rocky Hill	Somerset	550
*Roebing	Burlington	2,800
Roosevelt	Middlesex	11,047
Roseland	Essex	609
Roselle	Union	5,737
Roselle Park	Union	5,438
*Rosenhayn	Cumberland	850
Rumson	Monmouth	1,658
Rutherford	Bergen	9,497
Saddle River	Bergen	506
Salem	Salem	7,435
*Scotch Plains	Union	1,200
Seabright	Monmouth	856
Sea Isle City	Cape May	564
Secaucus	Hudson	5,423
*Sewaren	Middlesex	700
Somers Point	Atlantic	843
Somerville	Somerset	6,718
South Amboy	Middlesex	7,897
South Boundbrook	Somerset	1,302
South Orange	Essex	7,274
South River	Middlesex	6,596
*South Vineland	Cumberland	750
*Sparta	Sussex	850
Spottswood	Middlesex	704
*Springfield	Union	1,300
Spring Lake	Monmouth	1,009
Stanhope	Sussex	1,031
*Stewartville	Warren	750
*Stirling	Morris	750
Stockton	Hunterdon	519
*Succasunna	Morris	700
Summit	Union	10,174
Sussex	Sussex	1,818
Swedesboro	Gloucester	1,838
*Tansboro	Camden	750
Tenafly	Bergen	5,650
*Titusville	Mercer	800
*Toms River	Ocean	2,900
Totowa	Passaic	1,864
Trenton	Mercer	119,289
*Tuckahoe	Cape May	1,300
Tuckerton	Ocean	1,106
*Union	Union	1,200
Union	Hudson	20,651
Ventnor	Atlantic	2,193
Verona	Essex	3,089
*Vincentown	Burlington	800
Vineland	Cumberland	6,799
Waldwick	Bergen	1,296
Wallington	Bergen	5,715
Wanaque	Passaic	2,916
Washington	Warren	3,341
*Waterford	Camden	750
*Weehawken	Hudson	18,500
Wenonah	Gloucester	918
West Caldwell	Essex	1,085
West Cape May	Cape May	967
Westfield	Union	9,063
West Hoboken	Hudson	40,074
West Long Branch	Monmouth	966
*West Milford	Passaic	900
*Westmont	Camden	1,000
West New York	Hudson	29,926
West Orange	Essex	15,573
West Paterson	Passaic	1,858
Westville	Gloucester	2,380
Westwood	Bergen	2,597
Wharton	Morris	2,877
Wildwood	Cape May	2,790
*Williamstown	Gloucester	2,000
Woodbine	Cape May	1,406
*Woodbridge	Middlesex	9,000
Woodbury	Gloucester	5,801
Woodcliff Lake	Bergen	587
Woodlynne	Camden	1,515
Wood Ridge	Bergen	1,923
Woodstown	Salem	1,589
Wrightstown	Burlington	5,288
*Yardville	Mercer	1,000