

EAST SIDE TO GET NEW CITY MARKET

**Morgan Plans Buildings to Cost
\$350,000 on Municipal Site
in Essex Street.**

PEDDLERS TO BE HOUSED

**Commissioner Says 2-Month
Check Shows Park Avenue
Experiment Is Success.**

The city will build a new public market on the lower East Side on Essex Street, between Broome and Stanton Streets, William Fellowes Morgan Jr., Commissioner of Markets, announced yesterday.

It will be constructed on city-owned land now held by the Board of Transportation. A retail section, to be housed in four buildings, will provide 533 stands. When the new market is completed these stands will be turned over to merchants who now conduct their business from push carts in the markets along Orchard Street, Rivington Street, East Stanton Street, East Houston Street and Grand Street.

Mr. Morgan said the new market would cost \$350,000 to build. He estimated the revenue of the new city enterprise at \$108,000 a year and that net earnings would be ample to pay \$26,000 annual rent for the site to the Board of Transportation.

City Ordinance Is Needed

Before construction can be undertaken, Mr. Morgan explained, the plans must be approved by the Board of Estimate and the Board of Aldermen must pass an ordinance permitting the use of the site for market purposes. No difficulty is anticipated in obtaining the approval and the ordinance.

Construction of the East Side Market is in line with the Market Department's policy of doing away with pushcart markets wherever possible and housing the merchants in public market stalls. The recently opened Harlem Market is the latest example of the working out of this program.

Several months ago when Mr. Morgan suggested partial abolition of pushcart markets on the lower East Side a survey of the section was undertaken by a group of city officials, among them Borough President Samuel Levy. It was as a result of the survey that the Essex Street site was selected.

Survey of Park Avenue Market

Mr. Morgan, in commenting yesterday on the success of the Park Avenue market, said a two-month check had shown that the merchants in the market were selling foodstuffs at substantially less than the average retail food stores because of lower operating costs.

"It is worthy of mention," he said, "that with a daily patronage of over 25,000 not a single complaint has yet been received by the department as to quality or price on Park Avenue. This is a far cry from conditions in the old pushcart markets.

"In short, it may be said that the experiment, and it was admittedly one, of enclosing a pushcart market has exceeded the expectations of its most pronounced backers. The psychological effect on the peddlers themselves has also been noteworthy; raised overnight to the status of small independent merchants in a modern market building, they are showing an initiative that had long been atrophied by the conditions of the old dirty outside markets. This improvement in marketing methods is rapidly attracting a type of trade that was lacking before, and this has in turn led to the merchants' broadening and bettering their line of produce."