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BEHIND the shock wave of national headlines that followed the Feb. 14 shooting spree in which Frederick W. Cowan, a Nazi cultist, killed five people at the offices of Neptune World Wide Moving in New Rochelle, there was a special sadness for the Kirschenbaums, the family that owns the company.

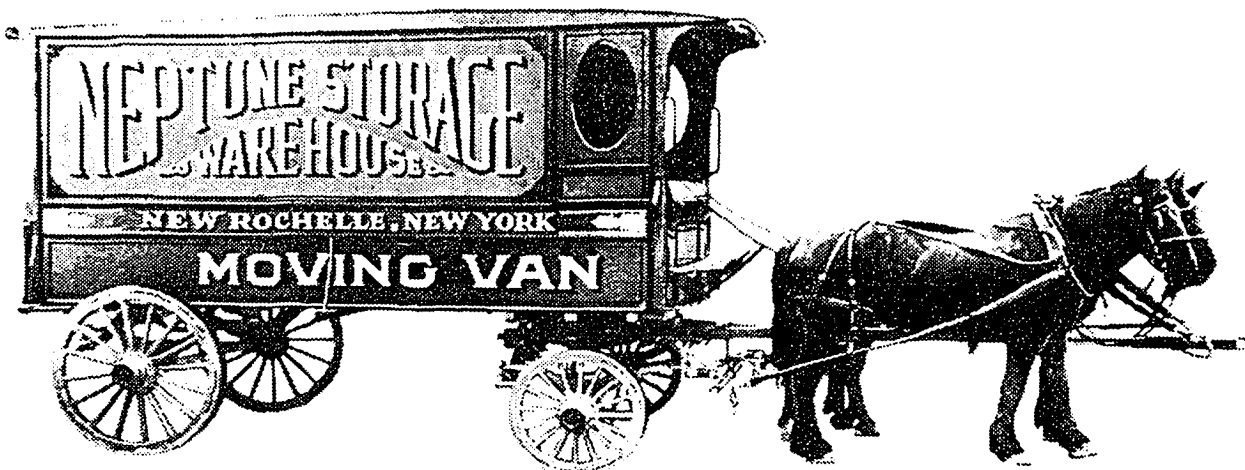
A member of the family went to each of the funerals of the four employees as well as the funeral of the policeman slain in the shootings.

Still, said Henry Kirschenbaum, a son of the founder and now president of the company, there is a disbelief that the killings took place in such a city as New Rochelle.

For New Rochelle is more than a place of business to Neptune, more than the world headquarters for its chain of 25 offices throughout the country and its global moving operations. To Neptune World Wide Moving, a nationally known concern, New Rochelle is home.

Once the company's delivery wagons used to take women from the College of New Rochelle on hayrides. Once the founder served on the city's volunteer fire department, but that was 80 years ago, just after a strong bull of a man named Charlie Kirschenbaum, whose young sons liked to chin themselves on his outstretched arm, left behind a job on the waterfront of New York City, settled in New Rochelle, briefly peddled pots and pans and then began moving household goods.

Mr. Kirschenbaum began the Neptune Storage and Moving Company in 1898 after someone had asked him to move a stove with his cart. The business grew rapidly. He acquired horses, wagons and sleds. At Neptune, the horse made way for the internal combustion engine in 1918 when Mr. Kirschenbaum bought his first truck. By 1922, he had purchased three more trucks. The company moved from warehouse to warehouse several times be-



At Neptune, the horse made way for the truck in 1918

fore building its own in 1928.

In 1948, one year before Mr. Kirschenbaum died, his company took over a moving and storage business in New York City and opened its first field office. Although many more such offices followed, New Rochelle has remained the heart of the business.

"We were born here," said Henry Kirschenbaum, who is one of the founder's three sons. "We're part of it. It's our city. It's our home."

Eighty years later, Mr. Kirschenbaum's one-wagon operation has become the nation's largest independent mover of household goods. Allied Van Lines and United, better known names, are franchise operations.

Neptune has a fleet of 700 vehicles, offices in San Francisco, Chicago and Minneapolis, among other cities, as well as eight depots in New York State.

Specialists in the transportation of computers—the company moved the first computer ever built and helped to develop special vans to handle sensitive data processing equipment—Neptune still does 30 percent of its \$35 million-a-year business in transporta-

tion of special electronic equipment.

While the bulk of its business is moving private households, the company has also been the exclusive moving agent for the United Nations since 1958. Neptune recently moved Sears Roebuck into its new 110-story office headquarters in Chicago—an operation involving more than 100,000 pieces of new office furniture and which was said to be the largest modern moving job—and it has moved Senator Daniel P. Moynihan from his professorship at Harvard to his ambassadorship at the United Nations, to his Congressional quarters in Washington.

"His only instructions were, 'Don't crush my hats,'" according to Thomas Towey, vice president and general manager of the company. About the events of last Monday, Mr. Kirschenbaum says he still feels both grief and confusion.

"I received a letter asking me how could we have a man like that around the place, but I never knew anything like this was inside of him," said Mr. Kirschenbaum.

"I spoke to a number of people, particularly blacks, and asked if in their

associations with Cowan, they had had any difficulties. They said no."

"Once upon a time I knew every single person here. But today the size makes that impossible," said Mr. Kirschenbaum.

"We all have emotion," he says about the feeling in Neptune now. "We will have that. People are putting up a brave front. Life has to go on."

"My deepest concern is about the effect on the families," said Mr. Kirschenbaum about the shootings. "Their lives are completely shattered. We can't believe it, our people can't believe it."

The Valentine Day's shootings shook Neptune World Wide Moving from the company yards to the president's office, but perhaps the shock would have come hardest of all to its founder.

For when Charlie Kirschenbaum was buried, more than 1,000 friends came to his funeral and on that day, in February 1949, the rabbi who spoke remembered the Austrian immigrant as a man "universally loved by all—Jew and Christian, white and colored, humble and great." ■