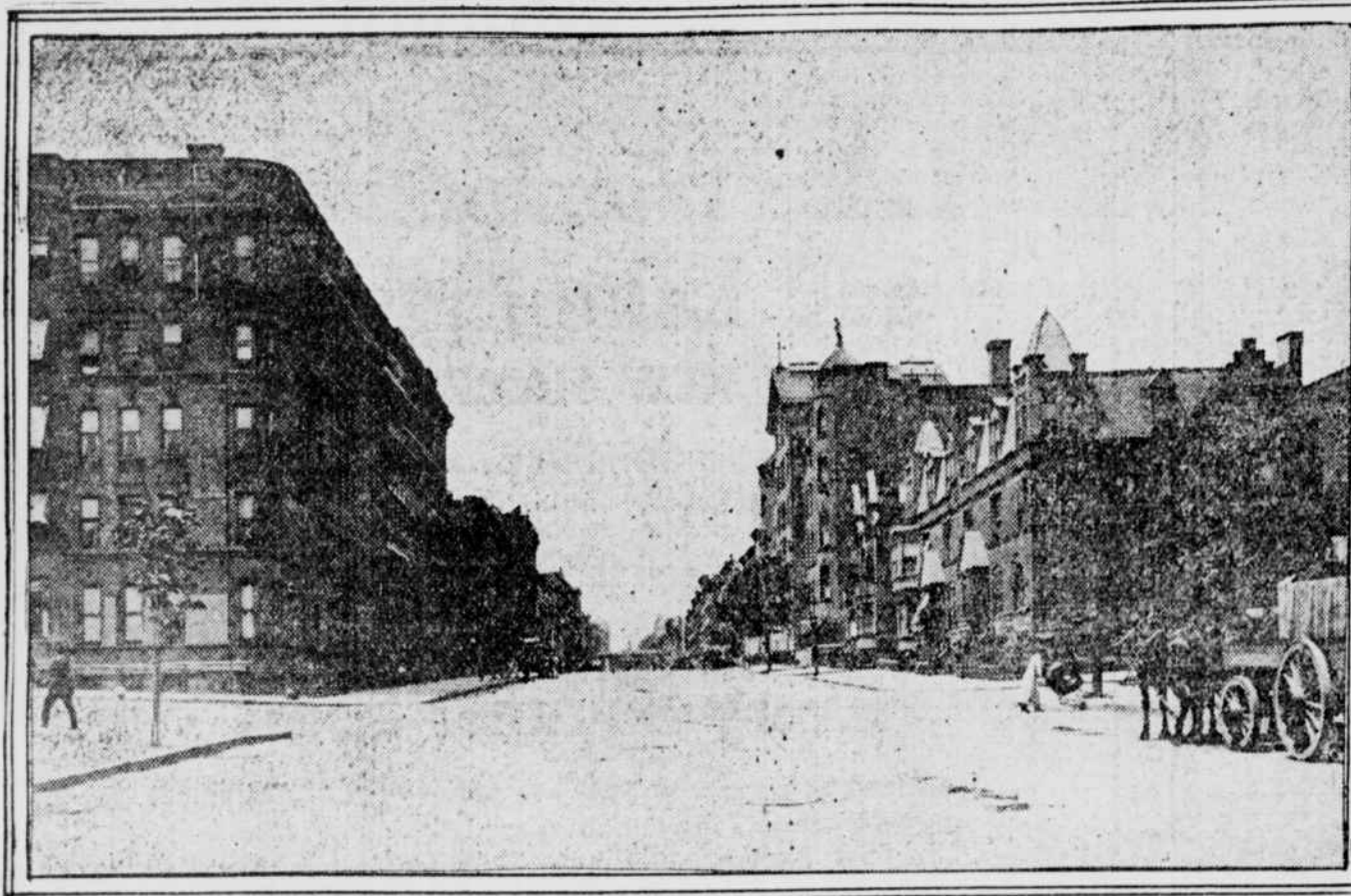


# In REALTY ZONES of GREATER CITY and SUBURBS



In 86th Looking from Ave. A. west



Lexington Ave. Looking north from 79th st.

## IN THE OLD YORKVILLE SECTION

THE ATTENTION OF MANY BUILDERS AND SPECULATORS HAS BEEN DIRECTED TO THE DISTRICT BY THE BUILDING OF THE LEXINGTON AVENUE SUBWAY.

### Bright Outlook in the Yorkville Section

#### Chances for Speculators Along the Lexington Ave. Subway Route.

Charles H. Schnelle, secretary of the House and Real Estate Owners' Association, says the realty future of the Yorkville section is very bright. Along the route of the Lexington avenue subway there is need of up-to-date apartment houses, and there speculative builders will be able to put up many high class apartment houses.

Some model houses of this class are under way in this section.

"Realty in the section has been considerably benefited by the building of the Queensboro Bridge," says Mr. Schnelle, "and if plans for the bridge to span the Hudson River are carried out Yorkville will have two splendid river highways connecting the New Jersey and the Long

practical) carried out, great future possibilities can be expected from this section.

"Investors and builders will do well to consider the future of this, one of the safest and most steady sections of this great city.

"Yorkville is an historic district. When New York began to grow rapidly northward from the old Knickerbocker districts many of the well-to-do families sought a suitable place for a summer home on Manhattan Island. At that time no section offered more rural advantages than Yorkville.

"The district is bounded by Fifth avenue and the East River, 57th and 100th streets, and was traversed years ago by the old Boston Post Road, now Third avenue. The Boston Road was one of the principal thoroughfares running north and south throughout the entire length of Manhattan Island.

"As a result of the growth, both in a business and residential way, in the lower part of New York, the Astors, Gracies, Primes, Lawrences, Beekmans, Rhineclanders, Rikers, Pauldings, Brevoorts, Provosts, Joneses, Schermers and other well known families bought large tracts of land in the Yorkville district.

Some of the homes of old Knickerbocker families of New York, which were built in the early part of the nineteenth century, were still standing in good condition along the East River about twenty-five years ago, and here and there might then be seen a few isolated truck gardens.

In the early 80's many thrifty persons, most of whom were of German descent, bought plots in the Yorkville section and erected on the site small houses. The majority of the houses were of four stories. Later five story flat houses were built in the section, and soon afterward numerous factories were established there. It was along the river front that most of the industrial concerns were built soon after the district began to attract the heads of families.

While this tenement and factory building was taking place east of Third avenue, the western half of the section was being transformed into the choicest home district of New York. And since that time in the upper Fifth avenue section have been the homes of many persons prominent in society and business circles.

Not many years ago the old-fashioned horsecar disappeared from this section. The transit facilities of Yorkville first comprised horsecar lines, next followed elevated roads, then cable cars, then trolleys, and now the entire region is being permanently linked to the great subway routes of New York by the building of the Lexington avenue subway line.

To-day Yorkville is a thickly populated and thriving section of the city. It has manufacturing concerns of many kinds, small and large department stores, more than six popular theatres, handsome club-houses, numerous banks, trust companies and savings institutions, and a large number of flourishing churches. A few old landmarks still remain of the days when Yorkville was most suitable for summer homes. In the northeastern section, fronting on the East River, is the house built by Archibald Gracie in 1813. It is surrounded by several acres of beautiful trees and shrubs. The house and land comprise one of the city's finest breathing spaces, known as Carl Schurz's Park.

#### WANT CEMETERIES TAXED Several Associations Formed in Queens for Such Purpose.

Several taxpayers' associations of Queens have started a movement to secure legislation that will compel cemeteries to bear their proportion of assessments for public improvements in their districts. They do not bear any part of the expense of the construction and maintenance of highways and the building of sewers under the existing laws, and in some instances in the 24 Ward the cemeteries have occupied more than half of the total assessment district for recent improvements, but the burden was borne by the small home owners. It is contended by the leaders in the campaign that the cemeteries use the roads more than the other property owners.

The conditions were brought to the attention of the Legislature at its last session, when a bill was introduced to equalize assessments and compel the cemetery corporations to pay their share, but it was defeated. It is estimated that the passage of a bill compelling the cemetery corporations to pay their share would reduce the assessments of other property owners by \$1,500,000.

J. Sterling Drake sold for Amy Hope Boville and Helen Hope Williams to Anthony Bertino a plot, 50x100 feet, on Wellington avenue, Commerce Park, Marine's Harbor. Bertino will improve it with a residence for his occupancy.

#### DEAL INVOLVES \$1,125,000

Lyons to Erect \$1,000,000 Hotel on Larchmont Tract.

Howell C. Perrin has sold for the estate of Louis V. Sone, the property in Fleming Park, Larchmont Manor, known as the Point House, to Whitney Lyons, the tooth powder manufacturer.

This property is one of the most attractive waterfronts on Long Island Sound, consisting of one and one-third acres of land, fronting on Larchmont Harbor, near the yacht club and opposite the summer home of the late Henry M. Flagler, with deep water anchorage immediately in front of the property and with riparian rights to about two acres of land below high water mark. Mr. Lyons purposes to fill in an acre or so of land now below high water mark and erect upon the property a first class, exclusive hotel to accommodate 350 guests and costing about \$1,000,000.

The building will be modern architecture, fireproof construction and will contain every modern convenience. Each suite of rooms will have a bathroom, supplied with both fresh and sea water. There will be large lounging and dining verandas overhanging the harbor, a private bathing beach, swimming tank, private yacht landing, etc. The manager will be a man of high social standing, and it is rumored that this will be one of a chain of already existing hotels.

The large, old-fashioned house, which has been occupied by Frances Fleming, William V. Brokaw, William T. Graham, George Ehret, Rudolph J. Schaefer and others, will be torn down after the present summer season to make way for the hotel construction.

The point property was held at \$125,000, and it is said the selling price was slightly under this figure. This price for one and one-third acres, it was reported yesterday, is a record price for waterfront property on the Sound.

#### A MISSION OF BEAUTY

Architect Going Abroad for Landscape and Design Study.

Oswald C. Herling, of the firm of Herling & Fitch, architects, who sails on the White Star liner Adriatic Thursday noon to visit England, was asked to comment on his reported engagement by the McKnight Realty Company, of this city, as its consulting architect, and the object of his proposed trip in the interest of this company.

"It is true," said Mr. Herling "that the McKnight Realty Company has engaged

#### REVEALS SALE SECRETS

J. C. Davies Tells How He Planned Morris Park Auction.

\$250,000 FOR ADVERTISING

Maps, Lumber and Extension of Streetcar Line Other Incidents in Record Campaign.

Before the Morris Park sale the general inquiry was, "Where are the buyers coming from?" Since the successful closing of the sale, after two solid weeks of day and night sessions, the market has lost only a little of its curiosity, and its inquiry is put in only slightly different form: "Where did the buyers come from?"

In answering these questions J. Clarence Davies, who was associated with Joseph P. Day in handling the immense offering, and whose chief work in connection with it was the bringing of the necessary number of buyers, tells an interesting story—interesting alike to the real estate man, the advertising man and the man in the street, whose knowledge of Morris Park may be nothing more than the fact that he has seen those two words whichever way he turned, morning, noon and night, for the last six or eight weeks.

Mr. Davies' story is particularly instructive by reason of its frankness and because it gives the inside history of the Morris Park campaign. Mr. Davies commented yesterday to tell many of the details of this remarkable campaign.

"The total amount spent for advertising of all kinds in connection with the Morris Park sale," said Mr. Davies, "was between \$200,000 and \$250,000."

"Of this grand total about \$100,000 went into newspaper advertising. Seventy-five per cent, roughly, of this expenditure for newspaper advertising was made in this city and immediate vicinity, and the other 25 per cent in out-of-town papers, to the number of about 120, covering the whole of the New England and Middle Atlantic states, and as far west as Pittsburgh and Buffalo.

"In addition to the newspaper advertising, this same territory was thoroughly covered, so far as its cities and large towns were concerned, by streetcar advertising.

cent from New York and vicinity and 25 per cent from out of town.

"What was practically the first definite announcement as to what the state's 'opportunity to make money' was to be contained in a facsimile of a letter signed by State Banking Superintendent Van Tuyl, setting forth the reasons why the property was to be sold. Of these 225,000 were sent out through the mails from my office, covering lists of possible purchasers from Boston to Washington.

"Of the book maps of the sale there were printed 375,000. Of these 300,000 were distributed before the sale. As it turned out, there remained barely enough for the sale itself, with its twenty-five separate sessions, for there were only about 1,100 of the book maps left.

"In the neighborhood of \$100,000 was spent in opening streets and other development work on the property. Thousands of feet of lumber were used in indicating street lines and showing lot and block numbers, so that no prospective buyer need have the slightest doubt as to what he was buying. The extension of the Morris Park avenue trolley line from Bronxville to Williamsbridge Road at the expense of the sellers of the property was only another instance of the thoroughness which marked all the preparations for the sale."

To have assumed general direction of such preparations as these would doubtless impress most people as being a man's job, but Mr. Davies went even further to the execution of many of the details.

"Every ad. was written by me," said Mr. Davies yesterday in explaining why he had had only three hours' sleep a night during the sale. "And that doesn't mean that I suggested the ideas. I actually wrote the copy, indicated the style of set-up and corrected the proofs."

"In the programmes of each one of the forty theatres in New York, Brooklyn and Jersey City there appeared a different ad., each one suited to that particular theatre, the particular locality and the particular show."

"The car cards were handled in similar manner. You will recall that there were thirty-four reasons why one should buy at Morris Park. In every city where car cards were used reasons were cited which were most likely to appeal to people in that district or city."

"The preparation of the newspaper copy was a vast undertaking as any one must realize who will consider the facts for a moment. It all had to be changed daily, and, furthermore, what would be good copy for such a sale here in New York would be little understood and attract no attention in Boston or Baltimore. Then, too, as the sale progressed there was the difficult task of bringing forward the important features in connection with the event in a way to hold the crowd and stimulate fresh interest."

"All the photographs, maps and drawings used in connection with the advertising were made from originals in my collection. I even turned artist myself for the occasion, sketching out the series of car cards showing the growth of The Bronx, to be elaborated later by an expert."

"What general principle do you follow in laying out these campaigns?" Mr. Davies was asked by one familiar with his successes for the last ten or fifteen years, of which Morris Park is the crowning achievement. "Is there any secret about it?"

"No secret at all," he replied. "I simply proceed on the idea that what will attract me will attract anybody."

"I am not deluded by any idea that I have any superior knowledge of the great principles governing advertising or real estate values. In fact, my experience has shown me that the public knows just as much as I do about them and that you cannot gold-brick the public as to real estate values."

### Lower Broadway Building Sold by Ludlum Estate

#### New Owner for Former Home of N. Y. Yacht Club—Other Realty Announcements.

An important sale of a large Broadway property was consummated yesterday by William A. White & Sons, who sold to a client Nos. 43 and 45 Broadway, a five story building, covering a plot 50x200 feet, and an additional interior piece on the south side of about 25x35 feet.

The property has not changed hands since 1841, when it was bought by Nicholas Ludlum. The sellers are his heirs—John Ludlum, Mrs. Birdsell Otis Eddy, Mary Otis Clarkson, of Tivoli, N. Y., and Martha Otis Monroe, of Paris. The property is assessed by the city at \$200,000.

The entire building was, up to last February, occupied by Einstein, Wolf & Co., but is now vacant. William A. White & Sons, representing the new owner, are having plans prepared for remodeling the present structure. The Canal street station of the Broadway subway is within about 100 feet of this property.

The former home of the New York Yacht Club, in the Madison Square section, has changed ownership. It is at No. 67 Madison avenue, and has been sold by John P. Kirwan for Mrs. Lyle Van Wyck Butler and Mrs. Catherine Butler Thompson. The property consists of a three story dwelling house, on a lot 24x100 feet, located 45 feet north of 27th street. The property had been owned by the Butler family for over half a century.

Thomas & Son have sold to the John H. Buscalf Company the plot, 50x100 feet, at the southeast corner of Park avenue and 18th street, upon which will be built a five story flat house.

The Duroso Company leased to Patrick Callan the stable No. 245 West 19th street, third floor, No. 116 West 14th street, to E. Lederer; to the George Hat Company fifth floor, No. 26 Ninth avenue, and to Arthur D. Barton the store, No. 122 West 14th street.

The Cross & Brown Company leased space in No. 5 to 9 Columbus Circle to Jacob Wachter, and space in the United States Rubber building, Broadway and 58th street, to the General Automatic Sales Company.

Lowenfeld & Pfeiffer leased the store No. 158 Park avenue to Berman Brothers, the store and basement at No. 1396 Madison avenue to the Yorkville Hat Renovating Company and the store at No. 1401 Avenue A to G. Cooke for a term of years.

Isidor Kemper leased the store at No. 1804 Amsterdam avenue to the Washington Market Company and the store at No. 1801 Montague avenue to S. Mele.

The Montana Construction Company leased to Drs. R. G. Snyder and Randal Hoyt an apartment of eight rooms in No.

375 Park avenue, between 82d and 84d streets.

Pease & Elliman rented apartments in No. 29 West 58th street to Mrs. Arthur Anson, in No. 105 East 10th street to M. A. Strum and B. V. H. Anthony, and in No. 60 Central Park West to Theodore Beran.

Patrick Sullivan is the purchaser of the five story building No. 448 Broome street, sold recently by the American Society for the Prevention of Cruelty to Animals.

Benjamin N. Duke, the tobacco man, borrowed \$20,000 on his house at the southeast corner of Fifth avenue and 88th street from the United States Trust Company for five years at 5 per cent interest. The Duke house is one of the notable homes on upper Fifth avenue. It is a six story house and is built of Indiana limestone in the Italian Renaissance style. It has 34 feet Fifth avenue frontage and extends 129 feet in 89th street.

Pease & Elliman were the brokers in the sale of the five dwelling houses at the



CHARLES H. SCHNELLE.

Island shores. It is impossible to estimate accurately the manifold benefits which such connections will bring to this great section of the city. The more we are brought in closer touch with suburban New Jersey and Long Island the greater will be the realty vigor of the old Yorkville section.

"The Lexington avenue spur of the subway is expected to stimulate realty buying in a much larger degree than in recent years throughout the entire section. The subway plans the great theatrical and shopping centres of Manhattan on a direct line with the Yorkville district. Besides, the subway will make it possible for hundreds of families living in the Yorkville flat house sections to more quickly reach the various flourishing centres of upper New York, especially in The Bronx.

"Within recent years the upper Park avenue section, which is one of the most delightful residential parts of Yorkville, has undergone a big transformation. It has been changed from an inaccessible dwelling house region into one of the strongest and most popular apartment house areas of the greater city.

"Its development along these lines is just in the initial stage, and when the Lexington avenue subway is in operation it will be superbly located as a place of residence. For years it suffered from the noise and smoke nuisance of the old Park avenue tunnel. But with the changing of the motive power of the trains using the tunnel from steam to electricity the smoke and noise nuisance was removed.

"What is needed, and it may not be very long before it becomes a reality, is a cross-town subway between the East River and the West Side. Except at the two extreme ends of Yorkville, or on 89th street, where there is a trolley service to Eighth avenue, there is no direct connection with the West Side. With this proposed subway to connect the two main lines of Lexington avenue and Broadway wonderful improvements could be expected.

A practical solution has already been presented to the Public Service Commission in a plan to create a loop beginning at the Battery, to run up Lexington avenue to 88th street, and through 88th street and Central Park, then down Broadway, giving this section a local as well as an express service and to all points further uptown.

"With these improvements (and all are



NEW MODEL HOUSES ON BARCLAY-DUGRO TRACT, ELMHURST, LONG ISLAND. WEST PARK, STAMFORD, CONN.

my services as reported. I am also going abroad in the interest of the Ogontz Realty Company, of Philadelphia, which is engaged in similar operations.

"There has recently been a marked awakening to the utilitarian value of beauty and good taste displayed in the development of our suburbs and an appreciation of the value to their promoters of a comprehensive plan with regard to the design of the landscape and the houses which shall interpret the spirit and needs of the people in terms of recognized principles of art."

Mrs. C. A. Williams sold through Cornelius G. Koff to Catherine B. Richardson her five-acre farm, with house, stable and out buildings, on the east side of the Annadale Road, near the Wood Harmon development at Annadale, Staten Island.

"Here in New York and vicinity it is safe to say that there was no human being who could read and who saw a newspaper or went outdoors anywhere for a month prior to May 31 but knew that the Morris Park property was to be sold. In addition to the car cards, there were large billboard announcements at prominent points. The theatre crowds saw the notice of the sale emblazoned against the sky in electric signs and read about it in their programmes. Even for the home-bound hurrying Jersey commuter there was no escape, for the Morris Park sale 'hit him in the eye' as he descended to his train through the Hudson Terminal.

"There has been yet no tabulation showing the exact proportion of local and out-of-town buyers, but from scanning the lists I should say that this proportion is about the same as in the case of the newspaper advertising—that is, 75 per

cent from New York and vicinity and 25 per cent from out of town.

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### QUEENS MODEL HOUSES

#### Apartments Being Built Along Roosevelt Ave. Dual Subway.

The Roosevelt avenue dual subway in Queens will open up land so near the centre of Manhattan in minutes as to be almost downtown and will permit the erection of modern apartment houses affording plenty of sunshine and pure air, with the latest improvements and attractive surroundings.

This building movement, which is to spread along the route of this subway, has already been started by the Roosevelt Avenue Building Company, Inc., on the Barclay-Dugro tract, in the Elmhurst section of Queens.

This high, level tract of land lies across the line of the dual subway route and extends one and one-half miles from the Woodside Union station eastward into Elmhurst. It is being developed with full city street improvements by the Queensboro Corporation and is becoming a most attractive field for builders as the subway approaches completion. The construction of the block of buildings by this company is begun at this time owing to the great demand for accommodations by the thousands of employees of new concerns which have recently moved into the new transit centre in Queens in response to the fine shipping facilities which are being created there.

The buildings are designed by George Wells, an associate of Cass Gilbert, architect, who designed the Woolworth Building and the Custom House in this city, as well as many other monumental structures. Mr. Wells, in conjunction with E. A. MacDougall, of the Queensboro Corporation, has studied the needs of the residents of Manhattan and the opportunities offered by the opening up of this new tract along the line of the

subway, with a view to producing a type of building such as would offer the best possible living conditions as to light, air, convenience, etc., for the least possible money, and it is believed that in this block of buildings these problems have been so successfully solved that the tenants shall have not only the quickest and cheapest transit to all parts of the city, but the most comfortable, convenient and economical living conditions.

These buildings are to be five stories in height, of most attractive exterior, and will be divided into apartments of four and five rooms, with a particularly well arranged floor plan, which affords unusual light, air and privacy. The specifications call for the best of materials, workmanship and finish, and the buildings are intended to stand as a pattern for all that are to follow.

There will be one building occupying two lots facing Jackson avenue, having two stores on the ground floor, renting at \$25 and \$30, respectively, and nineteen apartments of four rooms each, to rent, according to floor, at \$19 to \$25, with steam heat and janitor service. These buildings create a land value of \$20,000 for the two lots.

Adjoining these buildings to the south and facing west on 25th street will be a row of three double five story buildings, each occupying two lots, devoted exclusively to five-room apartments, of which there will be two on each floor, renting from \$26 to \$29 an apartment, respectively, with heat, hot water supply and janitor service.

These buildings demonstrate a land value of about \$5,000 even under present conditions, and show that the builders, who are positively assured of tenants in view of the fact that the borough cannot now supply housing for its employees, are amply protected in their investment.

**FIRST MORRIS PARK PLAN.** Gottfried & Stecker, who were among the buyers of Morris Park lots, are considering plans for erecting a large baking plant there.