

WILL BE 465 FEET HIGH

Professional Building To Be Seventh Tallest.

SITE IN WEST 72D STREET

An Illuminated St. Andrew's Cross Will Adorn the Top of Building.

A thirty-five story structure, with three stories underground, will be built by a syndicate at the southeast corner of 72d street and West End avenue. It will be erected especially to meet the needs of physicians, dentists, architects, artists and some other classes of professional men.

From the curb to the top of the roof the structure will be 465 feet high. It will therefore be the seventh tallest in the greater city. Atop the roof will be a flaming St. Andrew's cross, which will be illuminated at night.

Here are the six buildings which, as regards height, are the highest in the city, the Woodworth, Metropolitan tower and Singer also being the tallest in the world:

Building	Stories	H. in.
Woodworth, at Park Place and Broadway	51	750
Metropolitan Life Insurance tower at 24th st. and Madison ave.	50	700.3
Singer Manufacturing Co., at Liberty st. and Broadway	41	612.1
Municipal, at Centre st. and Park Row	24	599.1
Bankers' Trust Co., at Wall and Nassau	39	539
The Professional, at 72d st. and West End ave.	32	465

Some buildings, which in height compare favorably with the majority of the new midtown and downtown structures have been built on Manhattan island north of 72d street, within recent years. But the Professional Building will be many feet higher than the highest skyscraper north of the big railroad terminal zone of Manhattan.

The design for the building has been drawn by Francis H. Kimball, architect of the New Trinity, the United States Realty, the City Investing and many other notable structures. Charles O. Brown has helped to solve some of the construction problems of the proposed building. He performed a similar service for the builders of the Empire, Manhattan Life and the Standard Oil buildings.

The structure will be absolutely fireproof, non-inflammable material being used in its construction. The foundation of the building will go to bedrock stratum, thirty-five feet below the surface. The walls will be of white terra cotta. Two bays of each facade will be of copper whose color turns to a soft green shade on exposure. The design will be Gothic.

The syndicate which will carry out this project is a newly formed concern to be known as No. 22 West Seventy-second Street Company, organized by Pease & Elliman, and composed of prominent business men, for whom these brokers have purchased the site from William E. D. Stokes. The site has been owned by Stokes since 1887, and comprises a plot fronting 88 feet on West End avenue and 100 feet on 72d street, occupied by four private houses and a four story structure formerly used by Columbia Institute.

These buildings are vacant and will be razed immediately to permit the construction of the new one, which is to be ready for occupancy by April 1, 1914. With the cost of the land, the operation will represent, when completed, an investment of

THE PROFESSIONAL BUILDING. It will be erected at 72d street and West End avenue. The structure will be the seventh tallest in the city.



opened to him a building on a site of a given size that will accommodate two hundred of his kind to their absolute contentment, instead of three in perpetual discontent.

"In the erection of such a building the location is of very great importance, as a great number of tenants must mean very great attention to transportation facilities. It is the habit of builders in general to call almost any location the 'best in New York,' and let it go at that, but a comparison will show that no other location suitable for the class of tenants for which the Professional Building is designed can be compared to the corner of West End avenue and 72d street. It is high ground, facing two wide streets under the jurisdiction of the Department of Parks from both of which the heavy traffic of business is barred. Riverside Drive and Park begin at 72d street, which has given it a greater prestige than other parkway streets have ever received or will receive. It is a fact worthy of notice that the sites which will adjoin have both just been improved with twelve story apartment houses of a very high character, which will insure both the character of the neighborhood and the light and air of the Professional Building for many years to come. The courts of these new buildings are very large, and the architects have made them give protection to the lower part of the building on the 72d street corner, a very rare conjunction.

"Broadway, at 72d street, a very short

block from the corner of West End avenue, is the first uptown express station of the subway, with its express and local trains which connect with The Bronx, Washington Heights, Brooklyn and the central and downtown sections of New York."

REALTY NOTES.

Abraham Gordon is the buyer of Nos. 108 and 110 West 25th street, sold recently by the estate of John H. Drew, through Wilbur C. Goodale. The property will be improved with a twelve story loft building.

Goodale, Perry & Dwight were the brokers in the sale of the tenement house No. 42 West 49th street for Mary McComick and others to William N. Henke.

The Land Realty Company is the buyer of the two story dwelling house, on plot 114x125 feet, at the southwest corner of Boston Road and 181st street. It will be improved with a two story taxpayer and motion picture theatre. Plans are being prepared by John D. Steinmetz.

The Simplex Realty Company reports that its client does not intend to erect an elevator apartment house, with roof garden, at the corner of 15th street and Bathgate avenue, sold recently. It will either be resold or improved with a five story flat house.

Sidney Denzer, formerly with Cross & Brown, is now associated with Frederick Fox & Co.

FIRE PREVENTION RULES

What the Bureau Is Doing to Enforce the Law.

CAN LEVY BIG PENALTIES

Owners Who Keep Their Properties in Order Need Have No Fear.

By William Guerin, Chief of Bureau of Fire Prevention.

Many property owners believe the Bureau of Fire Prevention is a new form of affliction thrust on them by thoughtless law makers to add to the already great tax on the reality of the city. As a matter of fact, the Bureau of Fire Prevention is principally an instrument to enforce existing laws, with only few discretionary powers and bound to use those in a reasonable manner.

No owner or occupant of property need fear the visits of the Bureau of Fire Prevention inspectors unless he has failed to keep "his house in order" as required by the building laws, factory laws and such others as relate to the type of building visited, but was to him that has been remiss, for a violation will be cited against his building very shortly, and the reality of the situation will be made manifest by one year and \$500 fine. This does not close a door on the owner, for failure to comply will find the building closed to its occupants, or so much of it as the order amplies to. It is a great pleasure to say that in most cases prompt obedience is given to the orders of the department, and those who did not believe that Fire Commissioner Johnson meant business felt the sting of the criminal law. In no case has it been necessary to close a building.

Commissioner Johnson has placed two cardinal principles before every member of the bureau: First, enforce the laws for the safety of the people; second, with the least possible expense to the owner or tenant. For that reason none of our court cases has been decided adversely to us on the merits of the case, and very few on technicalities are to form.

The work of the bureau will often anticipate some accident that if it occurred while a dangerous condition in the building exists in violation of law would render the owner liable in heavy damages, amounting to more than would remedy the condition twice over, to say nothing of the cost and vexation of a lawsuit.

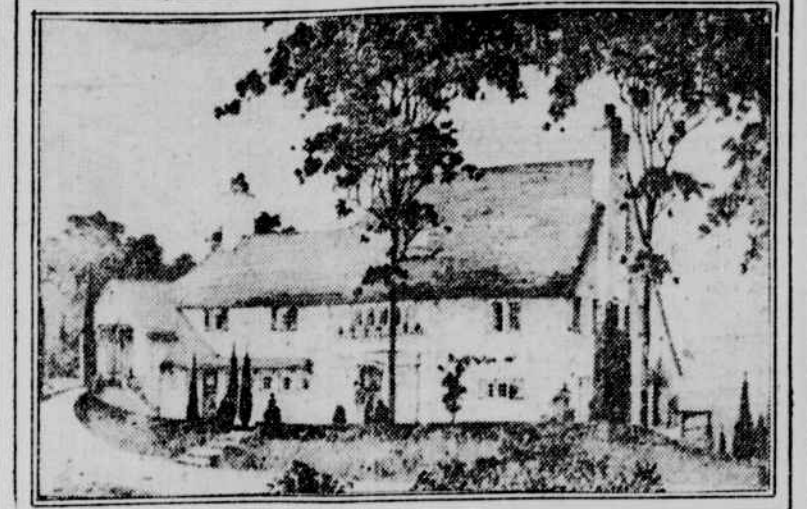
When an owner is required to make expenditures on his premises in order that they may be made safe, he must remember the words of Mayor Gaynor, that "in this great city we have not only to consider taxpayers, but also rent payers."

Property owners should see that all inspectors give their names and show their badges, noting the numbers; this is your right, so that no unwarranted person may enter your premises, and note the badge carefully, as an impostor person might show a false badge that would give no authority to him.

Inspectors have no right to give instructions verbally, unless it is a matter of imminent danger, all orders are issued in writing, and signed by the head of the bureau and the Fire Commissioner or Deputy Fire Commissioner designated to do so. All changes in orders are made in writing, so also the dismissions when orders are completed. Frequently persons receiving orders do not understand the requirements even where expressed in the simple language of the law, and desire inspectors to be sent them explaining the orders; this cannot be done as the bureau has too few men available for the routine work, but such persons will receive attention if they state headquarters.

The work of the Bureau of Fire Prevention precedes and dovetails into the work of the fire extinguishing branch

HOUSE BEING BUILT AT FIELDSTON. It is located on the easterly side of Waldo avenue, commanding a wide view over Van Cortlandt Park. It was designed by Albro & Lindenberg for the Delafield estate.



(the uniform force), and between them both last year they held down the increase of fires from its abnormal numbers of previous years and reduced the loss above \$2,500,000 as compared with the previous year.

This year sees the result of the general activities of the bureau, especially Commissioner Johnson's campaign against arson, which has cut down the number of fires for the first quarter of 1913 about 1,500, as compared to the like period in 1912. This frightful crime has been rampant in our cities, and none have suffered more than the owners of loft buildings, where the crime of a miscreant damaged the building and caused desirable tenants to leave or suffer loss and inconvenience.

HOWARD ESTATES' GROWTH

New Long Island Station in Centre of Colony Being Built.

In addition to the station at Aqueduct, on the Rockaway branch of the Long Island road, a new station is now being completed, which is at the centre of the bungalow development at Howard Estates. So many additions have been made to the residents at Howard Estates since the appointment of Joseph P. Day as sales agent that the new station has been found necessary to accommodate the residents that have located at the Jamaica Bay side of the development.

The new station is of the attractive bungalow type of construction, to harmonize with the buildings and houses on the property, and will have an overhead crossing, which is just being completed.

Development work at the Howard Estates received an immediate impetus when the property was taken over by Mr. Day, and the work of lengthening and deepening the ship canals on the property was immediately started.

The beach sloping down to the bay has been straightened and improved to make an ideal sandy bathing beach. The cementing of sidewalks, the setting of shade trees and other improvement work is progressing rapidly.

A number of bungalows that have been recently completed were sold to private home buyers and new buildings immediately started. One of the most interesting features of these bungalows is the new poured concrete bungalow, made entirely of hollow tile and stucco construction with tiled roof.

This type of construction makes a fireproof, moisture proof building costing practically nothing for upkeep.

Joseph P. Day's plan for making savings banks of homes by adopting an easy weekly savings plan has sold the largest portion of the five hundred plots that

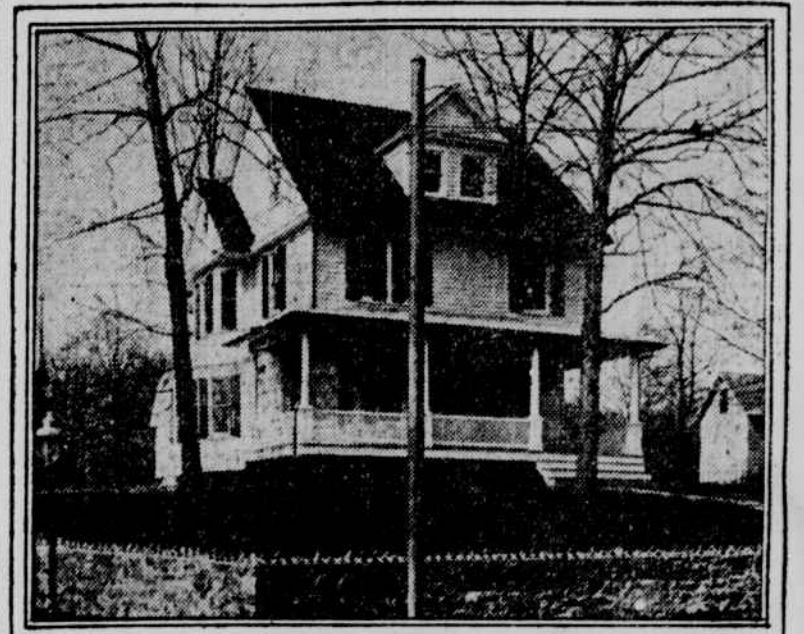
NEW APARTMENT SOLD

Investor Gets the Surrey, in East 82d Street.

HOUSE HELD AT \$375,000

Holding Company to Take Over Skyscraper To Be Erected by Railroad.

Douglas L. Elliman & Co. have sold for the Frontenac Realty Company, of which Samuel A. Herzog is president, the new nine story apartment house known as the Surrey, at No. 122 to 128 East 82d street. The structure is on a plot 75x100.2 feet and was assembled in 1911. Work on the structure was begun in 1912. The thirty six apartments were all leased by August 12, it being June 8 before the building was completed. The gross rental is \$7,000. The



TERRACE COTTAGE, PELHAM MANOR. This beautiful house adjoins Roosevelt Heights and is to rent.

were put aside to be disposed of on this plan. From present indications the entire number put aside for this purpose will be sold this spring.

TRADING IN UPPER ZONES.

Alice P. Anderson has sold the five story flat house No. 266 Fifth avenue, on lot 24,118.80 feet, adjoining the northeast corner of 123d street.

Kurz & Uron have sold for Merion Green a plot, 128x87.5 feet, at the northwest corner of Longfellow avenue and 15th street, to a builder for improvement.

The Realty and Commercial Company has sold on Bronx Terrace, east of White Plains Road, to T. Innocenzo, a plot, 60x100 feet, facing Edison avenue, and to Constantino Berardi a lot, 25x100 feet, facing Edison avenue.

FLUSHING LOTS AT AUCTION.

Bryan L. Kennelly will offer at auction on April 26 125 lots in Flushing, on Parsons, Queens, Burling and Laborum avenues, Jamaica and Kalma streets. This tract is in the old village of Flushing, near Klesner Park. Last year Parsons avenue was improved with an asphalt pavement at a cost of \$21,000, and Queens avenue was similarly improved at a cost of \$12,000.

The Henry Elias Brewing Company has purchased from Teresa Tuzozza No. 21 East 198th street, a five story tenement house, with stores, and a two story building in the rear, on lot 25,912.12 feet. The consideration was \$17,500.

Robert Levers has sold for Bertha Holland No. 30 West 17th street, a three story loft building, on plot 85.5x112 irregular, to an investor.



WILLIAM GUERIN, Chief of Bureau of Fire Prevention.

nearly \$2,000,000. Several floors have already been rented.

There will be separate waiting rooms for each sex, entrances from each street, a carriage and ambulance entrance with a turntable giving a direct entrance to the elevators, one of which will be of such size as to accommodate a person in a recumbent position.

The equipment of the building will be rivaled only by the better class hospital, it is said.

Four elevators of the plunger type will be installed. Two staircases absolutely fireproofed are provided, and two electric dumbwaiters.

The arrangements for sanitation and ventilation will silence, it is also said, the most captious critic. Each office connected with the central plant of the building will have vacuum cleaning, hot water, steam heat, electric light, gas, electric power both direct and alternating for all types of apparatus, artificial refrigeration with filtered and electrically purified water, and vacuum and compressed air lines.

On the ground floor will be several stores. They have been especially provided for the convenience of the professional tenants of the building. One is intended for a prescription druggist, one for an optician, one for a dealer in surgical appliances, and the others for similar lines; but, only the very best concerns in these lines will be considered, and the utmost discrimination will be used in this respect.

It is likely that the top floor of the building will be made a club with an elaborately equipped operating room for the joint use of the tenants.

Lawrence B. Elliman said yesterday in describing some of the novel features of the building:

"The purpose for which the Professional Building will be erected is to provide its tenants with the maximum in the way of comfort, convenience, and beauty that any mere building can furnish to them. The professional man of to-day who has to take almost any office, ground floor apartment, or parlor floor that he can get, and pay for it such a sum that he can in no way feel satisfied with his bargain, knows what it means to have

REAL ESTATE FOR SALE OR TO LET CONNECTICUT. REAL ESTATE FOR SALE OR TO LET CONNECTICUT. REAL ESTATE FOR SALE OR TO LET CONNECTICUT.

The GATEWAY of the BERKSHIRES

# WINSTED

THE CENTRE of the LITCHFIELD HILLS

WINSTED is a live New England town in the heart of the Litchfield Hills, a part of the beautiful mountain township of old Winchester.

The altitude of Winsted's Main Street is 710 feet, Highland Lake 900 feet and the Green at Winchester 1,384 feet. These highlands of Connecticut, noted for their beauty, are swept by the pure, dry, health giving breezes of a temperate climate.

Highland Lake, with an area of 489 acres, shut in by high hills, is Winsted's beauty spot. There are five other lakes and ponds within the town limits, and numerous mountain streams, well stocked with trout. The hunter will find excellent bird shooting in season. The hill tops of well-kept, prosperous Winchester Center are a delight to the eye. In every direction are beautiful drives. There are hotels and boarding houses in the town and farms on the hills, and within the ten mile zone of Winsted many beautiful summer homes have been developed by wealthy people of high social standing.

If you are seeking a farm, country home, all year residence, mountain or lake front cottage or bungalow, make your wants known to the

Public Committee, Business Men's Association, Winsted, Conn.

TO LET FOR BUSINESS PURPOSES. TO LET FOR BUSINESS PURPOSES. TO LET FOR BUSINESS PURPOSES.

Looking at Aeolian Hall across the Plaza of Bryant Park

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