

In REALTY ZONES of GREATER CITY and SUBURBS

Long Island City a Manufacturing Centre

Connolly Predicts It to Become Greatest Commercial Section in the World.

That the Borough of Queens, and especially Long Island City, is passing through a period of development and growth which will make it the greatest manufacturing and commercial centre in the world is the belief of Maurice E. Connolly, president of the borough. Mr. Connolly said yesterday that the providing in a short time of exceptional transit facilities and such improvements as the borough and city authorities are making, all of which have been denied to Queens in the past, will cause the borough to advance so rapidly that its property will form the surest and safest investment in all this country.

"There is going to be no setback in Queens," said Mr. Connolly, "and any person who invests his money there in real estate at prevailing values is bound to make money. Long Island City, with its most wonderful commercial and manufacturing growth, has, of course, the best advantages, but all of Queens is going to prosper to such an extent from the work that is being done there now, that the owners of its property are going to become rich from it.

"We are far ahead of the other boroughs of this city in the matter of rapid transit. Our lines are all to be elevated, while in other boroughs most of the new route will be subway. The result is that our lines will be completed and in operation in fourteen months, or more than two years before the subways into the other boroughs are ready. We then will have rapid transit connection with the centre of all things in Manhattan when the other boroughs are waiting for their, and the advance in our real estate values will have just that much of a start."

Mr. Connolly was asked if his statements as to increasing values applied to the 45 lots on Thomson Hill, in Long Island City, which Bryan L. Kennelly will sell at auction on Saturday, May 11. "Here is the situation," he replied, "every dwelling property in Long Island City either is occupied by its owner or by tenants under lease; there is not a vacant piece of property in the whole section. This is true in spite of the fact that builders have put up more houses of one kind or another during the last two years than in any other part of the city. Right now we have not sufficient accommodations to house the people who work in our own borough, brought there by the great industries. When the Belmont tunnel is opened, with subway cars from 23d street into and through Long Island City, we will draw many thousands from the east side of Manhattan to the cheaper homes in our borough, just as the Williamsburg Bridge drew them over to Brooklyn until Williamsburg section real estate values and rents became so high that there was no difference between Brooklyn and Manhattan.

"Then think of the opening of the new subway routes, by which Long Island City, with its cheaper homes, can be reached from any part of the city for a single five-cent fare, and there can be no doubt that such property as Thomson Hill will be a mighty attractive investment. It is so near the great manufacturing section that its immediate development is almost certain.

"I am satisfied that the growth of Long Island City and the enhancement of its real estate values, great as they have been, would have been even greater had we been able to find homes for factory workers. We have not in Queens sufficient skilled employees to man all the great industrial plants. People who work in these factories will not pay two fares. The result is that homes will have to be built for them in Long Island City or in nearby sections of Queens. They will have to be built soon, too, for right now two of the largest plants in the world are about to be opened, where almost five thousand men and women will be employed. The Loose-Wiles Biscuit Company's plant will require 2,500 workers and will be the largest building, next to the Metropolitan Life Building, in the world. The General Electric Company's plant, which will be opened in a few months, will be the second in size.

One feature especially impressive to Mr. Connolly is the fact that after years of almost no improvement, which condition has caused Queens values to remain the lowest in greater New York, suddenly everything that tends to increase values is provided.

JAMAICA-HILLCREST SALE To Dispose of 353 Lots on Memorial Day.

Announcement is made that William P. Rao will sell at auction on May 20, 353 lots at Jamaica-Hillcrest, in Jamaica. The sale will be held on the premises at 129 B m.

Jamaica-Hillcrest is at the residential centre of the new Jamaica, which is forming from the shifting of the railroad terminals, with the completion of the great

GETS GARDEN CITY HOUSE T. G. Wallace Buys Structure of Colonial Type.

Gez E. Tarbell has sold to Thomas G. Wallace the large Colonial house on the southern side of Stewart avenue, between Washington avenue and Butler place, in Garden City, on a plot 150x250 feet. This is of the pure Colonial type, found at Annapolis and in parts of Virginia, with a two story portico and Ionic columns in the front and has just been completed by Van Name & Co. after plans by Louis Boynton, architect. Mr. Wallace will occupy the house as soon as it can be decorated.

Mr. Tarbell has also sold a plot on the southern side of Poplar street, between Prospect avenue and Clinton Road, 75x70 feet, to Miss Sarah M. Neilson, who will build a house thereon. Also a plot on the eastern side of Briston Road, between Stewart avenue and North avenue, 190x100 feet, to William J. Morrison, who is having plans made for a house for himself, and a plot on the northwest corner of Salisbury avenue and Briston Road, 85x100 feet, to Benjamin Glimshaw for improvement.

A SALE BY WIRELESS

Buyer Completes Deal for Plot While on Midcocean.

DEVELOPING HOME SITES

Work Being Done at Estates of Great Neck an Example.

North Shore real estate bought by wireless from mid-Atlantic marked a new use of the wizard juke. Frank Crowell, sales

more remarkable evolution. Buyers are nowadays really getting something more for their money than the mere land.

In all first class developments every city improvement, such as permanent streets, sidewalks, curbing, gas, water mains and other essentials, are provided, and the cost to buy is considerably under the price the same work would cost if done by an individual.

Some idea of the standards of work most homebuyers have been educated to expect is reflected in the Estates of Great Neck development of the McKnight Realty Company, at Great Neck, Long Island.

To all practical purposes the Estates of Great Neck is a private residence park, thoroughly, but not burdenously, restricted, yet safeguarded against any possible intrusion by business or objectionable features.

The treatment of the entrance to the Estates has been in the form of a large

Morris Park Lot Sale Will Help Bronx Growth

Trolley Line Through Property Expected To Be Completed Within the Next Week.

The decision on the part of the State Banking Department to sell the Morris Park racetrack at auction will serve among other things to emphasize the equitable workings of the law enacted a few years ago covering failed institutions. Most people have been impressed by the

earlier and more extensive building operations around 181st street than at either of the two stations further south, at 168th and 157th streets. Other factors, no doubt, entered into this situation to some extent, but it was largely due to the fact that at both 157th and 168th streets a good deal of the more desirable property immediately adjacent to the stations was in the hands of owners who would neither build themselves nor sell to others.

It is in this respect that the coming sale of the Morris Park property will have a far-reaching influence upon the development and growth of the whole of the northerly and easterly sections of The Bronx.

In the case of a small area of a few blocks which may be kept out of the market for one reason or another, the lines of growth will frequently spread out all around and beyond it, but here is one immense tract of 200 acres, measuring a mile in one direction and over half a mile in the other, which has lain now for several years an effective barrier to the expansion of The Bronx.

With the exception of a few scattered improvements along White Plains avenue, the whole territory to the north and east is yet practically untouched by builders.

These conditions are in marked contrast with those immediately to the south and west of the great property. In the closely built-up sections of Van Nest and Westchester Village, at the southern end of Morris Park stands the Morris Park station on the New Haven's six-track route down to the Harlem River. Just across these tracks and within a couple of blocks of the Morris Park station, at West Farms Road and Silver street, plans were filed recently for a five story apartment house. Within five blocks of the station in West Chester Village are well tenanted four and five story flat-houses on Zerega avenue.

Van Nest is closely built up with two family houses and under favorable conditions the building up of its main business artery, Morris Park avenue, would have been extended clear across the Morris Park property to Williamsbridge Road long before this. One of the immediate results of the Morris Park sale will be the extension of the Morris Park avenue trolley line through that property. That is now being built, and will be completed within the next week.

Another important consideration, to which visitors to Morris Park have called attention and which will hasten its development is the fact that it is surrounded by prominent thoroughfares—to the west and south Bronxville avenue, or Bear Swamp Road; to the north, the Bronx and Pelham Parkway; and to the east, Williamsbridge Road. All the streets within the limits of the old racetrack property itself will be added to the network before the sale. Bronxville avenue connects at West Farms Road with Castle Hill avenue, making the only thoroughfare in that section running down the Sound, and has long been under consideration by the Union Railway as a route for a new trolley line.

Another important factor in the demand for new housing in the Morris Park neighborhood will be the large new repair plant and power house of the New Haven road at the Van Nest yard. In the repair shops, now practically completed, over two thousand men will be employed, and this number will be largely increased when the power house is finished. In connection with these improvements, it is also the intention to discontinue the use of the Van Nest freight yard, which was originally a group of sidings for the Morris Park race trains, and transfer the traffic to the Westchester yard. With a view to the enlargement of an adjoining railroad recently purchased from Congressman Jefferson M. Levy.

Such circumstances as these only make it more certain that the subdivision of Morris Park will be followed by an extensive building movement, wholly aside from the transit improvements which will soon bring it within the 5-cent fare zone.

In a recent talk President Miller, of the New York, Westchester & Boston Railroad, impressed upon his hearers the fact that The Bronx itself would be a big city anywhere in the world except alongside of Manhattan.

After calling attention to the American Bank Note Company's new factory and other large enterprises recently established in the northerly borough, President Miller said:

"How many of you know that in the southerly and easterly sections of The Bronx are industries with annual payrolls amounting to \$30,000,000?"

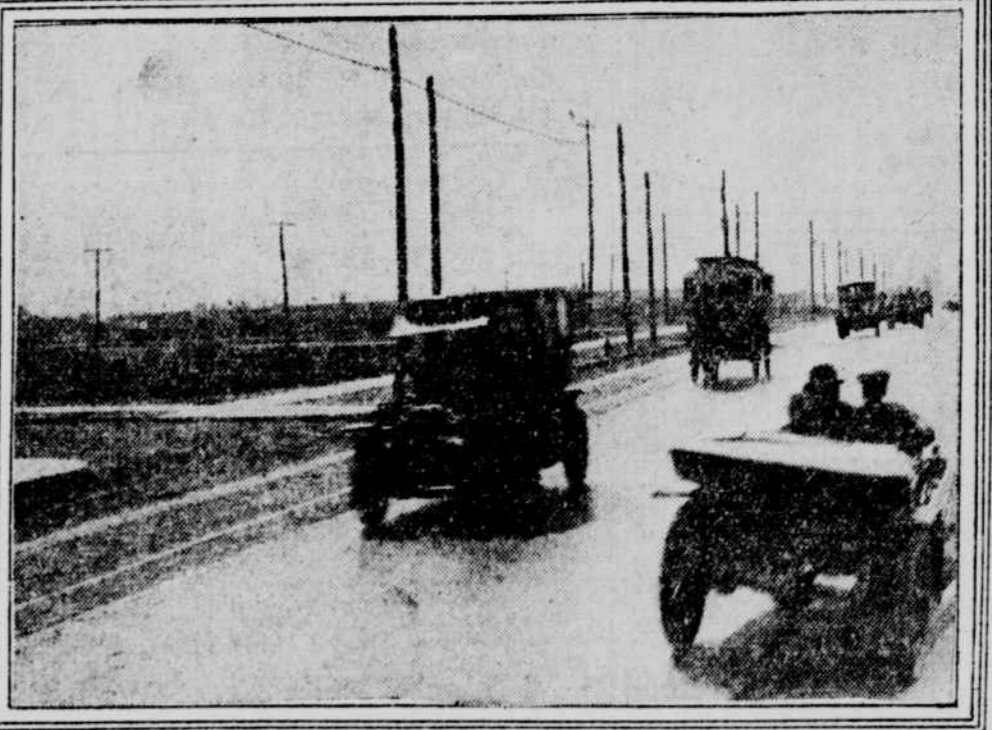
Probably 95 per cent of this steadily increasing army of workers establish their homes in The Bronx, and it is for this reason that the breaking down of the Morris Park barrier means so much to the further expansion of The Bronx along the line of its greatest growth in the past.

RAPID TRANSIT AS A FACTOR IN THE UPBUILDING OF THE GREATER CITY.

BOTH THESE SECTIONS ARE THE SAME DISTANCE FROM GREELEY SQUARE, MANHATTAN.



This centre, at 96th street and Broadway, has enjoyed subway facilities since 1904



The Thompson Avenue section of Long Island City, which will be within the dual subway system.

union station at Union Hill street. It has a frontage of over 1,000 feet along Hillside avenue, which is Jamaica's best residential thoroughfare. It begins three blocks from the new railroad station, at the Soldiers' Monument, at the corner of Hillside and Berken avenues. It is two blocks from Folton street, the main business artery. It has over 20,000 feet of frontage along Homeaway, Grand, Hillcrest, Blairwood, Orchard, Astor and Union avenues. All of the attractions of the country, combined with all the conveniences of the city, are here available to people of all classes.

"That Jamaica-Hillcrest is destined to be one of the home-slow places of greater New York is evident from the fact that it is already one of the prominent points on the main automobile route through Queens Borough from Manhattan. Over

MOVES INTO NEW QUARTERS

N. Y. Title Insurance Company Changes Location in Building.

The New York Title Insurance Company, of No. 123 Broadway, has moved from the second-floor to the ground floor of its building at that address. Extensive alterations have been made, and the offices are among the finest of those oc-

cupied by any financial institution in the downtown district.

The New York Title Insurance Company is a most progressive corporation, receiving each year a larger proportion of the work of insuring titles and making loans on real estate, to which its business is confined exclusively. The capital and surplus of the company is \$3,000,000.

The officers of the company are: President, Clinton R. James, vice-president, John D. Crimmins, general manager, Cyril H. Burdett, secretary, Frank L. Cooke, treasurer, Gerhard Kuehn, and assistant secretary, Chauncey H. Hunnigree.

The company also has branch offices at No. 26 Montague street, Brooklyn, and in all the counties of greater New York, as well as at Buffalo.

park, and the residences immediately at the entrance indicate at once the character of the remainder of the improvements within the Estates. The parkway at the entrance and the landscape of the approach represent an investment of approximately \$1,900. The property comprises 49 acres, and the roads, byways and lanes have been made to conform with the natural topography of the land, which gives them a winding effect, and their entire length is shaded with trees. More than two hundred acres of the property is densely wooded and suitable for artistic landscaping.

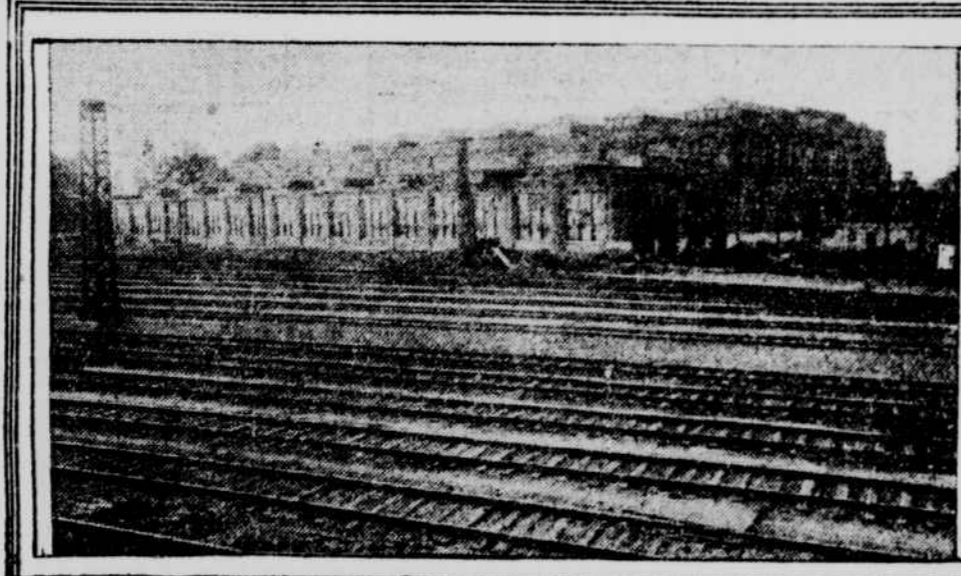
Unlike the ordinary real estate development, the natural beauty of the Estates was not destroyed by sacrificing it for quick financial gains. The architectural progress of the Estates of Great Neck is assured by the houses costing more than \$200,000 already erected from more than

fact that the Morris Park sale will be one of the largest events in the history of realty selling. Few probably have paused to consider what is likely to be the outcome of an attempt to put on the market at one time over 200 vacant lots.

It has been estimated that that is about the number of lots marketed in Manhattan and The Bronx under ordinary conditions in three years. Hereover 200 or 400 lots have been regarded as a large offering, and following the success of a sale of such proportions there have usually been many expressions of satisfaction that the market could absorb so many lots at once.

What, then, should market observers ask, is likely to be the result of an attempt to dispose of 200 lots? If barain hunters heretofore have found "good picking" toward the end of a sale of a few hundred lots, what will be the possibilities of a sale covering as many thousands?

IMPROVEMENTS MADE IN RECENT YEARS AT AND NEAR THE OLD MORRIS PARK RACETRACK PROPERTY.



NEW HAVEN CAR SHOPS, ADJOINING PREMISES.



IN MULINER AVENUE, FORMERLY PART OF THE GROUNDS OF THE WEST-CHESTER RACING ASSOCIATION.

Queensboro Bridge, the most popular motor way to all points on Long Island is through Hoffman Boulevard to Hillside avenue and around the Soldiers' Monument, which is the notable landmark in front of the Jamaica-Hillcrest tract.

The development of the ground and the introduction of the general improvements are constantly going on. Building of private dwelling houses began even before the tract could be supplied with all city improvements.

Over fifty houses have been erected since the summer of 1910. The cost of each dwelling averages about \$6,500, some passing the \$10,000 mark near the Hillside avenue section.

BATTERY SKYSCRAPER PLANS.

William H. Chesebrough and Oakleigh Thorne have commissioned Goldwin, Starrett & Van Vleet to draw plans for the twenty story office building which they will erect at the northwest corner of State and Whitehall streets, on plot 31x115 feet.

TRACT AT FANWOOD SOLD.

Kurz & Uren, Inc. have sold to R. Wolcott four acres of land at Fanwood, N. J., to Albert Kirk.

ably the latter-day activity in all lines of business is due to the great minds of the present day inventors, who have opened up wonderful resources in such complete ways that it is not necessary any more to await the mail, which in former years took from eight to fifteen days to cross the Atlantic and the same number to receive a reply back in Manhattan.

Many persons who have not had occasion to buy or rent homes in the suburbs of the city do not know how great a change has taken place in the last few years in the method of transferring raw lands into habitable areas.

From the old way of developing raw lands, which was a process that meant no more than the simple staking of the land into lots and the ripping through of streets with a road machine, there has come a

one hundred competitive designs. Particular attention was given to the landscape effect, with the object of creating ideal conditions for a residence colony of congenial persons. Crowding, as in ordinary developments, is impossible, as all plots have from 125 to 400 feet frontage.

Making streets and sidewalks so far has entailed an expenditure of more than \$200,000, and the thoroughness with which the Estates of Great Neck have been improved is also indicated by the fact that provision has been made for the carrying of water mains, electric lights, telephone cables and drainage pipes by conduits through the sides of the streets.

OFFICERS FOR REALTY COMPANY.

At a meeting of the stockholders of the M. Morgenthau, Jr., Company the following directors were elected for the ensuing year: F. C. Atwood, M. H. Borg, A. J. Edmond, H. Lehman, M. Morgenthau, Jr., G. Rosenfeld and P. M. Stein.

At a subsequent meeting of the board of directors the following officers were elected: M. Morgenthau, Jr., president; Isidore H. Lehman, vice-president and counsel; George Rosenfeld, treasurer; and F. Albert C. Atwood, secretary.

The reply is obvious. In the case of the ordinary voluntary sale the offering would probably be withdrawn when prices began to fall below the level of the owners' expectations. In the case of the Morris Park sale the State Banking Department has only one alternative and that is to convert these 200 lots into cash.

"If the market will not absorb these lots in the usual sense in which that term is used," said J. Clarence Davies and Joseph P. Day yesterday, "the market has got to take them at whatever the market feels disposed to give."

ENGINEERS' CLUB ADDITION.

Beverly S. King has drawn plans for an addition to the Engineers' Club Building to cover the lot 23x100 feet, adjoining the present building in the rear of No. 22 West 38th street. The structure will be six and one-half stories in height, with a basement and sub-basement, containing a large grill room on the first floor and twenty-four bedrooms and baths on the upper stories. The cost is estimated at about \$100,000.

REAL ESTATE CO. TO MOVE.

The Huston & Spraker Company announces the removal of its offices to the latter part of May to the new Anderson Building, No. 15 East 49th street, where more convenient quarters will be established for the continuance of the general real estate and insurance business. The officers of the company are Charles P. L. Huston, president; John Starin Spraker, vice-president; Mortimer P. Arnold, vice-president; J. Stuart Eakin, treasurer, and Edward A. Wilson, secretary.

Associated in the conducting of the agency department are John Burlington, for five years with Slawson & Hobbs, and Charlton W. Crane, for fourteen years with J. Romaine Brown & Co.



Wm. H. Chesebrough, Bryan Kennelly, Otto H. Kahn, Andrew Carnegie, John Noble Golding

SOME WELL KNOWN MEN WHOSE RECENT REALTY ACTIVITIES HAVE ATTRACTED MUCH ATTENTION TO LOCAL TRADING.