

LONG ACRE SQUARE ACTIVE.

SALE OF SHANLEY PLOT FOR \$600,000 CASH A FEATURE LAST WEEK.

Many Broadway Plots from 35th to 42d Street Likely To Be Improved Soon—Old Hotel Normandie To Be an Office Building.

Realty signs indicate that many old buildings in the Long Acre Square district will soon be replaced with modern business structures or theatres.

Now the problem which perplexes speculators and investors is what is to be the really future of Broadway from 35th to 42d st.

In the last few years a large number of big retail business houses have got a permanent home in 35th st., between Fifth and Sixth aves.

Since the tunnel plans of the Pennsylvania and McAdoo companies were made public, several years ago, startling changes for the better have taken place in and near the Greeley Square section.

Substantial buildings long ago had been

Syndicate bought a plot of over 12,000 square feet at the southwest corner of 46th st. and Broadway from the Ross estate, through the McVickar-Gallard Realty Company.

TO SELL OSTEND LOTS.

Highest Bidders Will Get This Fine Tract.

No auction sale in years has attracted the attention of the vast army of prospective home-seekers as has the one to be held by Joseph P. Day at 10:30 o'clock to-morrow at Ostend, Far Rockaway.

Auction Sales of Real Estate.

JOSEPH P. DAY, Auctioneer

Offices, 31 NASSAU STREET, NEW YORK CITY.

DESTINED TO BE A WINTER AS WELL AS A SUMMER RESORT

Ostend FAR ROCKAWAY, Long Island.

ON THE OCEAN FRONT ABSOLUTE SALE AT AUCTION 120 SEASHORE LOTS TO BE SOLD IN 21 PLOTS.

TO-MORROW AT 10:30 A. M.

ON THE PREMISES—RAIN OR SHINE ALL NEW YORK CITY IMPROVEMENTS.

30% can remain on bond and mortgage at 5 1/2% for 1, 2 or 3 years. Policies of title insurance of the Title Guarantee & Trust Company will be issued to purchasers free of charge.

Auctioneer's Note.—For the first time in a generation lots of this character (ocean front) at Far Rockaway will be offered to the public at ABSOLUTE AUCTION.

Ostend (Far Rockaway)

possesses all the advantages of the most select seashore location, beautiful lawns, large shade trees and elegant horticultural effects.

FOR MAPS AND BOOKLETS OR ANY FURTHER INFORMATION OF ABOVE SALE APPLY TO JOSEPH P. DAY, Auctioneer, Office, 31 NASSAU ST., NEW YORK.

Auction Sales of Real Estate.

JOSEPH P. DAY, Auctioneer

Offices, 31 NASSAU STREET, NEW YORK CITY.

TO YOU WHO HAVE CHILDREN:

Have you ever stopped to recall the different times your doctor has ordered you to take them to the seashore and also advised the salt water baths? Any doctor will tell you that

FRESH AIR is as important as medicine, THEREFORE VISIT

Belle Harbor

AND ATTEND THIS AUCTION SALE OF

301 Select Seashore Lots and 5 Handsome Cottages

On SATURDAY, Sept. 7, 1907 At 2 P. M., on the premises, rain or shine.

AUCTIONEER'S NOTE. has an unsurpassed location, on the Rockaway Coast, offering beautiful sea breezes and magnificent views in ever changing panorama, on Ocean and Bay.

Titles Guaranteed by Title Guarantee and Trust Company of New York and Policies Delivered Free of Charge to Purchasers.

NO ASSESSMENTS. For Maps and Booklets or any further information of above Sale apply to

JOSEPH P. DAY, Auct'r. Office, 31 NASSAU ST., NEW YORK.

and to Mrs. Bertha Molnar, house in Glenwood ave., William E. Harmon said yesterday that 116 of their lots were sold in South New York last week alone.

DEAL NEAR PENNSYLVANIA SECTION. Foster & Co. have sold the five-story tenement house No. 484 10th ave. and the four-story tenement house No. 486 10th ave., on plot 26x75 feet, for the Badt-Mayer Company.

MORTGAGE RATES HIGH. Money conditions are far from being satisfactory to real estate brokers, as the 3 1/2% rate is being had just now on bond and mortgages at less than

Auction Sales of Real Estate.

UNRESERVED AUCTION Labor Day

MONDAY, SEPT. 23, 1907. RAIN OR SHINE, AT 1 P. M. ON THE PREMISES. 214 EXTRA LARGE LOTS

Castleton, Bard and Davis Aves., LIVINGSTON, STATEN ISLAND.

24 Monthly Instalments or a discount of 5 per cent will be allowed for all cash. Titles are insured without expense to purchasers by the

To Reach the Lots Take at St. George's Avenue, Brighton Heights, car marked "Castleton, Bard and Davis Aves." and get off at the Bard Avenue corner of the property.

Illustrated map and further particulars from JERE JOHNSON JR. CO., 187 Broadway, N. Y., and 155 Montague St., Brooklyn.

Bryan L. Kennelly, Auct'r, will sell at auction Wednesday, Sept. 4, 1907, at 12 o'clock noon, at the Broadway Salesroom, 14, 15 and 16 West 42d street, New York City.

Estate of Caroline E. Crossman Riley, deceased. A handsome cottage and grounds at Seabright, N. J., fronting on Atlantic Ocean and Shrewsbury River.

House to be sold furnished. Messrs. Creevey & Rogers, 62 West 42d street, New York City, with auctioneer, 156 Broadway, N. Y. City.

Real Estate for Sale or to Let. Our Factories in Long Island City

Will Be Ready at an Early Date. SALE OR RENT. Write for descriptive book of plans

Long Island City Factory Co. NEW YORK OFFICES, 140 NASSAU ST.

Brooklyn Property for Sale. FOR SALE. 200 BUILT, 7 LEFT,

of most improved location, basement and cellar, two-family whitestone house, ever built, 2 buffets, 2 china closets, 2 bookcases, one hat rack, elegant mantels and chandeliers, crockery, wash tubs, porcelain sink, bath and basin, steam heat; highest elevation in Bay Ridge.

PARK SLOPE—2 story and basement brick frame, brick filled; 6 rooms and bath; furnace; 20x6x100 ft. Inquire at 651 President Street, Brooklyn.

Apartment Hotels.

A Select High Class Family Apartment Hotel.

Le Marquis

12, 14, 16 East 31st St. Between the Holland House and Waldorf-Astoria.

Suites of 2, 3 & 5 Rooms, with communicating baths. Furnished and Unfurnished

2 Rooms and Bath - \$800 and up. 3 Rooms and Bath - \$1,400. 4 Rooms and 2 Baths - \$1,800.

All Services Included. Every Room Flooded with Sunlight. Appointments and Attendance on a par with the Best Hotels of New York.

Restaurant a La Carte. Cuisine and Service Unexcelled. SEND FOR BOOKLET WITH FLOOR PLANS.

HOTEL SEVILLE

Southwest Corner of Madison Ave. and 29th St. Extending through to 25th St. A very quiet but most convenient location.

HALF BLOCK FROM FIFTH AV. Fireproof, modern and high class in every respect. "L" and subway stations, electric and surface cars, principal theatres and shops close at hand.

The new addition, with many improvements on the original building, is now ready for occupancy. VERY DESIRABLE SUITES OF ALL SIZES HANDSOMELY FURNISHED FOR PERMANENT GUESTS. SPECIAL RATES BY THE SEASON OR YEAR. EVERY BEDROOM HAS OUTSIDE BATHROOM.

Transient Rates on Single Rooms, from \$2.00 per day. With bath, \$2.50. Double room for two, with bath, \$3.00 upward. Dainty Restaurant and Cafe, with up-to-date appointments and service. Club breakfasts.

EDWARD PURCHAS, Manager.

ENGAGE YOUR APARTMENT FOR NEXT YEAR APARTMENTS, FURNISHED AND UNFURNISHED

The Madison Avenue Hotel

MADISON AVENUE AND NINETY-SECOND STREET. A modern, fireproof family hotel, handsomely furnished, in a fashionable neighborhood, overlooking Central Park. Convenient to schools and the highest elevation on Manhattan.

Special prices made to include meals and all expenses. Open for inspection day and night. J. HULL DAVIDSON, Manager.

Brooklyn Property for Sale. "Fiske Terrace." Flatbush.

While our houses vary in architecture, a uniform standard is maintained in all "Fiske Terrace" houses at Fiske Terrace, Flatbush, Brooklyn.

LEASES AND RESERVATIONS CAN NOW BE MADE. ALBERT R. KEEN, Manager. For 5 Years Manager of Hotel Marie Antoinette.

HOTEL GROSVENOR

Fifth Ave. and 10th St. Catering exclusively to patronage of the highest class, affords a permanent residence for select people. Apartments of two rooms and bath to eight rooms and four baths. October leases now being made.

WILLIAM H. PURDY, MANAGER.



IN LONG ACRE SQUARE. One of the largest all cash deals this year was the sale of a plot in this section last week by the McVickar-Gallard Realty Company.

certain as to what was to be the really future of the section. They therefore erected small buildings on their land, which could be rented at a sum which would pay the taxes and also other maintenance charges of the property.

About twenty-five years ago the Hotel Normandie, No. 1284 to 1299 Broadway, at the southeast corner of 35th street, was built. For many years it was one of the leading hotels of this city.

or an average of about \$2,200 a lot. New record prices for Arverne lots were established at that sale. The success of that sale shows the great demand for suburban lots overlooking the ocean.

The tract comprises 120 seashore lots, which will be sold in twenty-one plots. It has concrete sidewalks and curbs, brick gutters, separate rain water drainage system, sewers, water, gas, electricity and macadam road. There will be no assessments for street openings, as the streets have been given

5 per cent. Most loans are now at 5 1/2 or 6 per cent. According to the realty tables \$3,500,000 was lent on Manhattan and Bronx real estate in July and August last year, and about \$3,000,000 in the corresponding months this year.

SALE OF WENDOVER AVE. HOUSE. Reiter & Newman have sold for Rosa Nathan a four-story flat house, No. 650 Wendover ave.

NEW CO-OPERATIVE HOUSE PROJECT. W. E. D. Stokes has sold a plot 130x102.2 feet on the south side of 79th st., 88 feet east of Riverside Drive to the Stuyvesant Co-operative Buildings which will erect a twelve-story fireproof apartment house on the site at a cost of \$50,000. Title



One of the many fine dwelling houses being built in the Ostend section of Far Rockaway. View of South street, Ostend, Far Rockaway, Long Island. About 120 lots in this section are to be sold to-morrow.

as much as one and two entire floors. The cost of remodeling the building will be at least \$150,000. It is not the pasteur of this famous hotel landmark an indication of what type of building is likely to be erected on many sites in the district in the near future?

NEW OWNER FOR NEW ROCHELLE PLOT. The Fox Realty Company has sold for Clarence Cary to Albert B. Kerr his property on Premium Point, New Rochelle, adjoining the John G. Agar and Dallas Pratt parcels. It is considered one of the finest locations on the point. Mr. Kerr will make extensive improvements to the house and grounds and will then occupy the premises as a summer home.

to the property will be transferred when the house is ready for occupancy to a group of co-operative owners under the name of No. 219 West 79th Street.

IN THE PRIVATE SALES MARKET. Slawson & Hobbs have sold for Anne E. Lervey to a client for occupancy the four-story high stoop dwelling house No. 629 West End ave., 18,455,530.00.

Zinner & Clausen have sold for a client No. 545 East 129th st., a five-story flat house, on a lot 23x109 feet.

Julius H. Haas has sold to Henry C. Niedenstein the two-family frame dwelling house on the east side of Trinity ave., opposite St. Mary's Park.

Few theatres are likely to be built in Broadway from 25th st. to 42d st. in the next five years. In fact, land there is already too costly for most projects of such amusement places, and, moreover, really conditions in the Long Acre Square section are more attractive, or, rather, more favorable, to improving sites there with theatres. Really leaders would not be surprised if not one theatre was built in Broadway from 25th st. to 42d st. in many years.

DEMAND FOR SOUTH NEW YORK HOUSES. Wood, Harmon & Co. have sold their recently completed, attractive houses in South New York, Addition No. 1, as follows: To Adolph Kullman, a corner house at Glenwood ave. and Clove Road; to Mrs. M. Rymers, house in Glenwood ave.; to Mrs. Bertha Molnar, house in Richmond Turnpike; to Robert C. Loper, house in Glenwood ave.; to William Caldwell, house in Harwood ave.; to C. S. Lavin, house in Glenwood ave. and Clove Road; to Charles Ohman, house in Harwood ave.