

BUILDING NEW TRADE CENTRES

IN DISTRICT BETWEEN 23D AND 34TH STREETS WEST OF BROADWAY.

Investors and Speculators Busy Along St. Nicholas Avenue—Sales in Fifth Avenue Shopping Zone Features of the Trading.

The trading in the real estate market last week was marked by an increase in the demand for store and loft space in the new wholesale district between 23d and 34th streets, west of Broadway. Up to a few years ago this district was largely occupied by old style dwelling houses, which were poor income producing properties. Many of the buildings were then partly used for business, but such use added little to the earning power of the structures.

In 1900 there were few big real estate speculators and investors who thought that this zone would in the near future be one of the most interesting in Manhattan Island from the point of view of the speculator and investor. There were signs, however, at that time of serious congestion in many of the wholesale business districts south of 14th street and that those sections would have to be considerably enlarged at an early date if suitable buildings were to be erected to meet the demands of the wholesale trade. Many wide awake real estate brokers were inclined to the opinion that the extension of the old wholesale mercantile districts would result in the creation of an annex to the zone almost northwest of its old boundary lines.

What forms would be made of the region which now forms the great Pennsylvania tunnel area were not easily discernible, and the outlook in that section of the city in those days was so gloomy as to cause many big real estate traders to be active far away from that district. The chief reason for this wonderful change which is taking place in the district is that it is far better suited than any other centrally located section for a big wholesale trade center. Moreover, the new bridges have figured prominently in the shaping of this territory into its present attractiveness as a wholesale district. The district is nearer to the Queensboro Bridge by about a mile than the older wholesale section in Manhattan Island. It is also nearer by about the same distance to the splendid new piers which have been erected in recent years by the city and which extend from a point just north of the Queensboro Bridge. It is also nearer to the new Chelsea pier section. The Chelsea district really forms the southwesterly border of this new wholesale trade center.

Through the upbuilding of the section between 23d and 34th streets has attracted widespread attention, the development of the district along its present lines is only in the initial stages. From now until all the tunnels, the Hudson & Manhattan and the Long Island City are perfected this section of the greater city is going to furnish many big items of realty news. It may be that the builders of lofts and stores there have got such a firm foothold that the projectors of other centres in the zone will have to limit their field of activities to a lesser area of land than they expected some years ago. There is not the slightest doubt that a big transient hotel centre will almost surround the easterly end of the Pennsylvania tunnel station, just as a big transient hotel centre is opposite and also just west of the entrance to the Grand Central Station. The principal theatrical centre, which is located in the heart of Manhattan Island, is also going to be extended, if present real estate conditions are harbingers of future trading, so as to occupy many fine plots of land near the Pennsylvania tunnel terminal site.

Some real estate students also think that the tunnel station will result in the establishment of a fine retail shopping centre in Seventh avenue north of 34th street and south of 42d street.

DEALS IN UPPER ST. NICHOLAS AVENUE.

While the operations which are rapidly changing the physical character of this new midtown trade centre are among the principal features of the real estate market, the activity of builders and buyers in St. Nicholas avenue, as well as investment purchases in the central Fifth avenue district, are of equal importance.

The volume of trading in St. Nicholas avenue has not received the attention due to it, as the business transacted there this season has usually been grouped under Washington Heights transactions. There are many alluring investment and speculative sections of Washington Heights, but, judging from the quick market for properties in that fine residential region, no thoroughfare there holds a higher place in the estimation of many big builders and investors than St. Nicholas avenue. In the early part of the year trading in the local market was notable for deals on the Heights, and especially in St. Nicholas avenue. At this season of the year, when many miles away from the scenes of their really achievements, the market for St. Nicholas avenue properties is still brisk. This activity plainly indicates that large numbers of buyers have postponed vacation trips to remain in the city, in order to perfect plans for the purchase or the improvement of sites with large frontages in the thoroughfare.

A fairly accurate idea of the volume of trading in upper St. Nicholas avenue this year may be had by referring to some of the principal deals affecting sites there which have been made. The Henry Morgenthau Company recently sold to the Henry T. Bulman the block front on the west side of St. Nicholas avenue, between 28th and 29th streets. It has a frontage of 200 feet and a depth of 100 feet. On that plot are to be erected two high class elevator apartment houses. Mrs. Frank Leslie also figured in a deal in the section recently. She sold a lot at the southwest corner of St. Nicholas avenue and 14th street to a builder. The plot, which has a frontage of 25 feet and a depth of 100 feet, is to be improved in the near future with a six story apartment house.

Another recent deal in the district was the sale by the estate of Philip Feuring to the Newton Holding Company of a plot 75x100 feet on the easterly side of St. Nicholas avenue, 29 feet south of 17th street. That was the first sale of the property since 1883.

F. R. Wood & Co. recently sold for the John J. Henry Construction Company the block front on a six story elevator apartment house on a plot 90 by 125 feet. The house is No. 38 St. Nicholas avenue. Myron H. Oppenheim recently sold the Havencourt, a six story elevator apartment house, at the northwest corner of St. Nicholas avenue and 19th street. The building was erected at a cost of \$200,000 from plans by Willis & Bagg.

Frederick J. Grossmuck recently sold a plot 50 by 100 feet on the easterly side of St. Nicholas avenue just south of 16th street, to the Swift Building Company, which will erect on the site a six story elevator apartment house.

One of the principal deals in the district made this year was the sale by Gustavus L. Lawrence to Franklin Pettit of a plot 65 by 75 feet at the southeast corner of St. Nicholas avenue and 15th street. Mr. Lawrence bought the property about a year ago from the Falcon Realty Company.

Another big transaction in the district is the sale by the Wille Construction Company of the six story elevator apartment house at the southeast corner of St. Nicholas avenue and 18th street. It is on a plot 100 by 100 feet. All of the stores in the building were leased soon after the building was completed.

Charles H. Shaw sold to the Rembrandt Realty Company a plot, 124x124 irregular, on the easterly side of St. Nicholas avenue, near 15th street. The Rembrandt Construction Company, which intends to erect an elevator apartment house on the site.

Lowenfeld & Prager recently sold to Thomas Lenane the three story frame house and stable on a plot, 50x100 feet, on the easterly side of St. Nicholas avenue, adjoining the northern corner of 17th street. The corner parcel is being improved with a five story flat house.

For Resolved Gardner, Robert Levers sold to the George Doctor Company a plot of five lots at the southeast corner of 15th street and St. Nicholas avenue. That was the first sale of the parcel since 1865. The State Realty & Mortgage Company also recently sold to the Kingsway Construction Company a plot, 94x125, at the northeast corner of 17th street and St. Nicholas avenue. A six story elevator apartment house is to be built on that plot.

Daniel E. Freedman recently added to his realty holdings by the purchase of a plot, 100x100 feet, at the southeast corner of St. Nicholas avenue and 17th street. The sellers were Lowenfeld & Prager.

A deal involving about \$120,000 was the sale by Donald Robertson to Fredman Denhardt of the

five story apartment house with three stores, at southwest corner of 17th street and St. Nicholas avenue.

A market was lately found for a plot, 57x100 feet, at the northeast corner of 18th street and St. Nicholas avenue. The site was sold by Bernard Smyth & Sons for the Washington Heights Realty Company.

Harry White sold for the Empire City Woodworking Company a plot, 95x100 feet, at the southwest corner of 17th street and St. Nicholas avenue. The buyer was a builder who intends to improve the premises.

SALE OF ST. BENEDICT APARTMENT.

A big transaction made in the early part of the year in the district was the sale by Frederick A. Carl for Thomas Smith, a builder, to William J. Pannas, of the St. Benedict apartment house, at the northwest corner of St. Nicholas avenue and 18th street. It occupies a plot with a frontage of 150 feet and a depth of 100 feet. It has seven stories. That was an investment purchase.

William Whitlock, of France, also bought as an investment the new six story elevator apartment house at the northwest corner of 16th street and St. Nicholas avenue. It has a frontage of 115 feet and a depth of 100 feet.

The Strauss Building and Realty Company sold the block front on the easterly side of St. Nicholas avenue, between 17th and 18th streets. On the site are five five story flat houses.

In January Harry White sold for Gustavus L. Lawrence to Stephen B. Eagan a lot 25x100 feet on the westerly side of St. Nicholas avenue, 74 1/2 feet north of 15th street. Mr. Eagan owns an adjoining corner parcel and intends to improve the combined plots.

The St. Nicholas Avenue Realty Company sold to the Furl Construction Company the block front on the easterly side of St. Nicholas avenue, between 15th and 17th streets. Two high class elevator apartment houses will be built on the site.

Henry D. Winans & May sold a plot 127x104 feet irregular on the easterly side of St. Nicholas avenue, 25 feet north of 15th street, to the De Leon Realty Company. The seven story elevator apartment house, No. 50 to 54 West 12th street, 75x100 feet, will be in part payment. W. D. Morgan sold to Helmer & Wolf four lots on the easterly side of St. Nicholas avenue, 50 feet south of 17th street.

BIG FIFTH AVENUE TRANSACTIONS.

There has been considerable activity this year in the central Fifth avenue district, which forms the highest class retail shopping zone within the borders of the greater city. Last week Douglas Robinson, Charles S. Brown & Co. and Albert B. Ashforth sold for George G. Heise the six story house No. 84 Fifth avenue, southwest corner of 48th street, on a lot 25x100 feet, which was owned and occupied for many years by the late Charles T. Cook, of Tiffany & Co., and for Mrs. Lonelade Boardman the adjoining property, No. 4 West 48th street, a four story and basement stone front dwelling, on a lot 25x100.5 feet, to Black, Starr & Frost, jewelers.

The corner house has figured in several deals in the last ten months. In October last the Cook estate sold the property to the Max Marx syndicate, which resold it two months later to George G. Heise.

Black, Starr & Frost are said to have paid for the two parcels more than \$700,000.

The McVicker-Galliard Realty Company recently sold No. 87 Fifth avenue, a modern five story store and office building adjoining the Hotel Lorraine at the southeast corner of 48th street. The site has a frontage of 30 feet on the avenue. Its depth is 100 feet. It was sold for the Theodore A. Havemeyer estate to an investor. This makes about ten large parcels in the central Fifth avenue district sold this year.

Early in January Alwyn Ball, Jr., sold for the Fifth Avenue and Thirty-first Street Company the premises Nos. 303 and 305 Fifth avenue to a new syndicate, which will improve the site with a twenty story mercantile structure. It was said that the entire transaction would involve an expenditure of about \$2,500,000. The site has a frontage of 55.9 feet on the avenue and 150 feet on the street. Soon afterward the Croislo apartment house, at the northwest corner of Fifth avenue and 26th street, was sold by James D. Ireland to Lewis M. Jones. The property comprises a six story structure on a plot with a frontage of 84.4 feet on the avenue and 127.5 feet in the street. The transaction involved about \$1,000,000.

A little later a buyer was found by Henry D. Winans & May for the plot 25x100 feet at the southwest corner of 50th street and Fifth avenue. The property was sold for the 624 Fifth Avenue Company, of which Simon Frankel is president, to Henry Redmond, of the banking house of Redmond & Co. That site is being improved with a branch house for the banking corporation.

In the early part of March two big central Fifth avenue transactions were perfected. One was the sale by the City Investing Company to William J. Dinger, of California, of the premises Nos. 351 and 353 Fifth avenue, two four story dwelling houses, on a plot 32x100 feet, adjoining the home of Miss Helen M. Gould, at the northeast corner of 57th street and Fifth avenue. In exchange for the houses adjoining Miss Gould's home the City Investing Company took the dwelling house, No. 355 Fifth avenue, on a plot 50x125 feet, formerly owned and occupied by Isaac Stern. The Stern house figured in the transaction at \$1,000,000 and the two houses at \$1,600,000. Later the Stern house was sold to Thomas F. Ryan for his own occupancy, and the houses in Fifth avenue, near 47th street, to heirs of the Marcus Daly estate as an investment.

Soon after John N. Golding sold to the same syndicate of buyers the large estate parcel, 29x125 feet, at the northwest corner of 43d street and Fifth avenue. The purchase price of that site was reported to be about \$700,000.

About the same time the Jeremiah C. Lyons Building and Operating Company sold to M. H. De Young the eleven story mercantile building Nos. 236 and 238 Fifth avenue, between 26th and 27th streets.

One of the recent transactions in the central Fifth avenue district was the purchase by F. V. & J. H. Burton of the four story dwelling house at the northwest corner of 28th street and Fifth avenue. The site has a frontage of 28 1/2 feet on the avenue and of 117 feet on the street. The parcel contains about 3,500 square feet, and it was sold at the rate of about \$25 a square foot, or for about \$85,000. With that purchase the Messrs. Burton became the owners of the entire block front, with the exception of the southwest corner of 28th street, occupied by Black, Starr & Frost.

John P. Kirwan recently sold for a client to Andrew J. Connick, Max Marx and Martin D. Plink, a five story building, No. 37 Fifth avenue, between 28th and 29th streets.

One of the principal downtown deals reported last week was the leasing by the Bankers Trust Company of the old Stevens Building, Nos. 14, 15 and 18 Wall street, as a site for a big office structure. The plot to be improved has a frontage of 69 feet in Wall street and 23 1/2 feet in Nassau street, the length of its easterly line being 122.5 feet. It is bounded by the Gilliland Building at the northwest corner of Wall and Nassau streets.

QUEST OF THE SWAMP

ADVENTURE AT CROTON.

Queer Experiences of Real Estate Men on a Trip Up the Hudson.

There is a group of real estate men in this city who are greatly interested in the problem of unimproved swamp lands, and have been for a long time studying methods by which swamps may be changed into dry, salubrious ground. Their earnest study of the subject has made them fanatics on swamps and led them into all manner of queer adventures. They have made it a rule for the last two years to follow homegoing parties, and have often found swamps in the neighborhood. Last week the swamp hunters, as they have come to be called themselves, visited the swamp lands of the Croton district, just south of Harmon-on-the-Hudson, the "New City," and in this quest they met one of their queerest adventures.

Another party also started out last week. But this party was not in search of swamps. It went buoyantly forth to find suburban homes. Six hundred strong, like the Light Brigade, onward they thundered in the desperate search for homes.

"Ha!" exclaimed the eager leader of the swamp hunters, when he heard of this expedition. "We are on the trail of the swamp. My brave comrades and I will once more take the road. This time, at last, success shall be ours. For many weary moons have we followed the homeseeker, and though we have found many swamps, never yet have we found that one which suited us exactly. Now, at last, we shall discover the ideal swamp."

He hurriedly gathered together the other members of the desperate band and confided to them his hopes.

"Are you sure?" asked one. "There is no mistake? A party of suburban homeseekers?"

"Yes," replied the leader.

"And they went to the Croton district?"

"Even so," came the hoarse reply.

"Then so be it. The die is cast. Onward, muddy soldiers, marching for the swamp!"

The arrangements were made, and the next day

TYPES OF HOUSES IN DEMAND.

ing finger, they made their way by a lonely and little used road through the native wild. At times they feared that they were lost, but no man who might direct them seemed to live there, and they raised their voices in vain to summon some of the denizens to their aid. If any denizen lived there it was so long since he had seen a human being that he feared to venture forth in response to the cry.

THE GERATIONS OF NATURE.

At last they came suddenly in sight of a shifting hill of sand, and they paused, fascinated, to watch the strange gyrations of Immutability Nature. And divided by the railroad tracks, overlooking a cloud of dull gray smoke and made alive by a continuous roar of heavy traffic, a sister hill of shifting sand emulated a dance and drove a storm of sand into the eyes of the spectators and over the surrounding landscape.

"What ho!" the leader cried. "Where there is such devastation as this there must be a swamp. Let us but find the huts of a few poor Italian railroad laborers and our quest is done."

SCENES IN THE DISTRICT NEAR "HARMON, THE NEW CITY," ON THE HUDSON.

This is not a view of a beautiful lake, but of the easterly end of Croton Bay, which is bordered by marshy land.



A LONELY THOROUGHFARE EXTENDING ALONG A STEEP CLIFF.

that it would not cost more than \$257 to clear off the smaller bowlders, after which a beautiful home for a cave dweller could be built at small expense by the judicious use of dynamite. While the party were admiring this beautiful homestead they were aroused by a wild shriek, and on counting noses found that one of their number had disappeared. Almost immediately triumphant cries resounded, and rushing in their direction, they barely saved themselves from falling over the edge of a precipice.

Drawing back and peering cautiously over the rocky wall, they discovered that their comrade, by an incautious step in the tangled undergrowth, had gone backward over the cliff. But in falling he had made two complete turns, and had landed feet foremost in the much sought swamp, in which he was then standing, buried to the knees in slimy ooze. He was even then shouting the news to his comrades as best he could with a mouth filled with man eating mosquitoes.

The entire party made their way by devious paths to the foot of the precipice, and while some knelt in praise and thanksgiving by the edge of the morass others clubbed the mosquitoes to death, and with the carcasses built a road to their comrade, who had by now sunk to his armpits in the soft mud. When all were once more reunited they set forth upon further adventures, and after skirting the swamp for nearly two miles came again to solid ground.

Here they found the most solitary solitude and appalling loneliness that it had ever been the lot of any of them to encounter. Strangely enough, the vast unpeopled expanse was dotted throughout with vacant rustic benches. Many conjectures were offered as to the reason of their being, but no satisfactory explanation was vouchsafed, unless it be that they were intended for the use of poets who required absolute solitude for the flowering of their genius.

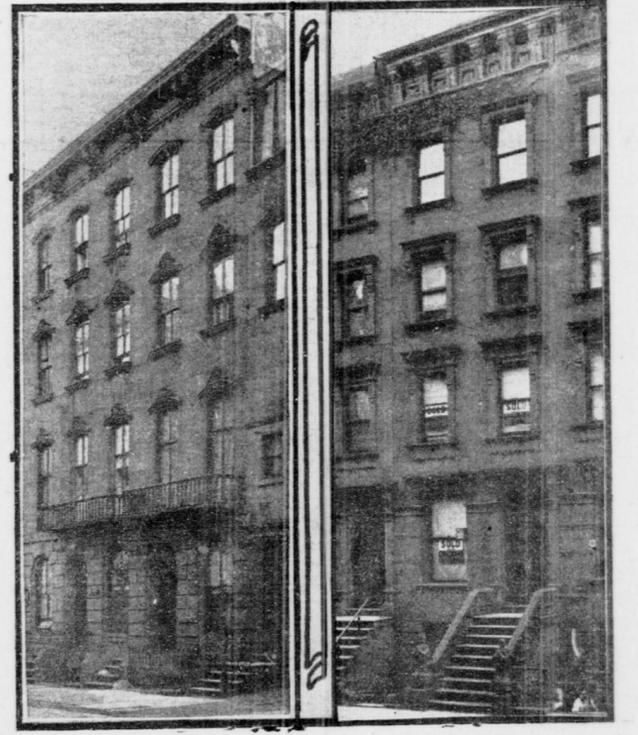
TO IMPROVE DOWNTOWN BUILDINGS.

Plans have been filed for retrofitting the two four story store buildings at Nos. 35 and 37 Cortlandt street, owned by the estate of Alfred Henderson and Charles Henderson, the improvements being made from designs by William Tyson Gooch, architect, at a cost of \$15,000.

Plans have also been filed for a one story left building to be erected for the Brooklyn Trust Company at Nos. 4 and 5 Liberty place from designs by Neil T. Sola. It is to cost \$15,000. It has already been leased from the plans by the architect.

GETS SITE FOR APARTMENT HOUSE.

E. M. Krulewitch has bought from the Holland Holding Company a plot 93.11x100 feet, at the southeast corner of Convent avenue and 149th street. It will be improved with a six story elevator apartment house.



NOS. 126 AND 128 EAST 22D ST. Sold last week by William A. White & Sons for Mrs. J. Frederick Tama.

NO. 120 WEST 65TH ST. Sold last week by the McVicker-Galliard Realty Company for Mrs. C. F. Bratten.

the fearless party took the train for Croton-on-the-Hudson.

It was an ideal spot from which to begin the search. To the west the broad and placid Hudson flowed in stately grace, while the low lying banks offered every opportunity for a turgid backwater. And away to the south the banks fell away so that a thin sheet of water lapped the very feet of the hills and formed a green scum over many acres. To the ordinary eye this would not have seemed a beautiful sight, but to these swamp enthusiasts the Bay of Naples, crowned by the soft Italian sky, could not have formed a more soul filling picture. What could be asked to fill the swamp hunter's cup to overflowing beyond the knowledge that through the southern boundaries of that green scum the Croton River made its sluggish way to join the regal Hudson?

"On your way," quoth the leader of the band. "As the poet says, 'Kneel deep in swamp!'"

Taking their way from a signpost with a point-

"The huts, the huts," a second took up the joyful cry.

"Where away," the captain roared.

"Rub the sand out of your eyes," the discoverer said, "and I'll show you."

It was, indeed, as the hardy explorer had declared. Shifting their position to windward of the sand cloud, they could see plainly the box cars in which the laborers dwelt. Following the advice of one of their number, they moved over to a choice corner lot and there had an excellent and uninterrupted view of the Italian quarters. Tin cans, broken boxes and empty barrels littered the landscape, while greasy smoke emanated from patched stove pipes, sticking through the roofs of the cars, and the week's wash flung in the breeze.

Yet "on to the swamp!" was the cry, and they ploughed across the untenanted fields and rock gardens to a choice plot offered at \$40. There ought to be a provision in the contract relating to that lot

MANY OLD HOUSES

IN YORKVILLE SECTION.

"Smith's Folly," a Building in 61st Street, Erected in 1799.

There are many landmarks in the Yorkville section of the city. Some of them are described in an "Historical Sketch of Yorkville," written by Charles E. Schuchle for the official souvenir book of the House and Real Estate Owners' Association.

The article is, in part, as follows:

"At Avenue A and 61st street are two buildings which show the style of buildings in the old days of Yorkville. At No. 421 East 61st street is still standing a building erected in 1799, which date may be seen at the rear of the building. It is known as 'Smith's Folly.' This building was built by Colonel William S. Smith, who married the only daughter of President John Adams. Later it became a tenement owned by Jere Towle.

"At No. 625 East 73d street can still be seen another of the relics of old Yorkville, a small house set up on a hill hardly noticeable from the street, being hidden among factories and tenements.

"At 77th street and Third avenue is still standing the fifth mile post, designating the number of miles from City Hall; at this corner was also located the Kissing Bridge, on a creek named Saw Kill.

"At the northeast corner of 88th street and Third avenue is still standing the remnants of the Old York home. One of the prettiest scenes of old Yorkville is still to be seen in the old building in East River Park, at 38th street, and known as the Archibald Grace house, built in 1812. Here in this park are some very fine trees, some of them coming from China and Japan; one tree which was one of the largest on Manhattan Island was recently destroyed in a heavy storm. It was under that tree that Washington Irving wrote his 'Astoria.'

"At 89th street, near Avenue A, in the grounds of the St. Joseph's Orphan Asylum, still stands another relic. It is the old Nathaniel Prime home.

"At 61st street and Third avenue are still remnants of the old Lattimer homestead, built in 1799.

"At 86th street and Park avenue is still standing the General Winfield Scott mansion, erected in 1812. Here and there are still to be seen remnants of summer homes and farms, reminding us of the days when Yorkville was merely a suburb, persons from the lower section of the city coming here to picnic parks and to spend a day in the country.

"Our East River Park was formerly a country estate, then a picnic park and now one of the best of New York's breathing places. Gradually, as the city grew, the stages gave way to the horse cars, then the elevated road, then cable and trolley cars, the increasing population forced the builders to cut up estates and erect three story houses, four story flat houses, then five story, steam heated apartments, and now find even these are becoming old-fashioned, and six story tenement houses and elevator apartments taking the places of these smaller houses, showing how our city has grown, and the whole was formerly a suburb is now a large, active community, almost a city in itself."

BELLE HARBOR'S BOOM.

Limited Number of Lots Cuts Off Auction Sales This Year.

Within three years homeseekers and investors have purchased plots and building sites in Belle Harbor, Long Island, in the city of New York, in a total of \$2,750,000, leaving such a limited supply of building sites unsold that the West Rockaway Land Company has announced it will hold an sale at public auction this year in Belle Harbor. That August 1 minimum prices have been placed on all plots which are now offered at private sale.

Belle Harbor is situated on the Rockaway coast, within thirty-five minutes of Manhattan. With the Atlantic Ocean on one side and Jamaica Bay on the other, the place has an entire waterfront of beautiful beaches. Its development has been high class as it has an excellent sewerage system, macadamized boulevards, from seventy to one hundred feet wide, cement sidewalks and pure water supply. Gas, electric light and telephone services have been installed throughout the entire property.

Although Belle Harbor attracts those who wish to spend the summer among pleasant surroundings because of its accessibility and other attractive features, it also attracts those who desire a permanent residence. Two large churches have been built there, and good schools are within easy distance of the residents.

Unlimited opportunity is furnished for sea and other outdoor recreation. It is "down by the sea," yet possesses all city conveniences. Property at Belle Harbor cannot be assessed for future improvements. Walter Schulze is general manager of the West Rockaway Land Company, with an office at No. 1170 Broadway. The company has branch offices at Rockaway Park and Belle Harbor.

ADDS TO ITS REALTY HOLDINGS.

The Realty Mortgage Company, of which Benj. Mordcaai is president, has purchased from Alexander Rankin the house No. 71 West 29th avenue, 58 feet south of 28th street. The house is on a lot 15.2x100 feet.

By this purchase the Realty Mortgage Company now controls a plot at the southwest corner of West End avenue and 18th street 75.8 feet front by 100 feet in depth.

Real Estate for Sale—Queens. Real Estate for Sale—Queens.

BELLE HARBOR LONG ISLAND NEW YORK CITY

TO THE PUBLIC

During the past three years we have sold to homeseekers and investors plots and building sites for a total of \$2,750,000.

Having Now Unsold Only a Limited Number of Building Sites, THE WEST ROCKAWAY LAND CO. Announces That It Will Hold No Sales at Public Auction This Year

BELLE HARBOR

We have placed MINIMUM PRICES on all plots which we now offer at private sale. ON AUGUST 1 the prices of all plots then unsold will be materially advanced. Contracts closed before August 1 will enjoy the benefits of our minimum prices.

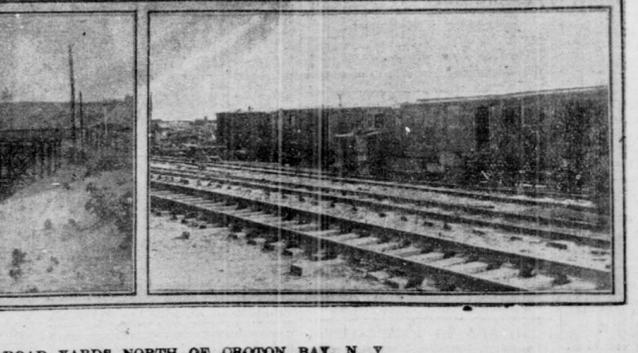
Belle Harbor, situated on the Rockaway Coast, is within 35 minutes from Manhattan. It is ideally located between the Atlantic Ocean and Jamaica Bay and has magnificent boulevards extending along its entire water front. Its development may well be called high class, having an excellent sewerage system, macadamized boulevards from 70 to 100 feet in width, cement sidewalks from 5 to 8 feet in width and absolutely pure water supply. Gas, electric light and telephone services have been installed throughout the property.

Belle Harbor attracts not only those who desire to spend the summer months in the delightful surroundings, but because of its great accessibility and its many other attractive features, attracts those who desire to live there throughout the entire year. Two large churches have been built at Belle Harbor, and excellent schools are within easy reach of its residents. Unlimited opportunity is afforded for yachting, rowing, fishing, surf and still water bathing and all outdoor recreation. In a word, Belle Harbor possesses all city conveniences, yet is "down by the sea."

Property at Belle Harbor cannot be assessed for future improvements. Prices \$500 per lot and upward.

Titles guaranteed without cost to purchaser. For printed price list, maps and further particulars apply to

WALTER SCHULZE, General Manager,
1170 Broadway, New York City,
or at the office of the Company at Rockaway Park and Belle Harbor.



AT THE RAILROAD YARDS NORTH OF CROTON BAY, N. Y.