



# Fastest Growing Accessible to all Lines



# Business Centre of Transportation



**Pease & Elliman, 340 Madison Ave.,**  
Near 43d Street

**Stores, Lofts & Buildings**  
Fourth Avenue & Vicinity For Rent

**SPECIAL OFFERINGS**

**15-17 EAST 32**  
1st Loft and Part of 4th Loft. About 4500 sq. ft. to loft.

**12 EAST 33**  
8th Loft. About 2300 sq. ft.

**340 MADISON AVENUE**  
Two large attractive Offices. Very Reasonable Rents.

ENTIRE BUILDINGS

**161-163 MADISON AVENUE**  
11 Story Modern Apartment Hotel, "THE WARRINGTON."  
POSSESSION JULY 1ST, 1912.  
129 Rooms, 52 Baths, very handsomely finished. Will lease for long term at reasonable rent.

**PEASE & ELLIMAN**  
340 Madison Avenue  
Tel. 6200 BRYANT NEAR 43d STREET



**FISCHER BUILDING**  
30 & 32 East 21st Street,  
Between 4th Ave. and Broadway.

Store with Basement, 50x90

1st, 2d, 5th & 6th Lofts, 50x80

Light on All Sides  
No Manufacturing

Building Kept Up to the Highest Standard

Sprinkler System is Being Installed Throughout

Possession at Once  
Low Insurance  
Low Rents

Superintendent on Premises

**30 IRVING PLACE**  
S. E. cor. 16th St.

**JUST COMPLETED**

**FOUR UPPER LOFTS**

Perfect Light, Sprinklers,  
Four Elevators,  
No Manufacturing.

**CENTRAL REALTY CO.**  
103 Park Avenue.  
Telephone 1592 Murray Hill.



**40 EAST 20TH ST**  
Between Broadway and Fourth Avenue.

Right in the heart of the loft section, a first floor, 25x90, suitable for an office or loft. Immediate possession. Apply

**E. JULIAN**  
101 West 78th St.  
Phone 7048 Schuyler, or on Premises

**43 East 20th Street**  
LOFTS TO LET  
IMMEDIATE POSSESSION.

**OGDEN & CLARKSON, 17 West 30th St.**

DESIRABLE PLOT ON  
**IRVING PLACE**  
Will lease for a term of years and will erect 12 story building on a net rental.

**OGDEN & CLARKSON, 17 W. 30th Street, Agents.**

ADVERTISEMENTS AND SUBSCRIPTIONS  
For The Tribune received at their Up-town Office,  
No. 1284 Broadway, between 86th and 87th sts.,  
until 9 o'clock p. m.

**153 to 159 Madison Ave.**  
N. E. Corner of 32nd Street

**JUST COMPLETED**

**FOUR FLOORS, STORE AND BASEMENT**

Excellent Light, Sprinklers, Five Elevators

**GEORGE BACKER CONSTRUCTION CO.,**  
62 West 45th Street  
Telephone 7285 Bryant



**Clarendon Building**  
S. E. Cor. 4th Ave. & 18th St.

**TO RENT**

12th and 13th Floors  
an!  
Several Offices

**NORTH LIGHT SPRINKLERS**  
BEST SERVICE

**LEWIS B. PRESTON, Agent,**  
165 Broadway,  
or Superintendent on Premises

**SUPERB NEW LOFT BUILDING**

**12 Stories, Store & Basement**

137-141 Madison Ave.  
and  
23-27 East 31st St.  
Also  
143 Madison Ave.  
and  
29 E. 31st St.  
Near 33d St. Subway Station.

**SPRINKLER SYSTEM, FIRE ALARM SERVICE, LOW INSURANCE, LARGE FLOORS, LOW RENT.**

Apply on premises.  
Full commission to brokers.

**MOST DESIRABLE LOCATION**

FOR  
**RETAIL TRADE**

OR  
**STUDIOS**

South West Corner  
31st St. & Madison Ave.

Three Bright, Attractive Floors

**FOR RENT**  
1st, 2nd and 3rd

Apply on Premises  
or to your own agent  
Telephone 4698 Madison

**MODEL STORE, LOFT AND OFFICE CENTRES**

Building Features of Fourth and Madison Avenues and Irving Place Districts Appreciated by Growing Business Concerns.

**RAILROAD TERMINALS AND HOTEL SECTIONS NEAR BY**

In Fourth Avenue, from Union Square to 23d Street, one of the largest, most imposing and valuable loft and office centres in this country has been built within the short space of five years.

And only a block west of this wonderful business district is the lower Madison Avenue section, which was for a decade or more exclusively residential, but which is now rapidly losing its old and familiar building characteristics, owing to the increasing demands of retail and wholesale business.

It already has some splendid office and store structures of many stories. In the near future it will have many more.

Among other substantially built and popular loft districts in the greater city which possess all the essentials necessary to attract and hold growing manufacturing concerns is the Irving Place, which is just east of Fourth Avenue and is virtually a part of that loft section.

When the northward drift of wholesale jobbing and light manufacturing houses became extensive the Irving Place section discarded a large part of its old building form to put on a new structural garb. It did that work in a most up-to-date fashion.

**The Northward Drift.**

Much has been written in recent years by well known brokers and other realty experts about some of the principal causes which led to the invasion of speculators in the Fourth and Madison Avenue office and loft districts, and which was followed in a short time by the replacing of many landmarks with big commercial structures, representing an expenditure of many millions. These articles contain a part of the realty record of one of the most important building periods in the history of Manhattan. The substance of them must be known in order to get a correct gauge of what was done in the districts and what the future holds in store for them.

Before the opening of the subway in 1901 the lower Fourth Avenue district was "off the beaten path" of wholesale business. So was Madison Avenue. So was Irving Place. Fourth Avenue was mainly bordered by old dwelling houses, some of which had been converted into flat-houses, with stores on the ground floor.

A drowsy business thoroughfare than it was in those days was hard to find in old New York.

Stores bulging to and beyond the street lines with awnings were among its landmarks, and those articles "of the dim past" seemed to harmonize in a most striking manner with the building fronts, and also the general atmosphere of the place. Few realty investors were there.

Up to that time New York and its thousands of daily and weekly guests took their reckonings from Broadway. All the avenues were east or west of Broadway. Visiting merchants still got their street bearings in the same way, but most of them are now familiar with the other principal thoroughfares of the city.

In the words of one of the most successful operators, "out-of-town buyers will now go miles away from Broadway if there is only a slight chance of their meeting with some merchandise bargains," and that is one of the chief factors which brought about the creation of a big modern wholesale and retail trade centre in Fourth Avenue, and the changing of Irving Place from a quiet residential place into an up-to-date business region.

Maybe this part that Broadway had in keeping the biggest and the longest estab-



**29-31 East 22nd St.**  
Bet. 4th Ave. and B'way

**FIREPROOF BUILDING**

10th, 11th and 12th Lofts  
(52 x 84)

Also Part of 7th Loft

Light on All Sides  
No Manufacturing  
Building Maintained at Highest Standard

Immediate Possession

**Selkirk Realty Co.**  
49 Wall Street  
Or Superintendent at Building

**ONE OF THE PROMINENT THOROUGHFARES OF THE CITY**  
OPPOSITE METROPOLITAN TOWER

**38 East 23d St., Between 4th Ave. & Broadway**  
WITHIN 30 FEET OF SUBWAY STATION.

Large ground floor Store for rent June 1st; 16.6" wide in front x 95 deep; floor space, 2,000 square feet; ceiling 19 feet high. Also 2d floor, 1,700 square feet. Few smaller offices.

**C. E. PINE, 38 East 23d Street**  
AGENT ON PREMISES. PHONE 1704 GRAMERCY.

**THE CLARENDON BUILDING.**

The Clarendon Building, at the southeast corner of Fourth Avenue and 18th Street, is one of the finest mercantile buildings on the Avenue. It was sold last year to private investors by Lewis B. Preston.

The policy of the new owners is to give the best service, and to that end many improvements were made in the building after its acquisition, to bring the property to the very highest possible state of efficiency. The building has exceptional light.

**CARS DE LUXE IN MALAYSIA.**

One of the new sleeping cars brought out from England in sections and put together at the Central Workshops has now been placed in service on the Singapore Mail from Kuala Lumpur.

The car contains eight separate sleeping rooms on either side of a central passage. The rooms are shut off from the passage by doors, thus insuring privacy, and are very comfortably fitted up. Each room contains two berths with spring mattresses, one of the other, a large half-length looking glass, a shut-up washstand which, by an ingenious contrivance, can be converted into a writing table; a folding stool and stepladder for the upper berth. The rooms are brilliantly lighted by three small electric lamps and one big one, and well ventilated by two windows in the berth and electric bell pushes which communicate with a number board in the corridor. The sides of the rooms and corridors are paneled with English oak, while the bed rails are polished brass. In addition to the bedrooms, each car contains lavatories and a bathroom, with shower bath and cupboard with waterproof curtain for bathers' clothes. -Consular Report.

**CAMPING OUT IN A MOTOR CAR.**

The camping-out automobile ought to be a popular vehicle in the future. With provision for transforming the seats into a mattress covered bed, with cooking apparatus supplied with fuel from the gasoline tank of the car, and with a tent fourteen feet in length ready for use whenever night overtakes the tourist, there should be a new pleasure in "cross-country" trips. Good beds are none too frequent in the United States, so that there is much to be said in favor of carrying one's sleeping and cooking accommodations in the automobile. It is reasonable to suppose that in time to come some manufacturers will advertise cars thus equipped. Obvious is the opportunity is great for the ingenious adaptation of space and multiplication of conveniences. -Providence Journal.

**New Fireproof Mercantile Building**  
JUST COMPLETED

117-119 East 24th Street  
Between 4th and Lex. Aves.

**Three Very Desirable Lofts To Rent, 46x90**

Sprinkler System Has Been Installed Throughout, Making Very Low Insurance.

The Best of Service and Very Low Rents.

Superintendent on Premises

**ANTIQUITIES IN SPAIN.**

Spain is considered by art collectors a lucrative field; and many interesting antiquities are picked up here from time to time. Seville has numerous shops where antiquities are sold, and where the old Spanish needlework may be purchased. This section of the country has so recently comparatively speaking been invaded by tourists that art buyers claim to find here many desirable things of which the more frequented countries have long since been almost "sold out." Probably the old Spanish needlework and the wood carvings are the most characteristic "finds," though the antique Spanish and the lustrous Moorish tiles are also much sought. Of course sionally a Murillo school picture comes to sale. As the history of this section of Spain is so rich, there are many antiquities of great interest. There are several such in this district, notably Italica, near here. -Consular Report from Seville.

**A GARAGE NOT A STABLE.**

In Massachusetts the Supreme Court has held that a garage is not a stable in the meaning of this term in realty restrictions. This is a just decision which recognizes changes in life, custom and habits and acts on them.

An improvement company had sold land subject to the familiar restriction that "no stable, private or otherwise, shall ever be erected or maintained on any portions" of the land sold. The court decided that a "stable" in such a restriction involved "the presence of domestic animals, like horses or cattle." If these were absent the building, the court held, was not a "stable," even if the dictionary defines a garage as a "stable for motor cars."

The occupant of the next lot disliked a garage as much as a stable. Hence the action. In its bearing on realty restrictions in other states, this is an important decision and it comes from a court whose findings are heard with respect by the bench in all states. -Philadelphia Free.