

EQUALS SPACE OF 12 PRIVATE HOUSES

New Apartment Embodies Best Features of City Structures.

ON MARQUAND SITE, IN EAST 68TH STREET

Cost of Living on Premises Much Lower than if Occupant Had a Town Dwelling.

No better illustration of the change that is coming over fashionable New York in regard to its dwelling places could be given than one of the city's newest apartment houses, 11 East 68th st., four doors from Fifth av. This apartment house lends itself the more readily to comparison with a private dwelling, for the reason that it was built on the site of one of the city's best known town houses, the Marquand mansion, and that immediately adjoining it are the residences of Mrs. George T. Bliss, Harry Payne Whitney and Mrs. Alfred A. Knapp.

BIG INCREASE IN L. I. COMMUTERS

Additions to the Suburban Dwellers Due to Many Causes.

When the Pennsylvania Station was opened in 1910 three passenger entrance gates only were constructed for admittance of Long Island traffic. After about two years the throngs became so dense that two more gates were added, and now the open passenger space, or midway, has been doubled to prevent congestion at this point.

The great increase in the number of commuters to Long Island is not directly traceable to any one source, but it can be logically credited to the track and train improvements of the railroad, to physical improvements of property by the developers, to the erection of residences by the purchaser of land and the builder and to the general realization by the public that suburban living is most desirable for man and his family.

When the Steinway, or Belmont, tunnel is finally added to the advantages of Long Island, which it eventually will be, there will follow another increase in the number of residents. Some will choose the nearby sections, and others will elect to go beyond the city line over into Nassau County.

Closely following will come the effects of the New York Connecting Railroad, the Jamaica Bay improvements, and the smaller but equally valuable improvements of train, trolley and land.

Based on past experience Long Island is destined to solve the problem of many home-seekers before long. While sales have not been as heavy this year as during some other periods, there is a very satisfying aspect to the general outlook for suburban development, says a Long Island expert. Buyers are becoming more careful in their selection of home sites, and developers are meeting the demands with even more care than the purchaser shows.

As a result, Queens, and particularly several villages in Nassau County, such as Freeport, Hempstead and Floral Park, have shown an activity in sales that is directly traceable to the combined improvements of railroad and private working companies.

The Houghton Company leased for a term of five years the four story and basement dwelling house at 65 West 70th st. for Petera B. Worrall to Adele Ecklin.

It has been said that in these days of the advancing cost of living, even the well-to-do are not averse to cutting expenses, and the fact that apartment houses of the highest class filled so rapidly is due in no small measure to the desire to avoid the yearly increasing expense of maintaining a high class private residence here. A woman, prominent in New York society, who lives not 500 feet away from 11 East 68th st., is considering moving into one of its apartments and selling her private house, for the simple reason that it costs her \$22,000 a year for its maintenance. In the apartment house she would get 4,600 square feet of living space for \$7,000. She would have all the advantages that she now enjoys, avoid a thousand and one worries and add \$15,000 a year to her income. It cost not less than \$50,000 a year to maintain the Marquand residence.

Looking at it from an investment point of view, the cost of a house which would equal in its living space and conveniences one of the large apartments of 11 East 68th st., and be situated in as desirable a location (the very heart of the present social centre), would be \$150,000. The interest on this amount at 5 per cent would be \$7,500. Taxes would be \$2,200 a year. Upkeep and repairs and insurance would add another \$1,000, and give a total of \$10,700. For \$7,000 a year, \$3,500 less, one gets an apartment which gives as much space, more light and air and better housekeeping facilities than would be afforded by the majority of \$150,000 houses.

The Marquand mansion was the scene of many brilliant society gatherings. Yet it is doubtful if any one of them was carried off with more eclat or smoothness than the two bal poudre dances recently given by Mrs. Albert Pease in her apartments in 11 East 68th st. As showing that the modern apartment house has as good if not better facilities for entertainments of such a nature these two dances were illuminating.

There were one hundred guests. Throwing the dining room, living room and library together gave ample dancing space. The superintendent of the house acted as majordomo, and, with the regular six housemen and the servants attached to the Pease household, gave the guests a service which would not have been purchased in any hotel ballroom. There was no need of employing extra servants. There were men to call carriages or automobiles, to take wraps, to conduct guests to the elevator and to act as butlers and waiters. Mrs. Pease had nine



A DRAWING ROOM.

servants at her command, and six of them were just as much a part of the house equipment as the elevator. Any tenant can have the same facilities for a like occasion.

It is the realization of such advantages and conditions as have herein been set forth that is gradually depleting Fifth avenue and the old social centre of many of its private dwelling houses.

BIG INCREASE IN L. I. COMMUTERS

Additions to the Suburban Dwellers Due to Many Causes.

When the Pennsylvania Station was opened in 1910 three passenger entrance gates only were constructed for admittance of Long Island traffic. After about two years the throngs became so dense that two more gates were added, and now the open passenger space, or midway, has been doubled to prevent congestion at this point.

The great increase in the number of commuters to Long Island is not directly traceable to any one source, but it can be logically credited to the track and train improvements of the railroad, to physical improvements of property by the developers, to the erection of residences by the purchaser of land and the builder and to the general realization by the public that suburban living is most desirable for man and his family.

When the Steinway, or Belmont, tunnel is finally added to the advantages of Long Island, which it eventually will be, there will follow another increase in the number of residents. Some will choose the nearby sections, and others will elect to go beyond the city line over into Nassau County.

Closely following will come the effects of the New York Connecting Railroad, the Jamaica Bay improvements, and the smaller but equally valuable improvements of train, trolley and land.

Based on past experience Long Island is destined to solve the problem of many home-seekers before long. While sales have not been as heavy this year as during some other periods, there is a very satisfying aspect to the general outlook for suburban development, says a Long Island expert. Buyers are becoming more careful in their selection of home sites, and developers are meeting the demands with even more care than the purchaser shows.

As a result, Queens, and particularly several villages in Nassau County, such as Freeport, Hempstead and Floral Park, have shown an activity in sales that is directly traceable to the combined improvements of railroad and private working companies.

The Houghton Company leased for a term of five years the four story and basement dwelling house at 65 West 70th st. for Petera B. Worrall to Adele Ecklin.

It has been said that in these days of the advancing cost of living, even the well-to-do are not averse to cutting expenses, and the fact that apartment houses of the highest class filled so rapidly is due in no small measure to the desire to avoid the yearly increasing expense of maintaining a high class private residence here. A woman, prominent in New York society, who lives not 500 feet away from 11 East 68th st., is considering moving into one of its apartments and selling her private house, for the simple reason that it costs her \$22,000 a year for its maintenance. In the apartment house she would get 4,600 square feet of living space for \$7,000. She would have all the advantages that she now enjoys, avoid a thousand and one worries and add \$15,000 a year to her income. It cost not less than \$50,000 a year to maintain the Marquand residence.

Looking at it from an investment point of view, the cost of a house which would equal in its living space and conveniences one of the large apartments of 11 East 68th st., and be situated in as desirable a location (the very heart of the present social centre), would be \$150,000. The interest on this amount at 5 per cent would be \$7,500. Taxes would be \$2,200 a year. Upkeep and repairs and insurance would add another \$1,000, and give a total of \$10,700. For \$7,000 a year, \$3,500 less, one gets an apartment which gives as much space, more light and air and better housekeeping facilities than would be afforded by the majority of \$150,000 houses.

The Marquand mansion was the scene of many brilliant society gatherings. Yet it is doubtful if any one of them was carried off with more eclat or smoothness than the two bal poudre dances recently given by Mrs. Albert Pease in her apartments in 11 East 68th st. As showing that the modern apartment house has as good if not better facilities for entertainments of such a nature these two dances were illuminating.

There were one hundred guests. Throwing the dining room, living room and library together gave ample dancing space. The superintendent of the house acted as majordomo, and, with the regular six housemen and the servants attached to the Pease household, gave the guests a service which would not have been purchased in any hotel ballroom. There was no need of employing extra servants. There were men to call carriages or automobiles, to take wraps, to conduct guests to the elevator and to act as butlers and waiters. Mrs. Pease had nine



11 EAST 68TH ST., ONE OF THE FINEST APARTMENT HOUSES EVER BUILT IN THIS CITY, IT OCCUPIES THE SITE OF THE MARQUAND MANSION.

PRIVATE SALES MARKET

Speculator Gets Apartment House in West 66th St.

The Duroso Company has sold for William S. Norton and Frank L. McSorley the five story and basement apartment house 124 West 66th st., on lot 25x100 feet, 113 feet west of Broadway and Lincoln Square. The property is opposite the Marie Antoinette Hotel, and was bought by the purchaser with a speculative view.

The Duroso Company also sold for Michael A. Hoffman a plot 26x150 feet on the east side of Sherman av., about 200 feet north of Dyckman st. Mrs. Meagher is the buyer. The property was given in part payment for a five story apartment house at the northwest corner of Third av. and St. Paul's Place, which was reported sold in yesterday's Tribune. The plot was held at \$20,000. It adjoins the Belleclaire apartment house and may be improved with a similar building.

Other sales announced follow: The Wheatena Company has sold 243

West 12th st., 25x60 feet, to a Mr. Tutting. On the lot is a two story skeleton of a frame building gutted by fire some time ago.

Joseph B. Peck has sold to the Long Realty Company 9 West 133d st., a five story flat house, on lot 25x99.11 feet, Paul A. McGolrick acting as broker.

S. Finkelstein has bought from Samuel Braunschweiger the six story tenement house 65 East 7th st., on lot 25x99.19 feet, between First and Second avs.

Dwelling Houses Rented.

The Clark Estates has rented 49 West 85th st. to Ross W. David.

H. C. Senior & Co. leased the four story dwelling house at 157 West 64th st. for Norma H. Barrett to a Mr. Sugimote for a term of years.

Pease & Elliman leased for Mrs. W. H. Gunther the four story and basement dwelling house at 56 East 55th st. to Dr. Evan Evans.

REAL ESTATE FOR SALE OR TO LET

NEW JERSEY.

REAL ESTATE FOR SALE OR TO LET

NEW JERSEY.



HOUSES AND LOTS

Grantwood, Morsemere, Palisades, Hudson Heights, Edgewater and Leonia

OFFERED FOR SALE BY

BANKING DEPARTMENT

OF THE

STATE OF NEW YORK

are selling rapidly because prices have been so arranged to inspire purchases, and no other explanation is necessary to show that the sale in no way applies to what is ordinarily known as a REAL ESTATE BOOM proposition.

The OPPORTUNITY is NOW positively open for obtaining a HOME worth MORE than the price asked, and you can select building lots at prices representing in most instances

LESS THAN 50% of former prices.

70% and 75% of purchase price may remain upon bond and mortgage. Title Guarantee Policies furnished free.

For further details, call at the offices: Broad Street and Columbia Ave., MORSEMERE; Lawton Ave. and Trolley, GRANTWOOD,

or address

BENJ. D. HAIGHT,
Special Deputy Superintendent of Banks, 601 Times Building
New York.

ROBERT LEVERS

REAL ESTATE AND INSURANCE

376 LENOX AVENUE,
COR. 120TH ST.

TELEPHONE 2676 HANLEN

NEW YORK, May 29, 1914

Advertising Dept.,
N.Y. Tribune,
N.Y. City

Gentlemen:

It will probably be of interest to you that of the ten Astor Houses, 48-26 West 130th Street, which I advertised in your paper, seven have been leased. The result speaks for itself. I also take this opportunity to congratulate the management on the great improvement in advertising medium.

Yours very truly,
Robert Levers

The New York Tribune reaches the substantial classes—those who can afford and do purchase and lease real estate.

\$75 BUYS IT.

Quarter acre bucolic plot, in mountains, 25 miles from N. Y.; 50 trains daily, near lake and station, worth double, payable \$10 down, \$5 monthly; possession at once for summer camp. WOLFES, 225 West 39th St., New York.

LITTLE CASH secures fine suburban home, at Saratoga, Main road, 40 Church st., Room 117, N. Y.

WESTCHESTER SALE

Property Bought Near Briarcliff for Protective Measures.

William E. Attwood, president of the New Britain Trust Company, New Britain, Conn., and Miriam L. Gerding, of Yonkers, N. Y., sold the Fisher farm, near Briarcliff, Westchester County, containing more than thirty-three acres and a 100-year-old dwelling house. Near by are the Law estate, the Sleepy Hollow Country Club, Lake Pontiac and the John D. and William Rockefeller estates. The property has been held at \$80,000, and was sold through Frank L. Young, of Ossining, and G. P. Butterly. It is understood that some of the adjoining owners are buyers and have purchased the property for protective measures.

G. P. Butterly sold for Frances J. Trebble the one-time home of Frank Hedley, at 24 Valentine Lane, Van Cortlandt Terrace, South Yonkers, to Ella H. May-Lewis; also the adjoining house, 230 Valentine Lane, for the same owners. Both houses stand on plots 100x100 feet, and have been held at \$40,000.

BUYS RIPPOWAM FARM

Sol Bloom Gets Old Dairy Property at Stamford.

Sol Bloom yesterday purchased Rippowam Farm at Stamford, Conn., for \$42,700.

The property comprises about 237 acres, on which are twenty-five buildings, located on Stillwater av., Block Lane or Road and Bedford Road. This old dairy property is said to have cost, with its buildings, close to \$500,000. Joseph P. Day was the auctioneer.

R. Flanagan & Son have rented for W. B. E. Lockwood the four story dwelling house 62 West 97th st. and the dwelling house 123 West 77th st. for Mrs. Sarah E. Wilder and 247 Lenox av. for Miss Sarah E. Collins.

REAL ESTATE FOR SALE OR TO LET

LONG ISLAND.

FAVOR LICENSES FOR LIFT OPERATORS

Proposition Discussed by Committee of Safety First Society.

If an ordinance, which in all probability will be introduced in the near future, is passed every operator of a passenger elevator in greater New York will have to secure a license. At a meeting of the committee on buildings of the Safety First Society, held yesterday afternoon, this matter was discussed, with a view of having such an ordinance established.

The ordinance would make it incumbent on the owners of all buildings having passenger elevators to see that all operators of such passenger elevators are licensed as required by the provisions of the ordinance and provide a penalty for permitting the running of a passenger elevator by operators not duly licensed.

The permit for an elevator license will in all probability be fixed in the ordinance at \$2 a year. Another provision will provide that any owner or owners of buildings having passenger elevators that permit the running of such elevators by anyone without a permit or license shall for each day that such elevator may be run without a licensed operator.

The ordinance will also provide that each applicant for a permit shall be examined as to qualification and fitness to run an elevator, and that no one shall be permitted to operate a passenger elevator in any building within greater New York without first passing the required examination and securing an elevator operator's license. Similar ordinances are now in effect in many other cities, and the committee on buildings, after investigating the situation, determined to have such an ordinance introduced on behalf of the Safety First Society, with a view to preventing any accidents due to incompetency or other causes.

The committee also directed that a communication be sent to Fire Commissioner Adamson requesting that immediate action be taken by the Fire Department to compel all owners of buildings to comply with the resolution of the Board of Standards relative to the revolving doors. This resolution reads as follows:

"No revolving door with rigid brace shall be permitted to be used. Revolving doors must be of collapsible panic proof type, and when subjected to undue pressure shall collapse in the direction of the exit, without blocking the same."

According to an investigation which has been made by the committee on buildings more than one hundred prominent office buildings, hotels and restaurants in greater New York have not as yet complied with the resolution of the Board of Standards of the Fire Department.

This was the first meeting of the committee on buildings, of which Lawrence E. Elliman, of Pease & Elliman, is chairman. The other members of the committee are John S. Durand, of the West End Association; Albert B. Ashforth, of the Real Estate Board of New York; John L. Brower, of the Union League Club; Charles F. Noyes, of the Real Estate Board of New York; Mrs. William Grant Brown, ex-president of the City Federation of Women's Clubs, and Miss Helen Boswell, president of the Woman's Forum.

REAL ESTATE FOR SALE OR TO LET

LONG ISLAND.

Forest Hills Gardens

FOREST HILLS - - LONG ISLAND

15 minutes from Herald Square.

To those who appreciate character of development, individuality of architecture and stability of construction, Forest Hills Gardens makes its appeal.

To accomplish these environments the services of Messrs. Olmsted Brothers, of Brookline, Mass., were secured for the landscape work, representative architects of special note in domestic architecture were employed, and over \$3,500,000 invested in the property by the company.

The attractiveness of the place, the success of the development and the advantages to the homeseeker cannot be expressed through the medium of an advertisement.

It is without exaggeration to state that Forest Hills Gardens represents the best that has yet been undertaken in suburban development in the United States.

You are earnestly requested to investigate the merits of the property which are the qualifications for this announcement. This can only be done by a personal visit to the property.

Long Island electric trains leave Pennsylvania Terminal, Manhattan, at frequent intervals, arriving at Forest Hills station in 13 to 15 minutes. By trolley cars from Queensboro (59th St.) Bridge to Forest Hills. Twenty-five minutes by automobile from Herald Square via Queensboro (59th St.) Bridge and Hoffman Boulevard to the property.

For transportation, booklet, and other information, address Dept. A, New York Office, 47 West 34th St.

Sage Foundation Homes Company

Forest Hills - - Long Island

Buy your home where values are rising now:—JAMAICA

Ideal Homes

Built of Brick
Pure Colonial Architecture

\$7,000

and on terms easier than rent
15 minutes from New York or Brooklyn, and 700 trains a day—traveling in comfort winter and summer, and five minutes from

West Side Tennis Club

by Long Island Railroad and ten minutes by the New Queens Boulevard Trolley Cars.
See these houses; Representatives on premises

Middletown Street
Between Shelton Avenue and Willett Street, two blocks north of New Big Long Island Railroad Station

JAMAICA

Values Are Rapidly Rising—NOW!

See representative on premises, day or evening, at Samuel Knopf, Treasurer, Everett Realty and Construction Co., Flatiron Bldg., Manhattan.

BOROUGH OF QUEENS.

\$2,500 BUYS MODERN DWELLING WITH garage; six rooms; all improvements; excellent location; South Oceans, growing rapidly. WHITE, 1325 Broadway.