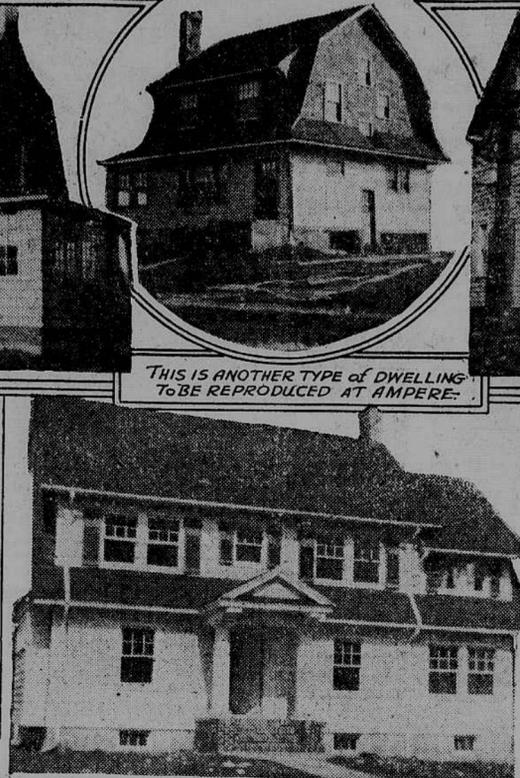


# Who Need to be Moved in "Profiteer" Areas Is Message of the Oranges Where Builders Have Prepared to Use a Few Thousand New Yorkers



HOUSE WHICH IS TO BE DUPLICATED IN AMPERE SECTION-WILL BE ONE OF 40 NEW HOMES THERE.



THIS IS ANOTHER TYPE OF DWELLING TO BE REPRODUCED AT AMPERE.



ON SLOPE AT MAPLEWOOD IS ONE OF 2 ROWS OF 10 HOUSES.



ATTRACTIVE HOUSE UNDERWAY AT MAPLEWOOD

### New Homes in Charming Suburb Cover a Wide Range of Prices, and Comfortable Places Can Be Had on Plan Easy for Average Business Man to Finance

The moans and groans of distressed New York tenants have been carried on the easterly winds to the near side of the Watching Mountains in New Jersey and have been heard by home builders there. In the Oranges, which like a great four leaf clover on the eastern slope of the mountains, builders are as busy as the proverbial bee, putting up homes, small and large, for the accommodation of folks from the city of magnificent heights—buildings and rents—who, he is sure, will leave, soon or late, the greatly congested and landlord throttled city because of inability to find places to live in.

ONE OF THE COSTLY HOUSES—ENGLISH TYPE HOME IN MONTROSE DISTRICT.

either been completed or are under way in the Oranges, which means East Orange, Amper, Orange, West Orange, South Orange and Maplewood. More than one-half of these buildings are in the market for sale. None is for rent; neither is it possible to get an old house on a rental basis.

There are some apartment suites in the Brick Church section of East Orange which may be rented for \$30 to \$40 a room per month. The new homes are stretched along the route of the Delaware, Lackawanna & Western Railroad for about ten miles, and are about a mile on either side. None of the new homes is more than fifteen minutes' walk from the local railroad station.

There is only one house on a \$6,700 sale. It is in the Amper section of East Orange and reached by the Lackawanna branch, which runs to Montclair. At the other end of the Oranges is the next cheapest house, a house which may be had for \$8,300. This house is in Maplewood, the furthest section of the Oranges, yet less than an hour's travel from the leading business, shopping and amusement districts of Manhattan. There are still a number of dwellings to be had for \$10,500, but the greatest number and the widest choice is offered in houses held at \$12,500 to \$21,000 and \$22,400. They are of frame and stucco construction, built in attractive design—Colonial, Dutch Colonial and English.

Other sections, have sensed the character of folks who come to the Oranges to live and have built with the idea ever before them of maintaining the high character of the community. They have handled every detail or feature, whether it be in exterior design, the interior arrangement, color scheme or fixtures, in such a way as to give character to their work, calculating to make their appeal to the most desirable home seekers. The result is a nicely balanced. The result is that folks already in the Oranges and those who contemplate living there are highly pleased with the latest efforts of those engaged in bringing out new production.

The Oranges start at Newark and extend west to Millburn. Grove Street is the first railroad station in the Oranges. It is in East Orange, which also embraces the Brick Church section and Amper, making four railroad stops in the town. Orange is the next stop, and Highland Avenue, which follows the line of the railroad, is also in this town. Mountain Station and the line station at South Orange Avenue serve the town of South Orange. Maplewood is the next station and the last in the Oranges. To the north of these towns on a ridge is the Essex County Reservation, which is one of the fine recreation places in the State of New Jersey. The country slopes down from the reservation and then up again to another ridge. In the valley between the ridge and the mountain slopes are thousands of new homes and old homes, which constitute the Oranges.

Along Jefferson Avenue there were seven houses, but four have been taken care of in the last few days. Those remaining unsold are held at \$16,500 and \$17,500.

Brokers and builders in the South Orange sections have about thirty new homes to offer to home seekers who are ready to pay prices starting at \$11,500 and extending up to \$35,000 and \$40,000.

## Great War Plants Turned Over to Peace Industries

When, on November 11, 1918, the armistice was signed one of the biggest problems that confronted the world of industry and real estate was how best and most economically to utilize the great war plants of America for the purpose of peace-time production.

The business men of America realized that this was a big problem, and one that had to be solved without serious interruption to business. These great plants had been dedicated to the production of munitions of war ceased. Less than twenty-four hours elapsed before the government and the representatives of practically every business in the country began a series of conferences to discuss the question of what disposition could be made of the plants. I was present at many of these conferences, and the more of these I attended the larger appeared the problem.

Another interesting transaction was the purchase by the Rolls-Royce Auto-Corporation plant at the Wire Wheel Corporation plant at Bloomfield, N. J., valued at \$750,000, and the Stewart Speedometer Company plant in Long Island City, valued at \$1,000,000, was purchased by Timin Products Inc., for the manufacture of candy.

## New Studio Apartment For Artists' Colony

The newly organized 17 West Sixty-seventh Street Company, which recently purchased the property at 17 West Sixty-seventh Street, has filed plans for a studio building to be erected on this site.

The building will be ten stories high. The owners of this property, which was recently purchased through Mal-

## Washington Sq. Dwellers Buy 11th St. Apartments

The new owners will obtain possession before May 1. The M. Morgenthau Company and E. K. Van Winkle negotiated the sale.

Shindler & Liebler has sold the four-story double flat at 320 East Seventy-fourth Street to George F. Reilly.

## Will Operate Elmdorf on Co-operative Plan; Many Suites Will Be Taken by Owners

Mrs. M. C. Van Winkle, of Garrison, N. Y., has sold the Elmdorf, the six-story apartment at 133 and 135 West Eleventh Street. It is built on a lot bounded by Sixth and Seventh avenues.

The building will be thoroughly renovated and modernized. In all probability the front will be treated with stucco, a new entrance will be provided, and a new elevator installed.

## New Owner for Helen Court

Shaw & Co. have sold for Schwieger Realty Company Helen Court, 14 Mornington Avenue, northeast corner of 15th Street, a six-story elevator apartment, on plot 145.3x118.9, irregular, containing suites of six, seven and eight rooms, with a garage.

Alex Taylor & Co., Inc. is the buyer of the building at 301 Madison Avenue between Forty-second and Forty-first streets, and will erect a new building the site to be ready for occupancy in December.

## Scientists to Erect Fine Church on Park Avenue

The Third Church of Christ, Scientist, located in Harlem since 1905, is to erect a fine church at the northeast corner of Park Avenue and Sixty-third Street, which site it bought yesterday through Peace Industries.

The church trustees have been studying the section east of Central Park for some time for a location which would be a happy site to its congregation, which is scattered about the greater city.

# "The Effective Dozen," as the Twelve Rent Bills Are Called, Will Be in Operation Before End of Week Is Legislature's Promise

The Legislature has promised to pass this week the series of bills introduced for the relief of the housing conditions in the city. They are commonly known as the rent bills and are directed chiefly at the landlords who have made capital of the most serious economic condition that has ever confronted New York.

Section 1. Section twenty-two hundred and thirty-two of Chapter fifty-two of the Laws of 1919, entitled "An Act Relating to Real Property, Constituting Chapter Fifty of the Consolidated Laws," as last amended, and of Chapter thirty-two of the Laws of 1919, entitled "An Act Relating to Real Property, Constituting Chapter Fifty of the Consolidated Laws," as last amended, are hereby repealed.

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## Homes in Westchester

Westchester is a section of attractive towns, villages and home settlements. Each is distinctive in some way or other. The Tribune will tell about one of these towns next Sunday, tell what builders are doing to provide homes for folks who want to locate there, the kind of buildings they are erecting and terms on which they will sell.