

THE SUN, SUNDAY, MARCH 17, 1912.—Copyright, 1912, by the Sun Printing and Publishing Association.

GREATEST BUILDING CONSTRUCTION AGE

MORE BUILDINGS GOING UP THAN EVER BEFORE KNOWN

NEW YORK THAT IS ALWAYS BUILDING

The City Renews Itself Every Twenty-five Years, Say Real Estate Men.

AS VISITORS SEE US

We Are Always Tearing Down and Reconstructing, in the Stranger's Eye.

LOW BUILDINGS A HARM

Land Worth More Without Them in Such Cases as the Equitable.

THE WORK OF ONE DECADE

Now We Do Not Let Moderately Tall Buildings Stand If We Can Employ the Site in Better Fashion.

New York renews itself every quarter century, say the real estate men and builders who watch daily this city's metamorphosis. In the earlier days of the town a departing visitor paused to say that the most remarkable thing he had noticed in the metropolis was the fact that its citizens seemed to be constantly busy tearing down old buildings and putting up new ones. The visitor of to-day, if he had a chance to pause for anything, might remark the same thing.

He would tell how buildings that had seemed big to him when he saw them last had been razed to make room for bigger ones, how eighteen story structures had given place to thirty-two story ones and the sky line had grown until soon New York will prick toward heaven with a giant fifty-one story office building, now well on the way to completion. He would see business houses creeping into districts which he had been told were sacred to fine residences. If he ventured into suburbs pasture like, then he would see how big apartment houses had swept away the scattered dwellings of comparatively few years ago. New York land has become too valuable for small structures to occupy it.

When the Equitable Building on lower

Broadway burned a little while ago the first question that came up was the matter of what the loss was. One of the officers of that company deputed to answer inquiries said:

"In one sense there has been a terrible loss, a loss which no money can ever compensate, the loss of human lives, and the tenants in the building have, many of them, lost articles of great value; but I understand your question applies only to the Equitable company and its policyholders."

He was assured that the question was put in that sense.

"Then I can reply that there has been no loss, but rather a gain. Our old building was too small for the land. We were not carrying it as an asset at all. We only listed the land and the land is of much more value to us with the building off it than it was before. In fact the fire saves us the cost of having it wrecked."

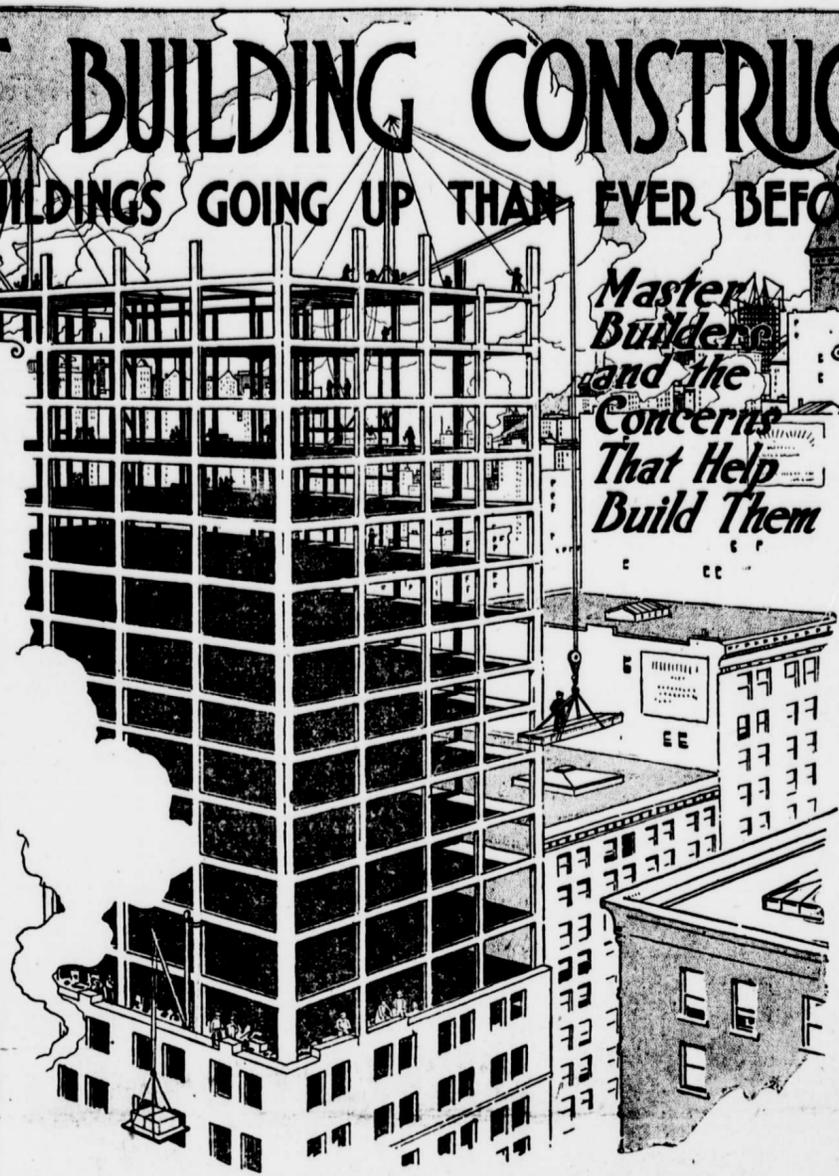
LAND HERE WORTH MORE BARE THAN WITH LOW BUILDINGS.

His attitude, building contractors and real estate experts explain, is a characteristic one. Since the advent of the steel ribbed building New York has shot upward, with a result that values of land have increased as the earning capacity of the buildings that could be placed on it has grown. In all there are about 700 tall buildings on Manhattan, and they represent an investment of billions of dollars, which have shot up since the first steel constructed edifice was raised in 1888. It was the Tower Building at 50 Broadway and was eight stories high, quite a way above its six story neighbors. This building had elevators in it, and that was a relief for those who hated to waste their energy climbing stairs. These two factors, the introduction of steel as a building material and the development of the passenger elevator in the direction of swiftness have made modern New York.

A glimpse at the Building Department's record of plans for big buildings filed in the year which just closed shows what has happened since the time when six story buildings were the rule. Here is a list of some of the high buildings which were planned and started during 1911:

BIG BUILDINGS BEGUN IN 1911.

The Hotel McAlpin, which is now in course of construction on the east side of Broadway, numbers 1282 to 1290. Those who are constructing it claim that it will be the largest hotel in the world. It will be twenty-five stories high, will contain 1,600 guest rooms and will cost \$15,000,000. Then there is the Masonic Building, on the northeast corner of Twenty-third street and Sixth avenue, which will be nineteen stories high or, measured in feet and inches, 291 feet 10 1/2 inches. Eighty Maiden Lane is another enterprise begun last year. Its immense proportions, with a frontage of 143 feet on Maiden lane and of 173 feet on Cedar street, rank it as one of the great downtown office buildings. It takes in numbers 78 to 88 on Maiden lane and, extending through the block, occupies numbers 13 to 27 on Cedar street. Its position in the middle of the block between



Master Builders and the Concerns That Help Build Them

William and Pearl streets is further east than has been chosen for many office structures of its size. But it is within the financial zone, being only two blocks north of Wall street and within half a block of the Mutual Life Insurance Building.

The Downtown Association has its back door just across the way from the new building's Cedar street entrance. Another big building found in the department's list of plans is the Walker Lispenard Building, at 18 to 26 Walker street, 18 to 24 Lispenard street. Its specifications call for seventeen stories, and the biggest of all—51 stories.

Then comes the greatest of all, the Woolworth Building, which those who pass City Hall Park see increasing in size from day to day. Next to the Eiffel Tower in Paris the Woolworth Building will be the highest structure ever erected. It will mount fifty feet above the Metropolitan tower and will contain 20,000 tons of steel girders with thirty-six elevators. Its cost is estimated at \$7,500,000 and it will be fifty-one stories high.

An eighteen story loft building was planned and the specifications filed last year for the northeast corner of Fifth avenue and Twelfth street, and the United States Rubber Company's building at Broadway and Fifty-eighth street calls for twenty stories. There was a sixteen story office and loft building scheduled in 1911 at 116 to 120 West Thirty-second street, with another of the same height

and the walls to have a sufficient strength to reach ten stories had to be of great thickness.

But there were many fine buildings erected during this period which represented the best building methods of the day. Among these were the Standard Oil Building, at 26 Broadway, a massive pile of granite and brick; the Gorm Exchange, the Mercantile Exchange, the Washington Building, at Battery place, erected by Cyrus W. Field; Williamsburg Fire Insurance Building at Broadway and Liberty street; the Emigrant Savings Bank, facing City Hall Park; the Telephone Building, in Cortlandt street; the Mills Building, on Broad street; the Navarro Apartments, at Central Park West and Seventy-second street, and the Mutual Life Building, fronting on Nassau street.

THE SWIFT SPREAD OF HIGH BUILDINGS.

Turn again to the files of the Building Department for an estimate of growth. They have tabulated these results for the last four years and this shows that in 1907 there were 948 plans filed, with an estimated cost of \$74,939,900. The following year there was a jump of almost exactly \$10,000,000 in the estimated cost of the 659 buildings to be erected. The next year, 1909, there was a big jump. The estimated cost of the 995 buildings filed in that year was \$131,216,483. The year 1910 saw a drop to an estimate of \$99,703,029 for 838 buildings, while the year just closed gives the figures 908, 537,275 for the 840 buildings started then.

which branch out to the ends of the world are being hatched in this city. In the lapse of a year it has been estimated that about 5,000 firms are formed in New York. Between the natural increase of business which deals with the metropolis alone and grows with the swelling population here and the constantly lengthening roll of firms that have outgrown their native town and seek to compass the country with New York as their centre is formed the demand which actuates the construction of these buildings.

STEEL CONSTRUCTION HELPED BY ENVIRONMENT.

It was the possibilities of steel construction and the equally important advantages of improved elevator service that made possible the present type of building and enabled New York to welcome the business man from every quarter of the globe and house him properly. With water on both sides there was only one way to grow, and that was vertically. Bradford L. Gilbert designed the epochmaking Tower Building in 1888 and so unusual was it that people came from far and near to see it. The building frame of iron was erected first and many people could not see how it would be able to stand.

Many onlookers would not venture within a block of the iron frame for fear it might topple over on them. So 1889 saw the beginning of the present type of building. From that time on there has been a constant growth, as the building figures cited previously show. Land values in the downtown district went up so rapidly that constructors were forced to the conclusion that buildings taller than ten stories could be built much cheaper than all masonry structures and old buildings came down in twos and threes to make room for the early skyscrapers.

In 1897 the eleven blocks between Beaver and Pine streets, William street and Trinity place alone held forty-four modern buildings ranging in height from nine to twenty stories. There were probably as many in the adjoining blocks. These buildings had cut down rentals, and owners of antiquated five and six story buildings found it hard work to make ends meet. Because of the limited space in these old timers higher rents than those obtaining in modern buildings had to be received in order to get some return on the property. As the modern structures contained everything tending to comfort and the quick dispatch of business, naturally the old timers were not in great demand.

REAL SKYSCRAPING MOSTLY IN LAST DECADE.

One of the results of the first flush of high office building was a slump in rents. The tenants in the old buildings flocked to the newer structures where they could obtain better accommodations, more light and the latest of modern conveniences. After the Spanish war conditions began to improve and there was a general revival of office building in New York and from that time it has gone on without intermission. In this period the height of buildings has reached to more than fifty stories in the Woolworth Building, which is the tallest building under construction in the world and will probably remain so for years to come. The Equitable Life Assurance Society had plans for a sixty story building to cover the block which was recently burned, but those plans, it is reported, have been changed and it is now likely that their new building will not be so tall.

The Tower Building, which twenty-four years ago was considered the most complete office building in the city, is to be replaced, it is said, with a thirty-eight story building. The Gillender Building, erected in 1896 of granite, sixteen stories high, at the northwest corner of Wall and Nassau streets, has been removed and the ground on which it stood is now part of the site of the Bankers Trust Building, which is receiving its finishing touches.

The Western Union Building is coming down, and had the Equitable Building not met the fate it did it is very likely that it would be turned over to wreckers in a few years.

Every New Yorker has watched this process of tearing out the old to make room for the new. He has seen the gradual change, and in many cases the changes which were not so gradual where the new needs of a growing city have forced the older portions of the town out of sight and replaced them by bigger and better things.

HOW A SECTION CHANGES.

First comes the fine residential district. You get examples of it when you look into the early history of Manhattan or see some of the landmarks which have resisted the crush of development. Then the fine home becomes a boarding house. This stage of development may be seen in some parts of the upper West Side. Next the boarding house gives way to a small store which is still housed in what was once the home of fashion. The building is torn down to make room for a temporary structure, which in turn is razed for the newest skyscraper. In the outlying sections the better transit facilities have made development quicker and of a different sort.

The modest dwellings have been pulled down for the big apartment houses which line the streets, which a generation or so ago were considered too far out for any business man to live.

In the central part of the city there are striking examples of how business is constantly crowding out private homes. Take lower Madison avenue for an example. Real estate men will tell you that ever since the Metropolitan Life Insurance Company completed its great structure a few years ago there has been a gradual movement up town of the business section, taking in one parcel of land after another until there is now hardly a block remaining which is not occupied by some sort of trade.

Two years ago a firm of operators purchased the dwelling at 17 Madison avenue, on a lot 24.5 by 100, for \$110,500, which they resold shortly afterward at a profit to the Pullman Holding Company, which erected on the site a fifteen story store and office building in which space rents for \$1.50 a

square foot and brings in to the owners a handsome return on the investment.

RENTING IN MADISON SQUARE.

The home of John R. Hegeman, near the Pullman Building, was recently leased for business. To the north a twenty story loft building is now being erected, on the site formerly occupied by the Madison and Barrington apartment houses. Near by is the Madison Square Garden, which was recently purchased for \$2,300,000.

An interesting side light on the change in New York is to be found in old Greenwich Village. In that quaint part of the city, where something of the old New York flavor still persists after all the years of changes about it, there is now a general awakening.

Dependence on the Ninth avenue elevated alone for transportation has hindered the development of the section, while other districts lying near the subway have steadily advanced. This will be remedied by the new subway, whenever it is built, and lying as does the old section, adjacent to the great new steamship piers it will have one attraction that no other section can boast. Its shipping facilities will be of the best.

THE SENTIMENTAL PITY OF IT.

There will be a sentimental regret to those who have studied old New York to have that section of the city where so many memories of other days still linger given over to change. Trinity Church, which controls a large section of that part of the town, has sold a considerable amount already to builders, and the church corporation has done much in the way of making high class improvements.

The Greenwich Investing Company recently finished at the northeast corner of Washington and Canal streets an eight story building with 5,000 feet of floor space on each floor. They are holding the property at \$200,000. They sold to Edward Depew & Co., wholesale grocers, the northeast corner of Canal and Greenwich streets, on which is a six story fireproof building. At 834 and 837 Greenwich street, Mr. Cruikshank sold two six story buildings each 44 by 90 to Bleeker & Simon, coffee merchants, and James M. Heatherton respectively on a basis of about \$110,000.

Other private interests have improved individual parcels during the last few years for their own use, so that the section has a scattering of well built structures which stand out vividly in contrast with the older buildings. The improvement is being felt already in advancing land values. It was possible formerly to buy well located property on a basis of \$2 to \$3 a square foot. Now \$10 to \$12 is asked for good parcels.

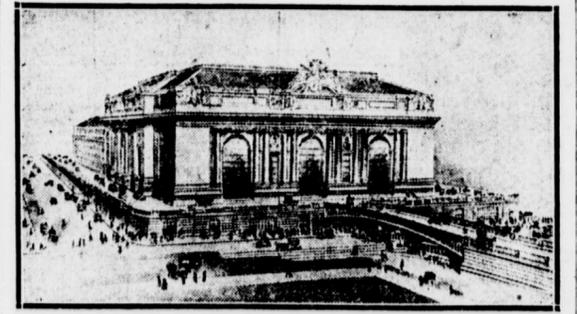
VIRGINIA PORTLAND CEMENT CO.
FORDWICK, VA.
 "Old Dominion" Brand
 The Standard of the South.
 1,000,000 barrels used in U. S. Government work.
 100,000 barrels in construction of the Virginia Railway.
 100,000 barrels in the Pennsylvania Water & Power Co.'s dam.
 Write for illustrated catalogue.
WM. G. HARTRANFT CEMENT CO.
 Sole Selling Agent
 Real Estate Trust Bldg., Philadelphia, Pa.

The P. J. Carlin Construction Company
 is an outgrowth of P. J. Carlin & Company, which for many years had its main offices at No. 25 Court Street, Brooklyn, and which executed upwards of thirty million dollars of work in the thirty odd years of its existence. The corporation was organized in 1904, and the main office transferred to No. 16 East 25th St., New York City. The business has since materially expanded, the company having contracts and estimating work all over the United States.

Among the buildings constructed by this Company may be mentioned the following:

Waterfront Station, N. Y. Edison Co.	W. J. Murray, Consulting Engineer.
Sub-stations in N. Y. Edison Co.	T. E. Murray, Consulting Engineer.
Williamsburg Power Station, Brooklyn	T. E. Murray, Consulting Engineer.
6th Street Power Station, Brooklyn	T. E. Murray, Consulting Engineer.
Power Station, Interborough, I. R. Co.	W. S. Mendon, Chief Engineer.
Car House, Macbeth, Long Island	W. S. Mendon, Chief Engineer.
East New York Shops, Brooklyn, N. Y.	W. S. Mendon, Chief Engineer.
Power Station, 36th Street, Brooklyn	W. S. Mendon, Chief Engineer.
Power House, Butler House & Cooling Station, Bellevue Hospital	McKim, Mead & White, Architects.
New York City Prison	Winters & Dickson.
Steel Cell Construction, City Prison	Horgan & Slattery.
Post Office, Broadway, New York City	Albert F. Parrott, Architect, Washington.
Hall of Records, Brooklyn	Wm. Mundell.
Group of Buildings, Kings Park, L. I.	L. G. Perry, State Architect.
Cleaver Building, New York City	Benjamin H. Brown, Chicago.
Wick Building, New York City	D. H. Burnham & Co., Chicago.
Emory & Boat House, Annapolis, Md.	Ernest Flagg, New York.
Sea Wall, Annapolis, Md.	Ernest Flagg, New York.
Brooklyn Institute of Arts & Sciences	McKim, Mead & White, Architects.
Carriage House for Arthur Kill Bldg.	W. H. Higginson, New York.
Four Central Stations, N. Y. & N. J. Tel. Co.	Eldridge & McKenzie.
Southern Sub-station, N. Y. & N. J. Tel. Co.	Eldridge & McKenzie.
Boundary Wall & Medical Building, Navy Yard, Brooklyn	Supervising Architect, Washington.
Brooklyn Savings Bank	Frank Freeman.
Real Estate Exchange, Brooklyn	Geo. E. Follbrooke.
Car Dept. Headquarters, Brooklyn	Frank Freeman.
Marion Hospital, Brooklyn	Horgan & Slattery, New York.
Complete H. R. Shop, West Shore R. R. Co.	Floca, N. Y.
Regional Terminal Station	Long Island R. R. Co.
Consolidated N. Y. C. & H. R. R. Co.	Gro. W. Kittredge, Ch. Eng.
Phonograph Building, Monument, Brooklyn	McKim, Mead & White, Architects.
Marion Chapel, Calvary Cemetery	R. F. Mitchell, Architect.
Franklin Building, Brooklyn	J. P. Glover.
Veranda Bank Building	C. Theriot.
Carlin Building, West & Vestry Street	J. P. Dunleavy, Chicago.
St. John's Hospital, L. I. City	Schiller & Timmers.
Williamsburg Savings Bank, Brooklyn	Heinle & Hubner.
Home for the Aged Men	Lord & Hewlett.
Carriage Library, Greenpoint, N. Y.	H. L. Davis.
Holding Club, New York	Bradford L. Gilbert.
St. Barbara's Church, Brooklyn	Heinle & Hubner.
St. Augustine's School, Brooklyn	Heinle & Hubner.
Arms' Parachute School, Brooklyn	T. E. Houston.
Congregational Church, Williamsburg	John B. Smith & Sons.
St. Mark's Church, Brooklyn, N. Y.	H. M. Condon.

MANUFACTURED BY THE
 From which it can be seen that it has a wide and varied experience in all kinds of construction work. In recent years it has specialized in building construction involving engineering difficulties, as is evident from the work now in progress or had in charge for the New York Telephone Company, the New York Central and the B. & O. The president of the concern, Mr. P. J. Carlin, has been identified with the building business for forty-five years, and organized the original Carlin Company in 1870.



GRAND CENTRAL DEPOT, NOW UNDER CONSTRUCTION.

at 39 and 41 West Thirty-second street, Aeolian Hall, 27 and 29 West Forty-second street and 32 to 36 West Forty-third street, while only seventeen stories in height is to be one of the most completely appointed structures in town. The Hyde Building, at the southeast corner of Madison avenue and Twenty-fifth street, to be twenty stories above ground, was also submitted to the Building Department last year, as were plans for the new Grand Central Station.

Compare this record of one year with the time, easily in the recollection of older men, when the Western Union Building, at Broadway and Dey street, and the Tribune Building were the first to reach that was then considered the top notch at ten stories. This was prior to 1880, when many eight and nine story buildings were constructed, but those going a floor or so higher were put up mainly for monumental purposes because building then was purely a matter of industry

The price of alterations has varied in these years and the highest was in 1907, when 3,854 alterations were made at an estimated cost of \$16,783,800. Real estate dealers will tell you that the reason for this was the general depression of business and the tendency to get along with what was on hand, to alter and improve old structures rather than embark on new ventures. Alterations and their cost have grown at an ordinarily even rate. Last year's figures show 3,896 buildings altered at an estimated cost of \$12,753,133.

These tables and the recent report go to the number of high buildings being erected show the change that has come in less than half a century in building construction. Most of the new building ventures of any magnitude are planned to house offices, for New York has become the office room of the country. Few concerns that have more than local connections fail to have an office in New York. Every day deals of great importance

JOHN C. RODGERS
 Contractor
 121 West 125th St., New York
 TELEPHONE 576 MORNINGSIDE

The National Fire Apparatus M'fg Co.
 BUILDERS OF
 "The American Underwriters' Chemical Fire Engine"
 For Village Fire Departments, Mills, Etc.
 AUTOMOBILE FIRE APPARATUS, HOSE CARTS,
 REELS, RACKS, FIRE EXTINGUISHERS, ETC.
 FIRE DEPARTMENT SUPPLIES
 FACTORY RUTHERFORD, New Jersey
 OFFICE 81-83 CENTRE STREET, New York

HOLLAND & Co.
 General . . . Contractors
 493 W. Broadway
 New York

JACOB VOLK
 PRESIDENT
VOLK HOUSE WRECKING CO.
 OFFICE: 46 BEAVER ST.
 YARDS: 264 WEST ST.

General Electric Inspection Company
 Electrical Inspection and Reports.
 Electrical Maintenance Under Yearly Contract.
 Electrical Wiring Construction.
 Electrical and Mechanical Repairs.
 NEW YORK
 General Office and Shop, 237 Fulton St.
 Telephone 933 Cortlandt.
 NEWARK, N. J.
 20 and 22 Lawrence St.
 Tele. 1790 Market.