REALTY NEWS FOR INVESTOR AND HOMESEEKER

BUILDING FIELD GOOD FOR EFFICIENT MEN

Increasing Demand for Modern Structures Calls for New Concerns.

GETTING A REPUTATION

How Architects Should Be Approached —Some Advantages Which Young Builders Have Over Old.

Many men plunge into the building business as a last resort. Frequently ordinary mechanics, when business is dull, and they lose their jobs, turn to contracting as a livelihood, thinking that all they require for success is a few business cards and a telephone, or so, says *Building Progress*.

There is the same difference between a mechanic and a contractor that there is betwen a draughtsman and an architect, or a grocer and his clerk. One has the limited experience that comes to an employee, and the other has the wide experience that comes to an employer. So mechanics—most of them—are not fitted for a general business career, and they will do better to remain mechanics.

But there is a place for new contractors—new firms built up from old firms or new firms built entirely of new material—young men, properly trained, keenly alive, honestly inclined.

EARLY MISTAKES.

Many who newly enter the contracting field make mistakes when it comes to going out after business. Frequently, the first thing one of these aspirants for contracting honors does is to buy a handful of cigars, sticking one between his teeth for courage, and go down the line of architects. As a general proposition, when a new contractor of this sort gets into the presence of an architect, the conversation is something like this:

"What can I do for you?" asks the architect.

"Have you got any mason work to figure on?" returns the candidate, hesitatingly.

"Whom do you represent?" is the next question from the architect.

"Myself. I've just started in business, and I'd like to do some of your work." And the embryo contractor, hat in hand, shifts from one foot to the other, uneasily.

"Oh, just started in, have you? What architects have you done work for?"

"Not—any—yet—sir"—haltingly and very nervously.

"Very well," replies the architect. "Leave me your card and when I need any more bids I'll let you know." Out goes our young contractor (after clumsily laying a cigar down on the architect's desk) in goes his card, into the waste basket—also, the cigar.

Let us analyze the effect a visit of this sort has upon the architect.

In the first place, to reduce the illustration to workable terms, understand, briefly, just what such a business proposition is. Here is a man who has something to sell—contracting service. He wants to get in contact with some one who wishes to buy—the architect and the owner. Naturally, he wishes to make an impression. In order to sell goods he must convince the buyer that his goods are best—his prices the most reasonable. For he is in competition with every other dealer in the same line.

Now, what does an unskillful salesman accomplish when he calls upon an architect? What effect does his visit have?

First—The architect is not favorably impressed if the man is a stranger to him; second, he has no confidence in him when he learns that he has just started in business; third, he is not struck with the faltering, hesitating manner in which such a man sets forth his business; fourth, the fact that any man, a stranger, gives him a cigar, instead of seeming like a courtesy to the architect, seems like a discourtesy—an unwarranted familiarity.

Thus the inexperienced but well meaning contractor is convicted (on four counts) of having left a bad impression. The very purpose of his visit is thwarted—by whom? By no one but himself.

The building market is a big one. The services of good contractors are needed. There is work to do, but new firms will find it difficult to get business unless they use efficient methods.

How can a contractor get business?

To offset inexperienced contractors who fail, let us consider the methods of contractors who succeed.

GETTING A HEARING.

To get business one must first of all, make an impression on the buyer—a favorable impression. With this well known fact uppermost in his mind the successful contractor does not walk into the office of an architect—a stranger—in the manner of a book agent. Before starting out he spends a little time in preparation. He finds a mutual acquaintance somewhere who will introduce him to the architect—or he gets a letter of introduction—then armed with the proper credentials he can approach the architect and be sure of a fair hearing. Thus, he starts about 50 per cent. higher than the contractor who employs book agent methods.

Next, the skillful business getter is never hesitating or halting in his manner. He knows that the architect is just as much in need of him as he is in need of the architect.

You never have to get down on your knees and beg for business, providing you can deliver the goods. Every contractor should realize this. The man out for new business, once he gets up to the architect, should proceed to explain why he—the contractor—is able to give high grade service—better service than can be given by any one else. He gets the architect's attention in this way. He arouses his interest. He gets a chance to submit a bid and this is all any new contractor can ask for.

Like everything else, contracting is becoming more specialized. Contractors are beginning to turn their attention to specific branches of the business, one firm making a specialty of one type of building and another firm devoting itself to another type. Right on the start the new contractor should determine the class of people he wishes to do business with, paying particular attention to the kind of building that class requires.

FAVORABLE FEATURES.

Contractors who have been in business a number of years usually have an advantage over contractors first starting in business, but there is one thing that old established contractors do not always appreciate—the drag on their business caused by their failures. The new man, when he first starts in business, has no failures behind him. If he can convince an architect or owner that he is efficient—that he knows his business and attends to it—that he is capable of giving better service than the established contractors—he will usually get a chance in spite of the fact that he is a new man. Of course, the new contractor must make good. He must do as he agrees, handling his affairs in a capable, businesslike way. He must look out for the interests of the owner if he ever expects to get another job.

Old contractors are up against the same proposition new contractors are—to do their work efficiently and profitably. Old contractors must continually make good, just as much as new contractors. They are always under fire—a few mistakes, lack of attention put the old established firm out of business as quickly as the new firms. Thus, the chance a new firm has of getting business is nearly as good as that of an established firm, providing the new man can get a start. The established firm, if its reputation is of the best, has an advantage over a new firm, of course, but the latter, working with efficient methods, is bound to get work eventually if there is any; once started the new firm may quickly beat the old firm if its methods are more efficient.

The contractor should locate where there is the greatest market for his goods. He should place himself where there is work—and plenty of it. Competition will be keener in such a place, but competition will not hurt him if he makes a strong stand for "efficiency."

REALTY CO.'S GOOD BUYERS.

Have Helped the Market by Taking Over Many Large Properties.

Some of the realty companies which make a specialty of real estate investments have helped materially in keeping up interest in the recent market through their purchases. Especially notable are the New York Real Estate Security Company and the American Real Estate Company. Both are concerns of great capital and both deal only in the highest grade of property. Their recent purchases have included a number of the best kind of apartment houses, all of which pay very good incomes.

The business of the New York Real Estate Security Company has been confined almost entirely during the last few months to the upper West Side. There they have bought about half a dozen high grade apartments in sections which not only are established among the finest in the city, but where growing population and good transportation facilities are likely to bring about steady improvement in rentals and corresponding betterment in values. Three of the company's purchases are here illustrated.

The three buildings shown are high class elevator apartment houses on the West Side. Irving Arms, shown at the top of the group, is a seven story steel frame fireproof house at 218 to 222 Riverside Drive, north corner of Ninety-fourth street. Concord Hall, the lower in the group, is a nine story fireproof house at the south corner of 119th street. The third picture is that of Yorktown Court, at the northeast corner of 162d street and Fort Washington avenue.

Of the purchases made this year by the American Real Estate Company that of the Dorchester, at the north corner of Riverside Drive and Eighty-fifth street, is the largest. It also is one of the finest houses in the whole city. Other high class holdings of the company on the West Side are the Hendrick Hudson at Riverside Drive and 110th street and the Hendrick Hudson Annex, adjoining at Broadway and 110th street.

The money these two companies have put into real estate during the last year has helped materially in the financing of further operations, and by their steady buying they have pointed the way to other investors and have given strength and a tone of confidence to the market.

WHY BROADWAY TURNS.

In a folk lore book by Charles M. Skinner is the following:

"Broadway should not only have been broad, which it is not, but straight, and in the original plan it was so; but where Grace Church stands was a cherry tree beneath which Hendrich Brevort, tavern keeper, loved to smoke his pipe on warm evenings. When map makers arrived with a street plan which contemplated the extension of Broadway, and Herr Brevort found it ran straight across the roots of his cherry tree, he went to the officials and swore that it was not to be thought of; so they, realizing that the city would never grow so far as his tavern, obligingly diverted the street."

Homes at Chatsworth Heights, N. J.

EARLY STREET LIGHTING.

In 1697 every seventh New York householder was compelled by ordinance to have a lantern on the end of a pole suspended from a front window of his home, says the Board of Brokers Bulletin. These lanterns were lighted by candles which were kept burning all night and the cost of each was divided among seven householders. On nights when there was a moon the lanterns were not lighted.

WAREHOUSES AT AUCTION.

In the Vesey Street Salesroom on Wednesday, April 10, Joseph P. Day will offer at executors' sale for the estate of Peter Moller 83 to 93 Vandam street, between Greenwich and Hudson streets, a nine story loft building, and five four story tenements, on plot 150x100; also the abutting property at 100 to 106 Charlton street, consisting of two four story tenements, on plot 50x100, and a seven story warehouse on plot 48.6x101.6; also, 135 West 128th street, a four story flat, on lot 29x99.11, and the southwest corner of Hubert and Collister streets, a six story warehouse, on plot 50.4x99.3.

EL RETIRO TO BE SOLD.

The country estate known as El Retiro, located at Irvington-on-Hudson, will be sold at auction by Bryan L. Kennelly in the Exchange Salesroom on Wednesday, April 17. The property consists of seven acres, with a three story frame dwelling and outbuildings.

TO IMPROVE HISTORIC PLOT.

Fourth Avenue and Twenty-ninth Street Has Interesting Record.

A new loft building is assured, by a sale reported recently, at the northwest corner of Fourth avenue and Twenty-ninth street, says the *Record and Guide*. The site is now occupied by old buildings. The buyer is the Realty Holding Company, which has been prominent in building operations in the new manufacturing section west of Broadway, in the same latitude. The north half of the block is occupied by a twelve story building under construction.

This is a historically interesting section of old New York, as can be seen from a reference to the property maps. What was known in the old days as the "Middle road" diverged from the "Eastern Post road" at a point now situated between Twenty-eighth and Twenty-ninth streets, and ran in a northwesterly direction. It crossed the present Thirty-fourth street close to the lines of Madison avenue, passing at Thirty-sixth street (near where J. Pierpont Morgan now resides) the country house of the Quaker merchant Robert Murray.

At the southwest corner of Fourth avenue and Twenty-eighth street still stands a house which was long the residence of Peter Cooper. A block away, at 123 Lexington avenue, one finds a modest brownstone house, which for many years was the residence of Chester A. Arthur, where on the night of September 19, 1881, he received the message that Garfield had ceased to live and where he took the oath of office, and where later on he died.

UPTOWN APARTMENTS.

Henry Anderson and Joseph Stevens, architects, have filed plans for the construction of a six story apartment house on the west side of Edgecombe avenue, 674.6 feet north of 150th street. It will have a frontage of 75 feet and a depth of 87 feet; equipped with elevators and accommodations for thirty-six families. The facade will be of buff limestone at the first story, with brick above. The Edgecombe Court Company, of which David MacLatchie is president, is the owner of record. The cost has been placed at $75,000.

NEWARK BUSINESS LIGHT.

Weather and Politics Said to Be Holding Up Building Activity.

Activity in the real estate market in Newark was practically at a standstill last week. Nearly all of the larger concerns admitted that negotiations are pending for deals, some of which involve large sums of money, but they refused to give out any information on them for fear that it might cause a further hitch in their plans.

In the Building Department it was stated that the work being done this year is away below that of a year ago. Several reasons were given for the dulness in the market. One of these was attributed to the weather.

Harry Berger, who is prominent in real estate matters in the county, said that the complex political situation in the country has caused a stringency in money. Although the savings banks have plenty of money, he said, none of them wants to loan it. He declared that the officials seem to be afriad of another panic like there was two years ago. Mr. Berger thinks that everything will be all right in a month or so, when the weather will also be better. Building Superintendent William P. O'Rourke shared the same opinion that the unsettled condition of the country politically has caused a lack of money. He also felt that the strict enforcement of the building code has had something to do with the matter.

Fifty-seven permits were issued for the alteration and construction of buildings in the city by the Building Department last week. Most of the permits were for alterations. Abraham Glassner will build a four story brick building at 301 and 303 Broadstreet at a cost of $30,000. The aggregate estimated cost of all the work is about $200,000.

A new six story department store is to be built by L. S. Plaut & Co. on the present site in Broad street and adjoining property the firm owns. The plans for the new building have not been selected as yet nor has the cost been determined. It is not known at the present time just when the work of construction will begin.

The building will occupy all but two pieces of property on the block bounded by Broad, Cedar and Halsey streets and the Morris Canal. These parcels are the Holt Building at Broad and Cedar streets and the Bierman property in Cedar street. The new store will have a frontage of 107 feet on Broad street, about 275 feet on Cedar street, 156 feet on Halsey street and about 400 feet along the canal. The building will be fireproof and will be either white marble or terra cotta.

Plans are being made by the Lehigh Valley Railroad for the erection of a $60,000 station at Meeker avenue in Newark. The Lehigh Valley uses the Pennsylvania Railroad tracks from Newark to Jersey City, but since the latter has decided to abandon the terminal in Jersey City the Lehigh is now seeking terminal passenger arrangements with the Central Railroad.

The Orpheum Theatre, now occupied by the Corse Payton Stock Company, has been bought by Samuel Katz of New York at a price said to be $100,000. The theatre has a seating capacity of nearly 2,000 and has a frontage of 140 feet on Washington street.

LOFTS ON THIRTY-EIGHTH STREET.

Schwartz & Gross, architects, have filed plans for the construction of a twelve story loft building on the north side of Thirty-eighth street, 150 feet east of Fifth avenue, known as No. 5, running through the block to the south side of Thirty-ninth street. The frontage on each street will be 37.6 feet and it will be fireproof. The estate of Henry A. Cram is the owner of record. The cost has been estimated at $200,000.

BIG CONCRETE BUILDING.

The Turner Construction, architects, have filed plans for the erection of a reenforced concrete abattoir nine stories high on the north side of Thirty-ninth street 343 feet west of Eleventh avenue. It will have a frontage of 96.9 feet and a depth of 99 feet with an extension. It has been estimated to cost $225,000. Joseph Stern and Sons, Incorporated, is the owner of record.

PLANS FOR BRONX TENEMENT.

The plans filed in the Borough of The Bronx comprise a five story brick tenement house, 50 x 88, on the east side of Vyse avenue, 150 feet north of Jennings street, for the Sinnott Company at a cost of $55,000.

SALES AT CRANFORD.

The Cranford Estates Realty Company reports the following sales in Cranford: To M. Spring of Brooklyn a house at the corner of Elm street and Mansion terrace; to Al Hogrefe of Brooklyn a house on Elm street east of Mansion terrace, and to H. W. Borchers of Elizabeth a house on Elm street south of Mansion terrace.

BROOKLYN-LONG ISLAND SALE.

B. L. Kennelly Has Long List to Be Disposed of at Auction.

Bryan L. Kennelly will offer on Wednesday, April 17, in the Exchange Salesroom, New York, the following Brooklyn and Long Island properties: The Brooklyn offerings include 1339 St. John's place, a four story brick flat, on plot 28.1x100, at the northwest corner of Schenectady avenue; 814 and 816 McDonough street, two three story flats with stores, on plot 50x100; 260 to 268 Flushing avenue, a vacant plot containing about five lots; 948 Manhattan avenue, a five story flat with stores, on lot 25x100; 954 Manhattan avenue, a four story flat with stores, on lot 25x100; 604 Manhattan avenue, a four story frame flat with stores, on lot 25x100; 602 Manhattan avenue, a vacant lot, 25x100; the southwest corner of Meeker and Morgan avenues, a plot 76.2x116.2; 130 and 132 Norman avenue, two four story flats with stores, on plot 45.6x73; 132 West street, a four story flat, on lot 25x100; 297 to 303 Oakland street, four four story flats with stores, on plot 100x75, at the southwest corner of India street, and a plot of seventeen lots located at Nassau avenue and Apollo street, on both sides of Vandam avenue, between Nassau avenue and Bridgewater street. Also 837 Sutter avenue, a five story frame dwelling, on lot 25x100, near Schenck avenue.

The Long Island properties include a farm of thirty acres located on Burr street at East Northport; a house, on plot 40x100, on Walnut street near Liberty avenue, Richmond Hill; a waterfront residence property located on Grand Central avenue and running through to Riverside avenue and Amityville Creek at Amityville, and fifteen lots at Westburg Hills, located on Third avenue.

NEW WHITE PLAINS REST

Mrs. John S. Kennedy of Manhattan has given a new building to the Presbyterian Rest on North Broadway, White Plains, to cost about $125,000. The present building only accommodates thirty-five persons, but the new structure will have accommodations for seventy-five people. It will be built of brick and stone 120x120 feet and it will be built in the shape of a "U."

FLATBUSH HOME SOLD.

George B. Tripler has sold his residence at the northwest corner of De Koven court and East Seventeenth street to Thomas F. Donigan. The house is a three story frame structure and is valued at $17,500. John Reis & Co. were the brokers in the transaction.

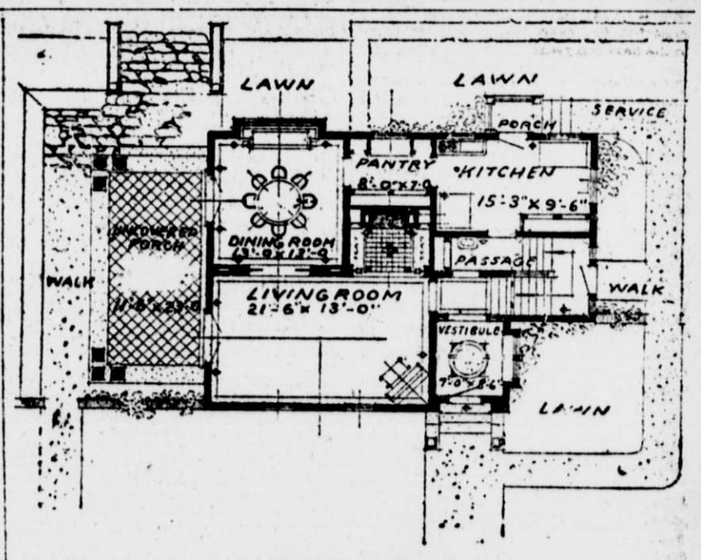
Prize House That Costs $4,500.

Plans are shown to-day of a house estimated to cost $4,500 which have attracted considerable attention wherever such matters are of interest. They are the plans which took first prize in the recent competition of the Building Trades Employers Association in which more than 200 architects from all parts of the country took part. They form the first of a second series of illustrations which will be given each week on this page.

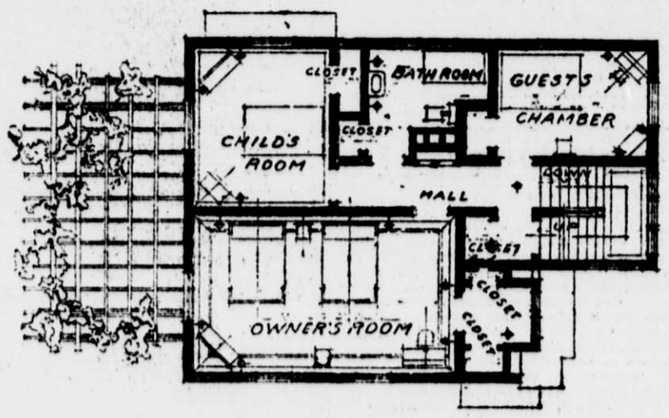
In this branch of the competition architects were invited to submit plans for buildings not to exceed $4,500 in cost not including plumbing and plumbing fixtures and heating. The plans here reproduced are the work of Stephen Goossen of Detroit. These plans were chosen by a board composed of Donn Barber, Grosvenor Atterbury and William A. Boring, who also passed on the estimates of cost and found them satisfactory.

The estimates of cost for this building are:

Excavating	$60.00
Concrete footings, cellar floor, terra cotta block walls	1,661.00
Chimney	90.00
Roof (frame, shingles, labor, material)	580.00
Inside plastering	260.00
Inside and outside finish	980.00
Doors and windows	210.00
Finished floors	180.00
Painting and glazing	198.00
Walks, grading, etc.	20.00
Tin work, flashing, etc.	51.00
Fixtures	100.00
Total	$4,460.00



First Floor Plan



Second Floor Plan

The general specifications provide for:

Basement walls, terra cotta blocks, size 8x12x12 in.

Entire basement is to have a concrete floor.

Building to be frame and tile construction.

Joists; first floor; 2x8 in.—16 in. on centre.

Joists; second floor; 2x10 in.—16 in. on centre.

Joists; third floor; 2x8 in.—16 in. on centre.

Rafters; 2x6 in.—20 in. on centre.

Living room; alcove room, stair hall and vestibule, ash finish; stained weathered.

Dining room; pine, painted white.

Passage between kitchen and stair hall is to be ash finish; stained weathered.

Kitchen and pantry; pine finish; painted white.

All second story finish is pine; painted white.

The attic stairs and finish in the rooms of the attic are to be yellow pine. All to be left with a natural finish.

All the rooms throughout must be plastered, including the stair wall to the basement and also attic floors.

The tile work on porch floor is to be a dull green and color to be left natural.

The floor in vestibule and floor and upper portion of the fireplace are to be tile of a dull blue tint.

The living room to be panelled, also the stair hall to second floor line as shown on section drawing.

Panelled wainscoting is also required in back of seats in alcove room, to bookcase, each side of mantel.

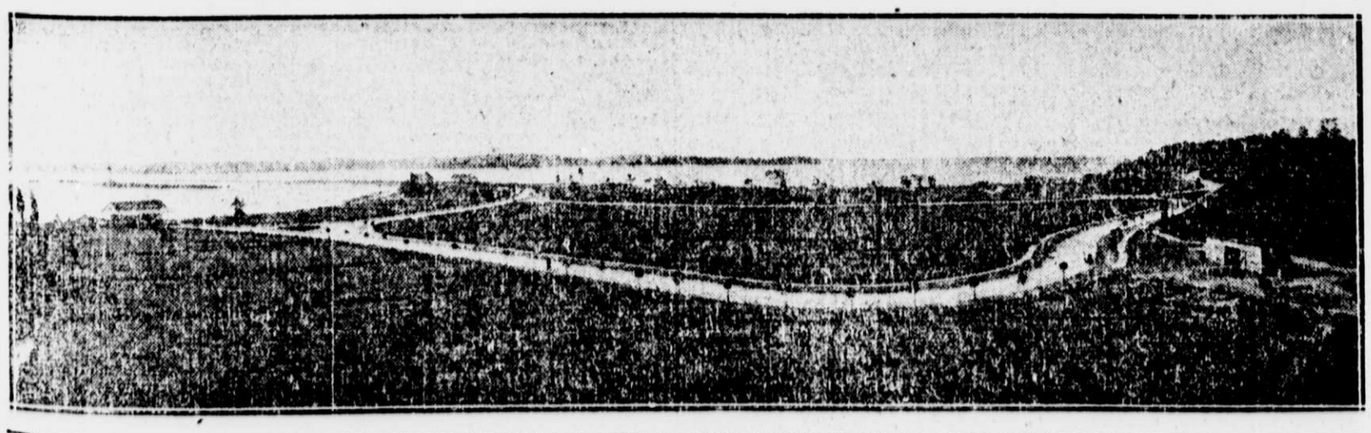
All to extend up 7 ft. from the floor, except in the stair hall, there the panelling is to be made as shown.

The roof is to be shingled with a thatched effect.

All the exterior woodwork is to be cypress, including the window frames, porches, &c.

There is a third floor to this house not shown on the accompanying plans, containing two maids' rooms and a bath between them, and a large room for storage. This floor is reached by a continuation of the main stairs.

Newest Long Island Waterfront Development.



The constant demand for a high class waterfront property which could be marketed at reasonable prices, providing at a moderate expenditure a home which in all essentials would class with anything on the market, caused S. Osgood Pell & Co. to provide such a property on the mile of waterfrontage on Manhasset Bay, now known as Wampage Shores. Developing which is now complete commenced in the fall of 1909.

The chief features of Wampage Shores are its mile of clean white sand beach gradually rising to a terrace ninety feet above tide level, open to the prevailing southwestern breezes in summer and protected from the north and east in winter.

The entire property has a substrata of clean sand and gravel, covered by rough, rich top soil to make its hedges, trees, shrubs and grass remarkable for a waterfront tract. Thousands of hedge plants, shrubs and trees have been planted and artesian well water is piped two miles with mains to every plot.

A bathhouse has been built on a smooth clean sand beach, and also a private pier and boathouse. Ownership in these last features, worth conservatively $25,000, is given by actual stock issue to the individual owners. A large motor launch is provided which runs between the private pier on the property to the public dock at Port Washington, only a few minutes from the railroad station, affording a delightful trip of a mile, and change when desired from the use of the roads. A sea wall has been built in front of the actual waterfront sites, with lawns running right down to the water.

The subdivision gives an average of half an acre per site, and covers the possibility of owning a delightful home with bathing and fishing coupled with country life in a location famous for its scenery, roads and clubs.

TO WELCOME NEW RAILROAD.

Westchester Mayors Preparing for Celebration When Road Is Opened.

It is expected that when the new New York, Westchester and Boston Railway Company opens up its new electric rapid transit system in Mount Vernon, New Rochelle, White Plains and adjacent towns, that there will be a general boom in real estate. Mayor Waldorf of New Rochelle is planning to have a big time in that city when the celebration takes place, which will probably be on Memorial Day. Visitors to the city will be given automobile rides, free theatre and soda water tickets and in general the keys to the city.

In Mount Vernon Mayor Fiske is planning to advertise the city with the aid of moving pictures and about $6,000 will be spent on the advertising and general celebration of the opening of the road. This plan, it is believed, will bring many homeseekers to the different cities and the real estate brokers are looking for a prosperous season.

Mrs. J. Howard Wainwright has leased her country home called "The Gables," at Milton Point on the Sound for the summer season. The rental was made through Charles Field Griffen & Co., as was the leasing of the home of Mrs. A. L. Meeker on the Highland road at Rye.

The Westchester Land Exchange of White Plains reports a number of rentals and sales lately. It has rented the home of James G. Cannon at Scarsdale to W. P. Gerhard of Cold Spring, N. Y.; also the residence of Dr. William H. King at the same place to Daniel B. Burnham of Fishkill on the Hudson. W. J. Humburg, formerly of Honolulu, has rented the D. P. Tanner residence on Sound View avenue, White Plains.

GROWTH OF LYNBROOK.

Practically All Acreage Now Divided Into Home Plots.

Since the Long Beach division of the Long Island Railroad has been electrified—a period now of two years—there has been a marked increase in property values in Lynbrook, a village just east of the city line and situated at the junction of the Montauk and Long Beach divisions of the railroad. This community is growing at a very rapid rate and because of the increasing density of the population houses are being built on plots of smaller size, as a rule, than was customary two years ago.

There is hardly any acreage left in Lynbrook. The last large parcel in the town was bought by the Windsor Land and Improvement Company about one year ago, and this tract has been developed and is being sold in plots for improvement with homes.

The village is spreading out structurally in all directions, and the class of houses is those ranging in value from $4,000 to $10,000 each principally. Land is worth from $30 to $100 a front foot and even more in the heart of the business section.

DEVELOPING BIG TRACT.

William J. Ackerman, former postmaster of Hartsdale, is developing the Simpson 500 acre tract, which will be known as Rochambeau Hills. This property is being divided into estates of ten and fifteen acres and upward. George Christiancy has purchased 40 acres and will build a $60,000 residence.

NEW STATION AT NEWARK.

Report That Lehigh Valley Will Build at Weequahic Park.

It is reported that the Lehigh Valley Railroad will erect directly opposite the property of the Weequahic Park Land and Improvement Company and Weequahic Park a $50,000 station which will be the main station in Newark, where all trains will stop; as a matter of fact, it will be the only station in Newark of the Lehigh Valley Railroad. Trains like the "Black Diamond Express" will stop at this station.

It is also reported that these trains may run in connection with the high speed electric cars of the Hudson and Manhattan tubes, otherwise known as the McAdoo trains.

BRONX PLOTS IN PARTITION.

Joseph P. Day will sell at partition sale on Wednesday, April 17, in the Bronx salesroom, the southeast corner of Grand Boulevard and East Fordham road, a plot of nine lots, together with a two-story and attic frame dwelling; also a plot, 52.6x91.4, on the east side of Creston avenue 150 feet north of 181st street, and a plot 125x136, on the west side of Webster avenue 221.8 feet east of 171st street. These properties are the holdings of the late Jacob M. Patterson.

REAL ESTATE NOTES.

Henry D. Winans & May were the brokers in the sale of the dwelling at 59 West Fifty-sixth street for the German estate reported yesterday.

Roger Foster took title yesterday to the property at 119 East 116th street from Miss Emma J. McCormick. This gives Mr. Foster a frontage of 75 feet on that street between Park and Lexington avenues, on which he expects that an apartment house with stores will be built.