

SUCCESSFUL WOMEN IN REAL ESTATE

Mrs. L. N. Chapman's Election to Head of Realty Company Calls Attention to Them.

THEIR NUMBER IS SMALL

Many Have Tried the Business, but Few Remained—Some of the Leaders.

The election of a woman to the presidency of one of the big Long Island realty companies last week has attracted attention to women in real estate. Fewer women have entered the real estate field than any other line of endeavor that has heretofore been dominated by men. The vicissitudes of the game and the troubles encountered in the sale of property apparently have been too much for the many who have been attracted to this business by stories of big commissions, as only a few have attained any success. One successful real estate woman is Mrs. Lucille N. Chapman, who last week was selected to manage the affairs of the Success Lake Realty Company, one of the leading realty companies in the neighborhood of Great Neck.

Mrs. Chapman is the wife of Elverson R. Chapman, a banker, and lives in one of the best houses in the fashionable section of Success Lake. Mrs. Chapman was appointed to the head of this company by men prominent in realty affairs of Long Island. Her position is not a nominal one; she will be the leader in every respect and will manage the affairs of the company as she sees fit. Mrs. Chapman is capable of filling the position, as she has made a name for herself in the realty world by her successful operations in the neighborhood of Chicago. Although wealthy she went into the game for the purpose of determining whether she could shift for herself if put to the test.

She bought a small tract in the suburbs of Chicago, and laid it out according to her ideas of how a home development should be, and then sold it at a handsome profit. Enticed by her first success, she bought another tract and after the expenditure of a small sum in putting the property into shape disposed of this also at an advance that paid her well for the trouble and time she had spent. Mrs. Chapman continued to buy and sell Chicago suburban realty and in time she was one of the best known developers in and about the big city of the West.

Fred Stone's Madison Square Purchase



who made The Bronx one of the big home sections of the greater city. She inherited a large tract of land in The Bronx and at the beginning of the boom put it on the market and sold a considerable part of it. The rest of it she put up at auction. She stood on the stand next to the auctioneer and occasionally he turned to her for advice. She directed the sale and did it so well that she cleared up considerable money on the property.

It was the first time in the history of the auction room that a woman took such a leading part in the sale of real estate. But Mrs. Mulhgan was not abashed by the attention that was given her.

had put through deals while in Mr. Schuyler's employ and was thoroughly familiar with the needs of the business. Her years as office manager also made her familiar with West Side and Harlem values. Five years ago she took desk space in her old office, and since then Miss Monahan has figured quite often in the realty news columns of the daily papers. She has sold dozens of apartments and flats and probably twice as many dwellings and vacant plots to builders as sites for new operations.

The youngest woman real estate broker in New York city is Miss F. E. Rubenstein, who makes her office in the building at the northwest corner of Broadway and Twelfth street. Miss Rubenstein

TENEMENT COSTS NOT INCREASED BY LAW

Commissioner Mann Says High Rents Are Not Due to Department Activity.

HIGHER 30 YEARS AGO

Supervision Justified by Lower Death Rate and Fewer Fire Losses.

Supply and demand regulates rents more so than the cost of construction. There need be no apprehension on the part of those philanthropic architects and speculation builders who claim that the tenement house law has increased the cost of construction so as to compel the raising of rents for the average family's accommodation.

The fact is that rents are comparatively less to-day than twenty-five or thirty years ago. The average four room flat in a double tenement (and invariably a frame structure at that) brought from \$9 to \$12, equal to \$2.50 per room per month. If the toilets were in a dark recess in the hall, one for each two families, and wooden washtrubs in the kitchen and gas connections, it was considered to have modern improvements, and if it had a bathroom and toilet range for each family it was called a house with all modern improvements. The latter house invariably had five rooms to a flat and rented for from \$12 to \$15, or about \$3 per room. All of these houses were built with interior dark bedrooms having no windows to the outer air except in some instances a small shaft of about two by four feet and another of about one by three feet for the watercloset.

These types of houses are now listed in the Tenement House Department as "Old Law Tenements" and rent now for approximately the same amount quoted above, though the rooms have been made light by partition windows, and the general sanitary and fire escape conditions have been improved immeasurably. From this I contend that rents have remained stationary in that type of house, and I speak now essentially of the average workman's apartments. This would indicate that the existing old law tenements have depreciated in value, since notwithstanding the improvements put in as required by the Tenement House law, the rents have remained about the same as when they were originally built. This would be the reasoning of the average owner. The fact is, however, that they have really held their own in value since it is a sure law of trade or business that all things in use deteriorate with age. So with houses, which, while they have become old they need not only constant repair, but improvements as well to enable them to compete even in a measure with the new law tenement.

In regard to the latter—with its many advantages with its light rooms and halls, sanitary plumbing, cemented cellars, concreted and drained yards and courts, safeguards against and ample means of escape in case of fire, not to mention the modern conveniences of separate ranges, enameled sinks, tiled bathrooms with porcelain or enameled tubs and wash basin, syphon wash-out water closet, dumbwaiter, &c., practically for each family—the Tenement House law has not increased the rents. I can point out hundreds of such houses especially in the Borough of Queens, where the accommodations can be had with all these advantages and conveniences just enumerated, including five rooms and bath, at from \$15.00, \$16.00 or \$17.00 per month rent, and I will add that these houses are so well built of brick and stone, with interior trim and woodwork, together with the decorations that invariably go into this class of houses, as to exceed anything that was ever offered before the enactment of the Tenement House law for the same rental.

In this connection it might not be amiss to say that there need be no more timidity on the part of the investors either to lend on or purchase tenement house property, old or new, since nearly all old ones have not been improved to meet the requirements of the law and the new ones have been erected in compliance therewith. I venture the prediction that new tenement house property (including old houses where the demands of the law have been met with respect to fire escapes and windows into dark rooms, nine-foot first street, a four story investment property in the city; and I personally feel that within a comparatively short time that class of property will have a preference for purchasers and lenders in the real estate market generally.

My attention has been directed to the

reports of other departments, and particularly that of Dr. Lederle, who, in his report, shows that within the last three years the death rate of the city has been lower than ever before, and the Fire Commissioner reports less fires and decreased loss of life and limb.

It is my contention that the Tenement House Department is in a greater measure responsible for these improved healthful and safer conditions than any other agency. In fact, it is the boast of the Tenement House Department that not a single life has been lost in a new law tenement due to any lack of means of escape. In further substantiation of this claim it must be borne in mind that, notwithstanding the amplified powers of the Fire Commissioner given him by a recent statute, he has no jurisdiction over tenement houses, which is left exclusively with this department.

This also applies substantially to sanitary matters, the Department of Health having no concern with the removal of sanitary violations, which devolves exclusively upon this department.

FRANK MANN, 2d Deputy Commissioner, Tenement House Department.

LEXINGTON AVENUE AUCTION.

Properties Along New Subway Route to Be Offered.

Properties along the line of the new Lexington avenue subway present an interesting study for those who are watching realty movements. That this avenue is destined to become an important business artery is a foregone conclusion among operators.

On Tuesday Joseph P. Day will offer at absolute executor's sale in the Exchange Salesroom the southwest corner of Lexington avenue and Twenty-fifth street, known as 54 to 58 Lexington avenue, and 132 East Twenty-fifth street. The corner is occupied by a four story office building and on the street is a three and a half story brick dwelling; also 594 Third avenue, adjoining the southwest corner Thirty-ninth street, a four story brick building, and the northeast corner St. Nicholas avenue and 155th street, a large plot on which stands a two and a half story brick dwelling.

WASHINGTON HEIGHTS AUCTION.

Two Vacant City Blocks Overlooking the Hudson to Be Sold.

Two entire city blocks, suitable for improvement, situated just south of Fort Washington, and overlooking Riverside Drive and the Hudson River, will be offered at public auction by Bryan L. Kennelly at the Exchange Salesroom on Wednesday, March 12. The offering comprises forty-five lots divided into twelve plots, bounded by 177th, 178th, 179th streets, Haven and Northern avenues. These plots are the last of a few now available in the Washington Heights section. The blocks in the immediate vicinity of the property have been improved by large apartment houses with restrictions prohibiting stores on Fort Washington avenue and front fire escapes and restricting the heights of the buildings to six stories. These apartments are of superior construction and have few vacancies.

The section east of Fort Washington avenue has been almost entirely improved with multifamily structures of the highest type. At 181st street and St. Nicholas avenue, three blocks east of the property, the subway express station. Opposite the property on the west is Fort Washington Park.

NEW BROOKLYN DWELLINGS.

Three Duplex Houses Erected in Park Slope Section.

For the improvement of the plot at the northwest corner of Third street and Eighth avenue, Brooklyn, recently acquired by the Kings and Westchester Land Company, the originators and owners of the Kinco duplex houses, plans are being drawn for three Kinco duplex houses to face on Third street and one private three story house for the corner. They are to be 22 feet wide, with large three story rear extensions. This will make possible apartments of seven and eight rooms, similar to those in houses recently erected at Brooklyn avenue and St. John's place. Every modern device and improvement will be installed.

The fronts will be of tapestry brick laid in pattern with large wide joints. Two of the houses have been sold, one duplex and the private house, and these will be built, finished and decorated to suit the purchasers. Construction will be started shortly.

VARIETY OF PROPERTIES.

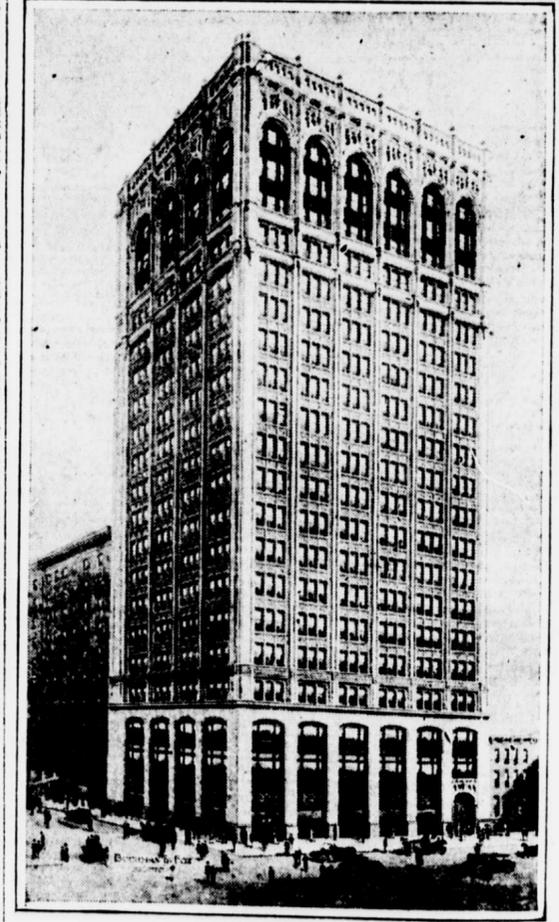
At his regular Wednesday sales on February 26, at the Exchange Salesroom, Bryan L. Kennelly will offer 619 West End avenue, southwest corner of Ninety-first street, a four story and basement dwelling; 97 Crosby street, south of Prince street, a seven story brick left building; 187 Riverside Drive, southeast corner of Ninety-first street, a four story American style basement dwelling; 129 West Third street, near Sixth avenue, a five story and basement tenement with store, and 258 and 259 West Eleventh street, between West and Washington streets, a three story and basement brick dwelling with two story brick stable.

REAL ESTATE AT AUCTION.
Bryan L. Kennelly REAL ESTATE AUCTIONEER.
WILL SELL AT AUCTION
At 12 o'clock noon, at the Exchange Salesroom, 14 and 16 Vesey St., New York City
Wednesday, March 12, 1913,
BY ORDER OF
The City of New York
Hon. William A. Prendergast, Comptroller,
and
N. Y. Nursery & Child's Hospital
THE VALUABLE BLOCK
Lexington Av., 50th to 51st St.
Running through pp. E. 51st to within 100 ft. of Third Av., immediately adjacent to the New York Central's "Terminal City" station.
Lexington Av. Subway Station at 51st St.
This valuable property contains about 40,000 square feet, with the entire block frontage of 200 ft. on Lexington Avenue, 320 ft. on East 51st Street, and 47 1/2 ft. on East 50th Street. In addition to the substantial buildings of the New York Nursery and Child's Hospital, comprising 3 large three-story, two-story and one-story brick buildings, the property includes:
125 East 50th St., N. E. corner Lexington Ave.
127 East 50th St., adjoining corner.
166 East 51st St. 100 ft. East of Third Ave.
MAPS AND FURTHER PARTICULARS FROM
William A. Prendergast, Comptroller, City of New York, 260 Broadway.
Edward M. Grant, Attorney for Hospital, 111 Broadway.

Wednesday, February 26, 1913.
187 RIVERSIDE DRIVE, handsomely decorated in hardwoods, satin damask, etc.; 21 rooms, 3 baths, butler's pantry, 8 closets and 4 fireplaces; open plumbing, tiled bathrooms, hot water heat, parquet hardwood floors; open fireplaces, etc. Size 35.9x51x12reg.
FURTHER PARTICULARS AT
AUCTIONEER'S OFFICES, 156 BROADWAY, NEW YORK.

ANOTHER MADISON AV. BUILDING
20 Story Structure to Be Built on Thirtieth Street Corner.
Madison avenue is about to have a notable improvement in the form of the Kaye Building, a twenty story structure, planned by Buchman & Fox, which Charles Kaye will erect at the southeast corner of Madison avenue and Thirtieth street. The building will cover a plot fronting 123.5 on Madison avenue and 100 feet on the street and will therefore be one of the largest structures yet erected on that avenue of growing business importance. It will be fireproof throughout.
The three lower stories will be constructed of Indiana limestone and the remaining seventeen of buff colored ornamented terra cotta. The style of architecture will be a free adaptation of the Gothic.
The building will contain seven high speed overhead traction elevators and a sidewalk elevator. In addition to fireproof enclosed stairways there will be a fire tower of the most modern design, which can only be reached from the flats by an outside balcony. Every modern appliance, including mail chutes, the most approved sprinkling equipment and the like will be installed. The main entrance will be treated in imported marble and bronze.
The store, basement and first loft has been leased already to L. & E. Stirn, silk importers, and other floors have already been rented from the plans. Work will begin about the first of April and the building will be completed and ready for occupancy by the first of January.

Kaye Building, Madison Avenue



TO TRY SUBURBAN LIFE.

Scarsdale Estates Tries Out Novel Plan to Get Buyers.

A plan lately inaugurated by the Scarsdale Estates gives flat dwellers of New York city the opportunity of actually testing the benefits to be derived from suburban living, without obligating themselves to any great financial extent. A number of nine room English cottages are being constructed at Gilmore Court, Greenacres, opposite the Hartdale station, and these will be rented to families so that they may see by actual experience what it means to live in this section of Westchester county.

These homes are of artistic design, contain a living room, dining room, reception halls, butler's pantry and kitchen on the first floor, with four bedrooms, two baths and a sleeping porch on the second. The third floor has two rooms and bath for the accommodation of servants. A good sized cellar is also provided, which contains heating apparatus and the usual storage rooms. The grounds around the houses will be graded and set out with shrubs and plants, thus lending greatly to the general artistic effect.

An interesting sale of several vacant lots on 140th street will be held tomorrow by Herbert A. Sherman, secretary of the company, expressed great confidence in this new plan. He said that so many people in New York city are anxious to locate in the suburbs, but lack the nerve to take the first plunge, that they have finally decided to offer them these new homes with which they may experiment on country living.

TO SELL MARSH ESTATE LOTS.
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New Type of Colonial Dwellings at Jamaica

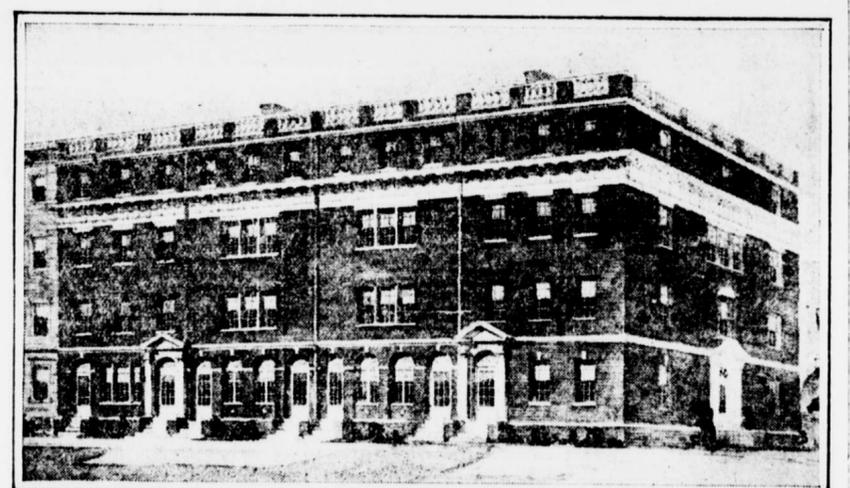
Down at Jamaica a block has been improved with a row of dwellings that have all the comforts of the finest apartment house and the attractiveness of Colonial cottages. The houses are grouped together in one continuous row, but the builders, the Everett Realty and Construction Company, have done their work so well that the Colonial atmosphere of the houses has not been lessened to any extent. Usually Colonial houses stand alone. Builders in the past have thought this the only way to handle this class of dwellings, but the five houses erected by the Everett company a short distance from the new Jamaica station are as attractive as if they were detached.

The houses stand in the centre of a block and are surrounded by pretty lawns. They are two stories high and of brick, with white painted windows and doors. The end houses front on avenues and are a little more pretentious than the middle houses in exterior decorations. Each of these houses has a portico held up by white pillars and topped with a very attractive railing. The second floor has three windows looking out on the



little lawn that separates the house from the public highway. The attic has two windows and the lower floor has two windows. On either side of the attic are two fan shaped windows.
The middle houses are a little smaller. They have no portico. Three steps made of brick lead up from the path to the street to the snowy white door flanked on each side with pillars bedded into the building.

Brooklyn's Newest Duplex Dwellings



real estate game on Long Island, and it is said she has repeated the success of the West. Her activities here have been kept quiet and none but her immediate friends knew of them. In the Success Lake Company are some of the most successful real estate operators on Long Island. In many ways Mrs. Chapman unconsciously shows her executive ability and grasp on realty matters by suggestions made at meetings of the company.

She is the first woman to be elected to the presidency of a realty company in this State. It is also said that Mrs. Chapman is the first woman in the country to hold such a position. The matter, no doubt, will be appreciated by the Suffragette party in their fight for equal suffrage. "It is one of the best things that could happen for the cause," said Mrs. William Shortell, one of the most ardent supporters of the fight for women's votes in Westchester county. "It indicates," Mrs. Shortell said, "that women are as well fitted as men to regulate the affairs of the Government."

Most of the women who have gone into the realty business have confined their activities to the suburbs. Selling country property seems to have appealed to them more strongly than selling city real estate. One of the most successful brokers in the suburban zone of New York is Mrs. Julia Beverley Higgins. Mrs. Higgins specializes in Westchester property, and many of the best sales that have been made there in the last twelve months have been through her efforts. Some years ago Mrs. Higgins took up her profession. Westchester was the home of many New Yorkers and others were going into the pretty hills and dales of the northern county every year. Mrs. Higgins concluded that was to be her field. She studied the county and familiarized herself with values. Her opinion on realty matters now are sought by investors and operators who contemplate buying anywhere in the Westchester hills. A few weeks ago Mrs. Higgins sold two tracts of twenty and eleven acres in Bedford Hills, one of the fashionable residential sections of Westchester. The twenty acre tract was bought by Mrs. Walter M. Underhill from Edward N. Barrett, and the other property, owned by Henry M. Gould, was bought by Mrs. Henry C. Hopkins.

years-old as manager of the property of her father, who owned quite a little of the undeveloped Bronx. Then she studied law and realty trading and became an expert on real estate. She opened an office at the corner of Tremont and Third avenues and acted as broker, expert appraiser and operator. Her judgment of where values would grow rapidly rarely failed to come true and those who followed her advice usually made money.

Mrs. Lillian G. Johnson and Miss M. Monahan are brokers. Both have sold many parcels of Manhattan Island realty. Miss Monahan was in the office of Charles E. Schuyler at Broadway and 107th street, as office manager for many years. When Mr. Schuyler moved downtown she went to selling real estate for herself. She

is still in her early 20s, yet she manages several large commercial buildings. The building in which she has her offices has been in her charge for two years. It is of twelve stories and one of the largest buildings in the immediate neighborhood. She was a stenographer up to a few years ago for William Henry Folsom, who made a name for himself as an expert appraiser for the city and for many big estates. Miss Rubenstein took an active part in the work of her employer and in time became well acquainted with values. When Mr. Folsom died Miss Rubenstein was given charge of several of the buildings managed by Mr. Folsom. Since then she has added several others to her list, besides making a number of large losses.