

High Class Manhattan Apartments Renting Rapidly; Higher Rentals and No Concessions This Year

Increase in Rents Offset by Increased Cost of Maintenance—Owners Gain Through No Free Rent and Less Redecorating

Apartment house owners and agents all this year "landlords year," meaning that those who have apartments for rent are dictating terms to those who want to rent, thereby reversing the usual procedure. It is the first time in a good



MANHASSET APARTMENTS
BROADWAY AND 108TH STREET
H. B. SNYDER, MANAGER

145 EAST 49TH ST.
WELLESLEY REALTY CORPORATION
OWNERS & AGENTS

suites have been rented from the plans. Among those who signed leases for apartments last week were Vincent B. Villa, Eastern representative of the Westinghouse Electric Company; Marcus Feldman, David Pfister, L. Foster Benson, I. D. Morris, A. L. Spangenberg, A. Mandelberg of the New York Times, G. T. Pursey, Benjamin James Dwyer and Perry J. Jerrill.

MUST HELP LANDLORD.

Keep House Clean and Healthy or Law Will Get You.

The Tenement House Department now makes it imperative that tenants cooperate with owners in preserving the health, appearance and fire safeguards of tenement houses. Failure to cooperate usually leads to a magistrate, who is not lenient with folks who refuse to

1. Discontinue the overcrowding of rooms in apartments.
2. Requiring the removal of locks appearing in rooms within an apartment which might be used so as to interfere with egress to fire escapes.
3. Removing encumbrances from all fire escapes, such as signs, clothes hangers, reflectors, etc.
4. Removing property of a tenant which encumbers public passages or stairways, windows leading to fire escapes, etc.
5. Keeping clean all water closets, sinks, ice boxes, etc.
6. Remove the accumulation of all dirt, filth, rubbish, ashes, oyster shells, soot, sewage, etc., from halls, dumb-waiters, cellars, roofs, basins, bath tubs, etc.
7. Prohibiting dropping or allowing to run any dirt and filth into court areas or vacant lots.
8. Removing all nails, obstructions and boards from windows and ventilators so as to afford proper ventilation.
9. Prohibiting the storage of all combustible articles in apartments.
10. Remove all feed, hay, straw, excelsior, feathers, rags, etc., from rooms of tenement houses.
11. Removing padlocks from scuttle doors.
12. Thoroughly clean all woodwork, bath tubs, and provide proper lighting in hallways by removing curtains, shades, etc., from glass panels in the doors or over the ventilators.

CHANGE OF OCCUPANCY.

Board of Appeals Defines Its Jurisdiction in Such Cases.

The chairman of the Board of Standards and Appeals has received several communications regarding changes of occupancy that are made contrary to or in violation of the provisions of the building zone resolution. In its current issue of the Bulletin the board points out that the administration of that resolution does not devolve on it, but rests with the Fire Commissioner, the Superintendent of Buildings and the Tenement House Commissioner, each within his respective jurisdiction. The function of the board with respect to this resolution, it states, is the consideration of appeals for exceptions permitted and provided for by the resolution, for interpretation of its provisions, or for modifications on the grounds of special difficulties or unnecessary hardship. A change of occupancy that does not involve structural changes comes within the jurisdiction of the Fire Commissioner, and any complaint regarding such a change should be sent to his department.

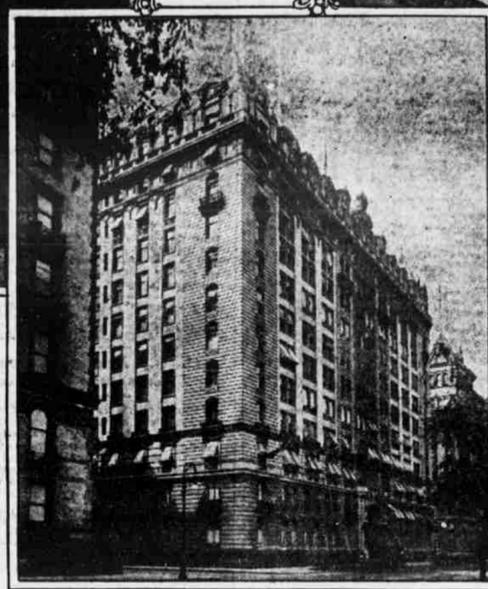
RIDGEWOOD LOT AUCTION.

Property Along Transit Lines to Be Sold at Night Sale.

One of the most important auction sales held in recent years in the Ridgewood section of Brooklyn has been announced by the Jera Johnson, Jr. Company, to be held by order of the Ridgewood Park Realty Company on Monday night, July 23, at Goetz's Hall, adjoining the Fresh Pond road elevated station. Ninety-four Ridgewood lots are to be sold on Fresh Pond road and Elliot avenue, Lila, Magnolia, Azalea, Summit and Pacific streets and Mount Olivet avenue.



HENDRICK HUDSON
BROADWAY AND 110TH STREET
P. A. PETELER, MANAGER



THE LANGHAM
75TH ST. AND CENTRAL PARK WEST—L. J. PHILLIPS & CO., AGENTS.



THE CHATSWORTH
72ND ST.
AT RIVERSIDE DRIVE.
L. J. PHILLIPS & CO., AGENTS.

many years that conditions have made it possible for owners to let dictators and they are making the most of it, not that their demands are exorbitant, for, considering their own problems, New York apartment house owners are acting most conservatively.

True there has been a general advance of about 10 per cent in rentals and owners are making few concessions while holding out for leases covering periods of from two to five years. But the increased income from apartment property will not much more than cover increased costs in many instances. Everything connected with apartment house maintenance has gone up in price. Good attendants are both scarce and costly and the probability is that the type of help employed in first class houses soon will be unobtainable at almost any price. Everybody knows that the tax rate has increased so largely as to eat deeply into income and on top of that comes the increased cost of coal. When these increases are charged up against the increased rental not much will be left for the landlord. His gain this year will come from not having to grant two or three months free rent and from not having to spend large sums in redecorating apartments.

The shortage in apartments exceeds anything known in this city in many years and at the present there seems to be no probability that conditions will be changed during the next year. The deficiency applies not only to the larger and more expensive suites, but right down through all grades to the cold water, walk-up house. The reason for it is that during the last year builders as a rule have been unable to obtain materials at any price. New apartments this year do not equal more than about 5 per cent of the number in normal times. High class flats ready this fall can be counted on one's fingers.

Then the demand this year has been

largely increased because of a great influx of people who, on account of the unusual conditions throughout the world, find it necessary to live in New York. It is reported that hundreds of families have taken hotel apartments because they could not find suitable accommodations in apartments or dwellings.

Agents of Manhattan houses report an unusual condition among their tenants. Among those who have leases ending on October 1 about 60 per cent have renewed without question or protest. Many of the others are holding off thinking that landlords will come around soon with the old time offer of concessions. "But," the agents say, "they are going to be fooled, for there will be no concessions this year."

Lack of new construction calls again into prominence some of the splendid buildings of recent years, some of which are shown on this page. They represent about the best New York has to offer its people in homes and through careful and



THE CHATSWORTH
72ND ST.
AT RIVERSIDE DRIVE.
L. J. PHILLIPS & CO., AGENTS.

do the little that is expected of them to promote the health, life and comfort of themselves and neighbors. There are thirteen violations which will bring trouble to disobedient tenants. These are the things you must do to be within the law:

1. Discontinue the unlawful keeping

UNFURNISHED APARTMENTS TO LET.

Hendrik Hudson

APARTMENT HOUSES

6 Rooms, 2 Baths, \$1,300-\$1,400	8 Rooms, 3 Baths, \$2,100
7 Rooms, 2 Baths, \$1,500-\$2,000	9 Rooms, 3 Baths, \$2,200
8 Rooms, 2 Baths, \$1,600-\$2,200	10 Rooms, 3 Baths, \$2,400

Gymnasium with needle showers for grown-ups and roof garden playground for the children are two features of the superior service. Express subway station at the building. Fifth Avenue Buses pass the door.

Riverside Drive, 110th and 111th Streets, commanding view of Hudson River.

Frank A. Peteler, Mgr., at the Buildings. Telephone 4302 Morningside

9-Room Apartment

2 master baths, occupying entire southwest wing of building. Possession at once. Rooms very large, all outside, conveniently arranged and having splendid view of the Hudson. Rental \$2,500. Extra inside rooms with bath available.

8-Room Apartments

\$2,200 to \$2,400.

7-Room Apartments

\$1,900, \$1,950, \$1,700.

6-Room Apartments

\$1,500, \$1,400, \$1,500.

Manhasset Apartments

Broadway, 108th to 109th St.

One Block from Riverside Drive, Cross-town Bus line or Subway Express Station.

Ownership Management.
H. B. Snyder, Manager.
Phone 1500 Academy.

UNFURNISHED APARTMENTS TO LET.

The De Soto

Broadway, Cor. 91st St.
At Subway Corner

New Fireproof Apartment House
Now Open for Inspection
4, 5, 6 & 7 Rooms
with Foyer
1, 2 & 3 Baths
Rentals, \$1,000 to \$2,300
with extra Servants' Rooms
EVERY MODERN UP TO DATE IMPROVEMENT.
Southern Exposure.
For Lease From October 1.
MARCUS BROWN
Owner-BUILDER - On Premises
Tel. River, 7998.

3 & 4 ROOMS, BATH

NEW FIREPROOF BLD'G.
145 East 49th St.
Possession at once.
RENTS \$900 TO \$1,500.
Wellesley Realty Corporation,
380 Madison Ave., N. Y.
Telephone Murray Hill-7160.

22 West 30th St.

3 ROOMS & BATH, \$50.
2 ROOMS & BATH, \$40.
All Improvements—Elevator Service.
J. Romaine Brown Co.,
299 MADISON AV.

Furnished & Unfurnished Apartments
IN ALL SECTIONS
LIST RENT ON APPLICATION
J. ROMAINE BROWN CO.,
299 Madison av. Tel. 1481 Murray Hill

BOROUGH OF BROOKLYN—FOR SALE.

URGENT! THIS MONTH—ONLY 111
1-FAMILY house with garage, 3
rooms, bath with shower, electric
stove, gas electric refrigerator, \$2,800; \$100
cash balance \$15 monthly, with interest.
Buildings, 1450 77th St. Take West End
Subway to 77th St.

FOR SALE OR RENT.
SALE OR RENT—Beautiful one family
detached house, 2000 ft. floor, electric
lights, garage, 159 East Second Street,
Brooklyn, near 1st Avenue Station. Phone Midwood
415-W.

UNFURNISHED APARTMENT TO LET. UNFURNISHED APARTMENTS TO LET.

270 PARK AVENUE.

FORTY-SEVENTH TO FORTY-EIGHTH STREETS
"The Utmost in Housekeeping Apartments"

FOLLOWING the European custom a polite attendant or "concierge" will be in charge of the Park Avenue entrance. He will direct visitors to the private entrance of the desired apartment section reached by the covered arcade and driveway surrounding the central Italian Garden.

Restaurant Service

6¹⁰ Rooms 3⁴ Baths \$3200. to \$6500.
12¹⁷ Rooms 4⁶ Baths \$7000. to \$15000.

Booklet on Request
Under Management of
DOUGLAS L. ELLIMAN & Co.
REAL ESTATE AND INSURANCE
414 Madison Avenue at 48th Street
Telephone Murray Hill 6500

The Langham

78d St.—Central Park West—74th St.

Situated in one of the most exclusive locations in the city, this building combines the luxury and elegance of the finest private residences with the comfort, convenience and service of an apartment.

Suites of 3 Rooms and Upward

Also 4 Room Physician's Suite.

Representative on Premises, at
L. J. Phillips & Co., Agents,
72d St. & Columbus Ave. Telephone Columbus 2750

Washington Square Section

NO. 44 WEST 10TH STREET
New 9-Story Fireproof Apartment Building

2 & 4 ROOM SUITES..... \$900-\$1600
3 & 6 ROOM SUITES..... 1500-\$2000

Open Fireplaces Separate Males' Rooms
Open for Inspection.. Leasing for Fall Occupancy.
Apply on Premises.
Wm. A. White & Sons, Managing Agents, 46 Cedar St.
Telephone 3700 John.

Chatsworth

344 West 72d Street, at Riverside Drive

Suites of 3 to 10 Rooms

Rental, 1,000 to 3,000 per Annum.

Representative on Premises, at
L. J. Phillips & Co., Agents
72d St. & Columbus Ave. Telephone Columbus 2750

Riverview Manor's Splendid Homesites Being Made Ready for Auction Block



CHARACTER OF RIVER VIEW MANOR. IN THE DISTANCE ARE PALISADES AND THE INTERSTATE PARK.

Residents of River View Manor are expected to be among the best buyers at the sale to be held on July 21. They know the true value of building sites in this vicinity and as the lots are going to be sold for whatever they will bring many a home owner here will add a little something to his investments on the day of the big sale.

The foregoing is the opinion expressed last week to representative of the auctioneers and agents, Joseph P. Day and J. Clarence Davies, by one of the most prominent residents of River View Manor, a merchant who lived there since the Hastings Homes Company, some seven or eight years ago, first began the development of the property by the expenditure of almost \$250,000 on physical improvements, since which time that initial outlay has been greatly augmented by the investments of private buyers in home building and embellishment of their grounds.

The entire offering consists of 294 building sites comprising more than 1,000 acres and four modern houses, located high on the hillside overlooking the Hudson, and on Villard avenue, which is the main thoroughfare through the Manor from the village. The building sites to be sold offer the widest possible range of view, location and contour, drainage, architectural and landscape treatment as

It is possible, however, that the day is not far distant when the system may be extended to the northerly limit of River View Manor and to the stations at Dobbs Ferry, where the establishment of a large number of private schools for boys and girls has created an educational centre to which a large number of youths from Tompkins, New York city and other sections of Westchester county are sent yearly.

It has been a widely advertised fact that lots at River View Manor have been held firmly at \$500 and upward. At the forthcoming sale lots are to be sold for whatever they bring, even though the prices are below those that have ruled in the past. The four houses to be disposed of also are to go to the highest bidder.

"It is very doubtful," say Davies and Day, "whether such another opportunity along the Hudson will be presented again in many years. The one most important thing to remember is that River View Manor is a fully improved and strongly established residential community. The colony, in fact, is so strong

also a great variety of surroundings. For the reason that River View Manor rises in graceful terraces directly from the station at Hastings and Dobbs Ferry, being the connecting link between these two progressive villages, the commuter's trip to his office each morning is easy walking to the station. If he prefers to ride and hasn't a car of his own, there is established a day and night service by auto, bus or the trolley car service all the way from Hastings to New York city.

The Hudson River trolley car service from New York city does not operate further north than Hastings, and probably will not do so for many more years, or at least not while the great private estates of the region far the way north of the present terminal. All previous attempts to extend the trolley car system have met with defeat and the rapid growth of Hastings largely is to be attributed to this circumstance.

as almost to have reached the point where it dominates the villages between which it is located."

Arrangements have been made to allow 75 per cent of the purchase price to remain on bond and mortgage. The prospective purchaser is only required to pay 25 per cent cash to purchase a plot or house and arrangements can be made to finance the building of a home with the local building and loan association or institutions.

You Will Ask This Question Or You Will Answer It

"IS your building 'piped for Gas?'"

This is the inquiry of the prospective tenant who has in mind the heating of the premises he is to occupy. He also has in mind a continuous and ever-ready supply of hot water.

The tenant may be looking for a floor or loft for his manufacturing business where *Gas must be had for fuel.*

It will be gratifying to the owner or his agent, to reply: "Yes, the building is completely equipped with gas piping so that every use of that commodity is possible."

The experience of landlords and tenants, due to the coal situation, has forcibly impressed them with the necessity of having

Every Building "Piped for Gas"

A building so equipped is given an increased selling and rental value. We are receiving orders daily from landlords and tenants who are arranging for an *immediate* hot water supply and Gas Heating Appliances next Fall and Winter. Our services are at your command. Experts will lay out your necessary gas piping extension and figure out the cost for you. Telephone, "Stuyvesant 4900" and ask for the "Commercial Department." Immediate attention.

"The Right Way is the Gas Way"

Consolidated Gas Company of New York

GEO. B. CORTELYOU, President