

Manhattan Beach's Success Shows Value of Sport Diversions in Marketing Residential Development



MANHATTAN BEACH FROM THE SEA



ONE OF MANY SPORTING DIVERSIONS



EVIDENCE OF THE POPULARITY OF MANHATTAN BEACH.

Handball, Tennis and Medicine Ball Courts on Ocean Beach Telling Attractions Which Have Induced Much House Buying There

Outdoor sports are great real estate salesmen. "I have found," said Joseph P. Day, "in my many years of experience with residential developments that the amusement side of a property is a very strong factor; it is what I would say is the best silent real estate salesman that I or any one else has discovered."

The success of Manhattan Beach is an example of advertising effort, the use of discrimination in following up, accepting and registering "prospects," or the closest possible watchfulness and protection of the interests of property owners after the bargain has been clinched.

The Manhattan Beach of today represents the investment of a lot of money. In addition to the \$1,000,000 invested already in the physical improvement of the area between the Long Island Railroad Terminal and Jaffray street, the Esplanade along the ocean frontage and the

transit facilities, the highest possible concentration of advertising effort, the use of discrimination in following up, accepting and registering "prospects," or the closest possible watchfulness and protection of the interests of property owners after the bargain has been clinched.

chief assets of Manhattan Beach, but one that heretofore has not been properly capitalized. The few old bath houses of the past actually were a detriment. The hundreds of thousands of dollars the present management has invested in greatly enlarging the beach and increasing the number of new bath houses, have proved so powerful a magnet that on Saturday, July 28, it was necessary to give orders to rush the construction of 1,000 new bath houses. The additional bath houses are expected to take care of the crowds of

OPERA SINGER TO LIVE HERE.

Ciccolini of Metropolitan Company Rents Broadway Suite.

Guido Ciccolini of the Metropolitan Opera Company has decided to make New York his home and has selected a suite in Marcus Brown's new De Sota apartment house at the northeast corner of Broadway and Ninety-first street. The building is now nearing completion. Among others who have rented in the

BUYS WOODMERE COTTAGE.

J. Irving Walsh has sold for George H. Budio to James Slater McHugh a new dwelling and garage at Irving place, adjoining the corner of Central avenue, Woodmere, L. I. for \$15,000.

Finds in New Park Avenue Apartment Home Desired

Mrs. Sarah Lane Warren, a resident of Rhode Island, is the latest to find in the twelve story apartment house which is being erected at the southeast corner of Park avenue and Seventy-fifth street by George Borchardt, under the name of Trauts Realty Company, a satisfying apartment. Mrs. Warren has selected a suite of seven rooms and three baths for her New York city dwelling place, which she arranged for through Pease & Elliman. The Borchardt house, as may be seen by the accompanying reproduction, is still very much in the hands of the masons, plasterers and plumbers and scores of other mechanics, whose combined efforts will result in the completion of the house in the next two months. When they have finished they will leave behind as fine an apartment in construction and arrangement as will be found on upper Park avenue.

pay these rentals. Several days ago a prospective tenant at \$2,500 a year. "I will give you \$2,300 for it," he replied. "I am sorry, sir," said the builder, "but the price of this apartment is \$2,500." Following a procedure successful in other years the prospective tenant left after leaving his address with the builder, certain that he would be called over the telephone the next day and told that he could have the apartment at his price. When he found that the builder was not impressed by his offer he returned to the house, but found that the suite he wanted had been leased shortly after he had inspected it at the builder's price, \$2,500. The disappointed man is now considering leasing a \$3,000 a year apartment in the same building, a suite which he had looked at but passed by in his previous inspection of the house. Mr. Borchardt has not rented all his apartments, but he is not worrying, for he says his house will be rented, since it is well constructed and arranged and will be finished in a way that cannot be excelled.



ONE OF THE NEW HIGH CLASS HOUSES ON UPPER PARK AVENUE. TRAUTS REALTY COMPANY'S BUILDING AT 75th STREET.

270 PARK AVENUE

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

Supremacy

Warren & Wetmore, the architects for the Ritz-Carlton, the Biltmore and many prominent residences and apartments, have achieved their most noteworthy success in the planning of 270 Park Avenue.

A Restaurant Managed By the Ritz-Carlton

will be situated on the Park Avenue side for special convenience of tenants. Service in apartments if desired.

These two facts alone assure the supremacy of absolute comfort and convenience in every detail.

6¹⁰ Rooms 3⁴ Baths \$4000. 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 6600

The Langham

73d St.—Central Park West—74th St.

Offers a few desirable Suites of 8 Rooms and Upward Also Physician's 4-Room Suite

Representative on Premises, or

L. J. Phillips & Co., Agents,

72d St. & Columbus Ave. Telephone Columbus 2750.

Doctor's Office

19 West 54th St.
Well adapted for Nose and Throat or Eye Specialist.
Apply to
Wm. A. White & Sons
46 Cedar Street.
TELEPHONE—JOHN 5700

Berkshire Farm, \$2,000

170 acres, 9 room house, 3 barns, wood house, etc.; large orchards, crops in splendid condition, hay, carriage, wagon, sleigh, tools, implements all included; owner selling account illness. Box 170, 1364 Broadway.

REAL ESTATE FOR SALE.

8000 CASE and your present monthly rental will buy your home at Wabwah, New Jersey, and Lehigh, New York. COUNTRY HOME LEAGUE, 40 W. 32nd St. Telephone Madison Square 8188.

FURNISHED ROOMS WANTED.

YOUNG gentleman, single, desires room, without board, with people of refinement; West End Ave. preferred; mention price. H. C., Box 121 Sun office.

BUYS GLEN ROCK COTTAGE.

S. S. Walstrum-Gordon & Forman have sold for Dr. John G. Singer the cottage at 467 South Maple avenue, Glen Rock, N. J., to John S. Campbell of Manhattan.

FURNISHED ROOMS TO LET.

at EAST 121—Large, pleasant, handsomely furnished room; private bath, toilet, conveniences.

ZONE LAW NO EXCUSE.

Court Orders Contract of Purchase to Be Completed.

Justice Hotchkiss last week decided for the Lincoln Trust Company in a suit to compel the Williams Building Corporation to complete a contract to purchase for \$50,000 a property which the defendant did not want to take because the zone law prohibited its development with a business building such as was desired. The attorneys for the corporation maintained that the property was thus encumbered and useless to the defendant, but Justice Hotchkiss took the opposite view, as the purchase was made after the passage of the zone law.

TRADING IN THE BRONX.

PROSPECT AVENUE—The Freehold Construction Company sold eight one-story stores, on plot 100x60, at the southwest corner of Prospect avenue and 130th street to the Doro Realty Company, which gave in part payment a plot, 50x144, on the east side of Broadway 100 feet north of 204th street.

PROSPECT AVENUE—Sigmond Ashner has sold 1045-47 Prospect avenue, a five story flat, on plot 37.8x144, near 166th street.

SELLS DIX HILLS ACREAGE.

Ward & Ward have sold for Allison Lowndes thirty acres adjoining the Peck farm at Dix Hills, L. I., and other property in that section for Julius Miller; also sold to Harry K. Warner about twenty-five acres near the Jericho turnpike and Deer Park road.

DYKER HEIGHTS HOUSE SOLD.

Frank A. Seaver & Co. have sold for E. L. Arthur two one family houses at 8412 and 8414 Tenth avenue, Dyker Heights.

Pease & Elliman

165 West 72d St. 340 Madison Ave. 55 Liberty St.
Near Broadway Nr. 43d St. Tel. 6200 Murray Hill Cor. Nassau St.

Real Estate and General Insurance

144 East 56th St. 7 and 8 rooms, bath. \$1,800—\$1,850	45 East 82nd St. 7, 8, 10 rooms, 2 and 4 baths. \$2,700—\$4,000
56-60 West 58th St. 6 and 8 rooms, bath. \$1,500—\$1,800	829 Park Avenue 6, 7, 8 rooms, 2 and 3 baths. \$1,800—\$3,000
139 East 66th St. 3 and 4 rooms, bath. \$1,000—\$1,200	911 Park Avenue 7, 8, 9 rooms, 2 baths. \$1,400—\$2,200
6 rooms, 3 baths. \$2,100—\$2,200	1190 Madison Avenue 7 rooms, bath. \$900—\$1,350
8 rooms, 3 baths. \$2,600—\$3,100	1215 Madison Avenue 7 and 8 rooms, bath. \$1,300—\$1,400
21 East 82nd Street 7 and 9 rooms, 3 baths. \$2,400—\$3,600	330 West 102nd St. 4, 5, 7 rooms, 1 and 3 baths. \$1,100—\$2,400
214 West 92nd St. 5, 7, 8 rooms, bath. \$750—\$1,500	127 Riverside Drive 8 rooms, bath. \$1,800—\$2,000
309 West 99th St. 3 and 7 rooms, 1 and 2 baths. \$840—\$1,600	

For floor plans and further particulars of the above and other houses under our management consult the special apartment-house edition of Pease & Elliman's Real Estate Indicator, which will be mailed to you on request.

70 East 77th Street

Between Madison & Park Aves.
7 and 8 Rooms, 3 baths
A few very desirable apartments may still be reserved in this new building—the only one being erected this year between Madison and Park.
Now open for inspection.
Rental \$2200 and up

PEASE & ELLIMAN
340 Madison Avenue
Phone Murray Hill 6200

112 East 74th St. at PARK AVENUE

10 Rooms, 3 Baths \$3500 to \$4000
8 Rooms, 3 Baths \$2500 to \$3200

New Ready for Inspection.

DOUGLAS L. ELLIMAN & Co.

REAL ESTATE AND INSURANCE
414 Madison Avenue, at 48th Street. Phone Murray Hill 6600

247 FIFTH AVE

EXCLUSIVE DUPLEX HOUSEKEEPING APARTMENT 9 ROOMS, 2 BATHS.

3 & 4 ROOMS, BATH

NEW FIREPROOF BLD'G 145 East 49th St.
Presentation at once.
RENTS \$1000 TO \$1500.
Wellesley Realty Corp.
780 Madison Ave., N. Y.
Telephone Murray Hill—7100.

Manhattan Square Hotel

50-58 WEST 77th STREET

Opposite beautiful Manhattan Square Park and Museum of Natural History; half block from entrance to Central Park. Ideal location—quiet, refined, dignified and select family hotel. Absolutely fireproof.

Leases on Furnished or Unfurnished Apartments. ALSO WEEKLY OR DAILY RATES.

DELIGHTFUL FURNISHED APARTMENTS FOR THE SUMMER MONTHS AT REASONABLE RATES.

Superior restaurant a la carte, club breakfast.

REG. W. O'HARE, Manager.

SLAWSON & HOBBS

162 W. 72d STREET Tel. 7240 Columbus

Halsworth 645 West End Ave., Southwest Corner 92d St. 5 & 7 Rooms, 2 & 3 Baths. \$1,300 to \$1,800.	Oregon 162 West 54th St., Southeast Corner 7th Ave. 4-5-6 Rooms and Bath. \$1,300 to \$1,700
Cornwall 255 West 90th St., Northwest Corner Broadway. 9 Rooms, 2 Baths. \$2,400.	425 West End Ave. Northwest Corner 80th St., Corner Apartment. 8 and 9 Rooms, 2 Baths. \$2,000 to \$2,200.
Woodmere 561 West 141st, Northeast Corner Broadway. 4, 5 & 6 Rooms and Bath. \$660 to \$1,020.	Luxor 600 West 115th St., Southwest Corner Broadway. 5 and 6 Rooms, 1 and 2 Baths. \$1,300 to \$1,600
498 West End Ave. Southeast Corner 84th St., Corner Apartments. 6 and 8 Rooms, 2 and 3 Baths. \$1,500 to \$2,300	Lucania 235 West 71st St., Bet. B'way and West End Ave. 4 and 5 Rooms, 1 and 2 Baths. \$1,200 and \$1,600
349 West 85th St. Between West End Ave. and Riverside Drive. 8 Rooms and Bath. \$1,400	Manchester 255 West 109th St., Northeast Corner Broadway. 6-7-8 Rooms, 2 Baths. \$1,200 to \$2,000
The Abbottsford 411 West End Ave., Southwest Corner 80th St. 10 Rooms, 2 Baths. \$1,600 to \$2,300	Stuart 250 West 94th St., Southwest Corner Broadway. 8 and 9 Rooms and Bath. \$1,400 and \$1,600
1 West 69th St. North Corner Central Park West. 6 and 7 Rooms and Bath. \$960 to \$1,300	Stanley Court 301 West 106th St., Northwest Cor. West End Ave. 9 Rooms, 3 Baths. \$2,100 to \$2,750
Pamlico 97 Central Park West, Near 69th St. 7 and 8 Rooms and Bath. \$1,100 to \$1,700	4 & 14 West 92d St. Near Central Park West, Modern Apartments, 7 Rooms and Bath. \$900 to \$1,100

Our Annual Apartment House Directory will be mailed upon application.

WELLSMORE

77TH STREET, SOUTHEAST COR. BROADWAY
9 Rooms, 3 Baths, \$3,200-\$3,500
Also 2 & 3 Room Suites, \$900 to \$1,000,
Suitable for Physicians.

UMBRIA

465 WEST END AVENUE, NORTHWEST CORNER
82D STREET
7, 8, 9, 10 & 12 Rooms, \$2,400-\$3,800

BONA VISTA

RIVERSIDE DRIVE AND 109TH STREET
8, 10 & 11 Rooms, \$1,900-\$2,800

BEAUCLERE

109TH STREET, NORTHWEST COR. BROADWAY
7 Rooms, \$1,100 to \$1,400
J. Romaine Brown Co., 299 Madison Av., Cor. 41st St.
Phone Murray Hill—1481

MOREWOOD REALTY HOLDING COMPANY

offer the following choice high grade Apartments to lease. Being under ownership management, tenants are assured of excellent service and attention.

The buildings are all new, absolutely fireproof, are ideally located and contain all up to date features, with modern equipment throughout.

VAN DYCK & SEVERN FORREST CHAMBERS

FACING NHERMAN SQUARE,
72d St.—Broadway—73d St.
Express Subway Station at 72d St.

7, 8 & 9 Rooms,
2 & 3 Baths,
Rents \$2,100 to \$3,800,
Including Refrigeration.
All large and light rooms,
with abundant closet space.
There are no dishwashers—each apartment
having a near entrance and service elevator.
TELEPHONE 3547—COLUMBIA

N. W. Cor. Broadway, 113th St.
Convenient to 110th St. Subway

7, 8 & 9 Rooms,
2 & 3 Baths,
Rents \$1,700 to \$2,100.
All large, light rooms; abundant closet
space; modern; up to date.
TELEPHONE 6261—MORNINGSIDES.

RESIDENT MANAGER AT EACH HOUSE.

CHARMING CHELSEA

NEW ELEVATOR APARTMENTS
115-125-135 WEST 16TH STREET
3 ROOMS—\$540 to \$600 6 ROOMS—\$1200
4 ROOMS—\$720 to \$800 FOYER AND
5 ROOMS—\$1000 TWO BATHS
FOYER & BATH
Ground floor suite for Physicians or Dentists, with separate office and apartment entrance, every professional and housekeeping convenience.
Apply on Premises or
W. J. STUBBARTS & CO.
18 WILLIAM ST. JOHN 0120-0121

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, or
L. J. Phillips & Co., Agents
24 St. & Columbus Ave. Telephone Columbus 2750

Gainsborough Studios

222 West 59th Street

Very fine double studio to lease, north light, overlooking Central Park, with apartment adjoining, together or separate.
J. E. BALL, Manager.

FURNISHED APARTMENTS TO LET.
4TH STREET, 54 WEST Hotel and Terrace—Furnished suites of two and three rooms with bath, all large outside rooms; summer rates, \$15 per week and up.