

New Linnard Hotel on Park Ave.  
Will Cost About \$10,000,000



A VIZUALIZATION of the HOTEL LINNARD TO BE ERCTED at PARK AVENUE and FIFTY-SECOND STREET

An interesting feature of the week was the awarding of the contract for the construction of the new Linnard Hotel to the Thompson-Starrett Company. The structure will be located on a plot recently purchased at the northeast corner of Park Avenue and Fifty-second street, fronting 200 feet on Park Avenue, 175 feet on Fifty-first street and thirty-eight feet on Fifty-second street. Work will begin at once, and the builders announce that the hotel will be ready to open by October 1, 1920.

The Linnard will be eighteen stories high, with an exterior entirely of white stone. There will be setbacks at the thirteenth, sixteenth, seventeenth and eighteenth floors. The architectural design will be of the French Renaissance style.

The location is looked upon as one particularly adapted for a hotel, as the width of Park Avenue, 140 feet, and St. Bartholomew's Church on the south give two unusual exposures. The improvement complete, including furnishings, will represent an investment of \$10,000,000, on which S. W. Straus Company have underwritten an amortized first mortgage 6 per cent. serial bond issue of \$8,500,000.

The completion of plans for the opening of the Linnard Hotel marks the invasion in this city of the D. M. Linnard

Hotel Company, which owns and operates a number of leading hotels on the Pacific coast and which recently opened the Ambassador Hotel at Atlantic City.

One of the special features of the Linnard Hotel will be the main floor, which will contain a series of lounging rooms, and dining rooms. This section will have a separate entrance from Park Avenue on the Fifty-first street side. Passing through this entrance way there will be presented a long vista of beautiful rooms, ending in a Southern garden resplendent with palms, fountains and statuary. This garden will surround the main floor dining room on two sides and will be 150 feet in length. The beauty of the room will be further accentuated by the employment of trellis work and mirrors. In the decorative effects of the grillroom an innovation will be introduced in the use of embossed leather entirely covering the side walls.

The hotel will contain 600 rooms, arranged in suites in various sizes from one room up. Each suite will contain a separate foyer and open fireplace. In the construction of the suites particular attention has been given to the size of the rooms and to the spaciousness of the closets.

Warren & Wetmore, who designed the Grand Central Station and a number of the leading hotels in New York City, are the architects and they state that the Linnard represents the most perfect type of hotel architecture that it has been possible to devise.

With regard to the project, D. M. Linnard, president of the D. M. Linnard Hotel Company, made the following statement:

"In planning the Hotel Linnard it is our ambition to make it the finest hotel in the world in points of architectural beauty, luxury, comfort and service. All of the furnishings are being especially designed for us and every detail is being arranged with the view of giving to New York a hostelry that will have no superior."

"In the matter of general policy we will adhere strictly to American ideals. I do not believe anything is to be gained by trying to imitate European standards in the hotel business. I think the public will appreciate clean cut, aggressive, courteous American service much more than an attempt to affect the methods of foreign hotels. In carrying out our ambitions with regard to the Linnard we are fortunate in having a large going organization that already has demonstrated its efficiency, and because of our chain of hotels across the continent we will be able to make bookings and attend to other arrangements for our guests who are travelling from one part of the country to another. We also have booking connections with numerous leading hotels in Europe and the Orient and we will be able to take care of all details for our guests travelling abroad. The modern hotel, like the automobile, is constantly going through a process of improvement and we feel that there will be incorporated in the Linnard the nearest possible approach to perfection of arrangement and service. It will be, so to speak, 1920 model."

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Nature has done everything for Long Beach  
that she did for Atlantic City  
One of the Most Glorious Beaches in the World  
Only 50 Minutes from New York City  
Man and Untold Millions have given Atlantic City

the Mammoth Hotels that line the Boardwalk  
and the International Fame it so justly deserves.

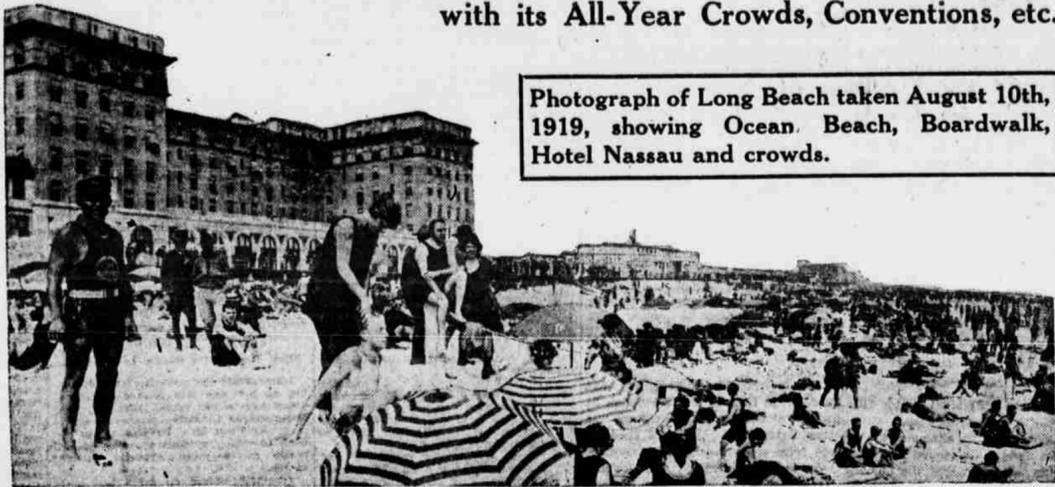
# LONG BEACH

with a number of New, Big Hotels of the Atlantic City type  
along its Boardwalk and Long Beach will soon become

## A New Atlantic City

with its All-Year Crowds, Conventions, etc.

You  
Fix  
the  
Prices  
on  
Long  
Beach  
Lots



Photograph of Long Beach taken August 10th, 1919, showing Ocean Beach, Boardwalk, Hotel Nassau and crowds.

Photograph of Atlantic City showing everything that has made this all-year resort so famous.



Atlantic  
City  
Lots  
Have  
Advanced  
Over  
1000%  
in many instances

You must see the Great Future of Long Beach

and agree with me when I say that it is my firm belief that Long Beach real estate at present low prices has a greater future than Atlantic City on account of its proximity to New York.

The Estates of Long Beach

have said to me: We must liquidate for whatever they may bring; we must sell for what the public are willing to pay, without reserve or protection of any kind at

# ABSOLUTE AUCTION SALE

## 70 New Bungalows and 1100 LOTS

Directly on the Atlantic Ocean and Boardwalk  
and in the Heart of Long Beach

Near the Big Hotels, the Atlantic Ocean, Railroad Station, New Yacht Club (under construction), the Channel and the Proposed New Bridge.

Saturday, Aug. 30th, and Labor Day, Sept. 1st

At 2 p. m., on the premises, rain or shine, under tent

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60% may remain on mortgage 3 years at 5 1/2%  
Title policies free from Title Guarantee & Trust Co.

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Or by Motor via Merrick Road

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Telephone Rector 6500

*Joseph Day*  
Auctioneer

### TO AUCTION BAYSIDE LOTS ON LABOR DAY

Jere Johnson, Jr., Company  
Will Also Hold Sale at Hawthorne Park on Sept. 6.

Jere Johnson, Jr., Company will sell at public auction at 3 P. M. Labor Day, September 1, on the premises at Bayside, Queens, 270 low priced lots. The property to be sold consists of about fourteen square blocks of lots fronting on Stratton, Prince, Jones, Hurd, Bradford, Titus, Eugene, Victoria, Woodhill, Higgins, Verona and adjacent streets. The lots are only four blocks from the Bayside station of the Long Island Railroad and about the same distance from the Flushing trolley line. Little Neck Bay and Oakland Lake are within easy walking distance. In speaking of the sale Mr. Johnson said:

"This sale is one for the benefit of the masses, for those who to reduce their living expenses must first of all minimize their yearly outlay for rent by building a low cost house close to their place of work in Queens, Brooklyn or Manhattan. The offering is also a fine opening for those real estate investors, speculators or builders who have watched the rapid growth and development of Bayside."

Bayside is distant only twenty-two miles from the Pennsylvania terminal in Manhattan, with frequent day and night electrified train service and the promise of subway service as soon as the Corona division of the dual transit system is extended through the Third ward of Queens.

Another important sale is planned by the Jere Johnson, Jr., Company for Saturday, September 6, when they will sell at public auction on the premises 208 lots at Hawthorne Park, Brooklyn. These lots constitute the famous Curley property at Flatbush Avenue and Avenue U, adjoining Jamaica Bay. The streets in this property have been laid by the owners to city grade and cement sidewalks and curbs, built in accordance with city specifications are in front of all the lots. The lots are only one block from the City Park, recently presented to the city of New York by Messrs. Pratt and White concerning the future of Hawthorne Park. Mr. Johnson said:

"The Jamaica Bay improvement when once really under way will revolutionize values. The first locality to feel its far reaching results will be in the immediate vicinity of the Curley property, for already at Mill Basin, only a short distance away, a most important and active industrial centre has been established. To supplement this development Hawthorne Park can offer the most attractive 250 convenient home sites to be found for many miles. The city zoning regulations permit business, but not factories on Flatbush Avenue and Avenues T and U. Jamaica Bay affords fishing, bathing and the best of boating and sailing. Mill Basin, which has a good depth of water, adjoins the Curley property and is a popular boating resort."

#### APARTMENT HOTELS

#### APARTMENT HOTELS



### FAMILIES WITH CHILDREN

Families with children preferred. Did you ever hear of such a thing in a large, delightful, beautifully kept set of apartment-homes? Children not only preferred, but made happy, one might add. Not only made happy, but kept so happy that they do not make others unhappy. Well, there is just such a place, the Hotel Hamilton—really a sort of children's paradise, and a grown-up's as well—where they do all this. How do they do it? Up above the fifteenth floor they have walled in the roof and this is where the children spend most of their time. A sand pile, a hammock, little rocking chairs, cushioned couches, slides and swings have transformed it into a playground for little folks. How contented they are, with a nurse who watches over them all! The great awning keeps off the sun and rain, and the breeze blowing from the river makes one think that this is the seashore. Not only children, but mothers, and all the grown folks, in fact, come up here evenings for the breeze. There, in the chaise-longue, or the cushioned seats, it is easy to keep comfortable and cool. Do go there and you will want your family to live there. But hurry, for others want their families to live there, too.

HOTEL HAMILTON  
WEST SEVENTY-THIRD STREET, JUST EAST OF B'WAY  
New York City

FURNISHED APARTMENTS TO LET.

**HOTEL LATHAM**  
24TH STREET AND 5TH AVENUE  
Completely Renovated—Fireproof Construction—European Plan.  
Ideal location for permanent guests desiring suites or single rooms with private bath. Refined furnishings. Every desirable appointment. Highest character of service. One of New York's notable cuisines.

REAL ESTATE.

**Hess Business Property**

REAL ESTATE WANTED.

WANTED—Particulars of commercial waterfront, factory sites, warehouses, etc., from owners desiring to sell or lease.  
Floyd S. Corbin, Specialist, 19 Wall St., N. Y.

FACTORIES FOR SALE OR RENT.

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