

CLAFLIN PROPERTY, TO BE SOLD AT AUCTION, IS HEART OF FAIRLY DEVELOPING DISTRICT IN CITY'S NORTHERN BOROUGH

Its Advantages of Location Make Quick Upbuilding a Certainty--Has Ideal Transit Facilities

Real estate investors and builders have long recognized the great value of the high altitudes of the University, Fordham and Kingsbridge Heights districts of the West Bronx. They only waited until the operation of the Jerome Avenue rapid transit line to begin the construction of apartment houses on a large scale.

The heart of this West Bronx section is occupied by the Claflin estate, consisting of approximately 500 lots, which will be sold at public auction by Joseph P. Day Tuesday, September 23, at the Real Estate Exchange, 14 and 16 Vesey street.

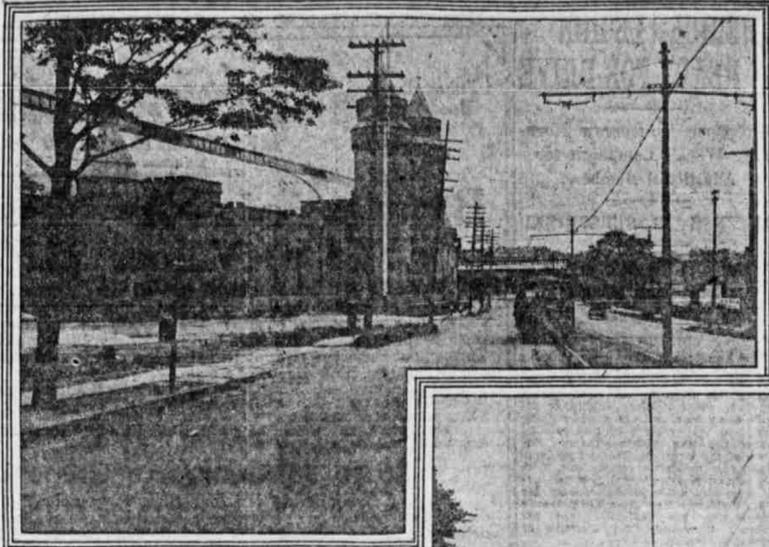
Because of its topographical advantages and rapid transit facilities, real estate authorities say, the section of the West Bronx, which includes the Claflin estate, is being developed almost to the word a replica of the Washington Heights district.

Apartment house building in this part of the Bronx began on University Avenue and the section to the west overlooking the Harlem River because of the service of the New York Central and the Broadway Avenue and University Avenue car lines connect directly with the stations of the Broadway subway in Manhattan between 131st and 238th streets, and also north of 225th street with upper Broadway and University Avenue cars. The Jerome Avenue elevated extension extends north to Woodlawn, and the various crosstown lines

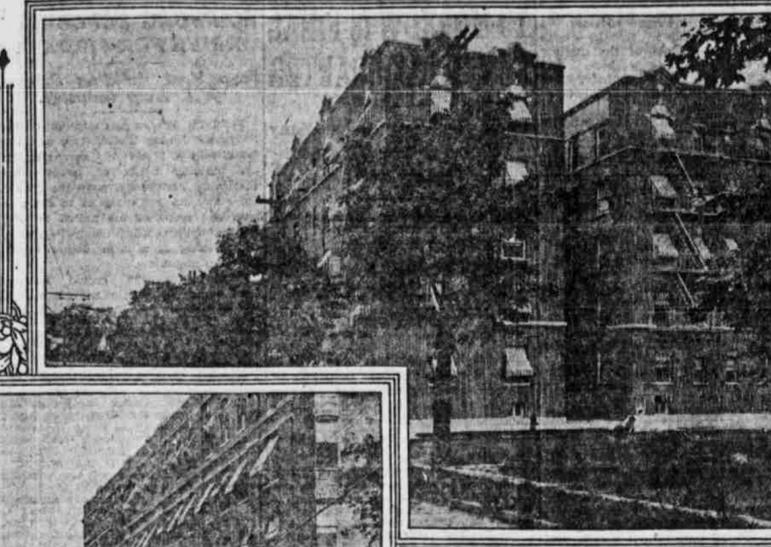
Before the war investors and builders began to appreciate what this new transit line would mean to the West Bronx. Practically the entire section along the line of University Avenue and Kingsbridge road is now improved with some of the best grade of apartment houses in the Bronx and many superior dwelling houses.

The next section to be opened to quick development is the Claflin estate property, which fronts in and lies directly north of Kingsbridge road west, from which it extends almost to the Jerome Park Reservoir on the north, to Sedgwick Avenue on the west and to Reservoir Avenue on the east. University and Westchester roads extend through the property from south to north.

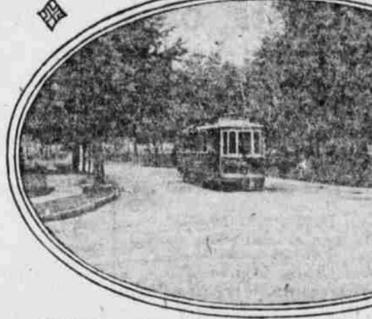
This property is in a strong strategic location, as regards rapid transit advantages. It is one block to the west of the Kingsbridge road station of the Jerome Avenue subway extension, from which point passengers have the service of the Lexington Avenue



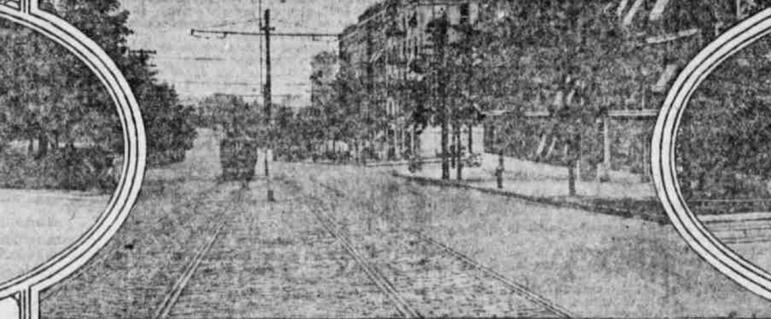
ARMORY OF 8TH COAST ARTILLERY ON KINGSBRIDGE ROAD, VIEWED FROM CLAFLIN PROPERTY



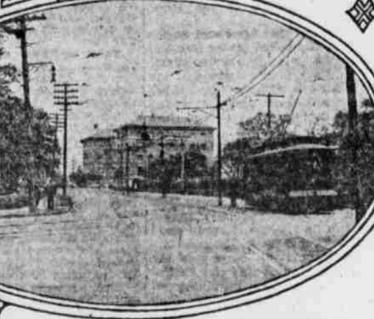
UNIVERSITY AVENUE AND 192ND STREET, LOOKING TOWARD KINGSBRIDGE ROAD AND CLAFLIN PROPERTY



JUNCTION OF KINGSBRIDGE ROAD AND SEDGWICK AVENUE, AFFORDING A GLIMPSE OF THE PROPERTY ON THE RIGHT



LOOKING SOUTH ON UNIVERSITY AVENUE ADJOINING THE PROPERTY TO BE SOLD--THIS VIEW FORESHADOWS THE DEVELOPMENT FOR WHICH THE ENTIRE SECTION IS DESTINED



LOOKING EAST ON KINGSBRIDGE ROAD FROM SEDGWICK AVENUE, SHOWING THE CLAFLIN PROPERTY ON THE LEFT

subway to Atlantic Avenue, Brooklyn, and of the Sixth and Ninth Avenue elevated roads down the west side of Manhattan to the Battery. The Kingsbridge road, Fordham road and University Avenue car lines connect directly with the stations of the Broadway subway in Manhattan between 131st and 238th streets, and also north of 225th street with upper Broadway and University Avenue cars. The Jerome Avenue elevated extension extends north to Woodlawn, and the various crosstown lines

that while the wheel turns the district can never be without direct connections to any and all parts of the city of New York and Westchester County. Another important consideration is that this big holding of almost 500 lots which were assembled in 1850 and has been held intact will after fifty-three years be sold to the public at prices to be made by the bidders without the slightest attempt having been made to market it through private channels. The disposal of this estate means, therefore,

that the prices obtained for it, however low or high they may be, will give a new range of values to property in the West Bronx. The growth of The Bronx has been phenomenal and as a separate city it would now rank sixth in population among the cities of the United States. The population of The Bronx in 1890 was 88,000. On December 31, 1918, this population total was estimated to have been increased to 300,000.

Between 1851 and 1890 the sum of \$27,500,000 was expended in building operations in The Bronx. From 1901 to 1917 the total was \$31,000,000. The increase in building operations for 1901 to 1918 was estimated at \$400,000,000. In 1908 The Bronx had 642 factories. In 1917 the number of industrial establishments totaled 2,250.

TENEMENT LAW IS ABSURDLY STRICT

Architects Say It Discourages Attempts to Provide Space for Home-seekers.

Every time the occupant of a furnished room boils an egg over a gas jet or makes a cup of tea over an alcohol lamp one of the cardinal sections of the drastic tenement house law thereby suffers a compound fracture. So rigid are the precautions against fire in the non-fireproof structures generally used for furnished room houses that it is against the law even to toast a slice of bread over an electric toaster.

It is violating no secret to state that these restrictions are broken every day in thousands of instances in New York city. Yet when a well intentioned architect filled with a desire to do good by providing modest yet comfortable and respectable shelter for working girls or bachelors by converting old three and four story dwellings into model suites at the lowest possible cost in order that the rents may be kept within reach of the needy occupants, he is confronted with the inexorable sections of the tenement house laws, which say that nothing even remotely approaching a kitchenette shall be permitted.

Two years ago the law was amended to permit the conversion of three story dwellings into tenement houses with one apartment to a floor. Rigid requirements were maintained, however, as to air space, fireproofing of stairways and location of sleeping rooms, either in front or the rear of the house. The change was made primarily to benefit Brooklyn, where three story dwellings abounding in East Jersey, further amendments were made to permit the conversion of four story dwellings with the expectation that it would help materially to relieve the housing shortage in Manhattan. The facts have shown, however, that the alterations to suit the requirements of the tenement house law regarding the use of kitchenettes and comparatively few alterations have been made.

Recently, Mrs. Phillips Brooks Robinson, a social worker, and Richard Henry Dana, an architect of 361 Madison Avenue, prepared a plan to convert an old house into suites for bachelor maids with slender purses. Mr. Dana placed a pantry and a sink in each suite. The idea was to have the food cooked by the superintendent's wife in the basement and sent up on the dumb waiter to the tenants above; in effect a sort of community kitchen. The Tenement House Department held that it would be a hotel.

1919 MAY BE RECORD YEAR FOR BUILDING

Future Depends on Increased Production; Labor Must Cooperate.

"There can be no gainsaying the fact, however, that the immediate need is for increased production. With decreased working hours this is impossible. Labor unions are making a great mistake in asking both higher wages and shorter hours. The laboring man is sure to be the sufferer in the long run, for he has now started to burn the candle at both ends. Labor must be warned of the danger of shorter hours and the consequent lessened production.

"Possibly the history of recent strikes, particularly that on the Interborough Rapid Transit lines in New York city, which died abortive, indicates that labor is beginning to realize that it may carry its demands for increased wages beyond a point where a patient and long suffering public will doubtfully submit.

"As a means of bringing about a better understanding between employer and employee rapid strikes are being made in various sections of the country by what are termed community councils. By intelligent cooperation, as by getting all classes together, one solution of the problem is helping to do away with suspicion and distrust.

"In order to produce and distribute the largest possible volume of commodities, whether viewed from an economic or financial viewpoint, the remedy for the present situation is the same: there must be more regular and efficient work and absolutely no shortening of hours. Efforts are being made by many societies to cut down extravagant buying, for America must both work and save. There are many ways to work but only one to save, in many sections of the country the question of price is almost wholly disregarded, so great is the demand for commodities.

One of them, Elwood Williams of New York and Westbury, L. I., made the following observations on the situation: "I had great hopes that the idea was practicable for I could alter a number of houses after that plan; in fact a woman submitted the same scheme to me not long ago. I am altering seven old houses now at great expense and have a number more in the process of incubation. "There is a great chance to have the law confined to kitchenettes will be legal, for as the law now stands every time one boils an egg in a furnished room, which is done every day all over the city, the law is violated. A consequent lowering of the respect in which the law should be held."

REWARD OFFERED FOR HOUSES IN HOHOKUS

Gothamites Willing to Pay Extra to Live There.

There's no rent profiteering in Ridgewood, N. Y. Scores of New Yorkers urged to "come to our beautiful little town" by friends, have found out that such. The reason is that there isn't a house for rent. Not more than a score of persons have the landlord nightmare. Practically everybody owns his own home.

New Yorkers are not despairing. Local newspapers to-day carry their advertisements offering rewards for information--any little tip--that might lead to the discovery of a house.

The New Yorkers are not pickers. They offer \$10 and \$25 for a "tip." And they're paying for big open in the hands of the landlord. The reward is \$100 for information concerning an acceptable eight or nine room house, unfurnished, with garage; long lease; not more than three-quarters of a mile from station.

Seven Ridgewood realty dealers have said they had more than 400 New Yorkers on their waiting list. Ridgewood sends about 1,500 commuters to New York every day, and the realty men say that they won't be able to help increase that number for months to come.

BUILDINGS FAVORED AS WAR MEMORIALS

Community Houses, Hospitals and Schools Are Planned.

The Bureau of Memorial Buildings of the War Camp Community Service reports that 254 communities in the United States have decided to erect buildings in memory of their men who served in the war. Of the memorial buildings to be raised, 132 will take the form of community houses, each to function as a free recreation and social center. Six of the structures will be municipal office buildings.

More than 700 American communities now are considering the putting up of memorial buildings. The Bureau of Memorial Buildings also announces, it is campaigning throughout the United States for the community building type of memorial. Such an institution, the Bureau heads maintain, is a living influence in every community and serves constantly as a reminder of the men the community gave to the national fighting forces.

"Last year was a record building year, not of dwellings, but of war industrial and Government buildings. But the building statistics for the first seven months of 1919 show that the record for that year has been exceeded by 20 per cent, a rate of increase which promises to create for 1919 a record year."

Months of 1919 show that the record for that year has been exceeded by 20 per cent, a rate of increase which promises to create for 1919 a record year. The statistics serve to demonstrate the great growth of the borough in recent years. It is the consensus among real estate experts that the population of the borough will have passed the million mark before the end of 1920. There is no section of the city in which there is a greater demand for apartments, and the type of multi-family houses erected since the armistice was signed is far superior to the construction completed before the war.

JERSEY INSURANCE CHEAPER

Premium Rates Fall on Elimination of War Charges.

Fire insurance premiums have taken a big drop in New Jersey as the 10 per cent war surcharge on ordinary policies and 12 per cent surcharge on manufacturing and other mill properties have been eliminated by an order from Atlee Brown, expert in charge of the New Jersey schedule rating office in Newark. The surcharge became effective in April, 1918, and was for the purpose of meeting war conditions. Its elimination will mean an annual saving to property owners and manufacturers in New Jersey of several hundred thousand dollars.

Holders of policies issued since April, 1918, which still have some time to run can secure a refund of the extra premium they paid, according to the length of time still to run, by presenting their policies to their brokers and having them reissued. The circular issued by Mr. Brown, after announcing that the 10 per cent surcharge shall no longer be applied, further points out: "All policies expiring on and after September 1, 1919, shall be written under the surcharge at the present published rates. All policies commencing prior to September 1, 1919, may be cancelled pro rata (including pro rata of the surcharge) if rewritten for a year or longer term at the present published rates. All policies cancelled must be at the short rates. No return premium can be given by indorsement."

KENNELLY TO HOLD BIG SPECIAL SALE

City and Country Properties Will Be Offered Next Wednesday.

Bryan L. Kennelly, auctioneer, will offer at a special sale scheduled to be held Wednesday, September 17, in the Real Estate Exchange salerooms, on Vesey street, a large number of properties variously located in the Dutchman section of Manhattan, The Bronx, Brooklyn, Westchester county, Connecticut and New Jersey.

The Dutchman properties to be disposed of consist of a frame dwelling at the northeast corner of Academy and Cooper streets; two lots at the northeast corner of Academy and Cooper streets; and a plot on the south side of West 215th street, near Park Terrace East, on Isham Heights. In the Borough of The Bronx there are to be sold plots on Grand Avenue near 174th street and 175th street near Macomb's road; on the west side of Corlear Avenue, near West 234th street; on the east side of Macomb's road north of 173rd street; the south side of West 238th street, near Tibbett Avenue, and the northeast corner of Bryant and Seneca avenues; also at 46th White Plains Avenue, through to Garden place.

In Brooklyn, twenty lots in Bay Ridge will be sold in liquidation by the Loomis Realty Company. In New Rochelle, Sunset Inn, a two-story building on Main street through to Echo Bay, will be sold. At Belle Haven, Greenwich, Conn., a furnished dwelling with about three acres of ground at the junction of Day Avenue, Otter Rock Drive and Mayo Avenue, and directly opposite three and one-half acres at the corner of Belle Haven place will be offered. Mr. Kennelly will also sell the dwelling at the northeast corner of Sycamore and Linden avenues, Plainfield, New Jersey.

Estate Includes About 500 Lots Which Are to Be Offered to the Highest Bidders by J. P. Day

rents the sale of the Claflin estate is notable because of the memories of the Revolutionary and reconstruction periods in the city's history which belong to the property. In an angle of the northern border of the property is a bronze tablet placed there by the Daughters of the Revolution to mark the site of an old Revolutionary blockhouse which was held in turn by the Hessians and Washington's troops.

HOTELS SEEK MORE ROOM FOR OVERFLOW

Leasing Private Homes to Accommodate Fall Guests.

Rooms and apartments in Manhattan hotels during the next few months are going to be as scarce as the almost extinct Scotch highball, according to the hoteliers in charge of the popular hostelry. Some of the proprietors of uptown hotels are doing their best to lease private houses in the neighborhood to take care of the return to town rush which starts in next week and continues through October.

Copeland Townsend, proprietor of the Hotel Majestic, Central Park West and Seventy-second street is trying to lease a private house on West Seventy-first street and another on West Seventy-second street. He has also been inspecting the home of Nathan Straus at 27 West Seventy-second street, with a view to leasing it. "Hotel rooms and suites are going to be in the greatest demand in the history of the city during the next few months," said Mr. Townsend. "The hotels are almost without exception practically filled now, and with the final return of the vacationists who will want to live in good hotels as in the Majestic. The town hotels are doing their best to lease private houses in the neighborhood to take care of the return to town rush which starts in next week and continues through October.

MOVIE RAGE OPENS FIELD FOR BUILDERS

Constructors See Fortune in Erection of Theatres on Speculation.

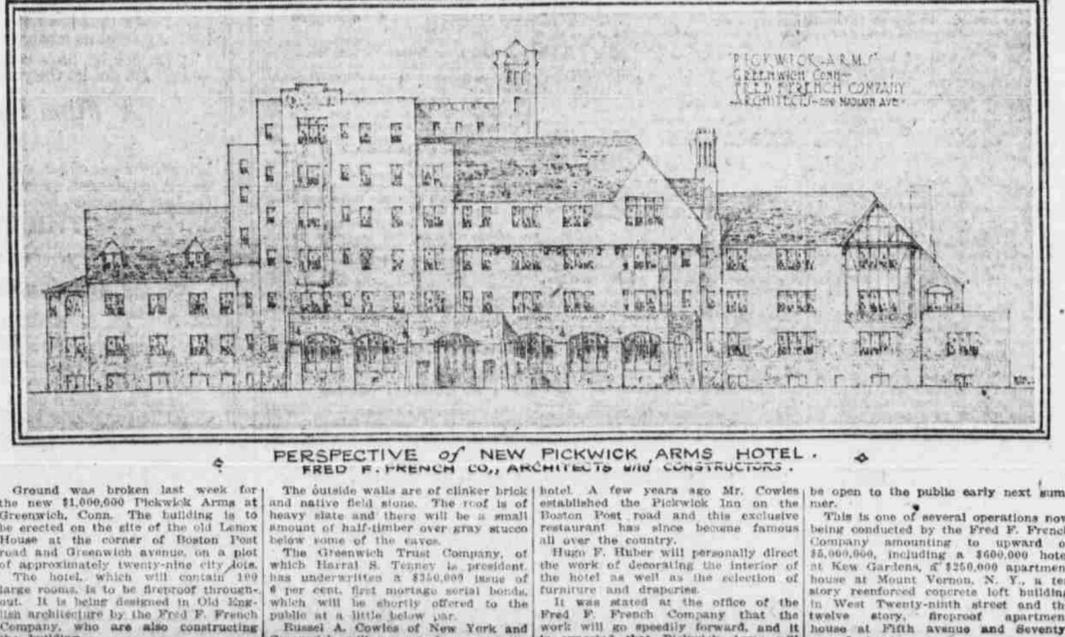
Investors who deal heavily in city real estate have recently entered a new field, that of buying and developing sites for motion picture theatres. Norton Bird & Whitman of 561 Fifth Avenue, in behalf of some realty investors, are making investigations in some twelve or fifteen Eastern cities as to their availability for the immediate construction of motion picture theatres.

The interests that have retained Norton, Bird & Whitman, after careful investigation, believe that the motion picture industry is a permanent and attractive field for financial investment. They think that chain theatres, widely located and operated, constitute a banking investment and security that should appeal to investors. The appeal lies in the fact that investment is in choice real estate wisely developed and because the return is beyond that of many of the other industries of the country.

The realty men believe that a careful study should be made of the city where they expect to purchase and improve. They plan an investigation of each city where they expect to purchase from the point of view of its permanent prosperity, the availability of sites, the cost of construction, the availability of a theatre and hotel, office, stores or other developments that may be desirable or necessary to secure the ideal location for improvement.

W. Albert Swamy is associated with Norton, Bird & Whitman as consulting architect in this motion picture development. He is the designer of many of the theatres throughout the country. Joseph P. Day is the real estate adviser of the firm. In recent Manhattan speculation, it is estimated the growing popularity of the motion picture field will result in the investment of several parcels of real estate at the corner of Broad and Bleecker streets, Newark, comprising a plot of 100,000 sq. ft. Part of this property will be used as a theatre and hotel, office, stores or other developments that may be desirable or necessary to secure the ideal location for improvement. The remainder of the property will be used as a theatre and hotel, office, stores or other developments that may be desirable or necessary to secure the ideal location for improvement.

Ground Broken for Million Dollar Hotel To Replace Old Lenox House at Greenwich



PERSPECTIVE OF NEW PICKWICK ARMS HOTEL. FRED F. FRENCH CO., ARCHITECTS AND CONSTRUCTORS.

REWARD OFFERED FOR HOUSES IN HOHOKUS

Ground was broken last week for the new \$1,000,000 Pickwick Arms at Greenwich, Conn. The building is to be erected on the site of the old Lenox House at the corner of Boston Post road and Greenwich Avenue, on a plot of approximately twenty-nine city lots. The hotel, which will contain 100 rooms, is to be fireproof throughout. It is being designed in Old English architecture by the Fred F. French Company, who are also constructing the building.