

*Joseph P. Day*  
Auctioneer

# Suburban + Seashore = 4-Fold Values

Varied and complex are the situations which confront one in the completion of a City in the making. First of all, you've got to start right. The most important factor is population; Population creates insurance; Insurance means that the doctor is at hand; that the butcher, the baker and the candlestick-maker are competitors, and that prices for all commodities will be on a competitive basis. You can't restrict a place and obtain these results, so when, in September, 1921, the lid was taken off at Long Beach, the immediate results were beyond all human prognostication.

Since that time over 2,000 buildings have been erected in the City of Long Beach. It was a village yesterday—IT IS A CITY TODAY. You can see the result of its growth in the widening of the roads for miles outside of Long Beach, made necessary by the augmented vehicular traffic. You can see the results in the five additional tracks the Long Island Railroad was compelled to put in at its terminal. You can see the results in the new, million dollar bridge which has been erected; in the new six inch gas main brought in from Hempstead; in the building of the new City Hall; in the laying of miles of new streets and the installation of augmented water, gas and electric commodities (last year a double unit safety element of twice the amount of power as it was contemplated could be used for the next five years was installed; this has proven totally inadequate and must be tripled again); you can see the results also in the erection of a new bridge from Freeport to Long Beach; in the building of a new Club House at Lido; in the start of the erection of the new Ambassador Hotel; in the projected new Long Beach Hospital; in the raising of sufficient subscriptions to insure the erection of a new Congregational Church, a new Roman Catholic Church and a new Synagogue; in the addition to the Nassau Hotel—

But, what's the use—one could go on in endless numbers in attempting to describe the manifold activities prevailing at the present time at Long Beach. IT'S ON THE JUMP!

In 1890 Atlantic City had a population of 30,000 inhabitants. Long Beach from September, 1921, when the restrictions were taken off, will duplicate in five years what it took Atlantic City 40 years to accomplish.

### Anybody Who Feels That Long Beach Is Merely a Seashore Resort Should Not Invest Their Money There

Within twenty miles of 10% of the entire population of the United States, Long Beach can't fail to become one of the greatest, if not the greatest, suburban sections, adjacent to a great city, the world has ever known. The facts are plain; people have rented a house for a full year's revenue three months in the season as a seashore resort, and live in the suburbs for nine months, rent free.

Those who should, never realize the obvious. They are too close to it. Strangers always make mostly all the money in a growing section.

The greatest opportunity the world has ever known, to obtain unearned increment in realty values, is AT YOUR VERY DOOR. The growth of communities adjacent to Greater New York is beyond computation, by reason of the tremendous population and growth of the larger city. A little money, judiciously invested in Long Beach, within five years should increase manyfold—and this is a modest prediction. When you buy at Long Beach, you buy Health, and Health is priceless. Last year, the Nassau Hotel for the first time, kept open its doors all winter. After the season closed, Mr. Hillman, its proprietor, threw away the keys to the front door. He says it will never close again. The railroad company says it has been swamped. The telephone company says in answer to a complaint:—"The whole trouble is that you and others are building faster than gas, water and telephones can follow."

It is true we have great vehicular congestion. This is being remedied. It is true we have inadequate railroad transportation, and that many are compelled to stand in the trains. The Long Island Railroad has promised to keep on all of the summer trains during the winter, and to at least double the number of trains this coming summer. Therefore, that situation is being remedied. When all these things are done, when the city is finished, when you have more hotels and apartment houses, amusements, boulevards and bridges, all municipal improvements perfect, public commodity enterprises functioning perfectly, express trains to Long Beach, the fares reduced, (the Long Island Railroad during the past month made an arrangement with every railroad to sell tickets to Long Beach at a reduction of 40%), what's going to happen then to values?

LONG BEACH HASN'T BEEN SCRATCHED. It is 11 3/4 miles long. It extends, by comparison with Manhattan, from the Battery to Harlem. It will house hundreds of thousands of people.

The opportunity to make money there has never been duplicated in the world's history.

What made it change? you will say to yourself. The answer is simple; Long Beach was restricted so that it could not be used as a suburb. Long Beach was restricted so that only a few people could use it for seashore purposes. They were all wealthy enough to turn the key in the lock at the end of the summer season and, in locking up their houses, they locked up the village. The Legislature of the State of New York made no mistake when, after six months trial, with restrictions off, it made Long Beach a City. You can't get the Legislature of the great State of New York to create a city unless it's entitled to become one.

I see before me a vision of a great city, teeming with myriads of people, sending the message of Long Beach Health and Comfort throughout the world.

Never again will the opportunity be presented to obtain lots at Long Beach at the prices they will bring at this forthcoming auction sale. My market is my living. The more money I make for my clients, the more business I do. I am throwing my hat in the ring. I urge an investment in Long Beach realty.

*Joseph P. Day*

### Absolute Auction Sale

# 777 Long Beach LOTS

Bungalow & Business  
Separately—at your own price

Saturday, September 2nd

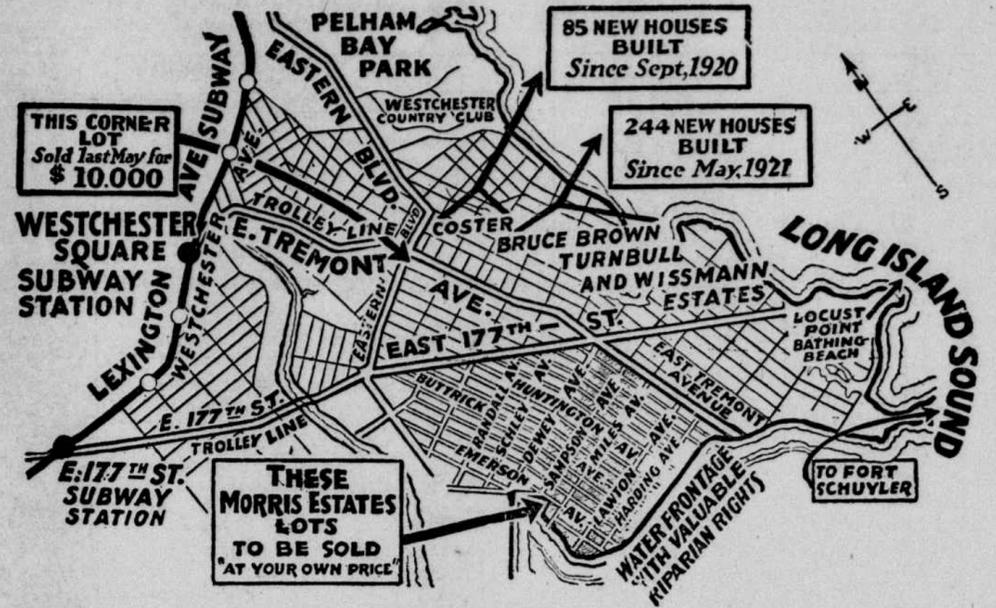
and succeeding days, including

Labor Day, Monday, September 4th

on premises—2 P. M.—Rain or Shine—in mammoth tent, Park Street, near L. I. R. R. Station.

10% at time of sale, 10% in 30 days, and 2% per month thereafter

Immediate occupancy can be had under a tenancy arrangement for the purpose of building at once on your lot.  
Mortgages according to your needs. SEND FOR BOOKMAP Liberty Bonds accepted at market value.  
Title Guarantee & Trust Co. Policies Free. SAVINGS bank books accepted on deposit.



## Do You Know Throg's Neck?—

Years ago the "Newport" of New York  
Now open to the Home-Seeking Masses

### Hundreds of New Houses and Bungalows

erected since I began, in September, 1920, to auction off the beautiful Long Island Sound Estates of prominent families in this, THE "GEM" WATERFRONT SECTION OF THE BRONX.

### The "Hub" Section Comes Next

The "Hub" of Throg's Neck—the "creamiest" part of the Peninsula—is at, and adjacent to the intersection of East Tremont Ave., Dewey Ave. and East 177th St., the great crosstown Boulevard that connects the Hudson River and Long Island Sound districts.

### Both East Tremont Ave. and East 177th St.

lead direct to 177th St. and the Westchester Square stations, on Pelham Bay Park Extension of Lexington Ave. subway; each is the route of a crosstown trolley line, the 177th St. line running to Westchester Creek and East Tremont Ave. line to Eastern Boulevard. A municipal bus line operates in East Tremont Ave., from Eastern Boulevard to Long Island Sound.

### The Morris Estates

front on East Tremont Ave., just beyond the intersection of Dewey Ave., and 177th St., and on the East River where it merges with Long Island Sound—a glorious location for all-year homes and bungalows and OUTSIDE THE FIRE LIMITS, where frame construction is permitted.

### Valuable Riparian Rights

The Morris Estates have a water frontage almost a mile in length, with approximately up to 1,100 feet of Riparian Rights. This land under water can be made very valuable by filling out to bulkhead line; and—these valuable Riparian Rights go with every waterfront lot on the Morris Estates. You buy the lot "AT YOUR OWN PRICE"—a price that includes all the Riparian Rights.

### Go to Throg's Neck To-Day! See for Yourself

and study the many waterfront advantages of the MORRIS ESTATES

# Throg's Neck

BRONX, NEW YORK CITY

On the East River at Entrance to Long Island Sound

## 993 Bungalow Waterfront THROG'S NECK LOTS

The Morris family mansions, a number of cottages, barns, garages and other outbuildings

Separately—at Your Own Price

80% in Monthly Installments of 2%

10% on Day of Sale—10% in 30 Days  
Title Guarantee & Trust Co. Policies Free

## Absolute Auction

On Premises—2 P. M.—Rain or Shine

### NEXT SAT., AUGUST 26th

Also Six New Two-Story Frame Dwellings

Never occupied and ordered sold with immediate possession

By order of Stockholders of Fort Schuyler Building Company, Inc.

Located on Migel Place, Sampson Ave. and Logan Ave.

Attorneys: Karelson & Karelson, 87 Nassau St., N. Y. City, and Sayers Bros., 67 Liberty St., N. Y. City.

Visit the Property—Take Pelham Bay "Sub" to Westchester Square—East Tremont Ave. Trolley to Eastern Boulevard—Municipal Bus to property.

Send for Bookmap

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