

EXTENSIVE HOME BUILDING PROGRAM STARTS IN BAY RIDGE

P. J. CARLEY STARTS BIG PROGRAM FOR BAY RIDGE HOMES

Prominent Builder of District Initiates Active Summer Season With 36 Apartment and Store Structures.

Although building permits have been issued in large number by the Building Department during the past month for projects planned for many sections of the boro, Bay Ridge, it appears, will be the scene of actual operations in the near future when many business buildings, one and two-family dwellings and apartments will be rushed to completion, providing homes for hundreds of persons anxious to locate in this desirable district of the boro, because of its natural beauty and the exceptional transit accommodations provided for the section.

Patrick J. Carley, who built more than 300 homes in Bay Ridge during his building career, and who has always had the greatest confidence in the district, both as to its development as a residential locality and as a business center, started a big project Thursday in 5th ave., between 80th and 84th sts., to be followed by several other large operations in the vicinity. He is improving the 5th ave. plot with 36 buildings, which will have stores on the ground floor, and apartments of the most modern design on the floors above. This part of 5th ave. is rapidly developing into a busy section of the principal shopping thoroughfare of Bay Ridge. To meet the demand for business buildings, Mr. Carley intended to start this operation some time ago, but postponed the work until he could secure the kind of material needed for so large an undertaking.

Mr. Carley's implicit faith in the future of 5th ave. was demonstrated several years ago when he erected two groups of modern business buildings with up-to-date apartments above, in the block on 7th and 8th sts., which were rapidly rented, some of them before the structures were completed. The great number of new homes in the side streets, which he also built, were purchased before completed and he realized that additional families in the neighborhood would naturally create a demand for more stores along 5th ave., near those new homes.

It is Mr. Carley's intention to build several groups of one and two-family dwellings similar in design to those he erected in 7th and 8th sts., which started in a period of the war, when building construction, except for war purposes, was a difficult problem and a great risk. The builder was assisted by a large national material supply house to complete the homes as part of the Government's war program. Many officials employed in the Government yards at the Bay Ridge waterfront were accommodated in the houses which Mr. Carley, through exceptional effort completed in a short time. The situation in Bay Ridge at the time was at a critical point in its housing problem and the work of the builders was commended by the civic organizations of the locality.

It is expected that within the next month several large building operations, plans for which were recently filed, will be started in the neighborhood of the subway station at 85th st. and 4th ave. Builders from other sections of the city, who have visited Bay Ridge have expressed surprise at the number of vacant lots along the subway line on 4th ave. Values in this section of the thoroughfare are low compared to the prices asked for land similarly located in other subway zones.

"Vacant Land in 4th Ave. Will Soon Disappear," Says Mr. Carley. "In a few years there won't be a vacant lot on 4th avenue in the Bay Ridge section," said Mr. Carley. "Some day a representative of one of the large Manhattan financial institutions will visit the section, discover its exceptional advantages compared to land along other subway lines, and this will be the beginning of operations along the thoroughfare on a large scale," he said.

"In the liveliest periods of the real estate market as well as in its dull times, Bay Ridge real estate brokers were kept busy. During the past year many important real estate transactions have been put through which will soon result in home-building operations. I intend to carry out an extensive program of home-building after I have completed the 5th avenue project," remarked the builder.

"Matters are so shaping themselves as to give encouragement to builders who have been idle for the past year, and I am sure that the summer and fall months will witness plenty of building in our locality. The number of home-seekers from Manhattan and the Bronx, who visit Bay Ridge and become fascinated with the features of our section, and who are impressed with the excellent transit ac-

commodations, is one of the best arguments for immediate action on the part of financial institutions to assist builders to get to work on their building programs. We need more homes, we have the demand and all we now need is sufficient financial backing to produce the dwellings. Bay Ridge is one of the promising fields in the city for large apartment buildings of the best design."

Big Stride in Rental Values.

Bay Ridge has a new apartment building at the northwest corner of 82d st. and Ridge Boulevard, which rents for \$40 a room. This rental marks an epoch in the history of real estate values in the district, and indicates that there is a demand in the section for the finest type of multi-family houses. The building was erected by the Rockwell Building Company and the real estate firm of Bulkeley & Horton has been appointed agent for the building.

An announcement has already been made that a large apartment building is to be erected at Shore rd. and 79th st., facing the New York Harbor, an ideal location and superior in many respects to Riverside Drive.

BIG E. I. CITY DEALS TO BE FOLLOWED BY BUILDING PROJECTS

Active Buying Near Large Tract in New Section to Be Auctioned May 7.

The comparative cheapness of vacant land in the Astoria section of "New" Long Island City, as well as the benefits to be derived from tax exemption and the sharp increase during the last year in traffic on the Astoria division of the Dual Rapid Transit system, has encouraged two prominent apartment house builders from Washington Heights and Brooklyn to purchase large blocks of lots in the vicinity of the Grand ave. station, on the Astoria subway extension, for immediate improvement with modern apartment houses.

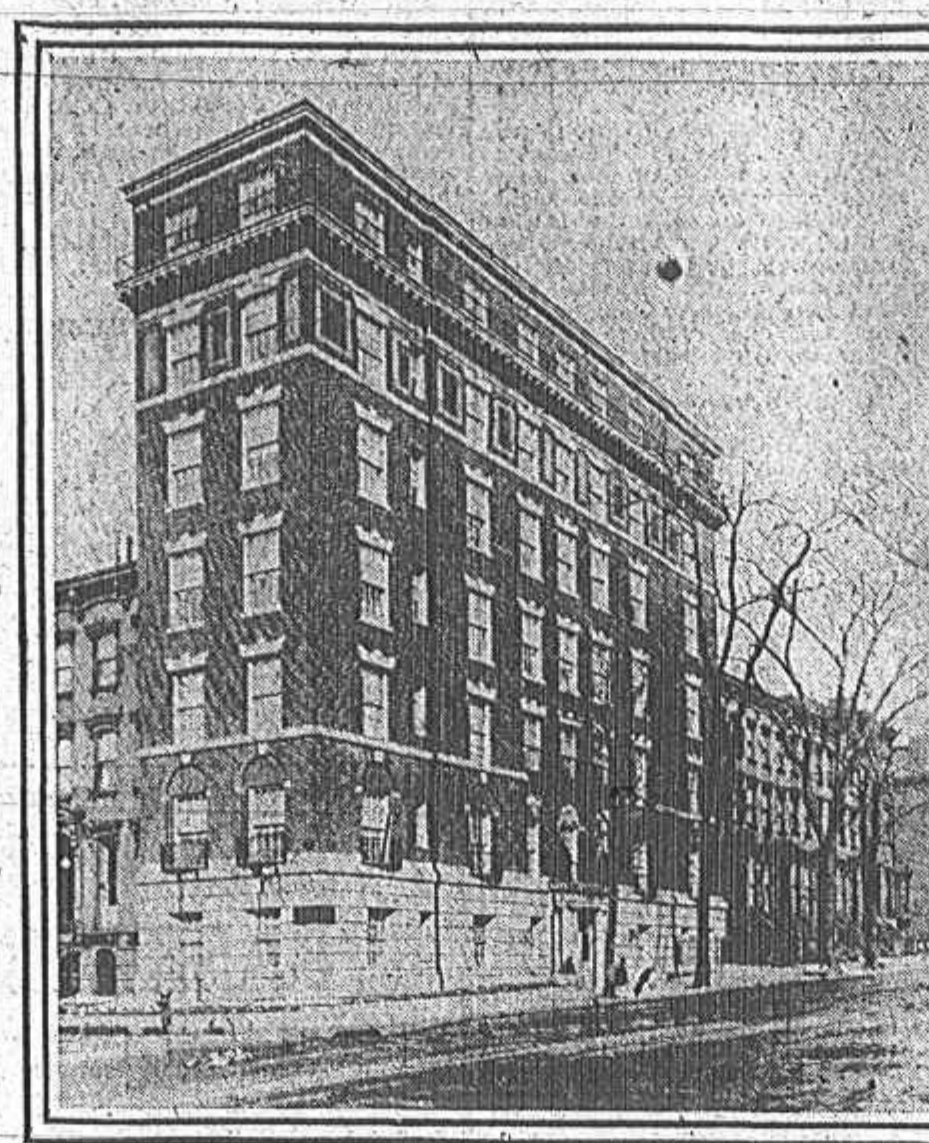
Philip Kulevitch, president of the Filross Construction Company, and Morris Manacher, president of the Manacher Construction Company, have purchased, jointly, 28 lots on the west side of 5th ave., 150 feet north of Jamaica ave., for improvement with three, four and five room apartments. James E. Cloin, who has erected a large number of dwellings and apartment houses in Brooklyn and Queens, and who is prominent as a dealer in building materials in Long Island City, has purchased a plot of 12 lots on the east side of 4th ave., 106 feet north of Jamaica ave., for improvement with small apartments.

These two transactions by Washington Heights and Brooklyn builders indicate the interest in the Astoria section of the Bay Ridge waterfront. The houses which Mr. Carley, through exceptional effort completed in a short time. The situation in Bay Ridge at the time was at a critical point in its housing problem and the work of the builders was commended by the civic organizations of the locality. It is expected that within the next month several large building operations, plans for which were recently filed, will be started in the neighborhood of the subway station at 85th st. and 4th ave. Builders from other sections of the city, who have visited Bay Ridge have expressed surprise at the number of vacant lots along the subway line on 4th ave. Values in this section of the thoroughfare are low compared to the prices asked for land similarly located in other subway zones.

TO DINE NATIONAL R. E. MEN.

F. E. Taylor, president of the National Association of Real Estate Boards, and Tom Ingersoll, secretary of the National Association, are to be entertained by the Real Estate Board of New York tomorrow at the Lawyers Club. The visit and luncheon will give President Taylor an opportunity to get in closer touch with the New York Board and its governors and staff and to talk over many matters of importance.

DOCTOR TENANTS BUY OFFICE BUILDING



The official building at 67 Hanson pl., known as Doctors Building, occupied by medical doctors and dentists, has been purchased by a number of its tenants and will be conducted by its owners on the co-operative plan. The property was sold by the Hall estate and will be managed for the doctors by Robert G. Langdon, who built the structure in 1911. The corporation name of the owners is Doctors Building, Inc., of which Dr. Walter Trustlow is president; Dr. Carroll B. Whitcomb, secretary; Dr. E. A. Holbrook, treasurer. The corporation to operate the property, headed by the president, secretary and treasurer, and Dr. Frank Zulaw, is composed of 25 members.

KINGS HIGHWAY LOTS TO BE AUCTIONED

Large Tract Located Near Subway Line to Be Offered May 7.

Bryan L. Kennely, auctioneer, will offer 850 lots at absolute auction on May 7. The property will be sold for the Kings Highway Development Company, and is located on Kings Highway, Aves., G, H, and I and on E. 53d to 59th sts. and Ralph ave. The demand for homes in the Kings Highway section has been stimulated by the extension of the subway lines through the district, and builders who have recently completed their operations there are reportedly selling new dwellings.

The property to be offered is one block from the Utica ave. trolley, which connects with the Interboro subway at Eastern Parkway, and a few blocks from Glenwood Parkway. It immediately adjoins a tract where there are more than 100 new houses being erected. More than one-half of the lots are fully developed, having sidewalks, curbs and sewers. The year of the property touches Prudential Basin, which is part of the new Jamaica Bay improvement. The proposed elevated extension at Utica ave. is only one block from the property, and Kings Highway, which passes the property, is one of the best motor-car highways in Brooklyn. It is understood that there is a new proposed improvement on this highway, which will make it a 400-foot boulevard and will be known as Liberty Highway.

"A boom in home building is expected, due to the tax exemption ordinance recently adopted," said Mr. Kennely, yesterday. "According to the figures compiled by the different bureaus of buildings in the five boro for two weeks succeeding Feb. 25, the day the ordinance went into effect, there has been an increase of more than 6 1/2 percent in new building. Brooklyn is the fastest growing boro in the Greater City."

Resumes Law Practices.

Otto M. Standfield, who has been manager of the loan department of S. W. Straus & Co. for the past two years has resigned from that company. He is resuming the practice of law, and will engage in work of a similar nature in connection with the promotion and financing of industrial and real estate enterprises.

ACTIVE BUYING NEAR E. PARKWAY SUBWAY BUILDINGS PLANNED

Recent Transactions in District Closed by M. C. O'Brien Show Revival of Realty Market.

Real estate transactions in the Eastern Parkway district and in the zone of the Nostrand ave. subway, aggregating over \$500,000, have been negotiated within the past few weeks by M. C. O'Brien, broker, who remarked in commenting upon the deals that several large building projects will follow the transfer of the property.

One of the most important of the deals closed was the block front on the east side of Franklin ave., between Eastern Parkway and Union st., a plot 182x120 feet, for Edward H. Vollmer to a client for improvement. This property is at the first express station on the Interboro extension above Atlantic ave.

The broker also sold the block front on the west side of Nostrand ave., between Empire Boulevard and Sterling st., a plot 200x25 feet, for the Gibraltar Construction Company to a client for improvement; the north-west corner of Flatbush ave. and E. 79th st., a plot having a frontage of 26 feet on the avenue, for Mario Rogers to a client. O'Brien resold this property to a builder for improvement.

The property on the east side of Flatbush ave., adjoining Erasmus High School, measuring 50x200, was sold by Mr. O'Brien for Charles Hagedorn to a client, who had planned to improve the plot with a moving picture theater.

Other deals transacted by the broker include a plot 60x200 feet on the east side of Flatbush ave., 100 feet north of Snyder ave., for C. Hipfman, a builder for improvement; a plot 25x100 feet on the south side of Crown st., 250 feet west of Kingston ave., for E. W. Rowe to a client for improvement; 226 Kingston ave., a 3-story store and two dwellings, on a lot 20x80 feet, for Arthur O. Howard to a client for investment; 478 Prospect ave., a 3-story single apartment house on a lot 29x100 feet, for heirs of Ditlev C. E. Laub to a client for investment; 1353 Bergen st., a 3-story family house on a lot 28x100 feet, for J. C. Taylor to a client for occupancy; 832 Lincoln pl., a 4-story two-family house on a lot 29x100 feet, to a client for occupancy; 185 Kingston ave., a 2-story house on a lot 20x100 feet, for Howard Ackerman to a client for occupancy.

TWO BLOCKS SOLD IN GREENPOINT DIST.

Big Manufacturing Plants to Come to Brooklyn.

As an evidence of the rapid growth of the Greenpoint section as an important industrial district are two important sales made through the office of J. Parker Sloane of 887 Manhattan ave., last week. One is in the Bushwick Creek section, to the Erie Dyeing & Finishing Company of Cleveland, which is going to merge with another company of Philadelphia and Detroit. They have purchased the block from Nassau ave. to Myrtle ave., from North 14th st. to North 15th st., on which they intend to erect a very large structure for their business, which is that of dyeing and finishing. The other is a sale in the Newtown Creek district of a plot 200 ft. by 400 ft. on Meeker ave. and Van Dam st., on which there is also to be erected a very large factory, the purchasers being a New York concern.

Mr. Sloane says: "We have also been selling almost daily two or three family houses and also quite a number of pieces of property for investment. The market today seems to be favoring more the sale of investment property than that of home buying. I think perhaps, this is caused by the fact that a great many people were forced to buy during the past two years, and in all cases of a purchase of that sort as a rule, the property is not for sale again as they were bought for a home and not investment."

START 50 BELLAIRE HOMES

One of the largest building operations in Queens was started recently when N. A. Rosenblum of Jamaica started fifty Dutch Colonial seven-room dwellings on Hollis Court Boulevard, Bellair.

Seven of these houses were sold from the plans last week, four by the F. W. Seutl Company of Jamaica, one by the Kisman Company of Queens and two by the builder of the premises.

Brooklyn Real Estate Board

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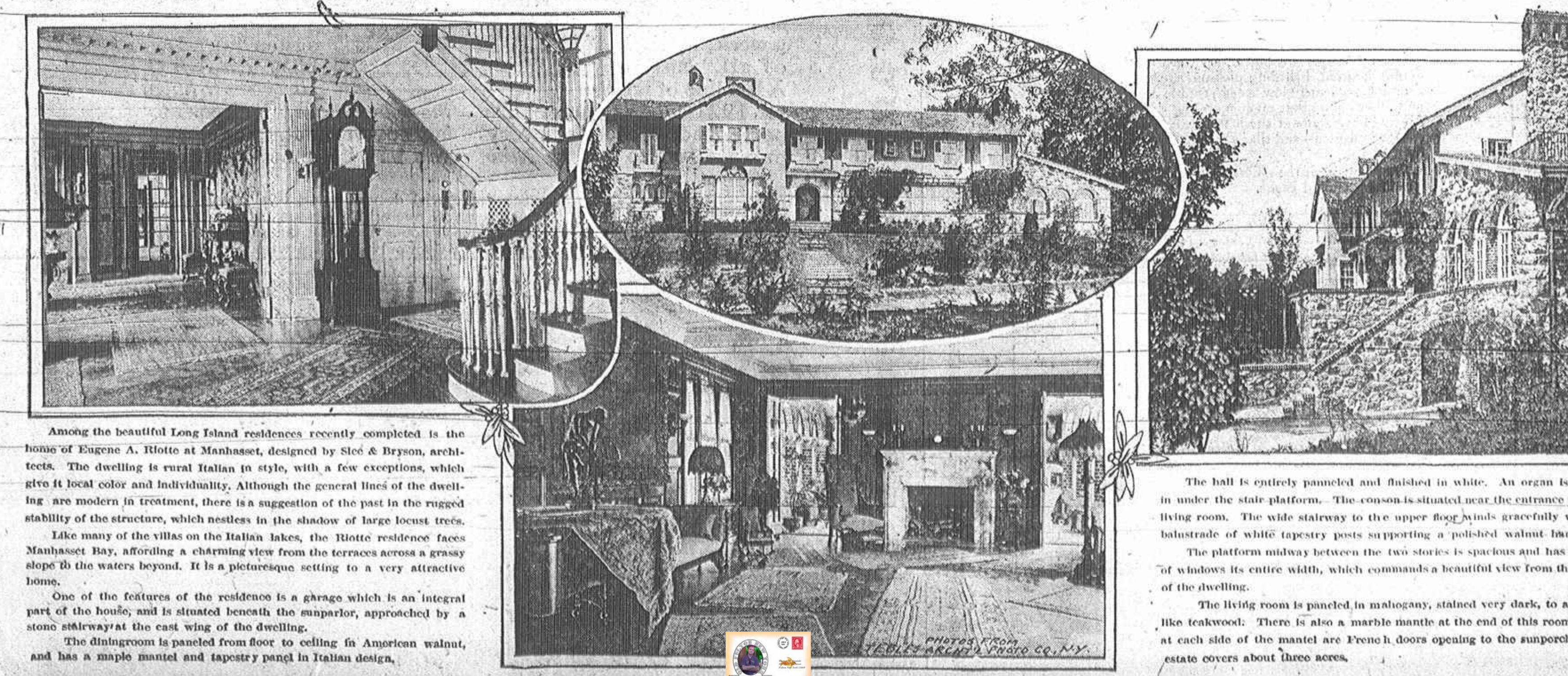
HOME SHOW BIG SUCCESS Over 200,000 Attend Exposition During Two Weeks.

The Own Your Own Home Show held at 22d Regiment Armory, Broadway and 168th st., during the last two weeks, and which ended last night, was attended by over 200,000 visitors. The educational feature of the exposition was emphasized throughout. The walls of the series of V-shaped compartments extending the entire length of the immense drill room on the top floor of the armory were lined with hundreds of architects' drawings of homes in almost every style of architecture, and in brick, concrete, stone, wood, steel and stucco. These were carefully studied by thousands of home seekers. These plans call for houses costing from \$5,400 to \$10,500, based on the latest cost of materials in and around New York City.

Aymar Embury 2d, chairman of the Architectural Committee of the Exposition, said of these prize designs: "I never saw a better group of plans assembled together from any architectural contest."

The prize winners are not the only types of homes exhibited on the Exposition floor. Real estate dealers from New York, Long Island, Westchester

ITALIAN VILLA SUGGESTED IN NEW MANHASSETT HOME



Among the beautiful Long Island residences recently completed is the home of Eugene A. Riotta at Manhasset, designed by Sté & Bryson, architects. The dwelling is rural Italian in style, with a few exceptions, which give it local color and individuality. Although the general lines of the dwelling are modern in treatment, there is a suggestion of the past in the rugged stability of the structure, which nestles in the shadow of large locust trees.

Like many of the villas on the Italian lakes, the Riotta residence faces Manhasset Bay, affording a charming view from the terraces across a grassy slope to the waters beyond. It is a picturesque setting to a very attractive home.

One of the features of the residence is a garage which is an integral part of the house, and is situated beneath the sunporch, approached by a stone stairway at the east wing of the dwelling.

The diningroom is paneled from floor to ceiling in American walnut, and has a maple mantel and tapestry panel in Italian design.

