Home Development to Cost $8,000,000 Planned at Flushing

STUDIO HOUSES WILL IMPROVE 60-ACRE TRACT

Paramount Corporation to Start Big Development at Once

Plans for a new one-family home development which will total an investment of approximately $8,000,000 for about 1,000 homes to be constructed at Broadway, Flushing, are completed and developing will start immediately. These facts are made possible by a purchase of 60 acres of land by the Paramount Studio Home Builders, Abraham Edkiss, president, and Harry Hiller, secretary.

The land is situated in Broadway, Flushing, which is the most desirable residential community in the highest part of Queens, surrounded by many trees, located between Queens avenue and Nassau boulevard, and other main arteries, which also lead to Long Island's many famous beaches, parks, golf courses; these golf courses, Belleclaire, Oakland and Clear View, are near the property.

Have Built Many Homes

The property is located convenient to stores, school and churches, and 45 minutes to Times Square by subway, and 24 minutes on the Long Island Railroad from Auburndale station.

Mr. Edkiss and Mr. Hiller, who have been associated many years as builders, have constructed homes in Middle Village, North and South Jamaica, Richmond Hill, Flushing and Bayside, to the satisfaction of many hundreds of home owners. The homes now being planned for this community will have ultra-modern improvements for the one-family house, the builders state.

Every home requirement has been given careful planning, such as no unsightly poles (wires will be underground), sidewalks, curbs, finished streets from curb to curb, sewers, plots will be landscaped, and shade trees planted, the developers announce.

The Brooklyn Mortgage Guarantee and Title Company have arranged to issue first mortgages to cover this operation, it is announced, after having same thoroughly inspected by their own expert appraisers, who reported that this location is beyond doubt one of the best for a home community.

Maurice A. M. Edkiss, who has been associated with this concern since its inception, as sales-manager, expresses an opinion that the purchase of this land will develop into a community second to none, and he is confident that the sales of these homes will be very rapid, due to the location, and the many new features that will be installed.

The sale of the lots was consummated through the Halleran Agency in conjunction with George Sturm and George W. Pipe, brokers.

The furnished sample homes will be ready for inspection soon, the developers declare.

RICHMOND HILL SALES

Pontus Peterson of Richmond Hill, bought a one-family brick house located on the west side of Brixton road, 100 feet south of Ardsley boulevard, Hempstead. Schmidt & Nasse, Jamaica brokers also sold plot 60 x 100 situated on the north side of 173rd street, 226 feet east of Westchester avenue

BUNGALOWS SOLD ON FIRE ISLAND

Numerous new summer bungalows which were built at Ocean-Bay park on Fire Island beach early last spring have been sold and are occupied. Others are in course of construction, some being sold on the plans. Sales of home sites are taking place.

The dock at Ocean-Bay park, on the shore of Great South Bay, has been enlarged in order to allow ample port space for motor boats belonging to owners of homes there as well as visitors in private boats.

A fresh water supply from the depths of the ocean beach is in full operation; and a septic tank sewerage system is installed. Ferry service from Maple avenue dock, Bay Shore to Ocean Bay park is frequent.

DROESCH CITES ST. ALBANS SALES

Points Out New Park Facilities Promised

The new Droesch development, adjoining St. Albans Memorial Park, at St. Albans, New York City, attracted new crowds over last week-end and four sales were reported by Frank Droesch. The St. Albans Memorial Park, formerly the One Mile Road Park was acquired by the Department of Parks on July 29, 1914 and at present consists of 16 acres of land. According to officials of the Park Department additional acreage has been condemned and it is expected that the park will be completed within a short time. Additional appropriations are to be granted for improvement.

A landscape gardner has laid out the trees and shrubbery in the development with the idea of conforming the landscaping with the park development. Small hedges and shrubs have been planted as well as trees. As the section was previously wooded many large trees still stand on the property.

"I am more than satisfied," said Droesch, "with the interest that has greeted this development, which opened up in mid-summer. It clearly shows that the people who are visiting my homes and the others in the vicinity have a genuine interest in home-buying. I think it splendid that the reliable builders of Long Island are giving the public such a generous opportunity of participating in the low cost of materials which is prevailing at the present time."

KENNELLY TO SELL 13 QUEENS LOTS

Major William Kennelly, as auctioneer, will sell real estate situated in several of the boroughs at a special auction to be held in the Hotel Commodore in East 42nd street, Thursday, August 6, at two p. m.

The parcels comprise 7-9 East 30th street, two 4-story loft buildings with stores; also, the 2-story frame dwelling at 2330-43 Camberlong avenue, Bronx, on a 75 foot front plot; the 2-story stucco two-family house at 3302 Avenue S, Brooklyn; and thirty-one lots on Gerritsen avenue, Brown, Batcholder and Ford streets in the Sheephead Bay section of Brooklyn; also, 13 lots on Queens boulevard, between 64th and 68th street in the Winfield section of Queens; and the 2-story frame dwelling at 114-49 134th street, Queens.

SEES NASSAU REALTY AIDED BY PARKWAYS

Developers Cite Program of State Highway Progress

Peter F. Colleran, president of Brady, Cryan & Colleran, Inc., developers of Massapequa Park, said yesterday that real estate activity has been heightened by award of contracts for the grading of the Southern State parkway from its present terminus at Hicksville road eastward to the Nassau-Suffolk county line. He said:

"Not only Massapequa, but all of Nassau county, will be aided by the completion of the Southern State parkway to the county line. The same contract calls for the construction of two bridges, one at the Massapequa-Glen Cove road and the other at Beth Page road.

Complete System

"Nassau county will be able to boast one of the most complete and beautiful park and parkway system in the country. Four contracts totalling $357,672 have recently been awarded by the Long Island State Park Commission.

"Two additional bridges are to be erected on the Southern State parkway, one at Henry street and the other at Dogwood avenue, in Valley Stream. These have been the only two grade crossings on the parkway.

"A third contract calls for the grading of the Northern State parkway from the Queens line to Lakeville road, and the construction of two bridges, one at Motor parkway and the other at Lakeville road.

Spur Work Started

"Work has already started on an improvement which will carry the Wantagh Spur parkway under the tracks of the Long Island railroad, at a cost of $96,690.

"It has also been announced by Robert Moses, president of the Long Island State Park Commission, that the Wantagh Spur parkway will be continued north to the Southern State parkway. It was said that the Merrick road bridge, which has been completed and opened to traffic, has virtually eliminated traffic jams on the causeway and on the Merrick road.

"The Wantagh Spur parkway will be open to uninterrupted traffic between the Southern State parkway and the Jones Beach causeway early in 1932. Motorists will then be able to drive from the Nassau-Queens county line to Jones Beach State park, a distance of almost 25 miles, over a wide, landscaped parkway, with all grade crossings eliminated."

BUY 60 ACRES IN FLUSHING

1,000 Studio Homes Planned by Edkiss

Sixty acres in Broadway-Flushing, Queens, have been bought for improvement with about 1,000 one-family homes, representing an investment of about $8,000,000, it was announced yesterday by the Paramount Studio Home Builders, of which Abraham Edkiss is president and Harry Hiller is secretary.

The Brooklyn Mortgage Guarantee and Title Company has arranged to issue first mortgages covering the operation, which will begin immediately. The property is near the Belleclaire, Oakland and Clear View golf courses. The Halleran Agency, George Sturm and George W. Pipe acted as brokers in the sale.

Messrs. Edkiss and Hiller have erected homes in various parts of the county.

New Incorporations

ALBANY.—The following charters were granted companies for Queens:

Maccar Holding Corp., garage; I. E. Maginn, 505 5th avenue, Manhattan, 100 shares common.

Richard Engineering Corp., heating; Kornfeld & Bisgeir, 11 Park place, Manhattan, $20,000.

Spark Realty Corp.—H. Chasanoff, Edgemere, $20,000.

Noveck Chemists, cosmetics; M. Noveck, 299 Broadway, Manhattan, $13,000.

Broadway Woodside Corp., realty; W. W. Conrad, 150 Broadway, Manhattan, 200 shares common.

Joseph Mason, plumbing; M. C. Schneidkraut, Jamaica, 100 shares common.

Stuebner Realty Corp., Long Island City; William & Rathgeber, Long Island City, 10 shares common.

Mavridis Delicatessen and Restaurant; N. A. Goldenthal, Long Island City, $5,000.

Jamaica Motor Sales Corp., garage; Attorneys Albany Service Co., 299 Broadway, Manhattan, $90,000 preferred, 60 shares common.

Jackson Heights Pastry Shop; M. E. Gilday, Jackson Heights, $10,000.

Lebaf Realty Co.; E. J. Ledogar, Jamaica, $1,200.

Doris Dress Co., women's apparel; Attorneys, Albany Service Co., 299 Broadway, Manhattan, $1,000.

Bohner Realty Corp.; H. Wollitzer, Jackson Heights, $5,000.

M. Starr, bakery; M. D. Bohner, 1450 Broadway, Manhattan, $5,000.

11,102 Liberty Avenue Corp., realty; same as above.

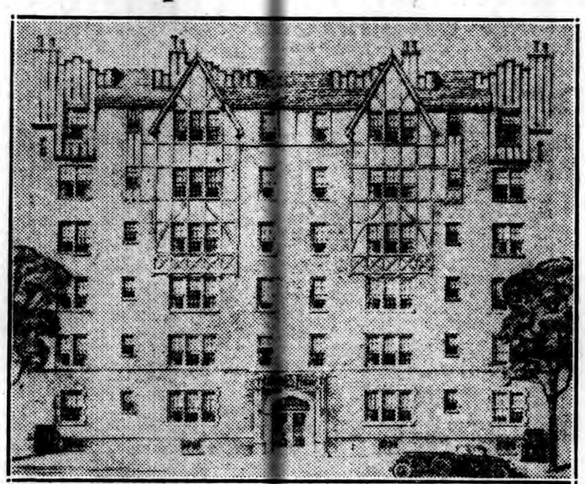
Douglas Building Corp., realty; J. S. Lawson, 192 Broadway, Manhattan, $500.

Hillside Const. Co.; Goldwater & Flyn, 60 East 42nd street, Manhattan, 100 shares common.

DID YOU KNOW? --- *By R. J. Scott*



Tudor Apartments for Jamaica



COMPLETION of this 6-story brick apartment house at 144th street, near Jamaica avenue, is announced by Frank Droesch, Inc., Richmond Hill builders. Gas-burning fireplaces are a feature. It is 60 per cent leased, the builders announced, and cost $265,000.

VIEWING REAL ESTATE

By SPECTATOR

Casting the weather eye about the Borough of Queens in these days of building developments of one-family homes and of a construction boom along Jamaica avenue in Jamaica, it is difficult to believe that the much-touted depression is not a figment of lop-sided imagination.

But depression there is, and almost every other section of the country and almost every other business is affected thereby. Still it is good that Long Island has an oasis to offer to the desert and better that we are here to get first hand cheer from the fact.

Lest Queens capture all the glory, let it be said that Nassau communities are also favorably affected by big scale building operations. Valley Stream, for example, reports building going on at a much greater rate this year than last.

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Perhaps it is the great highway systems which are under way on Long Island that brings the home-seekers to Long Island. Governor Roosevelt himself is looking over works of this character that have been built recently and are now under way on L. I. We feel sure he will like the result.

In an automobile age, Long Island is supplying the right answer, roads, boulevards, parkways, wide, long and smooth. The automobile men claim that the average citizen thinks as much of his car as he does of his house. It may be so, but we notice which one he lets go first when financial emergency comes.

• • •

Subways are at least a part of the answer to the building activity in Queensborough. The 1,000 home development announced by Paramount Homes this week for the Broadway, Flushing, section, be it observed, will be located near the subway line. This development will be a $8,000,000 job.

Bearing this fact in mind, it is not difficult to foresee the apartment house development that will probably shake up the apathy of Jamaica builders in a few months with the prospect of the Queens boulevard subway offering quick transportation to the heart of Manhattan at a 5-cent fare.

• • •

There are at least two other important causes for the activity in the Long Island building field.

One of these is the reduction of costs in the new building field.

The Bureau of Labor Statistics figures that now is the time to buy or build a house. Leon Wolosoff, president of Wolosoff Bros., Queens builders, says, "Nor can we tell how long this favorable situation is going to last. It would appear that costs are scraping bottom and that any adjustment will have to be upwards."

• • •

Finally, there is the fact that, among the employed residents of New York City, there is greater actual prosperity than a hasty review of the situation would indicate.

To the man whose salary has remained at par during the last two years or whose salary has been cut not more than 10 per cent, a reduction of 25 per cent in building costs or in living costs leaves him the beneficiary of a certain balance of living comfort which he formerly did not have.

This latter factor is believed one of the important matters in connection with the rapid sale of one-family homes in Queens and Nassau in recent months.

• • •

Besides ready-built homes there is considerable activity on Long Island in the "custom built" home field.

J. H. Gellman, Jamaica auctioneer, reports that a sale of building lots at Westbury in Nassau, last Saturday, brought satisfactory results. The remarkable fact of that is seen in that the auction was held during a pouring rain.

POINTS TO CHANGES IN HOME BUILDING

Only too frequently home owners consider the problem of modernizing their homes solely from the viewpoint of improved appearance said Alex Piercey, president of the Alex Piercey Lbr. Co. "They forget that methods of house construction have changed considerably in the last half-dozen years and are content with removing an unsightly porch, changing the slope of the roof and adding a coat of paint he said. Yet these things cannot, alone, convert their homes into modern dwellings.

"In the modernizing of any home built ten years or more ago two factors are of primary importance. One is the heating plant and the other is insulation. Not the kind of insulation that goes around electric wiring, but building insulation that retards passage of heat through the walls and roof of the dwelling.

"Today, hundreds of thousands of new homes are insulated, providing for the owners fuel economies and comforts never before achieved. Fortunately, the use of insulation is not confined to new dwellings under construction. It can be economically installed in houses already built. To neglect the advantages of insulation while modernizing the home is akin to installing glistening tile on walls and floors of a bathroom and leaving in old, inefficient plumbing fixtures.

"The installation of insulation in the remodeling of a home does three things. By preventing the passage of artificial heat out through wall and roofs, it makes homes warmer in winter. By preventing the infiltration of outside heat it makes houses cooler in summer. And—it reduces materially the amount of fuel needed to heat the home and makes possible reduction in the size of heating plant required."

CHAMBER SEES ROAD BEAUTY REALTY BENEFIT

L. I. Body Conducts Campaign to Help "Sell Communities"

Realization that roadside attractiveness increases the value of real estate is one of the direct effects of the earnest campaign conducted during the last few months by the Roadside Committee of the Long Island Chamber of Commerce. Public officials and individual owners of property are cooperating to preserve the lovely trees which grace Long Island roadsides and where necessary to add landscaping effects.

Grover O'Neill, chairman of the Roadside Committee, in seeking cooperation from all who can help the movement for attractive roadsides, says:

"We in Long Island, interested in Long Island's development, must bear in mind that we have, in New York City, a volume of purchasing power and a scale of purchasing power which is unsurpassed anywhere else in the world. It ranges from a desire for the cheapest house to extensive estates.

"Long Island is in an extraordinary position to satisfy these varying demands. Long Island, in commercial parlance, 'has the goods.' It is also peculiarly fortunate that the type of demand for real estate goes along with the traveling time index. Those with capital and leisure develop the more outlying areas. But we won't attract this type of development if you destroy the attraction, namely, the quiet, gentle beauty of the countryside."

Saves Large Elms

Public consciousness of the value of well established trees along the highways is reflected in the acts of officials. Where highways require widening and lines of shade trees are threatened with destruction ways are being found to preserve trees.

Merrick avenue in the Village of Merrick, Nassau County, offers such an example. Presiding Supervisor Robert G. Anderson, learning that 100 beautiful old elm were about to fall before contractors' axes, issued an emergency order that saved the trees.

The New York State Conservation Commission, acting in accord with this sentiment, has appointed Paul B. Richmond to supervise tree removal and planting along state highways in cooperation with the Resident Engineer of the State Highway Department. The Long Island Chamber has expressed approval of this appointment, particularly as Mr. Richmond is an expert in forestry and nursery management for the Conservation Commission, especially well fitted to solve roadside landscaping problems.

Another very important and gratifying result of the roadside beautification campaign is the enthusiasm shown by property owners in retaining trees adjacent to highways and in planting for better future effects. Landowners are realizing that there is not only artistic satisfaction but also monetary value in keeping the roadsides attractive.

140 LOTS SOLD AT WESTBURY

The sale conducted by J. H. Gellman, auctioneer, at Westbury held in a heavy downfall of rain, was attended by 200 persons.

"One hundred and forty lots were sold at a very fair price," Mr. Gellman said. "There was quite a lot of spirit in bidding and people seemed to be eager to obtain property in this section."

DEMAND SEWER IN CHANDLER AVE.

Far Rockaway civic workers are demanding that work on installation of a sewer on Chandler avenue, between Dickens avenue and Far Rockaway boulevard be rushed.

Pointing out that the work has been undertaken at the busiest time of the year, Frederick W. Avery, chairman of the Sewers and Highway Committee of the Chamber of Commerce of the Rockaways, has declared that at present the unusually heavy traffic has had to be diverted to the poorly conditioned North Drive extension between Dickens avenue and Beach 35th street.

"I have requested that the sewer be installed as quickly as possible if it must be installed at this time in order to reduce the period during which the street will be closed," Avery declared.

Another organization asking that the work be rushed is the Sewers and Highways Committee of the Far Rockaway Board of Trade.

TO START PAYING BEACH AWARDS

The city will start paying awards to Rockaway ocean front owners for property acquired in connection with the erection of the boardwalk in two weeks time.

Information to this effect was obtained yesterday by Rockaway civic leaders from Assistant Corporation Counsel William Matthews.

According to Mr. Matthews, work has been completed on the preparation of the revised list of awards and the partial final decree will be signed and certified within the middle of next week. Controller Berry will release the money in about 10 days after the signing of the decree, Mr. Matthews said.

The city, according to the corporation counsel plans on paying 25 claims a week until all property owners effected have been satisfied. Over $8,500,000 is to be paid.

Boston leads in per capita expenditure for recreation, far exceeding all other cities. The total outlay of its municipal and private recreation agencies was $1,580,465.46 or $2.02 per capita.

PLANS FILED FOR $310,000 NEW BUILDINGS

Laurelton and Maspeth Home and Store Projects Set

Alden Terrace Homes has filed plans with the Queens Building Bureau for 15 two-story brick dwellings to be constructed on the southwest corner of 82nd street and 64th avenue and adjacent plots in Maspeth. They will cost $60,000.

At Laurelton, Nathan Bralt will build six one-story brick stores on the north side of Merrick road, 20 feet east of 228th street, to cost $19,000.

Wohlbro Realties, Inc., filed plans for a one-story brick store and dwelling, 136x84, on the northeast corner of 84th drive and Queens boulevard, Jamaica. It will cost $35,000.

At Corona, Nick Valvano will build a two-story brick apartment house on the south side of 46th avenue, 100 feet east of 104th street. It will cost $9,000.

In Laurelton, George B. Kaplan of Brooklyn, will build 14 two-story brick stores and dwellings to cost $50,000. They will be on the south side of Merrick boulevard at 229th street.

Bellerose Building Corporation will build 13 two-story brick dwellings 20x36 on the southwest corner of 59th place and 47th avenue, Woodside, and adjacent streets. They will cost $78,000, it is estimated.

HEUSER ESTATE MORE THAN $10,000

The will of William M. Heuser, late of Richmond Hill, has been filed for probate with Surrogate Hetherington. Heuser left an estate valued at "more than $10,000."

The will directs that a friend, Lauretta Stubenvoll of Brooklyn, receive $2,000. A brother-in-law, Eugene Marsh, of Brooklyn, a sister-in-law, Ronzo H. Jarvis of Staten Island, and a niece, Annie MacKenzie of Rochester, receive $1,000 each. A niece, Helen MacKeller of 109-20 Queens boulevard, Forest Hills $3,000.

The children of his deceased brother, Charles L. Heuser, and a niece, Elsa B. Dodd of Baltimore, receive $5 each, "because they have taken no interest in me nor shown any consideration to me during my lifetime."

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