Where land values are steadily increasing
LONG ISLAND is now a part of Manhattan. The great under river tunnels have proven a tremendous success. Five minutes to Brooklyn's Borough Hall is the running time now and three minutes more to the Flatbush Avenue Station of the Long Island Railroad.

This tells the whole story of the enormous profits that await real estate investors. The Long Island side is as good as the Manhattan side and Long Island lot prices are sure to advance to Harlem and Bronx lot prices.

The Brooklyn subway joins the Long Island Railroad at the big Union Station at Flatbush and Atlantic Avenues and runs on over the Long Island Railroad to Freeport and Merrick. Then there are the Belmont tunnels under the East River, across the Forty-second Street Line, that will connect with the trolley system which covers Nassau County as well as with the Long Island Railroad. They give an additional direct line from the South Shore towns of Freeport and Merrick to Manhattan. And the Pennsylvania Railroad tunnel system is still to come. It will place these towns within twenty minutes of Herald Square. They will be nearer than Harlem and the Bronx. Across the Blackwell's Island Bridge, too, a mighty stream of traffic will flow to the South Shore.

That is where visions of wealth in real estate arise. If lots in Harlem and Bronx, which are twenty minutes from Manhattan business centers are worth from $15,000 to $125,000 each, how much will Freeport and Merrick lots be worth when they are within twenty minutes of the same Manhattan business centers?

Thousands of far-sighted investors are making fortunes in Long Island land. They are holding just as the Astors and the Goelets do. They are constantly adding
to their holdings. Smaller investors are doing likewise according to their means.

With the opening of the under-river tunnels and the start of the real movement of land equalization, small investors have become big buyers. They are the most substantial kind of investment owners. This was demonstrated signally during the money panics when all forms of investment securities decreased in price except New York suburban lots. They held their values firm and solid as the rock of old Manhattan Island itself. When the tax assessors figured their conservative appraisals for 1908, it was discovered that suburban land actually had increased in value during the
year by an average of 20 per cent. instead of decreasing. In the suburbs of Freeport and Merrick the enhancement ran from 30 to 50 per cent. The readjustment of population which started with the opening of the subway extension to Brooklyn is gaining new headway each week. Families are moving outward all over Long Island. The flow along the straight line from Manhattan to Freeport and Merrick promises to double the population of that beautiful section in a short period of years.

Freeport and Merrick are twin towns. They adjoin and are practically one and the same. The railroad stations are but one mile apart. They are among the oldest and most aristocratic towns along the South shore. They are on the Long Island Railroad, surrounded by a web of trolley lines. More trolleys are being built. Still more
NEW HOUSES, LONG ISLAND REALTY CO'S PROPERTY, FREEPORT. ALL SOLD BEFORE COMPLETION OF FOUNDATIONS

projected. They are easy to reach from Manhattan or from any part of Long Island. It will be much easier soon. They will be within the twenty-minute express rapid transit zone from the important Broadway and Thirty-fourth Street center of Manhattan. They are on the Manhattan-Bronx rapid transit subway NOW by way of the Union Station at Atlantic and Flatbush Avenues, Brooklyn. The Long Island Railroad gives the towns fast express service with the Union Station and the rapid transit subway continues it to Manhattan and the Bronx. The Belmont tunnel under the East River, from Manhattan, at the Forty-second Street line, offers another direct road between these towns and Manhattan because the tunnels connect with the network of Belmont trolleys and also with

WOODCLEFT INN, FREEPORT
the Long Island Railroad, both of which offer quick transit to the South Shore. Like the Belmont tunnels, the trolley lines over the Blackwells' Island Bridge will give another direct rapid transit route between Freeport-Merrick and Manhattan.

The Pennsylvania-Long Island Railroad tunnels under the North River and across Manhattan have been completed. The hundreds of millions of dollars back of the Pennsylvania interests are directed towards the development of Long Island. High officers of the railroad say that they intend to make Long Island the residential garden spot of the world. To carry out their plans, they are spending more millions every year than were ever spent on the development of suburban lands. The great rises in land values which are following their tremendous outlay show that the whole world has confidence in the brilliant success of their undertaking.

BEAUTIFUL LAKE IN NORTHBRIDGE PARK, MERRICK
Freeport and Merrick were settled in colonial times. Merrick dates its history back to 1643. Its land was held for more than two centuries as was that of Freeport, by descendants of the first settlers.

Freeport and Merrick had not been invaded by real estate operators until the Long Island Realty Company acquired many large tracts at acreage price. They hastened to improve the property with splendid roads, parks, and other desirable works in keeping with the high-class character of the surrounding residences. They immediately attracted home-seekers in large numbers. Some of the best families from Manhattan and Brooklyn bought property. Soon there were such attractive home centers as Greenvew Terrace, Meserole Park, Carrollton Park, Columbia Heights, Columbia Heights Addition, Freeport Heights and South Shore Park—all prospering with new life. They are twentieth century illustrations of the high-class development of suburban residence parks. Merrick was developed later—Merrick Manor, Merrick Manor Addition, Manor Grove, Manor Park, Northridge Park, Merrick Park Annex, Merrick Heights and East Freeport Heights being opened in rapid succession.

Merrick Square is one of New York's finest suburban residence parks. It is on the
north side of the Pennsylvania-Long Island Railroad. It extends along the tracks over 3,000 feet. Property on the south side of the railroad is restricted from business enterprises of any kind.

Smith Street, in Merrick Square, will be the Broadway of Merrick. Along the street the new trolley from New York to Babylon has obtained a franchise. It will have tracks laid this year and cars in operation. Gas mains and cement sidewalks have been laid by the Long Island Realty Company. Lamps are lighted the year round at Merrick Square. Residents can cook by gas in that most convenient of all suburban localities.

Merrick Square is five minutes' walk from the Great South Bay, where there
is the best boating, bathing and fishing. The finest public dock on Long Island is at Merrick.

The early settlers transferred their big property interests to the Long Island Realty Company, which has won the reputation of making money for its followers. Values will have a big rise before the Pennsylvania express subways are in operation. The company’s following increases by thousands every year, because those who have made money in lots sold by the company are always eager to buy more and to get their friends to buy.

Merrick is famous for
happened in 1892. The residents take great pride in selecting high-class village officers. They have a uniformed force of policemen. A Board of Trade, which meets in Fraternity Hall on the second Wednesday of each month, keeps close watch of village progress.

Freeport’s streets are lighted with large electric arc lamps. There is incandescent lighting in the buildings and homes. To protect the town from fire, there is an efficient fire department. The water and electric lighting plant was built several years ago at a cost of $60,000. There are two pumping engines of 500,000 gallons capacity a day; two engines of 300 horse-power; a boiler of 100 horse-power and another of 70 horse-

its magnificent Merrick Road. That picturesque thoroughfare is known the world over. The road runs under a massive leafy arch of giant oaks. Through the hedges are seen rustic bridges, proud old mansions, silvery lakes and highest ideals of rustic scenery.

Merrick is nearer the waters of the Atlantic Ocean than any other of the Long Island towns. Before the day of railroads the settlers brought their provisions direct from ocean ships through Jones’ Inlet, at the east end of Long Beach, and landed them on the Merrick Road.

Merrick has gas and electric lights; a fire department; the clearest, purest, most bountiful supply of water; splendid new public schools; a public library, etc. There is a fast-growing business section.

Freeport was first of the towns along the south shore to be incorporated. That
power. There are 200 fire hydrants and 18 miles of water mains. A stand-pipe, which makes the power-house a landmark, is 125 feet high, 20 feet in diameter and has a capacity of 294,525 gallons.

Receipts of the post-office have increased so much that the town now has free mail delivery. The post-office on Main street is being outgrown. A large structure will be one of the improvements in the near future.

Freeport has many churches. Every denomination is represented. There are ten fraternal orders. In its half dozen hotels are thousands of guests during the summer. Yacht clubs and several other clubs give it a flavor of social life.

Freeport, like Merrick, is divided into two sections—the homes of the old-timers and those of the new-comers. In the old section, the streets run irregularly, showing many pretty old-fashioned spots and relics. In the new sections, the avenues are laid out regularly with wide streets, excellent granitoid sidewalks, great shade trees. Attractive houses have sprung up everywhere.

Early settlers of Freeport made their chief living from its fisheries. It has become an important center for its oyster industry. It furnishes an immense quantity of oysters and clams to the New York market. The business amounts to $600,000 to $700,000 a year. The industry furnishes employment to many hundred men and a large fleet of vessels. Along Fulton Street, which is the name of the Merrick Road through Freeport, and...
on Main Street, between Fulton and the depot, are large, well-stocked stores, representing every line of retail trade. They draw an extensive patronage from the country around.

The trolley line, which runs from the terminus of the Fulton Street elevated road at the Brooklyn line through Freeport to Mineola, has been of great advantage to Freeport merchants. It brings more trade to the village. Several new business structures, including a handsome bank building, a reproduction of which appears in this booklet, show the importance of Freeport as a trade center.

Along Freeport Inlet there is always a large fleet of big and little craft, for Freeport is a noted center for sail-making and boat-building. The South Shore Yacht Club erected a handsome, up-to-date club house last year.

The fleet of yachts, both club members and outsiders, is enough to make the summer lively. Point Lookout Beach, directly off Freeport, is another attraction. It has many hotels and boarding houses. It has become so popular that the Great South Bay Ferry Company runs a regular service, with its steamers every hour.

Wisely selected real estate is the best savings bank. This is shown by steadily increasing land values and by profits which small investors are making in such promising suburbs as Merrick and Freeport.

The growth of Merrick has been phenomenal. Besides many new houses, an organ factory and a large hotel have been built. The factory is in operation. It started with 150 hands. It has attracted many families and lot buyers. They are building pretty houses. The pipe organ plant was established in 1860 by Reuben Midmer in Brooklyn. The new factory covers a large plot along the railroad, 400 feet from Merrick Avenue.

This year as in former years, the Long Island Realty Company offers the greatest bargains in suburban real estate. The most desirably located property at the lowest prices and on the easiest terms. It will pay every real estate investor to visit Freeport and Merrick before purchasing lots anywhere. Sales-days are every Wednesday, Saturday and Sunday.
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