My 25 Years
on the
South Shore
of
Long Island
My Twenty-five Years

on the

South Shore of Long Island

By CADMAN H. FREDERICK

The biggest problem of today is how to provide suitable homes for families of moderate means,—homes that are not merely houses, but that have, in addition, possibilities of the higher values that go hand in hand with improvements, time and increment. Home ownership for families of moderate means, to be happy and successful, must be founded on the ownership of land purchased at a price so comparatively low as to assure its re-sale at a substantial profit in the event that it is more desirable to sell than to build in the years future to the purchase.

In all the twenty-five years of my development and sale of lots and acreage plots variously located on the South Shore of Long Island, it has been my invariable policy to sell land at prices families of moderate means could afford to pay, and that gave them a fair chance to re-sell at a profit, provided they completed their installment payments and were willing to wait for
developments that I, as a pioneer developer, had figured were certain to come.

I refer to my twenty-five years' experience on the South Shore of Long Island because it is now a little more than a quarter century since I first went to the South Shore of Long Island and began the first of a long series of development and building operations, as a result of an intensive apprenticeship I had served, as a real estate salesman, with one of the large developers then operating on Long Island.

When I began business on my own account it was with the idea that the future of the South Shore of Long Island,—that beautiful section lying between the South Shore and the main line of the Long Island Railroad,—was rich in potentialities and bound to advance in value. Even then I was a firm believer that the South Shore eventually would attract more families of moderate means than any other suburban community within easy commuting distance of New York. And—that was long before the South Shore had the more recent electrified service of the Long Island Railroad, the East River tunnels and the rapid transit lines that since have brought the then outlying Babylon and Islip sections within the Freeport, Merrick and Bellmore zones of travel of former years.

Now, after twenty-five years, I am writing this little treatise on the subject of the South Shore of Long Island, not only because I believe it incumbent upon every real estate developer to "lay his cards on the table," but because I want my little baby daughter, when she reaches maturity, to know something of what her "daddy" did for families of moderate means; and how he added a little to their happiness, gave them the opportunity to establish a home away from the more congested centers of population and the opportunity, also, to buy lots and acreage plots at prices that since have made money for them.

It was not so much the reward that I might gain that prompted me in 1902 to adopt the policy that I since have followed religiously. It was more the fact that I had my own ideas on the development and sale of real estate, and my principal thought was the effect on my future of whatsoever I did at that time. Naturally enough, everything I began to do twenty-five years ago was done with the thought in mind that in the years to come,—daily, weekly and monthly,—I was most apt to meet many of those to whom I had sold lots and plottage on the South Shore of Long Island. The thought in my mind was that when I met these many people they were going to look at me and say,—perhaps to themselves,—"There goes the man that sold me the property I now own."
Belmont Avenue, Route of New Southern State Parkway
Through the Famous 1000-Acre August Belmont Estate
The principal thought in my mind was: Were they, with this thought in mind, going to smile and greet me as a friend or frown upon me and look upon me as their enemy? The solution of this problem was that if they had bought from me and made money they were going to be glad whenever they met me; but, if they had bought property that had failed of development, they would be far more likely to frown upon me than to smile. They would not be at all likely to rush up and shake hands with me when they met me on the street or train. I wanted these people to be my friends, and so I made every effort to make money for them by selling plots at the lowest possible prices. Improved transit facilities, homebuilding and the influx of new population did the rest, with the result that ninety-nine per cent. of those to whom I had sold in the past are today numbered among my best and most persistent customers.

After twenty-five years in the South Shore of Long Island development and building market, my proudest boast is that no one who purchased property from me, and held it, ever lost a dollar.

In explanation of the foregoing statement I can only say that the reason no one ever lost any money because of purchases made from me is the fact that I purchased at the lowest of low prices and then priced the property, for re-sale, so that it still was considerably “below the market.” In most instances the property steadily increased in value to a point far beyond my own expectations and the expectations of those who had purchased from me upon the advent of the municipal and transit improvements we, both of us, had figured on.

**SELECTING PROPERTY WITH A FUTURE**

There are numerous ways in which the man of moderate means can invest more or less of his savings in land “with a future.” The investor is limited to the purchase of two classes of land,—unimproved and improved.

If a man of moderate means—the working man-investor—buys unimproved land that lacks sidewalks, paved streets, water, gas, electricity and other improvements, he then avoids paying two profits, instead of one, to the developer. The first is the profit on the land; the second the profit demanded by the developer on the cost of the improvements, the value of his time, energy and experience.

When I began buying property in Freeport, a few blocks north of the station, it seemed to me to be the better way to sell the property unimproved, in separate lots for as little as $49 each. I did this twenty-five years ago, when I sold these Freeport
lots without improvements. I figured that the buyer would rather pay the low price that I asked and wait for the improvements that would come as Freeport grew north to the property; then to pocket the profits from the operation when the improvements came and Freeport grew. In addition to this, there was always the fact that as the town grew, and my buyers wished to build on the property they had purchased, the town would see to it that the necessary improvements were installed at a minimum of cost.

As a young man I read a good deal of the history of those who had acquired great wealth through their real estate operations in the City of New York. From this course in reading and study I learned that the Astors, Goelets, Rhinelanders, Schermerhorns, and many other New York families, invariably had purchased, for investment, properties in the outlying sections of the city, and unimproved. As a young man I learned the lesson these prominent investors had taught, which was that their method of providing for the future was to buy property in outlying districts, and then, to wait for the city to grow up to their holdings; after which they re-sold at enormous profits. I simply studied the methods they had adopted and followed them. In doing so I was firm in the opinion that I was doing not only the best for myself, but for my clients also.

That my decision to follow in the footsteps of these prominent investors was a correct one is evidenced today by the immensely increased values of real estate on the South Shore and the profits made by thousands who, in the past, have purchased from me. Acreage that was merely farm land ten to twenty-five years ago since has been transformed into business and residential sections that steadily are growing in value; lots, acreage plots, houses and bungalows that I sold only a few years ago for a few hundred and a few thousand dollars, can be re-sold today at advances in price of many hundred per cent. And, many of my buyers of the last quarter century have not only made comfortable profits from their investments, but have followed me from one development to the other and have repeated not only their purchases, but their profits. They have pioneered with me even as I have pioneered for them. Population and increased transit facilities have followed in the wake of our combined operations and investments, and they, as well as I, have profited from these increases and improvements.

I repeat that no buyer of lots and plots in the past, who has held his land until the growth of New York and the improvements in transit facilities together with the increase of population caught up with him, has failed to make a profit on his original
investment; or, if he has not sold as yet, is not in a position today to make a substantial profit provided he is willing and ready to sell at the market value of the property he controls. This single fact,—the fact that any and all of my customers who have adopted this policy, are in a good, strategic position to profit from their purchases,—is the source of my greatest satisfaction and happiness.

The picture is one that I would not turn to the wall for all the money in the United States Mint at Washington, because the possession of all that great wealth would not compensate me for the unhappiness of dissatisfied customers. I am in business to make money, but I am also in business to give each and every one of my customers a one hundred per cent. opportunity to own his or her own home and to make money for themselves.

I have made this statement without fear of contradiction, and it is now up to me to prove it.

**Freeport Twenty-five Years Ago**

Twenty-five years ago when, at Freeport, I started business on the South Shore of Long Island, Freeport was a tiny, inconsequential village boasting a population of a little more than one thousand persons. It was typical of thousands of small American villages, of the sort that are dotted with a "Main Street," a single block, or at most two blocks, in length. At the time of which I am speaking it would not have required very much money to have acquired the entire area of what today is known as "Freeport," and the largest village in the State of New York. As a mere matter of comparison, I want you to know that a single lineal foot of property on Main Street, in Freeport, is worth today $2,500, or $50,000 for a 20-foot lot. This same property, in 1902, could have been purchased for $800, or at the rate of only $40 a front foot.

And yet, in 1902, when I, with a few associates, whose interest I later bought out, purchased a fairly large tract, at Freeport, running along the Long Island Railroad trackage and having extensive frontage on Grand Avenue, I advertised and sold this property, which I called Meserole Park, in lots, for as little as $49 per lot, and on easy terms.

Now, of course, you understand that $49 in 1902 or in 1927 should be a low price for any lot, anywhere within the commuting zone, regardless of its location or physical condition. But to be frank with you, I was pioneering in 1902 when Freeport was just a little village and about the same distance within time of travel as Babylon and the Islips are today. Of course it was not hard
to sell these lots for as little as $49 each, and I succeeded in sell­ing out the entire property in a very short time.

I wish the people who read this story of my twenty-five years on the South Shore of Long Island could all go down to Freeport today and see what these $49 Meserole Park Freeport lots look like now. They can stand anywhere along Grand Avenue, and regardless of whether they look north, east, south or west, they would see scores of houses in every direction. They would see highly improved streets, rows of happy homes, and throngs of happy, healthy children. They would see modern schools, churches, libraries and other public and semi-public buildings, in the midst of Freeport homes.

If they took the time and trouble to question the neighbors, many of whom are those to whom I sold lots in 1902 and 1903, they would be told that the lots on Grand Avenue have increased in value from the prices at which I sold them originally to from $1,500 to $2,000 a lot today. They would be told that side street lots, including many that sold for $49 each, are now bringing
$1,000 to $1,500 per lot. They would be told that whereas I sold in plots of four and five lots (about one-quarter acre) many of the purchasers of these plots are now selling 50-foot plots at an advance of many hundred per cent over the price they paid, while still retaining 50 feet of the original plottage, absolutely free of cost to them, plus the profit they received from the re-sale of the remaining 50 feet.

They would be told that practically all of the original buyers had resold at substantial profits.

The house of Terence J. Moran, near Meserole Park, was sold to him about nine years ago for $3,400. Nowadays he is kept busy refusing offers of $10,000 to $11,000 for the same house.

From $3,000 to $12,000

I sold a six-room house on Frederick Ave., in Meserole Park, Freeport, to Bertram Groome for $3,000. Within four years after his purchase, Mr. Groome sold the same house for $8,500, and the present owners have been offered $12,000 for it.

Although I bought Meserole Park, Freeport, property in 1902, it was not until 1915 that I began to build houses there, because Freeport then began growing northward to and beyond Meserole Park. I built with the expansion of Freeport, and, as a dyed in the wool pioneer, I always managed to keep just a jump ahead of the demand; so that I always had a house or two to offer to families of moderate means who wanted to buy a home on easy terms.

After the Meserole Park, Freeport operation, in 1904, I purchased property known as Greenview Terrace, Freeport, and did a little development work to stimulate public interest in this, my second offering. This Greenview Terrace property had a large frontage on Columbus Avenue, where I priced my lots at $69 to $139 each. This same Columbus Avenue frontage today is easily worth and can be readily sold for at least $2,500 a lot; and if today you wanted to buy an inside lot on the Greenview Terrace property, you would pay $750 to $1,500 for it although there are practically no inside lots available, as the side streets are built up practically solid with detached houses.

Along Columbus Avenue today, opposite to Greenview Terrace, there is a splendid new public school, just one of the improvements that I, as a pioneer, know must come with improved transit facilities, building and population. Profits on land purchases are almost bound to occur to those who pioneer with me and who buy lots at decidedly low, pre-development prices, and then hold these lots until the advent in the area of new improvements and new activities.
I remember distinctly having sold two lots on Columbus Avenue, in Greenview Terrace, to Mary Stulz, for $69 each. These same two lots since have changed hands several times, and recently sold for $2,000. Figure it all out for yourself, and think what Mrs. Stulz lost by not holding her lots for a few more years.

As at Meserole Park, I also built a number of houses on the Greenview Terrace property and I sold these houses, on large plots, for as little as $2,800 each, and with as little as $150 cash down, with payments thereon as low as $25 per month, covering all carrying charges and payments on account of the outstanding purchase money mortgage. An interesting example of increased valuation is that of a house on Columbus Avenue, facing Hillside Avenue, which I sold for what today would be regarded as a wholly nominal price. This house since has been sold for $11,000.

One of the reasons for the later day development of Freeport and the big advance recorded there in real estate values is the sharp increase recorded in the population of the village of Freeport. Whereas in 1920, going back only seven years, the village of Freeport had 8,599 population, the population of the village, according to the state census of 1925, was 13,903, and Freeport has grown at a faster rate in the last two years than in the five years theretofore.
Further evidence of the growth of Freeport is contained in the commutation figures furnished to me by the Long Island Railroad. According to these statistics, Freeport had a record of 3,378 commutation tickets sold during the year 1905. In 1910 the total was 6,484; in 1915 it was 9,743; in 1920 the total jumped to 20,542; in 1925 it rose to 30,304, and in 1926 to 31,888. These figures tell the tale of Freeport's rapid growth.

My next development at Freeport was that of the property known as Columbia Heights, adjoining Greenview Terrace and lying north of Meserole Park. It was in this section, while selling lots at low prices and on easy terms to families of moderate means, that I built more than fifty houses and bungalows, any one of which if sold today, would bring several times the price at which I sold it, with plenty of buyers at the market price at a moment's notice.

What has happened in this part of Freeport in the last twelve or fourteen years is but a repetition of the experience of Ralph Austin, to whom I sold a bungalow on a 50-foot plot for $3,400. A few years later Mr. Austin sold the bungalow to "Babe" Herman, the prize-fighter, who since has resold it for $11,000. Too bad that Mr. Austin did not hold onto his bargain.

In all of my Freeport operations,—and this is true of my operations in more recent years at Bellmore, Merrick, Lindenhurst, Babylon and the Islips,—I have consistently clung to my original policy, which was to buy at the lowest possible wholesale prices, and then to help the family of moderate means to become homeowners, and to get away from the rent-paying evil, by selling lots and plots at low prices and on the long deferred payment plan, just as I sold houses to them on payments of as little as $150 down, and as little as $25 per month to cover all charges.

Naturally enough, it took a good deal of money to build houses with my own money and then to sell them to the public on such decidedly easy terms, with payments extending over a long term of years, in addition to which it has been my policy always to give purchasers of lots and houses on the installment plan a free policy of title insurance and a free and clear deed the instant they made their final payment.

But back of the policy I adopted there was my supreme confidence in the future of the South Shore of Long Island and the certainty of the growth and development of the section as soon as the Long Island Railroad improved and increased its facilities for quick, easy and frequent travel to and from the business sections of New York. I was one hundred per cent certain that I could not lose money through buying and building in the close-in sections of the nearby South Shore of Long Island, with its invalu-
able beach, bay and ocean front, any more than a man could lose
who pioneered with me in buying cheap lots while they were
really cheap, and who would stand shoulder to shoulder with me
in holding his purchase until the time came when we could look
the world in the face and say "Lo, behold, we now have the im-
provements that we knew would come with time, and if you want
our lots you must pay us the profit we demand before we will part
with them."

Many a man has come to me in the past who had only a few
dollars to invest in a home. When I found that such a man was
a man of good character, that he worked steadily at his trade or
job, I frequently arranged to finance even the initial payment, for
the very simple reason that every new home-owner brought others.

Among my other developments in Freeport, which have grown
to the same or even a greater extent than those I have reviewed,
are the properties known as Columbia Heights, Columbia Heights
Addition, South Shore Park, Freeport Center and Atlantic Avenue
Development.

Another little real estate romance that I want you to know
something about was my sale of the Merrick Road property now
known as Freeport Center. Here I sold Merrick Road lots for as
little as $250 to $300 each. When I tell you that these lots are
being sold today at the rate of $400 a front, or lineal, foot, and
that at this rate they are bringing $8,000 to $10,000 each, I know
you won't blame me for referring to this transaction as a "rom-
ance of real estate." It's a real romance to me when one of my
customers to whom I sold a few of these lots comes to my ofSce
and tells me of the big profit he has made for himself and his
children. If that sort of thing isn't romantic, then nothing in
everyday business is romantic.

I also built a number of houses on Atlantic Avenue; one of
these, a cozy little seven-room affair with all improvements, I
sold to a Mrs. Shady for only $3,200. Mrs. Shady is one of my
many customers who have followed my policy of "holding on,
and although she still owns the house, she can get $15,000 for it
any time she wants to sell it.

ATLANTIC AVENUE CORNER FROM $1,000 TO $20,000

Here is another little romance to think about: I sold a corner,
100x100, at Atlantic Avenue and Bedell St., for $1,000. Margaret
Bennett, the buyer of this corner plot, has since refused $20,000
for it.

I suppose I could go on forever reciting these instances of
increased values and comfortable, substantial profits; because,
in the last twenty-five years I have bought and resold more than
28,500 lots and plots on the South Shore of Long Island between Freeport and the Islips, and along both sides of the Merrick Road, between Merrick Road and the Great South Bay, and between Merrick Road and the Montauk Division of the Long Island Railroad, as well as the main line of the L. I. R. R.

The secret of my success in the last twenty-five years has been not only my willingness to pioneer in advance of new population and foresighted builders, but has been due also to the marvelous improvement in transit facilities born of the improvement and the electrification of the various divisions of the Long Island Railroad.

Those who today are of a mind to buy properties on the South Shore of Long Island must consider the fact that Babylon, the terminus of the recently electrified Montauk Division of the L. I. R. R., is today, in point of time of travel, as close to the great business, amusement, hotel, shopping and residential sections of New York as were Freeport, Bellmore, and Merrick a few years back. That is why I have moved further east, and for the last two years have confined my new development operations to Babylon, the “second Jamaica,” which is the hub and center from which all of the present day activity of the South Shore of Long Island is radiating. Babylon today is the focal center of the South Shore of Long Island, beyond Freeport, and the word “Babylon” is on the lips of everybody today wherever real estate and the future of Long Island is discussed. This was true of Jamaica, back in 1910, when the Pennsylvania Railroad built the tunnels to Long Island, and the L. I. R. R. was electrified to the principal center on Long Island, in the city of New York, east of Brooklyn and Long Island City.

What has happened to Jamaica in the last ten to fifteen years is a matter of common knowledge. Not only has Fulton Street become an important financial center, with the B.-M. T. Subway now operating to 168th Street and Jamaica Avenue, and a new subway plan to extend to Hillside Avenue at 178th Street, but practically the entire territory between Jamaica and Hillside Avenues is now solidly built with the 20,000 to 25,000 houses erected between the heart of Jamaica and the New York City line, at Bellerose, in the last five years.

And what is true of Jamaica is true of Long Island as a whole, where, according to the statistics prepared by the L. I. R. R., a total of 34,789 new buildings were erected during 1926, as against approximately only 38,000 during the three years 1919, 1920 and 1921, with only 8,860 built during the first of these three years.

Pioneering in Merrick

As Freeport began to grow intensively, and as real estate
values there began to rise, I moved on to Merrick, where I bought a piece of property known as Merrick Square. This property began within a block of the depot and the little village that then characterized Merrick, and extended west along the Long Island Railroad trackage to the Hempstead-Babylon Turnpike. One of the main streets of this development was known as Smith Street.

In 1918, the last year of the World War and the fortunate year of the Armistice, I sold lots on Smith Street at the rate of $125 to $200 each. And—that was only nine years ago.

Among the buyers of Merrick Square lots at these decidedly low prices was one Jacob Post, who now is widely known as the President of the Citizens National Bank of Freeport. Mr. Post purchased a block of lots from me at my price of $125 per lot. He built a number of bungalows on the lots he purchased, and when I tell you that these Jacob Post lots cannot be purchased today at $1,500 each, by comparison with the $125 I sold for nine years ago, I don’t have to tell you how well satisfied Mr. Post is with his investment, or what he has made on this particular transaction.

At Merrick Manor, another of my developments about one and one-half miles north of the Merrick Station, I sold lots at $19 to $100 each. This property has large frontages on Camp and Park Avenues, and the lots I sold at $19 to $100 per lot, are today bringing $300 to $500 each. And there are mighty few that can be bought at these comparatively low prices.

I am glad to say that a number of houses have been built at
Merrick Manor, and on a number of other properties that I de­veloped in this section, which now is the location of one of the finest and most modern public schools on Long Island.

These fine modern schools on Long Island, close to or a part of many properties I have developed, are a source of great happiness to me. They are signposts on the road to progress. They symbolize the growth of Long Island into a land of countless happy homes, and the great out-of-door playground of hundreds and thousands of healthy, growing children; and, whenever I buy a property a little further out than the last one, I have no fear of the result of such pioneering, for I know that sooner or later the bare tract of beautiful, tree-clad land that I call "my own," will some day have its quota of modern, airy, sunlighted schools, and that their walls will echo the happiness and laughter of thousands of sturdy American children, the children of the fathers and mothers who pioneered with me and whose greatest reward is the good health and lasting happiness of their children. Although more and more people are buying and building in Merrick with the passing of each year, Merrick, nevertheless, has never been the scene of real estate and building activity such as has characterized the quick growth of Freeport and Bellmore. Nevertheless, Merrick has had steady and substantial growth, with each year more and more people buying and building in Merrick and making that comfortable little village along the "Sunshine Route" their permanent place of residence.

Merrick might have grown to the proportions of Freeport and Bellmore but for the fact that there are large holdings within the area of Merrick that are held by wealthy men; and because these independently wealthy investors, who are holding their land for higher prices, consistently have refused to sell all or even a small portion of their properties, the man of average means in the past was able only to buy what I was enabled to buy wholesale and to resell in lots and plots.

**On the Threshold of a New Era**

Today, however, Merrick is at the threshold of a new era in the development of the town. This, because several prominent real estate developers have met the prices asked by the wealthy owners of large estates there and have purchased large tracts of land, the development of which forecasts even greater profits in the early future than have been made ever in the past.

Merrick in 1902 was something less than a village, with its total of 30 commuters. In 1905 368 commutation tickets sold; in 1910, 1,105; in 1915, a total of 1,424. In 1920 this last total was raised to 2,586, and in 1925 it was reported by the L. I. R. R. as being
while in the year 1926 5,860 monthly commutation tickets were sold, according to the L. I. R. R.

Merrick today is characterized by the many comfortable homes of men of moderate means and by the progressive shopping and business center that is the heart of the town. Merrick is growing steadily, and, in a measure, is keeping pace with the development of the South Shore in its entirety, as far east as Babylon. The man who knows Merrick as it is today will not recognize the town as being the same place ten years hence.

During the period of my operations in Freeport and Merrick, I frequently was urged by many prospective buyers of lots and plots to do a little pioneering in the village of Bellmore, which at that time was neither more nor less than a hamlet, and one of the very small villages of Long Island, with a few scattered houses here and there, and but one general store to represent its entire business section. Statistics of the L. I. R. R., carrying the number of monthly commutation tickets sold during the year 1905 and the year 1910, by comparison with the year 1915, and since, tell the tale of Bellmore’s growth.

In 1905, 509 monthly commutation tickets were sold. Five years later, in 1910, the total had increased only to 638. From 1910 to 1915, Bellmore pushed ahead a little, and during that year, 1,588 monthly commutation tickets were sold. Since that time the L. I. R. R. reports that 4,832 tickets were sold in 1920; 8,720 in 1925, and 9,406 in 1926.

My first operation in Bellmore was the purchase of a large tract of land lying about a mile and a half north of the Bellmore station, and having large frontages on Bellmore and Jerusalem Avenues, the latter thoroughfare being known now as Jerusalem Turnpike. It was here that I built about 300 three to six-room houses, because, as I built a few of these houses, more and more people came and bought land and houses from me, and yet others asked that I continue my building program, provided I would continue to sell these houses, on plots 80x125 feet each, for $1,800, with only $100 as the initial payment. In some instances I accepted as little as $50 down and $15 monthly thereafter as an installment payment.

It goes without saying that, in pioneering with me, these early buyers of houses that since have sold, in some instances, for as high as $6,500 each, within fourteen years after I went to Bellmore, quite naturally had to do without some of the luxuries of life in order to reach the point where they were the owners of the roofs over their heads, had placed their right foot forward on the road to home ownership and independence.

Although at that time the property lacked all improvements,
Aeroplane Photograph of Famous 1000-Acre August Belmont Estate, Showing Belmont Lake State Parkway and Route of Southern State Parkway through the Property
such as water, gas and electricity, these since have been installed throughout the property, which was known recently as "Frederick Farms" and is known now as "North Bellmore."

**Frederick Farms Now North Bellmore**

In the fourteen years elapsed since I began the development of Frederick Farms, at Bellmore, the houses that I sold originally for as little as $1,800 each have increased each in value 250 to 300 per cent, and plots that we then sold for $189 each are now bringing from $1,000 to $1,500.

North Bellmore, it must be borne in mind, is only twenty-three miles from New York, and yet, it was there that I sold bungalows for as little as $800 up to $2,300 each. One property on Park Avenue, that I sold to Fanny Gifford, consisted of an acre of ground and a stucco bungalow for which I received exactly $1,100. Portions of this same property changed hands a number of times; and one-fourth of the property, with the bungalow, was sold for $5,500, with the balance of the acre sold and resold at correspondingly high prices.

One thing that I did was to open Park Avenue practically the entire distance to the Merrick Station, one and one-half miles distant. A mile and a half was a long jaunt in those days, but today the same distance is just a few minutes in time of travel by motor or bus, and people think absolutely nothing of it.

In 1912 I deemed myself fortunate to have been able then to buy practically all of the property directly north of the Bellmore Railroad Station, and including a large frontage on the railroad, together with a similar large frontage along Bedford Avenue. Bedford Avenue is now "Main Street" in Bellmore. I opened this property in 1912. One of the earliest sales made by me was that of a plot on which now stands Bellmore's motion picture theatre, facing the Station Plaza.

This property produced for me any number of ready sales of plots, lots and houses. The lots ran from $100 to $400 each, and the houses brought $3,200 to $5,000 each.

I sold to O. U. Broudee, for $3,500, a stucco and frame house of six rooms, with steam heat, on a plot 100x125, at the corner of Grand and Center Avenues. This same house since has been sold for $12,000, or for about three and one-half times the price at which I sold it to Mr. Broudee. Lots on Grand Ave., near this house, averaged $150 each in 1917. These same $150 lots, after less than ten years, are now bringing $3,750 each, or the same price per front foot for which they in their entirety were sold by me in 1917. **Did Not Wait Long Enough**

Another illustration of the quick turn at Bellmore,—one that
brings me great satisfaction whenever I think of it,—was a sale I made in October, 1918. This was the sale of a plot at a corner of Bedford and Grand Avenues to Adolph Rutler for $3,000. At the time I sold this corner plot I told Mr. Rutler that if he would hold it for eight or ten years I had not the slightest doubt in the world that he would then get $15,000 for it. He took my advice in part, and held the lot for four years, at which time he sold it for $9,000, or for $6,000 less than I told him he would get for it in eight or ten years. One year after the lot had been sold by Mr. Rutler for $9,000, it was resold to Jacob Schiff for $15,000,—Mr. Schiff refused $25,000 for the corner plot, 50x100, prior to the construction of a building now standing on the property.

The late Stephen P. Pettit, who formerly was sheriff of Nassau County, came to me one day and said he would give $400 each for two lots on Bedford Avenue. I let him have these two lots at the price he named, which was my price, and the same lots since have been sold to Dominick Ferrara for $700 each. Mr. Ferrara erected a store on one of the lots, and sold the remaining to a Dr. Newsome, who recently has refused $17,500 for his “bargain,” or $700 per front foot for the lot for which Dominick Ferrara paid only $700 as a whole.

In my opinion, the rapid growth of Bellmore has been as sensational as that of any suburban town on the South Shore of Long Island. If you do not agree with me on this point, let us go back fifteen years, and see for ourselves what Bellmore was in 1912. Of course, there was the typical L. I. R. R. station of that period, where the Bellmore station of today now stands. Standing on the station and looking out over the landscape, what do you see? A business section consisting of a single general store in which you can buy anything and everything from a paper of pins up to a plough, and down to a box of pills. In the distance there were perhaps half a dozen houses, and to the north, east, south and west, just land, land,—high land, I admit, and heavily wooded, but, after all, just land, minus streets and all of the municipal improvements that make for home comfort and higher real estate value.

Make the same trip today and see what you shall see. Go by auto or train, as you will, and when you get to the Bellmore station, look to the north, see the hundreds of houses by which the station and the busy little business section of today are surrounded. See the schools and other public and semi-public buildings, located at points advantageous to these hundreds of houses. And when you have made a mental comparison of the Bellmore of today with the Bellmore of 1912, and have considered the outstanding growth of Freeport in the last twenty years, I think
that you will agree with me when I prophesy that Babylon, with electrified train service via the Montauk Division of the L. I. R. R., and the old estates being rapidly subdivided, improved, and built upon, is destined to be the "Jamaica of the South Shore"; and the location of sensational growth and real estate valuation increases as great as any recorded in the past by the towns and villages on the South Shore a little closer to the great Empire City of the World.

In my opinion the growth and development of Babylon will be very great in the area lying north of the railroad station, because it is here that property values are the lowest, and because property, when low in value is most certain to attract the homeseeker of moderate means who is willing to do without a few of the luxuries so long as he feels secure in the assurance that with the future the value of his property will increase with the advent of the improvements he anticipates and in advance of which he has purchased.

Another reason for my firm belief in the future value of property at Babylon, whether located between the Merrick Road and the Great South Bay or north of the Merrick Road and along the route of the Great Southern State Parkway, which is routed directly through the new Belmont Lake State Park and along Belmont Avenue throughout the length of the property, is that at the present time there is a very limited amount of land available in the waterfront section between the Montauk Division of the L. I. R. R. and the Great South Bay.

This waterfront section of Babylon is intersected by the Merrick Road, and naturally is held at high prices, so that families of moderate means,—and these are the families by which the south Shore of Long Island is being most intensively built up and occupied,—have been forced to go north of the Montauk Division if they wish to buy lots, acreage plots and homes that are within their means.

Returning to Bellmore, as an illustration of what has happened there, I would like to recite the record of the plot on which the late Bellmore Hotel stood originally. This plot was purchased by A. G. Patterson, who built a few one-story stores at a cost of $30,000, the total cost of the property, including the cost of the land, being $39,000. In more recent years I sold this plot, together with the buildings, to Anthony Zagarino, of Bellmore, a real estate investor, for $125,000. I made that sale in 1925, and it is a fact that Mr. Zagarino today will not sell the same property for $250,000, although he has had offers for it that practically approximate that amount. I also sold 25-foot lots on Bedford
New $250,000 Parochial School at Babylon

Avenue, facing the railroad, for $700. These same lots are now held at $12,500 each, or at the rate of $500 per front foot.

Also at Bellmore, Miss Mabel Roseman paid $4,000 for eight lots, which she sold eventually for $10,500. At the present time the same lots are held for resale at $30,000.

I suppose that if I went far enough back over my records, I could keep on indefinitely reciting instances of profits made by those to whom in the past I sold lots at Bellmore. But I have a lot more to tell you about similar increases at Lindenhurst and Babylon, and about how profits similar to those made by buyers at Freeport, Merrick, Bellmore and Lindenhurst can be made still, and perhaps in a much shorter period of time, in the region around and about Babylon, where, at the present time, there is every evidence of the activity that marked the early and later day growth and development of Freeport.

Lindenhurst, one of the very old industrial and residential towns on the South Shore of Long Island, resembled Merrick insofar as its early development was comparatively negligible. That was the story of the early growth of Lindenhurst, despite that, a number of years, the village of Lindenhurst was, and still
is, a busy little industrial town in which the homefolk lived and made their living. The Lindenhurst factories, of which the largest is that of the Lindenhurst Manufacturing Co., numbered half a dozen or more, and employed, the year around, 500 to 1,500 operatives, many of whom did piecework in their homes.

Any number of the peaceful, homeloving residents of Lindenhurst continue today to add to their income by doing piecework in their homes, and the village is noted for the large number of its fraternal and social organizations, its good government, and common-sense thrift. Its business section, which centers around the railroad station, is characterized by the stores of most, if not all, of the chain store grocery and other concerns, and that is a very good sign.

**My Faith in Lindenhurst**

When I moved eastward along the South Shore, toward Lindenhurst, I pioneered there exactly as I had in former years in Freeport, Merrick and Bellmore. I had faith in the future of Lindenhurst, and faith is the father of success. I saw a property that appealed to me and I bought it, for the spirit of the pioneer was and still is strong within me. But that was not the only reason I bought what I saw. Another reason was that I saw the possibilities of Lindenhurst, the possibilities especially of property along Wellwood Avenue, Merrick Road, and in the wonderfully attractive waterfront section on and adjacent to Great South Bay.

I made up my mind to follow the "hunch" I had, and one of the first of my important developments in Lindenhurst was the property along Strong Avenue from the Merrick Road to South Hoffman Avenue, with the latter thoroughfare fronting on the L.I. R. R. trackage. When I think that this piece of land at which a lot of well-informed real estate operators sneered and turned up their noses, now lies directly opposite to the development known as American Venice, with its Spanish-Italian atmosphere, deep-water canals and lagoons, dozens of colorful and attractive homes, and all the rest of it, I smile and say to myself: "If this Lindenhurst property isn't one of the real romances of real estate, then I don't know a real estate romance when I see it."

When I think of the value of this property today, and of what it was when I purchased it and resold it to my clients, I cannot help thinking of what bargains I gave my customers when I sold half-acre plots, equal to five city lots, at prices ranging from $150 to $400, or at the rate of only $30 to $80 per lot, with the single exception of the Merrick Road frontage, which I sold at $400 to $800 for lots 25-feet wide and 100 feet deep. Think of that, think
of such prices for Merrick Road lots, opposite to American Venice, and then find out for yourself what the prices are today!

**Paid $2,000—Refused $15,000**

Upon consulting the records in my office, I find that I sold to Joseph Safron, for $2,000, the 50x150 foot lot at the corner of Merrick Road and Strong Avenue, opposite to Riviera Drive, the principal entrance to American Venice, adjoining the large Administration Building on the property and the deep lagoon. "Joe" Safron, before building on the plot, refused $15,000 for the property; and that was while he was still paying for it on the installment plan.

The southeast corner of Wellwood Avenue and Hoffman Avenue, purchased seven years ago for $7,500, was sold three years ago, while still vacant, for $19,500. This same property, improved, was again sold in 1925 for $85,000.

Four other lots on Wellwood Avenue, purchased five years ago for $250 each, were resold this year (1927) for $1,500 each.

Another Merrick Road corner, 100x150 feet, purchased six years ago for $1,700, was sold in 1926 for $17,500.

Lindenhurst, in the year 1905, had a record of 233 commutation tickets sold. In 1910 the number was 520; in 1915 the total was 645; by 1920 the total for 1915 had jumped to 1,595, and this total was increased in 1926 to 3,742.

The attractiveness of Lindenhurst, with its industrial background, and its frontage on Great South Bay, have combined to bring many of the city's most prominent real estate developers to this section of the South Shore. With the large amount of development work that has been followed by their activities, Lindenhurst has become more than ever a center of development and the purchasing of building sites for speculation, investment and improvement ultimately.

In 1922, four years before Lindenhurst attracted these many well-known developers, I bought the waterfront at the foot of Wellwood Avenue, the main street of Lindenhurst, directly on Great South Bay, and close to where the Lindenhurst public dock is located. I sold lots in this waterfront section for as little as $250 each, and these have been resold since at prices ranging upward to $1,500 per lot. By comparison, think of the prices being paid by those who are not willing to do a little pioneering and who insist on buying lots in developments that have improved roads, sidewalks, canals, lagoons, and all that sort of thing.

I also sold quarter acres, equal to five city lots, for as little as $75, as here again I had many inquiries from families of moderate means who were willing to pioneer a little because they could
not afford to pay the prices asked for lots with improvements. These families earned their reward, as these same quarter acres that I sold for $75 cannot be bought today for less than $75 per lot, and each quarter acre contains five city lots. I have advised those who purchased from me to wait for the much larger profits that I feel certain will accrue in the early future.

A number of those who, in the earlier years, had made money by buying from me at Freeport, Bellmore and Merrick, and who had repeated the performance at Lindenhurst, followed me when I pioneered again at Babylon and in the Islips.

It was in 1924,—only three years ago,—that a broker asked me to buy the R. G. Dun Estate, located a little more than a block west of the Babylon Railroad Station on the north side of the now electrified Montauk Division of the L. I. R. R. and extending a long distance to the westward and to Litchfield Avenue. Park Avenue, one of the most important streets in Babylon, running north of the railroad and connecting Babylon with West Babylon, is also running parallel with the railroad, one block to the north, extends through the entire length of the Dun Estate.

I purchased the Dun Estate because I knew that for many years Babylon had been one of the best known suburbs of the South Shore of Long Island, although characterized almost solely by the estates of wealthy men, by whom the growth of the town had been held back because of the unwillingness to part with their holdings. Then again, Fire Island, five miles off the mainland, across Great South Bay, is accessible from Babylon via ferryboats that are operated from the state dock in Babylon. Fire Island is now the location of one of the state parks, and is one of the principal of the outlying beaches across which it is proposed to build a scenic, ocean front automobile highway, extending from the Rockaways to the Hempsteads; and which, if built, will be one of the finest driveways in the world, comparable only to the marvelous Cross Seas Highway now being built from the mainland of Florida to Key West, and paralleling the railroad line carried across the Keys by the late Henry M. Flagler.

**Babylon’s Great Improvements Under Way**

At the time I purchased the Dun Estate, the Montauk Division of the L. I. R. R. had not been electrified, but that great improvement was under way, and I knew precisely what the effect of the completion of the job would be to Babylon and to real estate in Babylon and the vicinity.

Electrification of the Montauk Division to Babylon was discussed for years before the work actually was begun. However, the Babylon real estate market had not been affected to any very
great extent by the discussion of the electrification plans, because there seemed no certainty as to when the work would be started. Nevertheless, it was apparent that something was sure to happen sometime, and the only way I could get the Dun Estate and other land at prices cheap enough to warrant my reselling to families of moderate means at decidedly low prices was to buy in advance of the improvements and transit facilities and to pioneer in accordance with my usual custom.

Babylon had always been an express stop on the L. I. R. R., and, with electrification, I realized at once that Babylon, with improved transit facilities, would be actually nearer to New York, in point of time of travel, than Freeport was twenty-five years ago and would be the most attractive of any of the suburbs on the South Shore, because of the excellence of its train service and its proximity to Fire Island Beach.

I went back in my mind over the years that had elapsed between the building of the Queensboro Bridge in 1909 and the completion of the Pennsylvania Long Island East River Tubes, together with the electrification of the L. I. R. R. to Jamaica. I recalled how Jamaica in 1910 was just a sleepy little village and how great had been the increase in Jamaica real estate values over
the span of fifteen years from 1910 to 1925. It was then and there that I foresaw the day when Babylon would be a "Second Jamaica," and I immediately adopted that as my slogan, because I believed in it. Everything that has happened since, in the last three years, has justified my adoption of that slogan, and the firm belief that I had three years ago in the future of Babylon becomes firmer and surer each day.

More and More Commuters Each Year

The increase in the number of early commuters from Babylon from 1905 to 1926 tells the story, although the story is now only in the telling. Babylon in 1905 had a record of having sold 1,139 commutation tickets; in 1910 the number was 2,172, and in 1915, five years later, only 2,458. Then, in 1920, the total hopped up to 4,904; by 1925 it had mounted to 7,341, and last year, 1926, it was 7,825. Now, with many of the largest estates in Babylon, between the Great South Bay waterfront and the main line of the L. I. R. R. being subdivided and sold in lots and acreage plots to thousands of prospective homebuilders, Babylon is on the way to becoming a Second Jamaica. Watch the sales of commutation tickets during the next few years, and while watching the total go up by leaps and bounds, buy a few Babylon lots and plots, and let your money grow with Babylon. If you don't do this, for yourself and your children, you will fail utterly to capitalize the growth and development of Babylon into a Second Jamaica. No man ever made money in real estate who did not buy any of it; and, by the same token, if you do not buy real estate when a good opportunity presents itself, you need never expect to make money from the development of a new center of population and business, such as Babylon is destined to be.

Those who pioneered with me when I bought the Dun Estate and who purchased a few lots in advance of the electrification of the L. I. R. R., have made money. It was here that I sold lots for as little as $75 each, and every man, woman and child who bought these lots from me at that absurdly low price, can, if they wish, resell today at what I would call a truly remarkable increase in value.

For instance, I sold to the Babylon Mill & Lumber Co. a plot fronting on Locust Avenue and running back to the L. I. R. R. tracks, for $8,000. The Babylon Mill & Lumber Co. since has refused $25,000 for the property, for which they paid only $8,000.

One of the most satisfactory results of my purchase and resale of the former R. G. Dun Estate is that many new houses have been built on the property since I purchased it, and every new house that is built adds to the value of the property in its vicinity.
Another large property at Babylon that I purchased is known as Liberty Farms, with large frontages along both sides of Deer Park Avenue. Here, too, those who pioneered with me have made money because of the increase since in the value of Babylon real estate.

I departed somewhat from the policy I early adopted of always pioneering, and of seldom developing any property I purchased, when I purchased the waterfront property adjoining the State Dock on Fire Island Avenue. This was a property that honestly required for immediate development, and so I developed it, by putting in some roads, and installing water, gas and electricity. On the waterfront this property ran to a point, and I sold this to a corporation known as Babylon Beach, Inc., the officers of which are George Lipp, Frank Lipp and Hiram Russek.

Babylon Beach, Inc., has just completed one of the most modern bathing pavilions on the Atlantic Coast, with a thousand bath houses, facilities for sports, out-door swimming pool, etc. I sincerely believe that this bathing beach and resort, with about six acres of waterfront land, is destined to be one of the most valuable
properties on the South Shore of Long Island and in the vicinity of New York, as there is absolutely no doubt in my mind that this bathing beach will attract countless thousands of investors from New York and all parts of Long Island.

Babylon at the present time is growing steadily and is expanding in all directions in a most satisfactory way, with substantial increases in real estate values being recorded daily and significant increases in population. Fortunately for Babylon, the more prominent developers there have not attempted to "skyrocket" values by pushing their prices up to unwarranted high-water marks. Values are increasing because, in the great majority of instances, the properties are being sold that are the lowest on the South Shore of Long Island, and because, at these low prices, there is a natural and altogether healthy resale market, minus false stimulation.

In my opinion, based on more than twenty-five years' experience, I am firm in the belief that Babylon will come to be known in the future as the place without any "real estate headaches," that is, if the buying public use their common sense and buy only where prices are low and fair, and where they know the title to be a marketable one, without any "ifs" and "ands"; and where the property is of the sort that insurance companies and other financial institutions, building and loan associations and other lenders of money will lend on whenever a lot owner wishes to build a home.

This question of title is a most important one, and I cover it, always, by causing a policy of title insurance to be issued free of cost to purchasers together with a free and clear deed to the property they have purchased. While we are on the subject of titles and policies of title insurance, I wish to say that it has been a habit with me, always, to do everything in my power to protect the interests of those who showed their faith in me by buying the properties I had to offer. It is for this reason that I have carried "protection" a long way beyond the mere giving of policies of title insurance.

**Protecting Purchasers for All Time**

To better insure my purchasers against all possibilities of loss, I recently entered into an agreement with the Midwood Trust Co. of Brooklyn, to accept the trusteeship of all the properties of which I am the owner, and in which I am interested, and to have all installment payments, as they became due, made direct to the Midwood Trust Co., instead of to my office. I did this in order to eliminate the personal factor in the situation. My reason for doing so was because I believed it to be far more satisfactory for
people to deal with a financial institution in the years during which they were making their installment payments.

Under my agreement with the Midwood Trust Co., the purchaser, upon making his final installment payment, will receive from the Midwood Trust Co. a free and clear deed to his property, together with a policy of title insurance to be issued by the Home Title Insurance Co. of Brooklyn and Long Island. The exigencies to which human beings are subject mean nothing at all in the life of a corporation, which, like time and tide, goes on and on, "despite the slings and arrows of outrageous fortune."

The value of the various free and clear properties that I trusteed with the Midwood Trust Co. runs into the millions, and today several thousand buyers of lots on the installment plan are making their monthly payments regularly to the Trust Company.

One of the largest of the properties that I trusteed was the famous thousand-acre estate of the late August Belmont, in Babylon, which I purchased about two years ago. This great property, with its miles and miles of rare, imported trees, its miles of driveways and tree-lined avenues, its forty-acre lake, the home of its owner, the Belmont Mansion, and numerous outbuildings, has been regarded always as one of the outstanding of the larger estate properties on the South Shore of Long Island.

Soon after I purchased it, I sold about 200 acres, including the forty-acre Belmont Lake, the Belmont Mansion and outbuildings, to the L. I. State Park Commission for the purpose of the Belmont Lake State Park, which is one of the most important links in the Long Island State Park program and in the construction of the Great Southern State Parkway, which eventually will extend from the New York City line to Babylon and the gateway to the Islips, where, at Deer Park Avenue, the Parkway will continue to the new Deer Range Park on the Great South Bay waterfront.

FAMOUS 1,000 ACRE BELMONT ESTATE

At the time that I sold these 200 acres including the forty-acre Belmont Lake, to the Long Island State Park Commission, I dedicated for use as a part of the new Southern State Parkway a strip along Belmont Drive 160 feet wide, approximately 2½ miles in length, and extending west and east the entire length of the property. More recently, following the sale of hundreds of lots and acreage plots to old and new customers during the last year, I have opened a new Avenue, known as Parkway Drive, and extending from Deer Park Avenue to the new Belmont Lake State Park. It is in this section that I am again working hand in hand with my pioneer friends, in the sale of lots 140 to 180 feet deep, and have sold lots as low as $50 each, on easy terms. This price, as you
will observe, is practically the same price that I sold lots for five to twenty-five years ago, in the Freeport, Bellmore, Merrick and Lindenhurst sections.

I have sold Belmont Estate lots and plots cheaply in accordance with my long-established policy of giving every buyer that has faith in me every possible chance in the world to make money on his purchases. I won't buy property unless I buy it at a right price, and by "right price" I mean price that is so conservative as to make it possible for me to subdivide the property and sell it to my customers at prices that discount the prices at which other properties in the same vicinity are being sold.

And bear in mind that these are lots with a good, clean title; they are lots that, when paid for in full, carry with them a free and clear deed and a policy of title insurance from the Home Title Insurance Company, issued without cost. Title Companies will not insure "Tax Title" lots and lending companies will not loan any money on them. I do not deal in tax title lots, because, when I sell lots and acreage plots on the installment plan, with a number of years to pay, I want the buyer to be as well satisfied with his purchase next year and in the years to follow as he was the day he selected the land and made the small down payment that gave him the privilege of placing both feet upon it and saying: "This is my own!"

I am 100 per cent. certain that it is because of having adopted and stuck to this policy that a large percentage of buyers from me every year are men and women, their relatives, children and others, who bought Freeport, Merrick, Bellmore and Lindenhurst lots in past years, come back to me year in and year out, and buy from me again in the new location where I am pioneering. That is why I refuse to sell anything that I would never think of owning myself.

I am glad to have been able to buy and sell the properties in the Islips and in Babylon that I have been dealing in most recently. I am glad because of the steady growth of Babylon, and because of the improvements that have been made there recently. One of the largest high schools in the County has been built on the property facing the depot; also one of the largest parochial schools, costing more than $250,000.

The new municipal building on Merrick Road is additional evidence of the substantial growth of Babylon; and then there are two new bank buildings, the City Hall and the public library, as well as the memorial to the veterans of the World War.

Babylon, of course, has also a good theatre, and all the other attributes of a fully established and well organized village, where people of moderate means may rear their children, in a proper atmosphere and in safety.
BEST FOR FAMILIES OF MODEST MEANS

The South Shore of Long Island is a paradise for men of modest means, for whom its natural attractions are as free as for the owners of the great estates that are now being split up and developed for those who have grown sick and tired of living in unsanitary tenements in the terribly overcrowded and congested sections of the city, where life is anything but sweet, and where the ever-increasing record of fatal automobile accidents makes it utterly impossible for children to play, except in some filthy gutter and equally as loathsome a backyard or narrow alley.

That is the sort of thing for which tenement dwellers pay rent, while their more fortunate friends and relatives pay by the month for the home and clean seashore and countryside surroundings, which they will own eventually.

The ownership of a home means even more than freedom from the payment of rent waste. It means better citizenship for the masses, independence for their families, freedom from landlord profits, and an honest-to-goodness chance to make a little money now and then.

But it means even more, because the home and property owner has a sense of responsibility that is utterly lacking in the man who never takes the trouble to own anything that he actually can call his own.

For the children of the family, it means the great outdoors to play in, with sunshine and fresh air as their constant companions, the surf, the beaches, the green trees, the vegetable and flower gardens, always theirs for the asking. Children that grow up in such a healthful atmosphere, and that are made responsible for the care of the gardens, have a far better chance to become useful men and women than have the dwarfed and stunted unfortunate of the tenements.

That is why I ask you to bring your children to the South Shore of Long Island, where I will do my full share in helping them to become Americans of the better sort.

COME TO THE SOUTH SHORE

Come to the South Shore of Long Island today! Come now, because Long Island is growing vastly, growing so fast, in fact, that during 1926, according to the statistics prepared by the Long Island Railroad, 34,789 new buildings were erected on Long Island, outside of Brooklyn, Long Island City, Astoria, and the other close-in sections of New York.

Counting five persons as the average occupancy of each of the 23,370 new dwelling houses built last year in the three counties, it
is just a matter of simple arithmetic to understand that Long Island in 1926 gained 116,850 resident inhabitants.

In addition to the 23,370 dwellings erected on Long Island in 1926, there were also 2,711 stores, 101 factories, and 8,607 miscellaneous buildings constructed. It is these buildings, added to the dwellings, that made up the grand total of 34,789 new buildings for the 170 communities that reported to the Long Island Railroad Company.

In conclusion, I urge everyone who has not secured a lot or acreage plot at the Belmont Estate to do so at once, as it is only a matter of a short time when I will not have a single lot or acreage plot for sale.

When that time comes, if you want a lot or plot in the Belmont Estate,—part of which is now the 200-acre Belmont Lake State Park, and through which the Southern State Parkway will extend—you then will have to pay a profit to the early buyers.

During the past few years, I have assembled a large waterfront property having approximately a mile of actual Great South Bay frontage at and adjacent to the foot of East Neck Road, in Babylon.

It is my intention to open this Babylon waterfront property to purchasers early this summer.

NEW BABYLON WATERFRONT SECTION

I am making this advance announcement now because of the high character and unusual value of this splendid waterfront property; and because of the increasing scarcity of waterfront property in the suburban sections near New York, especially in sections well within the commuting zone and that have fast, electrified train service.

There is certainly no risk attached to the investment of money in property that has two such definite values of waterfrontage on the Great South Bay and electrified train service to the terminus station at Babylon on the Montauk Division of the Long Island Railroad.

To these values there must be added the additional great value of the present rapid development and growth of Babylon, and the fact that Babylon now is well on the way toward becoming "A SECOND JAMAICA," and the principal center of residence and business along the "Sunrise Trail" on the South Shore of Long Island, where many millions of dollars are being poured into the development of properties lying along both sides of Merrick Road.

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