

WILL PHIL-

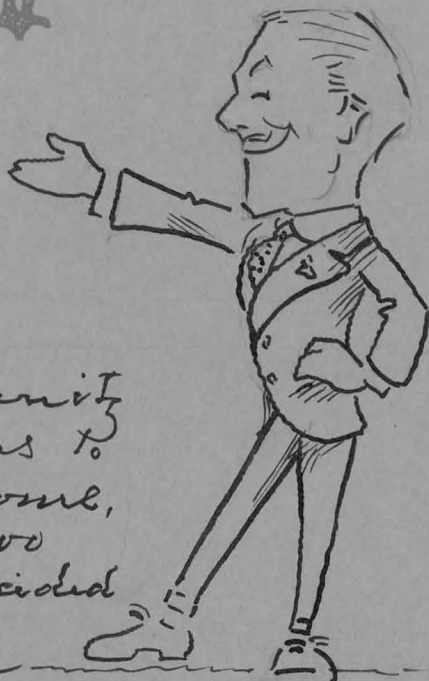
LIP HOOPER

200 FIFTH AVENUE N.Y.

PHONE GRAMERCY 3112

ILLUSTRATING WRI-

TING ADVERTISING



After looking in the vicinity
of New York for six years to
find a place for a home,
after buying lots in two
localities - I finally decided
Forest Hills Gardens
was my choice,

Because - I liked the place - the people - the prospects -

The place - because its beautiful

The people - because they're interesting

The prospect - because property will increase in value.

Will Phillip Hooper

We selected Forest Hills Gardens chiefly through a love of beauty, in the desire to have aesthetic surroundings for our home and in the belief that the plan of the Sage Foundation Homes Company assured better results in that regard than could be found elsewhere.

Israel A. Washburne

I wanted a home where the green earth
greeted the eye in the morning; where there were
neighbors one could know and likable playmates for
my little girl. I wanted it in a community that
was somewhat permanent, not fluid, a place where
one's attributes could find root in natural social
and civic undertakings. I wanted quietness, modest
but tasteful surroundings, freedom from the janitor
and the elevator, and relief from the subway and
the elevated. After the day's work I wanted to
hear the voice of the cricket accenting with
tranquility the evening's last, slumbrous moments.
These things I wanted not farther than a news-
paper's ride from Broadway.

I have found them all at Forest Hills
Gardens.

Clarence Arthur Perry

50 Beechknoll Road

March 7 '15

My dear Mr. Hooper, —

You're a
benefactor to the com-
munity!

Here is my
"Why" (within) gladly
written.

Sincerely

Clarence A. Perry

March 11th P.S. I regret the unavoidable
delay.

I came to Forest Hill, Forest
for the mental and physical en-
joyment of living in a Community
of unvaried attractiveness. Also for the
reason of its accessibility to the heart of
Manhattan, and all improvements ~~being~~
being originally installed there can be no city
assessments.

THS. H. Todd

46

To live in Forest Hills now
is to be one of the creators
of a town. Here the adventure
of colonizing is freed of its
ancient hardships. We are
Pilgrim Fathers and Mothers,
etc., and we raise our own
May flowers. No rooster wakes
us in the early morn - we
do our own crowing.

Robert J. Cole

Because it offered us so many amusing and substantial things - a well built house, intelligently planned; an enchanting garden and dogwood trees all our own; satisfying neighbors, a restful absence of hideous placards and fly specked shops, a comfortable permanence - all these things. And these make excuse for great pride of ownership. What more could one wish ?

Ruby Ross Goodnow

Ruby Ross Goodnow

The Associated Press.

NEW YORK

March 8. '15

My dear Mr Hooper:—

Here is our contrib., 65 words, you wout
have to count them.

I think what you are doing is most
interesting, and that you deserve the
thanks of all of us. You have mine.

Very truly yours

Harold Martin

Mr W.P. Hooper—

The Church in the Gardens

Forest Hills Gardens, L. I.

Rev. Robert J. Kent, D. D., Pastor

Pastor's Residence
6 Seasongood Road

Telephone
6336 Forest Hills

I came to Forest Hills Gardens to be the leader and pastor of a Community Church. In order to be right on the job I purchased a home and became identified with the interests of the community. Now I want to stay here the rest of my life because I like the place, I like my home, and I like the people.

Robert J. Kent

145 Greenway South
Forest Hills Gardens, N. Y.

We sought a home, far
from the noise of the city,
but close to its advan-
tages; and found it in
Forest Hills, where the
united efforts of the town-

planner, the architect,
and the landscape gard-
ener have created a
village of rare charm.

Anna G. Price

W. H. DEGHUEE,

WHOLESALE AND EXPORT LUMBER

30 CHURCH STREET

TELEPHONE 1512 CORTLANDT
CABLE ADDRESS: DEGHUEE

NEW YORK,

3/24/15

Mr Wm P Hooper
Forest Hills Gardens N.Y.

My dear Mr Hooper

You ask "Why I bought a home
in the "Gardens" and to tell why in few
words - Can't do it! "Reasons why" are too many.

One however is: Houses usually, in ten years
are no longer modern, and are unsalable

Houses in Forest Hills Gardens will be
as modern & more salable fifty years hence
than now -

Faithfully
W H Deghuee

78 Railroad St
Great Hills

Dear Mr. Hooper:

"One day in August two
years ago I wanted the ex-
perience of riding through
the Pennsylvania Tunnel.
I set out from Herald
Square. Fifteen minutes
later I saw Great Hills
Gardens; two hours later I was a permanent guest at the Sun two weeks later

I bought a lot - in less
than a year I occupied
my house - it was a
simple case of "finding
the right one"

Edit this as much
as you like

In great haste

Walter C. Hartwig

Saturday
morning

TELEPHONE CORTLANDT 2299
CABLE ADDRESS "CABHAZEL"

LAW OFFICES
JOHN H. HAZELTON
220 BROADWAY
NEW YORK

I came to Forest Hills Gardens:

Because I had seen other developments wither and die before they came to manhood - and I felt sure that the Sage millions would not fail.

Because, therefore, I felt it was a "safe buy".

Because, the moment I stepped from the train onto the station-platform and saw the Tower and the red roofs and the trees and the vines and the flowers, I knew that it was the place of which I had dreamed.

Because I wanted to get out of an apartment and into the open where my boys could play in safety and where I myself could keep on being a boy and yet where we could still have the advantages of the city.

- I'm glad I came.

John H. Hazelton

Why did I come to Forest Hills?

Because it is one great garden
of artistic uniformity. With the
people, the homes, the flowers &
the song birds, the artist realizes
his ideal dwelling place.

George Postel

Bohemian American Tenor.

March twenty first 1915

After spending ~~some~~ several years
as a "cliff dweller" in New York
apartments I decided that
I wanted to stop existing
and live instead. Quick
communication with the city
was a necessity and after
a careful investigation of
all the developments I decided
that ~~the~~ Forest Hills exactly
met my requirements and
I have not been disappointed

E. Van Wagner

ATLAS ADVERTISING AGENCY

International Service

450 FOURTH AVENUE
NEW YORK

I preferred to buy of a company
that sells land as the government
sells postage stamps, - a company
to which the shrewdest buyer must
pay the same price as the man
ignorant of realty values.

John Curtis

III The name Sage seemed a
guarantee that promised was
equivalent to performance

IV Human and } Architectural
 } Aesthetic

Community
~~development~~ increased the
probability of human ^{community} socially
as well as architecturally

Fofoe.

26

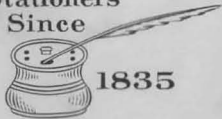
26

We were first interested in
Forest Hills gardens because
of the combined accessibility to
the heart of the city and
touch of the country. It
seemed to offer something
more interesting than the
usual suburban development

We have found all
and more than we
hoped for.

Jeseph

Stationers
Since



1835

H.K. BREWER & CO.
STATIONERS & ENGRAVERS
35 NASSAU STREET
NEW YORK

March 22nd, 1915.

Mr. Will Phillip Hooper,
200 Fifth Ave.,
New York City.

Dear Sir:-

In reply to your question why we selected Forest Hills Gardens for our home desire to say that we do not know but we are glad we came.

Very truly yours,

John Brewer



Browning, King & Company

Wholesale Tailoring to the Trade

General Offices and Workshops

16, 18, 20, 22, 24, 26 Cooper Square

New York

April 12, 1915.

NEW YORK
CHICAGO
ST. LOUIS
MILWAUKEE
CINCINNATI
PHILADELPHIA
KANSAS CITY
ST. PAUL
OMAHA
MINNEAPOLIS
BROOKLYN
BOSTON
PROVIDENCE
CLEVELAND
BUFFALO
PITTSBURGH

WM. H. BROWNING
PRESIDENT

HENRY KING BROWNING
VICE-PRES. & SEC'Y

JAS. W. LINGARD
VICE-PRES.

JOHN SCOTT BROWNING
TREASURER

Long Distance Phone
Spring 8200

We selected Forest Hills Gardens for a home site on account of its Artistic, Home like and Sanitary development, its proximity to New York and excellent train service. Likewise, the liberal policy of the Sage Foundation is attractive, enabling one to acquire a home on a moderate investment.

Yours very truly,

Dear Cooper -

The above are
the facts.

Sincerely

John J. Sheahan.

I chose Fort Hills Gardens
for my home because
I felt that,

I. A Home investment seemed
preferable to the continuous lawyer's
mental outlay necessary for
a ~~suburban~~ Manhattan
apartment.

II Equal convenience of access
to office shops, theatres
~~from home~~ and as compared
with an apartment together, a
pleasanter ~~and~~ and easier mode
of travel. Invaluable time saved
equalled recreation time gained

AUSTIN K. HANKS
101 SLOCUM CRESCENT
FOREST HILLS GARDENS
LONG ISLAND, N. Y.

March 19, 1915.

Dear Mr Hooper: -

Answering your query - "Why we
came to Forest Hills?" - would answer -

- 1- Accessibility to New York -
- 2- Full value for money invested.
- 3- Minimum chance of depreciation
in value - excellent chance increased
asset, money invested.
- 4- Terms and conditions, limitations
& restrictions, Sage Foundation Homes
Co.
- 5- Principally - confidence and
knowledge of a really square
deal by Mr Demarest - Gen'l
Manager Sage Foundation Homes
Co.
- 6- Proof - built & occupy second
house - little over two years time.

Very truly -

A. K. Hanks.

25

25

The Forecast Magazine

America's Pure Food Champion

56-58 West 45th Street
New York

March 23, 1915.

Mr. Will Phillip Hooper
200 Fifth Avenue
New York City

My dear Mr. Hooper:

In answer to your letter of recent date, I am enclosing my reply as to why we selected Forest Hills Gardens as a home. First, because we had a growing boy; and second, because we had a business in New York.

We owed the boy a suburban life. We owed ourselves the shortest route to business.

The Pennsylvania Terminal was also an advantage, as business frequently took us West.

Besides these things, the town was attractively laid out, well kept and well lighted. Its air and water were good and its class of residents was desirable.

So much for my opinion on the good side. Although I do not suppose that you wish to print it, you might catalogue that my main objection to Forest Hills is poor station transportation, making residence at the upper end of the town far from desirable. The school also does not seem to be up to the average. It has not equipment and there are too many grades under one teacher. These two objections will make me consider seriously whether or not I shall build in Forest Hills.

Yours sincerely,

L. Austin Gardis.

One bright blue day three years ago when the air was juicy with the fragrance of spring buds -- soft orange colored air, as I recall it -- I happened to be driving a motor car on Long Island. On the "Queens Boulevard I was attracted by the sight of a young woman with hair a-sprawl, riding madly on horse towards a tall brick tower. She had large eyes like fruit and though it was daytime as above stated, she wore a ball gown and arm length white lady's gloves (she being a white lady) and she looked back now and anon, ^{in anxiety,} for a crowd of persons, some rough looking and doubtless not belonging to the best sets, were chasing her. I joined the chase and soon caught up with the rest, whereupon many of the crowd suddenly admonished me to proceed no further for fear of spoiling the "fillum".

I inquired of a young youth what might be the name of this picturesque, though unfinished settlement and understood him to reply: "Father's ill, in the Garden" and I expressed regret, asking why he did not go and assist his father; incidentally again inquiring the name of the place. A stranger standing hard by, but easy to ~~xxx~~ speak to, told me the name the young youth had tried to say. The damsel who had the eyes like fruit now had ceased riding and I believe she really smiled at me. She had ^a truly liquid voice, full of purple tones and high light values -- *qualities not at all necessary in the movie profession.*

Yes, that was my introduction to Forest Hills Gardens, and I very appropriately builded a little gray home on that very spot where the white gloved damsel smiled at me ^{so} coyly. Constructed garage also -- to sleep in when Ma has guests.

No, unromantic as it may sound, and spoiling the story, as 'twere, I did not marry the movie picture lady who smiled my way, for the chap who did the plumbing ⁱⁿ ~~my~~ my house had been her husband for five years and is still. Disappointment to be sure, but still I like Forest Hills Gardens excellently well. The girls here are pretty and very social.

M. W. ^{with} Colwell.

There was a substantial ~~sound~~ ^{ring to} about
"Sage Foundation Homes Company" that
lured us out to the platted ground
weeks before the sales office opened.
Rent paying chaffed us, living like
impersonal sardines stifled us ^{and} the
clatter of the city weaned us. That is
why we were on hand at 8:30 on the
opening morning of the sale to make
a payment on a plot for a real home.

In addition to the feeling of dealing
with a concern as reliable as the Government
all those ideas about curving streets ^{and}
double sewers, open spaces ^{and} flowers, hollow
tile ^{and} red tile, fourteen minutes to the ^{IOWA}
heart of the city et cetera struck a joyously
responsive chord. That is the "why" of it
^{and} the "how" of it is just as pleasant,

Mr & Mrs Raymond P. Kaighn

WILLIAM EDMOND CURTIS.
F. KINGSBURY CURTIS.
SEVERO MALLET-PREVOST.
HARRIS D. COLT.
A. HENRY MOSLE.
WALTER L. WORRALL.
FREDERIC K. SEWARD.
HUGO KOHLMANN.
CABLE ADDRESS "MIGNIARD"

CURTIS, MALLET-PREVOST & COLT,
ATTORNEYS AND COUNSELLORS AT LAW,
30 BROAD STREET, NEW YORK.

ANTONIO LAZO-ARRIAGA.
HENRY A. STICKNEY.

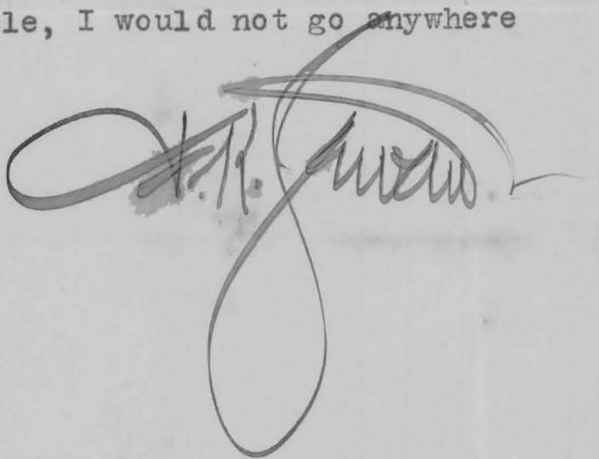
May 14th, 1915.

W. P. Hooper, Esq.,
Greenway South,
Forest Hills, N.Y.

Dear Mr. Hooper:

I came here because I did not know
where else to go.

I stay here, because, now that I know
the place and people, I would not go anywhere
else.

A large, stylized handwritten signature in dark ink, appearing to read "W. P. Hooper". The signature is written in a cursive style with a large loop at the end.

I came to Forest Hills Gardens, after
visiting practically all the regulation
"suburban developments" around New York, be-
cause from the first Forest Hills promised to
be ~~manana~~ something genuine - a really model
town, beautiful indoors and out, an oasis of
woods and quiet and recreation within a few
minutes of the centre of the city, a place
in a hundred ways attractive to bright and
thinking people, and certain to be made doubly
attractive by them. It is all of that now,
and can only become more charming in the future.

Arthur S. McFarlane

56

Mrs. Merwin and I choose to live
in Forest Hills Gardens because, thanks
to the astonishingly swift train service,
it keeps our children in the country and
ourselves in town.

Samuel Merwin

MPH -

This seems to
make sense.

SM

FOREST HILLS 6444

FOREST HILLS GARDENS
LONG ISLAND, NEW YORK

March 19, 1915

My dear Mr. Hooper

Mrs. Stowe and I selected
Forest Hills Gardens as our
place of residence because
we regarded it, all things
considered, as the most
attractive and satisfactory
location available to us with-
in easy access to the City.
We are now sure we were right.

Very truly yours
Lyman Beecher Stowe

Dear Harzer

Yours Truly _____

We were first
 attracted to Forest Hills
 by the well paved ^{convenient} streets,
 reasonable restrictions,
 unusual accessibility to
 New York and convenient
 financial arrangements.
 We built a house here
 We have no regrets

Boardman Robinson

TELEPHONE CONNECTION.

Cable Address: "DANBIRD"
A. B. C. Code 4th Ed.



BAIRD-DANIELS COMPANY

INCORPORATED.

GIN DISTILLERS,

143 - 145 WEST BROADWAY,

DISTILLERY
AT
WAREHOUSE POINT, CONN.

New York,

W H Y?

BECAUSE After spending months in looking around within a radius of twenty miles of Greater New York to pick out a permanent ~~location for a~~ home, I found no place to compare with it.

BECAUSE Manhattan Island is less than twenty minutes by Electric Train or Auto, and only thirty-five minutes by trolley.

BECAUSE The atmosphere of the whole place is congenial.

BECAUSE Life is worth living in FOREST HILLS GARDENS.

H. B. JAGOE.

✓

*W. P. H.
Eliminate any part
of the above that
you don't like
H.B.J.*

JOHN F. CALHOUN
PRESIDENT

VICTOR M. EARLE
VICE-PRESIDENT AND TREASURER

GUYON L. C. EARLE
SECRETARY

EARLE & CALHOUN
REAL ESTATE
LINCOLN TRUST CO. BUILDING
BROADWAY AND 72ND STREET
NEW YORK March 26, 1915.

TELEPHONE 5116-7-8 COLUMBUS
CABLE ADDRESS "EARCAL"

WHY?

An earnest desire to find an all-year-round home near New York for our children led us to investigate Forest Hills Gardens. We were delighted with what we found and have become more pleased as the months have gone by, thanks to the Company's restrictions which have given us a community of delightful houses and neighbors.

Sincerely,

8

Our small daughter, though not talkative at ten months, persuaded us to invest her future in Forest Hills Gardens. We found interest coming in at once in health, in mental and physical elbow room, in helpful association with pleasant folk. And all without that ghastly rebate the average commuter is forced to pay in "suburbanization".

Ralph E. Penand.

PACIFIC COAST BRANCH
329 - 333 FOLSOM ST.
SAN FRANCISCO
CANADIAN BRANCH
103 RICHMOND ST. W.
TORONTO. ONT.
CHICAGO OFFICE
7300 SOUTH CHICAGO AVE.
CHICAGO. ILL.



GOLDSCHMIDT THERMIT Co.
INCORPORATED 1904
NEW YORK, U.S.A.

MAIN OFFICE
90 WEST STREET
NEW YORK

W. C. CUNTZ
GENERAL MANAGER

New York, March 20th, 1915.

Mr. Will Phillip Hooper,
200 Fifth Avenue,
New York City.

My dear Mr. Hooper:

Replying to your letter of March 16th addressed to Mrs. Hulbert and myself and asking why we selected Forest Hills Gardens for our home, I beg to advise that we were looking for an attractive, economical home with some ground around it in a beautiful location convenient to the heart of New York City; and, impossible as it may seem, we found everything, just as we wanted it, in Forest Hills Gardens.

With best regards and looking forward with interest to seeing the book which you and Mr. Goudy are preparing, I am

Yours very truly,

William R. Hulbert

WRH/OVL

Why?

Being a true Yankee, let me assume that question with another, in sooth, "Why not?"

Why? Because it's a compact to keep that you can build an attraction house without the danger of a pseudo-Swiss chalet-bruegel being erected on one side of you, while a retired backstop takes the lot on the other side and puts up a Berkshire Renaissance cottage with a Greek-Roman pergola and a catch-or-catch-can roof.

Why? Because you can get out from town in time to play several sets of tennis at one of the largest & best clubs in the country - and still get home in time for dinner, thus retaining the domestic status quo.

Why? Because you do not need to have a Harlem dinner (i.e. stop at the salad course) every time you want to go in to the theatre.

Why? Because it is ^{the only} ~~one of the few~~ places in the world where they don't ~~put~~ ^{dig} a road, or they tear it up to lay pipes. It is planned right & ~~built~~ ^{built} from the bottom up.

Why? Because they don't have a \$5000.000 price and a 10 cent development.

Why?
And if every other argument had failed, we look at that South of Jersey celebration last year which had brought me out to stay.

And - once again - 15 minutes to the Pennsylvania Station!

Warren

The desire to live on a road with individual characteristics, with wayside greens & flowers, ~~with~~ ~~off~~ to have unrestricted ~~views~~ views of ^{distant} ~~near~~ country, trees with birds to sing in them, and space for our own flowers & garden, & fresh air, and a home - Forst Hills Gardens seemed to offer all these. ~~an~~ After eighteen months living here we find even more, ~~fine~~ than there, congenial neighbors & friends with mutual ~~likes~~ tastes.

Yours
✓

April 16, 1915

Among the various reasons, which decided us to choose Forest Hills Gardens for an abiding place are:

Its bracing air tempered by the sea; the excellent water; the uniqueness and harmony of the architecture and the flowers blooming every where.

All the charm of the open country is here and yet so near the metropolis thus making it an ideal location for a home. ✓

Harold P. Bogart

WILLIAM BARTON DAVIS
ATTORNEY AND COUNSELLOR AT LAW
30 EAST 42ND STREET
NEW YORK
TELEPHONE 8120 MURRAY HILL

March 25th, 1915.

Mr. Will Philip Hooper,
#200 Fifth Avenue,
New York City.

Dear Willie:-

Please excuse delay in answering your esteemed favor. Better never than late, however, as you may think when you peruse the net result of my extended cogitation, as follows:-

At the time I decided to build and live at Forest Hills Gardens there were but few completed buildings there, so I relied almost entirely upon the expressed purposes of the Sage Foundation Homes Company and on the undoubted ability and integrity of those directing its affairs. I hoped the company would succeed in establishing a community whose natural advantages and location, combined with wise planning, would give its residents most of the advantages and few of the disadvantages of both the quiet country village and the great city. That hope is being realized.

Maybe that ain't pretty bad, hey!

Yours lovingly,

WILLIAM B. DAVIS,

Willie.

WBD:LT.

Realizing that New York City was not an ideal place in which to bring up children and casting about for a suburb within reasonable distance of the Metropolis, Forest Hills Gardens was suggested as a place having many advantageous features. A residence of nearly three years has more than confirmed the favorable impressions gained by first inspection.

b. b. Close

RICHARD T. HARRISS,
PRESIDENT.

ROBERT F. IRBY,
VICE-PRESIDENT.

BAYLIS E. HARRISS,
SECRETARY.

ALDEN H. VOSE,
TREASURER.

HARRISS-IRBY COTTON COMPANY

GINS LOCATED AT

SAYRE, DOXEY, ELK CITY, FOSS, WATONGA, WEATHERFORD,
GEARY, MANGUM, OKLAHOMA CITY, CARTER, EAKLY,
COLONY, BRIDGEPORT, HYDRO, HAMMON,
WILLOW AND HERRING, OKLAHOMA.

NEW YORK OFFICE
15 WILLIAM STREET

CABLE ADDRESS

"HARRY"
SHEPPERSON'S 78-81
MEYERS 37-39
WOHLERS GENL 1901

CODES

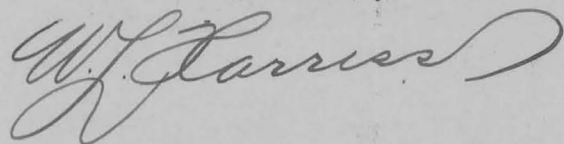
New York City, N. Y.
March 18th. 1915.

Mr. Will Phillip Hooper,
Forest Hills Gardens,
Long Island, New York.

Dear Mr. Hooper:--

Forest Hills Gardens is truly a livable place. Congenial and cultured friends, beautiful and artistic environs. Only a few minutes to the hub of New York. All the conveniences of metropolitan life, with the comforts and attractions of a home in the country. Contentment and Forest Hills Gardens go hand in hand.

Yours very truly,



morning train ride to New York of some length, a ride taken with some frequency, and before a settlement in Forest Hills or anywhere else pressed at all as an immediate problem. From the announcement stood out, indubitably, the American Suburbante's apotheosis of dreams, the real thing. The rest followed—the complacent satisfaction of one of the oldest inhabitants.

Yours,
Harley W. Smith.

25 Windover Road,
Tuesday.

Dear Mr. Hooper,

In response to your invitation to contribute to WHY I submit the following:-

It was clearly a matter of its character, its genuineness, evident in the first announcement of the plan—an announcement chance'd upon most accidentally during an early

SIXTY-THREE GROTON STREET
FOREST HILLS, LONG ISLAND

Mr. Will Phillip Hooper

Forest Hills, L.I.

Dear Sir;-

Replying to your inquiry "WHY",

We felt the country calling us and when we heard of the Sage Foundation development at Forest Hills we said "That's It, it's Near Back to the Land, yet Near Broadway" and so we've found it -- and much more.

E. G. Inveridge

March 25, 1915.

✓

A friend used to bore me with wonderful
Stories about the beauty, convenience,
and general superiority of Forest
Hills Gardens.

So-to prove to him that he was wrong
I came out here with him one afternoon.
- Within a half hour I was explaining
to him that he didnt half appreciate
the place. . . . And now after having
lived here for over two years - my wife
and I feel sure that we are in the
right place on account of the convenient
location, the beautiful surroundings,
and above all - the good people we've met here.

H. B. Pountree
176 Slocum Crescent



STAR SHIRT MANUFACTURING COMPANY

~~846 BROADWAY~~

251 FIFTH AVENUE

THIS LABEL
IN THE NECK OF A SHIRT
IS A

GUARANTEE
OF ALL ESSENTIALS

NEW YORK April Fourteenth
Nineteen Hundred
and Fifteen.

Mr. Will Phillip Hooper,
200 Fifth Avenue,
New York City.

Dear Mr. Hooper:

In answer to your question why I moved to Forest Hills, I had a thousand reasons for wanting to get out of the city; the most important ones were perhaps - to live away from the brick walls and germ-laden dust of the city, in a select, restricted community, within a half hour of Madison Square, where my children could grow up breathing pure air and enjoying the advantages of the city and the freedom of the country. That's what I found at Forest Hills and that's why I am there.

Sincerely yours,

Because in the New York flat there was only an imitation fire place. We wanted a real fireplace and the chimneys in Forest Hills Gardens looked as though they would draw (and they do). And then, too, we wanted sunshine and the flowers in the Gardens seemed to invite sunshine. Indeed, the landscape beauty of the Gardens decided us and here we are, commuters and contented.

Robert C Adams

established.

4. Excellent electric train service.
5. Artistic way Forest Hills Gardens had been developed.
6. Opportunity for tennis on good tennis Courts.
7. Opportunity for sleeping outdoors and for owning some real trees!

Yours truly,
S. E. Davenport, Jr.

March 21, 1915.

20 GROTON STREET
FOREST HILLS GARDENS
LONG ISLAND

Dear Mr. Hooper:-

I think the idea of publishing a book such as you describe is an excellent one. My reasons for coming to Forest Hills Gardens are as follows:

1. Desire for a home outside of New York City proper.
2. Close proximity to New York City proper (nearer than any other high class development).
3. Character of residents already

shopping & theatrical district of New York by clean electric trains & forty minutes to town by trolley with five cent fare, a short ride to one of the finest beaches on the coast, with well paved & kept streets, fine tennis courts & many other attractions, and a future.

Yours truly

Frank B. Angell

42 Bloccum Crescens
Forest Hills Gardens

March 23rd 1915

Dear Mr. Hooper: -

Replying to your letter of March 13th, and with apologies for my tardiness, I would say that I heartily approve of your scheme.


I came to Forest Hills Gardens in search of the ideal & found it - all the advantages of suburban life, without its disadvantages, only fifteen minutes to the

Dear Mr. Hooper:

Here:

I thought I was happy, flopping around in one New York apartment after another, until I came out to Forest Hills -- and then I began to feel sorry for myself. When I went back to New York that night a large, well developed idea had its arms around my neck. A week later I came back, and now we have a dumb waiter and two speaking tubes -- and coming out of an evening I begin to thrill before the guard gets the door open.

Homer Croy.



EDITORIAL
ROOMS

THE HOUSEWIFE

LILIAN DYNEVOR RICE, EDITOR
30 IRVING PLACE
NEW YORK

March 23d, 1915

Mr. Will Phillip Hooper,
200 Fifth Avenue, New York.

My Dear Mr. Hooper:-

I trust the following
is about what you want.

Yours very truly,

Lilian Dynevor Rice

Forest Hills Gardens was my choice
for home building because it is near enough
to the country to permit amateur gardening,
and close enough to the city for business,
shopping and amusements, also permanent and
constantly increasing reality value.



TELEPHONE
6240 FOREST HILLS

RUBY ROSS GOODNOW
CONSULTING DECORATOR
132 GREENWAY, NORTH
FOREST HILLS, LONG ISLAND

Wednesday -

Dear Mr. Hooper - After all
this time, I should be sending
you something particularly choice
and yet so harassed am I
that I can only send you an
obvious paragraph!

Yours,

Ruby Ross Goodnow

Fifteen minutes in electric trains to town;
our station and its inviting approaches;
the well paved streets and the engaging street
layout of the Gardens as a whole; the open
country surrounding our house; the congenial
people who live here; the coolness in summer
and the healthfulness; the beauty of the
Pennsylvania Station and its escalator.

Mr. and Mrs. Harold Martin

140 Continental Avenue.

Mr. and Mrs. Harold Martin.

I had for some time determined to say "good bye" to flats and apartments & find a place of my own in the sun.

Being inexperienced in real estate matters, I was drawn as the needle to the magnet by the name of "Lage". Here I found there would be a square deal, and further experience compels me to say all promises have been kept.

The method of payment provided by the Company formed an excellent investment for my savings, and put a spur on my efforts.

As a stamping ground for the children Forest Hills Gardens seemed ideal, - healthful surroundings, pure air, pure water, trees, shrubs, flowers, ^{feathered songsters} well kept lawns, winding walks, perfect sanitation & glorious sunsets.

Having already been offered considerably more for my home than it cost, it seems reasonable to expect that its value will still further increase.

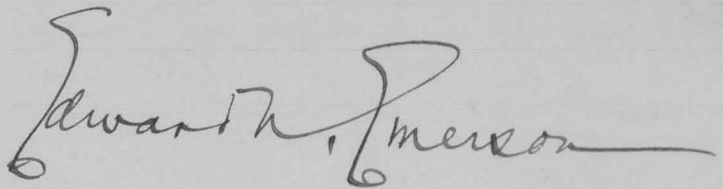
That such an ideal spot, with all its varied means of relaxation, can be reached from the heart of the City by the tired commuter in 15 minutes, seems to me to leave little to be desired.

B. B. Kendrick.

I came to Forest Hills in search of something different from the usual suburban development. I hoped to find a well built, artistic house at a reasonable price, with plenty of open breathing space, in park-like surroundings.

I wanted accessibility to the city and a community of intelligent and companionable people. I found them here.

Edward N. Emerson.

A handwritten signature in cursive script that reads "Edward N. Emerson". The signature is written in dark ink and is positioned below the typed name.

Because I had confidence in
the Sage Foundation Boxes Co.
and haven't been disappointed.
and because thirteen minutes
on the Long Island Rail Road
is better than three minutes
on the Subway,

R. Waddell
49 Groton St.



(11)

SAMUEL W. ECKMAN
11 BROADWAY
NEW YORK

March 29, 1915.

Mr. Will Phillip Hooper,
200 Fifth Avenue, City.

Dear Mr. Hooper:

I moved to Forest Hills Gardens because it was the only place where my family could get the pure air, sunshine, trees and green grass of the country so essential to permanent good health and happiness, ~~and~~ be within a quarter of an hour of the center of New York and have assurance of the high quality of the development, houses, streets, etc., and of satisfactory neighbors, all at a reasonable cost.

Sincerely yours,

S. W. Eckman

SWE:L

Reduce to suit.

Mr Will Phillip Hooper
200 Fifth Ave NY
Dear Sir

Please excuse delay (unavoidable of course)
in answering your question as to why I came to
Forest Hills Gardens. A case of atarism
I guess. I think my ancestors must have
been pylobates, and through some reversion to
type, the Sybran and artistic lure of the Gardens in
Forest Hills was too much for me, especially as I
thought I had found a development company
which would give me a square deal, the
worth of my money and not lose interest
in me when my pocket book had been cleaned
out. so far I have not been disappointed

Very truly
Statham Baker
4 Locum Crescent

93 GROTON STREET
FOREST HILLS, L.I.

Will Phillip Hooper Esq
200. 5th Ave N.Y.

Dear Mr. Hooper ✓

I selected Forest Hills
Gardens for my home because
after looking at many other
suburban developments
I found it more accessible
attractive and homelike than
any other suburban community.

It nearer approaches "Spotless
Town" than any other residence
section —

OVV

Sincerely yours
Frank C. Kay

March 28th / 10