

# A RUSH OF PATRONS TO THE NEWEST HOTEL

Where Do the People All Come  
From? Ask the Clerks.

TIMES SQUARE POPULAR

The Knickerbocker's Manager Says  
the Location Explains the Quick  
Success of His Hostelry.

"Where do all the people come from?" the management of the Knickerbocker, the newest Times Square hotel, is asking itself.

On Thursday afternoon, at 5:30 o'clock, the new hostelry was thrown open to the public. Within four hours 140 guests had registered. All Friday the guests kept coming, and the new hotel is two-thirds full after two days. Between 400 and 500 people are registered there now. A goodly number of the guests, says Proprietor Regan, will be permanent.

On Friday, one day after the hotel was opened, several hundred people were turned away from the various departments of the restaurant for lack of accommodation at luncheon time. At dinner 500 at least were turned away. And 2,000 people can be accommodated at once at table, the management says. Yesterday it was the same way, only worse—or better, according to the point of view. Hundreds were told that seats at tables could not be found for them within anything like a reasonable time.

Of course many people go to the hotel just to look at it. The lobbies are full. There is a constant stream of strangers through the lower floors of the hotel. They have to go to see the heralded splendor of this newest Times Square building. The women even peek in at the barroom to see Parrish's picture of Old King Cole.

When Mr. Regan is asked, "Why is it?" he explains that it is the location. He is enthusiastic about Times Square. In spite of what seems a remarkable gathering of patrons at the new hotel, the business is going on just about the same in all the other Times Square hotels and restaurants.

A few weeks ago the Belmont Hotel, another huge Forty-second Street hostelry, opened its doors. It filled up just as the Knickerbocker has done. Its neighbors noticed no appreciable diminution in their trade.

The mystery is, Where do all these people come from who fill up new hotels as fast as they are opened? The number of occasional visitors to New York City is increasing daily; so is the number of people coming in to live permanently in New York hotels.