



# The Murray Hill Committee

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## HEARD ON THIRD...

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An occasional newsletter published by the Third Avenue Improvement Committee

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**TREE BED COMPETITION FLOURISHES...** The Third Avenue Tree Bed Competition, along with the weather, has heated up considerably... Here are the latest developments, block by block...

**34th to 35th Street...** **Imperial Pizza**, the first to plant a tree bed in the MHC competition, was shocked to see its longstanding London plane tree (*platanus acerifolia*) mowed down by a beer truck (the driver had apparently sampled too much of his own product)... Luckily, nobody was hurt (except the tree), and MHC is arranging for a new tree to be planted as quickly as possible... **Jackson Hole Wyoming** did a great job with its tree bed, as did **Third and Long** with the two tree beds it adopted around the corner on 35th... **Ultra Natural Health Food** has created an interesting sectional tree bed; we are anxious to see what will grow there... **Photo World's** tree bed, an early entry in the competition, has taken some abuse and needs some rehab work... The **155 East 34th Street** coop board is considering ordering new hoops for the tree beds around Blockbuster...

**35th to 36th Street...** Just when **D'Agostinos** was about to tackle its tree bed project, a major scaffold was erected, so plans have temporarily been put on hold... **534 Farm** has commenced work on its tree bed... Across the street, **Steve's Deli** and **Uncommon Grounds** have joined forces to acquire a hoop and plant their mutual tree bed... also joining forces to plant a tree bed are **Twin P's Cleaners** and **Rhima Jewelry**...

**36th to 37th Street...** Hats off to **Sarge's Deli** and **Third Avenue Cosmetics** for planting very attractive tree beds... **Decor Art Gallery** across the street has ordered a hoop and plans to do some summer sowing... The **Gap** is awaiting corporate approval to acquire a hoop, and **Monhair Salon** is also preparing to start its tree bed planting soon...

**37th to 38th Street...** Although **Ticino's** is closed, its planters -- sunflowers and all -- are still flourishing, as are the planters in front of **Yaldzlar Restaurant**... Although the tree beds on this block are presently barren, **Personal Touch Cleaners** has volunteered to plant at least one... Across the street, **Tony Roma's** has set out a very attractive row of wooden planters to help beautify this treeless stretch of Third Avenue...

**38th to 39th Street...** The **Farm House** has planted some intriguing flora in the tree bed in front of its premises... One tree bed north, MHC has planted and maintains a more traditional tree bed in front of the abandoned Woolworth's Express... **Triangles Bar** across the street will begin planting its tree bed soon... The Parks Department has removed the dead tree at the corner in front of **Frontier Restaurant**, and plans to remove the loosely-rooted tree in front of **Sakura Restaurant**... MHC will make sure that replacement trees are planted... Special thanks to the **Murray Hill Deli** for painting and sprucing up the building at the SW corner of 39th and 3rd...

Congratulations to all of the Third Avenue merchants, restaurateurs, tavernkeepers and property owners who are participating in the Murray Hill Tree Bed Competition... We know it's an ongoing battle to take back the streets from the inconsiderate few who have not yet figured out that a neatly planted tree bed is not a waste receptacle... Nevertheless, through your efforts and perserverance we look forward to seeing a glorious array of flowers and plants up and down Third Avenue in Murray Hill this summer... MHC is also making plans to open up new tree beds and plant more trees along Third Avenue in the fall...