

SWEET HEAD LEMCKE

INTRODUCING our

selves to the investors of Portland, our purposes and facilities for attaining them will be of considerable interest. To that end, this prospectus is published. We invite the co-operation of the people of this city, believing that our combined experience, ability and unfaltering confidence in our magnificent city afford a splendid opportunity for an organization of this character.

Elnathan Sweet, President; Lewis M. Head, Vice-president; and H. W. Lemcke, Secretary-Treasurer; are the officers of SWEET-HEAD-LEMCKE, a corporation organized under the laws of the State of Oregon. For the three years just past, these men have been engaged in different lines of business. The consolidation was brought about largely through mutual friendship and the inspiration that each had been to the other. The nature of the lines in which they had been individually engaged fell very naturally into a compact whole, laying the foundation for one of the strongest, most effective companies in the city.

Mr. Sweet has been successfully engaged in the sale of farm property and inside real estate. Mr. Lemcke's efforts have been devoted very profitably to the promotion and sale of subdivisions and residence sites. Mr. Head has been engaged in general advertising, having had advertising management of nearly every large and successful real estate promotion in Portland, beginning with the Rose City Park campaign two years ago.

With this experience behind it, the new company feels itself qualified to undertake the promotion, as well as the management and advertising of any real estate proposition in the city. Several very important projects of this character are already under consideration, one or more of which will be launched in the near future. As its initial effort, this company calls the reader's attention to the opposite page.

Facilities for the proper attention to the following lines have been perfected: General real estate, including inside, residence subdivisions, suburban and farm properties; rentals, leases of all kinds, insurance and real estate promotions. Competent men will have the management of these various departments and every detail that can be devised for the systematic safeguarding of its clients will be inaugurated.

Building projects of considerable magnitude are already being worked out, the first of which is offered to the Portland public on the unit plan. This should prove to be successful here, as it is in other cities, and another large project will be launched within 60 days. Two others, of equal size and consequence, are already in the control of the new company.

Those who have had business relations with Mr. Sweet are courteously invited to continue them, with the assurance that his facilities for taking care of their interests will be greatly enlarged and even more successful because of the added co-operation of his two partners.

The wide experience of Mr. Lemcke in the promotion and sale of large residence subdivisions will be augmented by an unusually capable sales force and the valuable assistance of both Mr. Sweet and Mr. Head. This department of the company's business promises to be one of the most successful of its undertakings. Already large owners of real estate have been in consultation with the members of this company, preparatory to the platting and offering for sale of



ELNATHAN SWEET
PRESIDENT



LEWIS M. HEAD
VICE-PRES.



H. W. LEMCKE
SECY. & TREAS.

SWEET HEAD LEMCKE

OUR magnificent quarters, on the most conspicuous corner in the city, are open to your inspection and a

cordial invitation is extended to all of our friends and business associates to call. Possessing the finest equipment in Portland for a general investment and real estate business, we are prepared to handle any promising proposition properly coming within our sphere, as outlined below.

several of the choicest pieces of Portland residence property. Mr. Lemcke will assume charge of this department.

Of still further valuable assistance to the efforts of Mr. Sweet and Mr. Lemcke will be the advertising experience of Mr. Head, who will conduct his business in the new quarters precisely as he has in his former offices in the Commercial Club Building. This department necessarily will be independent of the balance of the company's affairs. Mr. Head's ability in the designing, writing and illustrating of booklets of every kind and description, advertising, illustrating and the preparation of advertising copy for the local newspapers, is already familiar to most of the real estate dealers of this city. His services will be available, as heretofore, for any purpose requiring conscientious, intelligent and widely experienced effort. His value to his own company is readily apparent, while his interest in behalf of his former clients and his prospective customers will in no way be impaired. A Commercial Art Department, under the direction of H. W. Armstrong, of the Art Institute, Chicago, will be available for illustrating purposes of any kind.

To carry on and successfully maintain a business of such magnitude as is contemplated in this consolidation requires the occupation of easily accessible offices, in a conspicuous location in the very heart of the business center of the city. For that purpose, the entire second floor in the building on the southeast corner of Fifth and Alder streets was leased. For weeks architects and contractors have been busy fitting up these magnificent quarters, which are now ready for business. This is the largest general real estate office in the Northwest. It has an area of 5000 square feet, with 100 feet frontage on Fifth street and 50 feet on Alder street. The private entrance is at 146½ Fifth street.

The stairway leads into a broad, spacious hall, with desk-room spaces on either side of its entire length. Along the Fifth street side are the private rooms of the members of the company and the general offices, and in the corner is a magnificent consultation-room.

Under the direction of MacNaughton, Raymond & Lawrence, the very latest equipment for light, heating, telephone service, ventilation and other conveniences have been installed. A private telephone exchange connects each office, on both the Pacific and Home lines. The telephone numbers are Main 6680 and A 1211.

Sweet-Head-Lemcke invites to its new quarters the man or woman who has property to sell, whatever its size or wherever its location; the man or woman who has money to invest in real estate of any kind, or in any amount, or upon any terms; the man or woman who has property or other interests which they wish to have carefully, economically or profitably managed; the buyer or seller of any securities, bonds, stock or other negotiable interest; in fact, any person who wishes for capable, efficient and honest financial service. Upon honor, integrity and unquestionable fairness, the three men who compose this company have determined to conduct a systematic and effective investment organization in the City of Portland, where it is most needed and where it will be most appreciated.



COMPANY OFFICE ENTIRE SECOND FLOOR 146½ 5th ST.