

DIVULGES SECRET OF HIS SUCCESS

"Look Prosperous; Only Rich Can Afford to Look Poor," Says Expert.

"When should a business man spend the most money in advertising, when business is good or when it is poor?" This question was asked by a real estate man one day last week. An advertising man standing near replied that he should spend most on advertising when business is poorest, but added that in order to draw business at all times he thought the following also an indispensable rule: "Look prosperous, even if you are not. Only the rich man can afford to look poor."

"Those two rules followed logically will make any ordinarily careful business man rich," broke in a third bystander, who also happened to be a realty broker. "I am the owner of some houses," continued real estate man, No. 2. "I have followed these two rules faithfully and they have kept my houses full of tenants."

Gives Experiences.

"Several years ago I bought a row of six four story double apartment houses on one of the better streets in a neighboring city. Opposite is a similar row of six, built at the same time, five years ago, from the same plans. In the three years I have had my apartments I have lost less than 3 per cent of my rent through idle apartments. The owner of the houses opposite told me he has lost nearly 30 per cent, and I

believe him. He asked me to explain my luck, and I told him my rules. He shook his head and said it was simply luck.

"Following my rule to look prosperous I never put a 'to let' sign in a window. As soon as an apartment is empty I have it cleaned and put into condition. Then I hang lace curtains in the windows which I have cleaned once a week.

Looking Prosperous.

"No one would know the place was not occupied. Outside the janitor's office there is a little gold sign that tells of apartments to rent and seekers come there first.

"Many a time I have seen people look up at my neighbor's property across the street, shake their heads at its many vacancies, which they take to indicate something intrinsically wrong, and come to me. The chances are I have nothing to offer for I often have a list of persons waiting to get in, but if I have a place I am sure of getting it filled at once. With one exception, and that was due to an accident, I have never lost more than one month's rent in a year on any one apartment. Most of my tenants stay three or four.

"Besides 'looking prosperous' I advertise as soon as I hear that a tenant is to go, and often have a new one to go in as soon as the place is ready. Any one can do it, or if he can't it is because his rents are too high or something else is wrong with the property."

HOCHFELD TO BUILD TWO STORY DWELLING

M. L. Hochfeld is having plans drawn for a two story seven room residence of the Swiss Chateau type which he will build on Hazelfern Place, near East Gilean street in Laurelhurst. The house is to be finished in the most modern manner including hardwood floors, beamed and paneled ceilings, art glass



Strong building, four-story and basement business structure under construction at northeast corner of Tenth and Alder. The building will cost approximately \$60,000 and has foundation of sufficient strength to carry several additional stories.

windows and other up-to-date accessories. Its estimated cost is \$6000.

Plans are also being drawn for a one and one-half story bungalow for P. Greenberg, a local architect, which is to be erected on East Twenty-fifth street near Brasse. This house is to be of concrete block construction and will contain nine large rooms. Its estimated cost is \$6500.

It is estimated that every square mile of the oceans is inhabited by 120,000,000 living creatures.

BUYS 18 ACRE TRACT; WILL BE SUBDIVIDED

W. E. Hartley has sold for S. E. Barker and F. M. Plitter to Noah Perry of Omaha, Neb., an 18 acre tract of land located on the Base Line road, two

miles east of Montavilla. The property has a considerable frontage on the Mount Hood road. The new owner plans to subdivide the tract into half acre parcels. On a portion of it, he will build his home.

The International Brotherhood of Blacksmiths and Helpers will meet in Atlanta on the first Monday in October. The meeting is especially significant from the fact that the brotherhood was first formed in Atlanta 21 years ago.

J. S. BEALL TO ERECT EIGHT STORY BUILDING

At the intersection of Fourth and Washington an eight story steel and concrete office building is to be erected this summer by John S. Beall. The site of the projected structure is the Trimble property, at the northeast corner of the street intersection, which has a frontage of 100 feet on Washington street and 50 feet on Fourth.

Mr. Beall concluded negotiations with Mrs. Caroline Trimble, owner, for the lease, which has 30 years to run. Under the terms of the lease Mr. Beall is to pay \$1800 a month ground rental for the first 20 years and \$2000 a month for the remainder of the term. He is also obliged to expend not less than \$50,000 in improving the property and is to begin the improvement within six months from June 1.

Mr. Beall announced immediately after closing the deal last Monday that he would let the contract for the building as soon as the plans are completed, and that the building would be completed by December 1.

An interesting feature of the transaction is the announcement that the Merchants National bank will occupy the ground floor, a 20 year lease having been taken by the bank at the time the deal for the ground lease was consummated.

The Fourth street corner is the last, but one, of the Washington street corners between Third and Seventh that is to be had on a long time lease with a building clause. About one year ago this property was taken over under lease by a syndicate of local people and work started on what it was said was to be a 12 story office building, but after expanding about \$6000 on the excavation and foundation operations ceased and Mrs. Trimble again took possession of the property.

LINNTON TAKES STEP FORWARD

Council Makes Provision for Sewer and Gives Power Company Lease.

In granting a 25 year franchise to the Mt. Hood Light & Power company to supply light and power and in making provision for the installation of a sewer system, the town council of Linnton took a long step toward making Linnton one of the most progressive and enterprising of Portland's suburbs. The Mt. Hood Light and Power company will immediately proceed with the construction of an electric generating plant and it is expected that Linnton will be supplied with power and light before the summer is gone.

Linnton is favorably located as a site for manufacturing plants of all kinds and now that cheap power is in sight there is every prospect that Linnton will become a manufacturing center second only to Portland in this district.

The sewer committee of the council is at work on plans for a comprehensive sewer system which it will report at the next meeting of the council two weeks hence. Bids have been asked by the council for the erection of a city hall and jail, it being the intention of the council to let the contracts for these buildings in time to have them completed this summer.

The first steel rails ever rolled in Australia recently were turned out by a New South Wales iron works.

IMPORTANT NOTICE: Monday, May 29th, 8:30 a. m., the public of Portland and vicinity will have an opportunity of selecting their choice of 50 standard make pianos that have been exchanged in as part payment on new Weber and Fischer Grand Pianos and Piano Player Pianos. Each and every one of these instruments has been thoroughly overhauled in our repair department and is guaranteed to be in first class playing condition—many of them have been used only a few months and cannot be told from new. In addition to the above mentioned instruments we have numerous new pianos in discontinued styles; others that have become slightly shopworn, some returned from rental that will be offered at a bona fide saving of from \$100 to \$275 on each piano. Never before since the inception of the piano business in Portland have the purchasing public been offered such truly wonderful standard make pianos as will be included in our semi-annual clearance sale.

A Few Bargains in Used Player Pianos of Standard Makes.

Upright Pianos \$88 and Upward

HAVE YOU A PIANO?

Monday, May 29th
Bargains
375 WASHINGTON ST.

INVESTIGATE THE FOLLOWING PIANO BARGAINS

Easy Terms to All

Read! Reflect! Act Quickly!

TO THE PUBLIC:—To the friends and patrons whom we were unable to wait upon in the last two days we wish to extend our best apologies. Under the conditions we were completely unable to handle the people.

To accommodate in some substantial way those who were unable to be waited upon we have decided to hold our store open Monday evening till 10 o'clock.

KOHLER & CHASE.

Monday, May 29 Kohler & Chase

Will Be Our Banner Day

Established 1850
375 Washington Street at West Park

IF NOT—WHY NOT?

STANDARD MAKE PIANOS AT PRICES AND TERMS TO SUIT THE PURSE OF EVERYONE.

R. R. Fare Refunded to Out-of-Town Purchasers

MONDAY BARGAINS

WAS \$450 NOW \$133 \$10.00 DOWN \$150 PER WEEK
FISCHER
MARGANY

WAS \$400 NOW \$229 \$10 DOWN \$200 PER WEEK
WAINES CO.

WAS \$475 NOW \$275 \$15.00 DOWN \$200 PER WEEK
PEASE

WAS \$450 NOW \$127 \$10.00 DOWN \$200 PER WEEK
VOSEL
WALNUT

WAS \$500 NOW \$133 \$5.00 DOWN \$100 PER WEEK
MASON & HAMLIN
OAK

WAS \$375 NOW \$185 \$5.00 DOWN \$150 PER WEEK
MARGANY
ESTEY

Out-of-town patronage solicited. If you cannot call, write. Pianos shipped every where. Reasonable exchange allowances made on used instruments.

COMPARE

REFLECT

READ

Open Monday Eve. Till 10 o'clock.