

"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 An advertising man one day last week. 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 indisafford to look poor."

will make any ordinarily careful business man rich," broke in a third by-stander, 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 house full of tenants.

Gives Experience.

"Several years ago I bought a row of six four story double apartment houses an one of the better streets in a neigh-

oring city. Opposite is a similar row of six, built at the same time, five ears ago, from the same plans. In the hree years I have had my apartments have lost less than 3 per cent of my Glisan street in Laurelhurst. The house ent through idle apartments. The

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

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 winlows 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 i 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 ad-vertise as soon as I hear that a tenant thought the following also an investigation is to go, and often have a new one pensable ruge: "Look prosperous, even is to go, and often have a new one of go in as soon as the place is ready. Any one can do it, or if he can't it is his reats are too high or something else is wrong with the property.

> hochfield to build windows and other up-to-date accessor-TWO STORY DWELLING ies. Its estimated cost is \$5000. Plans are also being drawn for a one and one-half story bungalow for P

> Greenberg, a local architect, which is to be ercted on East Twenty-fifth street M. L. Hochfield is having plans drawn near Brazee. This house is to be of concrete block construction and will for a two story seven room residence contain nine large rooms. Its estiof the Swiss Chalet type which he will mated cost is \$6500. build on Hazelfern Place, near East

is to be finished in the most modern It is estimated that every square ewner of the houses opposite told me manner including hardwood floors, mile of the oceans is inhabited by 120,e has lost nearly 30 per cent, and I beamed and paneled cellings, art ginss 000,000 living creatures.



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.

BUYS 18 ACRE TRACT;

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

will be subdivided of Blacksmiths and Helpers will meet in Atlanta on the first Monday in Octo-

W. B. Hartley has sold for S. B. ber. Barker and F. M. Pliter to Noah Perry cant from the fact that the brotherhood of Omaha, Neb., an 18 acre tract of was first formed in Atlanta 21 years ceased and Mrs. Trimble again land located on the Base Line road, two ago.

ing been taken by the bank at the consummated

The International Brotherhood

The meeting is especially significavation and possession of the property.

Council Makes Provision for this summer by John S. Beall. The site Sewer and Gives Power Company Lease.

**STEP FORWARD** 

LINNTON TAKES

Mr. Beall concluded negotiations with Mrs. Caroline Trimble, owner, for the der 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. Month ing provision for the termined in makfor the remainder of the term. He is newer system, the town council of Linnalso obliged to expend not less than ton took a long step toward making \$50,000 in immproving the property and Linnton one of the most progressive is to begin the improvement within six and enterprising of Portland's subarbs. The Mt. Hood Light and Power com-Mr Beall announced immediately after pany will immediately proceed with the

closing the deal last Monday that he would let the contract for the building. construction of an electric generating plant and it is expected that Linnton as soon as the plans are completed, and will be supplied with power and light before the summer is gone. that the building would be completed Linnton is favorably located as

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

foundation

site for manufacturing plants of all kinds and now that cheap power is in An interesting feature of the transaction is the announcement that the Merchants National bank will occupy sight there is every prospect that Linn-the ground floor, a 20 year lease hav- ton will become a manufacturing -center second only to Portland in this distime the deal for the ground lease was trict. The sewer committee of the council

The Fourth street corner is the last, is at work on plans for a comprehensive but one, of the Washington street corsewer 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 ners between Third and Seventh that is to be had on 'a long time lease with building clause. About one year ago this property was taken over under lease by a syndicate of local people and city hall and jail, it being the intention of the council to let the contracts work started on what it was said was for these buildings in time to thave to be a 12 story office building, but them completed this summer. after expending about \$5000 on the ex-

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

Monday, May 29th, 8:80 a. m., the public of Portland and vicinity will have an opportunity of selecting their choice of 50 standard makes planes that have been exchanged in as part payment on new Weber and Fischer Grand Planes and Planela Player Planes. IMPORTANT NOTICE : 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 planos 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 plano. nos of Standard Makes. Description of Standard Makes. Nakes. Never before since the inception of the plano business in Portland have the purchasing public been offered such truly wonderful standard make planos as will be included in our semi-annual clearance sale. CONS this is Monday, Upright May 29th Pianos \$88 and Bargains Upward **375 WASHINGTON ST.** INVESTIGATE THE FOLLOWING BARGAINS 

## To the Public:

The week has passed of the greatest legitimate Piano Clearance Sale ever conducted in the City of Portland. As to those that purchased after critical inspection and examination of every piano on sale in this city, we have but few words to say, and

### THEY ARE SATISFIED

We wish to state to those who have not as yet purchased, we trust at the termination of the sale, which remains but a few days more, that you will be able to say the same.



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REFLECT

Open Monday

Eve. Till 10

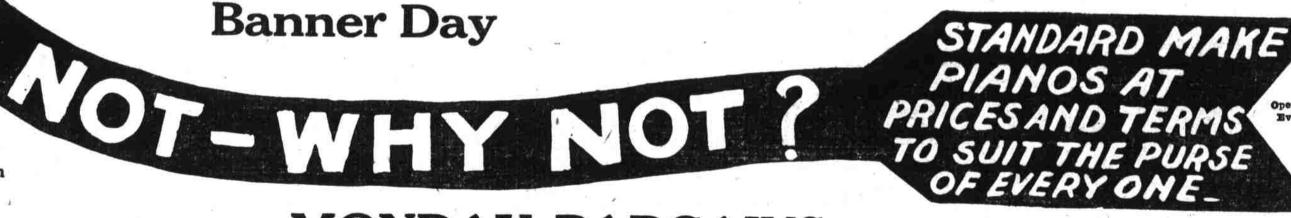
Easy Terms to All

# **Read! Reflect! ActQuickly!**

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.

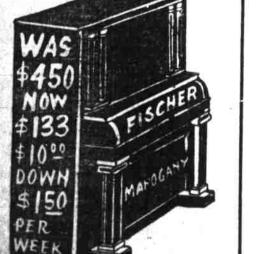
To accommodate in some substantial way those who were unable to be waited upon we have decided to hold our store open Monday evening till 10 o'clock. KOHLER & CHASE.





Monday, May 29 Kohler & Chase

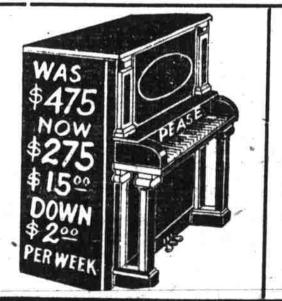
## **MONDAY BARGAINS**



R. R. Fare

Refunded to **Out-of-Town** Purchasers





Will Be Our





1 3

Established 1850

375 Washington Street at West Park

