

PERSONAL

Three weeks ago the sale of lots at Long Beach began. To be exact, here is the result in dollars:
\$ 642,150.00

Perhaps there are skeptics. Call at the office and bring incredulity with you. We have a cure for it.

Webster defines the phenomenal as that which is strange or unusual. Our sales are unusual.

There is nothing strange about them. On the contrary, they can be readily accounted for.

Simple cases should be simply stated: Atlantic City is to be idealized.

That is the truth, the whole truth, and nothing but the truth. Do you appreciate what it signifies?

It does not mean a duplication of Atlantic City. It does mean absolute freedom from the objectionable.

In other respects, history will repeat itself. The first in the field will reap the richest harvest.

That is almost axiomatic. It isn't contingent or uncertain or in the remotest degree speculative.

It's as sure as anything you know or don't know, for that matter. It's as sure as fate, for instance.

Of course, our schedule of prices, like the tariff, is subject to revision. And of course it will be revised.

That is the explanation of the statement that the first in the field will reap the richest harvest.

Before three months have elapsed every early buyer will be in a position to sell out at a handsome profit.

But he won't do it. He will know better. He will hold to secure for himself all the advantages accruing.

Incidentally, let us make a prediction: In the next three weeks we will duplicate the record in the matter of sales.

And this also will be natural rather than phenomenal. It will not be a case of the unexpected happening.

Is it any wonder that there is an exodus of agents from the offices of those in charge of lot selling enterprises?

The cleverest men in the business are mustering themselves into the service of Long Beach.

Comparisons may be odious, but they know how to make them. They know what a difference in material a material difference makes.

Why are they coming to us? Because there is a sense in which the Long Beach lots sell themselves.

They reduce to a minimum the agents' expenditure of energy. They dispense with the necessity for argument.

Anticipate revision. This is the psychological moment. Let it pass and your story will be one of a lost opportunity.

The first care of capital is like the first instinct of nature, self preservation. Profit is its next solicitude.

Long Beach fulfills both. Loss is impossible; profit as sure as that night follows day.

One word more. The name of William H. Reynolds is a guarantee. Performance follows in the wake of promise.

An idealized Atlantic City! That is his pledge, made deliberately. In good faith it goes on record; in equally good faith will it be redeemed.

Finally, those who stand not on the order of buying but buy at once will have such advantages of choice as will be denied to the belated.

The wings of opportunity are clipped by time.

THE ESTATES OF LONG BEACH,
 WILLIAM H. REYNOLDS, President.
225 Fifth Avenue, New York City.

S. W. GUMPERTZ, Greater New York Manager.

R. TURNBULL, Out-of-Town Manager.

Entire Second Floor of Fifth Avenue—Madison Square Corner Frontage of the new Brunswick Building, 26th to 27th Street.

Telephone 3601 Madison.