

Wanted:

Men Who Do Not Usually Read Real Estate Advertisements

*A Message to Men with Capital, who want
to Keep that Capital Working for Them*

NO FIELD of investment today is more active than New York City Real Estate. There is a reason. The market is a sound one.

The shortage of space for business and residential housing has established a new high-rental level which *must continue* until the cost of both labor and material comes down so as to permit of new buildings at the old cost.

In the meantime, rightly selected properties will pay a net return sufficient not only to yield 6 per cent on capital invested, but an excess for use to *amortize* both mortgage and equity, at a rate which today places New York Real Estate in a class absolutely by itself.

Therefore, if you will act now, it is actually possible for you—through *amortization*—to lay a solid foundation for an income that will pyramid scientifically.

In the properties selected for this announcement, the element of

safety against recession of value is very pronounced. All are safe and profitable properties to own. Each is offered subject only to a reasonable first mortgage.

Each has been thoroughly inspected and analyzed by our organization of engineers. Every statement we make in regard to them is based on accurate knowledge of facts and our experienced judgment of conditions.

In this connection you will find that we are more than brokers—we are *property engineers*.

The fact that we offer properties in a newspaper advertisement may cause you to hesitate to reply.

This is our answer: The opportunities we advertise are *exceptional*. And quick action is imperative. Therefore, we must reach the greatest number of people in the quickest time.

Write or phone for an interview with a principal of our organization.

Loton H. Slawson Company

171 MADISON AVENUE NEW YORK

PROPERTY MANAGEMENT

\$900,000

¶ \$900,000 cash investment yields six per cent per annum, plus over \$50,000 per year for amortization. ¶ A sixteen-story business building, covering approximately six lots. The present rentals average only \$1.23 per net usable square foot. As existing leases run out, new rentals are obtainable at an average of \$2 per square foot, and the surplusage of net return for amortization will be materially increased.

\$55,000

¶ \$55,000 cash investment yields six per cent per annum, plus more than \$8000 per year for amortization. ¶ A very attractive small apartment building, in the Gramercy Park section. The rentals are really low, and should be very materially increased. There is *always* a waiting list for the apartments in this building.

\$390,000

¶ \$390,000 cash investment yields six per cent per annum, plus \$33,000 or more per year for amortization. ¶ This is a corner office building, of the very highest class, located between the Pennsylvania and Grand Central Stations. Rentals are not yet at high level.

\$250,000

¶ \$250,000 cash investment yields six per cent per annum, plus, after October 1st next, a minimum of \$10,000 per year for amortization. ¶ A corner apartment building, located in a fashionable neighborhood. The apartments are large ones, renting for \$4500 to \$7500 each. This is the kind of property one of its *tenants* should own.

\$115,000

¶ \$115,000 cash investment will yield, after 1920, six per cent per annum, plus more than \$15,000 per year for amortization. ¶ A well-built, 12-story, fully sprinklered loft building, at present very poorly rented.

\$50,000

¶ \$50,000 cash investment yields six per cent per annum, plus \$3000 per year for amortization. ¶ An 8-story business building, near Fifth Avenue, below 14th Street. It has great possibilities for improvement as an income producer.

\$500,000

¶ \$500,000 cash investment yields six per cent per annum, plus more than \$25,000 per year for amortization. ¶ A 12-story corner apartment building on the West Side, which the owner is not especially anxious to sell. We believe it well worth the price at which it can be obtained.

\$77,000

¶ \$77,000 cash investment yields six per cent per annum, plus \$2500 per year for amortization. ¶ A small business building of excellent location. The rents now in force are far below market value. Most of the present leases expire in 1921.

N. B.

¶ These properties are offered, by authority of their respective owners, subject to previous sale or withdrawal without notice.

ENGINEERS