

• Ceiling prices have given the merchant a lot of trouble, but they have also given him an opportunity to show how much discount he is offering when he puts on his sales.

• Smith: "Robinson, the banker, has stolen \$100,000 of the funds and run away with the hotel keeper's wife."

Jones: "Heavens! Who will teach his Sunday school class?"

• Some punster on hearing that Dorothy Lamour was in the hospital for a general check-up, remarked that he bet they would find her in good shape.

• We understand that most blonde up-keep has changed to Bond up-keep.

• We do not know whether the head of the women's army is smart or not but we do know she looks like a million dollars in her uniform and that won't be a detriment.

• It will be pretty bad if we get so we have to put a nickel in the parking meters to hold our horse.

• Orator: "In this great and glorified country of ours there is no North, no South, no East, no West."

"No wonder we don't know where we are at."

• A tornado blew my house away with my wife in it.

Say, that's terrible!

Oh, it's all right—she's been wanting to take a trip for a long time.

• Singer—Now that you've heard my voice, what would you suggest to accompany me?

Impresario—A body-guard.

• Yodeling means to yell. You yell when you have a pain in the abdomen. A pain in the abdomen is the belly-ache. So yodeling is a bellyache.

• We've heard of milking cows and goats but milking rattlesnakes and cottonmouth moccasins was a new one on us. However, it's all in a day's business for Mr. Ross Allen who figures he has milked about 40,000 snakes without ever having been bitten.

• "The umpire for today's game is at the gate with two friends. Shall I pass them in?" inquired the gatekeeper of the manager.

"An umpire with two friends?" gasped the manager. "Sure!"

• Customer (in drug store on Sunday morning)—Please give me change for a dime.

Druggist—Here you are. I hope you enjoy the sermon.

• A pat on the back develops character if administered young enough, often enough, and low enough.

• Recent news story says Mae West is going east. A picture of Mae West going east should be good.



BUSINESS IS GOOD

• For the past few years we have been liquidating estate properties and institutionally owned properties. We have done a good job of it and our supply of listings in this type of properties is rather limited.

We now need more houses, apartment buildings, and duplexes to sell. They should be well located and reasonably priced.

Our estimate of the value of your property on the present market is with-



out cost to you and your inquiry will be confidential.

We can refer you to hundreds of satisfied customers, who will vouch for our fair and honest transactions.

"When we list 'em, we sell 'em."

Just call VI. 2690 to get the job done.

INVISIBLE GREENBACKS

• In managing income property it has been said that the technique and methods of the gay nineties do not produce results today. Elasticity in mental outlook and an attitude of eager receptivity toward helpful refinements in our business procedure distinguish the alert and progressive property manager from the run-of-the mill variety.

Let us strive to catch a clear vision of what we are seeking to accomplish. Income property should not be managed from the viewpoint of squeezing all of the income out of it without preserving the structure outside as well as inside. In other words, we should be careful not to "kill the goose that lays the golden egg" but carefully analyze the entire parcel. After all facts have been studied, then definite conclusions

must be drawn into active and practical plans that will fit the owner's pocket-book as well as the goal.

All of these plans must originate and be executed by a competent property manager that has sufficient experience and training coupled with free interchange of experiences of other competent property managers in his profession. The Certified Property Manager is more qualified than any other person. Just as a Doctor of Medicine, a Lawyer or Scientist has the necessary qualifications to obtain results in his particular field, so is the Certified Property Manager equipped to manage income property in order to show a profit in every dollar of rent collected and at the same time, preserve the capital investment.