



THIS BIRSEYE VIEW SHOWS LAURELHURST AND SURROUNDING RESIDENCE DISTRICT OF PORTLAND—THE CITY IS BUILT UP ALMOST SOLID FOR 2 MILES BEYOND.

# LAURELHURST

*The Addition with Character*

## IT IS AN ABSOLUTE FACT

This property which is highly improved as Laurelhurst and which is ideally located and highly restricted could not be purchased in other large cities of the United States for double what is being asked for lots in Laurelhurst, which is the most highly improved and close in restricted residence property in Portland. We know that we are selling Laurelhurst too low, and the best evidence we have lies in the fact that a number of people who purchased from us in Laurelhurst have resold at advances of from \$200 to \$300 per lot over what they paid.

**We have sold over One and One-half Million Dollars in Laurelhurst lots at prices 50 per cent too low**

WE BASE THIS STATEMENT ON WHAT IS BEING ASKED FOR OTHER RESIDENCE DISTRICTS NOT NEARLY SO WELL IMPROVED, NOT HALF SO WELL LOCATED AND MUCH FARTHER OUT OF THE HEART OF THE CITY

Just realize, if you can, what this means. Here is a magnificently located tract of 444 acres, right in the heart of the city. It is all being more highly improved than any other residence section of Portland, and has two car lines running through it, with two more lines within two blocks of its southerly portion. And lots are being offered for sale at prices as low as you would have to pay for lots in districts with few, if any improvements.—Take, as example, the cities of San Francisco, Los Angeles, Tacoma, or Seattle—in no one of them can highly improved and restricted residence lots within one and one-half miles of the center of town be purchased at double the price for which Laurelhurst lots are selling. As a matter of fact, lots in other high-class additions right here in Portland are being sold today for double what is being asked in Laurelhurst, and there is no section of Portland which is as highly improved as Laurelhurst will be when improvements now under way are completed.

For information call on  
**J. R. MOORE, STATE MANAGER,**  
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 Portland, Oregon.

Kindly send me by return mail the above  
 described literature on Laurelhurst.

Name .....

Address .....

Town .....