

MONEY IS POWER

A FULL PURSE NEVER LACKS FRIENDS—GIVES ENDLESS OPPORTUNITIES FOR DOING GOOD — OPENS WIDE THE DOOR TO EDUCATION, ART, MUSIC, SOCIETY, TRAVEL AND ALL CULTURE—IT IS THE POWER IN THE CONCRETE — THE MODERN MIRACLE WORKER

IT COMMANDS

- Skill
- Experience
- Wisdom
- Talent
- Influence

IT GIVES YOU

- 1.—Confidence in Yourself
- 2.—Attracts the confidence of Others

There is no mystery about "Financial Success." Any man whose earning powers are reasonably good may create a modest fortune surely, sanely and safely.

During productive years one has two sources of income: 1.—Income from personal services (i. e. Salaries, business profits or professional services); 2.—Income from savings investments.

During non-productive years one has only one source of income: 1.—Income from savings investments only.

TO ENJOY THE LATTER TO THE FULL EXTENT ONE HAS ONLY TO SET ASIDE A VERY SMALL PORTION OF THE PERSONAL SERVICE INCOME INTO A SAVINGS INVESTMENT FUND AT COMPOUND INTEREST DURING PRODUCTIVE YEARS. BUT TO DO SO ONE MUST HAVE A SOUND, SUBSTANTIAL, SYSTEMATIC PLAN.

There are many men and women of high purpose who earnestly desire to organize their lives financially along a definite plan who find the Installment Savings Bonds issued by COLUMBIA BOND & MORTGAGE CO. an ideal plan to accumulate capital out of their earnings without risk. Our Installment Savings Bonds have practical application to countless human needs. They afford a perfect method of providing a reserve or sinking fund during prosperous times against the inevitable day when times are not so good. They are amply secured by first mortgages on improved income-producing city real estate. All first mortgages are made on the amortization plan whereby the borrower pays off a portion of the loan together with the interest each month. Under this arrangement the amount of the loan is decreased with each passing month and the range of security is increased, as no portion of the mortgage is released until the loan is paid in full. All first mortgage loans are made on only one-half or 50% of the actual property value. The company assigns to and deposits in trust with the United States National Bank of Portland \$110.00 of gilt edged first mortgages to cover each \$100.00 of liability on installment savings bonds issued and each installment savings bond bears the certification of that bank. Our installment savings bonds are not subject to market fluctuations. They pay the fortunate owners 5 1/2% interest compounded annually. Every individual and every business enterprise can well establish a comfortable reserve or sinking fund by putting the Columbia Plan into operation, for it will prove a strong factor of safety in any situation. This is a matter of vital moment to you—it concerns both your present and your future. Fill in the Coupon and further information will be sent to you at once. A Savings Bond for Every Income and Purpose.

COLUMBIA BOND & MORTGAGE CO.
204 Artisan's Bldg.
Portland, Ore.

L. S. Weeks
Foley Bldg.
La Grande—Representative

COLUMBIA BOND & MORTGAGE CO.
204 Artisan's Bldg., Portland, Oregon.

Gentlemen—Without obligation on my part please send me your booklet, "Unlocking the Door of Success." I desire such information as [] Saving and Investing; [] Building a Reserve Real Estate; [] Educational Funds for Children; [] Business Sinking Fund.

(Note.—Mark X in Square for information desired)

Name _____
Address _____