

Way to Fortune



GIVE THE PEOPLE A CHANCE



SHOWING THE EMERGENCE OF THE SMALL INVESTOR INTO THE COMPLETE PRIVILEGES OF PORTLAND'S

GREATEST OPPORTUNITY

Offers to every one, with \$100 or more, a ground floor opportunity to own a part of **MULTNOMAH TRUST BUILDING NO. 1** to be erected this Spring at the corner of **FOURTH** and **ALDER** streets. Easy terms arranged.

SWEET HEAD LEMCKE

THE BUILDING which we are about to erect will be an eight-story, strictly modern, absolutely fire-proof structure, a credit to Portland and the entire Northwest. The building will be of reinforced concrete. The building plans are being worked out by MacNaughton, Raymond & Lawrence. The location at the corner of Fourth and Alder streets is unsurpassed. The entire basement, ground floor and second floor have been rented. Applications for offices on many of the other floors have been received. Complete occupancy of the building even before completion is assured. In the heart of the retail district, one block from every streetcar line in Portland, with the exception of the O. W. P., and in the midst of Portland's greatest activity, no more substantial, profitable or attractive building project can be submitted to the general public of Portland for investment purposes.

THE PLAN provides for the distribution of ownership into 3000 parts, of the value of \$100 each. These parts are known as profit-sharing units or bonds. Each one represents its pro rata share of ownership in the \$300,000 project. The owner of one of these units is just as much an owner of the building as though he possessed half of the units. The distribution of the ownership of a large building over a large city has many advantages, chief among which is the arousal of a public interest in public construction, which has hitherto been scattered among the few instead of among the many. These units may be purchased for cash or upon favorable terms. Opportunities of this character seldom present themselves, and this one has proven exceptionally popular.

FOR COMPLETE INFORMATION BY MAIL, SIGN AND RETURN THIS COUPON

COUPON
SWEET-HEAD-LEMCKE
 146 1/2 Fifth Street,
 Portland, Oregon.

Gentlemen:
 Kindly mail your folder describing Multnomah Trust Building No. 1 and your plan of financing it.

Name
 Address

SWEET-HEAD-LEMCKE BUILDING
CORNER FIFTH AND ALDER STREETS

SWEET HEAD LEMCKE

ENTRANCE AT 146 1/2 FIFTH STREET
ACROSS FROM MEIER AND FRANK

IF YOU WISH TO TALK IT OVER WITH US, SIGN AND MAIL THIS COUPON

COUPON
SWEET-HEAD-LEMCKE
 146 1/2 Fifth Street,
 Portland, Oregon.

Gentlemen:
 Will you kindly have your bond representative call at the address below and explain your proposition in detail?

Name
 Address

THE PROFITS from investment in these units are derived from three sources: First, of the net earnings from the building after construction, the first 6 per cent goes to the holders of the units. Second, all earnings in excess of 6 per cent are divided in half, one-half of which is paid to the unit holders. Third, each year \$6000 is set aside for the redemption of the bonds. This fund will be invested by the **MULTNOMAH TRUST COMPANY** in 6 per cent mortgages, creating thereby a surplus fund which will be greatly in excess of \$300,000 upon the maturity of the bonds. This surplus over \$300,000 will be divided equally among the unit owners. This makes the average earning 9 per cent per year, payable quarterly, and an additional amount approximated at 75 per cent to distribute among the unit owners at the time of redemption.

THE NET RESULTS are astonishing to the small investor, for the reason that he is unacquainted with the enormous earning power of business blocks. There are few investments which return to the investor 9 per cent per year for 30 years, return his original investment and 75 per cent bonus in addition. The reason why the small investor seldom has an opportunity to invest in this manner is because the large investor is in closer touch with such projects and snaps them up before the little fellow is aware of it. Instead of following the customary methods of financing a big building, **SWEET-HEAD-LEMCKE** prefers to popularize the name of the firm by allowing the public an opportunity of subscribing on the same terms as the large investor. So far, the general public has responded freely. The entire allotment of bonds should be subscribed within a few days.