

**W**OULD it be worth your while to own this building, collect all the rents, pay all of the operating expenses, pocket all of the net profits and be independent of everybody and everything for thirty years? If you haven't enough money to buy this building, you cannot do this. Undoubtedly you have enough, however, to own part of this building, participating in your share of the profits, and make exactly the same percentage as though you owned the entire building. If ownership of the entire building is beyond your means, remember that the ownership of part of it is just exactly as profitable an investment.

### A Few Strong Points

This building is about to be built on the northwest corner of Fourth and Alder streets.

It will be eight stories high, of concrete reinforced with steel, and covering an area of 100x100 feet.

It is within a radius of two blocks of the Postoffice, Portland Hotel, Marquam Building, Oregonian Building, Olds, Wortman & King, Perkins Hotel, Rothchild Building, Couch Building, Chamber of Commerce, the new Ladd buildings, Lipman & Wolfe, Meier & Frank, Woodard & Clarke's store, Corbett Building, Sweet-Head-Lemcke Building, Honeyman Hardware Co., Belvedere Hotel and every streetcar line that enters the city of Portland.

On the present basis the rental values that the building will earn are \$75,000 a year, increasing as Portland grows.

Rental space is already in demand, the basement, entire ground floor and second floor having been contracted for.

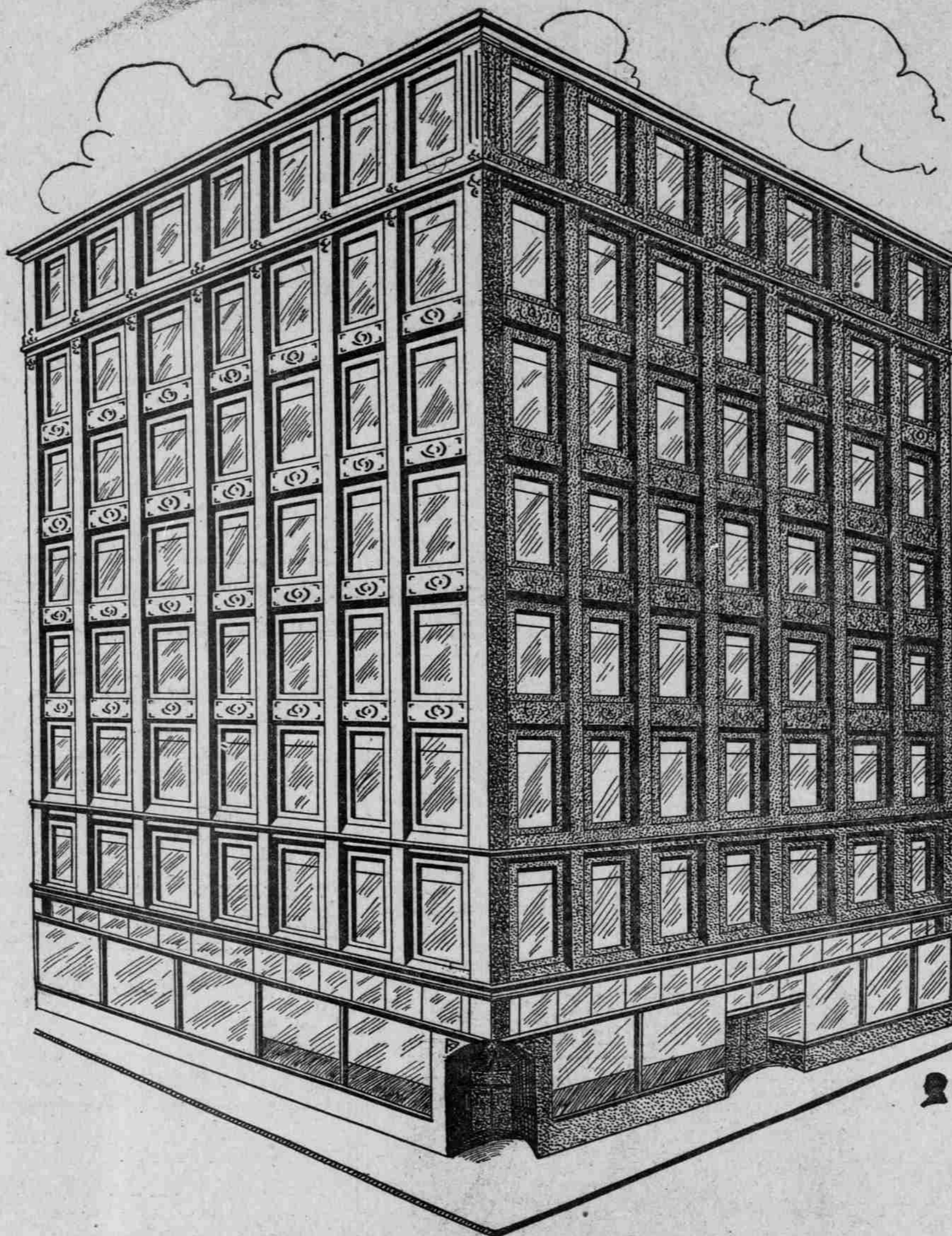
Applications covering almost all of the balance of the building have been received, are on file and are pouring in daily.

This demand for office room assures an average annual income for 30 years of 9 per cent on whatever amount you care to invest, from \$100 up to \$100,000.

Notice to present tenants has been given to vacate within 30 days, and on the first of May the present shacks will be torn down and the construction of this magnificent new building will be commenced.

Is a solid, substantial concrete structure like this, in the heart of a city to have one-half a million population in 1912, sufficient security for you for the investment of \$100 and up?

If so, make application for our Profit-Sharing Unit Bonds without delay, as they are being subscribed very rapidly.



### A Few Suggestions

Any property, security, bond or stock certificate that you own that is paying you less than 9 per cent annually you can profitably dispose of and invest in MULTNOMAH TRUST BUILDING NO. 1 Profit-Sharing Unit Bonds.

If you have a son or daughter that you wish to start off in life with a comfortable amount of money on hand, invest from \$1000 to \$5000 in these Profit-Sharing Unit Bonds, and by the time that child reaches the legal age it will have enough accumulated money to engage in almost any business.

What is Portland going to do for office room when it reaches the half million stage? Can you answer this question without admitting that an investment in the Profit-Sharing Unit Bonds of MULTNOMAH TRUST BUILDING NO. 1 is high-grade, first-class and exceptionally profitable?

Inasmuch as you cannot own a building of this kind, why isn't it reasonable, sane and logical that you should own as much of it as you possibly can? Whether you own a whole building, one-half of it, one-fourth of it, one-eighth of it, one-hundredth of it or one-thousandth of it, the per cent profit on the investment will be exactly the same as though you owned it all. Everybody who invests in these Profit-Sharing Unit Bonds shares and shares alike in proportion to the amount invested.

The men who are the leading real estate operators on the Pacific Coast tell us that within two years the unit plan of ownership in business blocks and other big real estate projects will be financed on the unit basis. This company is the pioneer of the unit plan of ownership in the City of Portland and offers an opportunity unknown to this city heretofore.

MULTNOMAH TRUST BUILDING NO. 1 offers a similar proposition to that of the Trustee Company of Seattle, which has made hundreds of thousands of dollars for its unit owners and has built seven large structures.

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

Gentlemen:  
Please mail me figures showing in detail how MULTNOMAH TRUST BUILDING NO. 1 will earn \$75,000 a year.

Name .....

Address .....

The above sketch is a preliminary elevation drawing of MULTNOMAH TRUST BUILDING NO. 1, showing substantially what our architects propose and along the lines we will follow when we commence building, on or about the first day of May, of this year. You may become a part owner of this building upon the most logical terms ever offered. Delay and the opportunity will be denied forever, as this building is very nearly financed at the present time.

**The wealthiest and most representative merchants and business men of Portland hold many of these units**

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

Gentlemen:  
Please send me your folder, describing your plan of financing MULTNOMAH TRUST BUILDING NO. 1.

Name .....

Address .....

**500,000  
in 1912**

# SWEET-HEAD-LEMCKE

146 1/2 FIFTH STREET—ENTIRE SECOND FLOOR

**500,000  
in 1912**