

WANTED 1000 MEN

To Complete the Bridge of the Gods

Men who can visualize the future of the Columbia Highway, with the tourists of many nations crossing and recrossing the Bridge of the Gods, to view from every angle the grandeur of the Columbia Gorge. Men who respond to the call of civic pride in the develop-

ment and improvement of our world-renowned highway, our greatest tourist asset. Seldom does the public have an opportunity to respond to the call of civic pride in matters of public utilities that offer the direct benefit given by the Bridge of the Gods Corporation,

or glory in the additional features of beauty to our already famous Columbia River Highway and at the same time receive substantial monetary returns for their support. Part ownership, on a basis of equality to all, in the most natural bridge site in the northwest, if not in

the entire United States, and a bridge that not only spans the greatest waterway of the Pacific but crosses two transcontinental railroads and joins two of the greatest highways in the world, the Columbia River and the North Bank.

THE MAIN PIER ON THE OREGON SIDE IS COMPLETED

BUILD THE BRIDGE—One Thousand Men or Firms With One Hundred Dollars Each Will Do It

THE BRIDGE IS THE LINK THAT CONNECTS THE YAKIMA VALLEY WITH PORTLAND—A traffic survey has been made. It is estimated that the Commercial Traffic alone originating at Stevenson, Underwood, White Salmon, Lyle, Goldendale, Glenwood, Yakima and the smaller towns will pay 7 Per Cent on the entire cost of the bridge. This will be more than doubled by the tourist and pleasure travel.

GRIFFITH, LEITER & ALLEN
ATTORNEYS AT LAW
ELECTRIC BUILDING
PORTLAND, OREGON
June 8, 1922.

The Bridge of the Gods Corporation,
221 Chamber of Commerce Building,
Portland, Oregon.

Dear Sirs:

I am particularly pleased with the plan adopted by your corporation looking to the construction of a bridge across the Columbia River, to be known as the Bridge of the Gods. It is not only unique from a scenic point of view, but will form the all-important connecting link between the Washington and Oregon sides respectively.

The bridge is one of the most important undertakings in the present highway development, and ought to receive the support of all those who love a beautiful drive.

Yours truly,
Franklin J. Buffett

FIG: F

OFFICERS
DIRECTORS

OREGON'S WORLD EXPOSITION IN 1925

Portland TRUTH Ad Club

PORTLAND THE CLEARING HOUSE OF AN EMPIRE
June 26, 1922.

Bridge of the Gods Corporation,
221 Chamber of Commerce Building,
Portland, Oregon.

Gentlemen:—

It was with a great amount of pleasure that The Portland Ad Club took part in the dedication ceremony of the "Bridge of the Gods" Pier on Sunday, June 18th.

The new bridge should stand for a new era in co-operative effort on the part of all Oregon and Washington communities and cities, for the development of modern enterprises.

We consider this enterprise one of the most important civic projects in our present highway development.

You are to be commended on your initiative in promoting this enterprise, which from the very nature of the proposition assures your success.

Yours very truly,
Gerrit Rauch
President.

GLE:B

MAYOR'S OFFICE
PORTLAND, OREGON
May 31, 1922.

The Bridge of the Gods Corporation,
221 Chamber of Commerce Building,
Portland, Oregon.

Dear Sirs:

In reply to your inquiry about my opinion of the "Bridge of the Gods" which is now being built at The Cascades, I will say that I consider it a wonderful project and a big asset to the Columbia River Highway on the Oregon side of the Columbia River and the Washington Highway on the Washington side. When finished the bridge will be a great facility to both tourist and commercial travel.

I know nothing of the financial possibilities or the opportunity for an investment standpoint but from the standpoint of facility I consider it one of the most important developments in our present highway system.

Very respectfully yours,
Geo. L. Baker
Mayor

0, 1922

BRIDGE EARNS \$253,385 FOR ENTIRE YEAR

Interstate Span Nets Total of \$152,030 for Multnomah County; Returns \$24,784 Less Than for 1920.

The net earnings of the Interstate bridge for 1921 was \$253,385, of which \$152,030 went to Multnomah county and \$101,355 to Clark county, according to a report submitted to the county commissioners by Alex C. Rae, accountant. The gross income for the year was \$295,900, but \$42,515 went toward operating expenses. The gross income was \$24,784 less than in 1920, due to the fact that not so many shipyard employees crossed the bridge.

According to the report, 225,000 persons crossed the bridge during the year in automobiles or on foot. Street cars carried 1,060,000 across the structure, bringing the total number crossing up to 2,345,000. In 1920 2,018,000 persons crossed.

The net earnings of the bridge since February, 1917, has reached \$1,311,866, according to County Commissioner Holman.

The sale of bonds by Multnomah county for building the Interstate bridge totaled \$1,350,000. Two hundred thousands dollars of these bonds have been retired since 1918, Holman said.

"The bonds will be retired, interest paid, operating expenses paid and a surplus accumulated within the life of the bonds," Holman said.

Fifty-nine thousand three hundred street cars, 734,000 automobiles and 111,000 trucks crossed the viaduct in 1921, according to Rae's report.

SAYS INTERSTATE SPAN MORE THAN PAID BACK COST

Multnomah and Clark counties have been more than repaid for the cost of the Interstate bridge over the Columbia by tolls paid by travelers, according to a statement by County Commissioner Rufus C. Holman on the authority of Accountant Alex C. Rae.

"At the close of business April 11," said Holman, "Multnomah county had received \$748,824, net. Multnomah county's share of the cost of the main structure was \$334,454.23. Clark county had received \$499,218, net, and Clark county's share of the cost of the main structure was \$356,322.

"These figures of cost do not include the approaches which were paid for by Clark county on the Washington side and by Multnomah county on the Oregon side. Nor do the figures include the cost of the bridge over Oregon slough, also borne by Multnomah county.

"But from the bridge tolls, Multnomah county has paid off the bridge bonds as they fell due at the rate of \$50,000 a year, has reimbursed the state for all money advanced when the bridge was not earning money, has paid its share of operating and maintenance costs and has about \$32,000 in the bridge fund.

JANUARY 11, 1921.

INTERSTATE BRIDGE EARNS \$278,161 DURING LAST YEAR

For the year ending December 31, 1920, the Columbia River Interstate bridge earned the total of \$278,161.75, according to the statement of Auditor Rae. Of this Multnomah county is to receive three fifths, or \$166,901; Clark county, two fifths, or \$111,260.

The total income of the bridge was \$278,162. The total operating expense was \$50,014, including a payroll of \$33,068. Tolls collected at the bridge amounted to \$249,627. The Portland

NEW RECORD IS ESTABLISHED BY BRIDGE SUNDAY

TOTAL OF \$1388.25 IS COLLECTED IN TOLLS, SUPERINTENDENT DECLARES.

With the collection of \$1388.25 in tolls yesterday was proclaimed as the most lucrative Sunday since the erection of the Interstate bridge by D. Campbell, superintendent of the structure. The above amount does not include at least \$500 in street car tolls.

BIG SPAN PAYS GOOD DIVIDEND

Total Earnings Exceed Cost of Main Structure; Two Counties Get Cash.

The net income from the Interstate bridge from February 15, 1917, when the structure was opened to traffic to March 31, 1922, was \$1,348,940.38, considerably more than the cost of the main structure, according to a report just prepared by County Commissioner Rufus C. Holman.

Receipts from the bridge since it has been in operation total \$1,467,422.22, while the disbursements total \$215,331.24. The cost of the main structure was approximately \$1,100,000.

The receipts have been distributed as follows: To Multnomah county, \$748,824.57; to Clark county, \$499,218.41.

In addition, Holman said, the bridge commission has retired \$200,000 of the bonded indebtedness.

JANUARY 2, 1920.

\$52,701.62 PAID TO STATE FROM BRIDGE TAXES

Operation of Highway Over Columbia Nets Balance of \$232,401.31 From January to May.

SALEM, Or., Jan. 2.—(Special)—The secretary of state's office today received from the Multnomah county court a check for \$52,701.62, covering an amount due to the state from operation of the inter-state bridge between Multnomah county, Oregon, and Clark county, Washington, for the year ending December 31, 1919. This payment had been delayed pending settlement of certain points at issue between the county and the state.

PAYS OFF INTEREST.

Under a law that prevailed up to May 25, 1919, Clark county received two-fifths, and Multnomah county three-fifths of the net proceeds from operation of the bridge. From Multnomah county's three-fifths it was required to pay the state 75 per cent as a reimbursement for the amount of annual interest charge on bonds issued by Multnomah county to build the bridge.

Accompanying the check received by Multnomah county today is a report covering the period from January 1, 1918, to May 25, 1919, when the old law was superseded by a new law.

RECEIPTS NEAR HALF MILLION.

This report shows total receipts of \$445,775.15 and disbursements of \$183,193.55, leaving a net balance of \$262,581.60. Multnomah county's share of the bridge's net earnings is \$159,549.20. From Multnomah county's share it must pay the state 75 per cent in addition to the check received today.

Help Build the Bridge

There are fifty-three toll bridges of importance in the United States. Every one of these bridges has been a financial success; in many instances paying enormous profits to stockholders. There is no record of a failure in any of these investments. The board of directors of the "Bridge of the Gods" Corporation have authorized the sale of the remaining one thousand shares of the stock of the company.

The object of the corporation being to build a bridge over the Columbia River at the lower end of the Cascade Rapids.

The entire cost of the enterprise is.....\$600,000.00

The capital stock of the corporation is.....\$300,000.00

The corporation purposes to place a 7% bond issue, maturing in twenty years, for.....300,000.00

\$600,000.00 \$600,000.00

When the balance of the capital stock and the \$300,000 bond issue has been placed, there will remain a cash surplus for contingencies of \$26,429, after paying for financing and construction of the bridge.

The undertaking is a private enterprise to be owned and operated by the corporation. A toll is to be charged and a tentative schedule of tolls has been approved. The tolls will take care of the upkeep and overhead expenses, pay the interest on the bonded debt, provide a sinking fund to take care of the debt, and pay a reasonable divi-

dend upon the stocks. The bonds are to be first mortgage bonds, running for twenty years, drawing 7% interest, optional at 105 after ten years, and are secured by the property and the tolls from the bridge.

The plan of issuing only a limited amount of stock makes it unusually attractive to the investor, for when the bonds are retired the bridge will be owned entirely by the stockholders. The only opportunity to get stock will be by purchase from the block of stock that is now being offered for sale. When that is sold it is not contemplated to put any more stock on the market.

The par value is one hundred dollars a share and may be purchased on partial payment of 40 per cent down and 15 per cent per month; 2 per cent discount for cash

BRIDGE OF THE GODS CORPORATION,
221 Chamber of Commerce Bldg.
Portland, Or.

Without obligation on my part, please forward to me full information regarding the opportunity for investment in the Bridge of the Gods.

BRIDGE OF THE GODS CORPORATION

DORR E. KEASEY & CO., Financial Agents
221-222 Chamber of Commerce Building
Portland, Oregon

Phone Broadway 2055