THE SUNDAY OREGONIAN, PORTLAND, JULY 9, 1922

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 owner. ship, 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.

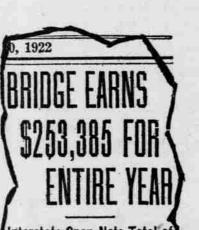
THE MAIN PIER ON THE OREGON SIDE IS COMPLETED

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.

OBLD STROSITION flan MAYOR'S OFFICE RTLAND, OREGON June 26, 1922. May 31, 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 dedi-cation ceremony of the "Bridge of the Gods" Pier on Sunday, June 18th. Dear Sire: 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 of the most importa-present highway peautiful.drive. Point highway development. You are to be commended on your initiative in promoting this enterprise, which from the very nature of the proposition assures your Yours truly. J. D. Inffice success. Yours very truly GLR:B President. FTG:F

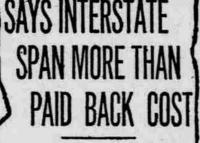


Interstate Span Nets Total of \$152,030 for Multnomah County; Returns \$24,784 Less Than for 1920.

The net earning of the Interstate bridge for 1921 was \$253,385, of which \$152,030 went to Multnomah county and \$181,353 to Clarke county, accord-ing to a report submitted to the ounty commissioners by Alex C. Reeccountant. The gross income for the year was \$295,900, but \$42,515 went to ward operating expenses. The gross ncome was \$24,784 less than in 1829 income was \$24.784 less than in 1920, due to the fact that not so many ship-yard employes crossed the bridge. According to the report 2.224,000 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 2,284,000. In 1920 ,058,000 persons arcossed. The net carnings of the bridge since February, 1917, has reached \$1,331,865, secording to County Commissioner Holman.

The sale of bonds by Multnomat county for building the Interstate bridge totaled \$1,550,000. Two hun-dred thousands dollars of these bonds ave been retired since 1918, Holmi

ald: "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 114,000 trucks crossed the viaduct in 1321, according to Rae's report.



Multnomah and Clarke countles hav been more than repaid for the cost of the Interstate bridge over the Columbi 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," seid Holman, "Multnomah county had

received \$745,824, net. Multhomah coun-ty's share of the cost of the main struc-ture was \$534,484,39. Clarke county had received \$459,216, net, and Clarke county's share of the cost of the main structure was \$356,322.

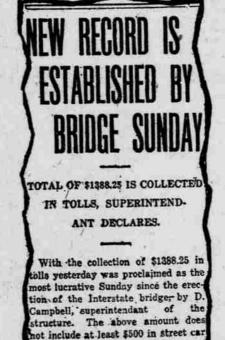
"These figures of cost do not includo the approaches which were paid for by Clarke county on the Washington side and by Multnomah county on the Ore-gon side. Nor do the figures include the cost of the bridge over Oregon slough, also borne by Multhomah county. But from the bridge tolls, Multhomah county 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 \$\$2,000 in the bridge fund.



For the year ending December 31 1920, the Columbia River Interstate ridge earned the total of \$278,168. 75, according to, the statement o Auditor Rae. Of, this Multnomal county is to receive three fifths, or \$165,901; Clarke county two fifths, r \$111,267

The total income of the bridge was \$225.182. The total operating expense was \$50,814, including a payroll of \$33. 868. Tolls collected at the bridge ed to \$249.537. The Portlan



Help Build the Bridge

BIG SPAN PAYS 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 \$1,348,040.98, considerably more than the cost of the main structure, according to a re-port just prepared by County Commis-sioner Rufus C. Holman. Receipts from the bridge since it has been in operation total \$1,465, 432.22, while the disbursements total \$215,331.24. The cost of the main structure was approximately \$1,100,000.

1.100.000. The receipts have been distributed as follows: To Multhomah county, \$748,824.57; to Clarke county, \$499.-

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

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 corpo-ration 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 sur-plus 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% inter-est, 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.

BRIDGE TAXES Operation of Highway **Over Columbia Nets Bal**ance of \$232,401.31 From January to May.

\$52,701.62 PAID

TO STATE FROM

ARY 2, 1920.

SALEM, Or., Jan. 2.-(Special.)-The secretary of state's office today received from the Multhomah county court's check for \$52,701.\$2, covering court a check for \$52,701.92, covering an amount due to the state from operation of the inter-state bridge between Multaensh county, Oregon and Clarke county, Washington. for the year ending December \$1, 1917. This payment had been delayed pending sottlement of certain points at issue between the county and the state PAYS OFF INTEREST.

insued by Multnomah county to many the bridge. Accompanying the check received by Multnomah county today is a re-port covering the period from Janu-ary 1, 1918, to May 28, 1919, when the old law was superseded by a new law. RECEIPTS NEAR HALF MILLION. This report shows total receipts of \$45.775.15 and disbursements of \$35.-335.51. Multinomah county's share of three-fifths is \$122,401.31. And Clarke county's two-fifths is \$154.-754.20. From Multinomah county's share it must pay the stats 75 per cent in addition to the check received today.

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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

DORR E. KEASEY & CO., Financial Agents

221-222 Chamber of Commerce Building

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.			
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Phone Broadway 2055

Portland, Oregon