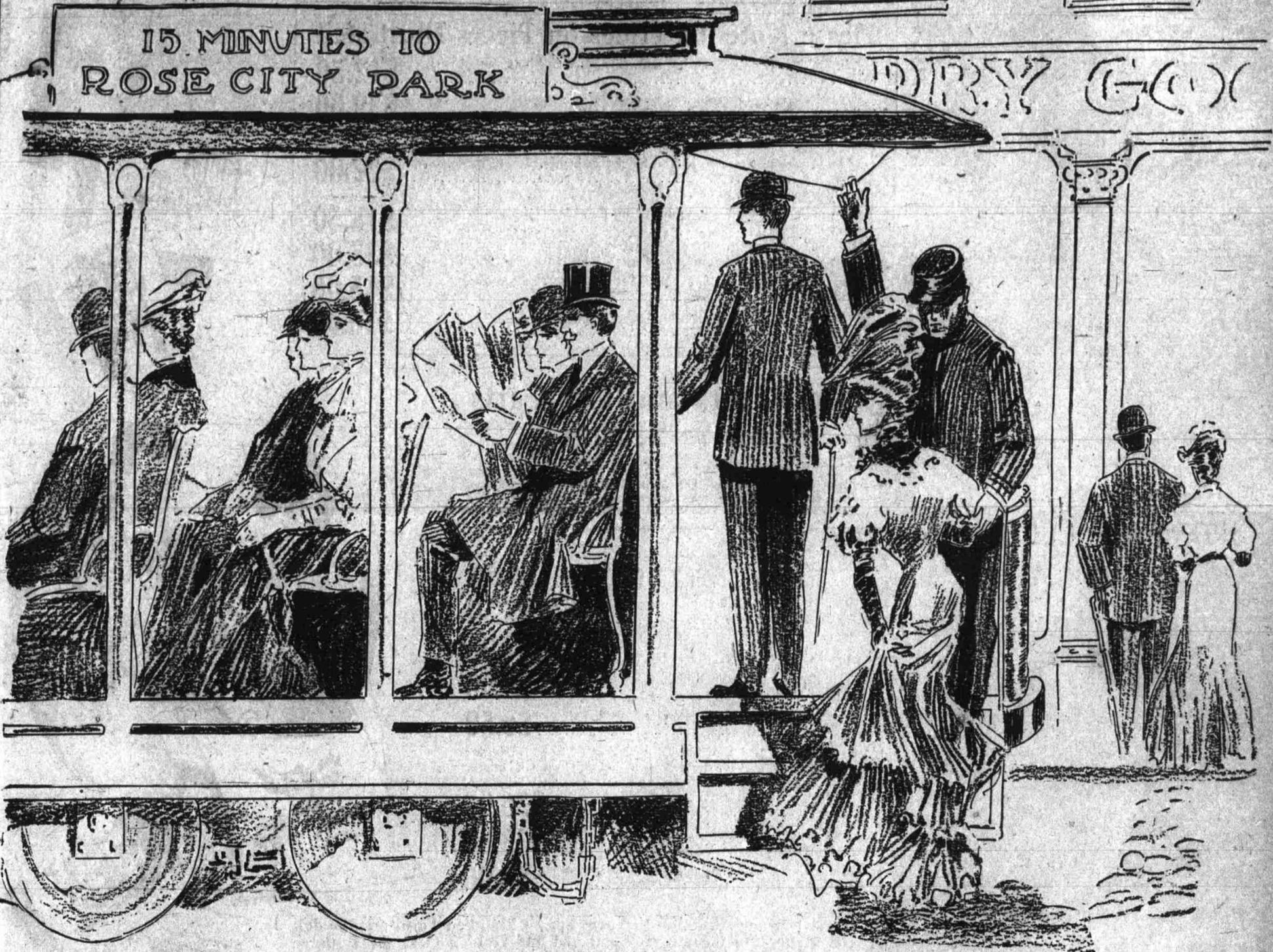


ROSE CITY PARK CAR LINE WILL START NEXT WEEK

15 MINUTES TO
ROSE CITY PARK

DRY GO



The opening of electric street car service to Rose City Park is important to the people of Portland for several reasons. Ponder for a moment on some of the results. Realize the significance of a fifteen-minute care ride to Rose City Park with the cars running every fifteen minutes all day long. Such service, with the best cars that the railway company can provide, means much to you. Here are a few of the logical results of the new car line:

Wherever street cars are operated for the first time in a large and growing city prices are sure to advance. This is reasonable because of the immensely improved facilities for getting to and from down town. Prices of Rose City Park property, however, will not be advanced at once. A sufficient length of time for all prospective purchasers will be allowed in which to make selections.

Such an improvement is certain to build up the neighborhoods intervening between Rose City Park and down town. This means a wonderful increase in property valuations as well as a multitude of new homes. The immediate result of this development is to make Rose City Park even more desirable as a home location, owing to the building restrictions, and scores of other advantages of living in this beautiful suburb.

It means immediate building. Scores and scores of people have held back from erecting their homes until absolutely assured of a street car line. Many contracts have been let, subject to the extension of the car line. Many more are now about to be let, inasmuch as the building of the track is about completed. This promises dozens and dozens of new and beautiful homes in Rose City Park right away. Therefore, now is the time to buy.

Of greatest interest to you, it means that thousands and thousands of people will visit Rose City Park the first two or three weeks that the car line is in operation. It means that hundreds and perhaps thousands of lots will be sold within the next thirty days. To you, therefore, it means quick action. Everybody wishes the best location. That is natural. The only way to get the most desirable site is to select it right now. Take no more chances.

If you buy a lot in Rose City Park you will not have to pay for street improvements, cement sidewalks, laying of water mains or any other similar improvements. These are all included in the price you pay for the lot. If you buy a \$400 lot you get the same improvements as the one who buys a \$650 lot. At no time and at no place has there ever been such inducements made to the purchaser of a site for a home. More than that, the terms are easy. More than that, if you are unable to build your own home we are ready to aid you.

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