



# "Berkeley"

JUNE 9

PORTLAND'S BEAUTIFUL NEW RESIDENCE ADDITION

## Thrown Open Next Sunday

JUNE 9

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

FOR MORE THAN THREE WEEKS we have been preparing for the opening of "BERKELEY," and we will make the event an affair that will mark an epoch in the history of Portland—a day that will never be forgotten and one for which scores will forever after offer up thanks to us. A STRONG STATEMENT, we know, but WE KNOW "BERKELEY" AND ITS FUTURE. We knew its value when we first saw its ideal location, beautiful surroundings and unsurpassable scenic charms.

### A HOME IN "BERKELEY"

MEANS LIFE in a most delightful suburb, with all the advantages of the city. Purposely we have refrained from definitely stating precisely where "BERKELEY" is located until this time, simply because we were too busy on our beautiful 100-acre tract to permit prospective buyers to go over the addition, but the past week has enabled us to catch up with our work, and now it is your privilege, if you wish, to go out and look the tract over.

### "BERKELEY" IS REACHED

BY TWO CAR LINES—the Oregon Water Power and the Waverly-Woodstock—the addition is only TWENTY-TWO MINUTES FROM THE BUSINESS CENTER OF THE CITY. For our grand opening we have decided to use the Oregon Water Power cars and have had printed "SPECIAL FREE TICKETS," which may be secured by calling at our offices. These tickets will be good going from First and Alder streets every thirty minutes between 9:30 a. m. and 4 p. m. Good returning on

any O. W. P. car. Look for our "Bureau of Information" man at First and Alder on that day. You will know him, for he will be different from the other men.

### ENTERTAINMENT FOR ALL

YOU WILL ENJOY your trip to "BERKELEY" in one of the big O. W. P. cars, the ride taking you across Morrison-street bridge, along the banks of the Willamette, past the "Oaks," through the golf links, a few minutes later landing you at Portland's newest and most attractive residence addition, where cool and balsam-laden breezes mean rest and new life, and where ONE DOLLAR A WEEK BUYS YOU A HOME that will soon double in value. There will be entertainment for all. Watch papers for details.

### "BERKELEY" A WINNER

MONDAY, May 27, was the first day possible to make reservations in "BERKELEY," and 71 lots were marked off to those who were wise enough to act quickly and wanted to be on the ground floor. "Reservation" sales have been fairly pouring in, and will continue to do so until our opening day, June 9. Then, in addition to our "DOLLAR-A-WEEK" plan, we have

### "A SPECIAL PROPOSITION"

WHICH is unusually attractive—ALL \$125 LOTS BOUGHT UNDER OUR RESERVATION PLAN GO FOR \$100—five dollars down and ONE DOLLAR A WEEK. We

want to give you every advantage possible and want you to come in and let us tell you about our "Before-Opening Offer." It means \$25 to you, and you are entitled to get everything possible out of your money. But don't forget that YOUR LOT ONLY COSTS YOU ONE DOLLAR A WEEK.

### A LITTLE FIGURING

WILL BE OF INTEREST: Portland, Oregon, is today erecting a larger percentage of new buildings than any other city in the United States, the amount for April, 1907, being \$2,500,000, against \$515,000 for April, 1906. Statistics show that values in Portland are lower today, proportionately, than any place in the United States, and, what is more, values are lower today than they ever will be again. In the past two years property similar to "BERKELEY" has increased 115 per cent. Figuring a lot in "BERKELEY" at \$125, in two years, allowing the same increase, means a profit of \$155. If you put \$125 in

### A SAVINGS BANK

AND LET IT STAY THERE FOR TWO YEARS at 4 per cent, compounded semi-annually, you would make \$10.30. THE LESSON IS PLAIN—"BERKELEY" is the place for your money, for you are entitled to its full earning power, and you get it by investing in "BERKELEY." We want to tell you more about it. Don't forget our opening date, and don't forget our "Special Proposition" in effect up to that date. See or phone us at your earliest opportunity. It means much to you.

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

**\$100**  
A WEEK

### The Curtiss Company

309 ABINGTON BUILDING SELLING AGENTS  
Phones A2699, Main 699.

### The Jacobs-Stine Company

FIFTH FLOOR, SWETLAND BUILDING  
Phones A2811, Main 359.

"Berkeley"  
Thrown Open  
Sunday, June 9

"Berkeley"  
Thrown Open  
Sunday, June 9

**\$100** **\$100** **\$100** **\$100** **\$100** **\$100** **\$100** **\$100** **\$100** **\$100** **\$100** **\$100**  
A WEEK A WEEK A WEEK A WEEK A WEEK A WEEK A WEEK A WEEK A WEEK A WEEK A WEEK A WEEK

## DON'T BE CONTENTED

IN A RENTED HOUSE. HAVE ONE BUILT TO YOUR ORDER, ON

HAWTHORNE AVE. AND 48th STREET

BUY A HOME  
ONE ALL YOUR OWN

And pay for it with your rent money. With the money you are yearly squandering in RENT you can buy a thoroughly modern, up-to-date home, and pay for it as you pay rent.

LOTS \$300 to \$700—\$25 DOWN, \$10 A MONTH



Every convenience here. Bull Run water, seven-minute car service, fifteen ride, sixty-foot streets through tract, building restrictions. Right in the trend of the city's growth.

Buy Now and Reap the Benefit of Our Building Boom

Take Mount Tabor Reservoir or Mount Scott car at First and Alder streets TODAY, ride to Forty-eighth street. Branch office on corner.

**Portland Realty & Trust Co.**

106 Second Street, Portland.  
R. A. TAYLOR, Agent on Ground.

Here's

The point: You have the best location, the best sewerage, Bull Run water and no dangerous railroad crossings at



**Waverleigh**

Phone us—Main 550 or Home A2537—or call at Sixth and Washington, and we'll take you to Waverleigh. Terms to suit you.

**H. W. Lemcke Company**

## JONESMORE

On Montavilla car line. Lots 50x100. Graded streets, sidewalks, Bull Run water, building restrictions. An ideal homesite.

\$350 to \$500  
**GEO. D. SCHALK**

TELEPHONE MAIN 392 264 STARK STREET

## CLEMSON Advance to be Made Morning of June 18th the Time

Then you will pay more for lots in Clemson. If you want a lot and haven't sufficient to pay down, we will arrange it with you, so you can have the advantage of the advance. But you must act before the 18th. We have just gotten out a new pocket city map, which is free to any one wanting one. See the popular addition today. \$10 secures you a lot. Range of prices \$100 to \$250. Don't forget the date and let it slip by without securing a lot in Clemson. Take Mt. Scott car at 1st and Alder and get off at Lents. Our local office, Lents hotel. Get our free City Map.

**CLARKE-CLEMSON-BLUMAUER CO.** 301-303 Couch Building 4th, bet. Washington and Stark