

# THE HOME WHY?—THE REASON

An eastern business man recently arrived in Portland and immediately began the search for a home for his family. He was toasted, coaxed and advised to buy here and there, though he had visited many sections of the city he did not feel thoroughly satisfied. When asked the reason he replied: "I haven't found just the location." This is the key to every man's business forethought. Location is everything when you are buying a home.

**WITHIN FOUR YEARS** Portland will have 100,000 more people. More than 80 per cent will go to the east side to live. Only those who can afford to buy the most expensive property will remain west of the river.

**THE LOCATION OF A HOMESITE** is what pure strengthening food is to the growth of a child. If it does not develop in value it is not the right place for your money. In such a case your money would earn more in the bank at a small rate of interest.

**IF YOU WILL STOP AND THINK** how some of the thickly settled additions have doubled and trebled in value in the past two years, then unroll the realty map of Portland and examine each tract now on the market. After a careful examination of each property with a care to all the home and investment requisites you will readily understand why IRVINGTON PARK with its 100-foot Boulevard, its wide parked streets, its pure Bull Run water, the excellent lay of the land, the easy accessibility to the heart of Portland, the car line now building to the very heart of the property, is and will always be the best by all odds as a home investment for you, your family and your capital.

**THE PROPERTY LAYS** on the north slope of the city peninsula to the Columbia river, not a side hill but just sufficient slope to afford a perfect natural drainage. The lots are 50x100, with a 14-foot alley through each block; the price, \$200 per lot, in payments of \$10 per month; the place is laid out like a park, a few nice trees have been left on each lot.

**ALL WE ASK** is that you come to our office, let us go with you to IRVINGTON PARK and we guarantee you can prove to you beyond the shadow of a doubt that this property is the best investment in the city for a home. Call or phone Main 5396 for an appointment.

**F. B. Holbrook Co.**  
250 STARK ST. PORTLAND, ORE.

Make it a point to see Terrace Park today  
Take the "M-V" car at 2nd and Yamhill

We say Terrace Park is undeniably, unquestionably and incomparably the best home proposition in Portland. We build the house—in case of death we give clear deed. The safest possible investment a man can make for his family. Lots \$10 a month; house and lot \$20 a month. See our agents today (Sunday).

**The Spanton Co.**

Phones: Terrace Park Tabor 180 270 Stark St.  
Main 2828

## WHY NOT BUY

An acre tract at a price you would have to pay for a single lot only a little nearer the center of town. We have just six of these tracts left at Gray's Crossing on the Mount Scott carline. Five cents car fare and 15-minute service. Water for all. Now is the time to buy. Easy terms. Price, \$600 per acre.

**KNAPP & MACKAY**  
MEMBER OF COMMERCE

## SPECIALS

Fine 7-room, modern, Sunny-side ..... \$2 500  
Fine corner, vacant, 42-2-2x100-foot ..... \$1 500  
Two elegant lots, close in, east side ..... \$1 450  
4-room house, fine lot, Sunny-side ..... \$1 150  
4-room house, East Stark, fine ..... \$ 900

The prices on these are extremely low and will be closed out quick.

**Parrish & Thompson**  
Room 202 Alby Building.

## EASTCRESTON

Beautiful Building Sites in this choice tract for small monthly payments. Nothing so nice or as cheap in the city. Take Mount Scott car at First and Alder sts. Get off at Creston.

**Western Oregon Trust Co.**  
291 STARK STREET.

A. COWPERTHWAIT, Agent on Ground.

**THREE GOOD BUYS.**  
\$1 500—20 acres, one mile from Beaverton depot.  
\$700—2½ acres garden land, between Portland and Oregon City.  
\$1 700—5-room cottage; bath, pantry, porch, cement basement, full lot; East Harrison street.  
**J. P. COMPTON,**  
100 Abington Bldg.—Both Phones.

Good comfortable 7-room house and two corner lots, 50x108 feet each. Only two blocks from carline. Complete and ready to occupy. Price \$2,000 cash.  
**PORTLAND TRUST CO.**  
OF OREGON.  
S. E. Corner Third and Oak Sts.

## THE TRUTH ABOUT

# Rose City Park

**ROSE CITY PARK** has been on the market for about three months. During that time it has been the best advertised piece of real estate that has ever been offered for sale in the city of Portland. It has become the best known residence location of Portland. Over 1,500 lots have been sold; scores of homes are being planned; several are being built; the general appearance of Rose City Park is such that you who saw it six months ago would not recognize it today. For the purpose of informing the general public the exact status of conditions as they are today, we submit the following statement of facts:

**WHERE IT IS.**—Rose City Park is about northeast of the business section of the city. Its nearest point is 2¼ miles from the Burnside bridge. It lies on both sides of the Sandy Road, a diagonal artery, leading straight to the heart of down town. Rose City Park extends in an easterly direction to the city limits, about four miles from the heart of the city.

**ITS PHYSICAL FEATURES.**—Rose City Park is as level as a billiard table. There is one irregularity in topography, which extends from southeast to northwest through the addition. This is what is known as the 200-foot level. Southwest of this beautiful terrace, the land is a few feet lower, although high enough to command an admirable view of Portland from almost any spot. None of the land is low; none of it is lower than 150 feet above sea level.

**ITS IMPROVEMENTS.**—The price of the lot includes the improvements that are mentioned here. All of the streets are being graded to the level authorized by the city engineer. Most of this work has been done; a great deal is still under way. Cement sidewalks will be laid throughout the addition. These walks are of the finest grade and will last a long time. The water mains are nearly all in. This means city water as soon as you wish it. These improvements are all included in the price you pay for your lot, which is a little more than you can get in any other piece of property now on sale.

**TRANSPORTATION.**—Rose City Park now has fifteen-minute car service to the heart of the city. Cars run every fifteen minutes. The course is down Sandy Road to Twenty-eighth street and then on the regular line of the East Ankeny cars. This is a temporary service, pending the construction of the direct line down Sandy Road to its western end. When the new service is completed, there will be no more direct service in the city of Portland.

**PRICES.**—Hartman & Thompson have thought best to cater to popular demand for popular prices. Lots are for sale at prices varying from \$400 to \$650. At these figures, some of the best locations imaginable are to be had now. While it is true that they are going rapidly, it is also true that there are so many lots in the 1,000 acres, that it will not be difficult for any one to secure a lot in a most excellent location.

**TERMS.**—In order to make it possible for any one to build a home, it was thought best to make the terms for the payment of the property as easy as consistent with the ideal location. Therefore, any one who will pay 10 per cent of the purchase price down and agree to pay 3 per cent a month, may get a lot in Rose City Park, located anywhere they may select.

**SCENERY.**—We have said much about scenery. After all, we admit that this is a matter of individual preference. Some people like mountain, some plain, some forests, some hills, and other various kinds. But all must agree the most sublime scenery is the natural kind. It is immaterial what kind of scenery you prefer, Rose City Park has a variety that will please the most particular. The best way to satisfy yourself on this point is to view Rose City Park yourself. It is possible to buy a lot and build a home so that the front windows will overlook the city of Portland while the rear ones will open upon the grandeur of Mount Hood and the Cascade Range.

**AND FINALLY.**—See Rose City Park for yourself. Whether you buy or not, you will have had the satisfaction of gazing upon Portland's coming exclusive residence district in its infancy. More people have seen Rose City Park than have seen all other additions to Portland combined. More people have bought their home locations there; been better satisfied there; decided to build there and feel better about it. It is truly, the opportunity of a lifetime for the average man.

We will be pleased to take you out personally and show you the tremendous advantages that Rose City Park has over the balance of the city.

**HARTMAN & THOMPSON**  
BANKERS

Chamber of Commerce = Ground Floor