

## SOMETHING NEW IN REAL ESTATE ADVERTISING

## One Advertiser Tells the Plain, Unvarnished Truth About His Property

It is our hope to sell just 300 Irvington Park lots to home-builders this fall. If we succeed in doing that, we are indifferent as to whether we sell another foot of that property for the next five years. In fact, we would rather not. If we cannot sell them by telling the plain, unvarnished truth, they will never be sold by us. Consequently, we have determined to adopt a plan of advertising
that is quite unusual among real estate men-the plan of stating the actual facts. As a rule, a real estate advertiser will tell the advantages and allow you to pick out the disadvantages yourself, awaiting the opporturity of arguing with you about the latter. We have no such desire and never in tend to mislead; it's not necessary. When you go out to Irvington Park with us we want you to see just what we say is there and we want to say it all.

URPRISE SPRUNG IN HINES MURDER TRIAL
land at the present time Then, again, we are sell goperty and not improvements. Therefore emprovements above mentioned are not included the price of the lots. They will all be put in, is grading under the bonding act, being allowed 10 years to do so. We could add the cost of these provements to price of the lots, and add a dational sum for these benefits, and charge yo your 10 ear
you to pay it in the time that we require you to pay for the lot. This, therefore, is to your advantage and not to ours. Now, you know all the bad features about Irvington Park. Permit us to tell you just one advantage that throws all the disadvantages in the shade-there is a magnificent and valuable growth of 15 -year-old cedars and shrubbery on almost every lot. Prices from $\$ 225$ to $\$ 350$. Terms 10 per cent cash and $\$ 10$ per month, 6 per cent on balance. You can almost pay out on the property within the year. Call at
and learn more about this garden spot

