

WIVES OF PORTLAND

Since my last advertisement, I have received so MANY STATEMENTS to the effect that MORE THAN 60% of the real estate sales are made AT THE SUGGESTION OF THE WOMEN, so far as HOME BUILDING PROPERTY is concerned, that I will MAKE A SPECIAL APPEAL to the women of Portland, ALL THIS WEEK.

Every one of my advertisements will be FULLY AS INTERESTING TO YOU as ANY PAGE OF NEWS.

And, for what purpose?

To CALL YOUR ATTENTION TO WESTOVER TERRACES; to encourage you to VISIT WESTOVER TERRACES in company with your husband; to FOCUS YOUR INTEREST upon the MOST DESIRABLE RESIDENCE PROPERTY in the entire Pacific Northwest.

There will be published in the columns of this paper on MONDAY, TUESDAY, WEDNESDAY and FRIDAY of this week, four advertisements. Each one will contain the picture of one of the FOREMOST WOMEN OF THE UNITED STATES. Their names WILL NOT BE ANNOUNCED. See if you can TELL WHO THEY ARE.

I have selected women who WOULD BUY AND BUILD AND LIVE in WESTOVER TERRACES, were they residents of Portland.

The reason I know this is that they are WOMEN OF INTELLIGENCE, WOMEN OF FORESIGHT, WOMEN WHO KNOW VALUES, WOMEN WHO HAVE THE WEALTH, REFINEMENT and CHARACTER to locate their homes AMONGST THE BEST OF US.

There is ONE THING I would like to have you do.

INSIST upon your husband accompanying you to WESTOVER TERRACES. Do not visit the property with THE SLIGHTEST IDEA OF BUYING. Visit it for the BEAUTY OF THE SCENERY, THE PURITY OF THE AIR, THE INSPIRATION OF LOOKING OUT OVER 10,000 SQUARE MILES OF NORTHWEST SCENERY.

If you do not EXCLAIM, with all the fervor of one inspired, "THIS IS THE MOST WONDERFUL SIGHT I HAVE EVER SEEN," I will admit SOMETHING IS WRONG with WESTOVER TERRACES.

Then, if you like, remember that you may have almost unlimited freedom in the selection of any lot you fancy, for the one price of \$4500.

If your fancy is so strong that you care to go further, have your husband CALL UPON ME tomorrow.

Take the lead, yourself. Home is vastly more to you than to him.

You live there PRACTICALLY ALL THE TIME.

He will LISTEN. He will BUY,

If you SAY SO.

I know it.

F. N. CLARK DIRECTOR OF SALES
818-23 SPALDING BUILDING