

THE BUILDING OF A CITY.

It has been the history of every great city like St. Louis that up to a certain point its growth has been slow and gradual and the rise in its residence real estate values far behind the rise in value of the business property. The inhabitants of the city, as they require wealth and as their business increases, first increase the size of their business buildings and eventually begin to build finer and finer residences. Of all the cities in the United States of any size near its size, St. Louis alone has never had a boom in its residence property. Today there are more people in St. Louis just turning their attention to the building of fine homes than any five cities of its size in this country. There is more wealth more evenly spread and more readily available in the City of St. Louis than in almost any other city in this country. On the other hand, there is less ready residence property available in the City of St. Louis than in any other city of its size in the country. Today, the land located in such situations as the private

so that from Grand avenue to King's highway the city is built up on elevated roads with a half a block of us and turn south. This land we are now laying out into a private residence park, the equal of which will not be found in the United States. At great expense we have brought from the East the most celebrated landscape engineers to lay it out for us into a park equal to any of the great private residence estates of foreign countries. Every street will be laid in macadam and 1,000 maple trees, six inches or over in diameter, will be planted until the entire tract of 30,000 front feet will be one magnificent private park, the like of which has never before been seen in the West. A residential street in our park has all the advantages of the quietest possible transit to the business part of the city at a 50 feet, the highest ground about St. Louis, and the assurance that in the entire park of 85 acres no house can be built costing under \$15,000.00. This great tract, when complete, will constitute a city in itself. A few feet beyond the city line, it is subject to only county taxes and yet has every advantage of being within the city. The University Heights Realty and Development Company, controlling, as it does, the growth and development of the entire tract, will be enabled to keep the streets and the lots in the condition as any park in the world. The first of the year the work of grading the land, laying it out into magnificent avenues and planting the trees will begin and under special contract must be completed by spring. All stone necessary for macadamizing of the streets and for foundations of buildings is on our own land at the northwest corner. The finest water in the city is being piped to our own city sewerage and our own electric light plant will give all facilities to residents in our park, and University Heights will constitute the most desirable residence spot in the City of St. Louis in all that goes to make for beautiful homes.

OUR PLAN.

Our land has been laid out to make a frontage of 30,000 feet. Its value today in its unimproved condition is \$2,000,000.00, or \$1,000,000.00. There is an incumbrance on this land of \$200,000.00 held by the St. Louis banks. Your money is deposited in these banks, on which you draw 3 per cent interest. These banks have loaned the money to us, taking a mortgage on our land. Under this arrangement you get 3 per cent and the bank gets 3 per cent, while we are paying 6 per cent. We are issuing \$3,000,000.00 of preferred stock. As this preferred stock is sold the money is deposited with the bank until the entire \$3,000,000.00 has been subscribed. The bank then pays off the present mortgage on the land with a part of this money, so that our entire 50 city blocks have no other incumbrance on it than the preferred stock which you hold for your investment. This leaves a balance of \$1,000,000.00 remaining in the bank, which can be expended only on the improvement of the land. We cannot get or handle more than \$1,000,000.00. The streets are laid and the improvements all made this money is paid out on the contractors' vouchers, doubling the value of your security and absolutely assuring you of the honesty of the ad-

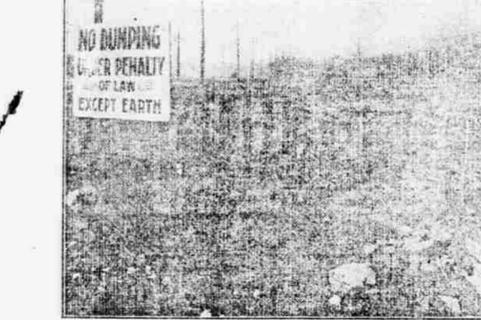
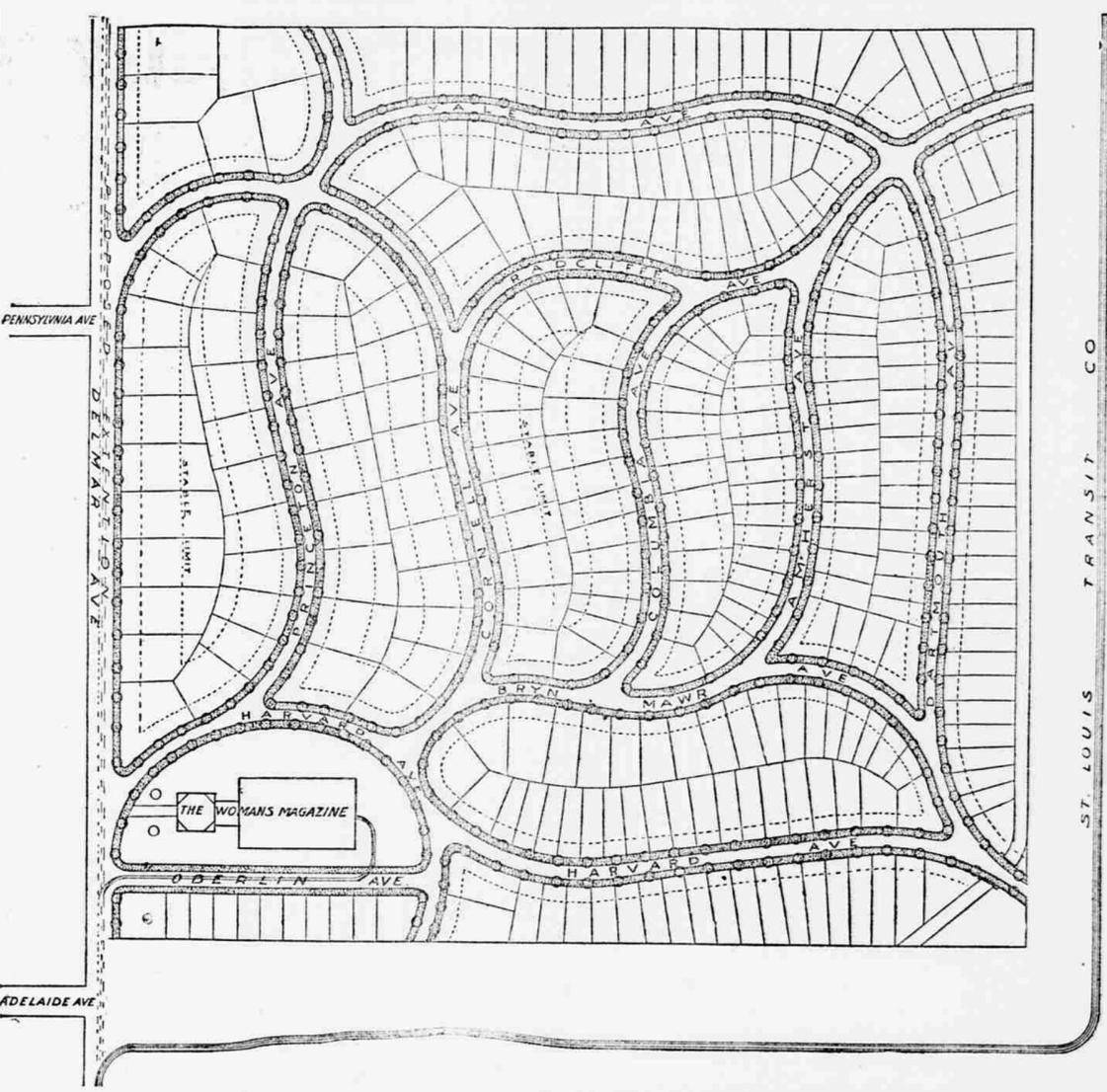


PHOTO OF HORTENSE PLACE THREE YEARS AGO. (King's highway a little east of our grounds.)

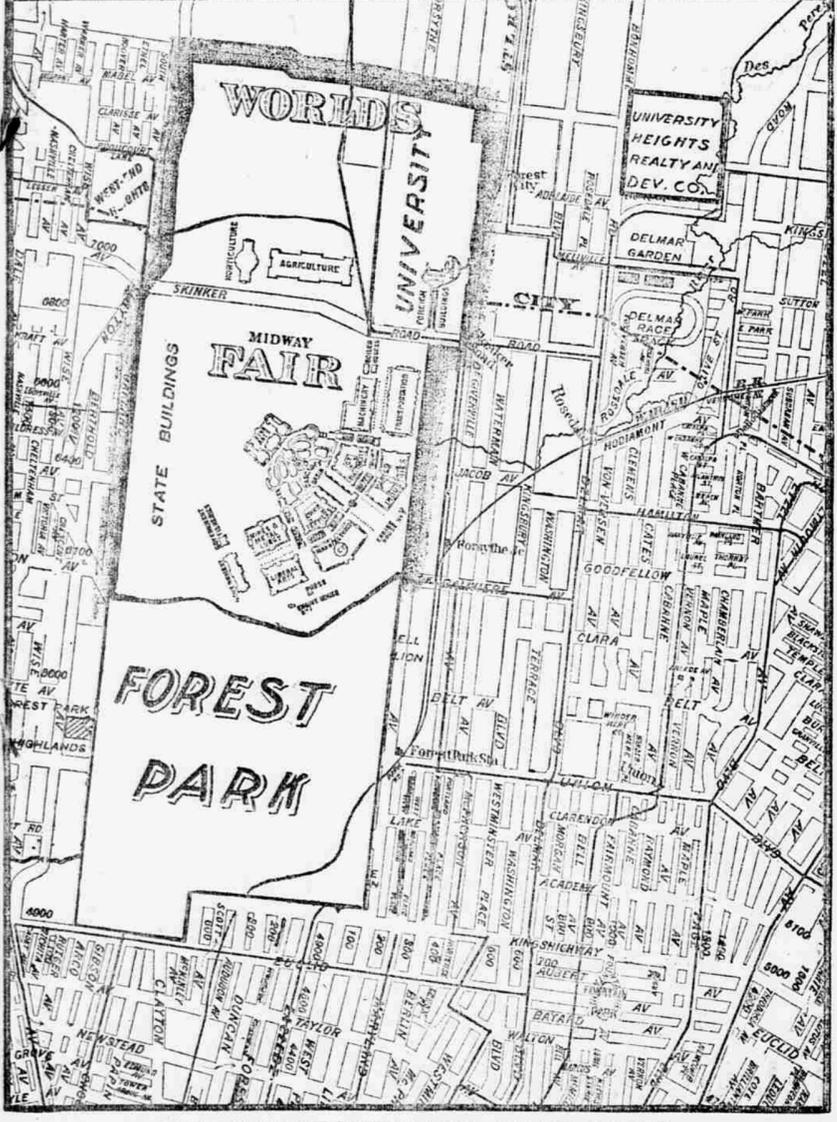
streets of Westmoreland, Portland, etc., if it were similarly located in Detroit, Cleveland or Cincinnati, would sell for from two to five times the price at which it sells in St. Louis. Conservative, cautious, slow and careful, the City of St. Louis today stands as a model of all that is substantial and solid in the business world. Now a great transformation, a great awakening, is about to take place in the City of St. Louis. In a little over a year the greatest Fair the world has ever seen will be opened here, and millions of people and millions in money from all over the earth will pour into this town of 700,000 inhabitants; most of the people will go, but most of the money will stay. There is only one portion of St. Louis that is really available for the finest grade of high-class residence property. This is the West End, from Forest Park to the south to Olive Street road on the north and from King's highway west. This limited area of ground constitutes the available high-class residence sites of St. Louis. Almost in the exact center lies our land. In other cities, as they grow in size and wealth, men have located their homes far out in the suburbs; in St. Louis the entire growth has been slow and solid,

company owning it. The man who builds his house in a private residence park knows that as far as he can see in all directions nothing but the most of private residences can spring up about him. A given area of ground laid out into private residence streets interspersed and the same stretch of ground laid out into a private residence park—the ground in the park will bring from \$50,000 to \$75,000 a foot more than it will in the private streets. As one goes west in St. Louis there is a gradual rise in the ground until Union boulevard is reached; beyond this there is a slight fall in the ground, almost corresponding to the rise, so that the land west of Union boulevard is about the same elevation as the land at Broadway, downtown. When Skinker road is reached there is a sudden elevation of the land, and on the very top of this elevation, 150 feet higher than all the land east of it, we have purchased an enormous tract of 85 acres of ground, square in shape, fronting 2,000 feet on Delmar boulevard. From almost any part of our land one can overlook the City of St. Louis. Every street our line running west comes up to the corner of our grounds at a 50 feet; the proposed



ACCEPTED ENGINEERS' PLAN FOR UNIVERSITY HEIGHTS.

The entire 20 city blocks owned by us have been laid out by the foremost landscape engineer in America, as shown in the above plan. All streets are to be made in macadam, 75 feet in width. Building lots 30 feet from sidewalks, stable lots especially reserved. Lots average 100 feet by 200 feet. Nearly one thousand large maple trees to be planted by March next; the entire place making one magnificent private residence park, equalling anything found in Europe. Sp-cid grounds have been reserved for library and clubhouse for benefit of residents of the place. All surveys are complete and contracts for the grading and making of the streets require that the bulk of the work shall be complete by spring. Alleys paved with brick, sidewalks and streets macadam. In the southeast corner, next to Delmar Garden, the magnificent office building of the Woman's Magazine is to be completed by July 1, 1903. Just north of it the temporary hotel of 500 rooms, to be removed after the Fair, is to be built. Building restrictions on residences, \$15,000; no stores or business buildings to be erected in the place. All our lines running west in St. Louis reach the southeast corner of our land at 50 feet, 35 minutes from downtown. This plan will be highly ornamental, with porters' lodges, and no heavy traffic of any sort permitted in the place. Highly ornamental iron fence incloses the entire property. This plan has been scheduled to bring us an average of \$100.00 per foot after all improvements are made, or a total of \$2,000,000. The preferred stock becomes the sole mortgage on the entire property, with all improvements, and is limited to \$25,000, or 10 per cent of the estimated valuation of the improved land.



MAP OF THE WEST END OF ST. LOUIS.

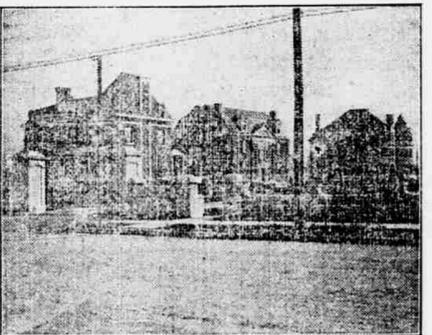
This map of St. Louis shows the location of our land. To the south of us are the magnificent buildings and grounds of Washington University; to the southeast is the land of the Park View Realty Company, on which \$2,000,000 are now being spent; to the north is the great private residence streets—Belle place, Westmoreland, Portland, etc. Our land covers 50 city blocks (85 acres), with a frontage of 30,000 front feet, and is directly west of Delmar Garden, on Delmar avenue. Delmar Garden is shortly to be made into a private residence park similar to ours, having been platted by the same engineers. All our lines running west reach our grounds at a 50 feet. Elevated roads are to come within half a block of our southern corner. City sewerage, the best water in St. Louis, piped from Meramec Springs; our own electric light; University Heights will become a city in itself, but a city of high-class residences. The entire place, streets, lawns, trees, being under our direct control and care, will be built up to the highest point of beauty. Beautiful trees line each avenue, shrubs and flower plants beautifying all open corners. The government of the place will be in the hands of a board of governors selected by the residents themselves.

ministration of your investment. This preferred stock then becomes the sole lien and mortgage upon the entire 50 city blocks of land. As soon as the improvements are made and the land ready for the market in building lots, as it should be by April of the coming year, the sale of these building lots will be placed in the hands of the real estate agents of St. Louis; all agents having the same schedule of prices and any real estate agent in St. Louis being able to sell his clients a residence plot in our land at the same price as any other real estate agent. This preferred stock is divided into shares of \$10.00 each. With each investment in the preferred stock we give a bonus of 25 per cent of the common stock. As the building lots are sold the money is applied to the retirement of the preferred stock until the investor has received back every cent of his investment with 6 per cent interest. Thereafter he shares with us in the profits of the sale of the balance of the land. The sale of 10 per cent of the land will pay back to every investor his money with 6 per cent interest. The sale of the balance of the land will give a profit of over two millions of dollars over and above the entire capitalization of the company. Across the street, and to the east of us, the land is already mortgaged to the extent of \$11,000,000 an acre; more than our total capitalization. A few days ago, a few feet to the east of us, some land was sold at \$20,000 a foot; yet under our plan, if it took us twenty years to work our land out at an average of \$100.00 a foot, and some of it would bring that now, the profit to the investor in our stock would be nearly 50 per cent each year for the twenty years. All this means that if you invest your savings in the preferred stock of the University Heights Realty & Development Co., your money is secured by the entire 50 city blocks of land and all improvements made on it; it draws 6 per cent interest and you will probably get it back in the first few months. After that, until the first foot of land has been sold, every sale brings you a dividend, which, all together, will mean a profit on your investment in addition to this you know that not one cent of your money can be used for anything else than the improvement of the land and the removal of the present incumbrance. You become the holder of the sole mortgage on the land yourself, and one-third of your money is spent in improving your collateral. If the land is now valuable enough so that the banks of St. Louis have loaned us \$2,000,000.00 on it, it will certainly be worth twice as much when the improvements have been made on it by spring. If hard times come along your investment is safer than in anything else than Government bonds, because you hold your own security and the sole fixed charges against the property are the county taxes. In addition to this we have already completed arrangements for leases during the World's Fair for hotel purposes and other purposes of a temporary nature, to be removed immediately after the Fair, which insure the interest charges on your money for the next five or six years, so that if not a foot of land was sold for the next five or six years you would still get your interest regularly.

In addition to this we have already completed arrangements for the building of five magnificent private residences on our land, so that by spring these beautiful residences will be in course of erection. We predict for St. Louis within the next year an enormous rise in real estate values. We believe that within a year, or two years at the longest, the land in our private park will be selling at an average of \$100.00 a foot; it is within the probabilities that it will be selling at an average of \$150.00 a foot. When you stop to realize that the sale of our land at an average of \$100.00 a foot means a profit to you and to us of over two millions of dollars on the deal, and that if, in ten years, it has brought an average of \$200.00 a foot, the profit over and above the total capitalization of the company would be over five millions of dollars, and that ten years ago land in the West End, which is now selling for \$200.00 and \$300.00 a foot, could have been bought for \$20.00 to \$30.00 a foot, the enormous profits to be made in this enterprise with absolute safety to every one concerned are startling. If you took \$1,000.00 and invested it in a little piece of land you would have to sell that particular little piece to get your money back, and if in

secret of the success of this plan lies in the fact that through it we are interesting thousands of St. Louis citizens in our land. You with a few dollars invested in our land, become a walking advertisement for it, and no power that the expenditure of tens of thousands of dollars in newspapers would give us would equal the amount of advertising we will receive through our stockholders. In addition to this, in order to make it the most convenient possible investment for people of limited means, we have formed a pool, and up to \$3,000.00 we will take of the hands of any investor in our preferred stock his holdings for each at the price he paid us for it with 6 per cent added at any time on demand. This means that up to \$3,000 you can get your money back any time you want it with 6 per cent interest on it. In the spirit of the sale of these magnificent building lots will begin, and as each lot is sold the money is paid to the investors until all this money has been returned. After that every time a foot of ground is sold the money received for it is equally divided between you and us as a dividend and a profit to you on your investment. If you leave your money in the bank then we must continue to let the bank hold the mortgage and pay the bank 6 per cent interest on it. Of this 6 per cent the bank gives you 2 per cent and keeps the other 4 per cent, while if you and we get together and give you this mortgage in the shape of the preferred stock, then you get the whole 6 per cent and you and we both are benefited. In the same way, in addition to that \$3,000.00 will be immediately available to you. In the spirit of your security and putting it in shape to pay

make even more than you would if you held the stock. You must not put this off, because already the subscriptions to the stock have been enormous and are shortly it will be entirely subscribed. We could have sold it out to two or three wealthy men, who wished to secure the investment, but if we had done so it would have destroyed the value of our plan. We want you and all of your friends. Most people put off an opportunity of this sort until it is too late. Perhaps you yourself could a few years ago have bought a little piece of land in the West End for \$200 or \$250 which today would sell for \$4,000 or \$5,000, but you did not do it and some one else did, and the person who did it is today a millionaire and you are not. The greatest fortunes in the world have been made in real estate, but they are not made by buying little single lots of ground; they are made by buying great tracts of land and developing them into an improvement and growth of the entire neighborhood. Herefore only men of great wealth have been able to carry out their plans in real estate. In our plan, any man who has \$100 is in the same position as a man who has \$100,000; his proportion of the profits are the same and his security is the same. Already our holdings in this deal has made our property the most talked of and best known piece of land in the city of St. Louis. This alone has added tens of thousands of dollars to its value. Before we get through we predict that we will have averaged nearer \$200 a foot than \$100 a foot for our land. We wish to be conservative, and we state that we will have averaged nearer \$100 a foot than \$100 a foot after all improvements are made, and if this land is sold at \$100 a foot, then the bottom would be out of the city of St. Louis. If you have not time to call on us, send for one of our books, which we will send you by return mail. If possible come and see us and talk the matter over. If you are ready to invest in the preferred stock, come down to the office and hand in your subscription or mail it, then when all the stock has been subscribed for you will be notified and you can pay your money and get your stock, or you can pay it now, as you prefer. You begin to draw 6 per cent interest from the minute you pay in your money. We are now paying this 6 per cent to the banks. We would rather pay it to you. The banks do not advertise us; you will; the banks do not help us develop and sell the land; you will. Already our land has stirred up the real estate business of St. Louis to such an extent that from \$10 to \$20 a foot more is being asked for the land about us than was asked before we began two weeks ago. This means that we could to-day sell our land at an enormous profit over what we paid for it.



HORTENSE PLACE TO-DAY, BUILT UP WITH PRIVATE RESIDENCES COSTING FROM \$50,000 TO \$100,000 EACH.

the meantime some one had built a stable or other objectionable building close by your land you would probably have to sell it at a great loss, while if, on the other hand, you invested this in the preferred stock of the University Heights Realty & Development Company, you hold a first mortgage on the entire 50 city blocks of land, and the sale of any foot of ground in any part of it brings you a profit and you get your money with 6 per cent interest before we, who hold the common stock, receive one cent, and after you have gotten back your money with 6 per cent interest, then you share with us in all the profits until the last foot of land has been sold, and if the land averaged \$100.00 a foot your profit would be nearly \$1,500,000 over and above the \$1,000.00 you had invested, which, in the meantime, you would have received back with 6 per cent interest. The men at the head of this enterprise are well known in St. Louis, and if you will drop us a postal card we will send you our book telling you who they are and you can make any investigations that you please. The

you enormous dividends. In order that there may be no question about it, we are making arrangements with the largest and strongest bank in St. Louis, whereby this bank comes between you and us. Every dollar of your money is deposited in this bank for any purpose excepting the improvement of the land, which is your security. This means that there never can be any question as to how your money was spent and you are absolutely certain of its being honestly administered. If you invest a little money now in this preferred stock you will shortly have in your pocket 6 per cent interest and still hold your stock for your investment, and then from on for years to come you will receive your monthly profits and dividends from the sale of the land. You can build a house for \$20,000.00, but the man who does must pay you your profit on the land on each year of \$100.00 from each of one hundred of your friends than to have \$1,000.00 from you alone. The more money that we can interest in this land the faster it will sell and the higher price it will bring. The profits from your little investment in the stock of this company will enable you to build a nice, comfortable home of your own in some other part of the city, or if you invest a few thousand dollars, the profit on it will enable you to build a house in our park, which house will have cost you nothing. After the sale of the lots begins, if you wish you can exchange your stock for a lot in our park and then hold this lot for the increase in value and perhaps

will exceed anything that has ever been known in any city in the United States. There are hundreds of men in St. Louis who would gladly buy a lot and build a fine residence on it to-day if the improvements were made. By spring they will all be made. We predict that within a year from now your little investment in the preferred stock of this company will be the most valuable thing that you have financially. With your money back your common stock will become worth four or five times as much as your preferred stock is now, and yet this common stock will do you nothing. Any time you want your money back you can get it on demand with 6 per cent interest. You do not have to hunt around for some one to buy your stock; bring it to us and we will buy it from you for what you paid for it in cash, together with 6 per cent per annum added. The time to take a thing of this sort is now, because a few days from now may be too late. There is only \$200,000 of this preferred stock to be sold all told, and a large part of this is already subscribed for. The minute it is all subscribed for it will be too late for you to get it. Do not put this off another day. If it is not convenient for you to pay the money immediately, we will take your subscription and make arrangements with you to pay it a little later. If you cannot come down yourself to see us, let us send you our book.

THE UNIVERSITY HEIGHTS REALTY AND DEVELOPMENT COMPANY,

Incorporated Under the Laws of the State of Missouri. Capital, \$1,000,000.00—Full Paid. 108 1/2 North Eighth Street and 602 Colonial Trust Building, St. Louis, Mo.