



PRESIDENT TAFT says: "A little piece of ground with a home on it is an investment all good citizens should make."

**If you can pay five dollars within the next few days you can own a home site which will be worth thousands of dollars within a marvelously short time.**

It makes no difference whether you want to build a home, or whether you merely buy and let the other fellow pile dollars upon YOUR lot by the improvements he pays for. Mark what we say—we are not offering a lot today which will not have a selling value at least twice as great within the next five years and every indication points to a much greater gain.

**WE GUARANTEE TWENTY-FIVE PER CENT**

We absolutely guarantee that, judged by the price of surrounding property, every lot sold by us at present low prices will have a selling value at least 25 per cent higher within a year from June 1, 1909. You simply can not lose. Every dollar you invest becomes two dollars the moment it is paid. You might better borrow or beg the money than let this four day opportunity slip. Any sacrifice is justified.

**SAN FRANCISCO'S MARVELOUS GROWTH**

SAN FRANCISCO is not the New York of the Pacific—it is destined to be the LONDON of the Pacific ocean. Not one citizen in a hundred really knows the San Francisco of today, or can penetrate the future intelligently.

Do you know that before the fire SAN FRANCISCO had a population of 470,000 people? One hundred and thirty thousand of these left San Francisco during the six months following the fire. Another 100,000 moved into Oakland, Berkeley and Alameda. This virtually cut San Francisco's population in half.

Do you know that today she has regained these 330,000 people and has added 50,000 more to her population, and that the 100,000 who moved across the bay have remained there and been joined by many other thousands, so that in spite of all this San Francisco has a population today estimated by the best authorities of 520,000 people, and that according to figures of the California Promotion Committee we have immediately surrounding the bay 900,000 people, which means that in a little less than two years San Francisco alone has gained a quarter of a million people, and she is gaining today faster than ever?

It means that at the present rate of gain 1912 will see San Francisco with a population of at least 750,000 and will show an immediate surrounding population totaling considerably above 1,000,000 people.

When population doubles values quadruple. This is a rule that never fails.

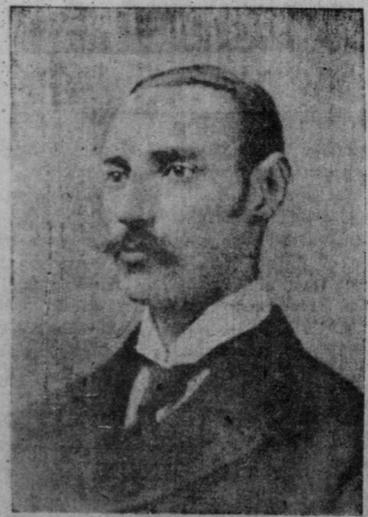
If San Francisco were to pass a law absolutely prohibiting the settlement within her limits of any strangers within the next 20 years she would still be a city of above a million people, and every foot of REAL ESTATE would be worth \$4.00 for every dollar of present value. These laws of value are absolutely unchangeable. SAN FRANCISCO property at today's prices is lower than it ever will be again, and, in fact, is so ridiculously low that it is bringing money from all parts of the world for investment.

Read just a word about what has happened in other cities no more fortunately located:

Ten years ago 5,000 lots on Long Island, an hour's ride from New York city, sold at an average price of \$700.00 each. Today not one of these lots could be bought at sheriff's sale for less than \$2,500.00, and many transfers have been made at above \$20,000.00 per lot.

In 1889 property eight miles from the city hall in Chicago was selling at from \$700.00 to \$1,000.00 per lot. In 1905 the average price of these lots was \$5,000.00.

These are not fairy tales, but actual facts. SAN FRANCISCO is just beginning to come into her own. The whole trend of population is westward. There is bound to be one of the biggest cities in the world right here where we live.



JOHN JACOB ASTOR, the multimillionaire, the bulk of whose fortune came from judicious real estate investments.

# If You Can Pay Five Dollars

## GRAND HOME-MAKING SALE

The greatest opportunity in years to buy a home of your own, right in the center of San Francisco, at a price and on terms far less than in the cow pasture subdivisions of the peninsula.

This is no "going to be," "proposed" nor "in the near future" possibility, but an accomplished fact—as much a part of San Francisco as Market street—a residence district today, with thousands of homes surrounding it on all sides.

Every lot in SUNNYSIDE would have a home on it today if litigation had not kept the property off the market. But that's all settled now, and YOU get a chance to buy lots at before-the-fire prices, with a McEnerney Title free with every lot—a safe, sound title that would cost you from \$35 to \$45 if you had to pay for it yourself.

SUNNYSIDE is unique—there is not another residence tract of half its advantages for anything like these prices—there will not be such another chance to buy your home—house and lot combined—for less than rent payments. Read what we offer and then investigate for yourself—visit beautiful

# \$unnyside

**In the Center of San Francisco—Lots \$400 to \$600**

Compare these prices with those of any other residence district in San Francisco and you will find SUNNYSIDE lots selling for far less than is asked for poorer lots that are farther from the business district. We are keeping prices down because we want to sell the remaining lots at once.

**\$5—Secures Any Lot—\$5**

And you can arrange to pay the balance in small monthly amounts to suit your own convenience. We make it very easy for you to meet your payments, and our contract offers every safeguard to your interests.

### Build Your Home at Once

You don't have to wait until your lot is paid for and save up a lot of money before you build. We will build your home for you on such easy terms that you can be paying for house and lot at the same time, and still pay less per month than you now pay for rent.

### Save Money and Make Money in Your Home

Every dollar that goes into your home is a dollar saved—salted down—an available asset in case of need. Every dollar that goes into your home at SUNNYSIDE will grow to two dollars in a few months—will go on doubling over and over as the city grows and values rise—giving you tenfold greater profits than if deposited in the bank.

### Sunnyside Improvements

SUNNYSIDE already has 300 homes and many more are being built. SUNNYSIDE has churches, schools and stores—a miniature city within the greater one. SUNNYSIDE has water, gas, electricity, telephones, streets and sewers. There is every inducement for you to buy and build at

# \$unnyside

### In the Center of San Francisco

Electric street cars run direct between Sunnyside and the ferry without change. One 5 cent carfare will take you to SUNNYSIDE from any part of the city. You can go by any one of seven different car lines, the best car service in the city. It takes only a scant half hour between SUNNYSIDE and the ferry. You can get from SUNNYSIDE to Fillmore Street in 18 minutes—to Third and Market streets in 25 minutes—and no lot in SUNNYSIDE is more than two blocks from a direct car line to the ferry.

### Come Friday, Saturday or Sunday and Come Early

There will be a big crowd on all three days and, while all the lots are good, there is, of course, a choice. Get the lot you want. You can secure any lot for \$5. Don't let this chance go by.

### How to Get There

Take a Sunnyside car on Mission street or an Ocean View or Ingleside car, via Fourteenth and Guerrero. Take a car from any part of the city and transfer to Guerrero street. On Mission or Guerrero street take any car numbered 10.

## ROGERS & STONE CO. INC.

457-467 Monadnock Bldg. Phone Douglas 4580  
or San Jose and Sunnyside Avenues

OFFICE OPEN EVENINGS



FORMER PRESIDENT ROOSEVELT says: "Every person who invests in well selected real estate in a growing section of a prosperous community adopts the surest and safest method of becoming independent, for real estate is the basis of all wealth."

**It is a plain case of simple arithmetic to prove the great profit which must result from a purchase at Sunnyside, where values today far exceed prices.**

People who get in now and who use their funds wisely will be wealthy a few years from now. Those who do not do so will be the ones to tell the stories of what they could have done had they known anything back in 1909.

SUNNYSIDE is in the center of SAN FRANCISCO. LOOK AT THE MAP. It lies on a warm, southern slope where the sun strikes earliest and lingers longest. It is sheltered from the cold winds that sweep in from the Golden Gate. The fogs of the ocean pass over it without chilling this favored spot.

Remember SUNNYSIDE is not out in the country. It is not suburban property, but city property with every city privilege. There is not a lot in the tract that is more than two blocks from a street railway—with direct car service clear to the ferry.

EVERYTHING is provided. Streets, water, light, police and fire protection—all are there.

Two magnificent CITY SCHOOLS open their doors every school day of the year. There are churches, stores, in fact, every convenience that one can want.

When you stop to think that this property is selling at a price lower than is being asked for "way out in the country" lots, without transportation, with nothing but promises behind them, you must see the advantages of an opportunity to let a few dollars earn a competence for you.

BANKS will loan money on this property the same as on business property downtown. This means that values are established. It means that prices which we are asking are under-values rather than over.

\$5.00 down and a few dollars a month pay for it all. While you are paying your lot is increasing in value.

THE BEST SECURITY ON EARTH IS EARTH ITSELF.

WORK FOR YOURSELF, NOT FOR YOUR LANDLORD

How much have you paid out for rent in the last ten years? Reckon it up for yourself; then sit down and let your wife ask of you, "What have we got to show for it?" Suppose you have lived in modest quarters and have paid \$25.00 per month, in 10 years you have paid out \$2,500 in rent. That is a large sum of money, and it has not been altogether wasted. This was given to the landlord, who is doubtless a worthy man, and it helped support his family, but don't you think it would look a good deal better to you now if you had put it into a home of your own?

Three thousand dollars does not make a fortune, but it will buy a neat cottage on a beautiful lot at Sunnyside, in the center of San Francisco. For that money you can get a better place than you have been living in at \$25.00 per month. Is it not worth doing? The money you have spent in the last 10 years is gone, and there is no use lying awake about it; but how about the next 10 years, or the next 20? Are you going to work for yourself or the landlord? If you are paying \$25.00 per month rent, you will spend \$3,000 in the next 10 years, \$6,000 in the next 20.

If you are paying \$40.00 per month, you will pay the landlord \$4,000 in the next 10 years, \$8,000 in the next 20. You can get a pretty good home for that money. Will you think it over a bit, and then come to see us, and we will help you to secure a home of your own, as we have helped hundreds? No matter how small your income may be, we can adapt terms to suit your circumstances. We are selling lots in Sunnyside on the easy installment plan, which is easier than paying rent. Come and see us at Sunnyside and acquaint yourself with us, and our methods. We know that Sunnyside will appeal to you.

WHAT IS RENT?

Looking it straight in the face, rent is a just tribute paid on your own shortsightedness. It is a permanent investment you



RUSSELL SAGE said: "Young men, buy real estate. It is the safest and surest foundation of fortune."