

WEST PARK LOTS

HEYRE MONEY MAKERS

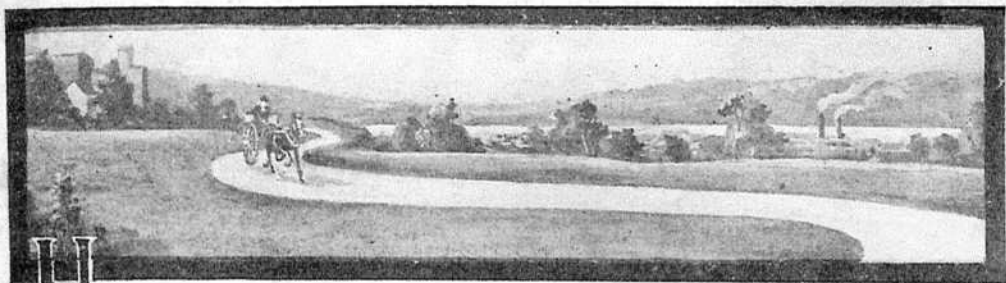
How to Reach West Park

You will get a car for West Park on the Market Street corner at the foot of Fifth Avenue. The new West Park division, the McKees Rocks and Chartiers Avenue division and the Island Avenue and Coraopolis division have their Pittsburg terminus at this point.

The West Park cars go without transfer direct to and over the property. The ride will be absolutely free both ways to those who secure excursion tickets at our Pittsburg office, 417 Fourth Avenue, directly opposite the Postoffice.

Remember that you may board the cars at any point along the line, from Fifth Avenue to Liberty Street, to Fifth Street, to Penn Avenue, to Point Bridge, to West Carson Street on the South Side, to Chartiers Avenue in McKees Rocks, to Park Avenue to Broadway on the property.

The schedule is twenty-five minutes from corner of Market Street and Fifth Avenue in Pittsburg to Broadway in West Park.



HAVE YOU awakened to the marvelous real estate revolution? Have you seen the most thrilling building boom that ever took place on the face of this earth? Have you set eyes upon what's happened in McKees Rocks? Do you know what a mecca West Park property has become for shrewd investors—how they're planking down their money for one, two, sometimes three and often four lots at a time?

Now is your time to act! There isn't a progressive man in the entire universe who will be able to stand by and witness this mighty march of progress without participating in it!

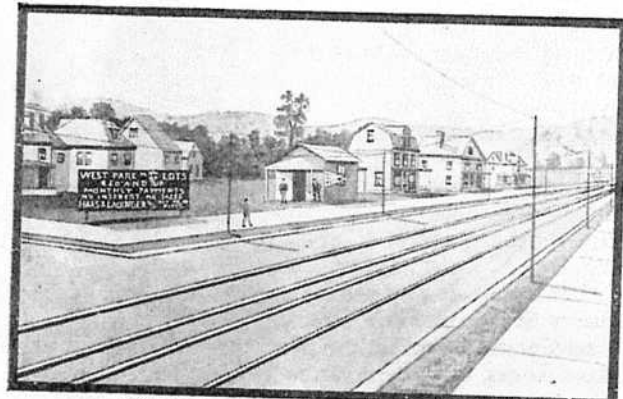
A great sale of lots takes place at once, opening West Park Addition, the choicest part of the property, destined to grow in value faster than any that can be bought-to-day anywhere in Allegheny county. Conditions inevitable point to this fact in a way that leaves an indelible impression upon the mind of every man who takes the time to investigate. If you haven't seen the property in the last three months you will marvel at the change.

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HUNDREDS OF MEN EMPLOYED

For every four lots that have been sold there is a house erected. Hundreds and hundreds of men are employed finishing miles and miles of street improvements and beginning other miles.



View showing Land Office and part of Broadway, West Park

Broadway, the main thoroughfare, is the most fascinating section of highway construction that any human being ever saw. It sets an example that engineers can follow with pride and satisfaction for other high-class communities. The driveways are paved with the finest vitrified brick, and the broad sidewalks will be paved with granolithic stone.

The street is virtually a continuation of Park Avenue, and connects the property with Chartiers Avenue. The new electric car line, running to and from the city the entire length of Broadway, is completed. The ride on this line will be free to passengers provided with excursion tickets.

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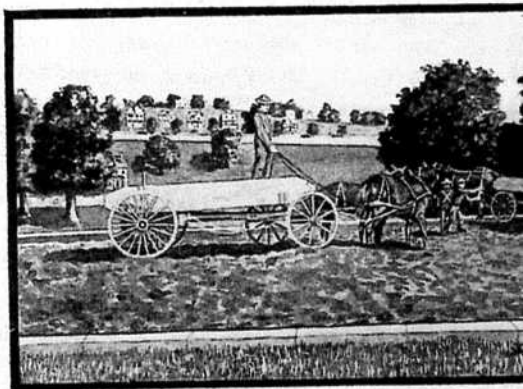
TWENTY-FIVE MINUTES' RIDE TO CITY

The excursion tickets may be had for the asking at our city offices, 417 Fourth Avenue, directly opposite the Pittsburg Postoffice.

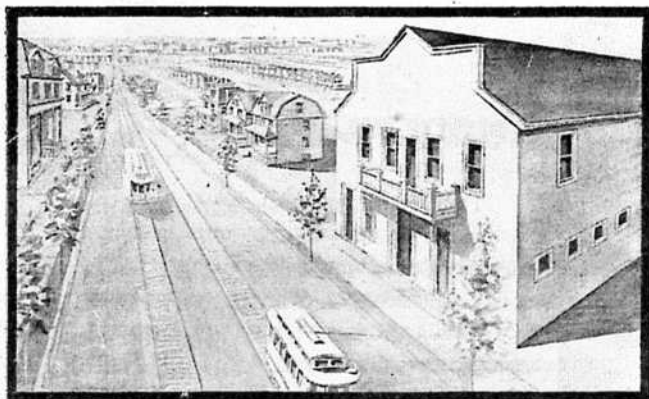
The new West Park traction line traverses the property for two miles, extending from one end of it to the other. It will be within three minutes' walk of every house in the plan. You will be able to catch a car in almost no time after you leave your doorstep. You can reach the city in less than twenty-five minutes. When the new high-speed motors are put into service the distance will be traveled in less than twenty minutes.

Besides this new division, there are two other traction lines from McKees Rocks to Pittsburg — the McKees Rocks and Chartiers Avenue line and the Island Avenue and Coraopolis line.

You can't get any closer to the city than West Park, if you want to live in contact with refinement. If you build your home in the East End among equal environments it will take you fifteen minutes longer to get to the city.



Marwood Avenue is rapidly becoming an ideal thoroughfare



Looking down Broadway, West Park

LIKE A MIRACLE

If you go to Bellevue it will be the same. You cannot point to a single desirable community that is as close to the busy city's thousands of offices, great retail and wholesale trading marts and hundreds of its gigantic industries.

The other day one of Pennsylvania's greatest capitalists exclaimed:

"West Park's building boom is like a miracle. Last spring there was nothing here! Now look at the buildings — handsome residences — stretching along as far as the eye can follow them! Look at the rows and rows of others going up on all the streets!" When you see this matchless transformation, more marvelous than anything that can be found in all the annals of real estate, you will not hesitate about grasping the opportunity. You will want a lot in the new Addition. Those who arrived too late to take advantage of the chance that existed before this choice property was put on the market, will now lose no time picking out the lots they want. They will profit by experience — take lesson from the remarkably quick turns that early investors made who were on the spot when the first plan of lots was opened.

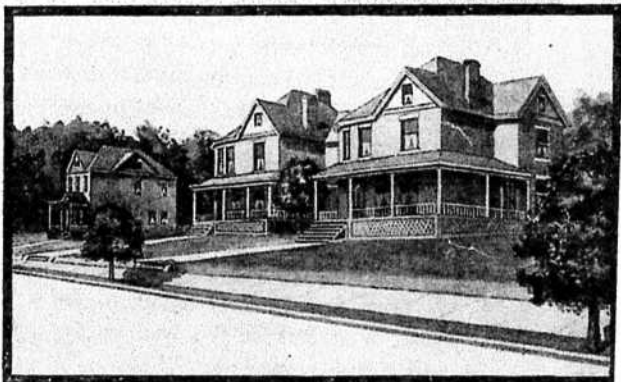
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STRANGERS SHOULD INVESTIGATE

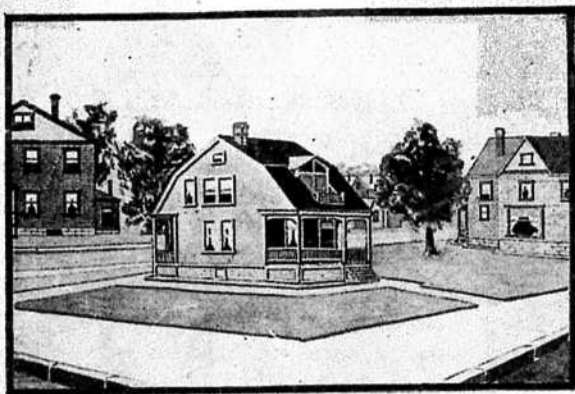
Strangers who did not witness those exciting incidents in which men cleared \$3,000 and \$4,000 on their lots in less than three and four weeks, will do well to investigate while opportunity calls.

Visit the property. Compare it with other properties and you will corroborate the ever-growing opinion of a critical public: "WEST PARK LOTS ARE THE GREAT MONEY MAKERS OF THE FUTURE." Every home in the grand living panorama of West Park's new residences is a model of neatness and comfort. You are not asked to believe this statement unsupported. Take a free ride to West Park and see for yourself.

Step off the car when the conductor calls out Broadway. Look at the first two houses that strike your eye. You will say that they are of the most pleasing architecture you ever looked at.



Beautiful homes of Lake Erie Officials on Broadway, West Park



Residence of Geo. W. Boyd, Wayne and Russellwood Aves., West Park.

MODERN RESIDENCES

Three-story, ten-room, brick residences, built upon the most modern plan, complete in every detail, beautiful in design and having every convenience. The one on the corner is owned and occupied by D. J. Redding, master mechanic of the P. & L. E. R. R. Adjoining it is the house of Christian Christiansen, a red brick of similiar shape and finish. Then look at the next house on

Broadway, the home of Joseph Pummer, who is with Dickson, the tailor. Your attention is called to these houses especially, because you will see them first. A walk through West Park will take you past scores of homes just as beautiful and just as up-to-date.

Take a look at the following list. It represents a few of the names selected at random of people who have built homes in West Park:

ON WOODWARD AVENUE:

W. C. PETTIGREW, of the Lockhart Iron & Steel Co.; JOHN RAWLANDSON, JOHN LEAVY, the popular P. & L. E. engineer; CHARLES L. STREET, ALONZO H. MILLER.

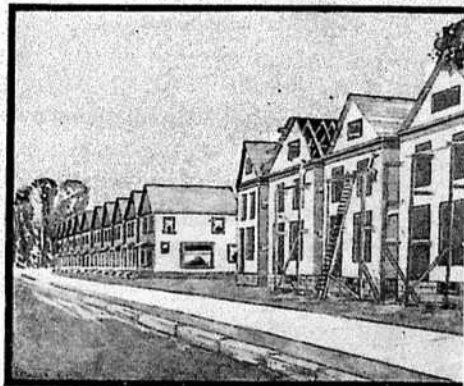
OTHERS WHO HAVE BUILT IN WEST PARK

ON THIRD STREET, NEAR BROADWAY:

B. A. GROSS, a well-known Pittsburg letter carrier; J. HARVEY CONNER, JOHN G. LANG.

ON RUSSELLWOOD AVENUE:

MRS. NELLIE POLLITT, of Webster Avenue, Pittsburg; THOS. ANDERSON, large eight-room handsome frame residence; GUSTAVE A. SCHMIDT, of the P. & L. E. R. R.; REV. MOORE, JOSEPH FAHRENHOLD, a well-known tobacco merchant; JOHN G. STANG, MRS. LUCY V. GALLAGHER, FRANK M. BELL, the prominent Diamond Street restaurateur; J. C. MYERS, of the Pressed Steel Car Co.; JOHN DEILY, of the Southern Traction Co.; MR. SIMMONS, W. H. SANDLES, one of McKees Rocks' most prominent druggists; LESLIE D. BARTON, contractor; GEORGE W. BOYD, a popular P. & L. E. conductor.



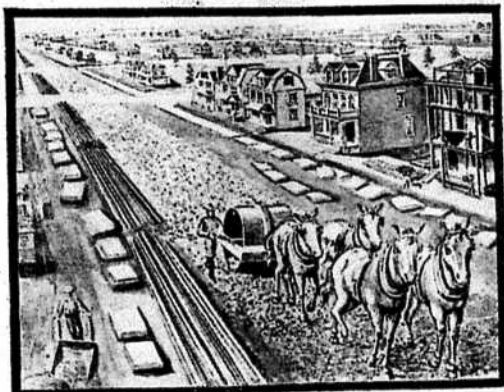
View showing buildings going up on Grove Street, West

CONTRACTORS COMING IN

ON GROVE STREET

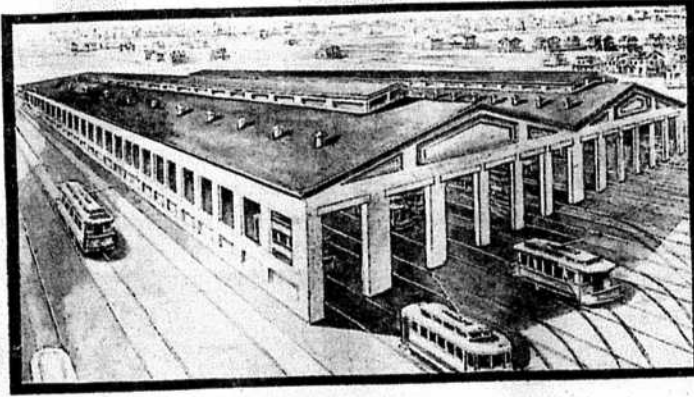
A. W. McCLEERY, oil operator; FRANK McKERNAN, conductor on the P. & L. E. R. R.; CHARLES A. WEIGAND, of the Pressed Steel Car Co.; GEORGE D. SHAW, Pressed Steel Car Co.; GEORGE SOHNGEN, of Younker & Co.

Remember, this is only a fraction of the people who have built fine homes in West Park. Think, too, of the very few months in which this wonderful work has been accomplished. Contractors and builders are coming in, planting seeds of wisdom that will increase their reputation and wealth. You never saw anything like the way they are seizing the opportunity, erecting houses for sale or for rent. The remarkable difference between West Park and other property's building operations and improvements is that West Park has them. They're not prospective; they're here.



View showing the grand improvements on Northern Broadway, West Park

BUILDINGS TO BE ERECTED



The Southern Traction Co.'s new Car Barn, near West Park

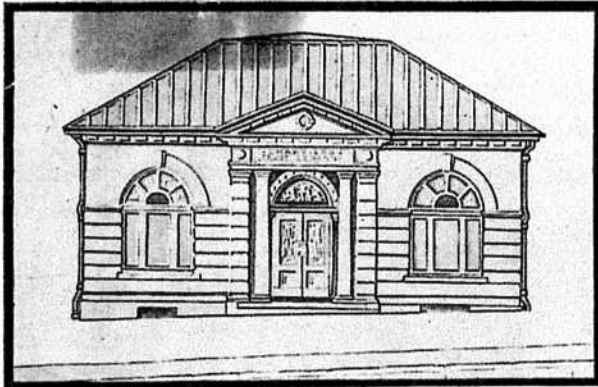
wood Avenue when the second plan is opened, and has contracted for five fine brick houses on that thoroughfare. John A. Martin has built two splendid residences on Russellwood Avenue and two of equal beauty on Marwood Avenue.

Geo. H. Shickler is putting up twenty-five houses on Grove Street—some of them are nearly ready for occupancy.

B. S. Packard has contracted for fourteen houses on the same street. Three are finished and four more foundations have been laid. All will be completed before the first of the year.

F. C. Martsof has put up three beautiful homes on Russellwood Avenue and eight more on Irwin Avenue. He is preparing to get in early on Mar-

10



Imposing new building of Chartiers Trust Co., near West Park

THREE-STORY BLOCK

Julius J. Debold, the well-known Penn Avenue grocer, is putting up two choice brick houses on Broadway..

Peter Bluemling has made preparations to secure a lot on Marwood Avenue in the second plan and will build a seven-room house adjoining the brick houses to be put up by Mr. Martsof.

One of the beauties of Broadway will be the magnificent three-story brick block to be erected by T. B. Connaughy, of Carnegie. The plans have already been drawn and the contract is to be let immediately. The ground floor will be occupied by business houses, and the upper stories have been planned to make ideal flats. You cannot make the money out of any other property that you can out of West Park property. All you need do to have faith in this assertion is to look at the outlet the lower side of the Ohio river gives for the further expansion of our growing industrial cities. There is no room that will meet the demand near the great city's business center anywhere else in Allegheny County.

YOU CAN CLEAR BIG MONEY

The future population must of necessity seek the locality in around West Park, which statisticians predict will in less than twenty years be the center of a populous community extending as far as fifteen to thirty miles beyond it. You can see that this will leave no end to the tremendous growth in the value of West Park real estate.

But you will not have to wait for years into the future to clear big money on West Park property. The projectors have put the lots on the market away below the ruling prices of the adjoining property to sell them off at a flash and save the expense of a longer campaign. They bought the property for a song previous to the hour that the original owners awakened to the possibilities of this section, or figuratively speaking, before they discovered the acres of diamonds that lay 'round their doors.

You can purchase choice lots in West Park Addition at \$100 to \$600. Some are offered at a little higher figures. For the same quality of property that we ask \$900 for the Chartiers Valley Trust Company, who are erecting a magnificent new bank building within a stone's throw of West Park, paid \$355 a foot front for. Many other McKees Rocks frontages have changed hands and are being held at \$200 to \$400 a foot.

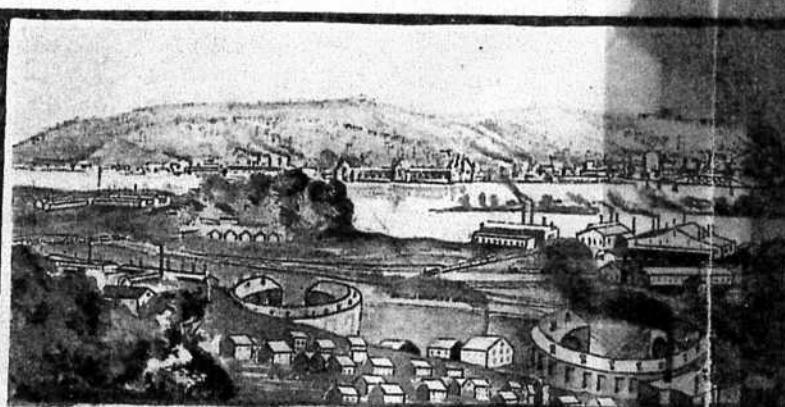
Lots in West Park that were sold at the first great sale and have since had lovely residences built round them, cannot be bought to-day for less than three times the sums paid for them.

12

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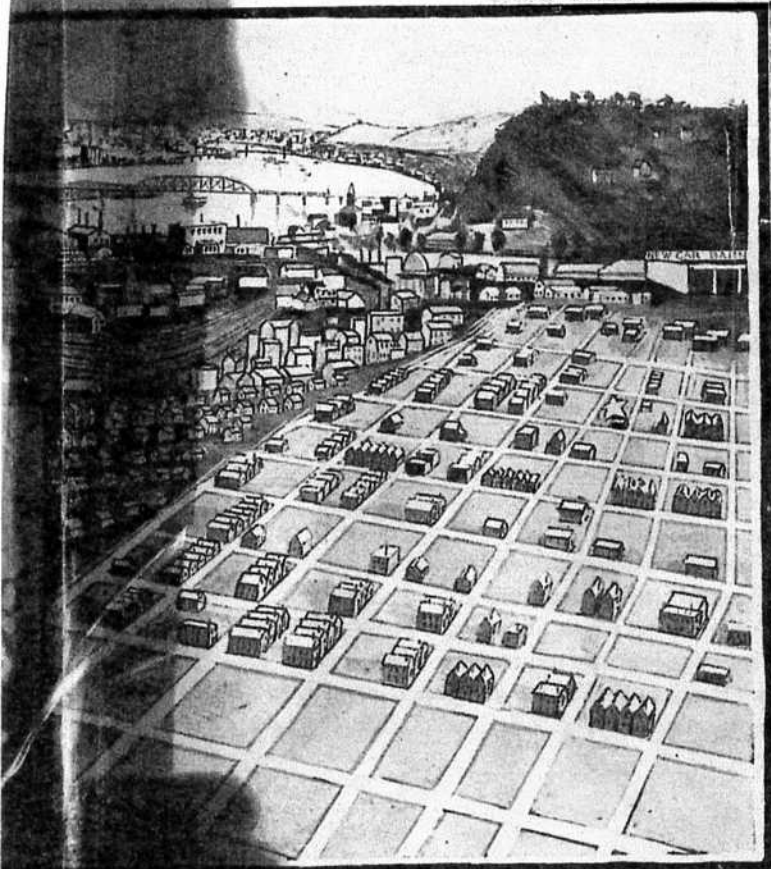
You can ride direct to and through the property without transfer on the New West Park division of the Southern traction line.

Catch car at foot of 5th Avenue.



West Park
LOOKING UP THE
OHIO TO Pittsb

14



If you have not received excursion tickets for free return trip to West Park, they can be secured only at our city office, 417 4th Avenue, directly opposite postoffice.

14

15

LOTS IN WEST PARK ADDITION **\$50 to \$500**

SOME OF THE EXTRA CHOICE SITES WILL GO AT A LITTLE HIGHER PRICE.

TERMS ANY REASONABLE AMOUNT DOWN THAT WILL SUIT PURCHASER, AND BALANCE \$5 OR MORE PER MONTH

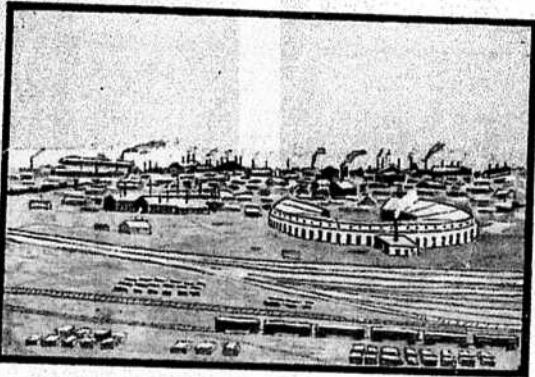
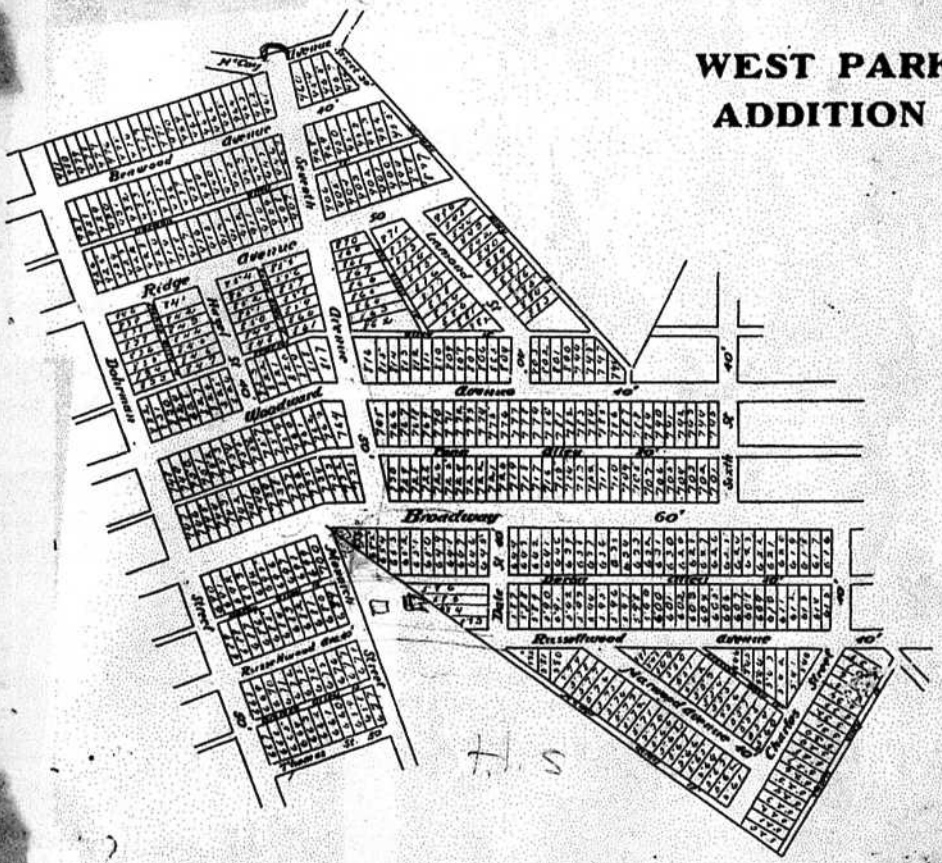
FREE TAXES UNTIL DEED IS DELIVERED. **NO INTEREST.**

INTEREST IS NOT EVEN CHARGED ON BACK PAYMENTS IN THE EVENT OF PURCHASERS FALLING BEHIND BY REASON OF SICKNESS. YOU RUN NO RISK OF FORFEITING YOUR LOT. EVERY INVESTOR IS GIVEN A FAIR, SQUARE SHOW AT THIS GRAND OPPORTUNITY. THE NAMES OF OUR STOCKHOLDERS IS A GUARANTEE OF FAIRNESS AND LENIENCY.

**Title Guaranteed by the Fidelity Title & Trust Co.
Capital \$1,000,000.**

15

WEST PARK ADDITION



View showing great industries where employment is plenty

\$10,000,000 INVESTED

Then you must not forget the remarkable increase in population the growth of the old industries and the establishment of new ones will give. Manufacturers hold property investments in and adjoining McKees Rocks amounting to \$10,000,000. Three years ago they didn't have \$2,000,000 thus invested.

These industries distribute \$500,000 every month in workmen's wages; but these wages are not all distributed in McKees Rocks, because until now it was impossible for the workmen who receive them to secure suitable houses or properties. Here is an item you want to think over: West Park isn't half large enough to supply the people who are now pleading for sites for nice homes. You will see from this that even present conditions will cause the value of West Park lots to run away up.

The superintendents of the great industries are urging capital to build residences that the workmen can either rent or buy. The Pressed Steel Car Company, who employ between 9,000 and 10,000 men at the two plants, are compelled to run a line of boats touching at all the points along the river to convey their men to and from their plants.

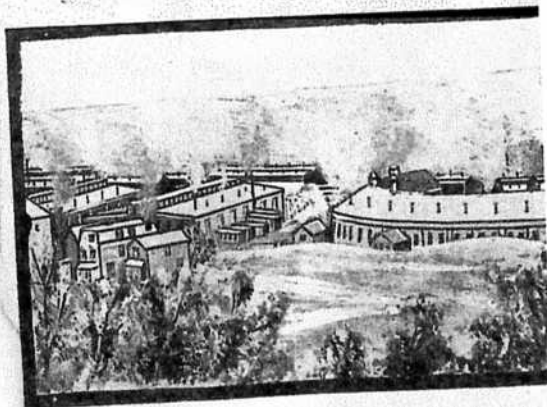
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17,000 MEN ARE EMPLOYED

It is carefully estimated that the names of 17,000 men are on the pay rolls of the great industries in and around McKees Rocks, and Kidd Bros. & Berger's new steel works and the Southern Traction Company's immense car barns will increase this number to over 18,000. There's more than double the number of workmen employed in McKees Rocks industries than there are people living in the town. This is a condition unparalleled. You won't find it outside of this case in all the annals of industry and real estate. There are 10,000 people to-day that would live in the town, yet have not lived in the town because there have not been desirable places vacant in which they could be domiciled.

When the West Park property was opened up it signified to the industrial world the awakening of the great western section of this marvelous Iron City.

The public did not dream till then that the best real estate had gone untouched by the hand of enterprise through generations of matchless progress. Capitalists, too busy with other affairs, had overlooked this spot.



View showing Round House and Shops of P. & L. E. R. R.

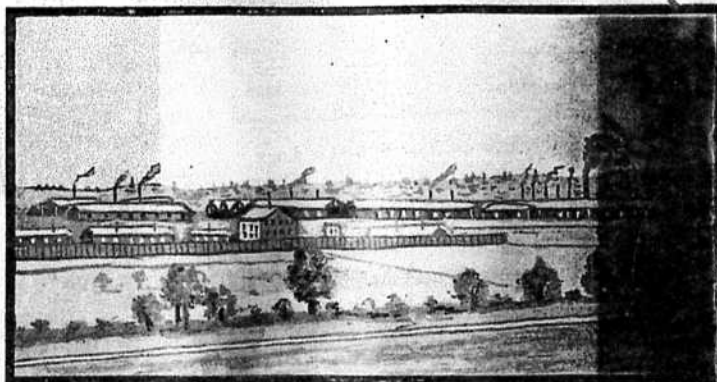
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DEMAND FOR A RESIDENCE DISTRICT

Large enough and fine enough to hold the wonderful, incomparable destiny that far-sighted men already see looming up for Pittsburg.

Immediately following the locating of the gigantic Pressed Steel Car industry, the United States Steel Trust's colossal mills, the Pennsylvania Malleable Iron Works and other vast industries, progressive capitalists (J. D. Callery, John C. Reilly, Thomas S. Bigelow and L. Vilsack) at once responded to the public demand for a grand residence district by investing



Works and grounds of the Pressed Steel Car Company

several hundred thousand dollars, acquiring nearly two hundred acres of the very choicest land in and about McKees Rocks, which was immediately equipped with every known land convenience.

19

A RUSH TO BUY LOTS

Then came the rush for real estate that made West Park famous. Five hundred and nineteen lots were picked up by eager investors within a few weeks after they were put upon the market. There were buyers enough when the last of the five hundred and nineteen lots was sold to sell another five hundred and nineteen.

You will see from this how West Park Addition will go — that the sale will be unquestionably the most soul-stirring success that could possibly characterize any undertaking.

The veritable city that has sprung up will be a mighty influence in demonstrating the value of West Park lots as an investment. In the erection of the great number of new homes and other creditable improvements a half million dollars have already been expended.

Think of it! Study it! Then come and see!

Investors first on the grounds will pick up snaps that will not be possible for those who arrive late.

If you are striving to earn greater wealth — to be on top — act while opportunity is greatest by taking advantage of present prices.

Watch men of discernment who have grown rich through buying up real estate! They don't wait! They buy! They get in on the ground floor!

The eyes of manufacturers are being turned towards McKees Rocks as never before. The great freight-carrying facilities is an argument that appeals to them.

20

21



St. Frances DeSales R. C. Church

THE GREAT INDUSTRIES

Switches and private tracks are easily secured. There is more rail surface in and around the town than there is anywhere else in Pennsylvania, and additional miles are being built. The foundation for unmatchable prosperity and real estate enhancement is being laid.

Among the greatest industrial institutions at present are the Pittsburg & Lake Erie round houses and yards, the Pressed Steel Car Works, the American Bridge Works, the Crucible Steel Works, the United States Steel Corporation's Mills, the Lockhart Iron and Steel Works, the Kidd Bros. & Berger's Steel Watch Spring Works, the Pennsylvania Malleable Iron Works and McKay & Co.'s Chain Works.

Other colossal industries are being planned. The accumulation of manufacturing wealth is stirring men to a realization of a new condition. Pittsburg's growth for the future is one way — in the direction of West Park.

When you come to West Park we want you to examine the fine streets. Notice the grading, paving and sewerage, the elaborate system of electric lights, the fine water and splendid gas supply and the freedom of the property from dust and dirt.

Give thought to these things.

A WONDERFUL ARCADIA

Realize that this wonderful arcadia is really situated in the center of the pulsing, thriving and expanding borough of McKees Rocks. A part of Pittsburg and yet not in it, partaking of all its advantages and yet absolutely free from its disadvantages.

There is nothing wanting in West Park that good families desire. The public schools are the best that the great American educational policy makes possible. The churches are of the highest order, there being all denominations.



St. Mary's R. C. Church

The fire and police protection are especially creditable. You won't have to live in mental dread that some highwayman may way-lay you at night, a burglar break into your house, or a conflagration destroy your home without valuable effort being made to save it.

In the summer time you will have a beautiful park to sojourn or stroll in, and pure, cold, sparkling water from a great spring to drink. The issue from this spring will supply water for thousands and thousands of people.

First-class food supply markets are only a short walk from West Park, and a number will be located on Broadway on the property, in the very near future.

A CHANCE FOR SMALL MERCHANTS

Merchants alive to their interests will lose no time in establishing stores in West Park. The population here even now is worth catering to. Thousands of dollars go into the McKees Rocks business houses that could be won by enterprising storekeepers who build in West Park.

This is a point for the small merchant to consider seriously; 5,000 families will own houses in West Park. These 5,000 families have to eat and buy things for their homes.

There are not many unsold sites on Broadway. You will have to act quickly.

There is one thing in connection with West Park, important to thousands of men employed on the P. & L. E. Railroad: A special decision rendered puts West Park within the P. & L. E. calling limits. Call boys can reach any part of the property from the P. & L. E. Superintendent's office in five to eight minutes.

West Park is really the logical home for all railroad men. More railroad men meet here than at any one point in the middle states. The opportunity to hear of good positions is nowhere else as great as at McKees Rocks, as the town is the western terminus of the P. & L. E. R. R., and virtually the terminal point for the men employed on the Pittsburgh division of the Panhandle system. The massive connecting bridge and roadbed of the Fort Wayne system of the Pennsylvania R. R., on which millions have been spent, carrying the new line through McKees Rocks to join the Panhandle tracks, will also make the town the residential place for many of the men employed on the upper Pennsylvania lines.

24 2

COMING TO WEST PARK

The new road to be built up the valley of the Char-tiers Creek, as a branch of the Pan-Handle, will bring other hundreds of railroad men to McKees Rocks.

The great barns of the West Park, McKees Rocks and Coraopolis Electric Lines will, as well, make McKees Rocks and West Park the home for 700 to 1,000 traction employes.

The refined families of the proud, well-paid workmen can dwell in West Park and live like lords. They can buy magnificent properties for marvelously little money, on terms to suit their pocketbooks—properties equal to those in the East End that are bringing immense figures.

These properties in the next twenty years will earn more real money for them than their wages will. In fact the only way for a working man to get rich is to hitch onto good real estate. It's the only sure way for any poor man to get up in the world. Hunt up statistics. Take the records if you are in doubt.

Don't forget that this great sale of lots in West Park Addition can't last long. You haven't time to think a great while—not if you want to pick out the choice spots and make the most money.



Public School

24

25

DON'T MISS THIS OPPORTUNITY

The beautiful, perfectly level residence sites on Marwood avenue, overlooking both sides of the property and commanding a magnificent view, present opportunities too valuable for either the investor or the home seeker to miss. There is nothing to approach the merit of the lots on this avenue. Yet it is difficult to decide which are the finest properties in West Park.



Episcopal Church

You can secure by return mail a large map showing lots in West Park Addition. The smaller map printed in this booklet will give you some idea of the property, but does not contain the numbers of lots, necessary for people who desire to order by mail.

In the event that you wish to purchase by letter, we would suggest that you indicate your second, third, fourth and fifth choice, as the lot you may decide to take might be sold before your communication reaches us. Remember, also, to send a reasonable remittance with order.

Agents will be found on the property at all hours, day and night.

25

26

For excursion tickets good to ride free to the property on West Park cars, apply to our city office, 417 Fourth Avenue, directly opposite the Pittsburg Postoffice, where price list and any further information desired will be given.

**WEST END LAND CO.,
HAAS & LAUNGER,**

DIRECT REPRESENTATIVES.

CITY OFFICE:

417 FOURTH AVENUE,

Directly opposite Postoffice,

PITTSBURG.

OTHER OFFICES:

1708 CHARTIERS AVENUE,

McKEES ROCKS.

FOOT OF BROADWAY, WEST PARK.

26