

UP THEY GO! UP THEY GO!!

DO YOU HEAR? PRICES GO UP

Prices on all lots at University Park will be advanced February 1, 1903. A boom is coming. If you desire to make money sure and soon, buy before the advance. The upward movement has set in. You will not have long to wait before realizing a big profit on the investment.

Lewis and Clark Centennial Grounds

Are within seven and one-half minutes' ride by boat from University Park. The water means of travel is much cleaner, more comfortable and far safer than the street cars or any other conveyance. The laws prevent overcrowding of passenger boats. University Park is the only property available for homes, tents and rooming-houses at a moderate price, convenient to the Centennial grounds. It is inside the city limits and has police protection. Its liquor restriction will keep out the drinking and gambling joints. It will be the only place convenient to the Centennial grounds where families can camp in safety. A \$100 tent at University Park can be made to yield \$25 per day during the Centennial. Now is the time to prepare to make a big roll during Centennial year.

Own Your Own Lot, Then Rent Will Not Eat You Up

Growth of University Park

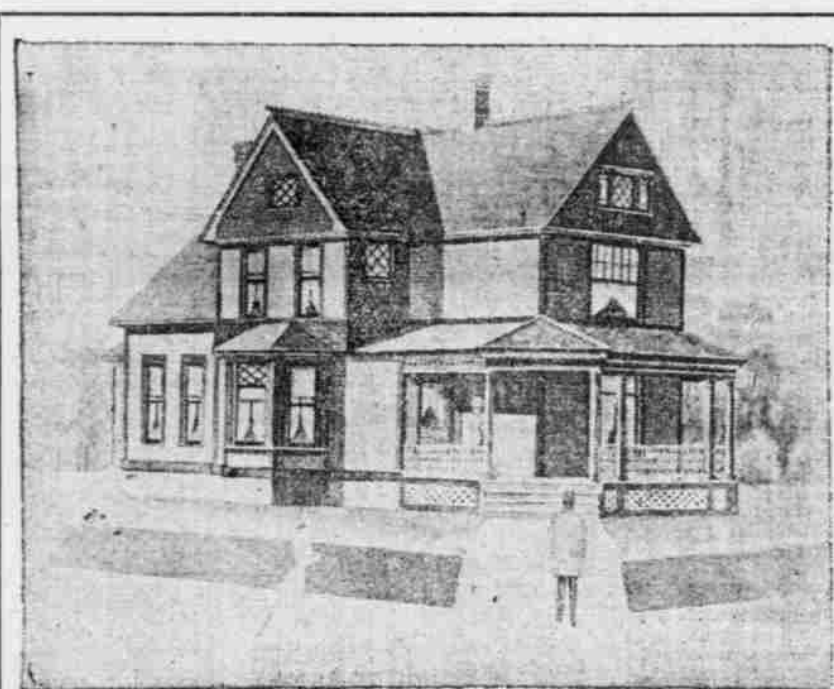
In the two school districts in which University Park is situated there are more than 300 children attending the public school, besides the 80 students attending the Columbia University. The number of school children would indicate that we now have a population of 1500. The population has doubled in the last two years. Contracts for 22 residences will soon be let. In no other place with a population of 1500 can you buy lots for less than double the price at University Park. In no other place where there is established a large University can you buy lots for less than double our prices. At no other place on earth between two rivers navigable to ocean-going vessels can you buy lots for less than 20 times our prices. Is it unreasonable, then, to say that our prices must double, yes, treble, within the near future?

Business Goes Down Stream

Look at the factories springing up along our water front. A plant to manufacture all kinds of saws and edged tools, three sawmills, a veneering factory, a box factory, a sash and door factory, a basket factory, a planing mill, a match factory, two boat-building plants, have already secured sites, and many others are negotiating for sites. Do you understand what this all means? It means \$1000 each for lots within three years. Five hundred new houses will be required this year to accommodate the newcomers. A large department store is needed to meet the business demand; a savings bank, a hotel and several large rooming-houses are among the needs of University Park.

Northern Pacific Railroad

Will run its cars into Vancouver next week. Soon after, work will begin on the Columbia River bridge, near Uni-



A seven-room residence, being built at University Park by the Portland Homebuilding Company for George A. Ferguson, of The Dalles. The next distribution of funds by this Co. will take place on the first Saturday in March.

versity Park; then the tunnel that Mr. Mellen told you about, all of which he said would amount to an expenditure of \$3,000,000, near University Park. Is it not beginning to percolate through your brains what the result of all these things will be for University Park? If you have not \$5 with which to make the first payment, borrow the price from a friend before the sun goes down tomorrow evening. You will be sorry if you don't get a lot before the advance.

This Is Advertising

Yes, this is advertising, but is not every word absolutely true? Now, let us go over it in brief and see if there is a false statement. Here is the junction of two great navigable rivers. Here is the central focus of the trade of the great Columbia Basin. Here is a high, level neck of land between the rivers, and admirably suited for homes, and is

part of a city of 120,000 population. The business of this Columbia Basin is skirting the water's edge along this high plateau. The ocean-going vessels anchor at its wharves. To tone up the character of the place is a great University. To accommodate the growing population is a standard-gauge railroad, an electric street-car line, with the prospect of another soon; city water, electric street lights, public schools, stores, churches, beautiful and costly residences. Its natural scenery is unsurpassed in the world. It has enough in prospect for the immediate future to build a city of 200,000 population. These prospects are not imaginary, but actual negotiations are in process of fulfillment. Does this advertisement tell you falsehoods or truths? Fortune is knocking at your door and calling on you to investigate. This is your opportunity. Will you grasp it?

Reserve Blocks

This company reserves from sale each alternate block. We would not sell one reserve block for less than 10 times the price we are asking for the lots we are selling. We sell one-half of our property for the purpose of having improvements go on, which will help to make our reserve block valuable.

Prices and Terms

Until February 1 our prices for 50x100 feet will be \$200 to \$220. Terms 5 per cent cash and \$5 monthly on each lot; no interest, no taxes.

Acre Tracts

We have some beautiful acre tracts right on the car line for \$600 each; half-acres for \$300 to \$350. One-fourth cash, balance monthly. We have two five-acre tracts back from car line, all grubbed and in wheat, for \$250 per acre. Call at once, as our property is going rapidly. Soon you will have to buy from second hands, then you will have to come down with more money.

University Land Company

Marquam Bldg.

151 SIXTH STREET

Portland, Oregon