

THE STAMPEDE HAS COMMENCED

The stampede to University Park is now in motion. From every precinct in Portland and from more than half the counties in Oregon and Washington, come inquiries for lots at University Park. We made sales last week by mail to purchasers in Olympia, Spokane, Klondike, Oregon, Wasco, The Dalles and Baker City. Citizens from all parts of Portland are jostling one another in their efforts to get choice locations, while the outside persons are getting the benefit of our judgment by asking us to choose for them. We reserve from sale each alternate block, and the lots in the other blocks are for sale and we don't care who gets first or last choice, except that it tickles our vanity just a little to be asked to make selections for persons not present, therefore, we select the best in the market according to our judgment for those who trust to our honor in this manner.

Lewis and Clark Centennial Site

It is now beginning to dawn on even the dull minds what the Lewis and Clark Centennial location will do for investors at University Park. Persons who own no more than a single lot at University Park will make a fortune during 1905 by placing on their lots a few clean tents.

Liquor Restriction

How fortunate it is that a restriction prohibiting the sale of intoxicants has been placed in every deed given for lots in University Park since the property was first platted. This restriction guarantees an orderly, quiet place for campers during the Exposition. No other place can offer such guarantee. University Park is the only place convenient to the Centennial grounds where lots can be purchased for a moderate price. Campers at University Park will have the advantage of large electric arc lights, city water, graded streets, sidewalks, etc., nowhere else to be found near the exposition grounds.

Must Quit Advertising

One-half of our lots are reserved for higher prices and future development. We are selling the other half in order to attract new population and present development. However, we are so positive that present values will be doubled inside of one year that it would not be wise to push the sale on the part that is for sale. All will be treated courteously and will be given an opportunity to procure lots, but these big advertisements bring

too many speculators. We want homebuilders. Homebuilders add values to our reserve lots, speculators take the profits that should belong to us. The speculator sees that he must make profits in proportion to his holding the same as we make. Our large reserve is a guarantee that we must continue to make improvements and look out for the interests of the place while he sits back and watches the good work go on.

Three Million Dollars

In a recent interview published in The Oregonian Mr. Mellen, president of the Northern Pacific, said that his company would spend \$3,000,000 near University Park, in bridging the Columbia, in tunneling under University Park and bridging the Willamette. It will be announced within a week that Eastern capitalists have purchased a site at University Park water front for a large sawmill. Within one year from now more than 1000 new hands will be employed along the river front. The better class of all these employees will procure homes at University Park.

Columbia University

Those who have an ambition to bring up their children in the air of culture and refinement are seeking homes near the Columbia University. Columbia University has a faculty without a peer anywhere. Here are

brought together graduates from the various parts of the world. Their ideas of how to conduct a great school are combined into a modern, original, up to date whole—the best from all parts of the earth.

No Shanty Town

University Park has a building restriction that will forever keep out the shanties and make it a desirable place for homes. The undesirable element that is contented with the shack will not stop at University Park.

Business Goes Down Stream

"Another schooner collides with the Morrison-street bridge." This is a "scare head" that appeared in the daily papers last week. This is simply another proof that the wholesale and manufacturing of Portland must go down stream. Where the heavy business of a city is done, to that place the population will congregate, where the population goes also goes the retail business. Therefore it does not require a prophet to tell that the Peninsula will soon be covered over solid with business houses and University Park will be the center of all this great wealth. Is this not plausible? Is it not reasonable? Is it not sound sense? Then why do you hesitate? Fortune never seeks a coward. If you do not invest you can not make a profit.

Prices Advance We do not hesitate to tell you that we advanced prices last month and you must pay \$5 per lot more than those who purchased last month, and prices will again be advanced March 1 and again April 1, and so on until present prices shall be doubled.

Terms Five dollars down will start you and five dollars monthly on each lot will pay you out. We still have a few acre tracts.

University Land Company

Near Morrison

151 SIXTH STREET

Portland, Oregon