

STUDY THE PICTURE!

We knew it was an excellent investment, and we could not resist buying every snap that came our way. Now we must sell part in order to let the improvements go forward.

STUDY THE PICTURE

Study the Picture

The picture is drawn to an exact scale showing centers of sections. It is not twisted or skewed as such pictures usually are. University Park is the center of the Peninsula. We purchased the acreage out of which University Park was platted before any other living real estate dealers had procured a foot of land on the Peninsula. We had first choice. Our judgment told us that the land we selected would be the center of the great city when built. There, no doubt, will be spots where local speculation and excitement will center around the building of a mill or a factory, but University Park will be the center of safe investments and the center of value on the whole Peninsula. Study the picture.

Industrial Center

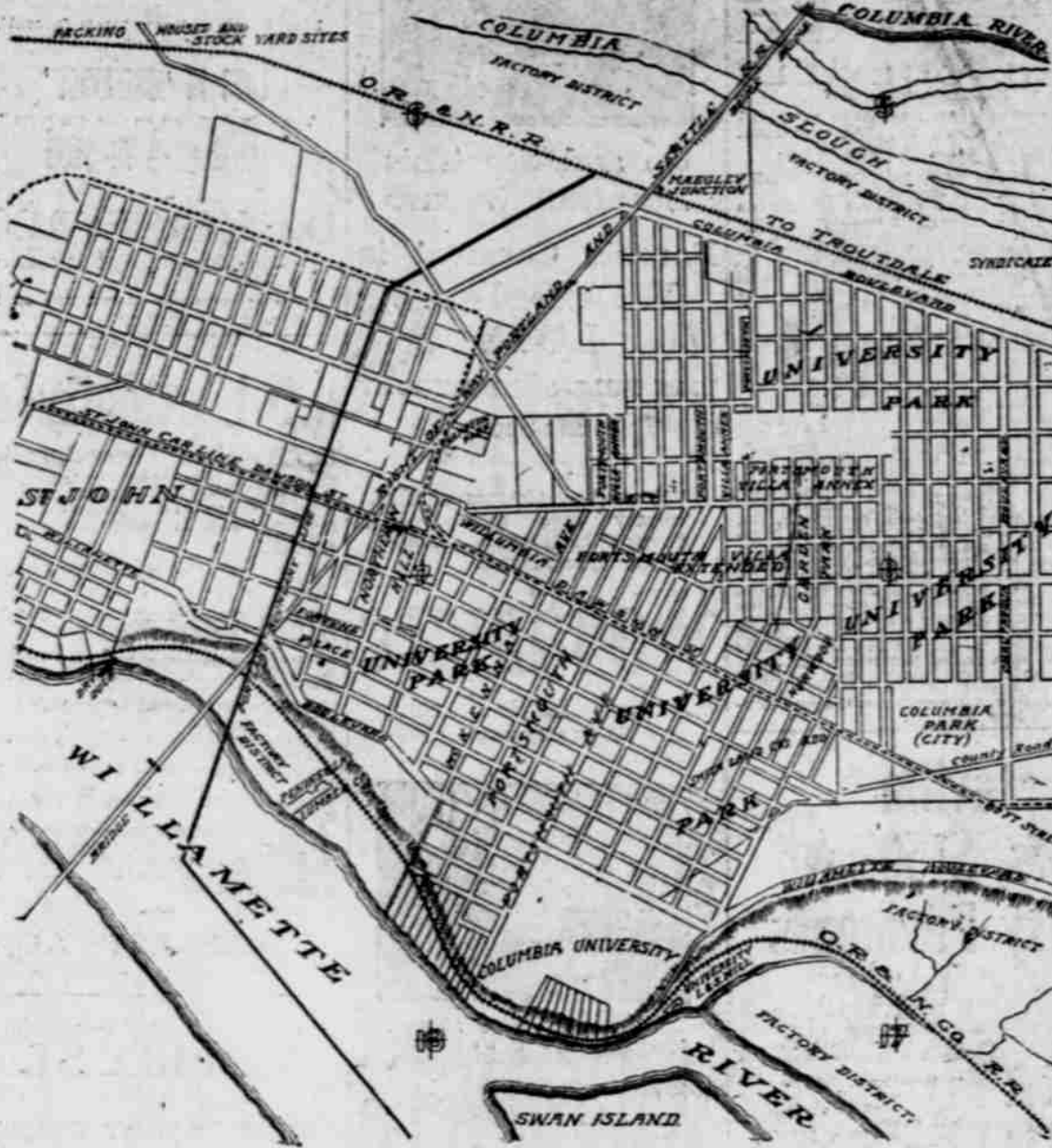
University Park is the center of the place between the rivers designed by nature for a great city. Manufacturing industries are springing up on all sides. The navigable rivers, railroads and electric lines make it the ideal location for business enterprises. The elevated table lands central to the scenes and activities of money-making must become immensely valuable for homes, schools and retail business. Study the picture.

Not Philanthropists

We are not prompted by the spirit of love in offering to the public part of our real estate, but by the spirit of gain. We will be honest with you and tell you that it is our own pockets we are seeking to fill, but we are now in the position where we are forced to let you into the deal in order to protect ourselves. We owe no man a dollar, even this advertisement is paid for in advance; yet we must sell. Study the picture.

Reserve Blocks

We reserve from sale each alternate block and offer for sale the lots in the other blocks. We would prefer to hold it all for higher prices. If we sell half to those who may improve by building, the half we hold will grow into value more rapidly than the whole would grow if we kept it all. Study the picture.



Columbia University

Take a glance over the cities of the United States and observe where colleges are located. See what such institutions as the Columbia University have done for other places. Cities have grown in many places to upwards of 20,000 population with nothing to attract the growth except a college. Study the picture.

Pay Roll

Look at the mills and factories now surrounding University Park, which pay out large sums monthly to their employes. Can't you get through your head what this all means? Study the picture.

Boulevards

University Park has the only system of boulevards in Portland. It has Bull Run water, electric lights, electric lines, Portland city schools, elegant homes, churches, stores—in short, every advantage of a great city, and yet we are offering a limited number of lots for less than you can buy similar property in a country town with half the population. Study the picture.

Prices of Lots

Prices of residence lots range from \$5 per front foot to \$10 per front foot. Business lots range from \$10 to \$15 per front foot. Alleys back of all lots. Depth of lots, 110 feet. Ten per cent cash, balance \$10 monthly on each lot. No interest if all payments be paid on or before due. Prices are advancing rapidly.

FRANCIS I. MCKENNA

UNIVERSITY STATION
Phone East 5875 Portland, Oregon

GIANTS TAKE THE FIRST GAME, 1-0

Fresno Gets but Two Hits and Seven Men Fan the Air.

FRENCH IN FINE FORM

Home Run of the Portlanders Is Made in the Fifth Through an Error Made at First Base.

PACIFIC COAST LEAGUE.

Yesterday's Scores.
Portland, 1; Fresno, 0.
Los Angeles, 2; Oakland, 1.
San Francisco, 4; Seattle, 0.

Standing of the Teams.

Team	Won	Lost	P. C.
Portland	1	0	1.000
Los Angeles	1	0	1.000
San Francisco	1	0	1.000
Oakland	0	1	.000
Fresno	0	1	.000
Seattle	0	1	.000

FRESNO, Cal., April 7.—(Special)—Portland took the opening game by the score of 1 to 0. The feature was the pitching of French, who held Fresno to two hits and struck out 7 men. Portland's lone run was made on an error. Waters walked and was passed to second and third on fielder's choice. McCredie rapped an easy one to Eagan, who threw it high to Cartwright. Fresno's first sackman stopped the ball, but was off the sack when McCredie touched it. Waters meantime had crossed the rubber.

SCORE BY INNINGS.

Inning	Portland	Fresno
1	0	0
2	0	0
3	0	0
4	0	0
5	1	0
6	0	0
7	0	0
8	0	0
9	0	0
Total	1	0

Sacrifice hits—Waters and Hogan. Stolen bases—Canty, McLaughlin and McCredie.

SEALS BUNCH THEIR HITS
Seattle Aggregation Shut Out in First Game of the Season.

SAN FRANCISCO, April 7.—The baseball season for 1906 opened here today with the usual preliminary parade of the players through the business section. Recreation Park Mayor Schmidt opened the first contest by delivering a ball from the pitcher's box. The attendance was large.

ANGELS WIN A CLOSE GAME
Wild Throws of Commuters Are Responsible for the Scores.

LOS ANGELES, April 7.—The baseball season of 1906 was opened here today by the Oakland and Los Angeles teams, with a closely contested game, which was won by the locals by the score of 2 to 1. The locals secured their runs on wild throws by the northeners. Aside from these errors the play of both teams was good.

TONGUE WINS THE KERR CUP
Mounted on Oregon Kid, He Makes the Most Points.

E. B. Tongue, on Oregon Kid, yesterday afternoon won the Kerr cup, which was chased for by the members of the Portland Hunt Club. The ride was one of the swiftest contested so far by the members of the club, and the pace throughout the eight miles was something to gaze at.

TENNIS EVENING TO BE HELD
Irvington Club Invites Those Interested in Game to Be Present.

The Irvington Tennis Club has planned a very unique entertainment for next Friday evening, and a great treat is in store for the tennis players of Portland.

MISSOURI'S JACKIES CRACK SHOTS.
WASHINGTON, April 7.—The crack rifle team of the battalions Missouri won in the recent rifle match at Guantanamo, Cuba, between the vessels constituting the battalions of the North Atlantic fleet. The Missouri's total was 703, and the Illinois was second with 734. The Iowa was third with 642.

VARSITY IS BEATEN

First Defeat of the Season for Columbia.

SCORE IS FOUR TO ONE

Portland Academy Plays a Clever Game and Fgoves to Be Too Strong for Its Opponents From University.

Portland Academy administered the first defeat of the season sustained by the Columbia University team at Multnomah Field yesterday afternoon by the score of 4 to 1. The occasion marked the opening of the interscholastic league season, and nearly 600 persons assembled to witness the game, which was one of the prettiest amateur games ever played in this city up to the seventh inning, when the varsity lads bunched a few errors, permitting the academy boys to register three runs.



A NEW 26-HORSEPOWER AUTOMOBILE BOUGHT YESTERDAY BY H. WEMME AT COST OF \$1800. SPEED A MILE A MINUTE.

base on balls off Harold Reed, the crack little southpaw pitcher of the "Tigers." The seventh was the scene of Columbia's undoing, for it was in this inning that the secures of the orange and white tatted the pair for three aces and pocketed the game.

Infield Does Well.
Columbia's infield performed to a highly creditable manner, except in one inning, and the fielding of Barry, McKay and Ford at times shone brilliantly.

COLUMBIA UNIVERSITY.

AB	R	IB	PO	A	E	
C. Moore, 1b.....	4	0	1	5	2	0
O. Moore, c.....	4	0	1	2	1	0
Albright, lf.....	3	0	1	1	1	0
Looney, 2b.....	4	0	0	1	1	1
Forrester, 3b.....	4	0	0	1	1	1
Barry, p.....	3	0	1	1	1	1
McPherson, cf.....	2	0	1	2	0	0
Dockstader, of.....	2	0	0	3	0	0
Totals.....	30	1	9	27	14	3

PORTLAND ACADEMY.

AB	R	IB	PO	A	E	
T. Myers, 1b.....	1	1	1	1	1	0
McPherson, lf.....	1	1	1	1	1	0
Reed, p.....	1	1	1	1	1	0
Looney, 2b.....	1	1	1	1	1	0
Higgins, 3b.....	1	1	1	1	1	0
Jones, c.....	1	1	1	1	1	0
McPherson, cf.....	1	1	1	1	1	0
Brownlie, of.....	1	1	1	1	1	0
Cobbett, of.....	1	1	1	1	1	0
Totals.....	10	8	9	10	10	0

Summary.
Struck out—By Looney, 4; by Reed, 4. Bases on balls—By Looney, 4; off Reed, 3. Two-base hits—Brownlie, Houston, McPherson, O. Moore and Weigebaker. Hits—Columbia, 9; Portland, 1. Runs—Columbia, 4; Portland, 1. Errors—Portland, 4.

JOE KNAPP FOR THE COACH
Ex-Purdue Player Will Put Varsity Team in Shape.

UNIVERSITY OF OREGON, Eugene, April 7.—(Special.)—The varsity baseball manager has secured Joe Knapp, a former ballplayer of Purdue University, Indiana, to coach the players into form for this season. Mr. Knapp is in charge of the Government timber-testing plant at the University, and his long training in varsity baseball at Purdue has fully qualified him for his position. The way he handled the men during the last two practices has added confidence to the prospects of the team and speaks well for his ability as a ballplayer.

Men for Gray's Harbor Team.
ABERDEEN, Wash., April 7.—(Special.)—T. A. Tommeson, a pitcher from Chicago, has been secured for the Gray's Harbor team in the Northwest League. Watkins and Neiring are on the ground ready for active work, having reported Friday. Tacoma tried hard to secure Neiring, but he preferred Gray's Harbor.

Races at Oakland.
SAN FRANCISCO, April 7.—Oakland race results:
Five furlongs—Tony Faust won, Tanana second, Coco third; time, 1:10.
Three furlongs—Royal Colors won, second, Integrit third; time, 1:25.
Six furlongs—Half-Redlight won, Prussard second, Lalla Hill third; time, 2:27.
Four furlongs—Hector won, a quarter-mile, Hecabrook second, a quarter-mile, Roycroft third; time, 2:07.
Seven and a half furlongs—Hector won, Marthana second, Albert King third; time, 1:54.
Six furlongs—St. Francis won, A. K. Bar second, Lady King third; time, 1:17.

NEW BASEBALL GUIDE
Spalding's Official Guide for 1906.

Spalding's Official Baseball Guide, which has just been issued, marks the thirty-third year of its publication under the editorship of Henry Chadwick, "the father of baseball." This guide covers the history of the growth of the National league, laws of professional baseball, the individual club records and statistics covering championships of the past season are especially complete. The individual club records and player averages are given special attention. This guide, among baseball people, is looked upon as the official baseball guide of America.