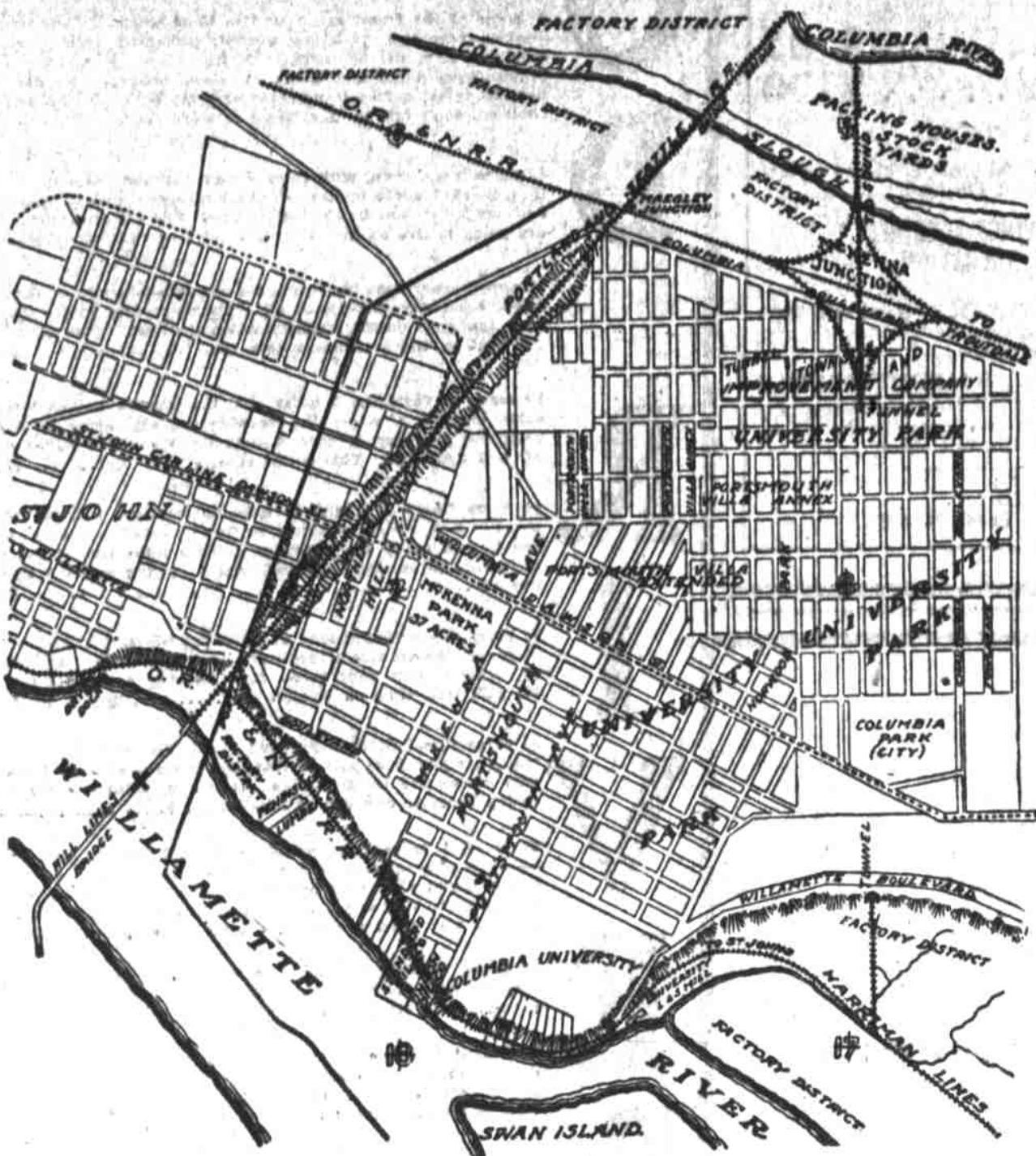


# Prices Will Advance

Prices of all business lots on Chautauqua Boulevard, Willis Boulevard and Fowler Avenue in University Park will be advanced \$100 per lot April 15th, 1908.



STUDY THE PICTURE

# Why Not Advance?

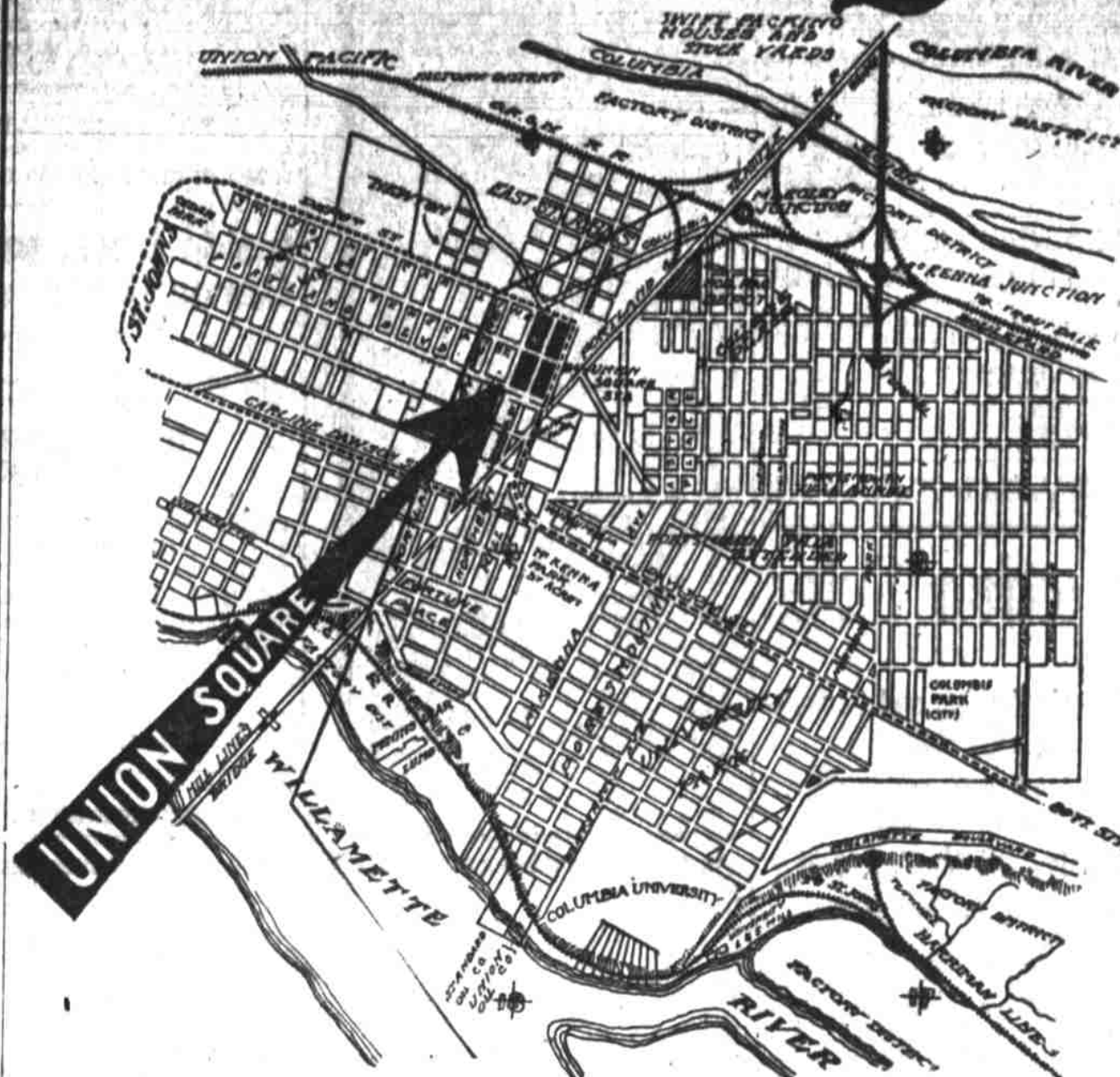
The lumber business made Detroit, Mich., a city of 400,000 population, business lots now \$4,000 per front foot. Stockyards and packing houses gave Chicago its first boost towards greatness by adding 100,000 population to its ranks, business lots now \$10,000 per front foot; made Kansas City peer over all its rivals by adding to it 60,000 population, business lots now \$3,500 per front foot; and made South Omaha a city of 40,000 population, business lots \$2,000 per front foot.

Wherever railroads centered there has sprung up a large city.

What have we a reason to expect of University Park with its vast lumber business, its large stockyards and packing houses and all the great transcontinental railroads centering there, in addition to its rivers navigable to the commerce of the world? When we consider what has been done in other cities, have we not good reason to expect to see lots sell on such streets as Chautauqua, Willis and Fowler for \$1,000 per front foot within ten years? Prices now \$10 per front foot for residence lots up to \$15 per front foot for choice business lots. Terms 10 per cent cash, balance \$10 monthly on one lot and \$5 additional for each additional lot. No interest if each installment be paid when or before due. By paying down \$37.50 on a business lot before April 15 you can get advantage of the rise of \$100 on April 15. A gain of \$2.50 in ten days for each one dollar invested ought to be good enough for any person. Take St. Johns car, get off at Chautauqua Boulevard where you will find my office.

**Francis I. McKenna**  
PORTLAND, OREGON

# UNION SQUARE



THE ARROW LOCATES

## UNION SQUARE

The Heart Of The Peninsula

The district surrounding Union Square now has dry docks, flouring mills, sawmills, lumber mills, grist mills, woolen mills, steel works, forging works, veneer works, foundries, stock yards, packing houses and factories of all kinds with almost unlimited room for further extensions. Ships from all parts of the world land at the docks along the Willamette and Columbia rivers.

These are the very conditions which bring the highest values. The Swift Packing Company, the largest concern of its kind, has now under construction one of the biggest packing plants in the world, one that will cost \$4,000,000 and will employ several thousand men. Other packers are following.

Do you realize what it means to Union Square, located as it is within a mile of all these activities? It means a solidly built up city of 50,000 people within the next few years. Remember, population makes values.

Railroads and payrolls make cities. Population in dense where employment is plenty.

The secret of success in making real estate investments lies in one's ability to decide where the greatest number of people will congregate.

Real estate values on the Peninsula will multiply many times over and fortunes will be made by those who have the requisite foresight.

Keep these things in mind. Buy a lot in Union Square. Present prices are low—will advance as sales progress.

STUDY THE MAP. Notice the navigable rivers; the railroads; the streetcar lines; the factory districts—north, south and west; notice the boulevards and wide streets; the drydocks, stockyards, packing houses, lumber mills, and factory districts; the location of Maegly Junction and the Northern Pacific depot site. The immense freight and passenger traffic of the Inland Empire will be handled at Maegly Junction. REMEMBER that the Union Pacific, Southern Pacific, Northern Pacific and Great Northern, four great trans-continental systems; and the Spokane, Portland & Seattle Railroad, the Oregon Railroad & Navigation Company and the Oregon & Washington Railroad, cross and re-cross near Union Square.

**Lots Can Now Be Reserved**

Take St. Johns car and get off at Union Square station and you will be right there. Office on the ground. The fare is only 5 cents. Go down today—don't wait till tomorrow or next Sunday. The choicest will go first and they will go fast.

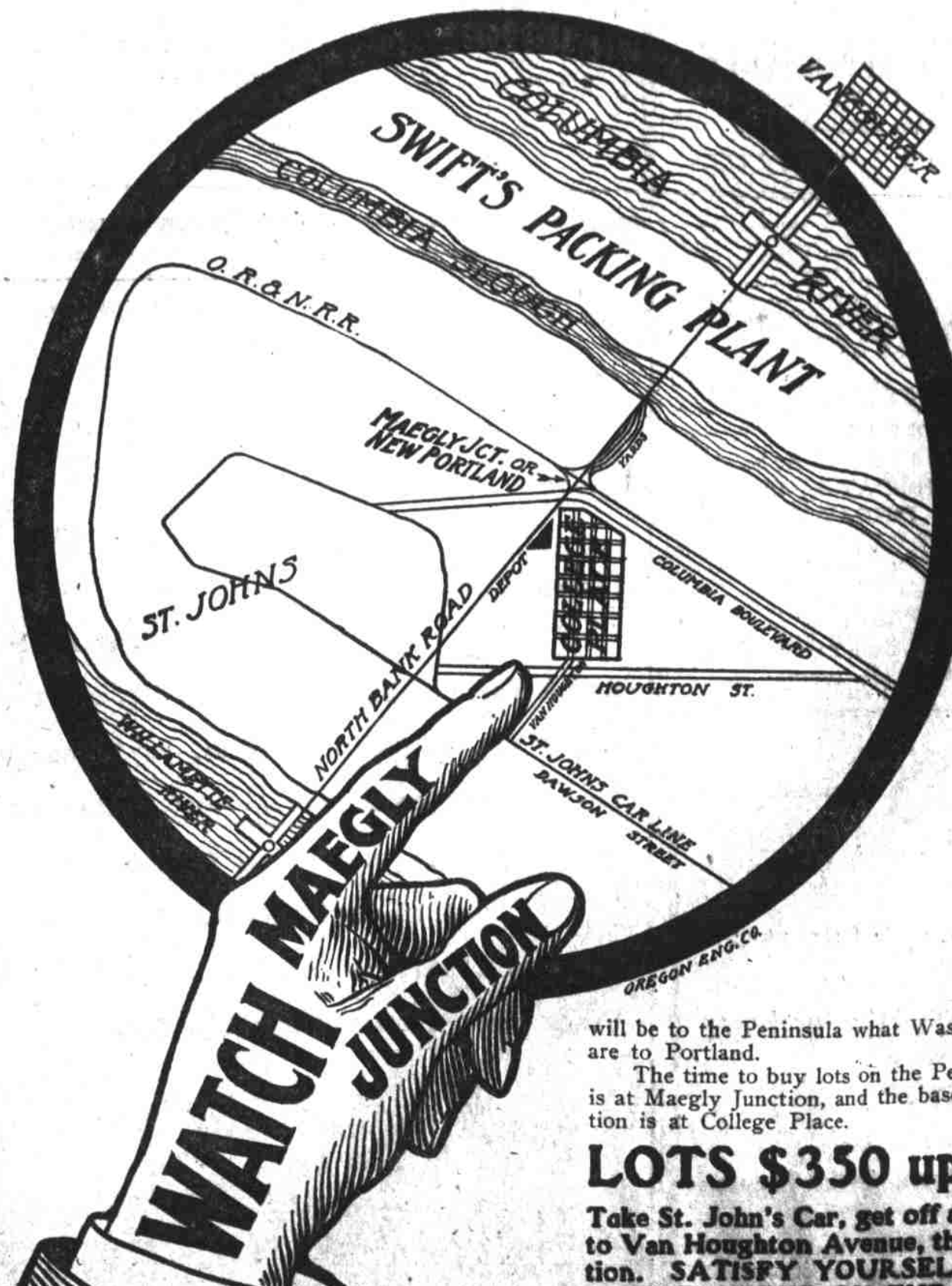
PRICES NOW \$350.00, UP. EASY TERMS

## COLUMBIA TRUST COMPANY

713-14-15 COUCH BUILDING

M 5681 109 FOURTH STREET, NEAR WASHINGTON STREET A 1916

# NEW PORTLAND



## MAEGLY JUNCTION

is the Watchword and

## COLLEGE PLACE

Is the center of the junction and the one place with an assured business center which is bound to spring up in the near future. The new North Bank Depot right at the junction immediately adjoins College Place.

The immense railroad yards are right at the junction and immediately adjoin College Place. Every transcontinental train coming or going over the new bridge on the Columbia river will stop at the junction. All freight will be handled at the junction.

The Swift holdings right across from the junction will employ an army of men who will have to be fed and housed at a convenient distance from their work and College Place is the logical base of supply and the logical site for homes and business. Already there are stores there and more will follow this spring.

College Place is as level as a level, with graded streets, sidewalks and curbs. College Place will be to the Peninsula what Washington, Morrison and Third streets are to Portland.

The time to buy lots on the Peninsula is NOW. The place to buy is at Maegly Junction, and the base of business operations at the junction is at College Place.

**LOTS \$350 up 10 per cent Down, Balance Monthly or Quarterly.**

Take St. John's Car, get off at Portsmouth, walk one block to Van Houghton Avenue, thence North to Maegly Junction. SATISFY YOURSELF FIRST and then come and see THE AGENT ON THE GROUND or

PHONE M 8213

**COBB BROS.**

4 SWETLAND BUILDING FIFTH & WASHINGTON