

Double Your Money Within 30 Days

THE PRICE OF LOTS AT UNIVERSITY PARK WILL BE ADVANCED TWO DOLLARS PER FRONT FOOT ON THE DAY THAT THE ANNOUNCEMENT SHALL BE MADE OF THE LETTING OF THE CONTRACT FOR THE CONSTRUCTION OF THE TUNNEL UNDER THE PENINSULA. IT HAS BEEN PUBLISHED IN THE JOURNAL TWICE WITHIN THE PAST WEEK THAT THE CONTRACT WOULD BE LET WITHIN THE NEXT THIRTY DAYS.

Two dollars per front foot means \$50 advance on a lot having a frontage of 25 feet, or \$100 on a lot having a frontage of 50 feet. That is not all. Another advance of \$2 per front foot will be made when work begins, and another advance of \$2 per front foot will be made when the first light shines through the tunnel, and still another \$2 advance will be made when the first train passes through the tunnel. These advances will all have taken place before you will have made your last payment on your purchase. You have had ample notice of what is about to occur. Will you heed it? Or will you go on to the end bewailing your lack of opportunity and bad luck? Sixty dollars paid on your lot means an advance of \$100 as soon as the contract is let for the tunnel. Millions of dollars will be made on the Peninsula within the next two years. Will you get your share? Yes, if you buy a few lots right now.

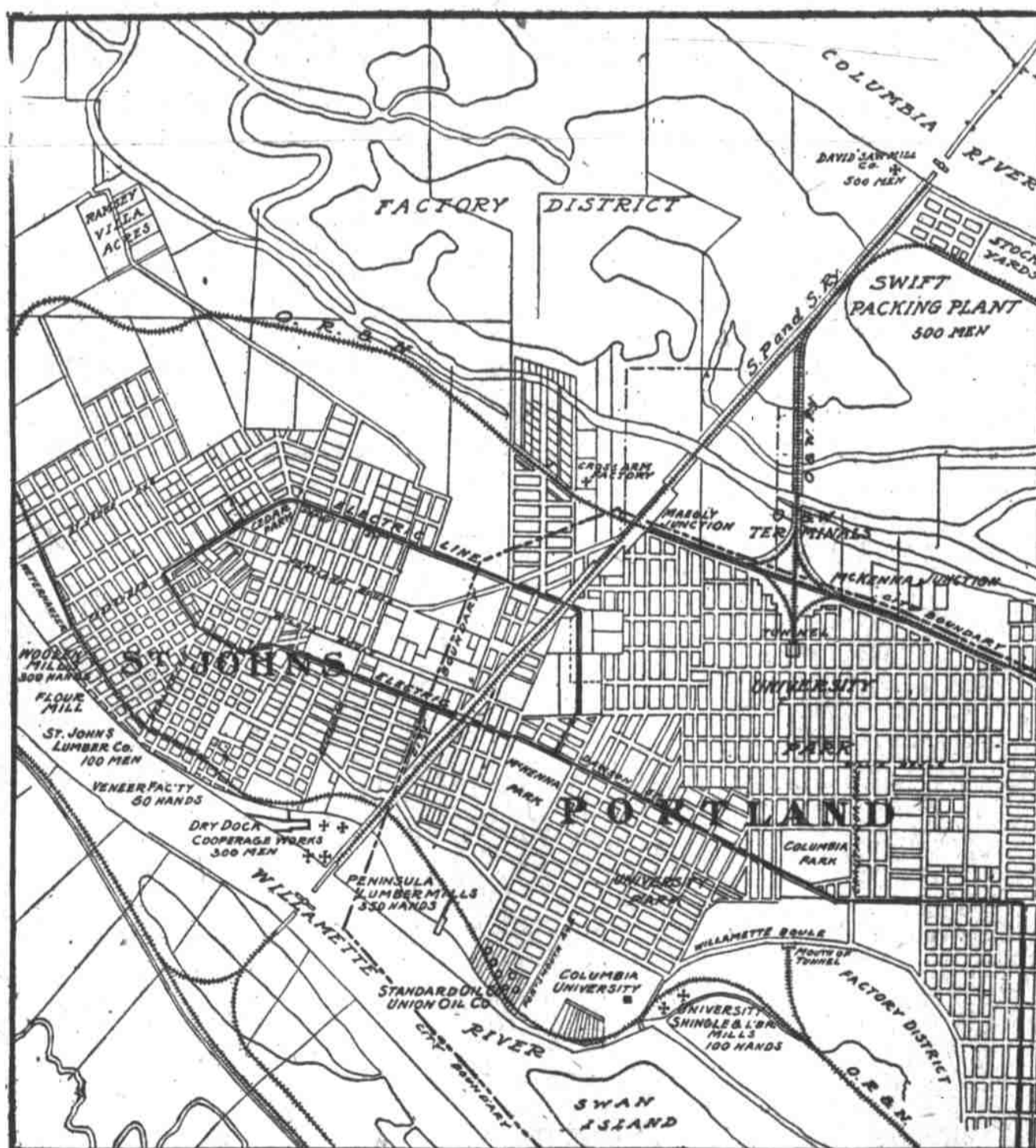
IF YOU ARE IN DOUBT ABOUT MAKING AN INVESTMENT AT UNIVERSITY PARK, ASK ANY BUSINESS MAN ABOUT IT—ASK ANYBODY. DON'T STOP AT GETTING ONE MAN'S OPINION, BUT ASK TEN OR A HUNDRED SENSIBLE PORTLAND CITIZENS. EVEN THOSE WHO ARE INTERESTED IN BUILDING UP OTHER PARTS OF THE CITY MUST ADMIT THAT THERE IS A BIG BARREL ON TAP ON THE PENINSULA. MILLIONS WILL BE MADE AND HUNDREDS OF PERSONS WILL BECOME IMMENSELY WEALTHY BY INVESTING IN UNIVERSITY PARK. THOUSANDS WILL BECOME INDEPENDENT BY MAKING SMALL INVESTMENTS THERE.

Railroad Center

Look how the railroads center at University Park. The Northern Pacific, Great Northern, Spokane, Portland & Seattle, the Union Pacific, the Southern Pacific, Oregon Railroad & Navigation Company, the Oregon & Washington, besides the Canadian Pacific and Milwaukee & Burlington, which come there over other lines, all center at University Park. Half that number of transcontinental railroads made such cities as St. Paul, Minneapolis, Indianapolis, Des Moines, Omaha, Kansas City and others. Look at the sawmills that give employment to thousands; look at the woolen mills, flour mills, shipyards, steel works, furniture factories, veneer factory, basket factory, cooperage factory, shingle mills, iron foundries, asbestos works, sash and door factories, navigable rivers, grain docks and the great Columbia University. Do you doubt that all these things will quickly bring millions to the Peninsula, of which University Park is the center? By the way, I almost forgot to mention the stockyards and packing houses, which in themselves have made larger cities of other places and which lie northeast from University Park, a direction from which the winds never blow. Emphasize the word "never" in the last sentence. Some day you will call yourself a fool with a big F if you don't get a few lots at University Park within thirty days from now.

Law of Supply and Demand

The law of supply and demand works the double cross at University Park. The almost unlimited supply of factory and mill sites on the low land will for many years make such sites cheap, which will have the effect of continually attracting factories around the Peninsula and making demand on the high land for business and residence locations. The high land suitable for residences and business purposes is limited by the rivers, there being only 100 feet square above high water for each person now residing there. It is quite clear to any person that this condition must make extremely high values on the high lands, of which University Park is the center. The O. R. & N. R. R., as shown on the map, is at the base of the high land. Study the picture. You cannot get any of the benefit of this condition unless you get a piece of this high land. Only one lot at University Park will in a few years from now be worth a small fortune.



STUDY THE PICTURE—IT TELLS THE TRUTH

We Are Not Fakers

Our plat shows that we are not fakers. We laid out University Park, confidently expecting that some day it would be the center of a great city. We have made many of our streets 100 feet wide and have placed an alley back of every lot. These conveniences will attract business in a business district. Fakers always make their lots 25x100 feet, without alleys, and with long blocks and narrow streets. Nearly all our lots are 110 feet or more in length. Although in the very center of the Peninsula, we are offering lots at University Park at lower prices than can be obtained at any other place on the Peninsula.

Speculate on Our Money

None too poor to buy on our terms. We require only enough down to show good faith and a little monthly to keep you interested. Ten per cent cash down at time of sale and five dollars per lot per month, without interest, is speculating on our money, because you get the advantage of the rise in value for years before you have made your final payment. Buy a lot, even though you cannot carry more than 25x100 feet. Only 25x100 feet at University Park will be a fortune in a few years from now. The opportunity to buy lots on the installment plan on the Peninsula will soon be a thing of the past, because all lots will soon have passed into the hands of those who will sell only for a large portion of the price in cash down at time of sale. Your opportunity is now, while lots are yet cheap and terms easy. Prices now \$12 per front foot for residence lots up to \$20 per front foot for business lots.

FRANCIS I. MCKENNA

617-618 Commercial Block

Second and Washington Streets