



AT LAST



PORTLAND has been holding her breath for the past three months—Expectant, hopeful. A magic word has been upon the lips and in the mouths of thousands. *Eastmoreland* has been shouted aloud, talked about and speculated upon. The clouds have held its name; it has been upon the walls, in the air, under foot, upon all sides—everywhere. For three months we have been living and talking *Eastmoreland*. The atmosphere has been charged with it. *Eastmoreland* has become a part of our very existence—we breathe it, we exhale it. We have told you “*The Place for Your Home—Eastmoreland*” and we have invited you to “*Have a Look.*”

During the past three months we have been getting *Eastmoreland* ready for the market—we have been on the edge of a great selling campaign—we have been getting ready to touch off a bomb whose force and influence would be felt throughout every home in the city. And while we were setting the stage, the explosion reached us from another quarter. The Reed Institute dropped into the *Eastmoreland* selling campaign like a thunderbolt from the blue above. The past few days have recorded the official news that will place one of the greatest institutions of learning of the country in the very heart of *Eastmoreland*, and history is in the making.

From this time forth, Portland is to be known as a University town—she is to be the center of a community of culture. Portland is to have a great institution of learning, vast in its extent—grand in its aims and ideas. Portland's greatest and best residence section will build up around this great institution. If Portland is fortunate, *Eastmoreland* is more so, for

EASTMORELAND

IS TO BE THE HOME OF REED INSTITUTE. This is news we did not expect to be able to give you—this is the ONE GREAT DEVELOPMENT that means so much to *Eastmoreland*, to the city, to the state, TO YOU. Three million dollars have been left by the Reed estate to guarantee the founding of this great seat of learning, and the magnificent institution to be built will become the crowning gem in an already surpassingly natural beauty spot. The Reed Institute will grace *Eastmoreland*, and likewise *Eastmoreland* will grace this, to be, colossal institution.

From this time forth, Portland will walk arm in arm with the great university cities of the world—New Haven, Princeton, Cambridge, Ithaca, Heidelberg and Oxford. And mark you this—as it is in these old, world renowned college towns, so will it be in Portland—this is sure, inevitable. Look for Portland's future BEST residence section around its great center of learning—in *Eastmoreland*. Reed Institute will pilot *Eastmoreland* through a brilliant career, and take it up to the heights of greatness. Singly, Reed Institute is an unstemmable, ungovernable force controlling the absolute dictation of the future of Portland, and the State of Oregon in general, and *Eastmoreland* in particular.

Reed Institute furnishes the reason for your consideration of this property as your homesite—it forces you to your inevitable decision. It forces you to act now—quickly. With this great institution to be built soon, you cannot fail to see the need of your acting with as much decision and dispatch. In our subsequent advertising we will take up in detail, each one of *Eastmoreland*'s points of superiority. We will describe its great beauty, and detail one by one, its advantages, both natural and those to be added. We will prove conclusively that *Eastmoreland*, without the elevating influence of an institution so large and so great, would still be an exclusively beautiful homesite property. We will prove to you that *Eastmoreland* is the best property ever introduced to the Portland public, and better than anything that can be subsequently offered.

Eastmoreland prices were set before the Reed Institute was thought of—they will stand as they were originally made. No change has or will take place, FOR A SHORT TIME, but for a short time only. Here is your chance to get in at the lowest possible price. Get in now and you will get in right—you will make money.

Let *Eastmoreland* be your guide to a quick, sure profit.

EASTMORELAND WILL BE FORMALLY OPENED MONDAY, FEBRUARY 14TH. GO OUT AND SEE IT TOMORROW. SEE THE REED INSTITUTE SITE—WALK OVER THE GROUND AND ADMIRE ITS BEAUTIFUL CONTOURS. TAKE THE SELLWOOD CAR AND GET OFF AT TOLMAN AVENUE.

COUPON

COLUMBIA TRUST COMPANY,
Board of Trade Building.

Please mail further and more conclusive *Eastmoreland* proofs to

Name

Address

WANTED

A few capable men of selling capacity to handle our *Eastmoreland* property. For several such men we have an unexcelled opportunity.

Apply quickly in person. Ask for Mr. Mills.

COLUMBIA TRUST COMPANY.

COLUMBIA TRUST COMPANY
BOARD OF TRADE BUILDING