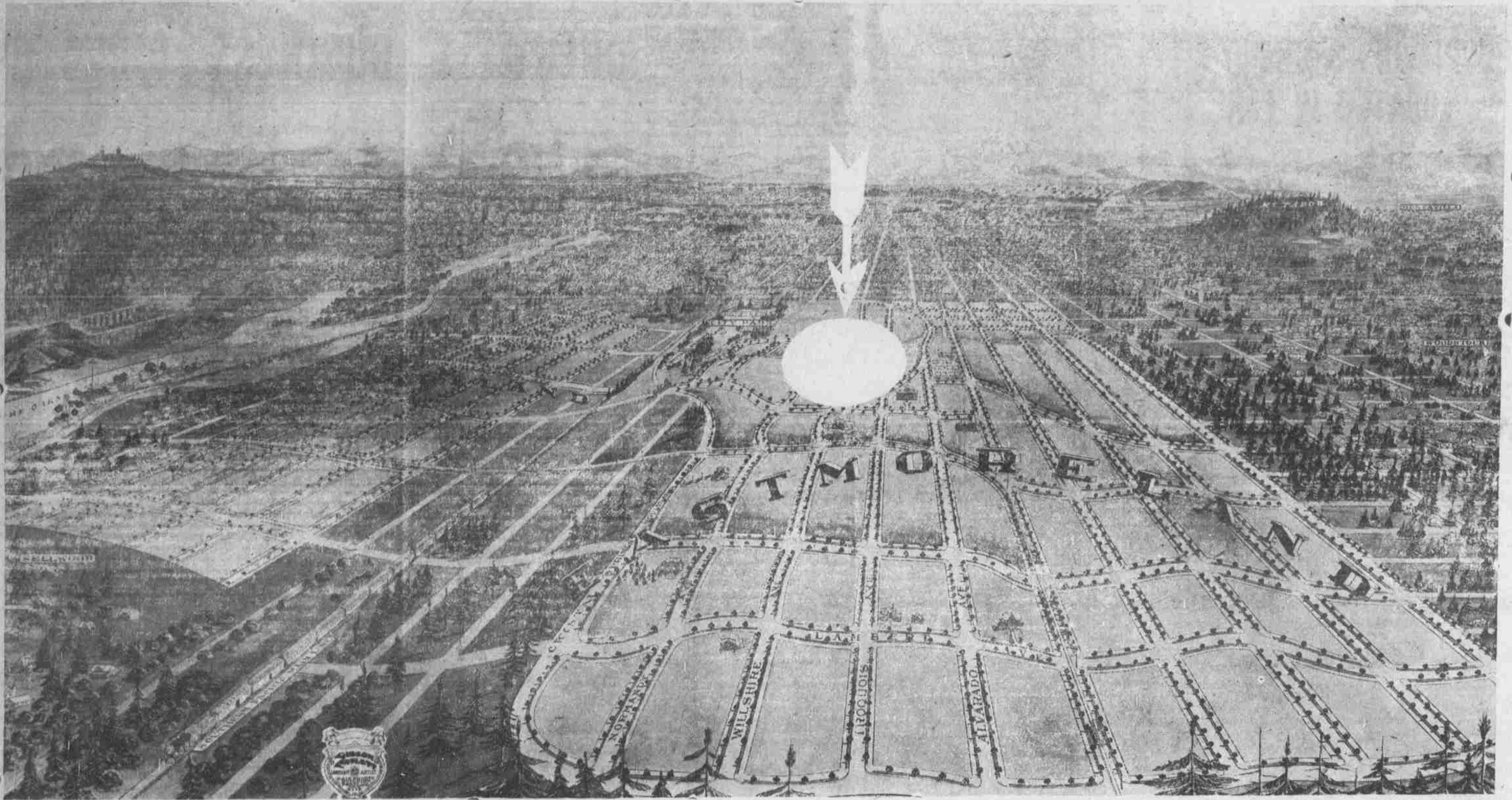


# EASTMORELAND

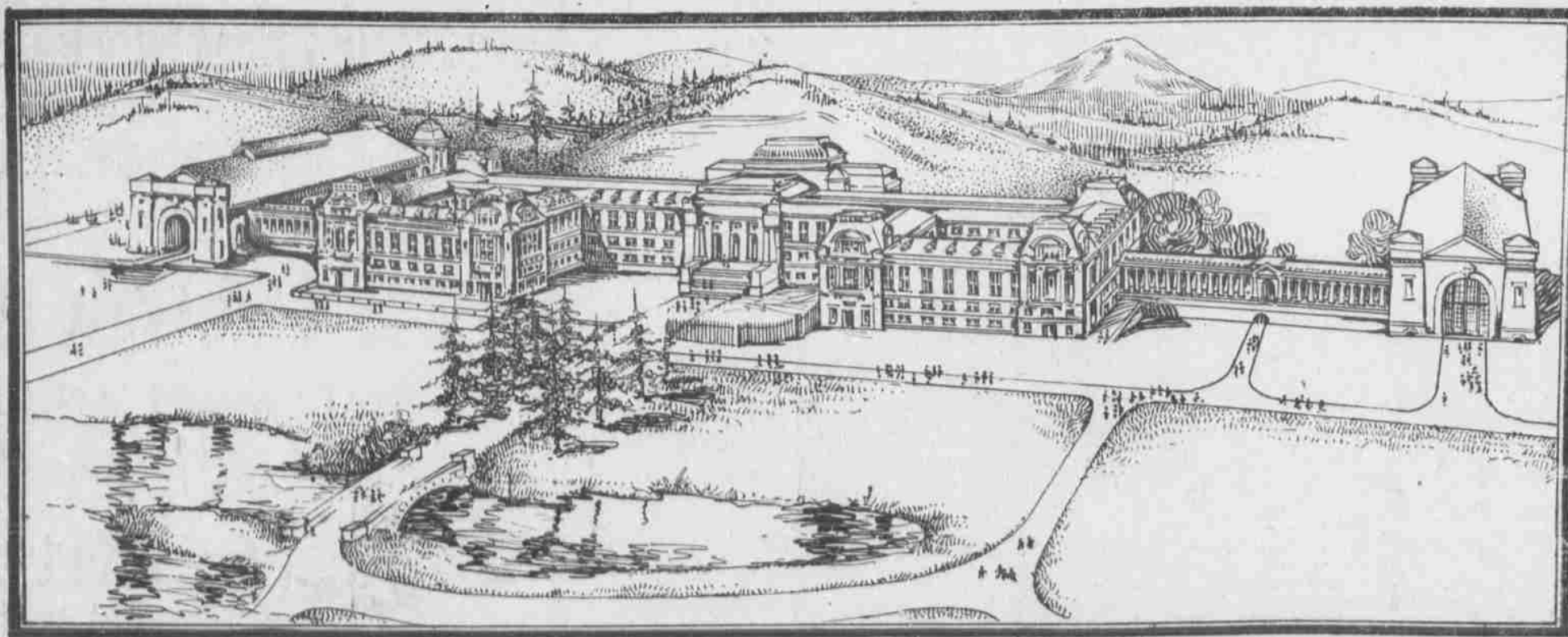


Portland's Population 1905, 133,000

Portland's Population Today 275,000

## Some Reasons And Facts

Look back and see your mistakes and study them and act. Your chances are getting less each day, you are growing older; one, two and three years soon pass and you look back and envy the man who bought property only two years ago and say, if I only had the luck. The man who wins is the man who takes a chance; if all things were sure what would life be; life without a future is nothing.



REED UNIVERSITY

## EAST MORELAND FUTURE

Eastmoreland is one mile square containing 640 acres of beautiful land, the largest tract now put on the market in Portland.

## EAST MORELAND

Was the pick out of thirty-four sites for the Reed University, picked by men who were trustees for the Reed Institute, being men of good judgment.

This is the third largest endowment ever given for such an institution in the United States. This will put Portland with Stanford, Yale, New Haven, Chicago and other large universities.

### EASTMORELAND

Today is your starting point to make your way to prosperity. When a man has lost confidence in himself he is a dead one to himself and all who come in contact with him. Look ahead, plan, strive to better yourself and own your home. Say five years from today will I own my own home or be forced further out by high rent and increase of population. You believe in Portland, you have seen it grow year by year you know it will be a great city, you know no reason why Portland will go back. Believing this, it's your move.

### PORTLAND

Is now building up 1200 acres of land in homes each year. The three largest tracts of land close in are now on the market which have been held by the Ladds until the city has grown beyond them; when they are gone it means two or three miles further out. Seventy-eight per cent of the homes are now being built on the East Side. Portland is now building from five to six thousand new homes each year. Portland will have six hundred thousand people in 1915 at the present rate of growing.

### EASTMORELAND

Lots are within reach of any man in price and terms, which are 10 per cent down and 2 per cent monthly, 6 per cent interest.

### EASTMORELAND

Restrictions are three and four thousand, making it the highest and largest restricted district in Portland. Other tracts have been put on the market and sold out and built up, but never in the history of Portland did a tract have the advantage that Eastmoreland has to offer the people. Three million for the University to go in the center of Eastmoreland. The city has a reserve of forty acres for a city park adjoining the Reed University with a natural lake of 15 acres, called Crystal Springs Lake.

### EASTMORELAND

Will have to make it a sure and good investment the Reed University to cost three millions. City park which will cost thousands and the improvements of streets, walks and hard surface will cost one half million. These improvements are now being rushed to completion.

### EASTMORELAND

Will have an exclusive street car, and on a standard gauge.

### EASTMORELAND

Lots will have all cement walks, curbs water mains, parkings and planting of trees paid for in price of your lot. Hard surface streets and sewers are done by the city under the bonding act giving 10 years.

# Columbia Trust Company

PORTLAND, OREGON

For further information ask for O. C. GRAVES, with Meyer & Belle Land Co. this week  
437 State Street. Phone 857

Portland 600,000  
1915

Eastmoreland Built Solid  
1915