All Aboard!

Today

EASTMORELAND.

Forever Endowed with Wealth and Wisdom.

breaks loose!

——After being bottled up for months! And today with a clang! clangety! clang! from the gong, and shrill shrieks toot! toot! from the whistle, the new Eastmoreland-Reed College cars start from the terminus at East Thirty-Second Street and Rex Avenue—within earshot of the College Campus—and swing round the curves, glide over the big Viaduct and join with the Sellwood cars at Bybee Avenue!

Courtesy of Messrs. Doyle, Patterson & Beach, Architects, and of Publishers, The Pacific Coast Architect.

Entrance to one of the Reed College buildings now under construction. Gangs of mechanics are at work 24 hours a day, seven days a week, on these buildings to ensure their completion by September 1st, 1912. All materials are being delivered in trainloads by electric locomotives over a specially built college railroad.

And Better Still---

I will celebrate the starting of the car service by throwing open this morning for sale for the first time, Plat No. 3.
(See View Below.)

Now, You People Who Have Asked

and at times, yes, even begged, that I sell those splendid sites directly facing Reed College Campus — across the Boulevard from the magnificent college buildings—overlooking the bewitching Crystal Springs Lake—and around where my big 200-foot signbaord now stands—now, I say, you can have your chance and your choice, and the best of the sites are bound to go to the first purchasers.

Until this very morning, no amount of money could have purchased the smallest of these sites. And no offer of any kind have I ever entertained for a moment for any of them. But the time has come, our plans have matured, and the very cream of the one residential district of exalted standing in Portland—the one best known district that already has associations famous from Coast to Coast—the cream of this property goes on sale today.

What Are the Prices?

The prices—and this I want to make particularly clear to all skeptics—have been fixed on the basis of those of Plat No. 1, which was sold two years ago, long before Reed College was thought of, and not a single dollar has been added on account of the priceless prestige and publicity that the college is attracting to the property! Be sure to ask the price—for I claim that lots that have been sold for $1500 in the better class districts can be equalled in every respect at

$950 in Eastmoreland Today

Every Question Answered

This is a day of inspection at Eastmoreland, and to answer every question that may occur to you I have arranged to have several of my representatives on the ground. You will recognize them by their badges. Ask about the restrictions, the paving, the sewers and all the other work now going on and if you like ask what we will do with the 42 freight carloads of drain pipes that are now being sidetracked on the ground!

This is the invitation—that you spend an hour today in Eastmoreland to discover for yourself if it was not the sheer natural beauty of the location that brought Reed College here in face of most tempting offers from 34 other localities.

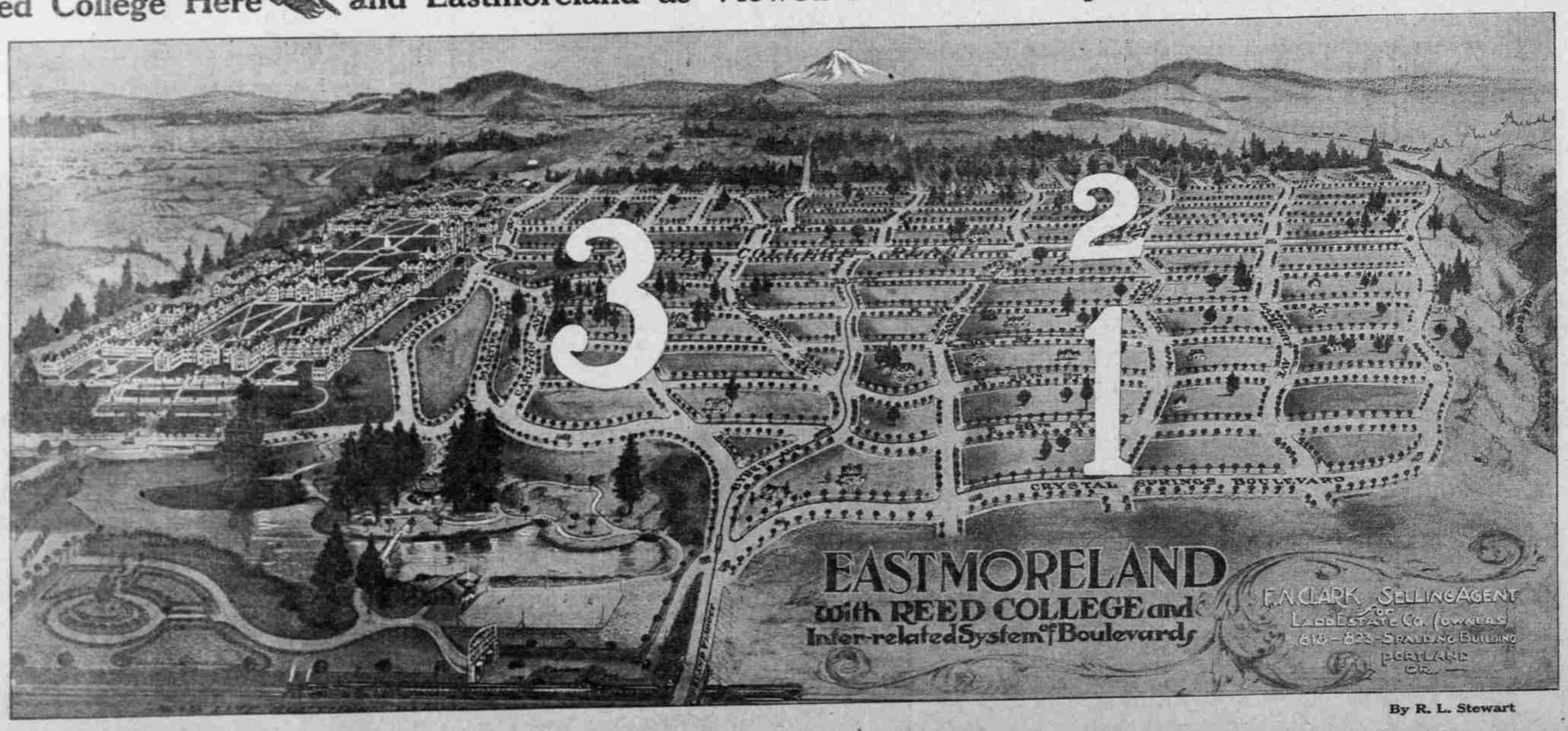
Take the Sellwood car to Bybee avenue, there you will find the Eastmoreland-Reed College car awaiting.

F. N. CLARK.

Selling Agent { Eastmoreland and Westover Terraces

818-823 Spalding Bldg. Both Phones

Reed College Here and Eastmoreland as Viewed From an Aeroplane at a Height of One Mile!



By R. L. Stewart