

## REVOLUTION FORESEEN IN REAL ESTATE WORLD

The Statistician Sees New Figures That Will Upset Present Standards of Value

Wellesley Hills, July 22, 1922.—Roger W. Babson, adviser to over seventeen thousand of the country's leading executives, has called another turn.

In a statement issued today he outlines coming conditions in the real estate field and advises the purchase of suburban property before it is too late.

"The big movements in real estate usually get well under way," says Mr. Babson, "before anyone realizes what is going on. Because they have seen land unused for years most people think it will always continue to do so. This is why the original holder seldom makes any profit from real estate. The value is so close to his nose that he does not see it.

"A fundamental change in real estate values is taking place. So far it has proceeded quietly without much publicity. Few people have

realized it. A few wise heads have discovered the bargains in country homes and they are quietly buying up all the land they want for themselves and as much more as they can carry for a speculation.

"My advice to those who want suburban real estate is to buy at once. For the past decade of more people have been crowding to the cities. Now, however, a reverse movement to the country is beginning which promises to be the greatest shifting in population since the institution of the railroad. Within the next ten or more years the building of suburban homes should rival the growth of the automobile, good roads, movies, the phonograph or radio.

"In fact, these inventions make possible the suburban movements. A few years ago country homes were limited to the rich or to those employed in the country, because only such people could afford means of transportation. Now automobiles have come within the reach of the great middle class of people. They are increasing at the rate of more than a million a year. Ten years ago there were 1,000,000 passenger automobiles in the United States. Today there are about ten million, which is an average of one car to about every ten people. They are bringing new and better roads and

opening up millions of acres of hitherto inaccessible land. The more cars purchased, the more families there are who can have a suburban home, even tho the breadwinner must work in the city. Wage earners during the last period of prosperity spent their money for motor cars; in the next period of prosperity they will buy country homes.

"The motion picture has put the local town hall on par with the city theatre. The motor truck is giving the rural or suburban dweller nearly the same freight and express facilities as has the city.

Motor bus lines are covering routes which never could be served by trolley cars. Automobiles are bringing school houses and the village to within a few minutes of the country home. Chain stores are carrying to every community the same efficient merchandising as the city dweller enjoys. Last but not least, the radio, especially if developed on General Squire's wired basis, gives to suburban homes the finest city lectures and music.

"The reason for suburban expansion, however, is not alone the attraction of a country home. In the cities congestion of dwelling house space and high rents long have been brewing discontent. For more than five years now these conditions have existed. Rebellion on the part of the rent payer is reaching the point of explosion. Almost any kind of a change would be attractive. Once the average city worker realizes that with a few hundred dollars and a five he can get a house of his own with all the land he needs, the chances are two to one he will move.

"The city no longer has a wall around it. Railroads make the first breach, but the railroads opened up only narrow strips along their lines radiating from the city. In most cases the railroads followed the valleys and low lands, which are not the best building location. Between these lines are miles of land much more desirable for building, but which have been inaccessible to the commuter because men had no means of getting to the train. It is in these areas between the railroad lines and within a radius of 15 or 20 miles of the cities, which the motor car and good roads have opened up, that the most spectacular development in new building should take place.

"If you are interested in real estate the situation demands action. It means that if you want to buy desirable suburban land near any good city at present low prices, you will have to go about it at once. In selecting such property, a good plan usually is to follow out the best resident street and buy where land begins to sell by the acre instead of by the foot. On the other hand, if you own city dwelling house property which cannot be converted to business uses, the quicker you get

rid of it the better. This does not apply to business buildings nor to property which will soon be in demand as the business section of the city expands. It does apply to other city dwelling houses for which such extravagant rents are now being demanded. Remember that while the readjustment in industry is well along, the readjustment in real estate has only begun.

"Some may ask why industry does not move to the country? Before many years have passed we probably shall see a strong tendency in that direction. Many businesses can be carried on in the country far more efficiently than in the city. This idea that all offices and factories must be located in the population centers is simply a notion handed down thru generations. In the old days industry was confined to the city and the country was left for agriculture. That was before the age of modern transportation. Of course, it must continue true in case of distributing houses. Wholesale, jobbers, merchants, etc., who group together according to their industry in a certain part of the city greatly facilitate buying.

"Manufacturers, however, find better labor conditions, lower rents and better power in the country. Hence, I would not dispute the point with anyone that business eventually may tend toward the suburban sites. "For the present, however," concluded Mr. Babson, "the main movement will be confined to the buying of country residences. Those who are planning eventually to own a country home should get busy at once, for every week you delay is likely to cost you money."

### IRONSIDE NEWS

The first rain for many weeks fell Wednesday, delaying haying for a couple of days.

One of the best ball games of the season was played here last Sunday with Westfall. The score was 6 to 7 in favor of Ironside.

Mr. and Mrs. H. C. Elms, Mrs. F. G. White and daughter, Norma, attended the ball game from Unity.

Mr. and Mrs. Alvin Busby spent the week end here with her parents, Mr. and Mrs. James Ehus.

Lloyd Judy was an Ironside visitor Sunday from Unity.

Fred Elliott of Unity was in this vicinity a couple of days this week on business.

Mr. and Mrs. Archie Murray of Baker, visited their son and family Mr. and Mrs. Hardy Murray on Camp Creek and Mrs. Murray's mother and family.

F. Smith and family of Brogan were Ironside visitors Sunday.

Mrs. H. C. Elms and Mrs. W. J. Hinton motored to Unity Sunday for a few days visit with relatives.

Gov. Oleott passed thru here Tuesday on his tour thru Eastern Oregon.

Walt Meacham of the Commercial club of Baker, passed thru this section Tuesday enroute to Ontario.

State Highway commissioners passed through Ironside enroute to Vale and Ontario Tuesday.

Mr. McKamey of Payette, brot in a load of fresh fruit and vegetables Wednesday.

Mr. and Mrs. Hub Walters of Camp Creek, went to Ontario Wednesday for medical treatment. Mrs. Walters was suffering with an infected finger.

Mr. and Mrs. E. J. Beam and daughter, Vivian and Mr. Ray Wise attended the sale of Steve Kobach near Malheur City, Friday.

John Westfall has returned home from Ontario where he has been under treatment for stomach trouble. H. Westfall of Ontario, accompanied him.

E. A. Stagner of Fruitland, Idaho was in this vicinity Friday with a load of Bing cherries.

Frank Anderson was an Ironside visitor Friday.

Pat Mulligan arrived here Wednesday from Ironside mountain for a load of supplies.

#### BAPTIST CHURCH

Bible school, 10 a. m.  
Morning worship, 11 a. m.  
Junior and Senior B. Y. P. W. at 7 p. m.  
Gospel service 8 p. m.  
In the pastor's absence the pulpit will be supplied.  
Chas. H. Blom, Pastor.

#### UNITED PRESBYTERIAN CHURCH

Sabbath school at 10:00 a. m.  
Mrs. C. O. Bingham, Supt.  
Preaching service at 11 a. m.  
F. E. Springer, Minister.  
A hearty welcome to all who have no other church home in Ontario.

FOR SALE—140 acres 7 miles S. W. of Ontario, Oregon, on hard surfaced road to Vale. Good water, good house, fine shade and good water right. Fine place for one wanting to buy a home. Four thousand dollars will swing deal, remainder on time. For particulars write T. A. Cox, Lincoln, Illinois. 301f.

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