

IT IS THE BEST IN THE CITY

The Only Exclusive Attractive Residence Sites in Portland Are in

HOLLADAY'S ADDITION

IT IS IN THE EXACT GEOGRAPHICAL CENTER OF PORTLAND

Over 1100 Choice Lots for Sale. Lots 50x100 feet each. Blocks 200 feet square.

This unequalled Addition is traversed by four electric street-car lines, has improved streets, Bull Run water, gas and electric lights and is perfectly sewerred.

There Are Homes in Holladay's Addition Which Have Cost From \$15,000 to \$25,000 each.

This is the most desirable section of Portland for homes. A gravelly loam plateau, well drained. The tract overlooks the Willamette River, is high and dry and healthful in the extreme. It commands a fine view of Mount Hood, Mount St. Helens, Mount Adams and of the entire city. It has the great advantage of extreme accessibility to the business district. It has one hour more sunlight than over the river. There is no better time to make a safe investment than now. Portland is sure to double her population in the next few years, and land so close in as this will naturally enhance in value very fast. Locate your home in a place where it will be a comfort and a joy.

THE OREGON REAL ESTATE COMPANY

88 1/2 Third Street, Room 4

Portland, Oregon

HOLLADAY'S ADDITION

THE FINEST RESIDENCE DISTRICT OF THE CITY.

Accessible by Three Different Well-Equipped Electric Motor Car Lines—High, Slightly and Attractive.

Holladay's Addition contains today many of the most attractive, as well as the most expensive private residences in Portland. The major portion of this property is owned by the Oregon Real Estate Company, incorporated in 1872, with a capitalization of \$1,000,000. The Oregon Real Estate Company is among the largest owners of desirable residence property in Portland. In addition to its holding in Holladay's Addition, this company also owns property in Wheeler's Addition, a most valuable location west of Holladay's Addition proper, enjoying a frontage on the high ground overlooking the Willamette River. In time Wheeler's Addition will afford most valuable sites for business purposes.

Holladay's Addition is in the exact geographical center of the municipality of Portland. It is reached direct from the business district by means of the magnificent double-decked steel bridge of the Oregon Railroad & Navigation Company, that is kept open for the heavy railroad traffic which crosses the river over this bridge, and also for vehicle and foot traffic.

All of the bridges spanning the Willamette River at Portland are made free by the statutory enactment of the Oregon Legislature, through the control of the County Court of Multnomah County. The well-equipped street-car line of the City & Suburban Railway Company crosses this bridge, and passes through the center of Holladay's Addition and also the western portion thereof. In addition this property is easily reached by foot travel, and by street-car traffic of the Portland Railway Company, which crosses the magnificent Burnside-street bridge and traverses the entire Addition from south to north. The City & Suburban Railway Company also operate one of their finest equipped lines over the Morrison-street bridge, and northeast through East Portland, covering with this line the southern part of Holladay's Addition.

Holladay's Addition is well laid out. The site itself slopes gently from east to west towards the river, and commands fine views of Mounts Hood, Adams and St. Helens, and the entire city. This slope is just enough to insure perfect drainage facilities and to facilitate the construction of beautiful homes or grounds that may be made the most attractive without the expense of heavy grading.

The Oregon Real Estate Company today owns some 1300 lots, dimensions 50x100 feet each, in this Addition. None of these lots is of a greater distance than 1 1/2 miles from the retail business district of the city.

Many of the private residences in Holladay's Addition have cost from \$15,000 to \$25,000. The streets are well improved, gas and water mains are laid throughout the Addition, there is a perfect system of sewer connections, and electric-light wires reach to every part of the property. While the Oregon Real Estate Company in selling property imposes no stringent building restrictions, at the same time special inducements are offered for the erection of fine homes in the special reserve residence district part of Holladay's Addition. For instance, a purchaser who erects a house at a cost of \$2500 to \$5000 is entitled to a rebate of \$300 on the purchase price of a quarter block (100x100 feet square). For any home costing in excess of \$5000, a rebate of \$100 is allowed on the purchase price of a quarter block. Every purchaser of property in Holladay's Addition, however, may build a house at a modest cost, at his option.

The restrictions placed by the company, and which apply to the special reserve residence district, which is that part of Holladay's Addition bounded by East Sixth street on the west, East Eighteenth street on the east, Halsey street on the north, and East Gilliam street on the south, cover the sale of liquors, the establishment of public resorts and the location within this district of business houses. The object to be attained in imposing these restrictions is to keep the tract free from the contamination of liquor traffic and the noise and bustle of business trading, and to make it wholly desirable as a place of exclusive residence for all time.

Surroundings make neighborhood in a residence tract, and the value of property in any residence section is largely determined by this one factor of neighborhood. The company has adopted a wise and liberal policy, looking to the future of this Addition and located as it is, within easy reach of the business district of Portland, it is destined to become the finest residence section of a most prosperous city.

BEST YEAR FOR FRUIT.

The Crop Harvested in 1911 Was Valued at \$2,375,000.

For the past several months the thought uppermost in our minds was, "What will the harvest be?" At this date we are able to estimate the result almost to a certainty. From beginning to finish, we have been favored with nearly ideal conditions. The season opened late, but with a profusion of blossom. At this critical time we had more or less rain, but not to any extent did it interfere with pollination, and a large percentage of fruit set. Taken as a whole, the fruit harvest has been the most bountiful the state ever produced, and prices have been satisfactory in all lines, excepting prunes. Another and new demand has sprung up in the East for our cherry. Large shipments were made to Cincinnati in barrels, in a liquid preservative, when later on they are to make their appearance on the market in fancy glass packages, not as Oregon cherries, however. The

THE HAWTHORNE ESTATE

ADVANTAGES OF HAWTHORNE PARK FOR RESIDENCES.

The Best Residence Part of Portland—Modern Homes Recently Constructed.

Portland offers many advantages in the home building that are not found in the old-established centers of the United States. It is during the formative period of a city's existence that opportunities are best found for making those provisions which add so much to the general attractiveness of a community as a whole, and which contribute directly to the desirability of any city for home purposes.

A city is not always gauged by the strength of its commercial and financial supremacy. There are many cities in the interior of the country that annually handle a trade which runs into the millions of dollars that are not at all desirable places of permanent residence. In their surroundings, in the general contour

intact. In other words, values for residence property in West Portland have already reached a figure beyond which they cannot go for some years in the future.

On the East Side, however, residence districts within easy walking distance of the business part of Portland offer every advantage in the way of general attractiveness, good surroundings and fine neighborhood that are today offered, on the West Side and residence sites in these districts on the East Side are offered at prices that give every promise of rapid appreciation in values within the immediate future.

The most valuable unoccupied property east of the river today is owned by the Hawthorne estate. This property is centrally located. It is high, slightly and it is in the center of the best settled part of old East Portland. The most valuable of this property, that is now offered to the people of Portland at extremely low prices and on terms that place it within the reach of every family in moderate circumstances, can be reached easily after a 15 minutes' walk only from the center of the business district on the West Side. It is reached by two of the best-equipped city and suburban lines of street-cars on the Coast. This property is rapidly being disposed of and long before the 1915 exposition opens its doors to the world there will not be a vacant lot in the cen-

tral part of the tract that the Hawthorne estate is now offering to the people of Portland. The most centrally located of all the Hawthorne property is that known as Hawthorne Park, lying between Hawthorne avenue, East Salmon, East Ninth and East Twelfth streets.

A part of what is today known as Hawthorne Park was formerly occupied by the old asylum, conducted successfully for 39 years by the late Dr. J. C. Hawthorne. It was in this asylum that the wards of the state suffering from insanity were quartered. The asylum buildings themselves, which were long since destroyed, occupied a site that in attractiveness and surroundings, was one of the most desirable spots for residence purposes in Portland. On the removal of the old asylum to Salem the grounds which were the site of this establishment were leased to the East Portland Water Company.

For many years the entire part of Portland formerly included within the corporate limits of East Portland was supplied with water from the extensive springs of Hawthorne Park. These springs have a regular flow of 1,200,000 gallons every 24 hours. The water is of the purest and coldest quality, and the site of the springs is one of the most attractive spots in Oregon.

The Hawthorne estate has made a reservation in the immediate vicinity of these springs for park purposes. At considerable expense the estate has erected a dam across the ravine at East Salmon street, and within the park today is a lake of the clearest water of about 400 feet in length and of a width varying from 20 to 100 feet. Paths have been made along the banks of this lake at considerable expense, and the part of the park in the immediate vicinity has been made generally attractive. It is the intention of the Hawthorne estate to make this one of the permanent outing places for the purchasers of homes in Hawthorne Park Addition and for all classes of Hawthorne Park property.

At a comparatively small expense the dimensions of the present lake could be greatly increased by putting in a dam at Belmont street. This would insure a permanent lake 200 feet in length and from 100 to 250 feet wide. This would make an ideal spot for boating and other purposes and healthful recreation. This park will be for all times one of the greatest attractions of the East Side residence districts in the immediate vicinity of the Hawthorne property.

The property now offered for sale by the Hawthorne estate is in the hands of R. L. Cate, 701 Chamber of Commerce Building. The building features which Mr. Cate has offered to purchasers of property

have already attracted great attention to this part of the city. During the past year some of the finest and most attractive homes on the East Side have been erected in Hawthorne Park Addition. The Hawthorne estate is sparing no expense to make this the finest residence part of Portland. The streets are being graded, cement sidewalks laid and every facility is being provided for the comfort of home-occupants that are today offered the people in the best settled residence part of the city.

The offers which are made home-builders by Mr. Cate at the present time are in the nature of a temporary expedient only. These liberal offers will not be continued for any length of time, and it is the intention of the Hawthorne estate to make a considerable increase in the value of residence property offered in Hawthorne Park Addition in the near future. Everybody whether in Portland or abroad can learn a great deal about property values in Portland by addressing Mr. Cate, 701 Chamber of Commerce Building, this city. Mr. Cate will be found ready at all times to give full information regarding Portland and the great opportunities that will be presented here during the next two or three years for profitable investment in the desirable parts of one of the greatest cities of the West, a city that today on the basis of its population is one of the richest metropolitan centers in the world.

canteries have taken all the surplus; there has been no need of fruit going to waste for want of a market or remunerative prices. As the merits of our fruits become known, increased demand and sure markets follow. Following is an estimate of the state for 1911:

	Value.
Apples, 450,000 boxes.....	1,200,000
Evaporated apples, 100,000 pounds.....	20,000
Prunes, fresh, 100 cars.....	50,000
Pears, 100,000 boxes.....	50,000
Pears, evaporated.....	10,000
Peaches, 20,000 boxes.....	100,000
Peaches, evaporated.....	15,000
Cherries, 5,000,000 pounds.....	100,000
Strawberries, 125,000 crates.....	250,000
Grapes, blackberries and raspberries, crates.....	100,000
Total.....	\$2,375,000

GEORGE H. LAMBERSON, Secretary, State Board of Horticulture.

TRIES TO SET JAIL ON FIRE

Bill Daley is Caught With Red Hot Poker—His Fan Cost \$50.

A disturbance broke out yesterday morning between prisoners at the City Jail. When the big door was unlocked by the policemen, they found a red-hot

and topographical features of the land it occupies. Portland is one of the most favored cities in the world, its climate generally is unsurpassed, its scenic attractions are unrivaled and its general moral tone and healthfulness from the standpoint of sanitation make it a point that in the future will be eagerly sought by wealthy people who may desire to construct expensive and attractive homes in a city that offers every inducement for permanent abode.

The finest residence sites of Portland on the west side of the river (old Portland proper) are today fully occupied. The

poker on the floor, and the inmates of the big cell very much excited. "Bill Daley tried to set the jail on fire. He bored holes in the wall, with the red-hot poker," exclaimed several voices, in unison.

"I didn't do any such thing. It was another fellow. You're all jealous of me. The row started because someone stole my hat," insisted Daley. Then he bled, ensued, mostly directed against Daley, but the discussion was stopped by the police. Daley had been arrested charged with trespass, in sleeping in a Whitechapel barn without going through

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MORGAN WALL PAPER CO.

182-184 SECOND ST. A large up-to-date and modern stock of Wall Paper, where advance styles may always be found at current prices.



The Morgan Wall Paper Co. is the principal distributor of wall paper in the Northwest. It is a continuation of the Schofield & Morgan concern, established in 1883. New location—Second St., between Yamhill and Taylor.

Wm. Deveny Estelle Deveny



THE DEVENYS THE ONLY SCIENTIFIC CHIROPODISTS In the city, will remove Corns, Callouses, Ingrowing Nails, Warts and Moles without pain or subsequent soreness. Twenty-eight years' practice. Parlor in the Allsly Bldg. 34 and Morrison Sts., Rooms 201-202 PORTLAND, OR. Oregon Phone Grant 14.