

SOLID BASIS FOR REALTY VALUES

Inexhaustible Resources of Vast Empire Tributary to Portland Make Investments Safe and Profitable—Prices Still Moderate and Based on Income.

By A. B. Diamond. THE prosperity and growth of Portland, and the basis of the past, present and future value of its real estate, rest on agriculture, timber, mining, livestock and other rapidly developing resources in the country tributary to her and at her door.

completion will be one of the greatest factors in increasing our growth and commerce, for there will be no necessity for carrying any freight past our doors which this new road will bring to Portland, provided we have the necessary amount of water on the Columbia River bar, the necessary depth in the Columbia and Willamette Rivers, and the local dockage facilities for handling the freight.

\$5000 a front foot, and would command no greater rental than can be obtained for the Portland corner referred to. This comparison of values holds good for all classes of business property and close-in residence property.

RECAPITULATION OF PORTLAND'S BUILDING PERMITS FOR YEAR 1907. Table with columns for No. of permits, Repairs, Sheds and Dwellings, Dwellings, Class A, B, Frame Apartments, Excavations, and Totals. Rows list months from January to December.

people than the entire State of Oregon now contains. The great Inland Empire, with its enormous resources, growing by leaps and bounds, is coming closer to Portland every day.

estate of all kinds in Portland are modest. Rentals are not high. There are but two cities on the Pacific Coast with which the material development and selling forth the merits of their section, have learned the lesson of the benefits of organization.

United States have just learned that there is a country in the Pacific Northwest with the finest climate in the world, fertile soil and good markets, and from now on it will be difficult to keep them away from us.

WORK OF COMMERCIAL CLUB

Proves Value of Organization and System in Campaign to Advertise Portland and State of Oregon

By C. W. Hodson. ORGANIZATION is the watchword of the 20th century. In every line of business, in every walk of life, is found the one tendency—"organization."

truer than in connection with publicity efforts. Communities, usually represented by a few progressive citizens, who formerly made spasmodic efforts at making themselves known and selling forth the merits of their section, have learned the lesson of the benefits of organization.

several feet square and not less than three feet deep. Place in the bottom a few inches of broken stone, or brick, or charcoal, or cinders for drainage. Fill the hole with rich soil and the bush will grow without troubling you, excepting that you must give it something to support it.

During the past 20 years laborers, mechanics, and artisans have learned that as individuals little could be accomplished along the line of betterment of conditions under which they operated; hence, organization into unions, lodges and clubs has been resorted to. Collectively, they have become very powerful and effective.

These efforts, intelligently directed, have produced wonderful results. But a few short years have been necessary to show the beneficial effects of this organization. While the work already accomplished has seemed little short of marvelous, plans for the future, already matured, will, when carried out, far eclipse all former efforts.

Do not trim a climbing rose, except to remove the dead wood, and to keep it shapely. Nature makes a more beautiful climbing rosebush than man can.

Demand for reduction in prices by the purchasing public resulted in multiplication of labor-saving machinery and systems, until seemingly the limit of possibility along these lines had been reached. Attention then turned to elimination of managerial and office expense; cutting off the enlistment of millions of superfluous capital in competitive lines of endeavor where smaller investments intelligently organized and directed produced better results; by conserving energy and eliminating waste.

These efforts, intelligently directed, have produced wonderful results. But a few short years have been necessary to show the beneficial effects of this organization. While the work already accomplished has seemed little short of marvelous, plans for the future, already matured, will, when carried out, far eclipse all former efforts.

Do not trim a climbing rose, except to remove the dead wood, and to keep it shapely. Nature makes a more beautiful climbing rosebush than man can.

PORTLAND THE CITY OF ROSES

Queen of Flowers Nowhere Attains More Splendid Perfection Than in Western Oregon—Many Varieties Grown

By Frederick V. Holman. IN MAKING Portland the Rose City, and in order to show the stranger passing by on the sidewalks the beauty of roses in Portland, every residence should have one or more climbing roses. The bush roses do not make such displays as the climbers do.

of this variety, one of which is 40 feet high. Gloire de Dijon and its daughter Mme. Berard are too well known to need description. They produce rose-apples, which must be cut off if the bushes are to bloom well a second or third time in the season.

In addition, there are a number of well known climbers which grow and bloom here most satisfactorily. I place first Madame Alfred Carriere, which I believe, does better in Portland and Western Oregon than in any other place in the world.

There are also a number of other well known climbing roses, which do well in Portland, such as Dorothy Perkins, La Marque, Solferino, Reve d'Or, and William Allen Richardson. I do not recommend the planting of Crimson Rambler. It blooms but once in the season.

BROWN & McCABE STEVEDORES

INCORPORATED. Portland Office No. 35 Second Street. Portland and Astoria Oregon.

DOWNING-HOPKINS CO. SEATTLE-SPOKANE-PORTLAND. ESTABLISHED 1883

BROKERS Stocks, Bonds, Grain Bought and Sold for Cash and on Margin. ROOM 4, CHAMBER OF COMMERCE. PORTLAND. Phone Main 37.

OLYMPIC FLOUR. It leads in popularity because it has always been as perfect as is possible to make. For light, white, good-tasting bread, there is no other equals it.

OLYMPIC WHEAT HEARTS. You owe it to your family to provide them with food that you know to be absolutely pure and wholesome. Such is Olympic Wheathearts—a breakfast cereal made from the little hearts of the finest wheat, and sterilized.

OLYMPIC PANCAKE FLOUR. Makes good temper because it makes good digestion. Pancakes and waffles, when of the right material and properly blended, are agreeable to taste and stomach. Hence the universal popularity of Olympic Pancake Flour.

OLYMPIC CAKE AND PASTRY FLOUR. A flour specially made for flaky pie crust and light, fluffy cakes. It is the glutenous part of the flour that makes good bread, but it is not good for pastry. By special process, this is removed in the pastry flour.

The Portland Flouring Mills Co. PORTLAND, OREGON

ROPE PORTLAND CORDAGE CO. PHOTO CALENDARS HALF PRICE. 10c up. Kiser, 248 Alder st.

U. S. LINE STEAMERS America, Columbia, Multnomah EVERY ONE A CRACK-A-JACK. Touching at all landings on the Willamette and Columbia between Portland and St. Helens.

DRAYAGE CLAY S. MORSE STORAGE Merchandise and Household Goods—Machinery and Safes. Operating "The Overland Warehouse," Fourth and Davis Streets (480,000 cubic feet); The Morse Warehouse, Thirteenth and Hoyt Streets, (600,000 cubic feet, Private Switch.)

GAMBRINUS PEER OF ALL BEER Brewed by the Gambrinus Brewing Co. Portland, Oregon. Washington Street, Between 23d and 24th.

Hydraulic Rams For Country Homes, Farm Houses, Stock Yards and Irrigation. Made in sizes from 1 inch up. Write for Bulletin R-2 and R-3. Columbia Steel Co. PORTLAND, OREGON. Canadian Pacific EMPRESS LINE OF THE ATLANTIC.