

The OREGON ELECTRIC RAILWAY

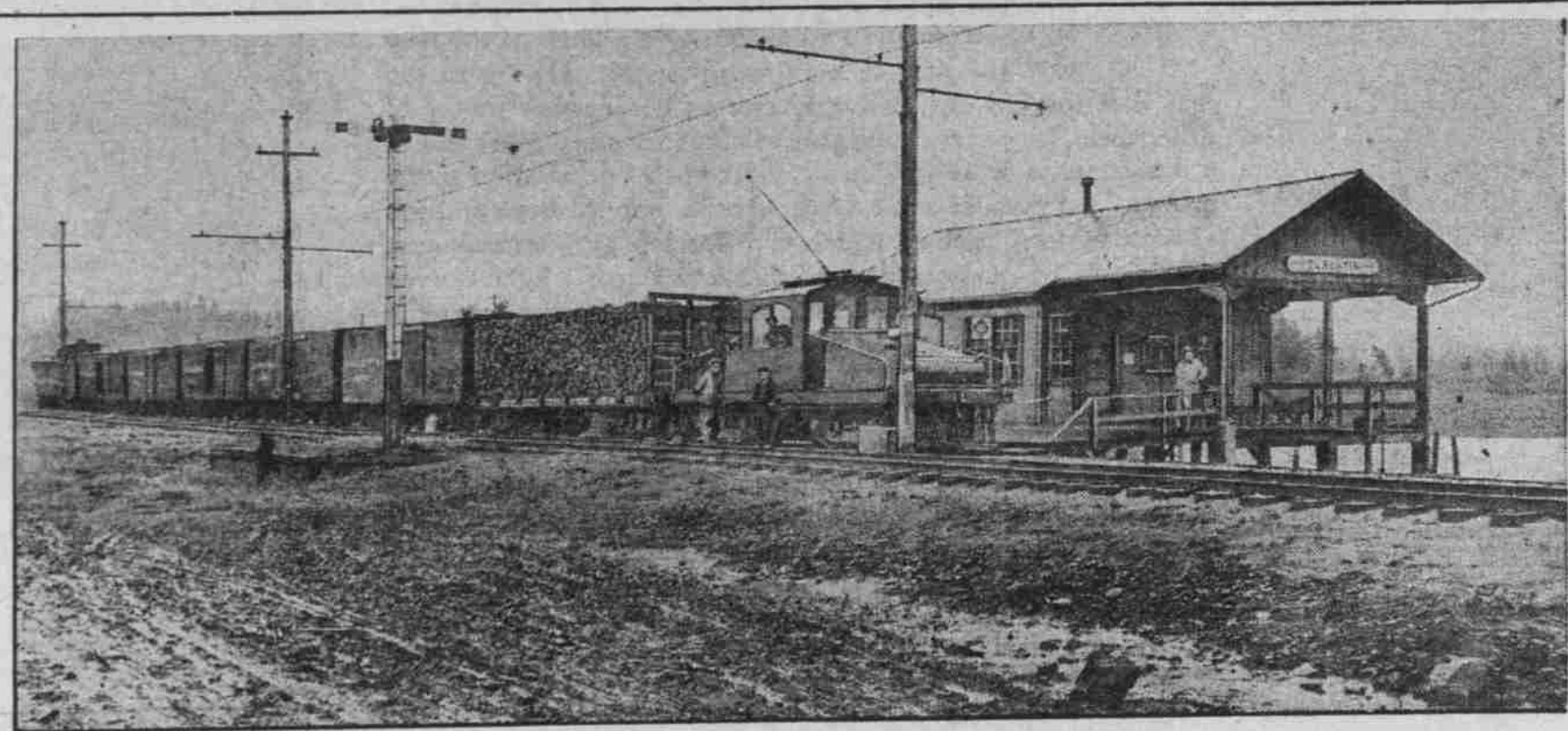
THE LINE OF DIVERSIFIED PRACTICAL OPPORTUNITIES

In selecting a location on this Company's line, it would be difficult to find a place where any line of endeavor cannot be developed to yield most satisfactory returns. This applies with equal emphasis either to:

The Business Man, who has visions of a home for the family away from the confines of the city, yet within easy traveling distance, either for Business, Social or Educational purposes.

The Farmer, who is seeking limited acreage in a locality where climatic conditions are nearly perfect, where the soil is susceptible of a wide range of production, where active markets are close at hand, where transportation is frequent and cheap and where all the advantages of church and school are to be found locally or in the nearby city.

The Manufacturer, of Building Materials, Furniture, Cereal Products, Woolens, Iron Products, Etc., who can compute the advantages to be derived from securing a location for his plant at a reasonable ground cost, close to fuel and raw material and with adequate rail facilities for transporting his output to market.



a general store and warehouse should be broad enough respectively in the character of stock carried and facilities for handling, storing and shipping produce offered to meet every requirement of an active, thriving community.

The almost hourly (during the day) passenger train service of the Company, and its reasonable passenger rates, make it no hardship or great cost for any person interested to make a personal, on-the-ground, investigation of these opportunities. The Traffic Manager will be pleased to furnish any information desired, either through correspondence or by personal interview

The Merchant

whose golden opportunity lies in the direction of establishing a general store and warehouse, independently or in conjunction, at any one or all of the desirable locations on this line. Based on the past 11 months' activity, as evidenced in communities all along this Company's lines, it would be difficult indeed to establish a limit to the development that will take place the coming year. All this means increased population, production and prosperity, and

GEO. F. NEVINS
TRAFFIC MANAGER

PORTLAND

OREGON

TROLLEY LINES AID STATE

Interurban Railway Is Big Factor for Development, Opening Markets to Producers of Many Sections.

By Guy W. Talbot, General Manager Oregon Electric Railway.

It is a patent fact that the usefulness of an interurban railway as a developer and an upbuilder of territory through which it passes and serves, has been fully proven since its advent into the transportation world a few years ago, and as a rule, such enterprises are received with much encouragement and given material aid and assistance by both the land owner, who sees the enhancement in value of his land, and the cities at its terminus, for the diversified commercial interests it develops.

It would take many columns to go fully into the history, progress and evolution of this class of transportation, the builder of healthy localities and successful communities, still a little can be said on the subject.

The modern interurban railway of today, or electric street railway, would be better, as it has already gone beyond a purely interurban enterprise, being now a competitor of the steam road, evolved from the city railway. Not many years ago, soon after electric street railways had proven a successful and economic method of street transportation, they began to go a little farther in development and extended their lines to near-by suburbs, and later to small adjacent towns a few miles distant, operating only a few cars daily as compared with the usual city service. These lines proved to be good revenue producers, and they again ventured farther away, soon finding that they were developing a small railroad on a paying basis. Thus the interurban began to shape itself; organizations were perfected and interurbans constructed, some in connection with city lines, others entirely independent. These lines originally entered and departed from the city over the local company's tracks, thence following outlying city streets and common highways, using the established grades and curves of all such avenues, but they found that the electric demanded better and quicker service, and in order to meet these demands, to operate economically and to eliminate accidents and reduce liabilities to a minimum, it was necessary to get away from heavy grades, sharp curves, open ditches, light rail and equipment, and give to its patrons better and more secure service; therefore, your modern interurban road of today has developed with its private rights of way, elimination where possible of city streets, its high state of efficiency, fast and reliable service, and adherence to steam-road methods in operation.

While one could take up the question of the interurbans more generally, it might be more interesting, in dry reading, to touch on what the Oregon Electric Railway has done for the Willamette Valley, as so far it is the only interurban which is operating fully in this great garden spot. So that I may lead up to what the interurban means for the Willamette Valley, a short history of this railroad may be permissible.

About 2 1/2 years ago, immediately after the company was fully organized, and after taking over the Willamette Valley Traction Company, which had before secured a few franchises and some rights of way, it began to put its plans for development into operation, and since its commencement has built and is now operating 72 miles of main line and five miles of yard and industrial tracks. Expenditures so far have been in the neighborhood of \$1,000,000, and as yet no bonds have been sold. This is what the builders of this property think of the Willamette Valley. These men saw what the Valley was destined to do and be, and knew that the territory, properly developed, should in due time result in a good investment, by proper effort. Therefore, the work of constructing a 60-mile

high-class electric line between Portland and Salem was begun. Work on this line has now been practically completed in every respect, and many future improvements for the community it serves are now being contemplated, when it already has in operation on the main line 13 passenger and two freight trains daily.

While this line was being constructed other territory adjacent seemed attractive, so it resulted in 22 miles additional being built the past year, operating between Garden Home Junction and the city of Forest Grove. There is yet considerable work to be done on this line to bring it up to the necessary state of efficiency, but it has already in operation 12 passenger and two freight trains daily between Portland and Forest Grove. The combined service of these two lines gives 30 daily trains between Portland and Garden Home, Garden Home being seven miles south of Portland. What next Summer's traffic will demand in the way of service we do not know, but the present service shows what development must be going on in the Willamette Valley to warrant such service on a new line. Two of the trains make the running time of 35 minutes between the Capital and the Ross City; the balance of the trains to and from Salem make it in from one hour and three-quarters to two hours.

When the construction of this road was first commenced one might stand on Capitol Hill, a distance of less than four miles from the center of Portland, and, looking toward the south and west adjacent to the proposed line, the few houses in view could be counted on the fingers of two hands. Just one year ago today the road started its first train (and only one, which continued through the month of January), and should one now stand on Capitol Hill and look in the same direction, he would find it hard to count the new houses that have sprung up in the locality in that period of time, and still the development here has only begun. With 30 trains per day each way, seven miles out of Portland, should not the property adjacent to these rails readily sell and be settled?

The country that has shown the greatest development along the line is from the station of Garden Home to Tualatin, a distance of 14 miles from Portland. From reports obtainable I find that during the past year more than 3000 acres of this valley land has been sold by Portland real estate men in one, two and five-acre tracts. On these tracts some homes have been built, but not as many as should have been, for the reason that the interurban company was unable to handle their building material until late in the Fall; but now the people who purchased these tracts are clearing and planning for new homes all the way from Garden Home to Wilsonville, the crossing of the Willamette River, a distance of 22 miles from Portland. This clearing is going on with considerable activity; second-growth timber lands are growing under the activity of the acre-tracker and homemaker, and the real estate man is doing his share, too; and where underground water is abundant, thousands of cords of fuel wood are offered for shipment; large and small homes are being built.

Between Wilsonville and Salem the progress of development is only apparent in spots as yet, but it is gradually making progress. The present lack of development in this locality is due to the fact that in the French Prairie country the farms are large and owned by wealthy and well-to-do hopgrowers and farmers, who in most instances have inherited their land. It has been a hard matter to make the owner see the error of his way in holding such large tracts and not throwing them open to the homemaker, which means so many good,

fruit, produce and poultry-raising, as great opportunities offer themselves in these directions, especially in dairying and poultry-raising. Portland's market alone creates a big demand, and is not nearly supplied as yet, to say nothing of her future increase in population. Her poultry and dairy markets are high, and it seems to the layman that the best returns are to be secured from this class of produce.

Why this development? The interurban railway.

This company is well pleased with the early results. They, as well as other lines, want the co-operation of the land-owners and the residents of their territory, and if they get it, which I am sure they will, a few years hence we will find them doing something. Intensified farming is what the world is coming to, and the Willamette Valley, with its wonderful soil and climate, should be the first to show the West, or even the East, what such development means; it will

show the possibility of a self-supporting home where the outdoor life for all can be followed, and still have the advantages of the city. I am sure that such development will result, and when it takes due form it means the earlier development of other extensions into more

obscure territory, not only by the present company, but by others; it will throw open to the crowded East homes and profitable ones, which advantages should be shown to the homemaker by judicious and truthful exploiting; it should be shown that this is the most wonderful

healthful and beautiful valley in the world; that the Creator purposely put it away out in Oregon, where at the end of their long journey, when they view their new home, they will rejoice in its possibilities and never care to again return beyond the Cascade Range.

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