

### PORTLAND HEIGHTS GETS NEW SCHOOL

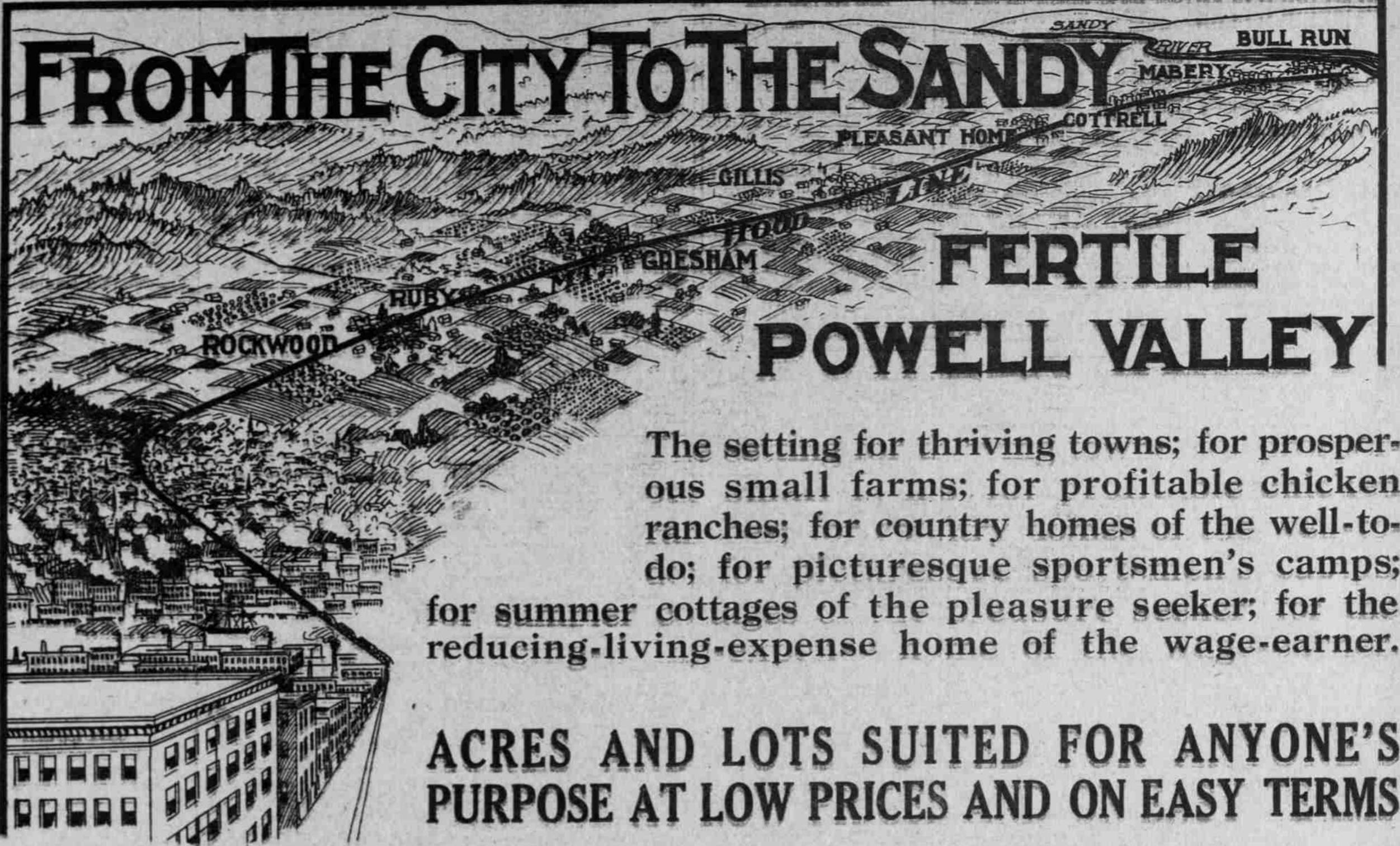
Board Decides to Erect Fire-proof Structure at Twenty-First and Spring Streets.

COST MAY EXCEED \$60,000

Request for Use of Buildings to Hold Women's Suffrage Meetings Denied—Course on Social Hygiene Declined.

A new fire-proof school building, costing between \$60,000 and \$65,000, soon is to replace the Ainsworth public school at Twenty-first and Spring streets, on Portland Heights. This was the decision of the Board of Education at its meeting in the Tilford building last night.

I. N. Fleischner, one of the members of the board, assured a large delegation of citizens and taxpayers present that the Ainsworth school would be the next one rebuilt.



# FERTILE POWELL VALLEY

The setting for thriving towns; for prosperous small farms; for profitable chicken ranches; for country homes of the well-to-do; for picturesque sportsmen's camps; for summer cottages of the pleasure seeker; for the reducing-living-expense home of the wage-earner.

## ACRES AND LOTS SUITED FOR ANYONE'S PURPOSE AT LOW PRICES AND ON EASY TERMS

Surrounding the principal and constructed stations of the "Mt. Hood line"—Rockwood, Base Line, Ruby, Gresham, Gillis, Pleasant Home, Scenic, Cottrell, Mabery—lies the land now on sale by the Umbdenstock & Larson Company. That at the stations is divided into lots, the acreage adjacent into 1, 2½, 5 and 10-acre tracts.

### Townsites

The lots around the stations offer opportunities to the merchant, mechanic and manufacturer not excelled in Oregon. Population in the Powell Valley has been increasing rapidly. This increase will be more marked because of the systematic activity of the new Mt. Hood line and greatly improved transportation.

Necessities of life outside of what land produces must be supplied—clothing, groceries, housefurnishings, implements, lumber, hardware, tinware, etc. Here are excellent openings for hardware stores, tin shops, blacksmith shops, flour and feed stores, stores of all kinds that are life to a rural town. Here the manufacturer has the advantage of cheap land, excellent transportation, closeness to Portland. Here is a true opportunity to buy lots before values become high, and share in the increase. Those who invest now will be repaid many fold.

### Poultry

No better climate was ever given for poultry than the cool, equable atmosphere of the Powell Valley. The test for livestock is excellent. Here are found the finest dairy cows and horses that can be raised. Poultry has been domiciled with this group for centuries, where they thrive conditions are at their best. No better soil for poultry can be found on the Pacific Coast. Well drained, rich loam, with some gravel.

Three hundred carloads of eggs are shipped into Portland yearly and prices rarely fall below 25c per dozen; 300,000 pounds of frozen poultry come to the Portland market each year. Cold storage eggs and frozen poultry are shipped into any city only when the local supply cannot fill the demand. With the market

for poultry and eggs established, with the certainty that nothing else will ever take the place of these food staples, and that fresh supplies always have the preference over the cold storage varieties, poultry ranches in the Powell Valley will produce immediate and large returns.

Here the combination—favorable climate, good soil and certain markets—assures success. There can be no danger of over production. Eggs and poultry are on the ascendant rather than showing any decline as production increases. The demand is growing faster than the supply, plainly shown by the increasing prices. For an investment there is no other industry so satisfying as poultry. It is the poor man's opportunity; he can either devote his entire time, secure independence, or by making poultry an adjunct, materially reduce his cost of living.

### Fruit

Powell Valley for fruit is as richly favored as the more advertised fruit sections of Oregon. Here are found conditions requisite to successful fruit culture—proper soil, climate, drainage (water and air)—all that is necessary is man's enterprise to take advantage of Nature's favors.

Volcanic ash, basaltic soils, loams, red-shot clay, are admirably fitted for peaches, apples, cherries, plums, prunes; the lighter loams for peaches, the more gravelly soils for berries. Climatic conditions are especially favorable, long growing season, with immunity from frost, sufficient sunshine to develop the high color, sufficient coolness to develop texture and flavor.

With Portland markets within an hour and the East wanting all fruit that can be shipped, the Powell Valley orchardist with intelligent effort can look for assured success.

Apples will pay.....	\$250.00 per acre
Pears will pay.....	300.00 per acre
Prunes will pay.....	75.00 per acre
Cherries will pay.....	100.00 per acre
Peaches will pay.....	200.00 per acre

While fruit trees are maturing, ground between the rows will profitably produce berries and vegetables. The "inner crops" materially reducing the expenses and swelling the general fund. Profit on strawberries average from \$150.00 to \$200.00 per acre; the blackberry, raspberry and loganberry produce equally well.

### Vegetables

For quick large returns, the raising of vegetables, trucking, gardening, surpasses all other farming, but the market must be close and demand large. Here again is the Powell Valley favored. Portland's 257,000 population lies at Powell Valley's door; 51,400 families wanting potatoes, cabbage, peas, asparagus, etc. Impense quantities of vegetables are now imported from California, some because they are early, but the greater part because the territory surrounding Portland is not raising sufficient for its needs.

Powell Valley has soil suited for all vegetables, has climatic conditions favorable to growing early and late varieties, has transportation facilities to put products in Portland within an hour, and has over 50,000 families to feed.

Nowhere else is a better opportunity offered to the trucker or gardener to gain a livelihood, to amass a competency, to build a sure future. At present prices

Potatoes average.....	\$300.00 per acre
Onions average.....	400.00 per acre
Cabbage average.....	500.00 per acre
Tomatoes average.....	250.00 per acre
Cauliflower average.....	350.00 per acre
Asparagus average.....	400.00 per acre
Celery average.....	350.00 per acre

### Wage-Earner

City conditions have radically changed the last ten years. The wage-earner, be he clerk, bookkeeper, superintendent, manager, mechanic, laborer, or anyone occupying a subordinate position, faces certain conditions which are rapidly growing tighter. Year by year living and expenses increase, while wages and salaries do not, at least in the same proportion. Higher food prices mean retrenchment and often hardship. Periods of business depression reduce earnings and often eat up small savings.

The wage-earner is being perpetually ground. Below him is the steadily increasing cost of living, above him the certainty that he will retain his present position and salary only so long as his efforts and ability last. His only salvation is to secure a piece of land, which will produce the necessities he is now paying someone else high prices for; which, if he devotes his entire time to, will release him from his bondage, and which is so located that the growth of the city will greatly increase its value.

Powell Valley offers just such an opportunity. Here are acres rich in all natural conditions; productive acres that will greatly reduce his cost of living; responsive acres where the same effort now used in the office, mill or factory, will make an independent home; acres so in line with Portland's growth that, in the not distant future, they will be part of the city and valued at city lot prices.

To the wage-earner the Powell Valley offers release, offers the solution of the "future at forty." Now is the time to act.

### Suburban Homes

Portland is like the schoolboy outgrowing his clothes, growing larger by leaps and bounds. The same spirit that has built up the countryside of other cities is rampant here.

Many prefer acreage to city lots. Pure air, outdoor life and country sports are

wanted for the children. Parents want a garden, a berry patch, a little family orchard, green lawn, country quiet rather than city hustle, and a location close enough to the city that business will not be interfered with and city pleasures enjoyed.

The prime factors are quick transportation, appealing country, and close-in acreage.

Here again Powell Valley is to the fore. No section near Portland offers greater advantage for suburban homes, for the rich and poor alike.

Stretches of woodland, sylvan dells, rolling meadows, silvery streams, rugged canyons, snow-capped mountains, good roads, ever-present Mount Hood, offer seekers for a change of scene, for a modest or magnificent country home or a temporary Summer cottage, or an all-year residence, locations fitted for any taste and to suit any pocketbook.

### Sportsmen's Camps

All that goes to make camping life a pleasure—fish in the streams, game on the slopes, forest-covered hills, magnificent canyons, convenience of civilization within reach of the wild—all are found in Powell Valley, the land of outdoor delight.

Nowhere else in Oregon can there be found within so limited an area the pleasures this valley has to offer the man or woman who is looking for real enjoyment and who can appreciate the wonders of nature.

The Powell Valley hills are Portland's picturesque West. Primeval beauty is one of their great attractions. Railway lines are in daily operation to the hunting and fishing grounds. A short ride conveys the pleasure-seeker to the camping site on mountain river, lake or stream.

In Powell Valley there is no gamble with fortune. The conditions are so favorable that success is certain. The prices are based on what the land will produce. They are so reasonable and terms so easy that the crop returns will pay for the land before the contract period expires and leave a surplus

## SPECIAL TRAIN SUNDAY, APRIL 7th

To Pleasant Home and Return, Reduced fare, 25 cents. Leave Montavilla Station, Mt. Hood Line, 91st and East Glisan Streets, at 1:30 P. M. To secure ticket call at office of Umbdenstock & Larson, 286 Oak Street, or telephone for reservation, Main 6719, A 7374, or mail coupon at once.

### CALL—WRITE—TELEPHONE—SEND COUPON

Be one of the first to investigate the opportunities the fertile Powell Valley and its rapid, certain development, offer to the man of enterprise, the home-seeker, the farmer, the seeker for a country home.

# UMB DENSTOCK & LARSON CO., 286 Oak Street

Forward me ticket for special Pleasant Home Excursion, Sunday, April 7th. Price, 25 cents per round trip ticket.

Name.....

Business Address.....

Residence.....  
To UMBDENSTOCK & LARSON CO.,  
286 Oak Street

### LIGHTING CONTRACT GIVEN

Equipment on Three Bridges Will Provide for Decoration.

The lighting and bridge committees of the City Executive Board, yesterday in joint session, voted to award the contract for installing lights on the Morrison-street bridge to the Northwest Electric Engineering Company, for \$4837. The contract for doing the work on the Hawthorne-avenue and Burnside bridges was awarded to the West Coast Engineering Company, for \$5140 on the Hawthorne and \$4487 on the Burnside.

When the equipment is installed, lighting facilities will be had, not only for adequate lights for traffic, but an elaborate system of decorative illumination will be supplied. The plan was started to make the bridges over the river an attractive feature during the Rose Festival. Like reunion and other special events that are scheduled for the season.