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107 Miles from Portland to Delaura Beach by Astoria & Columbia River R. R.

No trouble to reach DELAURA BEACH from Portland. Why not buy and build a Summer home in Delaura Beach? Lots will never be as cheap as they are right now. DELAURA BEACH IS THE NEAREST OCEAN BEACH to the great inland Northwest. Only 107 miles from Portland—not as the crow flies, as some advertise—but by a railroad that is actually built and operated. Delaura has the best beach, the best building sites, and the best water, and the only beach resort that has fresh-water lakes that abound with fish. Lots are selling now from \$125.00 up, one-third cash, balance six months and one year.

107 Miles from Portland to Delaura Beach by Astoria & Columbia River R. R.

Delaura Beach Company

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FAVOR MANY NEW BRIDGES

EAST SIDE RESIDENTS URGE EARLY ACTION.

Difference of Opinion in Location of Madison-Street Structure and Subway.

"With the constant growth of population on the East Side the question of rapid transit across the Willamette River becomes daily of pressing importance," declared M. G. Munly, president of the North East Side Improvement Association. Mr. Munly was not speaking particularly of the North East Side section, but for the whole of the city on the east side of the Willamette River. "Taken as a whole it is a great problem that must be solved. North of Sullivan's Gulch to the Columbia River, which includes one of the most promising sections that is growing by leaps and bounds, there is the narrow railroad bridge and the two ferries at Albina. More than 50,000 people reside in that district. Mr. Munly contends for a high bridge

at Hancock street, while others want it further north. At the south end on the East Side there comes demand for a new bridge to replace Madison bridge. The push clubs have gone on the supposition that it would be better to rebuild it at present site, but A. Van Hoomissen, a resident, has been working for two years on a scheme to have a new bridge built three blocks south of the present structure, on East Mill and Second streets on the East Side and Clay and Front on the West Side. He proposes that it shall be 40 feet higher than the present Madison bridge, so that all ordinary river steamers could pass under it.

Mr. Van Hoomissen's plan looks good to quite a number, but it means a big fight over location. The new location would carry the bridge over the tracks of the Southern Pacific and O. W. P. companies' tracks, but it would leave the Oregon City and Estacada branches of the O. W. P. without easy means for reaching the West Side, as the tracks of these lines would be 30 or 40 feet higher than the East Side approach, which could be overcome only at great expense. However, these lines could reach the bridge by building an elevated track from the south. There would be a fight with the property owners on Hawthorne avenue, and adjacent streets, as well as with those on the West Side. Mr. Van Hoomissen has secured 500 signatures to his petition, and it is reported that Mayor

Lane favors a change from the present location. The East Side in general does not take kindly to the subway idea as a substitute for either the high bridge north of Sullivan's Gulch, or to replace the Madison bridge, but have no objections to the building of a subway at some central point, say East Stark street, for the use of the streetcars. It will be seen that the question of rapid transit over the Willamette River, as Judge Munly says, is the important question before the people of the whole city.

The increased traffic over Morrison bridge again brings forward the question of a double deck on East Morrison street. Every month the travel shows increase, which is interrupted by passing trains. It is contended that sooner or later this double deck must be built. The improvement of Belmont and the filling of East Alder streets will tend to divert travel from East Morrison street, but nothing can take away from it its central position.

The Southern Pacific Company is gathering iron for its bridge across the Willamette at Oswego, and when this bridge is built it will mean that nearly double the number of trains will pass along East First street, making accidents constantly imminent at both Hawthorne avenue and East Morrison street, as long as there are grade crossings. Mr. Van Hoomissen's proposed new location for the new bridge has the merit of being above all car

tracks, but friends of the present location on Hawthorne avenue say an elevated approach would clear general travel above the Southern Pacific tracks. Agitation for a bridge across Sullivan's Gulch, on East Twelfth street, to replace the present wooden roadway, has been started. This bridge was built 14 years ago, and will soon have to be replaced.

Clubhouse for Railroad Men.

The Portland Railway, Light & Power Company has started work on a one-story frame building, on Michigan and

Killingsworth avenue, for a clubhouse for streetcar men. The permit calls for a building costing \$3500. This building is the first of several the company will build. One will be built on the grounds near the golf links in Selwood and another at the East Twenty-eighth street car barn.

Completing Church Plans.

Architect Fabre is completing plans for the new St. Francis Church, which will occupy the half block on East Pine between Eleventh and Twelfth streets. These plans are being worked out according to the ideas and sugges-

tions of Rev. J. H. Black, the pastor, who recently visited Rome and many cities of the old world. While abroad Father Black gathered ideas for his new church and these are being incorporated. Father Black does not expect to live to see the church completed, as it will be started along the lines of the old churches which were begun many years ago and are still being added to. The church will be completed as far as it goes, but Father Black's idea is to have the decorations go forward until it is adorned within and without by many works of art, which cannot be produced in a few years. In the end the church may cost over \$50,000, but

the shell or walls of the church, with such finishing as are now needed, will not cost a third of that amount. Father Black visited St. Peter's Church in Rome and found it unfinished, although it has been building for centuries. Decorations are being added. And on this plan Father Black proposes to erect St. Francis Church, so that the work of completion and decoration may go on indefinitely, thus making it a credit to Portland as a work of art.

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Walnut Park

Only \$25

A front foot, with cement sidewalks and curb.

Brooklyn

Now called Portland's Business Center 1908

PORTLAND, THE NEW YORK OF THE PACIFIC

The reproduction of this picture is suggested by Dr. Stratton's brilliant essay on Portland, which secured the first prize of \$1000.00 offered by the Commercial Club. It certainly verifies Mr. Killingsworth's predictions made from time to time during the past 20 years and which were considered visionary by some well-meaning though weak-kneed citizens of Oregon.

John Jacob Astor in 1785 was the most far-seeing man of his times. He sold good rental property in New York City for \$5000 to purchase 30 lots in the suburbs at the Bowery. His friends laughed at him for giving up his income for nonproductive lots. All the same he continued buying, placing all his earnings in what then seemed worthless outside property. In a few years he became wealthy. Moral: Astor's heirs hold today the world's record in valuable real estate. The same thing will be repeated in the purchase of land between the rivers. This more than beautiful tableland, having a gradual slope toward both rivers, above all possible floods, thereby making it the most perfect natural site for a city in the world. Reader, this information is published at no small expense, to stir you into thought and

then action. Never again say you had no chance or opportunity of becoming wealthy. Now is the time to follow Astor's lead, for as certain as the law of gravitation so certain will Portland be the New York of the Pacific, be it built like New York of the Atlantic, between the rivers. Upon this battleground will be successfully fought the building of the metropolis of the Pacific. The portrait over New York City is that of John Jacob Astor; the other in all modesty, that of W. M. Killingsworth, viewing the future Portland. Portland must and is compelled to use this matchless foundation, having no room elsewhere to expand and grow. A closing word of advice. Reader, notice carefully Walnut Park's location on the map, then do yourself and family or prospective wife or husband a kindness by at once securing a home

in Walnut Park before values everlastingly advance beyond your reach. Remember this fact, opportunity is now winking at you, for never before in your life could you secure for only \$25 a front foot the best and the most beautiful residence property in a city having the best car service, only 15 minutes' ride to the new business center, the center each day growing closer to your investment. This matchless site is being dotted with beautiful homes, 60,000 feet of cement sidewalks and curbs are being laid, streets are marked, also, 15-foot alleys, thereby giving to all inside lots the convenience of corners. Building restriction of course, good homes or none. No language can tell you of the beauties of Walnut Park. It has no equal, hence no rival in the City of Portland. To prove this bold statement, take any

"U" car going north. It will land you in Walnut Park, the highest elevated spot of ground between the rivers. Then cast your eyes on Oregon's magnificent, soul-inspiring scenery—rivers, mountains and snow-capped sentinels. A UNIVERSALLY KNOWN FACT IS THAT THE FIRM OF SWIFT & CO. ARE THE MOST FAR-SEEING WITH AWAKE PEOPLE ON THE PLANET CALLED EARTH. THEY ARE THE REAL LEADERS IN DEVELOPING THE U. S. THEY HAVE PURCHASED 3000 ACRES OF LAND AND HAVE STARTED IN WITH THEIR CUSTOMARY AMERICAN PUSH AND VIGOR TO BUILD THE LARGEST PACKING PLANT IN THE WORLD. NO ONE THAT KNOWS THEM QUESTIONS THEIR SUCCESS. Portland grow between the rivers.

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