

This Map Tells the Story of Location and How to Get There

COUNCIL CREST

TAKE CAR AT FRONT AND JEFFERSON GET OFF AT ALDER SPRINGS STATION



THE TRANSIENT FARE IS 10c. BUT THERE'S A REGULATION COMMUTER'S 5c FARE. FREE TICKETS AT OFFICE. COME SUNDAY.

Cut Out That Rent Paying and Put the Money in the Bank

IF YOU GO to the store for every morsel for your table and give a large percentage of your hard-earned dollars to a landlord besides, how do you expect to ever get ahead? How do you figure you'll achieve that financial condition where you can at least cease to worry about the future? If your income is an ordinary one, and even if it might be called large, as salaries, go, you must make mighty good care of it to be much ahead in ten years by this system. Custom has established this "pay-rent-and-buy-everything" system till people have become satisfied with it; but why be satisfied when you can do better?

An acre at Madison Villa is the secret, and, having bought, you will own something which will not only increase tre-

mendously in value, but produce all those little delicacies you are buying now. You can keep your chickens, a cow, raise fruits and vegetables of every kind. The soil is amazingly fertile, and is all clear, having been under cultivation for years, so all this work of stumping, stoning, etc., which is necessary elsewhere, is done

The saving to you in rent and groceries will reach hundreds of dollars annually, and the real beauty of the proposition is that 15 minutes (commuter's fare 5 cents) on the Oregon Electric completes the trip either way. In this way a man can continue his work in town and enjoy as quick means of transportation as he could have in any district where lot prices compare at all with Madison Villa ground per acre. Madison Villa acres are closer, measured by minutes or

miles, than Sunnyside, Irvington or the Rose City Park district, where the prices of lots equal, double and treble this ground per acre. But don't lose sight of the fact that these tracts are very limited, and that nearly two-thirds of the block is already sold. There were only 80 acres originally.

These tracts have the same relation to the center of town today as hundreds of blocks sold at similar prices twenty years ago, and which have since become the equivalent to as many fortunes. I have watched all this development, and there must be a repetition, unless Portland stops growing right where it is. Just think of the millions of wealth this but recent wilderness has developed into, and realize that ninety per cent of the fortunes were started by the advanced value of some piece of ground. The remaining

Madison Villa Acre Tracts are \$550 up---Easy Terms

Madison Villa is the closest-in acreage proposition in the city; so close is it that the vicinity is literally covered with platted residence tracts all of which are certain to return generous profits. You are under no moral obligation to buy after going out to inspect; we just want you to see and you will understand the possibilities. Free tickets at this office for trip; if you cannot come, write for maps and fuller information. Agent at tract.

F. BRESKE, 444 Sherlock Bldg.

EAST SIDE WANTS MORE CITY WORK

Estimated That \$500,000 is Needed to Provide Adequate Water Mains.

SERVICE FALLS BEHIND

Growth of City Greater Than Authorities Can Keep Pace With. Continued Building Operations in All Directions.

The extraordinary building activity on the East Side in all directions emphasizes the need of more water mains. The demand for water comes from practically every suburb for a six-inch to a 24-inch main. It is estimated that \$500,000 would not purchase and put under ground the pipe that is now being called for on the East Side.

Only a portion of these demands are being met by the Water Board, and only such mains as are absolutely needed can be laid, while the other portions are simply allowed to pile up and be filed away.

A 24-inch main is wanted to serve the territory between the Section-line road and Sellwood, including Waverly-Richmond, Kenilworth district and Sellwood. The latter district has started agitation for a pipeline. Owing to the growth along and between the Milwaukie road and the Willamette River there is already a water shortage that is being seriously felt by the residents. The cost of this pipeline would be very great, and there is no money available. At Montavilla a pipeline was asked for on Villa avenue, but had to be denied for want of money. Center addition and Montavilla, both growing rapidly, must have water. Center addition is building northward to Rose City Park. In the Vernon tract, the Irvington addition, the old racetrack, and points on the Peninsula and Woodlawn all are asking for water mains, but cannot get them for the same reason.

If the four sections on the Mount Scott district are annexed, what now seems probable, it means that the district will demand Bull Run water, as the local company cannot supply the present demand and is not inclined to spend money in enlarging its plant with the prospect of annexation in the near future. In Central East Portland and Albina the vacant lots are being built over rapidly, and more water will be used in consequence. It is the general impression that the second pipeline cannot be built too soon, and that some provision will have to be made to meet the demands for these lines.

East Side Property in Demand.

East Side property continues to be in demand, and the transfers of the past week have kept up to the average in spite of the approaching election, which is absorbing public attention. Two blocks, 4 and 46, in Sullivan's addition, on the Sandy road, were sold for \$15,000 to L. C. Sanford. This was the largest sale made on the East Side the past week. In East Portland, Frederick Hoffman bought the west 1/2 feet of lots 5 and 6, in block 238, for \$400.

L. Sweet sold to A. D. Cleveland a parcel of land on the Base-line road on the corner of the N. D. Gillman donation land claim for \$600. Another acreage sale was that of four acres by O. C. Youcum to James P. Andrews for \$6000. The tract is in the E. R. Davidson donation land claim. A considerable number of acreage transfers were made the past week for parcels east of Mount Tabor. This class of property has become very attractive to inland investors.

In Central Albina E. L. Cooper bought lot 7 in block 8, for \$3500. Frank Clark bought a quarter block in Walnut Park for \$2000. John P. Kerrigan bought lot 4, block 15, in Central East Portland for \$300.

J. J. Fitzgerald purchased the north half of lots 15 and 16, block 17, in John Irving's second addition, for \$2500. The sale includes a modern house. At Mount Tabor, one and one-half acres were sold to H. E. Partridge for \$2000. In Piedmont, E. E. Meyers bought lots 4 and 5, in block 4, for \$2000. Sales have been made in Vernon, Walnut Park, North Albina, and all points down the Peninsula every day. Foundations of new dwellings between Killingsworth avenue and Columbia boulevard are going in all through the territory. W.

C. Peddicord, in his talk before the Peninsula Rose Festival Association Tuesday night, declared that the Peninsula was destined to hold a great population and also be a great manufacturing center. Mr. Peddicord urged the advantage of inviting visitors who come to Portland during the Rose Festival to visit that portion of the city.

In Walnut Park and Piedmont, where there is a building restriction, the visitors will see some of the finest homes on the East Side. If they extend their trip to the Vernon tract they will also find a section rapidly building up with attractive homes.

Movement in Apartment-Houses.

There is quite a movement in the erection of apartment-houses on the East Side. A number of this class of buildings are being put up and others are projected. Fred Page is having plans drawn for a modern one on the corner of East Burnside and Eighth streets, to occupy the quarter block. It will be a building of pretentious size. P. Gevurtz has signed a lease for this building for 10 years. It is to be completed by December 1. Plans are being drawn for a four-flat building for T. J. McNamee, of six rooms each, to cost \$2000 to be built on Grand avenue and Oregon street.

Judges Otto J. Kraemer is having plans for a four-flat frame building on Oregon and Grand avenues. Otto Klesman has prepared the plans for a two-story flat for Peter Zimmerman, to be erected on East Twelfth and Burnside streets, to cost \$1000. J. J. Horak has let the contract for a two-story flat on Union avenue and Schuyler street, to cost \$900. Mrs. Barnes has commissioned Architects Goodrich & Goodrich to prepare plans for an apartment-house to be built on Benton street, in McMillen's addition. It will be built of concrete blocks and contain 20 rooms in all.

Architect Morgan has completed plans for a building for G. F. Cummins, to be built on Union and Alsworth avenues, to cost \$5000. It will be two stories. The lower rooms will be for business purposes and the upper portion for flats.

Mrs. J. B. Comstock is having plans drawn for a four-flat frame building of six rooms each, to be built on the northeast corner of East Sixth and Welder streets.

C. P. Barrett is having a \$7000 two-story frame building built on the corner of East Burnside and Twenty-eighth streets. The lower portion is for business rooms and the upper for dwelling apartments.

Break Ground for Tenement.

Walter Thomas Mills announces that ground will be broken for the community tenement buildings on the ground secured south of the Powell Valley road at Kenilworth some time in June. Mr. Mills has the general plan of these buildings already prepared. He has several acres, which take in the ravine between the Powell Valley road and Kenilworth. Part of the ravine will be used for a lake. The general plan is for a series of buildings that will house about 100 families, who will have the advantage of purchasing all articles of household use at wholesale prices, and who will be able to live at a minimum cost. When the ground for the first structure is broken Mr. Mills expects to have the Mayor and other prominent men present to launch the enterprise with appropriate ceremony.

The Danish Aid Society will erect a home on the southwest corner of East Ninemth and Stark streets, where a lot was purchased for a site several months ago. The home will occupy 55x80 feet, and will be two and a half stories. Plans have been prepared by Wilson & Franks for the special needs of the society. The building will contain meeting halls, ante-rooms, cloak and lounge rooms, together with an auditorium and banquet room. The Danish Aid Society is an old Portland fraternal organization, and includes in its membership many of the pioneer citizens of Portland.

The stone work of the Methodist Church South on Union avenue and Multnomah street is progressing and will soon be completed. At present the tower, a massive affair, is being finished, and soon the woodwork on this structure will be started. The church is being built of cut stone, and will be one of the most expensive edifices erected on the East Side, and will probably be completed this Fall. Work on this structure has been in progress for more than a year. The cost will run about \$400,000. At Vernon the Second United Brethren Church is being completed at a cost of \$3000. It will be occupied in a few weeks, but the formal dedication of the church will be held during the sessions of annual conference at the First United Brethren Church. At that time dedicatory ceremonies will be conducted by the presiding bishop.

Will Build Carshops.

It is announced that the Portland Railway, Light & Power Company will shortly proceed with the erection of its car shops in Sellwood, near the Golf Links, and is perfecting title to the land between Linn and Ochoco avenues, on East Thirtieth street, by which it will have control of all the land to the Willamette River. A third rail will be laid to the new shops

so that cars on the north division, which have a narrower gauge than those of the O. W. P. line, can be taken to the new shops for repairs. It is considered probable that repairs of cars on the Cazadero and Oregon City lines will be made at these shops, which will necessitate the employment of a large force of men. Residents and property-owners in Sellwood are pleased over the prospects of having this large plant located there, which will mean much for that portion of the city.

At Sellwood there is a substantial progressive movement in all lines of building and in street improvements. When the addition to the schoolhouse is finished the building will contain 20 rooms, which Principal Strong says will be occupied by the end of September of the next school year. The building of the proposed sewer system for that suburb, between East Fifteenth street and the Willamette River, will give it additional conveniences. Property values in Sellwood are advancing in proportion to the progress of the suburb. Along East Thirtieth street and Spokane and Umattilla avenues business buildings are being erected and a \$20,000 hotel will be started on Umattilla street this month.

High-Grade Houses Built.

On June 1 work will be started on the new residence of M. F. Donahoe, on the southwest corner of Sumner street and Garfield avenue, in Walnut Park. It will cost \$10,000 and will be one of the most pretentious structures erected on the East Side for some months. Architect Faber has prepared plans, and the foundation will be built to support a five-story building. For the present it will be two and one-half stories. It will be built of cement blocks. At one corner will be a three-cornered tower. Architect Faber is preparing plans for a concrete residence, to be built on East Fifteenth and Multnomah streets, to cost \$3000, for Donald E. Hardin.

Mr. Faber also is preparing plans for a home for himself on Garfield and Alsworth avenues, to cost \$5000. It will be 40x56 and contain nine rooms. All the heating and lighting will be by electricity, which will be supplied by a storage battery. Energy to run the dynamo will come from a Holland Dutch windmill, to be erected in the rear of the house on a masonry stone tower. Its sails will have a sweep of 22 feet and the mill will develop from eight to ten-horse power. Whenever there is a breeze, electricity will be generated and stored for future use in the house. This will be the first dwelling of this kind built in Portland, and will be in every way original. An electrician is preparing plans for the electrical system.

AS IT LOOKS TO FRIES

PRESIDENT OF REALTY BOARD VISITS CALIFORNIA.

Says Resources of State and Coast Are Practically Limitless, With Oregon in the Lead.

H. W. Fries, president of the Portland Realty Board, has returned from a two weeks' trip in California. He was in San Francisco when the battleship fleet arrived and is enthusiastic over the spectacle presented by the warships when they entered the harbor and swung to their anchorages. Mr. Fries was entertained at the Bohemian Club and by other organizations of the Bay City, and was taken on an automobile trip through part of the Santa Clara and San Joaquin Valleys. He returns to Oregon convinced that this state has many advantages unequalled anywhere on the Coast, but at the same time believes that the whole Pacific Coast is the garden part of the world. He said yesterday:

"I found conditions in California much the same as we have here in Oregon. We need more population and more money to develop our resources, which to my mind are practically limitless. "I went on a tour of the San Joaquin Valley out to the neighborhood of Fresno, where I found the most satisfactory results. They have there their immense grain industry built up under irrigation; we have here our apples and prunes to offset that product. I was convinced without a remaining doubt in my mind of the importance of irrigation, for thousands of acres of land brought into productivity were there to bear evidence. Value of these lands has been doubled and trebled in the last few years. The lands I passed over on this trip are about the same as our own Willamette Valley as to fertility, and in comparison are about equal, except we have the advantage in climatic conditions. "I find that in reality circles there is a great movement in lands over on the Oakland, Berkeley, Richmond and Alameda sides of the bay. There are thousands of acres in the foothills country yet to be improved, and dealers said to me that acreage in these sections is in good demand at increasing prices. "As for the City of San Francisco, I

observed many things which impressed me most favorably. In the first place, the burned-over district is being built up in a perfectly marvelous manner. There are, of course, many blocks on which little if any effort has been made to rebuild substantial structures, but at the same time the number of class A buildings completed or under process of construction is so great as to simply amaze one. Values for property in the old down-town section keep up, but realty dealers report less movement in that character of investment than in outlying lands. "The fact that leases were made for business sites along Van Ness avenue and on out to Filmore street for several year terms has retarded the filling up of the old business district, but business is bound to return to the burned district very shortly, especially in wholesale and retail merchandising. Probably Van Ness avenue is destined to remain a retail business street, but it will become what Polk and Filmore streets were before the fire. "One matter that is engaging the attention of realty men just now is an effort to have the Legislature amend the laws of the state, which now permit leases to be made for only 50 years. It is urged that the term allowed be increased to 99 years which, it is held, will attract building on a larger scale than investors now care to undertake. There is a large amount of property offered for lease in the burned section of the city, and already many merchants are looking for sites in that district. "There is a state realty federation, with headquarters in Los Angeles, and with members in nearly every important city and town in the state, the object of which is stated to be to insure square dealing and prompt attention to seekers after information. The San Francisco member is the Real Estate Board, which has nearly every prominent real estate firm in the city enrolled on its membership, and it is doing much for the up-building of the city and its surroundings."

Death on Congo River Steamer.

BRUSSELS, May 22.—Dispatches received here from the West Coast of Africa announce that the steamer Ville de Bruge has been sunk by a tornado on the Upper Congo. Six Europeans and 45 blacks were drowned.

The Star Brewery's famous Hop Gold beer is unexcelled in all respects and is highly recommended for its strength and health-giving qualities. Orders for bottled beer receive prompt attention. Phone East 46. Home phone B1146.

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The best land in Oregon on which to raise vegetables, fruit, berries or walnuts. A trout stream, springs and good car service. Don't delay; secure one of these tracts before the price advances. Be sure you are on Metzger tract.

PRICE—\$200 and up per acre, according to location.
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