



This photograph shows a portion of Block 75 exactly as it is today, except the signboard drawn in by our artist. It is a quiet, secluded spot yet near both the hotel and the amusement park, while the great plunge bath, the largest in the world, is also easily accessible. In this section as elsewhere the streets are being paved and sidewalked. The ocean is but a few blocks away.

Stereopticon Exhibition of Views of Bayocean and Other Northwest Scenic Points, Tuesday Evening, May 18, Hall 422 Sherlock Bldg., Third and Oak Sts.

BAYOCEAN—Open to the Public in 1910

PILES GOING DOWN

East Stark and Grand Avenue Movement.

BIG BUILDINGS PROPOSED

Business Center to Be Established Where Big Fills Have Reclaimed Valuable Tracts of Land in East Side Gulch.

Within a few days the work of driving piles will start for the foundation of the six-story reinforced concrete building to be erected by W. L. Morgan on the northwest corner of Grand avenue and East Stark street. The driver is now being built for this work. The cost of this building is estimated at \$40,000. The building is the first of the three to be erected on this intersection during the year, and is a significant building movement, as it means a struggle to wrest the business center from East Morrison street, which has always held the supremacy in Central East Portland, and it connects directly with the Morrison street bridge.

Mr. Morgan and his associates believe that in the future a bridge across the Willamette River, or a subway, will be built at Stark street, and are willing to back up their judgment by investing nearly a quarter million in buildings on East Stark street.

As this reinforced six-story building will rest on the mud at the bottom of the ravine, the engineer has had a problem to work out. The quarter block on the northwest corner of East Stark street and Grand avenue has not been filled, although East Stark street and Grand avenue have been filled with sand and gravel, the base of the embankments spreading out widely. The pile-driver will drive piles down through the partial fill on the sides. Owing to the soft nature of the material through which the piles must be driven, wooden piles will be used instead of concrete.

Many people believe Dr. J. R. Wetherbee, president of the Portland Commercial Club, was right when he said he expected to see Union and Grand avenues lined with modern fireproof structures, as set forth in his talk before the North East Side Improvement Association. When speaking on the importance of erecting a bridge at Broadway Dr. Wetherbee declared that large stores would come in the near future.

The improvement of Grand avenue with hard-surface pavement between East Clay and Broadway, a distance of a mile and a half, is a great gain for Central East Portland. For most of this distance the street is 50 feet wide. Dr. Wetherbee declared that Grand avenue will be one of the finest streets in the city and Union avenue one of the longest. Erection of the cluster of modern buildings at the intersection of East Stark street and Grand avenue will likely result in the erection of other structures of the same sort, now that the movement has been started. It may have the effect of clearing away the shacks on three corners of East Morrison street and Grand avenue, or that point may lose some of its importance when four modern buildings stand at the intersection of Grand avenue and East Stark street. Owners of these buildings

may find they cannot hold the business center against the district farther north without erecting modern structures.

William Polivka sold a house and lot on East Yamhill and East Twenty-third streets to A. W. Dow, recently from Montreal, Canada, who will make his home there.

M. V. Billon is having plans prepared for an eight-room residence to be erected on East Twenty-first and Weidler streets, to cost \$2000. H. C. Detrick is preparing the plans.

Sale of Fruit Lands.

Two sales of land at Firland near Sandy, on the Mount Hood Railway, were made during the week for fruit planting. Brunner & Wiley bought 80 acres for \$1500, and other parties purchased 125 acres. The land is unimproved and is wanted to develop fruit raising. The property is 30 miles from Portland and three miles from Sandy, and is thought to equal the famous Hood River country for raising fruit. The soil is much the same and has an elevation of 1200 feet. One of the men who invested in the land is a Hood River resident. He has faith in the Sandy district and believes it will become a great fruit country.

E. L. Smith Buys.

F. D. Matthews sold on the Powell Valley road a five-acre tract to E. L. Smith, of Hood River, for \$5000. Adjoining this tract Mr. Smith purchased another five-acre tract from Gilbert Dell and Mrs. Inna Carrell for \$2000, making his a fine ten-acre tract. Mr. Smith is a Hood River apple man. The land is close in and the price is considered low.

MAKES GOOD SHOWING

LADD ADDITION OWNERS ERECT MANY HOUSES.

District South of Hawthorne Avenue Grows in Importance With Continued Building Operations.

In the Ladd Addition south of Hawthorne avenue buildings costing \$100,000 are under construction. Foundations for several new residences were started the past week. All are excellent types of homes, of handsome design and to be well built. Near the center of this tract a \$15,000 concrete block edifice for the First United Evangelical Church is being erected. It will be an attractive building, and harmonizes well with the other buildings in the addition. The indications now are, according to the number of homes being built in this addition, that it will be well built over this year with high-class houses.

J. B. Tillotson, who was awarded the contract for grading the streets in the Windsor tract, on Division street, in the southeast, has started work. This contract calls for the moving of 30,000 cubic yards of material, and there will be cuts from four to six feet. Sidewalks and water mains will be laid as soon as the streets are graded. In this tract Samuel Neuman, a Portland business man, has purchased two lots and will erect a building on them this year, facing Division street.

GEARHART PARK

THE BEAUTIFUL
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TELEGRAM

VENICE, Cal., April 22, 1909.—Pottor-Chapin Realty Company, Portland, Oregon: Business lots Windward avenue three hundred dollars and up a foot. Zephyr avenue two fifty and up a foot. Ocean front lots one sixty-five a foot and up. Inside lots between Venice and Ocean Park side streets, two thousand to four thousand each. L. G. ALLEN.

(The basis of lot frontage in Venice is 20 feet.)

This piece of property will be sold at this price in 1912.

The picture shows a part of block 75, on the bay side of BAYOCEAN.

The lots in it are now selling for \$600 each.

Somebody will buy the lot shown in the foreground for \$600.

Somebody will sell this property for \$5000 in 1912, making a profit of \$4400.

Now will this Somebody be a stranger, your neighbor, or YOURSELF?

Remember Somebody will make this profit—\$4400. Why should it not be YOU?

Make it YOU tomorrow morning—early.

POTTER-CHAPIN REALTY COMPANY

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*Time is Flying
Values are Rising*

ROSE CITY PARK

Lots
\$450 Up
Including
Street
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Values Will Rise Surely and Steadily WHERE RESTRICTED RESIDENCE DISTRICTS ARE GROUPED. The Northeast Part of Portland is a GROUP OF PROTECTED HOME NEIGHBORHOODS. The one large part of Portland where a residential environment is always assured. ROSE CITY PARK IS THE CENTER OF THE GROUP. Access to Rose City Park is through a pleasant part of town. Take the Rose City Park Car and See how this Beautiful Subdivision is Improved and Built Up.

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Main Office, Chamber of Commerce Branch Office, Rose City Park