

Laurelhurst

(Formerly known as Ladd "Hazel Fern Farm")

NOTICE

We beg to announce that we are now prepared to show you "LAURELHURST." That portion lying north of East Glisan and west of Thirty-ninth street is now staked and ready for inspection.

LAURELHURST CO. will make this one of the most beautiful, high-class improved dwelling parks in any city on the Coast. Building restrictions will be established. All the modern city street improvements will be installed.

You can take either the East Ankeny, Rose City Park or the Montavilla carlines—they all run to and through the property. Ask the conductor to let you off at East Thirty-ninth street.

You will find salesmen on the ground today, who will be pleased to show you the property.

The first prices put on LAURELHURST are very low and the terms easy, especially to those who desire to build.

There Is an Advantage in Making Your Reservations Early

Laurelhurst Co.

Suite 522-526
Corbett Building

CHAS. K. HENRY, Pres. PAUL C. MURPHY, 2d Vice-Pres.
F. F. MEAD, 1st Vice-Pres. H. R. BURKE, Secretary

Phones:
Main 1503, A 1515

MILLION MARK HIT

Improvements Under Way on East Side Are Vast.

TWO CHURCHES ARE RISING

Six Big Buildings in Workmen's Hands—Tenants Move to Make Way for Structure Planned. Grand Avenue Paved.

A summary of improvements and construction under way in Central East Portland, exclusive of the suburbs, shows that they will attain the \$1,900,000 mark. The principal buildings rising are: National Ice & Cold Storage structure, at East First and Stark streets, \$150,000; Clarence Russell, brick building on East Morrison street, \$50,000; A. Prier, East Morrison street and Grand avenue, three-story brick, \$25,000; United States Laundry, three-story brick, \$30,000; W. L. Morgan, two buildings, East Stark and Grand avenue, \$80,000; Methodist Church South, Tuleen avenue and Multnomah street, \$75,000; St. Francis Church, East Eleventh and Oak streets, \$100,000; Homeopathic Hospital, East Second and Hassalo streets, \$100,000; fill on East Third street, \$75,000; fill on East Second street, Southern Pacific Railroad Company, \$75,000; new East Side depot, \$30,000; new East Side water office, \$30,000. The National Ice & Cold Storage structure is well along, and the United States Laundry building on Grand avenue is nearly completed. It is being faced with white pressed brick and will be one of the most attractive structures in Central East Portland.

Occupants of the small buildings on the northwest corner of East Morrison street and Grand avenue, have been notified to move, to make way for the three-story business and office building to be erected by A. Prier, basement of which will be started at once. D. L. Williams, architect, has the plans of the structure nearly completed.

Hills are being received for the superstructure of St. Francis Church, to rise at East Oak and Eleventh streets.

Brick work on the Homeopathic Hospital, in Holladay's Addition, is under way.

Excavation for the East Side police station on Union avenue and Hancock street is completed.

In a few weeks Grand avenue will be a hard-surface street between East Clay street south to Broadway north, over one mile. The improvement will cost more than \$200,000, including the steel bridge across Suwam's Gulch.

Much of the local travel from the Willamette Valley, West and East Side, it is believed, will soon use the East Side depot generally. The station may be reached quickly from all the West Side hotels, quicker than from the Union Depot, say many travelers. Tickets bought up the Valley for the East Side station are 5 cents less than to the Union Depot. There was general approval at the opening of the depot last Monday night over the fine finish and appointments of the structure. Mayor Simon remarked that

few cities were provided with better depot facilities than East Portland.

Hassam, bitulithic and asphalt pavements have been laid on Grand avenue, and after the completion of the hard-surface improvement, the relative value of these pavements may have a fair-test. The East Side Business Men's Club is credited with the improvement of Grand avenue between Belmont and Clay streets, as the propertyowners might have withheld the paving another year if the club had not urged immediate improvement.

Opening of the East Side depot on East Morrison and First streets marked what is considered an important step forward by the East Side. That the depot will become a popular point is predicted after the traveling public understands its convenience to the center of the West Side. Push clubs of the East Side plan to utilize this advantage that knowledge of it may be widespread.

To secure a freight station adequate for the wholesale section between Union street and the river is the next goal. General Manager J. P. O'Brien placed an estimate of the cost of a freight station in his budget for 1910, and it may be constructed next year. The passenger station was built after three years of agitation. There has been a large increase of shipping to and from the East Side district during the last year, and according to business firms the need of freight facilities will be felt severely next year.

The Southern Pacific Railroad Company will start to fill up East Second street, between Hawthorne avenue and East Washington street, this month. The embankment will be wide enough for the tracks of the company, and after the laying of the rails the street may be filled in full at small expense by the propertyowners.

Dr. Talbot to Speak in Milwaukee. Rev. Russell Talbot, rector of St. David's Episcopal Church, will speak this afternoon in St. John's Church, Milwaukee, at 8 o'clock.

STEAL TO KEEP WARM

TWO WOODSTOCK BOYS IN JAIL AT THE DALLES.

Lads Were Camping on Mill Creek and Being Short of Bedclothes Helped Themselves.

THE DALLES, Or., July 17.—(Special.)—Jimmie Miller and Edgar Ecton, two 16-year-old lads, claiming Woodstock, Or., as their home, were sentenced to 15 days each in jail by Justice J. A. Doughitt this afternoon on the plea of guilty to a charge of larceny. Miller claims to be a son of W. H. Miller, a former real estate dealer of Woodstock. His companion says his father is H. B. Ecton, a carpenter in the Southern Pacific shops at the same place. The boys arrived in The Dalles last Monday, on a fishing trip, and pitched their tent on Mill Creek, a short distance from the city. They were short of bedclothes, and proceeded on a foraging expedition, taking some blankets from a tent in the yard of A. W. Mohr. The theft was traced to the two youngsters, and they were arrested by Chief of Police Harper yesterday.

When asked why they committed the theft, Miller, acting as spokesman, said they did not know, other than that they "just needed them." The boys say they left home with their parents' consent. They are in jail, and will serve their sentences, unless their parents come to their aid.

Portland's Building Gain. SEATTLE, July 13.—(To the Editor.)—Not infrequently percentages are very misleading, especially when based upon meager data. In yesterday's Times (Seattle), there

was a table giving the monthly building permits of 45 cities of the United States for the months of June, 1908, and 1909, in which the percentage of gain for Portland is only 3 per cent. This, it must be remembered, is for permits.

But, what I wished to emphasize is that the smallness of the percentage arises from the fact that the building operations of Portland in 1908 were very large and were exceeded only by a small amount in the particular or corresponding month of June, 1909. This percentage calculation makes the following prosperous cities show losses for the month of June, 1909, viz:

City	Per Cent Loss	Per Cent Gain	
Baltimore	21	Duluth	40
Birmingham	10	St. Louis	24
Columbus	23	New Orleans	412
Denver	30	Portland	34
Detroit	30	Oklahoma City	9

The explanation is very simple. The large amount of building that had been done the year before and an accidental lightness of permit applications in the particular month of June, 1909. Referring to a table given in The Oregonian a few days ago, I find that for the first five months of 1909, the above cities made the following percentages of gain:

City	Per Cent Gain	Per Cent Loss	
Baltimore	20	Duluth	24
Birmingham	103	St. Louis	24
Denver	17	Oklahoma City	412
Detroit	54	Portland	34

Further, Greater New York, which includes the boroughs of Manhattan, Brooklyn and Bronx, shows only a 3 per cent gain for June, 1909, whereas the five months ending June 1, 1909, shows an average gain of 166 per cent, the combined amounts in question being the enormous sums of \$44,607,178 for 1908, and of \$118,713,254 for 1909.

Again, referring to the same table, I find that for actual building (as I understand it), during those five months in Portland, there was expended respectively for 1908 and 1909, \$4,046,545, and of \$5,438,035, a gain of 34 per cent.

These sums expended by Portland are exceeded only by seven of the

great cities of the Union and are greater than the expenditure for the same purpose of the cities of Cleveland, New Orleans, Minneapolis, Baltimore, Indianapolis, Buffalo, Milwaukee, Los Angeles, Omaha, Birmingham, Cincinnati, Duluth and many others. That is certainly a great showing. The fact that Portland's growth has been so uniform and gradual speaks volumes. It is conclusive proof of a vigorous and healthy growth. Every-

thing indicates that this majestic trend onward will be continuous. J. D. LEE.

The new U. S. battleship Michigan has been presented with a silk flag which cost \$225.

WHY

SHIP TONIGHT—ON THE MARKET TOMORROW MORNING

RICHLAND FRUITS HAVE FEW EQUALS

Has there been over \$750,000 worth of Richland irrigated land sold since the first of last October? And why is Richland selling faster than any other irrigated project on the market? Why does our asparagus bring 25 cents per pound, and our berries \$15 per crate?

REASON WITH US

First—Richland irrigated lands have a most beautiful location, on a peninsula, between the life-giving waters of the Yakima and the ever-assuring flow of the Columbia.

Second—We have a gravity irrigation; water runs through an open ditch for twelve miles before it reaches the land—and you know the advantage of having warm water to irrigate with.

Third—The soil is the very choicest of irrigated land in the Northwest, with a depth of from three to twenty feet.

Fourth—The climate is the most even of any location in the West; 300 days of sunshine; no mud or slush; only 369 feet above sea level—lowest irrigated altitude—which gives us our early seasons. Richland has about nine months of growing weather. Our asparagus goes on the market over two weeks ahead of all the Northwest; strawberries from two to three weeks, and they always bring a premium for their earliness.

Can You Wish for a Better Location?

RICHLAND

The Fruit Basket of the World

An orchard of apples of a standard variety is as safe an investment as can be made. The soil of this valley is certainly adapted to high-class apple culture for market. Nowhere does the apple reach a higher state of perfection than in the Richland Valley. An apple needs a long growing season, and time to take on color and flavor after it has attained its growth. Hence apples grown here have no superiors on the markets of the country, and few that are their equals.

Bulletin No. 85, of the Department of Chemistry of the Washington State College, by R. W. Thatcher, M. A., says of a sample of the soil from this now famous valley, analyzed with many others: This sample is well supplied with POTASH, LIME AND PHOSPHORIC ACIDS. This alone stands for a great deal in the selection of soil suitable for the culture of grapes, fruits and berries.

The soil of the RICHLAND VALLEY, being alluvial in its nature, is composed entirely of minerals and stone, ground to an ash by a volcanic action. This makes the very best soil for the raising of fruits that it would be possible to obtain. That is why our farmers and fruitgrowers are all happy and contented. They are making money. Get with the crowd. You can buy this land now for \$125 an acre, with a perpetual water right; water under Government supervision. TERMS: ONE-FOURTH CASH, THE BALANCE IN FIVE EQUAL ANNUAL PAYMENTS. Join us on our next trip to Richland and get a free auto ride over the prettiest valley in Washington. Come to the office and let us talk it over, and get one of our new booklets. It may mean a fortune to you.

RICHLAND LAND CO.

110 Second St., Portland. A. W. Hover, Manager. Phones: Main 1743, A 1743.

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"THE PASADENA OF OREGON"

The largest platting, the most fertile soil, the largest proportion improved, the most complete system of roads and streets and being handled by the Oldest Firm in the Acreage Subdivision Work in the vicinity of Portland. This acreage, 3600 acres in extent and platted into tracts of 1/2 to 20 acres each, offers an extraordinary opportunity for investment or home-building.

A few acres here developed in fruit, nuts and vegetables will support a family, while the growth of the city insures rapid increase in values.

Our system of completed roads, extending along each tract, greatly facilitates community development.

Buy now while original prices prevail. We would be warranted in advancing prices at this time, but the extent of our platting suggests that we continue the original prices yet a few days.

Only 40 minutes out on the Fourth Street Railway, with five trains each way per day and selling in such sized tracts as you desire, at from \$100 to \$300 per acre. Ten per cent cash payment, balance to suit purchaser.

Call and arrange to go with our representative and examine our properties.

THE SHAW-FEAR COMPANY

245 1/2 Stark Street.