

DISTRICT SHOWS GREAT ACTIVITY

Upper Washington, Alder and Morrison Property Is in Great Demand.

DOZENS OF DEALS MADE

Realty West of Twelfth Street in the Business Section Seems to Be the Center of a Far- Reaching Boom.

No district in Portland showed more activity during the last month than that located west of Twelfth street on Morrison, Alder and Washington streets. The trading in real estate in this section recently has been nothing short of a boom, and deal after deal at advancing considerations have been negotiated. While the trading of the city was by no means confined to this section, those purchasing close-in property demanded lots in this locality as a rule and dozens of sales were made there to eager investors.

There is apparently no let-up in the movement in that locality. Every day big deals are made and real estate dealers are asked first for property there. One thing about the recent sales especially noticeable is that of the many deals made all are sold at big increases over the purchase figures of a few years ago and the properties are bringing in rentals which seem to warrant the high prices paid. Another feature is that many buildings are planned. The district is an ideal one for apartment-houses and for small store buildings and commands a high rental for such structures on account of the location. The need for such buildings is being met and already several fine structures are under way and many others are projected.

Value Now Realized.

The reasons for the boom seems to arise from several causes. In the first place Upper Washington, Alder and Morrison streets have been valued below the market value as compared with other sections in the past. Now Portland seems to be awakening to the fact that here is property to be had at reasonable rates on thoroughfares, first in importance from a business standpoint. Then the proposed opening of Morrison street may have a good effect, as this move will undoubtedly throw more travel into the upper end of the city. Even should Morrison street not be opened clear through, the changes at the present head of the street are such as to divert to Morrison street a large part of the traffic which originally came down the other streets.

These changes can have but one effect on Morrison street. The street will get away from the cheaper class of mercantile buildings and give place to the finest stores and buildings in the city. The Olds & King building at Tenth and Morrison streets has doubtless had a beneficial effect on this section.

A recent big deal in property in this section was the purchase by A. L. and A. T. Parkhurst of 100 by 100 feet at the southwest corner of Sixteenth and Morrison streets from the S. Blumauer estate for \$52,000. This property, the site of the Blumauer home, is to be improved with a handsome six-story business and apartment building of reinforced concrete, at a cost of \$125,000. The sale was made through the agency of Keasey, Humason & Jeffery.

E. J. Daly Active.

E. J. Daly, one of the heaviest investors in this section, purchased an eighth interest in a quarter block at the northeast corner of Thirteenth and Washington streets from J. R. Whitney on a basis of valuation of \$10,000. Mr. Daly already owned an eighth interest in the property.

Mr. Daly also sold through his agency a 52-foot lot on Washington and Alder streets, just west of Sixteenth street, to J. G. Edwards for \$54,500. This property was purchased from D. Bogart, of Los Angeles. Soon after the deal was made Mr. Daly evidenced his faith in the district by purchasing a half interest from Mr. Edwards for \$50,000.

Leslie M. Scott last week took an option on the 80 by 100 feet located at the southeast corner of Fifteenth and Alder streets from John Corkish at a consideration of \$40,000. The sale will be consummated tomorrow. The property is improved and will be held for investment. The deal was negotiated through the office of D. Parker Bryon.

E. J. Daly bought from R. B. Sinnott a third interest of the corner property at Sixteenth and Washington streets on a basis valuation of \$85,000. This property was sold three years ago for \$40,000. Mr. Daly says he will hold the property and improve it, working in conjunction with Dan J. Maloney, the owner of the other third interest. Several different propositions for the improvement of this corner are now being worked out.

Syndicate Buys Corner.

A number of sales were also made in the streets abutting on Morrison and Washington streets in this section. E. J. Daly, representing a syndicate of local men, sold to Joseph R. Whitney a lot 50 by 100 at the southwest corner of Twelfth and Stark streets, for \$42,500. Through Mr. Daly's office the property, 70 feet square, at the northeast corner of Washington and Laetitia streets, was also sold for \$25,000. This property, formerly owned by S. Morton Cohn, was bought by an Eastern Oregon investor and is to be improved with a fine apartment building. Five months ago Mr. Cohn bought it for \$12,000.

E. E. Covert, a local attorney, last week purchased a house and lot on North Twentieth near Washington street from the trustees of the Episcopal Diocese of Oregon. The property is 50 by 100 feet and was bought for \$19,000. The sale was made through the H. P. Palmer-Jones Company.

J. R. Mason bought from J. W. Moore a lot 24 by 100, on Ella street near Washington street for \$14,000 as a site for a new apartment house. Frazier & McLean purchased a lot 50 by 100 on Washington street between Twentieth and Ella streets from Alex McGregory for \$15,000, to be held as an investment.

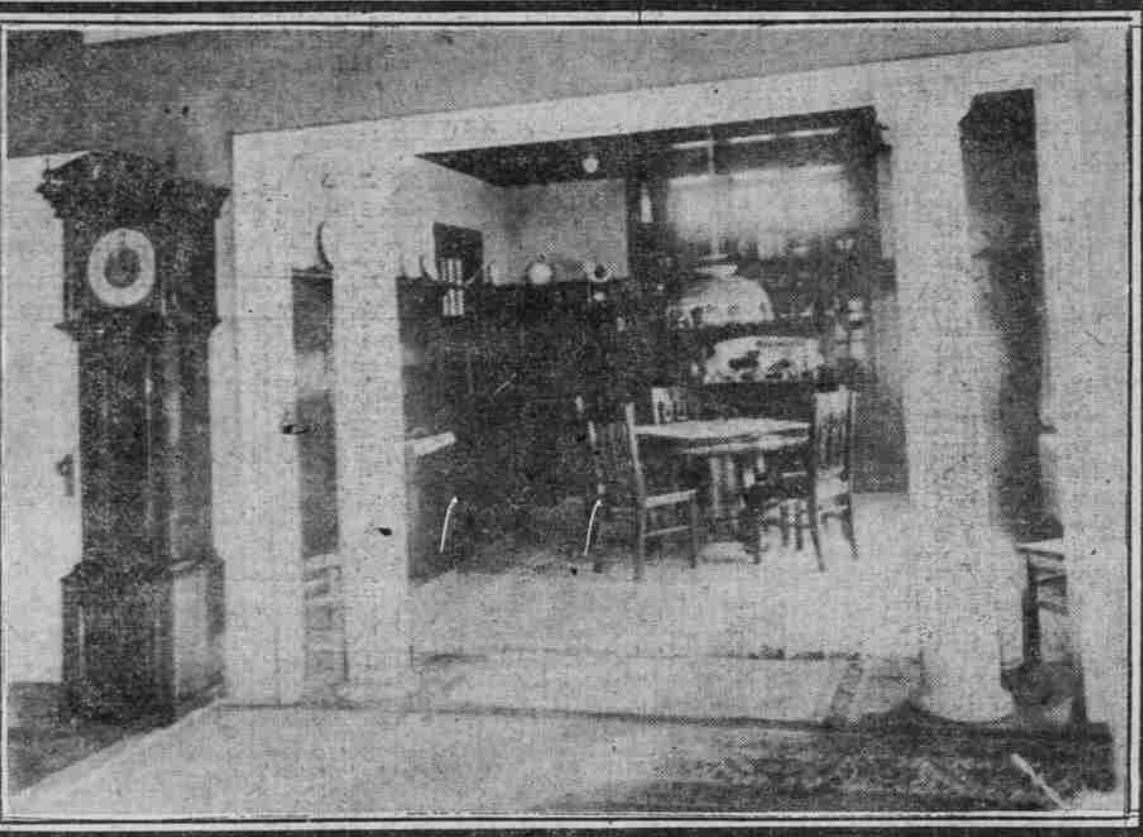
Another deal in the same general locality was made by Frank S. Savage, who purchased a full lot at the northeast corner of Sixteenth and Yamhill streets, through the agency of Mackie & Roundtree from Krehner & Hanno for \$24,000. This property will be improved with a fine structure in the near future.

Crowded out by apartment-houses? Where did you build? Rose City Park? Sure!

Residence of A. L. Levy Is Handsome Structure



A. L. LEVY RESIDENCE



VIEW OF DINING ROOM FROM HALL



VIEW OF LIVING ROOM

LEVY HAS FINE HOME

BEAUTIFUL DWELLING ERECTED AT COST OF \$12,000.

Interior Finish Is Unusually Handsome and Color Schemes Harmonize Throughout Structure.

The handsome home of A. L. Levy, located at the southeast corner of Twenty-first and Overton streets, is now finished and occupied by the owner. It was designed by Emil Schacht & Son, architects, is a ten-room structure built along the modern colonial lines, and was constructed at a cost of \$12,000.

The interior finish is unusually handsome. The large living-room is finished in hardwood with ivory enamel. The den is finished in oak, and the dining-room in flint-grain fir. There are four sleeping-rooms and a large dressing-room on the second floor, all finished in white enamel. The attic is sealed and has two servants' rooms. Throughout the house the floors are of hardwood.

A unique feature of the home is a pergola on the north side. Special attention has been given to the artistic finish of the interior. Both the den and dining-room have beamed ceilings and paneled wainscoting. The walls are beautifully frescoed in a color scheme which harmonizes with the woodwork.

Special Election Favored.

Practically all push clubs have declared in favor of a special election to afford

GOOD STREETS COUNT

HARD-SURFACE DISTRICT IN IRVINGTON ADVANCES.

Property Values Increase and Section Makes Big Advance in Building.

In the Irvington district sales are being made every day, and the hard-surface street improvements are being made in all directions, especially northward from Thompson street.

The Irvington Investment Company has sold to Mrs. Gertrude E. Soule lot 13, in block 15, on East Twenty-first street, for \$1000. She will erect a \$2500 home on this lot. C. M. Scott has purchased lots 17 and 18, in block 17, on East Twenty-first street, for \$2500, on which he will erect a high-class house.

W. M. Clinton, of Chehalis, Wash., has just purchased two lots in block 44, and two lots in block 43, for \$5000, and will hold them as an investment. Lot 7, in block 54, was purchased by Rudolph Martin for \$1500, for a building site. Helen Miller bought lot 17, in block 25.

John Veasen, a local real estate man, bought two lots in block 40 for \$3000. He will have plans drawn for a \$10,000 home. Melinda A. Mitchell, who recently purchased lot 14, in block 11, on East Twenty-second street, and John Karnopp, who bought a lot in the same block, have started the erection of modern homes.

The proposed erection of the Broadway bridge and the railroad bridge has stimulated improvements in the entire

A Talk With Investors

Within the past three years, many fortunes have been made from wise investments in Portland property.

Those who have had a capital large enough to invest in down-town business blocks have made hundreds of thousands of dollars. Those who have had only small capital have been obliged to go further out, but in proportion to the amounts invested, they have generally made a much larger increase-value earning than those who have invested in business property.

Two or three years ago, lots could be bought in Irvington, Piedmont, and several other good locations at prices ranging from \$500 to \$1000 each. Today, good lots in these additions sell readily at from \$2000 to \$3000 each, and double corners bring from \$5000 to \$6000.

Today, we are selling LAURELHURST lots at the prices asked for lots in these additions two years ago. These prices will certainly double within the next two years, because everything possible will be done to make this the most attractive and desirable home district in Portland.

We have all the natural advantages, and will utilize our resources and opportunities in making this splendid tract a residence park of the very highest class, without an equal in any city on the Coast. The result will be a very rapid advance in values.

Street Improvements

We will have all the street improvements in LAURELHURST put in at once. The work will be done by the city, under the ten-year-payment plan.

The improvements will all be included in one contract and will consist of twenty-six-foot asphalt pavements, six-foot cement sidewalks, sewers, water mains, gas mains (with laterals extending to the parking strips in front of each lot) cluster street lamps, and shade trees.

The principal boulevards of Portland run through or along-side LAURELHURST. The Rose City Park boulevard runs along the north side; East Glisan and East Burnside streets run through the central part of the tract, and the Base Line road (East Stark street) runs along the south line; East Thirty-ninth street running north and south through the middle of LAURELHURST, will also be made an eighty-foot boulevard, to give ready access to the beautiful park of 31 acres recently purchased from our company by the city. All of these boulevards will be paved to and through LAURELHURST during the coming year.

If you will call on us, we will explain everything you may wish to know about LAURELHURST, and we believe we can satisfy you that it offers greater inducements to investors than any other property in Portland today.

Visit Laurelhurst

Why not go and visit LAURELHURST today? It will take you only an hour to do so. Then you will understand why we call it

Laurelhurst

The Addition with Character

Take either the Rose City Park or the Montavilla car—both lines run through the property.

Offices on the ground at East Thirty-ninth and East Glisan streets. Telephone East 989.

Chas. K. Henry Co.

HENRY BUILDING.
Phones: A 5234; Main 2565.

Laurelhurst Co.

CORBETT BUILDING.
Phones: A 1515; Main 1503.

district north of Sullivan's Gulch. Steadily all streets in this district are being paved with hard-surface improvements. No cheap pavements are being laid. Hassalo and Wasco streets have been paved with Hassalo. Plans have been prepared for the improvement of Tillamook street, between East Seventh and East Twenty-fourth streets, with

Hassalo, the total cost being \$45,445.

This improvement is divided into two parts, at East Fourteenth, East Twelfth street is to be paved between Sullivan's Gulch bridge and Holladay avenue, and between the north line of East Burnside street and the bridge over Sullivan's Gulch, the total cost to be \$20,458. The hard-surface pave-

ment of Union avenue, extending from Holladay avenue to Alberta street, Highland, costing \$157,000, has been completed.

Broadway will be paved, between East Twenty-fourth street and East Thirty-second, at a cost of \$41,000. This improvement will be made next year.



\$1500 Cash, Balance Monthly Rental, 6% on Deferred Payment

This beautiful new, modern, 10-room house, grounds 100x100, corner Hancock street, East Irvington, two blocks off Broadway car. Surrounded by fine homes, hard-surfaced street and walks all made and paid for. Interior finished quartered oak, mahogany, white enameled and delicate tinting; best shades, light fixtures, furniture, 3 fireplaces, 3 toilets, wash trays, two large sleeping porches, wide massive porches around entire house. Nothing left undone to make a home fit for a king. Cheap at \$12,000; if taken before December 12th price reduced to \$10,500 on the above terms. Phone—East 596, C 1392.

J. E. DOLEN, East 15th and Halsey Streets

TAKE BROADWAY OR IRVINGTON CARS.