

LIGHTS TO BLAZE

New Electric Building to Set Pace for Portland.

HAS EMERGENCY HOSPITAL

Big Block to Be Completed February 15—Features of Structure Make It One of the City's Most Unique Blocks.

Another office structure nearing completion is the nine-story and basement electric building at the northeast corner of Seventh and Ash streets, which has cost \$250,000 to the Portland Railway, Light & Power Company.

This will be the "Electric" building in more ways than one. It is located between the general offices and store rooms of the company as well as the main generating plant for the city.

Despite the generating plant in the basement the vibrations of the great machines will not be felt nor heard in any part of the building. The heavy steel floor and masonry construction will, it is said, render the building both sound proof and vibration proof.

The main part of the structure will be completed by February 15, so all the offices of the Portland Railway, Light & Power Company can be housed.

The first occupants will be the stores purveying electric appliances and fixtures, now located on Seventh street.

The interior lights are being put in under the X-ray system, whereby the lamps are inverted, so that the reflectors throw the light to the ceiling.

Blank Date in Macleay Option Extends Closing Period.

ERROR GIVES MORE TIME

A blank date in the Macleay option extends the closing period.

A new twist appeared in the big option of the 15 blocks in the northwest part of Portland when Jerome B. Gossage, who tied up the \$2,000,000 worth of property by payments of \$30 in all, showed that though his first option was taken on December 23 and was for a term of 30 days, nothing has to be done before the end of January.

When questioned about taking up this option, Mr. Gossage reached into his pocket, produced the document and showed that it was made out in due form, signed before a notary, but dated as follows: "To and until 30 days from the day of December, 1909."

One development of significance appeared last week, which seems to point to the sale taking up of the options by the mysterious person who is said to be the owner of the Oregon Planning Mills, which gave an option at \$160,000 on the block owned by the Hill and Harriman interests.

A rumor which has gained considerable credence is that the new location is to be used as a union depot for the S. P. & S. Northern Pacific and the Chicago, Milwaukee & St. Paul railroads.

STREET IS TO BE WIDENED

Opening of Villa Avenue is at Last Assured.

The final opening of Villa Avenue, 50 feet wide, from the west line of Laurelhurst to Fairview, is now considered assured. There is said to be a thoroughfare between the Beams and Barker roads, a distance of two miles.

WOMAN WINS BLOCK

In 3 Years Mrs. C. A. Wells Owns Apartment House.

DRAWS HER OWN PLANS

Coming to Portland Short Time Ago With Small Capital, Shrewd Investor Now Owns \$300,000 Structure.

EAST SIDE APARTMENT-HOUSE, AND WOMAN WHO BUILT IT



WELLS APARTMENT HOUSE

What one woman has done in Portland is shown by a fine three-story brick store and apartment building, located at the corner of East Twenty-eighth and Gilman streets, and recently completed at a cost of \$200,000.

BLOCK UP IN TEN WEEKS

THOMPSON ESTATE BUILDING BREAKS ALL RECORDS.

Corner of Third and Ash Streets Improved by Erection of Fine Stores and Hotel.

Records for fast building in Portland are broken in the erection of the three-story brick structure at the southeast corner of Third and Ash streets, completed last week and now fully occupied.

The building is 100 by 100 feet in ground area, and is of light buff-colored brick, with cement and galvanized iron trimmings.

On the second and third floors is a hotel containing 56 rooms, so that by means of a court all have both light and ventilation.

Sale in Buckman Tract.

C. N. Rankin purchased last week a tract of land 112 feet on Sandy Drive and 82 feet on East Nineteenth street from the Buckman estate.

NEW BLOCK ERECTED IN RECORD TIME.



R. E. THOMPSON ESTATE BUILDING ON THIRD AND ASH STREETS.

FRUIT MEN SUBDIVIDE

BIG RECORD ORCHARD

"SNOWY BUTTE" OF ROGUE RIVER SETS THE PACE

Trend of the Times - Individual Care in Small Fruit Tracts To Be Adopted.

One of the most notable proofs of the trend toward scientific and individual care among orchardists is the announcement just now made that the Snowy Butte Orchards, located in the Rogue River Valley, for the purpose of being developed and most scientifically laid out orchard in that valley, is to be split up in small tracts and put on the market.

This is the first time that a bearing orchard in the Rogue River Valley has been put on the market in small tracts, and the announcement will make a stir among orchardists in the Northwest, where every move is watched by far-seeing investors.

The Snowy Butte Orchards were owned originally by O'Neil Bros., but have been recently owned and operated by Frederick H. Hopkins, of Portland. They have now been bought by John R. Allen, of New York, for the purpose of selling in small tracts.

The orchard is probably the best known in the United States. Lying as it does on the direct line of the Southern Pacific, it has attracted for years the attention of the thousands of passengers who are carried by that railroad. Thousands of trees in full fruitage, loaded with prize winning Yellow Newtowns or Spitzberg apples, or the superbly golden Bartlett, Comice, Bose or Winter Nellis pears, has been one of the sights of the valley.

The entire orchard has been planted with trees that have produced thirty-five cars, and experts predict that it will bring over 100 car loads of choice fruit along the road in what only five years. Included in the orchard are a block of Winter Nellis pears, which have yielded over 115,000 per acre, off from 16 acres, (115,000 per acre) year after year.

It is from this orchard that the famous pear sales have been made—a marvelous yield of fruit which brought from \$8 to \$10 per bushel in the New York market, which is a top notch price for even the finest pack of pears.

It is understood that as an orchard company, proprietors will take the best care for and cultivate the tracts in the interest of the owners if so desired.

Every tract has been tiled and drained and has water for irrigation. Through the orchard has not been an irrigation system, the peculiar advantages of the climate obligating its necessity. The climatic conditions are superior to any other in the temperate zone, combining all of the delightful features of Oregon and California.

Rogue River Valley is conceded by experts to be the best growing section in the world. Its climate is the best for fruit raising and its soil is the best for growing fruit.

It brings in a rental of \$4000 a year from the three acres on the first floor and the apartments on the two upper floors.

Medford to Have Fine New \$40,000 Building.

ROGUE RIVER VALLEY

BEARING ORCHARD

Placed on Sale in Small Tracts

First time in the history of this wonderful valley that a large Bearing Orchard has been offered for sale in small tracts.

Has Yielded \$1000 Per Acre

The Snowy Butte Orchards, of world-wide fame, whose fruit has been sold for record-breaking prices in New York and London, will be subdivided into small tracts and sold at prices within reach of persons of reasonable means—this in recognition that

The Trend of the Times Is

Toward Individual and Scientific Care of Small Tracts.

Price \$250 to \$2000 an Acre

FOR FULL PARTICULARS CALL OR ADDRESS

Medford Land & Orchard Co.

PORTLAND OFFICE, 307-309 LEWIS BUILDING, PORTLAND, OREGON.

"Medford The Wonder City"

Medford to Have Fine New \$40,000 Building.

Announcement is made of a new building to be erected at once in Medford which will be one of the finest business blocks in Southern Oregon.

PAVING PLAN NOVEL

Sandy Road to Be Parked Between Streetcar Tracks.

Expense is Much Less

Rose City Park District Will Have Grass Plats in Street Centers.

Building in the Addition Reaches Big Proportions.

Property owners along the Sandy road are planning a unique improvement to the long street, recently widened to an 80-foot boulevard and made one of the commanding east and west streets on the East Side. Petitions are being prepared for the city to have the street paved with concrete.

Instead of paving the street from curb to curb, it is planned to omit paving between the double car tracks. This part of the street to be parked and a regulation enforced prohibiting teaming on the parked area.

The interior of the building will be finished in a modern fashion. There will be a large electric automatic passenger elevator. Hardwood floors will be installed in each dining-room, and all the built-in conveniences for a modern flat.

The structure will be equipped with a new system of steam heating, and will also have a modern ventilation system and a vacuum cleaning plant. In the basement, in addition to the five apartments, there will be a roundabout storage-room for each of the occupants of the flats above.

Erection of a modern schoolhouse for Woodstock is assured this year. It will be completed so it can be occupied next fall, according to the present plans.

OREGON TOWN IS BOOMING

Medford to Have Fine New \$40,000 Building.

Announcement is made of a new building to be erected at once in Medford which will be one of the finest business blocks in Southern Oregon.

The Southern Pacific depot will be moved two blocks further north from its present location, and the present site will include a parking strip, two blocks by half a block in size.

The streetcar system in the town is to be increased and improved, so that Medford will be well supplied in this regard.

Plans are now under way with the streetcar company for direct service over the Burnside-street bridge for the Rose City Park cars and when this service is begun it will mean quicker transit.

Walter Searberg, chairman of the progress committee for the Rose City League, reported that the week ending January

15 was the banner week in the building line in Rose City, Park District. He announced that the district had started one-fifth of all new dwellings costing \$2000 and over, but for that week the district built nearly one-half of the dwellings costing \$3000.

Without question this city will become a large commercial and manufacturing center. Located at the cross roads of a great railroad highway, and right between the Crab Creek Valley and the Big Bend Country.

Upon the completion of surveys now under way, we will build a line both north and south from Othello to reach the wheat fields already yielding, and districts that will be developed with transportation facilities.

The analysis of the soil is the same as that of the famous Wenatchee fruit lands. The climate is perfect. In fact, keen judges say that Othello fruit is the perfection of pomology, possessing all that is highest in quality of the Wenatchee and Yakima fruit regions.

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The King of Opportunities

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