

# RESERVE BLOCKS MUST GO ALSO

## University Land Co.

The directors of the University Land Company have instructed me to close out the business of the company as soon as possible. This company has been in business for 18 years, and we have all grown old since we commenced business. Now we have concluded to leave the field to others and settle up our business. Every lot must go, and go soon. Our prices and terms will make them go. When this property was put on the market 18 years ago the company reserved from sale several blocks of the best property. The reserve blocks must go now also. Make up a syndicate among your friends and buy one of these blocks. This is your opportunity and probably your last opportunity to get choice lots at the great future business center on such terms, and I am certain you will never again get them at such prices.

### Study the Picture

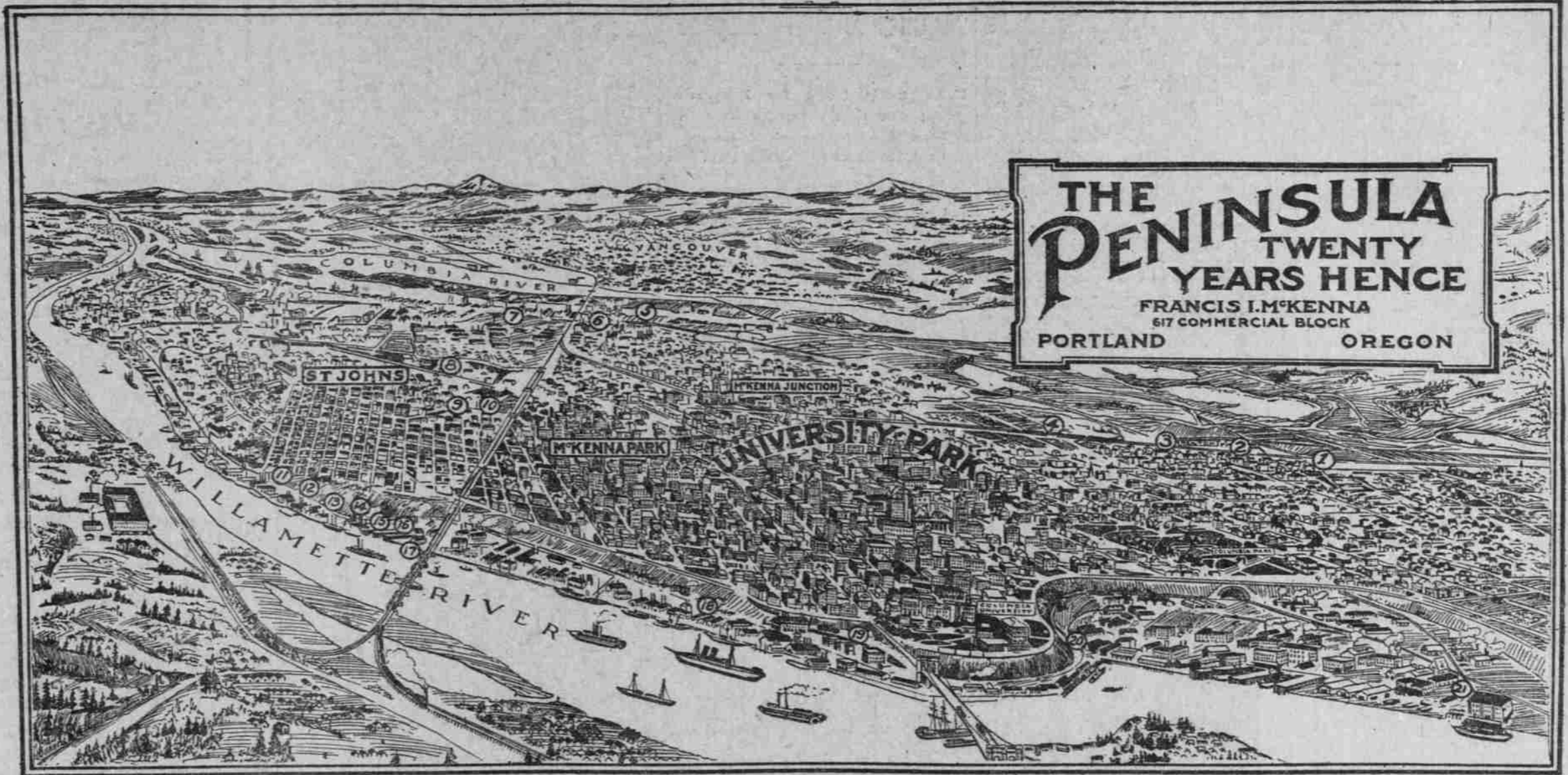
See the location of the numerous mills, factories, shops, docks, works, railroads, where thousands of men are now employed and where thousands more will receive employment before the year goes round. You will observe that University Park occupies the center of this great hive of industries. Each enterprise has its cluster of settlement, but it will soon resolve itself into one compact whole, with University Park as the common center.

### Five Hundred Thousand

That Portland will have 500,000 population in 1912 I do not believe. That Portland will have 500,000 in 1915 is not probable, but when Portland shall have 500,000 there will be 200,000 people clamoring for locations on the Peninsula. It will then require many tall buildings to accommodate this large number of people. More than are shown on the picture. When this condition comes to pass no lot can be bought for less than \$100 per front foot. Many lots will sell for \$1000 per foot. Do you doubt that Portland will have 500,000 in 10 years from today? I don't doubt it for a minute. Then it is absolutely certain that there will be huge fortunes made by those who have sense enough to buy a few lots at University Park before this closing sale is completed and hold them only a few years.

### PRICES AND TERMS

Our prices are much lower than is asked for similar property on the Peninsula. Our terms are one-tenth down; balance ten dollars per month, without interest to those who pay when due or before due. If you can show that you are earning enough more than a living to pay for one or more lots and desire to buy before they are all sold we will arrange to make the cash payment easier for you.



**THE PENINSULA**  
**TWENTY**  
**YEARS HENCE**  
 FRANCIS I. MCKENNA  
 617 COMMERCIAL BLOCK  
 PORTLAND OREGON

THE FOLLOWING ARE THE NAMES OF THE CONCERNS NOW LOCATED ON THE PENINSULA SURROUNDING UNIVERSITY PARK, AS THE PICTURE SHOWS:

- |                                   |                              |                         |                                      |                            |
|-----------------------------------|------------------------------|-------------------------|--------------------------------------|----------------------------|
| 1—Vault and Metal Works, 100 men. | 5—Union Stockyards, 100 men. | 9—Leache's Foundry, 25. | 13—Iron Works, 100.                  | 18—Lumber Mills, 350.      |
| 2—Safe and Lock, 109 men.         | 6—Packinghouses, 1000 men.   | 10—Food Products, 25.   | 14—Sawmills, 150.                    | 19—Standard and Union Oil. |
| 3—Tank Factory, 50 men.           | 7—Monarch Lumber Mills, 300. | 11—Woolen Mills, 350.   | 15—Veneer Works, 100.                | 20—Lumber Mills, 150.      |
| 4—Wood Pipe, 300 men.             | 8—Pitchless Lumber, 50.      | 12—Flour Mills, 25.     | 16—Drydock, 17—Cooperage Works, 350. | 21—Flour Mills, 200.       |

If you will bring to my office this page of this paper I will give you five pictures like the above, free, in five colors, on a triple-sized postcard, folded and clasped, ready for your message to a friend.

## FRANCIS I. MCKENNA

ROOM 617 COMMERCIAL BLOCK SECOND AND WASHINGTON STREETS PORTLAND, OREGON

## FARMS IN DEMAND

Deals Are Closed for Large Tracts of Oregon Land.

## WHEAT ACREAGE IS ACTIVE

Holding Near Lents Brings \$83,400. Extensive Properties in Morrow, Sherman and Gilliam Counties Are Transferred.

The Columbia Valley Realty Company, of Goldendale, Wash., has purchased the entire tract of 135 acres known as the "Suburban Homes Club Tract" from the Whitcomb Company, of Portland. The purchase price was \$600 an acre or a total consideration of \$83,400. The deal was made through the agency of the Moore Investment Company, which will handle the tract for the Columbia Valley Realty Company under the name of the Everding Home Tract. The land is one mile from the city limits on the O. W. P. line at Gilbert Station near Lents.

Through the same agency other large deals in acreage were consummated last week. One was for a tract of 860 acres in Sherman County which was bought by J. M. Youm, of Sheridan, for \$24,000. The second deal was for 1200 acres in Gilliam and Morrow Counties, which was purchased by C. A. Whitcomb from Frank Aldrich for a consideration of \$68,000 or \$56 an acre. This last piece is a well-improved farm, largely in cultivation, and the price includes this year's crops, teams, farm implements and tools. All these sales were made through the agency of the Moore Investment Company.

Mr. Moore says there are more people looking for wheat land this Spring than at any other time for the last two years. Especially is this true in the sections where the sales just reported were made. The high price commanded by wheat is attributed as a reason for the present great demand for wheat lands.

A fine dairy ranch of 100 acres located on the Lewis River, three miles from La Center, was purchased from Mrs. Mary S. Reed by A. E. Chisholm for \$7000. This is a well-improved place, the purchase price including all the stock and implements. The sale was negotiated through the agency of Chapin & Herlow.

The firm of Kauffman & Moore last week sold a tract of 650 acres located near Buxton in Washington County. This is a tract of excellent fruit land and was bought by a local investor, who will subdivide it, from J. B. Wilkes and W. W. Faine. The land is partially improved, having a good orchard and several buildings.

J. C. Lubbe purchased 12½ acres located on the Salem Electric line at Broadacres from D. W. Hutchinson, Eastmaster at Washougal, for \$2500. The tract is all under cultivation and is improved with a house and farm buildings. The new owner will take possession this Spring.

## UNION-AVENUE PRICES JUMP

Trading on East Side Street Reveals Increased Values.

R. A. Jones, of Glendale, has purchased 118½x120 feet at the northwest corner of Union Avenue and Morris Street from Peter Nelson for \$15,000. This property is

occupied with four good residences, but the corner is vacant. Mr. Jones will improve the corner with a two-story brick business building in the immediate future. The sale was made through the agency of Goddard & Wedrick.

This sale is an index of the increase of values along Union Avenue. At the first of the year Mr. Nelson, through the same agency, bought this corner for \$14,500. Although it brought in a rental of but \$50 a month, it was at once again in demand with the result of the sale at the increased price last week. The property has its larger frontage on Union Avenue.

Another sale on Union Avenue was consummated through the agency of the same firm last week. This was for a lot on the west side of Union Avenue, 100 feet south of Alberta Street. It was purchased by Helen T. Duncan, of Umatilla, from George W. Munshower for \$5000. The property is 60x100 feet and is occupied by a good six-room residence that bring in a good rental.

Goddard & Wedrick also sold a house and one lot on Roselawn Avenue, between East Sixth and East Eighth Streets, to Pauline Hendricks from G. S. Harris. The price was \$2800. The purchaser is a newcomer and bought the house as a home. Notable of all these East Side sales is that the purchasers in each instance are people from outside of Portland.

## WORK TO START ON Y. M. C. A.

Sellwood Branch Organization Will Have Fine Structure.

Work will start on the new branch Y. M. C. A. on Spokane Avenue and East Fifteenth Street, Sellwood, about April 15, provided weather is favorable. This is the purpose of the executive committee, which met yesterday afternoon and went over the plans as prepared by MacNaughton & Raymond, architects. Some slight changes were made in the details, but on the whole the plans remain practically as first drawn. The structure will be of brick.

A. N. Willis, Dr. D. A. Thompson, R. L. Blossom, H. C. Fiozt, F. Bauer, J. W. Caldwell, and H. L. Green are the general building committee. A. N. Willis, Dr. Thompson, H. L. Blossom and Dr. F. A. Brown were made the sub-committee to have direct charge of the erection of the building. Dr. Brown is from the City Association, and was a member of the building committee which looked after the new Y. M. C. A. and he was placed on the sub-committee so it would have his advice. MacNaughton & Raymond will superintend the erection of the building. Cost is estimated at \$18,000.

## SECOND PLOT IS READY

FIRST QUARTER OF LAURELHURST ABOUT SOLD.

Fine Section Bordering Park Now to Be Placed on Market—Sales Have Been Heavy.

The continually increasing demand for the more highly-improved residence lots brought sales for this class of realty up to a high total last week. In Laurelhurst sales were so numerous that, with the close of business Saturday, almost the entire 718 lots which comprise that section now on the market were sold, and only a few scattering pieces remained.

The Laurelhurst Company is preparing to place a new section on sale. This comprises blocks 44 to 67 and the entire southwest corner of the tract, extending south from East Gilsan Street and east from Thirty-second Street, and comprising blocks 68 to 95.

Both these sections comprise the pick of Laurelhurst, and improvement work will be followed with all possible haste. The Laid Park of 23 acres lies in the heart of this southwest section and the streets have been laid to conform to the proposed driveways in the new park.

East Stark Street, from East Thirty-third to East Thirty-ninth streets will be the most beautiful residence section of Laurelhurst. For these entire six city blocks Laurelhurst has been platted into only 18 lots, with a frontage of 100 feet and 150 feet depth. These lots all face the park and have a building restriction of from \$7500 up, and compelling houses to be set back 50 feet from the property line.

The improvement work in Laurelhurst is being followed rapidly these days. The paving company has installed its large railroad asphalt plant on the grounds and has already delivered several cars of asphalt there in readiness to commence laying the asphalt in the streets. Water and sewer pipes are scattered throughout the tract and the work of installing them will be commenced this week. Over 75 teams are engaged in the work of grading and leveling.

Contract for Home Is Let.

Architects Whitehouse & Foulhoux,

## PLANT TO COST \$50,000

FIVE-ACRE SITE SOUGHT FOR WAGON FACTORY.

Architect Is Engaged to Draw Specifications and Peninsula May Be Location.

The Northwestern Wheel & Wagon Company has commissioned Wenzel Zritsche, a Sunnyside architect, to prepare plans and specifications for a factory, powerhouse and office building, to be erected this Summer. Several sites have been offered, but it is considered probable that a tract of five acres near the Swift plant, on the Peninsula, will be selected. The plant when equipped will represent an investment of \$50,000. The main building will be 100x100 feet with full concrete floor, in which will be located the wood turning mill, blacksmith and paint shops.

This factory will be equipped with modern machinery the power for which will be electricity. The powerhouse will be 23x30 feet and will have a reinforced concrete chimney 120 feet high. The office building will be 22x28 feet. Besides these buildings there will be a warehouse.

This company was incorporated for \$500,000, and will manufacture a sectional wheel that is the invention of C. L. Thompson, president of the company. The matter of site will be settled within a few days and contracts for the buildings let.

Contract for Home Is Let.

Architects Whitehouse & Foulhoux,

## PLANT SOON FINISHED

NATIONAL WOOD PIPE COMPANY BEGINS WORK APRIL 1.

Site of New Factory Near Kenton, on Peninsula, Means Added Business Impetus to Vicinity.

The plant of the National Wood Pipe Company, which purchased a large tract on the Peninsula, near Kenton, as the site for its factory, is now nearing completion, and the company expects to start operations on or before April 1. The plant stands just north of the Columbia Boulevard and west of the electric railway extension of the Swift plant.

For the main factory there is a building, 300 by 100, covered with galvanized iron. There is another building, 350 by 70 feet. Both buildings are of the Howe truss construction and are not obstructed by columns on the inside. Two large concrete dry kilns, 50 by 100 feet, are being completed. A building for the generating plant has been erected, and a 300-horse power Atlas water tube boiler installed. An Allis-Chalmers engine and 35 Allis-Chalmers and Fairbanks motors have been installed. All the machinery will be operated by electricity.

The company will employ about 150 men to start with and the capacity of the plant will be at the start about four loads daily of pipe and tanks. The company will manufacture all sizes of wood pipe from two to 12 inches in diameter. It will take about 5,000,000 feet of lumber and 2000 tons of steel annually.

The plant is considered one of the most important industries that has been established on the Peninsula. A 25-acre tract, recently purchased by the company, will be used for homes for the operatives in this plant.

Contract for Home Is Let.

Architects Whitehouse & Foulhoux,

## EASTMORELAND SALES LARGE

Homeowners Buy Locations in New Addition on East Side.

With the opening of the beautiful Spring weather the sale of lots in Eastmoreland, the new home addition in the southeastern part of Portland, has been especially

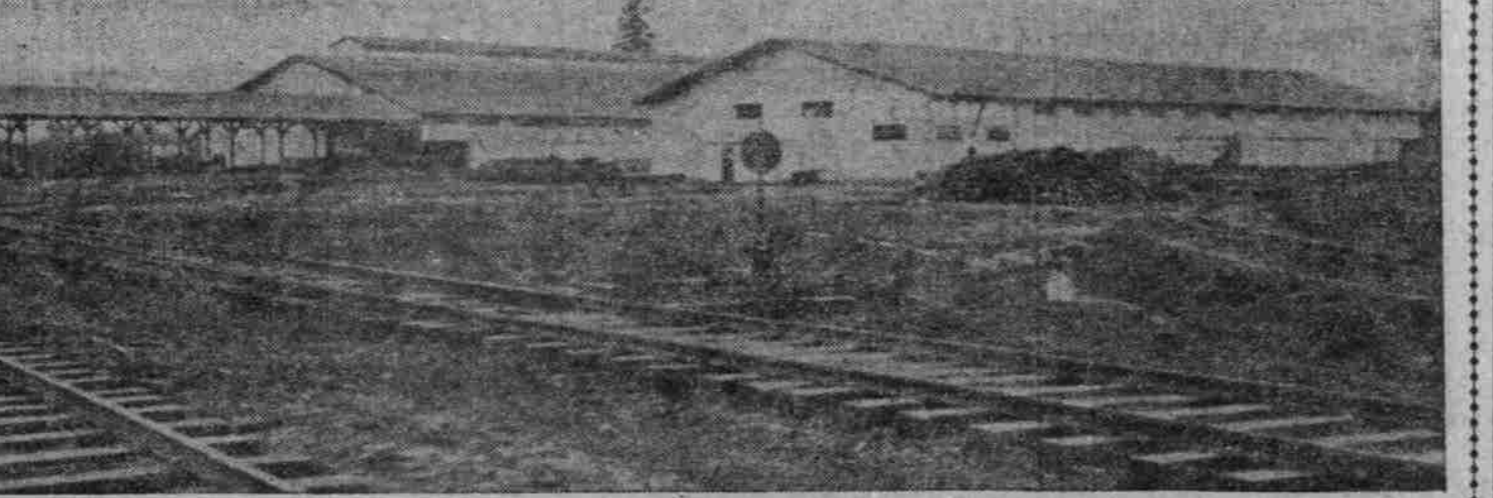
## LOOK OVERLOOK OVER

The sales in Overlook are nearing the \$200,000 mark for this year so far, and every day brings better returns. New homes are starting all over the tract and everything is moving lively. Prices will advance in a few days. Buy before they raise and save that much. See for yourself. Transfer to Russell-Shaver car and

LOOK OVERLOOK OVER

Overlook Land Comp'ny  
 207 Burnside Street, Portland, Oregon.

## BIG PLANT ON PENINSULA WILL BEGIN OPERATIONS ABOUT APRIL 1.



NATIONAL WOOD PIPE COMPANY'S NEW HOME.

LOOK OVERLOOK OVER  
 The sales in Overlook are nearing the \$200,000 mark for this year so far, and every day brings better returns. New homes are starting all over the tract and everything is moving lively. Prices will advance in a few days. Buy before they raise and save that much. See for yourself. Transfer to Russell-Shaver car and



The above, thoroughly modern, hot-water-heated dwelling, located on magnificent view point on Portland Heights, must be sold account falling health of owner, who leaves early. Equal opportunity seldom offered. Call for particulars.  
**JACKSON & DEERING, 246 Stark Street**