

## INDUSTRIES TEND TOWARD PENINSULA

Expectations Built on Prospective Factories More Than Realized.

### NEW CONCERNS INSTALLED

Industrial Company Plans to Concentrate Factories in That Region—Many Improvements Already Under Way.

The Peninsula takes in the territory north of Killingsworth avenue, and owes its growing importance to the fact that it is now the district in which have been located manufacturing plants costing in the neighborhood of \$5,000,000, and promises to become the greatest manufacturing district on the Pacific Coast. When the Swifts located themselves on the Peninsula a little more than four years ago, great things were expected in the development of that part of the city, in the line of industries outside of the great stockyards and packing plant, and this expectation has been more than realized.

This manufacturing district extends from the Willamette River eastward to Troutdale, between Columbia boulevard and the Columbia River. Already the O. W. R. & N. Co. is completing the new branch from Troutdale to St. Johns. The iron is now being laid on the newly constructed roadbed. Besides, being the main line of the O. W. R. & N. Co. to avoid the steady pull between Portland and Fairview through Sullivan's Gulch, this line provides trackage and freight facilities for the concerns which have already established themselves in the Columbia Slough district, and opens a large territory for manufacturing purposes. The farms of the pioneers in Columbia Slough district have been sold at a rate averaging from \$500 to \$1000 an acre. Land that has not been sold in this zone is under option, and virtually all is held for manufacturing purposes.

#### Shipways in Prospect.

It requires no stretch of imagination to see shipways opened between Columbia Boulevard and the Columbia River for the commerce of present and prospective industries. George Heuser, of the Kenwood Land Company, who has been instrumental in placing many of the industries in this zone, estimates that about \$5,000,000 has been expended, and that other concerns are prospective involving a like sum.

Aside from the plant of the Swifts, which is operating here under the name of the Union Meat Company, which has expended \$1,200,000, numerous other concerns have been located in the territory and are in operation. The Monarch Lumber Company's plant, which was recently bought by the Mount Hood Railway Company, represents an original investment estimated at \$1,000,000. It has 27 acres, and has capacity to cut 20,000 feet of lumber in ten hours. Next in importance are the Davis Safe & Lock Company, with an eight-acre tract, whose plant cost \$175,000; the National Wood Pipe Company and National Pacific Tank Company, which have expended \$250,000; the Ajax Auto Tractor Company, which cost \$100,000 and is now in operation, employing about 100 men; the Nicolai Door Company and the Durabilt Roofing Manufacturing Company, \$10,000; the Westman Pavement Company, with a four-acre site, costing \$60,000; and the Portland Glazed Cement Pipe Company, with two acres, near Kenton, representing an investment of \$50,000.

These are some of the important industries now in operation. Others are coming in. The J. S. Heall Manufacturing Company has secured a tract on which it will erect a plant for the manufacture of steel culverts, and materials for railroads and contractors. It owns a three-acre tract on the Hillside Milling Company recently secured an acre and a half south of Columbia Boulevard, on which it will erect a feed and chop mill. The most of these plants were established within the past year, and furnish a good idea of the progress being made in the district. Another concern, rivaling in importance the Union Meat Company, is to be established on the Peninsula.

#### Factory Sites Claim Area.

The programme of the Peninsula Industrial Company, the corporation which took over the holding of the Swifts to the amount of 2100 acres, is to make it the great factory district of the Northwest. It embraces a territory nearly five miles square, extending between Columbia Boulevard and the Columbia River. It does not include the territory that reaches eastward to Troutdale, which the new branch railway of the O. W. R. & N. will bring within the manufacturing zone and must be considered in connection with the future of the district. An extensive system of docks and canals is contemplated. Canals and railroad spurs will be run through the district. The canal system will be planned to connect deep-water lakes on the Peninsula with the sloughs that now exist.

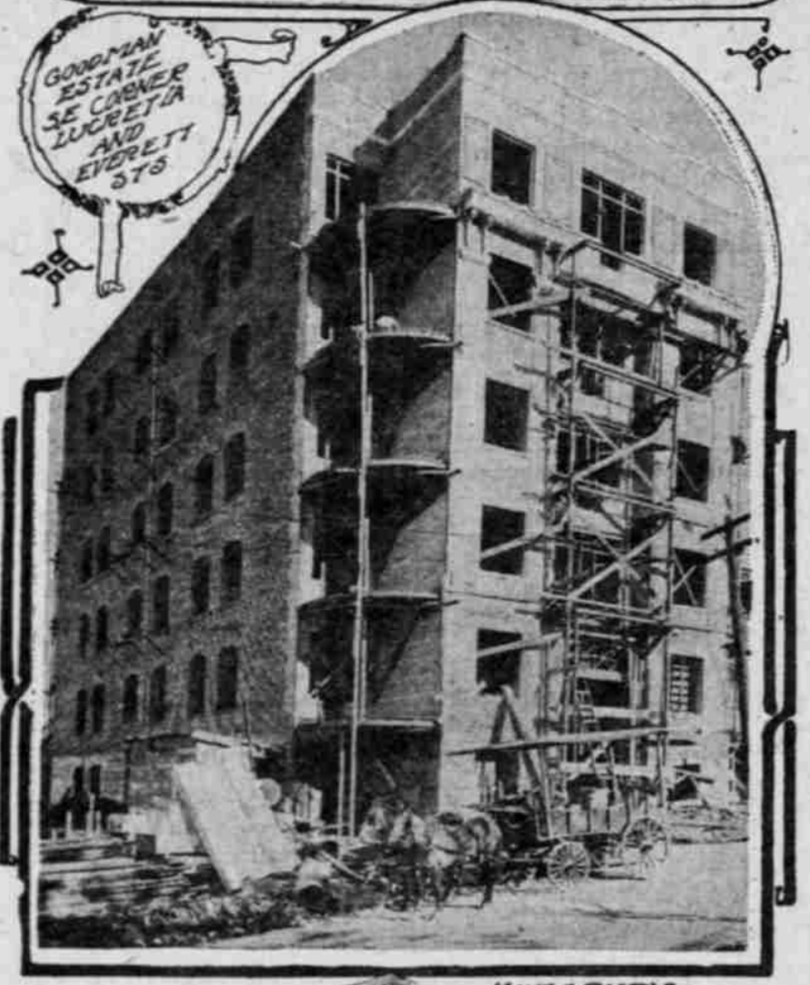
Growing out of the movement in the manufacturing district, Kenton has sprung up and has thrived, being the business center of the district. First, a modern bank building was erected, and there are now a dozen first-class concrete buildings, including a \$10,000 hotel, where there was nothing but brush two years ago. Attractive homes have sprung up all about Kenton. The property-owners have asked to have 15 of the principal streets paved with Westramite, which will be manufactured at home in the new plant just established, at a cost of about \$200,000. It is estimated that Kenton has a population of 2000, and will have more as soon as the Board of Education erects the promised eight-room schoolhouse.

#### Improvements Are Planned.

Beginning at North Albina, a general system of sewers and hard-surface pavements is contemplated on the main streets, to connect with the main street, which runs through the middle of the Peninsula, and all of which will connect with the manufacturing district along the north side. Preparatory to the street improvements, the City Engineer has been working on a sewer system that will cover the whole of the Peninsula. Sewers must be laid before the pavements are put down. The general system of boulevards on the Peninsula, which includes Willamette and Columbia, skirting the Peninsula along the Willamette River and Columbia slough, Portland, Patton, Willis, Portsmouth, cutting through north and south, affords remarkable facilities for development not offered by other portions of Portland. Francis I. McKenna, father of the boulevard system for the Peninsula, looked into the future when he was fighting for this system before the Albina Council, long time before consolidation.

The Portland Railway, Light & Power Company is increasing its carfare at North Albina by the erection of a

### THREE APARTMENT-HOUSES RISE IN UPPER WASHINGTON-STREET DISTRICT.



building at a cost of \$50,000. The Willamette Hall Association has under consideration a \$50,000 building at Fortmouth. C. H. Carter has just completed a \$15,000 concrete block building at Peninsula station. The Peninsula Hospital Association has been formed and is arranging to erect a modern hospital building on the Peninsula, on grounds yet to be selected.

The residence district on the Peninsula will be along the St. Johns electric railway, Lombard street and the bluff overlooking the Willamette River, while the manufacturing district will be on the north side, Willamette Boulevard, along the bluff overlooking Willamette River, is one of the most attractive driveways out of the city. A trip out Willamette Boulevard through St. Johns and return by way of Columbia Boulevard will bring to close view the great future in store for the Peninsula. An architect is preparing plans for several new buildings for Columbia University, involving an outlay of more than \$100,000. The Mount Hood Railroad Company is completing a power plant on the Peninsula at a cost of more than \$100,000.

### WORK ON VIADUCT BEGUN

#### GREAT STRUCTURE TO BE ENTRANCE TO EASTMORELAND.

Ornamental Structure Designed by Architects—Workmen Making Borings for Foundation.

A RARE of men employed by the Ladd Estate Company is at work making trial borings at the site of the great steel and concrete viaduct that is to be built across the Southern Pacific main line at Eastmoreland. The viaduct is to be 800 feet long and of massive construction and will be the only overhead entrance to a residence addition in Portland. It will carry the street railway that is to be built to and through Eastmoreland immediately by the Ladd Estate Company and there will also be a driveway for vehicle traffic and a walk for pedestrians. The roadway will be 40 feet wide.

Plans for the viaduct have been prepared by Whitehouse & Foulhoux, architects, who have designed an ornamental structure. The Southern Pacific bridge crew and plant will be employed in constructing it. It will clear the Southern Pacific Railroad tracks by 24 feet and construction will be of sufficient strength to carry the large traffic that will develop rapidly after streetcar service is established.

The Eastmoreland carline will be a branch from the Sellwood carline on Milwaukie street and will be broad gauge. It will be over a mile in

### HILL SITES ARE IN DEMAND

Building of Electric Line Will Attract Home-seekers.

It is only within the past decade that the hills west of Portland have come to be appreciated as homesites. On account of lack of transportation privileges the country west of the city has not developed as rapidly as other sections near the city, but with the building of an electric line through the vicinity traversed by the Cornell and Germantown roads it is expected that that district will become a favored one by homebuilders.

From the point where the Cornell road leaves the city limits until it reaches the Germantown road the traveler's eye never rests for a moment. An ever-changing panorama is presented. Looking toward the Willamette River, one can see in full view Mount Hood, Mount St. Helens, Mount Adams, Mount Rainier and the Columbia River for 20 miles, and the Willamette River from the steel bridge to its mouth.

At the junction of the Germantown and Cornell roads is located Willalatin Park and Marine View, which have been platted into small tracts in conformity to the contour of the district.

One of the important features in connection with the advancement of the tract is the sale of several acres to St. Helen's Hall. This institution will erect elaborate buildings there in the near future. Besides the purchase of homesites by many Portland residents, several sales have been made to persons of Eastern cities. Building restrictions of \$2500 have been established. The property has been on the market but 10 months, and up to the present time almost 60 acres have been sold for homesites. The property is being handled by Shepard, Mills & Rogers, with offices at 214-216 Board of Trade building.

## THESE SUCCESSFUL SUBDIVISIONS

Are Important Factors in the Wonderful Growth of the City of Portland

THEY ARE ALSO A LASTING TRIBUTE TO THE FORESIGHT AND BUSINESS GENIUS OF MR. FRED A. JACOBS OF THE JACOBS-STINE COMPANY, NOW BEING SUCCEEDED BY

## THE FRED A. JACOBS COMPANY

### The Growth of Portland

The Government census places the increase in the population of Portland, from 1900 to 1910, at 116,783, but it is well to remember that this growth was principally in the last three or four years. According to the City Directory census, we now have 252,821. We will reach the 500,000 mark almost before we know it. This enormous influx of newcomers must be provided with homes. The West Side is already crowded and realty values are high—the logical outlet is the East Side, and they are going there. The East Side therefore is the place to buy, and as property is still low in price, now is the time to buy.

### East-Side Developments

Few people realize the enormous building activity on the East Side today. A visit through that district would surprise our best-informed citizens. Nearly 5000 homes are said to have been erected during the past year. The ridges and valleys, where trees and underbrush thrived a few months ago, have been converted into beautiful homes, with lawns, shrubs and flowers. Indeed, it is hard for those who are plating, clearing, grading streets and laying sidewalks and curbs to keep ahead of the demand for homesites. Property values are, of course, increasing rapidly—now is the time to buy.

Over 90% of the Building Operations Are on the East Side—BUY THERE

## BUY NOW for a Home or for an Investment!

But buy from a reliable and successful firm who are in close touch with affairs and whose property is located in the path of progress, where values will increase rapidly.

Buy from a responsible house who can guarantee titles, where your money will be fully safeguarded, and where, in case of some unexpected contingency, you will be fairly treated.

Buy where you will be sure to profit if you live, and where all the money you have paid will, if requested, be refunded, together with 6 per cent interest, to your heirs, in case you die before payments are completed.

### Send Us This Coupon Today

If you are interested in a home let us show you some of our choice homesites.

If you are thinking of an investment give us a chance to explain some of our holdings.

If you wish information about any of the subdivisions named above, or about the City of Portland, we will gladly give it.

### Send Us This Coupon Today

We will mail you an Official Map of Portland and give you full particulars regarding any of our properties.

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Please send me official map of Portland. I would also be glad to have some information about the  
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City .....  
State ..... (0-4-16)

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