

**SOUTH EAST SIDE
LEAPS FORWARD**

Improvements of All Kinds
Mark Once Backward
Part of City.

LARGE AREAS PLATTED

Location of Reed Institute Gives
Impetus to Opening of Vacant
Land, Sewering, Laying of
Water Mains and Building.

The South East Side shows excellent progress in streets, sewers and buildings. The past year perhaps greater progress was made than for the former years. Location of the Reed Institute, breaking up and platting of the Crystal Springs farm, the Strawbridge tract at 25th and Couch, the Woodstock, the Smith tract at Kenilworth, and other large unoccupied tracts, which had arrested progress, have tended to develop improvements in the South East Side. Of course, the most powerful progressive impulse has come from the location of the Reed Institute on the 48 acres donated for the purpose of building a new street, and the territory is filling up rapidly. The territory is embraced practically within the Seventh Ward, although a considerable portion is still outside the city boundaries. At present the city boundary is at Gray Crossing on the Mount Scott line. Beyond that point to Symmes street, the city boundary is at Gray Crossing. The city boundary has extended rapidly. Lents is a considerable business center. For miles in all directions from Lents the land has been divided into lots and sold. Eastward there is still acreage which commands good prices. One must now travel eight miles to the southeast to get out of the city and the suburbs.

Big Improvements in Prospect.

Plans have been drawn for new carshops for the Southern Pacific Railroad Company to be erected on the grounds in the South East Side. According to the report of those who have seen the plans, the expenditure for the buildings will run up into the millions. But one building, a 12-stall roundhouse, will be erected this year. This will be followed by the laying of double tracks from the shops in East 26th street to the new Hodge street. The streets on the Powell road tract have been vacated, so the company will be able to erect its buildings as a whole. Plans for the buildings for this plant are now being prepared. According to the lay of the land, cars may be run into the upper portion of the buildings from East Twenty-sixth street on the Waverly-Woodstock carline. Erection of these plants means that employment will be given many men in the district.

Large Tracts Build Up.

Several large tracts recently platted have built up rapidly. Westmoreland, which is the part of the Crystal Springs farm between Milwaukie street and the Southern Pacific car track, has been practically all sold off in lots and many of the purchasers have erected homes. Foundations for other residences are being laid now. The contract has been let to pave the streets on the East 26th street tract, the eastern part of the Crystal Springs farm, has been improved with graded streets and cement sidewalks and the streets will be paved. Eastmoreland is south of the Reed Institute. In these two additions improvements costing more than \$200,000 outside of the buildings have been made, many others are soon to be made, including the construction of a concrete viaduct across the Southern Pacific tracks, the building of a branch electric railway from the Sellwood carline to Eastmoreland.

Great Sewer District Projected.

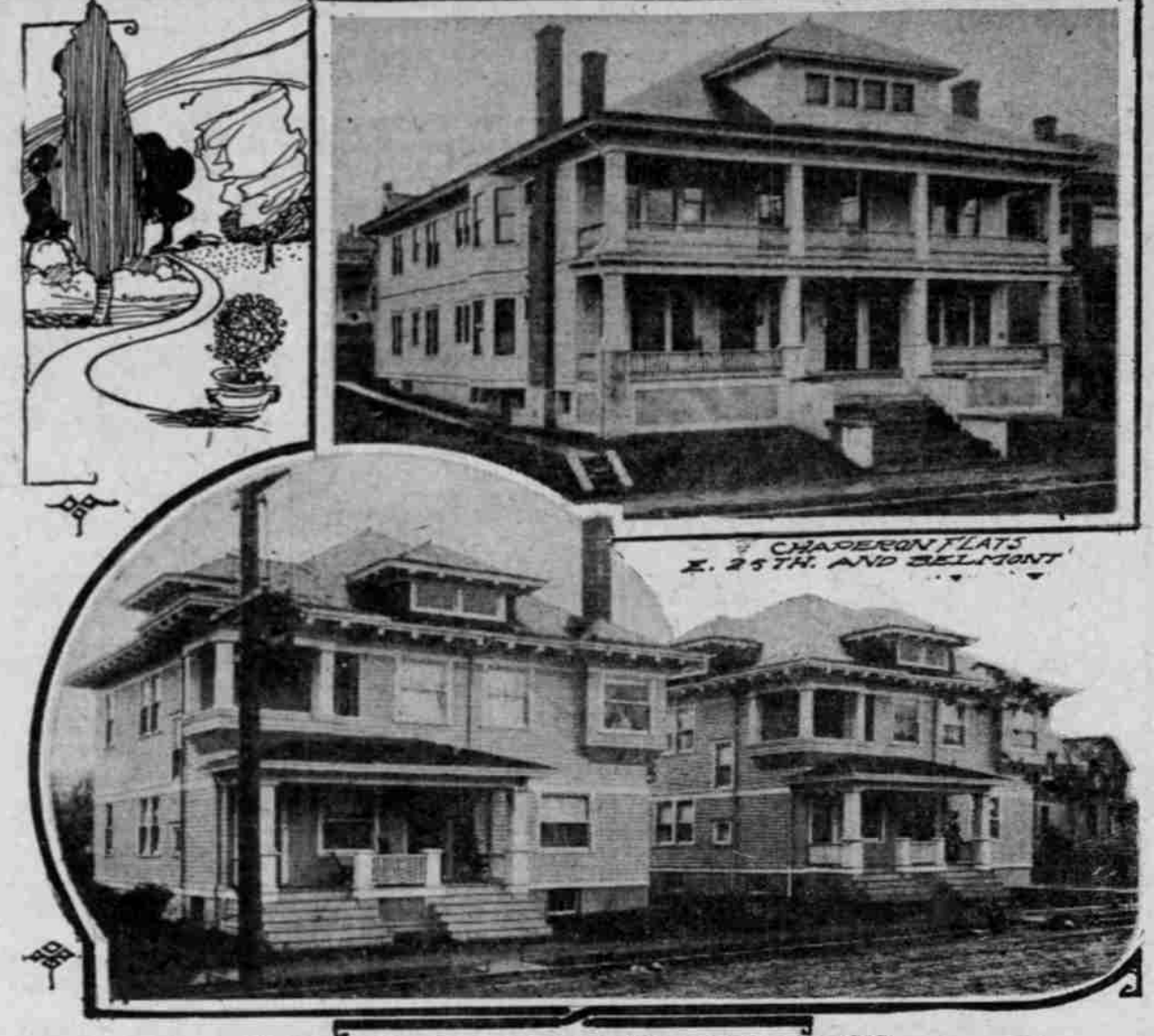
Plans are being drawn in the office of the City Engineer for a great sewer district to serve the large territory on the south of the Brooklyn district, which will cost about \$2,000,000. Its main conduits, which must first be laid, will be as large as, if not larger, than those of the Brooklyn sewer district. The total cost of this new sewer system, including the laterals, will run up to \$2,000,000. Dependent on the building of this great sewer is the paving of many streets extending into Woodstock, and the sewers will probably drain into the Willamette River at or about the mouth of Johnson Creek. Its completion will bring Portland to the limits of Clackamas County. Some territory in Eastmoreland and the old Strawbridge tract, which has been platted, is still outside the city, but will probably be brought in before the contract is let, as the territory will be tributary to this sewer district.

Part of the Golf Link territory, south of Sellwood, has been platted between the Oregon City railroad and Milwaukie street. A new plan of platting was adopted so that the streets are curved, and that each home will occupy a little less than an acre of land. The highest building restriction in the city has been placed on this tract. It will probably have a sewer system of its own that will empty directly into the Willamette River.

Water Mains Are to Be Laid.

Water mains are to be laid throughout the South East Side. Already the Water Board has started laying a 16-inch main on East Twenty-sixth street from Division street south to supply Kenilworth, Westmoreland and Sellwood and the intervening district. Other mains are to be laid to supply Williams' Addition, Ivanhoe, Woodstock and that part of the Mount Scott district that lies along the Mount Scott line to Gray Crossing. Private water plants at Woodstock and in the Mount Scott territory will probably be acquired by purchase or otherwise.

BUILDING OF FLATS CONTINUES, ALTHOUGH NEW APARTMENT-HOUSES ARE MORE NUMEROUS



MRS. TEMPLE, E. 16TH AND E. COUCH

LONGING FOR SOIL IS NORMAL AT 40

Great Need of Man for Home and Means of Support Is Made Manifest.

NATURAL LAWS AT WORK

Principles of Business Can Be Applied to Farming With Assurance of Success, Is View of Real Estate Man.

Home Is Greatest Need.

There are three reasons, Mr. Beverly says, which are responsible for the exodus countryward. In the first place, the greatest source of human action are man's necessities and environments. Then, he reasons, the influence of necessity sooner or later will weigh in with the environment. The last reason, he asserts, is that the greatest need of man is a home and means of support. This is the root of all man's instincts and ambitions.

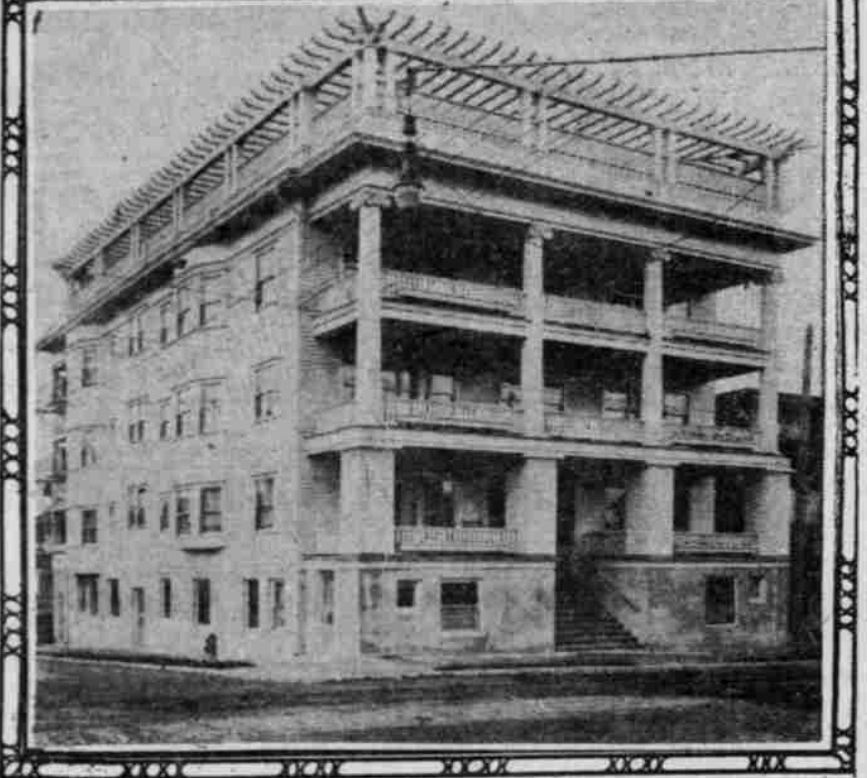
Home Is Greatest Need.

"In years past," Mr. Beverly said, "residents of rural districts became imbued with the idea that dwellers in villages, towns and cities constituted a higher or superior order of human beings than those in isolated sections. This brought about a movement to the city, but natural causes now are at work and the straight line is being curved. While city residences have been laughing at the 'greenbacks' of 'Jay' and 'Rube,' there has entered their ranks a competition and strife for existence so strenuous that they are commencing to question whether the pleasure and convenience of urban life is worth the cost. And once this question is asked, the line of progress in the life of the individual begins to curve from a straight line into the line of a circle.

It is in response to such conditions that I find the city residents in great numbers dreaming, longing and planning to desert the 'white-shirt' brigade with its 'paper-bag' and 'tin can' commissary and get back to Bloddy and fresh home-made butter, to the rooting pig and streaked home-cured meat and 'red gravy' back to a life less artificial and more natural in a straight line. Necessity is beginning to rule over mere environment."

Fear of Failure Deters Many.

The one thing that deters a lot of others who stay in the cities, Mr. Beverly believes, is a lack of faith in their individual ability to make farming profitable. He finds many in mercantile pursuits who are successful, but who are afraid they can't make a living on a farm. The same principles of the profitable are applicable to farming. It is the business farmer, he argues, who will succeed. Anyone with average intelligence who will use the land can make farming remunerative. Farming in the last few years has been made a great deal easier. Government bulletins are free for the asking, as are those of state agricultural schools. And the bulletins are authoritative and dependable. In Mr. Beverly's opinion there is but one way to answer the "back to the soil" question: that is by going back. Every day he says men are men are beginning to ask the question, "Is the artificial life worth the cost?" And they are answering it, he says, by joining the vast multitudes who are marching back to the land.



MRS. ADA STEPHENSON 24TH AND "NORTHROP" STS.

FLATS ARE PROFITABLE

INVESTMENTS RETURN FROM 8 TO 12 PER CENT.

Need for Lower Rents Is Met by Buildings on Less Expensive Sites Farther Out.

Flats as a form of investment have proved attractive in Portland, if the number that have been built and contracted for within the past 18 months, chiefly on the East Side, may be taken as a criterion. According to builders and owners of flats, this form of investment yields in Portland from 8 to 12 per cent.

JONESMORE PLAN WINS

COMPANY EXPECTS TO DUPLICATE FIRST SUCCESS.

Plat on North Mount Tabor Will Be Laid out as Residence and Manufacturing Suburb.

The Umbdenstock & Larson Company has announced a plan for establishing families in moderate circumstances in the Jonesmore tract. The project is being worked out in connection with the marketing of North Jonesmore, which was recently placed on the market and provides for selling a 50 by 150 foot lot during a supposedly dull season. The Jonesmore tract, which has been placed on the market, includes 420 lots, and comprises the tract of 70 acres originally platted as Glenhaven. It is divided by the O-W-R & N. Railway and the Mount Hood electric line, which has been given a right of way through the tract. The piece is bounded by East Seventy-second, East Eighty-second, Halsey and Tillamook streets. The Mount Hood Railway is expected to operate two limited trains each way night and morning, stopping near North Jonesmore, which will give virtually a 10-minute service to and from the center of the city. This will bring Jonesmore much nearer the business center than many additions that are geographically closer.

PIEDMONT SALES MANY

BEAUTIFUL HOMES ARE BEING BUILT IN SUBURB.

Large Number of Dwellings Being Completed and More Are Started or Projected.

Theodore B. Wilcox has just sold, through the agency of the Investment Company, four lots on the north side of Almsworth avenue, in Piedmont, for a consideration of \$4500, to a gentleman from Vancouver, B. C., who will at once proceed with erection of a handsome dwelling on the site. The frontage is east on Rodney avenue and is considered one of the choicest in the Piedmont district. Mrs. E. Dugon has purchased from W. G. Register two lots at the southwest corner of Holman and Haight avenues, Piedmont, for a consideration of \$2200. This 160x100 site will be improved at once with a dwelling to cost about \$2500. Dr. S. M. Hamby's home on Garfield avenue near Jessup in Piedmont, is almost ready for occupancy. It is of the one and one-half story dormer window

type and contains seven rooms. Contract price is \$3500. M. C. White has nearly completed a bungalow at the corner of Cleveland avenue and Jessup street which is entirely different from any heretofore constructed in this city. The elevation west is hardly above the first story of the average dwelling, while the structure covers 3555 square feet of ground. Cobblestone piers support porch roofs, the great chimney of the old-fashioned fireplace being of similar construction. Natural shade trees ornament the grounds. Mrs. Nellie McGee's two-story dwelling at Mallory and Jarrett streets is about ready, as is R. P. Mossett's fine new home on the same block fronting west on Rodney avenue near Almsworth.

M. G. Clancy's elaborate new eight-room house on Cleveland at Highland street is receiving final interior touches. This is one of the most pretentious dwellings on the north side of Piedmont.

ROAD OPENS FINE LAND

ROGUE RIVER VALLEY SOIL IS ADAPTED TO APPLES.

Pears, Alfalfa and Grains Also May Be Profitably Grown Upon Choice Tracts.

Building of the Grants Pass & Rogue River Valley Railway southerly through Applegate and Williams valleys, a distance of 30 miles, a work which is now being undertaken by a railroad company of the same name, with headquarters at 408 Spaulding building, will open up a tract of 70,000 acres of choice lands hitherto unavailable because of lack of transportation. It is anticipated that this road will attract settlement in the direction of the Rogue River Valley.

LATONIA ACRES POPULAR

City Folk Seek Homes in This Growing Subdivision.

The tendency on the part of city dwellers to seek homes in the outskirts was taken advantage of by the Spanton Company in placing Latonia acres, an area of 25 acres subdivided into 84 tracts, on the market a short time ago. The property is located between East Lincoln, East Division, East Eighty-eighth and East Ninety-second streets. It was formerly used by Japanese gardeners for truck farming. The subdivisions are one-quarter and one-half acres in extent. A well-improved county road leading toward Oregon City runs by the property. This connects with the East Section road, leading to the center of the city.

SMALL ACREAGE WANTED

Property Near Portland Especially in Demand, Says Mr. Atchison.

N. H. Atchison, who recently purchased the partnership interest in the real estate firm operating as Hall & Atchison, reports a heavy demand for farms and small acreage within a radius of 25 miles of Portland. Mr. Atchison has made a specialty of Willamette Valley acreage, and since the first of the year has sold a large number of good valley farms to new settlers coming from the Middle West. Among recent sales reported are the following: Five-acre orchard tract in 2-year-old trees to Dr. L. W. Hyde, of Portland; ten acres of orchard land at Bonita Station to H. V. Villiger, of Portland; five-acre orchard tract, 8 years old, at Bonita Station to W. B. McCreery, of Portland; four and two-thirds-acre tract of garden land at Bonita Station to Mrs. L. J. Langel, of Portland, for country home; 10-acre farm at Seilo, Or., to S. C. Alvord, a recent arrival from Nevada. This place is well improved and was purchased, including all stock and personal property, for \$7500, and Mr. Alvord left this week to take immediate possession. He expects to spend several thousand dollars in setting out fruit and walnut trees and making this one of the best farms in that section. All of the above described small acreage lies only a few minutes' walk from the station on the Salem Electric line. Mr. Atchison has several more intending purchasers now on the way from the Middle West who expect to live in Oregon. These are well-to-do farmers who will pay for what they want and will prove most desirable as new settlers in Willamette Valley.

Mosier View Orchards
"The Cream of the Famous Hood River District"

Here are some of the reasons why a Mosier View orchard offers an ideal investment to the salaried man: They are sold on the easy-payment plan—a small cash payment and the remainder in monthly sums easily met. No other investment on the market today offered for the same price, will yield so large a profit. The crop from one of these orchards, when it comes into full bearing, will pay the original cost every year. The element of uncertainty is eliminated, as a failure of the fruit crop in the Hood River-Mosier district is unknown. They are located in what has been demonstrated as the finest apple-growing belt in the world.

They are cared for until they come into bearing at no cost to the purchaser. These are a few of the reasons why Mosier View Orchards appeal especially to the moderate salaried man who is looking for the best and safest place to invest his savings. A five-acre tract in Mosier View Orchards is the best savings bank in the world. Money deposited in a savings bank will double in 20 years, while the value of one of these orchards will double in five years, and when the orchard comes into full bearing the annual crop will pay a handsome profit on five times the original cost. Do you know of any other investment that will equal this?

HOOD RIVER ORCHARD LAND COMPANY
Owner
DEVLIN & FIREBAUGH, Sales Agent
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"PORTLAND'S MOST SCENIC ACREAGE ADDITIONS"

WILLALATIN PARK
AND
MARINE VIEW (The Twin Additions on the West Side)

\$400 AND UP PER ACRE 10% Down and 2% Per Month

These beautiful additions lie just north of the city, on an elevation that gives a commanding view of the mountains, valley and rivers. It is intersected by a macadamized road that offers the most scenic drive out of the city. To those wishing a place for a country home, Nature here offers her best. The trustees of St. Helen's Hall, after spending considerable time in searching for a suitable location for a new home for their school, finally selected a 23-acre tract in Willalatin Park, on which they will erect a

beautiful home for this well-known girls' seminary. This, with a \$2500 building restriction throughout these additions, assures not only the best of homes, but homes of the best. With the comparative nearness to the city, elevation, desirability of surroundings and price, these twin additions appeal strongly to the investor as well as the home-seeker. We will gladly give you further information if you call at our office. If unable to call, write us.

SHEPARD, MILLS & ROGERS
Main 6659 214-215 Board of Trade Bldg., 4th and Oak Sts. A 4710

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DUFUR GROWING TOWN

COMMUNITY ASPIRES TO RIVAL HOOD RIVER SOON.

Land Said to Be Well Adapted For Fruit Culture—Railroad Aid to Increasing Business.

Over in Wasco County, which adjoins Hood River County, the district in which the world's best apples are produced, on the east is a little city of more than 600 inhabitants called Dufur. Its people declare that some of these days it will be universally known as the rival of Hood River as a fruit-shipping center. They assert, and the facts obtainable seem to bear them out, that Hood River soil is no better adapted to the production of fruit than is theirs, and declare that the only reason this is not already true is that Hood River had transportation facilities long before steam engines started puffing into their district. Now they have a railroad and the fruit-raising business has started with a jump. Ranches which before were devoted to grain and hay-raising and grazing are now considered far too valuable for that purpose and are being split up into five and 10-acre tracts. One of the largest companies operating in the district is the Dufur Land & Development Company, which is now marketing 1200 acres of apple land through the Hart Land Company, Chamber of Commerce Building. There are already 90 acres of 5-year-old trees on the company's property. These are being used as an object-lesson to show to what extent fruit trees develop in the Dufur territory. More than 100 acres will be planted this Spring and by one year hence, according to present plans, this area will have been increased to between 400 and 500 acres.

Parrish, Watkins & Co.
(ESTABLISHED 1867)

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