

IMMENSE WEALTH TO FILTER HERE

Value of Crop Production of Northwest May Exceed \$125,000,000.

PORTLAND WILL GET MOST

City on Eve of Its Greatest Development—Ready Conditions Healthy—Building Permits Amount to \$1,000,000.

The three Northwest states—Oregon, Washington and Idaho—will have created before the close of the present year a new wealth in excess of \$125,000,000 from their agricultural, lumbering and fishing resources.

Portland is Money Center. By reason of Portland's strong banking institutions and of their ability to finance the producing districts of a large part of the Northwest.

Big Trading is Due. It follows that when there is plenty of money for mortgage loans and industrial enterprises, there is a corresponding influence on real estate investment.

CONSTRUCTION OF WILCOX BUILDING AT SIXTH AND WASHINGTON STREETS RUSHED.



EXTERIOR OF TWELVE-STORY STRUCTURE COMPLETED.

Rapid progress is being made on the new Wilcox building at the southeast corner of Sixth and Washington streets.

The second floor will be fitted up especially for the Model Baking Company for a bakery and cafe. The remaining upper floors will be converted into office rooms.

ACREAGE TRACTS IN DEMAND. Primrose Sells Home; DeYoung & Hartshorne Make Big Sales.

Quarter Block Brings \$10,000. Joseph Buchtel has bought the quarter block at the northwest corner of East Thirteenth and East Ankeny streets.

Primrose Bungalow Sold. Ben Riesland, of the Western Securities Company, reports the sale of the Primrose bungalow.

NEW BUENA VISTA APARTMENT-HOUSE WILL BE FINISHED THIS WEEK. One of the largest and most modern apartment-houses in the city will be completed and ready for occupancy this week.



FIVE-STORY BUILDING HAS ALL MODERN CONVENIENCES.

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COSTLY HOMES RISE

East Side Leads in Character of New Dwellings.

LYTLE RESIDENCE STATELY

Two-Story Colonial Structure Will Cost \$40,000—Judge Gantenbein Builds Splendid \$20,000 Home in Murraymead Addition.

Among the many beautiful homes projected for the East Side will be that of E. F. Lytle, which will be erected by McHolland Brothers on the northeast corner of Hancock and East Twenty-second streets.

The structure will have metal lath and plaster exterior, tiled roof and heavy interior construction. It will have a very imposing appearance.

Gantenbein Home Attractive.

In the South East Side the most attractive new under construction is that of Judge C. U. Gantenbein on East Twenty-fourth street.

It will be two stories high, with attic and basement, and will contain 14 rooms, three sleeping porches, one being 20 feet in size, and a large hall extending through the center of the house.

At the south side of the house there will be a sun porch 10 by 30 feet in dimensions. This room can be converted into a conservatory.

Dr. Parish Builds Home. The Spencer-McCain Company has prepared plans and specifications for an attractive residence for Dr. George Parish.

MANY BUILDINGS RISING. Alberta District Is Scene of Much Activity.

on East Nineteenth and Alberta streets for the main auditorium when it is erected.

A five-room cottage on East Eighteenth street near Alberta street will be sold to Samuel Yanckwick for \$2500.

W. B. Reese recently purchased two lots on East Twenty-fifth and Sumner streets.

Nelson Pike bought two lots on the corner of Emerson and East Twenty-ninth streets for an investment.

E. Erikksen Drops Agricultural College Job After Winning. J. S. Winters & Co. has just been given the contract for the erection of the new dairy building at the Oregon agricultural college at Corvallis.

WINTERS GETS BIG CONTRACT. The Winters company is now building four other buildings at the college, the total cost of which will be \$100,000.

TWO CHURCHES ABOUT READY. Congregational Edifices on East Side to Be Dedicated.

Two Congregational Churches are being completed on the East Side—the Atkinson Church is located on the north side of East Everett, between East Twenty-eighth and East Twenty-ninth streets.

EAST MORELAND

"Forever Endowed with Wealth and Wisdom."

University Lots Worth \$5,000?

WHEN people ask me "can a good College or University really enhance the value of its related residence property?"—I simply answer, "Yes."

From St. Louis I have been officially supplied with five most remarkable photographs. The first, taken in 1905, shows the new buildings of Washington University, located in a vacant country—flat—sandy—uninviting.

Here, prior to 1905, lots were sold for \$500. Now, according to independent reports (furnished by the University Officials and by leading Real Estate Brokers) their value is conservatively placed at \$5,000 to \$7,500.

Reed College, in "Eastmoreland," will have much in common—architecturally and otherwise—with this St. Louis university. Therefore, as complete documentary evidence regarding the future value of "Eastmoreland" lots, I present these reports and the five remarkable photographs.

Orthography in accordance with recommendations of Simplified Spelling Board, N. Y.

F. N. CLARK

Selling Agent for LADD ESTATE CO. (OWNERS) 818-823 Spalding Bldg.

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Descriptive booklet, containing the most modern ideas, from an architect of experience. This booklet contains many of my latest designs in bungalows, cottages and other residence plans.

H. H. JAMES ARCHITECT 701 Board of Trade Bldg. Portland, Oregon.

Gearhart Beach

With its fine hotels, high-class attractions and side trips to points of interest is easily the big feature of the

ASTORIA CENTENNIAL

Don't fail to visit GEARHART PARK while attending the Centennial

Finest Surf Bathing in North America, best equipped salt-water Natatorium in Northwest, home of Razor Clams, ocean-view Golf Links, Croquet Grounds and Tennis Courts;

3 1/2 Hours from Portland—30 Minutes from Astoria Gearhart Park—Main office, Fourth and Stark streets, Portland, Or. Call for information and literature. View our exhibit of Gearhart Beach scenes.