

CITY'S FAME GROWS

Eastern Capital Seeks Investment in Portland.

REED COLLEGE IS FACTOR

Money-Making Possibilities of West More Apparent Than Ever—High-Class Residential Sites Are Much in Demand.

That the fame of Portland as a delightful residential city is becoming nation-wide is apparent in the unusually large number of inquiries received recently from various sections of the East. This new condition will make it imperative, according to realty dealers, that special departments be organized to handle a new line of business that is coming to the city. This new business is the taking care of persons residing east of the Rocky Mountains who are desirous of investing in subdivision realty in Portland.

There is close money in the East available for investment now than there has been for many months. The vast sums that hitherto had been wasted in mining and oil stock companies and other questionable promotions have reached enormous figures. The result is that the Eastern investors are seeking by more sane and legitimate investment enterprises. The money-making possibilities of the West continue to appeal to people of Eastern states. It appears from various sources that the report has reached their ears that real estate today in the growing and vigorous West is the one best and surest investment.

Portland Desired to Attract.

That Portland will be selected by many investors is the opinion of Eastern real estate brokers who have been keeping in close touch with the situation in Portland. One of the factors that has been attracting the attention of Eastern investors is the extensive program for Reed College.

"The department which I have organized," said F. N. Clark, selling agent for Eastern investors, "to handle what I call 'long-distance' deals, has met with success in many unexpected quarters. I find that already the fame of Reed College has been recognized at all the leading universities of the country, and on this account sales to professors and residents in the vicinity of these institutions have been made without difficulty. In course of correspondence regarding the proposition the chief of the Department of Architecture of a well known New York university makes this unsolicited statement:

Leaders Make Right Start.

"I am sure the leaders in the Reed College project are making the right start. The layout is most attractive and its final completion will prove even more so. If followed out along the lines laid down, there is no question in my mind about the outcome of the Eastward movement of the city. It is to make one of the best high-class college communities in the country, for it can be controlled from the start. You have it in your hands to make it so."

"I have also been in correspondence with a large number of the most prominent professors at Chicago, Cornell and other leading universities, and between 40 and 50 of these gentlemen have written me that the presence of the university has directly caused a material increase in the value of the adjoining residential district. Coming from these men of mature judgment and of such high standing, I particularly value their statements, which are based upon present-day conditions.

"From first-hand information I am able to state that the majority of Eastern inquiries come from persons who, for climatic reasons, desire to locate in Portland within a year or two, and judging from the preponderance of the inquiries regarding this city, it appears that the claim that Portland is to be the greatest Coast city is well founded."

Williamina Acreage Sold.

Since taking over the 480-acre farm at Williamina in Yamhill County, Chapman & Herlow have sold a large part of the place out in ten-acre tracts. The soil is declared to be fertile and well adapted to diversified farming. Since December 1 over \$10,000 worth of the property has been sold to people of Portland.

Suburban Home Sold.

R. J. McGerrity, a late arrival in Oregon from Pennsylvania, has purchased a quarter-acre lot at Blingher, on the Oregon Water Power line, from W. C. Cheney for \$1000. The place is improved and will be occupied by Mr. McGerrity as his permanent home.

ROSEBURG WANT ELK HERD

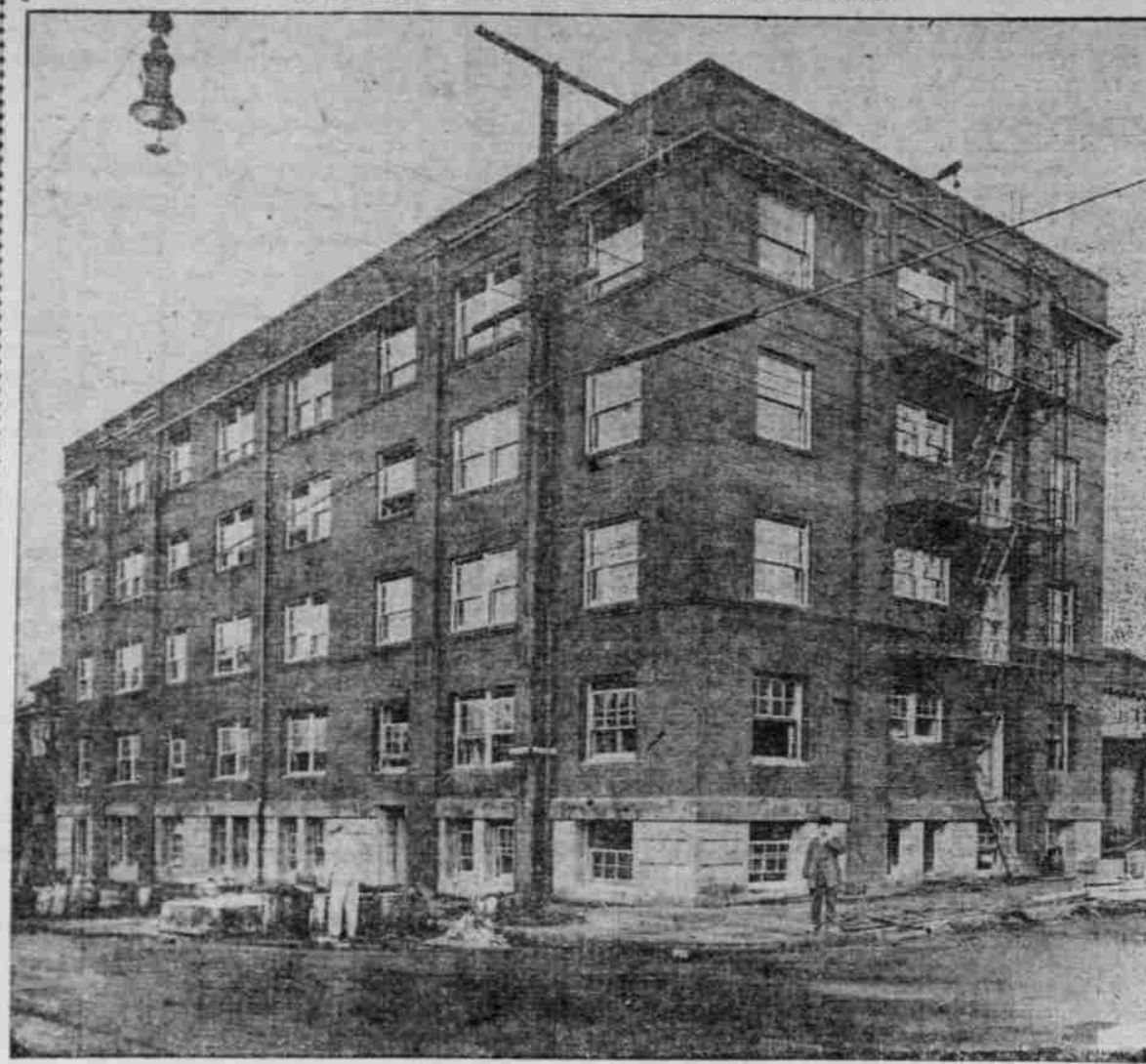
Government to Be Asked to Donate 500 Animals to Three Counties.

ROSEBURG, Or., Dec. 16.—(Special.)—Acting upon the suggestion of Blinger Hermann, the members of the local Elks lodge last night adopted resolutions memorializing the United States Congress to donate to Douglas, Coos and Curry Counties 500 of the elk now under Government control in Wyoming. In the event the resolutions have no effect, a measure will be prepared and forwarded to Oregon's representatives in Washington, with a view of having the same enacted a law.

The proposition was brought to the attention of the judge by Captain Packwood of Baker City, and Blinger Hermann of Roseburg. Both gentlemen reside in Coos County in the early '90s and will remember the herds of elk that roamed the commons un molested in those days. Mr. Hermann said he had seen as many as 200 in a single herd, while today they are almost extinct. It was argued by Mr. Hermann that the Government was at present feeding the animals at present expense, while in Oregon they would find little difficulty in securing food at all times of the year. This statement was substantiated by Mr. Packwood, who said that the wild stretches of land, both to the east and west of Roseburg, would furnish excellent grazing grounds for these animals.

In order that immediate action might be expected, a committee of Elks, composed of Blinger Hermann, Frank G. Mitchell and Charles Parrott, was appointed for the purpose of taking the matter up with Oregon's representatives in Congress. The action of the Elks has resulted in no little interest among the citizens of Roseburg, and a determined effort will be made to induce Congress to take official recognition of the resolutions.

FINE APARTMENT-HOUSE RISES ON EAST SIDE.



STRUCTURE LOCATED AT EAST FIFTEENTH AND BELMONT STREETS. In Central East Portland the most elaborate apartment-house erected this year is the structure of Bailey Taylor & Lambert, on East Fifteenth and Belmont streets. The building will soon be completed. It will cost \$12,000. The structure is to be used exclusively as an apartment-house. It contains four stories and full basement.

IRRIGATION IS AID TO DEVELOPMENT OF WEST

Addresses at National Congress at Chicago Show Progress of Industry. Samuel Fortier and George M. Cornwall Are Speakers.

Two notable addresses were delivered at the National Irrigation Congress, held at Chicago, December 7-10, one by Samuel Fortier, chief of irrigation investigations, Department of Agriculture, and the other by George M. Cornwall, editor of the Timberman of Portland.

Mr. Fortier reviewed the progress of irrigation work in the West, pointing out what had been accomplished for a great area during the past ten years. He attributed to the large increase in population of the Western States the irrigation of desert lands, although the dry farming districts, he said, had attracted thousands of people. There are, he said, "It is a fact that the building of irrigation works is far in the front, and the settlement of irrigable lands is far in the rear," said Mr. Fortier, "in ten years of good times we have added to the irrigated area of the West but 5,200,000 acres. In other words, in order to bring settlers to the 15,000,000 acres of lands which are ready or will be ready to be served by irrigation canals in the next seven or eight years, we will have to procure settlers about three times as many as we have secured them in the past decade."

"Now, no transportation company is willing to build a line through a railroad and make no provision for its operation and maintenance. It is, therefore, wise for irrigation enterprises to provide water supplies for lands which cannot soon be cultivated and irrigated. Four years ago when this congress met in Sacramento, Cal., and still again at its sessions in Spokane, Wash., and Pueblo, Colo., I tried to point out the large areas of land that were unclaimed because there was no one to plant the seed and molder the soil. I then urged, as I do now, that more consideration be given to those features of irrigation which directly concern the irrigator. It is our duty to teach the man already on the land how to get higher returns from the area already open to settlement. Throwing open new areas will solve the problem. We must demonstrate increased returns from more intensive cultivation, better methods of applying water, more wisdom in planning and in harvesting."

Settlers Need Encouragement.

"The West must not place on the industrious settler a burden greater than he can bear. Already the price of land under many of the irrigation enterprises is more than he can pay for. Raise it a little higher and he will stay at home.

"The value placed upon the farm lands of the United States by their owners has increased 117 per cent in ten years, but the value of lands in 11 of the Far Western States has increased in the same time 232 per cent. Only a little more inflation is needed in some irrigation districts to burst the bubble created by land boomers. Hence the rallying cry will be 'Back to the shop and the city.'

"The rapid increase in the value of irrigated land applies with equal force to the value of water. Enterprises

which charged \$20 an acre for a water right a dozen years ago have been followed by others which charge double and treble this amount. There is, however, this difference between the two. The value of water is not fictitious. It's upward trend in price has been due to the fact that the supply available for future use is becoming every year less and less. We shall probably never see the day when water will sell for less than it has in 1911.

"Present conditions in many of the irrigation states call for, we believe, a readjustment of land values. While this readjustment is being made, every effort should be put forth to increase the yield and value of irrigated products. Occasionally enormous yields and corresponding profits are obtained from irrigated land. These are frequently used as a warrant for holding irrigated lands at a high figure.

States Urged to Aid Project.

"In many states of the West, progress in irrigation is being retarded, and costly investments rendered insecure, by the lack of proper legislation on the part of State Legislatures. Some of these urgently needed laws are clearer definitions in regard to the flow of water in streams and its use in irrigation. Colorado, at the close of 40 years of wonderful achievements in the reclamation of her arid lands, is going back once more to give irrigation primacy in an effort to find out the meaning of direct irrigation. It may cost the farmers of this state \$1,000,000 or more to find out whether winter irrigation should be defined as direct irrigation or merely the storage of water in the soil.

"Again, if priorities are to hold on the waters of streams lying wholly within the state lines, they should also be on interstate streams. A law so general as that which provides that become inoperative by crossing an imaginary line which separates two political divisions.

"Western States, through their respective Legislatures, must also get behind the irrigation bond. If it is not feasible to guarantee the irrigation bonds, new land act project bond should be safeguarded by state officers in every possible way. Failing this, such bonds are likely to be discarded and thereby furnish the good name of Western States.

I can see no good reason to believe that progress in the decade which lies before us will be less rapid than in the decade which is past. I have merely called attention to a few things which may retard development unless adequate measures are adopted to safeguard all interests. In my humble opinion, some of the most important of these are, the speedy settlement of lands now under ranch and stock range, the adoption of irrigation bonds, a readjustment of land values and more particularly, orchard land values, a more economical use of appropriated water supplies, broader and better irrigation laws by Western States and more efficient administrative systems."

EAST SIDE URGED AS SITE FOR AUDITORIUM

In Communication to The Oregonian, C. B. Moores Declares That Two-Thirds of Population Will Always Be East of River.

That the proposed Portland auditorium should be built on the East Side is the belief of Charles B. Moores, who discusses the subject extensively in a communication to The Oregonian. The statement follows:

Portland, Nov. 11.—(To the Editor.)—Announcement is made that the Auditorium Commission has definitely decided to reject the proposed site at Twentieth and Washington streets, because the cost of the site is prohibitive. After the Commission itself and the consulting architects had approved this location, which had already been recommended by Mr. Bennett in his "City Beautiful" plan, there seemed to be a general disposition on both the East and West sides to accept it without protest. It is now said that the choice is finally reduced to the Market block or an East Side location.

The Commission has already been quoted as declaring that the Market block is an undesirable location, and Mr. Wilcox has been reported as declaring that he would resign his place on the Commission rather than be held responsible for its selection. Ex-

cept for the fact that the Market block is owned by the city it is doubtful whether it would ever have been thought of in this connection. It is not, and never will be, a central location. It is in what will soon be the extreme southwestern section of the city, the whole tendency of whose growth is away from it.

Location Is Ideal.

It is located south of all the bridges. It is located in the Fifth Ward, and only the Fifth and Sixth wards lie south of it, and even a portion of the Fifth Ward lies on the north. The National census of 1910 gave these two wards a population of only 28,652, which means that over 200,000 of the present population of the city of Portland would be compelled to approach an auditorium on this block from the north. The location is utterly unsuitable. In past discussions there has been manifest the usual habit of criticizing the Commission and to jump at conclusions. We have appropriated \$800,000.

It is apparent that all of this should go into the building, if we are to have

an auditorium that will be a credit to the city. We need more than one block of 200 feet square. If we are not to have the necessary space, and a building to correspond with auditoriums in cities of the same grade as Portland, such as St. Paul, Kansas City and Denver, then we may as well move the Gipsy Smith tabernacle over to the Market block and save \$500,000 of our appropriation. That is just where many of the critics would land us. The wisest economy is to build an auditorium that Portland will never have to apologize for.

The worst extravagance is to build a makeshift on 200 feet square. The information that has been secured in regard to the experience of other cities should be wisely utilized. We need not be hampered and confined to the Market block simply because the city owns it. We do not lose it as an asset by selecting some other location. It can be profitably sold or exchanged for a larger and a better location.

The way is open for the discussion of a location on the East Side. Through many provincial West Siders will be painfully shocked at the suggestion. They cannot realize that the East Side is no longer the land of the dog. There are tens of thousands of our own citizens who do not know where the potential City of Portland really is, and who have the conception of where, or what, it is to be. They conceive that the West Side is always to do all the business, because it always has done so. They are not aware that New York is immensely greater than Brooklyn, without considering that our topography is entirely different, and are clearer definitions in regard to the flow of water in streams and its use in irrigation. Colorado, at the close of 40 years of wonderful achievements in the reclamation of her arid lands, is going back once more to give irrigation primacy in an effort to find out the meaning of direct irrigation. It may cost the farmers of this state \$1,000,000 or more to find out whether winter irrigation should be defined as direct irrigation or merely the storage of water in the soil.

The National census, taken April 15, 1910, shows that Portland has a population of 88,724, out of a total in the whole city of over 207,000, an excess in favor of the East Side of 35,000 people. The general rule is that the population in the ten years preceding the census was greater than the present accumulation of the West Side in the whole city. There is no lack of space and enormously increase its business, but our present splendid skyscrapers would cut a small figure in a city with a million people. There is no logical reason why a city of a million or more people should, in all the coming days, look across the bridges seeking a region in the West Side, where the narrow and congested streets in which to do all their business.

The population of Portland in 1910 was 88,724, an increase almost equaling the increase of the whole of West Portland. In 1910 the residents permit alone on the East Side were 3125, while on the West Side they were 200, practically the old free silver rule. In the last month of the present year the residence permits on the East Side were 3092, and on the West Side they were 166, a ratio nearly 19 to 1. Last month the ratio was 24 to 1. This gives the East Side a total of 6217 residence permits in the last 23 months against 370 for the West Side, and indicates such an increase on the East Side, since the census, as to warrant the claim that we now lead the West Side by 69,000.

Northwest District Grows Rapidly.

More than one-half of that population is north and east of Sullivan's Gulch. The Ninth and Tenth wards lie north of the gulch. The census of 1910 gave them a population of over 64,000. The northeastern part of the Eighth Ward is also north of the gulch. There should also be considered the 5000 people in St. Johns. During the past two years, since the census, this northeastern district has developed more rapidly than any other part of the city. Reputable authorities declare that of all the homes built in the entire city during this time at least 75 per cent have been built in this district. Let those who doubt it visit Vernon, Rossmore, Irvington and the various additions in the Rose City Park district. With the completion of the new street and Broadway bridges, the prevailing trend of population toward the north and east will greatly increase. Both of these bridges are to be so high as to be above almost all the river traffic, the "open draw" will no longer be a menace, and the car service should be the best in the city.

The West Side is gradually approaching its limit. The project of building a tunnel, one mile in length, through the Tunstun Valley, is worthy of all commendation, but the people will not, from preference, travel through a hole in the ground a mile in length twice a day to seek a location out of sight of the city and the rivers and the mountains. They will go, rather, a distance of five or seven miles, through the open air and sunshine over the various radiating lines of the East

The advent of the KEWANEE GARBAGE BURNER means the "Good-bye" of the garbage collector, with all the uncertainties, the foul odors and disease-spreading features of his calling. Ye gods! what "a consummation devoutly to be wished"!



WHERE DISEASE BEGINS.

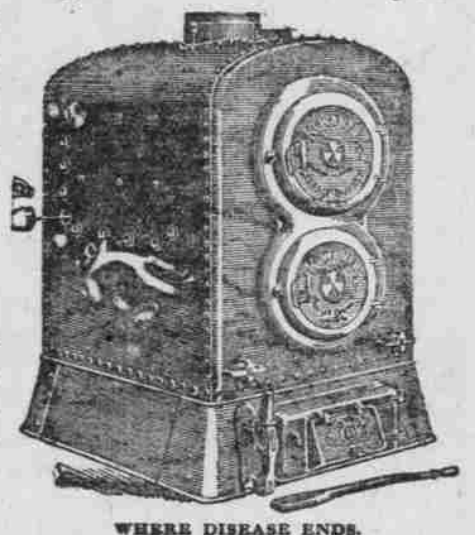
What a travesty on modern government that we have permitted the garbage collector to live as long as we have!

In this one thing all America is deficient. We're awake now—wide awake. The recent strike has opened our eyes. We have learned how asinine we are to put disease in the hands of these men to scatter as they will when things don't go to suit them.

The KEWANEE GARBAGE BURNER is the deliverance. It prevents the creation of garbage. With that steel chamber in use everywhere there can be no such thing as garbage. It burns the refuse from your kitchen while it is still wet and fresh. It hasn't a chance on earth to decay and draw rats, mice, flies and germs. It burns all the refuse around your premises, so that you take on a hospital cleanliness. Then see the children thrive and grow fat. Ask any competent physician who is versed in hygiene and sanitation whether this is advertising bunk or the good, old, everyday truth.

You folks who live in apartments and flats should never sign a lease until you KNOW that a Kewanee Garbage Burner is in the building. It means a mighty lot to you—and even more to your children. It means health and pure air and decent surroundings. It means that your daily lives have taken on a cleaner tone. It means death to the foul garbage can. It means death to the filthy housefly—death to rats and mice and vermin—death to disease of the virulent type, such as diphtheria, typhoid fever, smallpox and their cheerful companions in crime.

The Kewanee Garbage Burner accomplishes more than the mere destruction of garbage and filth—more than the prevention of disease. The burning refuse acts as fuel and heats your hot water tank at a saving in fuel cost of from 30 to 50 per cent. Get wise to this proposition now and remember that the fact that your building is equipped with a Kewanee Garbage Burner is the biggest and best advertisement you can have.



WHERE DISEASE ENDS.

KEWANEE BOILER COMPANY

Makers of BRICK-SET STEEL FIREBOX BOILERS, RADIATORS, TANKS AND KEWANEE WATER HEATING GARBAGE BURNERS. Kewanee, Illinois

Branches: New York, Chicago, St. Louis, Kansas City and Los Angeles. Portland Agent, CRANE COMPANY, 14th and Irving Sts.

Side. The Southern Pacific and all the transcontinental lines approach the city through the East Side. All the commerce of the Upper Columbia River approaches by way of the East Side, and it is equally convenient of access for railroad traffic. There seems no logical reason why this traffic should continue, through all the coming years, to thread its way through the bridges, through the narrow streets of the upper harbor. Where are the great shipping and manufacturing interests to center in the future if not upon the peninsula? There is no lack of space and splendid terminal facilities, and the sloughs and the lowlands of the peninsula will ultimately be developed into harbors, the equal of any upon the Coast.

Great City Is Predicted.

The people will follow upon the trail of these developments, and with them will go all the accessories of a great city. To the average layman it is not apparent why the heavy trend of population should not continue toward the north and the east. The prophets have declared that within the next generation Portland will have a population of 1,000,000, and that when that day comes, 600,000 of them will live north and east of Sullivan's Gulch, and that Union Avenue, Grand and Union avenues, both of them 80 feet wide and extending for miles, practically from river to river, will be two of the busiest thoroughfares in the City of Portland. The prudent man will not dispute the prophecy.

The auditorium should be located largely with reference to probable conditions of the next generation, and as much with reference to the convenience of our own people as to that of the patronage which will be principally from our own people, and it is certain that our visitors usually have an abundance of time, and that they will, in any event, depend largely, if not almost wholly, upon our car service. One of the most central and convenient locations for the auditorium, even under present conditions, is the block between Grand and Union avenues and facing Holladay Avenue. There are few locations in Portland where the car traffic is so large or continuous. There are tracks upon three sides of the block. All of the traffic into the Holladay-Irvington district, all of the south-bound traffic down Grand and Union avenues, and all of the traffic leading north on Union Avenue to Piedmont, Walnut Park, the Alberta district, St. Johns and Vancouver goes past this block. There is certainly no East Side location having a larger volume of travel, and few, if any, upon the West Side. There is no location that has been named that is more accessible to so large a number of people. It lies almost exactly upon the middle line of the city, measuring north and south, and it lies in blocks west—not east—of Nineteenth Street, which is the middle line of the city, measuring east and west.

With conditions existing even as they are today, it is a location super-

Mr. Real Estate Man

INDIAN, AGED 103, PASSES "Uncle" John McKay, Famous as Scout and Soldier, Dies at Tiller.

ROSEBURG, Or., Dec. 16.—(Special.)—"Uncle" John McKay, 103 years of age, and for more than 75 years a resident of Oregon, died at the home of Thomas Bondson, near Tiller, Douglas County, on Monday. The funeral was held on Tuesday, burial following in the Tiller cemetery.

According to persons who have known McKay for many years, he was of Indian parentage, and was closely affiliated with the Hudson Bay Company during its period of operations in Oregon. During the Indian wars "Uncle" John served as a scout, for which service the Government granted him a pension. Although an Indian, he was a close friend of the "whites," and made an excellent record as a scout and soldier.

"Uncle" John McKay was probably the oldest man in Southern Oregon, and was well known throughout Douglas County. Although retaining the peculiarities of the Indian to the end, he was honest in his dealings, liberal in his views and displayed marked intelligence in all matters of current interest. Although feeble during the last few years of his life, he never complained, and avoided publicity. Upon many occasions persons have attempted to interest him in making public his life, but as often he refused.

PLANS PLANS PLANS

We can save you fifty per cent on a City or Country Home. ROSE CITY ARCHITECTURAL & DESIGNING CO. Rooms 325-326 Abington Bldg.

ACREAGE

One to five-acre tracts on electric line near Portland. Richest soil in Oregon. Near new and rapidly growing suburban town. Prices reasonable with easy terms. Call at our office for literature and information about the richest farm lands in the Northwest.

Ruth Trust Company

235 Stark Street Portland, Oregon