

PORTLAND, CITY OF BEAUTIFUL HOMES

Many Handsome Residences, With Well Kept Lawns, Filled With Blooming Plants, Mark an Ideal City.

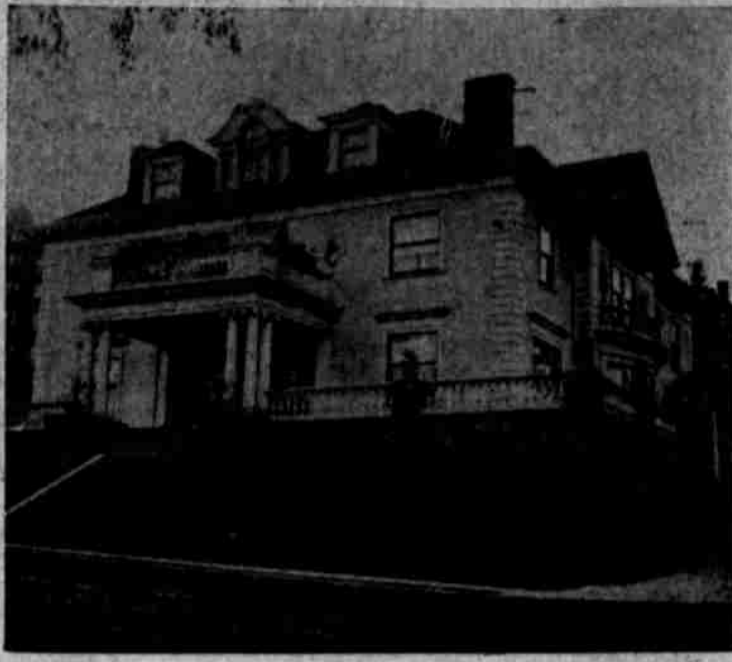
PORTLAND is becoming more and more a city of homes; the often repeated warnings against the social dangers of the boarding house and family hotel are not yet especially applicable to this community; there are comparatively few of such institutions, and the proportion of homes to population is increasing.

Reliable figures were obtained from Foster & Kleiser, who made actual count of dwellings, and found here 24,000; this, of course, excludes hostels of all descriptions. According to residential statistics of other municipalities in the United States, the showing is highly creditable.

The advancement, too, has not been alone in the matter of number; the style of architecture, the manner of adornment of the interior and the embellishment of grounds all testify that Portland people are maintaining zealously the importance of the home as an element of social development.

Accumulations of wealth and the incoming of home seekers have been the means of inducing the erection of almost countless dwellings. A streetcar ride over the city, with short excursions along the thoroughfares near the streetcar lines, reveals the most astonishing progress. On Portland heights, since the construction of the new electric road, residences have been springing up as though that locality had been touched by magic. It is claimed that the average cost of houses built during the past year is not less than \$7,000, and probably is nearer \$9,000. During the past nine months bungalows have been erected or work begun on them, this style of architecture having gained popularity because the Heights peculiarly lends itself to it.

Surprisingly numerous are the real mansions in the district traversed by the Twenty-Third and Nineteenth street car lines. Especially imposing are the homes on the first step of the terrace beginning at Twenty-fourth street. Quarter blocks as a rule are used as sites, and the colonial and



Some of Portland's Pretty Homes.

old English style of architecture prevail, with a few of the Swiss and French. The colonial is a modified type, altered somewhat from that which gave rise to the school in this country during the early years.

On the east side, where in future years the vast majority of Portlanders are to find their homes, there are also districts that are worthy of the most prosperous cities of the country. Probably there is not a prettier locality than Irvington and the Holladay avenue region, where spa-

acious lawns and modern dwelling houses are to be seen for literal miles of extent.

Embellishment of grounds is really of comparatively recent origin in this city. It is true that formerly there were a few homes where there was an abundance of shrubbery and roses. But the revival or creation of interest in civic betterment has touched the householder; as the voter has been cleaning the Augean stables, the family at home have been pruning bushes, planting flowers and beautifying

their premises, so that now it is no idle boast to say that there isn't a prettier city in the west.

It is recognized that, with all the progress that has been made, Portland will not have attained its destiny until it is preeminently the most beautiful place west of the Mississippi river. The matchless site, the topography, the setting of the hills, the rivers and the snow peaks in the distance, all adorned with nature's green, enable the building here of the most marvelously beautiful city

of the western half of the continent. So keen is the interest in improvement of homes, that the early attainment of such an end is not far in the distant future.

His Advice.

From the Houston Post.
"You say you owe \$50,000 and are broke? You might marry Miss Severely Bere—she is worth that much—and square up."
"And then she'd be all I'd have left. Now, isn't that a nice bit of advice to give a friend?"

RETAIL BUSINESS OF THE PAST YEAR

Prosperity Has Ruled and Many New Stores Opened.

As a retail center Portland has forged to the front of the leading Pacific coast cities during the past year. The holding of the Lewis and Clark exposition here has been a wonderful stimulant to trade. Business of all kinds shows expansion, the advances in most cases being remarkable for one season.

Merchants who had heretofore been considered very conservative in enlarging their trade facilities suddenly branched out and vied with each other in making their places the most progressive. This was the spirit that ruled in Portland retail circles during the past year.

As a trading center Portland ranks first on the Pacific coast. Here are located the very cream of the world's manufactured goods. Prices ruling in merchandise are generally lower than other places, the location of the city on lines of commerce being an enviable one.

Business houses have multiplied during the year and, notwithstanding this, the older houses have shown great increase in trade over that of any previous year. Although this increase in business was rather sporadic, it was not what could be called a boom increase. Practically speaking, there is none of this in Portland's life. Reasons for the increase in business are many, but principal among them is the fact that Portland merchants have learned that there is a great deal of trade that rightfully belongs to them, but which has heretofore gone astray because they had neglected to seek it.

Going After Business.

Now they propose not alone to ask for it, but they are going to get it. This is the cause of the great enlargement in the stocks carried by local traders and the many extensive alterations in their places of business. Facilities for doing business are better in this city at the present time than any other place on the Pacific coast. Stocks carried by merchants of Portland are generally larger and of larger variety and better quality than elsewhere in cities of like size.

There is a reason for this. Although merchandise is cheaper in this city than in other Pacific coast cities, it is not due to any cheapening in quality. Poor quality goods are always high, no matter the price. Portland people have always demanded the best the market affords; they are likewise good traders, and merchants easily learned the lesson of doing business in this city. Large sales and small profits result in getting for Portland the best product at the lowest possible prices.

Another reason for the popularity of Portland stores with outside buyers is the motto to advertise just what may be expected. Goods that are cheap in quality are not given to the public as the best. The stores here have the people's confidence and that it is not vic-

lating speaks much for the training of the various proprietors.

During the past year the retail district has shown wonderful expansion. A Portlander absent from the city for several years would not know the Portland stores of today. Everywhere the signs are progressive. While a few years ago Morrison, Washington and Third streets were sufficient to hold all the stores needed, new streets have been invaded and now contain some of the most popular places. First, Fourth and Fifth, as well as Sixth and Seventh streets, now contain large establishments and they are all doing their share of the trade.

The greatest gain in new business is shown along Sixth street. The location of the depot at the end of that thoroughfare has caused the erection of large buildings devoted to the retail business and a number of others are projected for the near future. Fourth street a few years ago was considered far out of the retail district, but today it is one of the choice spots. Side streets are likewise being utilized for retail establishments, and the fact that all of these places flourish shows the expansion in business to be permanent.

No Slump.

Those who predicted a slump in trading after the fair now see the error of their ways. Not alone is the volume of business still at the high mark, but there is every indication that it will continue to increase.

A. B. Steinbach of A. B. Steinbach & Co. recently said: "The fair certainly was a success from the standpoint of the tradesman. Retail business has doubled and it will continue to maintain a higher level than ever before. I predict that the year 1906 will be the best one Portland and Oregon ever experienced."

In this strain H. C. Whittier of Olds, Wortman & King speaks: "Trading the past year has been immense and every store of the city has had its share of the general prosperity. The Lewis and Clark fair has been a great success from the standpoint of the retailer and business is more than double that of former seasons. The prospects are good for an increase."

His Unfortunate Day.

From the Scottish American.
"Well, James, how are you feeling today?" said a minister to one of his parishioners, an old man suffering from chronic rheumatism. "I hope the pains are nothing worse. You are not looking so bright as usual today."
"Na, sir," replied the old fellow, sadly; "I've been unfortunate today."

"How, James? In what way?" queried the pastor.
"Well, sir," was the reply. "I got a letter from a lawyer body this mornin' tellin' me that my cousin Jack was dead an' that he had left me two hunner' poun'."

"Two hundred pounds?" repeated the minister. "And you call that hard luck? Why, it is quite a fortune for you, James."
"Ay," said the old man sorrowfully, "but the stupid lawyer body didn' put enough stamps on his letter and I had a penny to pay for extra postage."

Harry of the West Stumped.

Henry Clay had just announced he would rather be right than be president. "United States, college or insurance?" was inquired.
Being unable to specify, his declaration naturally lost much of its weight.

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