

TELLS HOW REALTY VALUES CHANGED DURING FIFTEEN YEARS

Lewis Russell Shows How Center of Trade Affects Real Estate Values.

FIRST AND BURNSIDE ONCE CENTER OF TOWN

During Period of Depression Land Worth Sixty Thousand Dropped to Five Thousand and Buyers Could Not Be Found at That.

In the June issue of the Portland Chamber of Commerce Bulletin appears an article by Lewis Russell that is more than ordinary interest for its facts regarding the movement of Portland real estate prices in the last 15 years. Mr. Russell, from his long residence and close application to the real estate business, is regarded as one of the most thoroughly posted men on realty in this city, and his observations will be read with close attention by property owners generally as well as by dealers.

He says there never has been a time in the history of the city when Portland realty prices were beyond reason, and that today they are very moderate in comparison with similar properties in other large Pacific coast cities. In the early eighties real estate transactions were mostly confined to First street. The article says:

How Prices Dropped.
"At that time the lot on the northwest corner of First and Burnside streets occupied by Hamilton's ship chandler store could have been sold for \$85,000, and in fact this amount was offered, but was refused by the owner. The same lot some 12 years later was sold for \$10,000. On the same street below Burnside inside lots could have been sold for \$30,000 to \$35,000 which afterward were offered for \$1,500 to \$2,000. Of course, this drop in prices was caused by a change of locations. In 1883 First street below Pine street was a busy thoroughfare, as most of the travel and shipping of freight was done by steamers, but when the depot was opened and most of the traffic diverted to the railroad, property values went away down beyond all reason. This point should be borne in mind to emphasize the fact in comparing present prices with those which prevailed at the period referred to, namely, that prices now are not too high, but prices then were too low. When we come to consider the availability of the land in Portland it is an ideal town for business. From Montgomery street north to Thurman

street the grade is comparatively level with no place where a heavily loaded truck could not be operated. Take Seattle, where some side streets are so steep that it is exceedingly difficult to deliver freight at the stores. Tacoma has also this disadvantage. San Francisco is not without some of this drawback, though not to the same extent as the other places. Even Los Angeles suffers in this respect, namely, it is difficult to extend backwards, as the area is limited from Main street to Hill street. Of course in Los Angeles a long town can be made, but such a formation is not an advantage, as the best cities are made by being compact. For this reason alone prices of Portland real estate should be equal, if not to exceed, other towns.

Periods of Depression.

Noting the two periods of depression, when great changes occurred—1883 to 1886 and 1923 to 1926, he says:

"In 1886 buyers were less timid, though the prices then were extremely low. A few examples are sufficient. At that time the quarter block now owned by the Elks on the northeast corner of Seventh and Stark streets was sold for \$12,000. The quarter block directly south of this was sold for \$14,000. This same quarter was recently sold for \$125,000. About the same period the half block owned by Trinity church on Oak street, between Fifth and Sixth streets, went begging for \$50,000 and later was sold in two parcels for \$32,500 each. The quarter on Fifth and Oak streets was sold last month to the Commercial club for \$95,000. The piece of ground formerly belonging to the Jewish synagogue on Sixth street, between Oak and Pine streets, was sold several times at prices ranging from \$14,000 to \$35,000. This same property was sold last month for \$70,000. The latest prices of all the properties just mentioned are not considered too high but are simply what they are legitimately worth at the present time. The competent operator in real estate very rarely takes into consideration the prices paid; he simply asks himself if it is worth the price at the time he is buying and if it will yield a fair return on his investment."

Mr. Russell says "real estate will continue to advance slowly but surely as long as the city and state continue to grow. The following are a few of the reasons for this opinion:

- "1. The fine, equitable climate, where outside work can be done all the year round. The summer climate of Portland is unequalled and it will only be a short time when crowds of summer visitors will come to the city.
- "2. The best water supply in the United States.
- "3. The ideal location of the town. It is a gradual slope from the hills down to the river, making a perfect drainage system.
- "4. The productive power of the country tributary to Portland."

The Signal for a Rush

Winning Team in the

Great Suit Sale

The Double One



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THE BIG STORE IN THE MIDDLE OF THE BLOCK,
69 to 73 THIRD BETWEEN OAK & PINE STS.

Powerful One-Sided Price Argument

Our grand Fourth of July Suit Sale has begun. Pursuant to our usual policy we will put on sale 2,000 Hand-Tailored Single and Double-Breasted Suits from the best known wholesale tailors in our land—Michael, Stern & Co., Brandagee, Kincaid & Woods, Black & Co., Purah & Co., Woods & Co. Every one of these firms stands paramount in the wholesale tailoring world. This sale of the latest products of the loom in the very newest coloring and styles, augurs an ocean of reasons why you should buy your clothes at The Chicago, besides getting the very best qualities and tailoring, and saving

From \$4 to \$9 on Each Suit

\$11.00

For Unlimited Choice of Two Thousand \$15, \$16.50, \$18 and \$20 Tailormade Suits

In black clays, unfinished worsteds, imported blue serge, gray clay, Oxford and grays, in worsteds, velour cassimeres, real Scotch chevots and tweeds, Wales checks, mingled plaids, etc., silk, Venetian serge and Italian cloth lining; summer or medium weights. Suits that are the equal of the best custom tailor products. Shows plainly the power of this store to give you the best bargains to be found on the coast.

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\$8

For the choice of 300 all wool or worsted Suits, in the new spring styles; worth \$12.50 to \$15. These elegant suits consist of small lots left from the best selling lines of the season.

\$8

MADISON STREET GRIEVES BECAUSE ZIP IS MISSING

"Zip" is missing, and there is sorrow at the Johnson home, 303 Madison street. For "Zip" is the pet of the home and the most popular little dog in that neighborhood. He wandered away yesterday and no trace of him has been discovered. Uncertainty exists as to the method of his departure. As a usual thing he is exceedingly dutiful and home-loving and rarely if ever wanders away before. Because of his habit of staying at home suspicions have been aroused

that he may have been induced to leave. There were a number of stray dogs in the vicinity yesterday and fears are entertained that he may have followed them in the exuberance of comradeship. His absence caused such commotion that police headquarters was notified and officers are trying to locate him. He is described as very small and very white with shaggy hair. At police headquarters he was described as a "chow-chow" dog, but at the residence the charge is denied. He is of the poodle variety, it is said.

PORTLAND DOCTOR HONORED BY HIS ASSOCIATES

Dr. Andrew C. Smith Elected Second Vice-President of Medical Association.

Dr. Andrew C. Smith, one of the prominent physicians and surgeons of



Portland, has been elected second vice-president of the American Medical association, according to information received here yesterday from Boston, Massachusetts, where the convention of the association is being held. The election of Dr. Smith is regarded not only an

honor to him but also to every member of the profession in Portland. Joseph D. Bryant of New York, was elected president of the association. Herbert S. Burrell of Boston, first vice-president; D. S. Fairchild of Iowa, third vice-president; G. C. Dickson of Philadelphia, fourth vice-president; George H. Simmons, Chicago, treasurer; Frank Billings, Chicago, secretary; W. H. Welch, Maryland; M. F. Porter, Indiana, and M. L. Harris, Illinois, trustees. The next convention will be held at Atlantic City, New Jersey.

TO BUILD FIRE ESCAPES UPON THE TALL TOWER

The owners of the Oregonian building will at once commence the construction of two fire escapes, according to the announcement of Chief Campbell at the meeting of the fire committee of the executive board yesterday afternoon. For two years the fire department has been trying to induce this company to comply with the ordinance, as the chief did not agree with the contention that the structure was entirely fireproof. Now, however, the company has realized that fire escapes are being constructed on nearly every building of any height in the city and have informed the chief that they will comply with the law.

EXCURSION TO SEASIDE.

Another popular 1:50 excursion to Seaside via the A. & C. R. R. will leave the Union depot next Sunday at 8 a. m. Tickets are limited to seating capacity of train. Tickets on sale at 248 Alder street during the week and at the union depot Sunday morning. For information telephone C. A. Stewart, agent, Main 966.

Preferred Stock Canned Goods.
Allen & Lewis' Best Brand.

The REALM FEMININE

By HELEN HANTHORNE

THE BORDER-LAND.

The story of the poor girl who persistently runs away from home to hide and starve in the woods is an eloquent commentary on our wonderful mental mechanism—more intricate in its delicate adjustments than the finest of material springs and balances.

"All the world's a little mad," quoth the philosopher, and the naive Quaker's quaint remark, "Everybody seems a little queer except thee and me and sometimes I think thee seems a little queer," expresses a general sentiment.

In the diabolic whirl in which the present-day worker rushes from one thing to another; with the telephone to interrupt, and the streetcar to curtail the time; in the keenness of competition which forbids a slackening of the tension, it is small wonder that a perfect poise of mind is difficult to maintain.

Women especially, whether in the home or in business, are apt to attempt the impossible and shoulder responsibilities that do not rightly fall to their share. For instance, a woman will perch on the edge of a car seat and fairly hold her breath because she wants the car to move faster; if it stops she taps her foot or fingers, every nerve at a

tenion, vainly trying to push the car along, when in truth she is only exhausting her very limited, precious supply of nerve force; and a relaxation of the strained faculties would mean a few minutes of rational thought.

Frenchemen say that the first sentence an American woman learns is, "Je n'ai pas le temps." And this is usually the cry when bodily or mental rest is advised.

It is surprising how many odd minutes can be converted into snatches of rest. Even if it is only possible to relax utterly for 10 or 15 minutes at a time the opportunity should be jealously seized.

Many nervous women exclaim: "Oh, I'm too tired to sleep when night comes."

This is no light matter, and if after a tub of warm water and a glass of hot milk the mind and body refuse to relax it a serious problem is encountered, and the present pathway should be labeled "Danger!"

"Americantia," this state of nerves, has been called and either a systematic rest cure should be undertaken or an entire change made in the kind, amount

or responsibility of work done.

The fine line between "tired out," "nervous prostration" and "mental aberration" is too delicate a matter to be trifled with and the medicinal value of a few hours each day under green trees and blue skies will do more as a preventative of our national malady than many famed specialists can accomplish after the wrong has been wrought.

A SUMMER SALAD.

Fruit cakes make one of the nicest summer salads. Pineapple and celery is one of the nicest combinations.

Cut the pineapple into discs and mix with it an equal portion of finely-cut celery. Dress the mixture with mayonnaise with which whipped cream has been blended, season with salt and heap it on a bed of white lettuce leaves. Cover the top with the mayonnaise and garnish with nut meats, celery tips and tiny white lettuce leaves.

FASHION PARAGRAPHS.

Colored gowns for elaborate occasions, even as the summer advances, remain in high favor. Among the most acceptable shades are tender gray, delicate Sevres blue, pistache and rose petal pink.

Paris fashion-mongers are heralding the growing popularity of natural colored suede gloves with dressy costumes of all orders, except those of the most conventional sort, where white gloves still hold their own. These delicately tinted tan-colored gloves are worn, even with black and white costumes.

Dutch and round neck and elbow sleeves are responsible for too many unbecoming revelations of scraggy

necks and coarse-looking or scrawny arms. For the woman not endowed with beautiful neck and arms there is always the yoke or guimpes and mitted cuffs of gauze, the thinnest gauze being a wonderful veil of blemishes. The mitten cuff, by the way, at its newest, ends in a sharp point that falls well down over the back of the hand.

RECIPE FOR A HAPPY LIFE.

Three ounces are necessary first of patience. Then of repose and peace of conscience a pound is needful.

Of pastimes of all sorts, too, should be gathered as much as the hand can hold.

Of pleasant memory and of hope three good drams.

There must be at least, but they should be moistened by

With a liquor made from true pleasures which rejoice the heart.

Then of love's magic drop a few—

But use them sparingly, for they may bring a flame

Which naught but tears can drown.

Grind the whole and mix therewith of merriment an ounce.

To live; yet all this may not bring happiness.

Except in your orisons you lift your voice.

To Him who holds the gift of health.

—Margaret of Navarra (1600).

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TEETH WITHOUT PAIN
BOSTON

All work guaranteed for ten years. Lady attendant always present. All work done absolutely without pain by specialists of from 12 to 16 years' experience.

Gold Fillings, Bridge Work, Gold Crowns, Artificial Teeth.

BOSTON PAINLESS DENTISTS

291 1/2 Morrison St., Opp. Meter & Frank and Postoffice.

Golden Gate (and once golden-haired) woman. When all business was at a standstill in the stricken city, of course the beauty doctors and the "hair specialists" stopped treating their regular customers. Imagine the results! Faces that had been of the most beautiful peaches-and-cream tints began to look like speckled lemons. Hair that once had merited the abused term "Titan," turned pink and then a dirty greenish drab. It is said that several husbands after a few days refused to recognize their wives. And as for the number of broken engagements, caused in every case by the young man's discovery that his inamorata was not all she had seemed—why, it is rumored there have been dozens of such partings.

EARTHQUAKE'S SAD EFFECT.

"Losses of fortunes in jewels" were harped upon in the first few days after the San Francisco earthquake, but there was one loss, or form of loss, far more crushing to the losers, that had no mention in print at that time. It has been revealed through a letter by a

Oregon Journal Educational Contest

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Age..... Address.....
School last attended or at present attending.....
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The Kind You Have Always Bought

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