

Portland the New York of the Pacific

MARK MY WORDS

What Happened in New York
WILL BE REPEATED
AT THE JUNCTION
OF THE RIVERS
IN NEAR FUTURE

A CRITERION
The rapid strides of the past five years towards the Peninsula is only the beginning of the most astonishing expansion ever witnessed on the Pacific coast.



Walnut Park
Only \$25
A Front Foot, With
Cement Sidewalks
and Curb.

Brooklyn
Now Called
Portland's Business Center
1908

WALNUT PARK

Is the Center of the Peninsula
AND WILL BE THE
FIFTH AVENUE
DISTRICT OF THE
PACIFIC METROPOLIS



The reproduction of this picture is suggested by Dr. Stratton's brilliant essay on Portland, which secured the first prize of \$1,000 offered by the Commercial Club. It certainly verifies Mr. Killingsworth's predictions made from time to time during the past 30 years, and which were considered imaginary by some well-meaning though weak-kneed citizens of Oregon.

RAPID GROWTH
The year 1908 will mark a new era in Portland's history, and the Peninsula will be the scene of astounding activities.

WALNUT PARK LOTS WILL BE ADVANCED MAY 1

ONLY FIVE DAYS MORE TO SECURE LOTS AT PRESENT LOW PRICES

Watch Greater Portland Grow Between the Rivers

A FAR-SEEING MAN
John Jacob Astor in 1788 was the most far-seeing man of his time. He sold good rental property in New York City for \$8,000 to purchase 80 lots in the suburbs at the Bowery. His friends laughed at him for giving up his income for nonproductive lots. All the same he continued buying, placing all his earnings in what they seemed worthless outside property. In a few years he became wealthy. Moral: Astor's heirs hold today the world's re-

ord in valuable real estate. The same thing will be repeated in the purchase of land between the rivers. This more than beautiful tabularland, having a gradual slope toward both rivers, above all possible floods, thereby making it the most perfect natural site for a city in the world. Reader, this information is published at no small expense, to stir you into thought and then action. Never again say you had no chance or opportunity of becoming

GOOD HOMES OR NONE
This matchless site is being dotted with beautiful homes, 60,000 feet of cement sidewalks and curbs are being laid, streets are parked; also, 15-foot alleys, thereby giving to all inside lots the convenience of corners. No language can tell you of the beauties of Walnut Park. It has no equal, hence no rival, in the City of Portland. To prove this bold statement, take any "U" set going north. It will land you in Walnut Park, the highest elevated spot of ground between the rivers. Then

feast your eyes on Oregon's magnificent, soul-inspiring scenery—rivers, mountains and snow-capped sentinels. A closing word of advice. Reader, notice carefully Walnut Park's location on the map, then do yourself and family or prospective wife or husband a kindness by at once securing a home in Walnut Park before values ever lastingly advance beyond your reach. Remember this fact, opportunity is now waiting at you, for never before in your life could you secure for only \$25 a front foot the best and the most

healthful residence property in a city having the best car service only 15 minutes ride to the new business center, the center each day growing closer to your investment. A universally known fact is that the firm of Swift & Co. are the most far-seeing wide-awake people on the planet in developing the United States. They have purchased 2,500 acres of land and have started in with their customary American push and vigor to build the largest packing plant in the world. No one that knows them questions their success.

Watch Portland Become the Pacific Metropolis

GENERAL OFFICE:
Walnut Park Main 4557

W. M. KILLINGSWORTH

SUBURBAN OFFICE
323 Chamber of Commerce

PIONEERS IN DEVELOPING PROPERTY ON PENINSULA

In 1890 Francis I. McKenna and G. H. Van Houten purchased from the Electric Land company 125 acres of land, which they platted and named Portsmouth. The difficulty which confronted the peninsula at that time was the lack of water facilities. No water could be obtained nearer than the level of the river, 150 feet below the surface. The principal stockholders of the Electric Land company were also the larger stockholders in the Albina Light & Water company. McKenna and Van Houten, in purchasing the Portsmouth tract, purchased the right to have all those who bought lots from them furnished with water by the Electric Land company at a fixed price, thus placing the responsibility on the Electric Land company directly and on the Albina Light & Water company indirectly. Under this agreement with the Electric Land company the water mains were laid to Portsmouth, although many property-owners along the line subscribed toward the expense of laying the mains for the privilege of tapping the mains.

To the foresight and enterprise of McKenna and Van Houten is due the credit for the lower peninsula having city water privileges and later Mount Hood water, long before other parts of the city.

In the spring of 1890 McKenna placed an advertisement in the daily paper offering a bonus to any organization that would establish a university on the peninsula. Through that advertisement he met Professor Brownson, then president of the Baptist college located at McMinnville, and through Professor Brownson brought Dr. Harper, president of the Chicago university, and Mr. Stone, private secretary to John D. Rockefeller, to inspect his proposition on the peninsula. Dr. Harper, on behalf of the Chicago university, and Mr. Stone, on behalf of John D. Rockefeller, accepted Mr. McKenna's proposition on condition that the trustees of the McMinnville college would move that institution to the site offered by Mr. McKenna and raise in Oregon \$100,000 toward the endowment fund of \$1,000,000 of which Mr. Rockefeller was to furnish the remainder.

The Baptists of Oregon failed to do the part assigned to them. On the failure of the Baptist people, Hon. P. L. Willis asked for an option on the proposition in behalf of the Methodist Episcopal church. The result of this option was the establishment of the Portland university, the history of which is familiar to the people of Portland. Mr. McKenna's subscription to the bonus raised for the Portland university was

the largest subscribed without conditions of reversion.

The grand boulevard system and Columbia Park on the peninsula are due to Mr. McKenna's untiring effort.

The first three-story brick business building on the peninsula was erected in 1894 at the corner of Portsmouth avenue and Dawson street by Francis I. McKenna. The first sawmill constructed on the peninsula was erected near the university waterfront by George W. Come on an site owned by P. A. Willis and Francis I. McKenna. The big mill of the Peninsula Lumber company now occupy this site.

The Portland Belt Line & Mount Hood Railroad company was incorporated in 1892. The purpose of the corporation was to build a belt line around East Portland from Sellwood along the east side waterfront, around the peninsula and back to Sellwood by way of Mount Labor; also to build a line to Mount Hood. Francis I. McKenna, who was promoter of the plan, was elected president of the corporation.

His plan has been divided between the O. W. P. company, the O. R. & N. company and the Mount Hood Railroad company and will be in full operation when said companies get their projected lines completed, thus confirming the wisdom of his efforts.

E. H. Harriman was skeptical when the proposed building of the railroad to St. Johns was placed before him and refused to enter the field until Mr. McKenna had furnished a bond in the sum of \$50,000 guaranteeing to the Harriman company a free right of way to St. Johns.

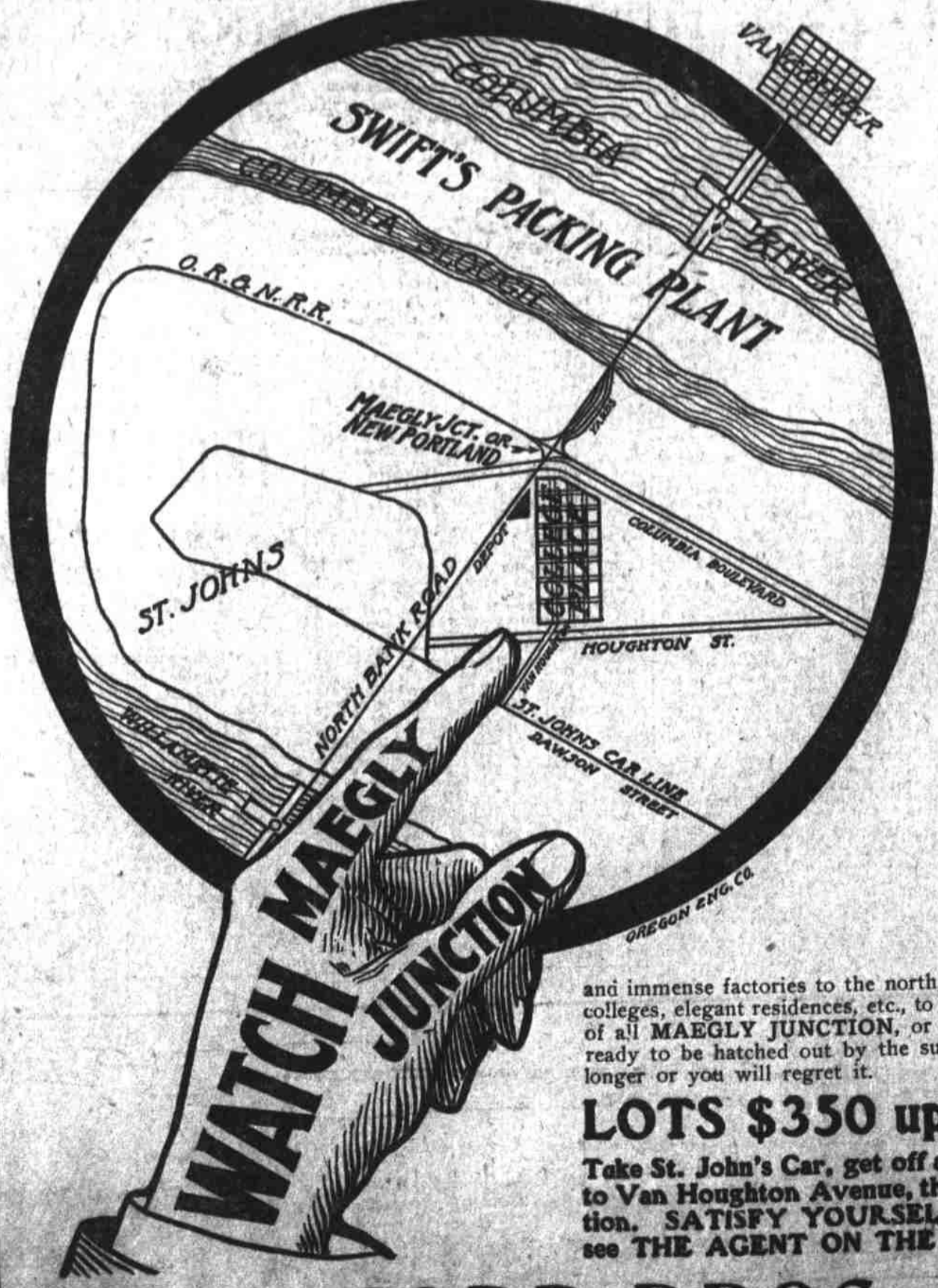
Mr. McKenna is a shining light of a judicious advertiser. He claims to have spent more money advertising Portland and Portland real estate than any five other individuals who ever entered the Portland field. The Journal can cheerfully add that Mr. McKenna's financial success proves that it pays to advertise.

Story of a War Trophy.
From the Clinton Democrat.
Bose Garth of Clinton probably made the first corn sheller used in Missouri. Fifty years ago, in 1858, he devised one from water-oak plank and tennepny nails.

He used it on his farm until 1861, when Price's men came through there, saw it was a good thing and took it down to Jackson's mill, where it was used to shell the corn which was ground into meal for Confederate soldiers.

The old corn sheller was lost track of for a number of years by its maker, but afterward he was informed that it was being preserved at Washington among other curious trophies captured from the south.

MAEGLY JUNCTION



DO YOU REALIZE

the importance of Maegly Junction on the Peninsula? Shrewd men do not judge property from its present appearance. They remember that BROADWAY, NEW YORK, was a wilderness and that our own WASHINGTON and MORRISON streets were a brush thicket 40 years ago, so dense that a jackrabbit found it difficult to penetrate.

WHO MAKES THE MOST MONEY?
—the man who buys unimproved land or he who plays the waiting game? RICHES are forced on him who buys wild land in the PROPER LOCALITY.

MAEGLY JUNCTION IS THE RIGHT SPOT—NOW IS THE RIGHT TIME. The new Union Depot will be right at the junction adjoining COLLEGE PLACE, which will be the center of Peninsula activities. JUST CONSIDER — with old Portland to the southeast, Vancouver to the northeast, the largest packing plants in the world

and immense factories to the north, and wholesale houses, retail stores, colleges, elegant residences, etc., to the right and left, and in the middle of all MAEGLY JUNCTION, or New Portland, like the fertile egg, ready to be hatched out by the sun of prosperity. DONT DELAY longer or you will regret it.

LOTS \$350 up 10 per cent Down, Balance Monthly or Quarterly.
Take St. John's Car, get off at Portsmouth, walk one block to Van Houghton Avenue, thence North to Maegly Junction. SATISFY YOURSELF FIRST and then come and see THE AGENT ON THE GROUND or

PHONE M 8213 **COBB BROS.** 4 SWETLAND BUILDING FIFTH & WASHINGTON

For Sale

- \$150 each for 40 lots in Peninsula Addition, adjoining Swift's new townsite; 10 per cent cash and \$5 per month.
- \$200 each for 30 lots in First Electric Addition; city water in front of every lot; \$20 cash and \$5 per month.
- \$325 each for 40x100 foot lots in Fields Addition; 15th and East Grant streets; \$40 cash and \$10 per month.
- \$1000 to \$1250 for 50x100 foot lots in Irvington, between Thompson and Brass streets; the best residence property on the east side of the river.
- \$1500—100x100 on the corner of 31st and Broadway streets; \$500 street improvements paid for.
- \$2850—100x100 on 24th and Schuyler streets. In John Irving's First addition.
- \$3250—100x100 on the corner of 19th and Multnomah streets; streets fully improved and paid for.
- \$3750—100x100 on the corner of 19th and Broadway. All improvements paid.
- \$6500—New modern, up-to-date 7 room house on Broadway, near 19th street. Large, elegant rooms, furnace, fireplace, cashed throughout first-class in every respect.
- \$6500 for 75x100 foot lot with modern 6-room house and good barn on the corner of 23d and Broadway. John Irving's First addition.
- \$9500 for 60x100 foot lot with modern 8-room house on Lovjoy street in the best residence district on west side.
- \$15,500 for 50x100 foot lot with four six-room flats which are new and up-to-date, on Johnson street in the best residence district. Income from rent \$150 per month.

Holmes & Menelee

OF THIRD STREET.

Headquarters FOR St. Johns Real Estate

All kinds of property: Dwelling houses. River frontage \$50 a front foot. Full blocks on carline close to river for \$5,000 to \$9,000. Vacant lots in best part of city. Houses of all kinds and sizes at reasonable prices. Property can be had on good terms. A fine farm, 100 acres, on Estacada carline; close to Portland. This is a snap at \$85 an acre.

KING & GILMORE
Jersey Street, St. Johns.