

GREATER CITY ASSURED FACT

W. M. Killingsworth Writes of Splendid Opportunities of Portland's Suburbs.

To the Editor of The Journal—Copy, I will most gladly write a few words on Portland, for I not only think during the day, but in my numbers I dream of the coming Greater Portland. Only one trouble confronts me at this moment, is how and where to begin, for I am loaded from the top of head to the soles of my feet on the subject. Oregon has been my home since a child of three years of age, and for over 35 years I have been privileged by kind providence to drink in the most healthful, soul-inspiring and invigorating breezes of the most perfect climate to be found on this globe.

My eyes were first opened on Oregon's scenic beauty of evergreen mountains, snow-tipped in pines, beautiful valleys, all so suddenly day and starry by night, almost each productive section of land in the great Willamette valley is enriched by never-failing springs of cool crystal water with numerous small streams forever flowing down the mountain sides that skirt the various valleys—many of these streams plunging from dizzy heights, two or three appear as dropping from the clouds. However, all are singing in perfect harmony, one song to the thoughtful mind. "We hold the hidden force—electric power is of incalculable value. The important fact has been overlooked by many of our people. One million electric horse-power can at small expense be sent to the Pacific coast, rivers and railroads meet. This fact alone is enough to make Portland the leading manufacturing city of the Pacific coast for no other city has the splendid industrial life that is so cheaply a fact to be forever remembered in building a city is the busy traffic that weaves the web of commercial greatness in the little tin bucket well filled that threads its way north between the busy home of the laborer and the mills of production. Bottomed on just such a trifling fact is Oregon, the coming New York of the Pacific, and will be located when built, between the rivers.

Now let us examine without prejudice, this important question, crossing the Willamette and Columbia rivers, built by the Portland and Vancouver, The O. R. & N. company has built its line along the east bank of the Willamette river from the terminal grounds at St. Johns, affording terminal rates along the entire six miles of deep-water river front. This road is being extended westward, spanning the river to Vancouver.

Hence, you will observe that all railroads to Oregon from north and south reach Portland at this particular advantageous location on the peninsula, thereby making it the distributing center of great magnitude. Furthermore, it has been ascertained by actual survey, that the arm of the Columbia running along the northern boundary of the peninsula can be rendered available for manufacturing and shipping purposes at a nominal cost, and almost reaching Portland at what advantages.

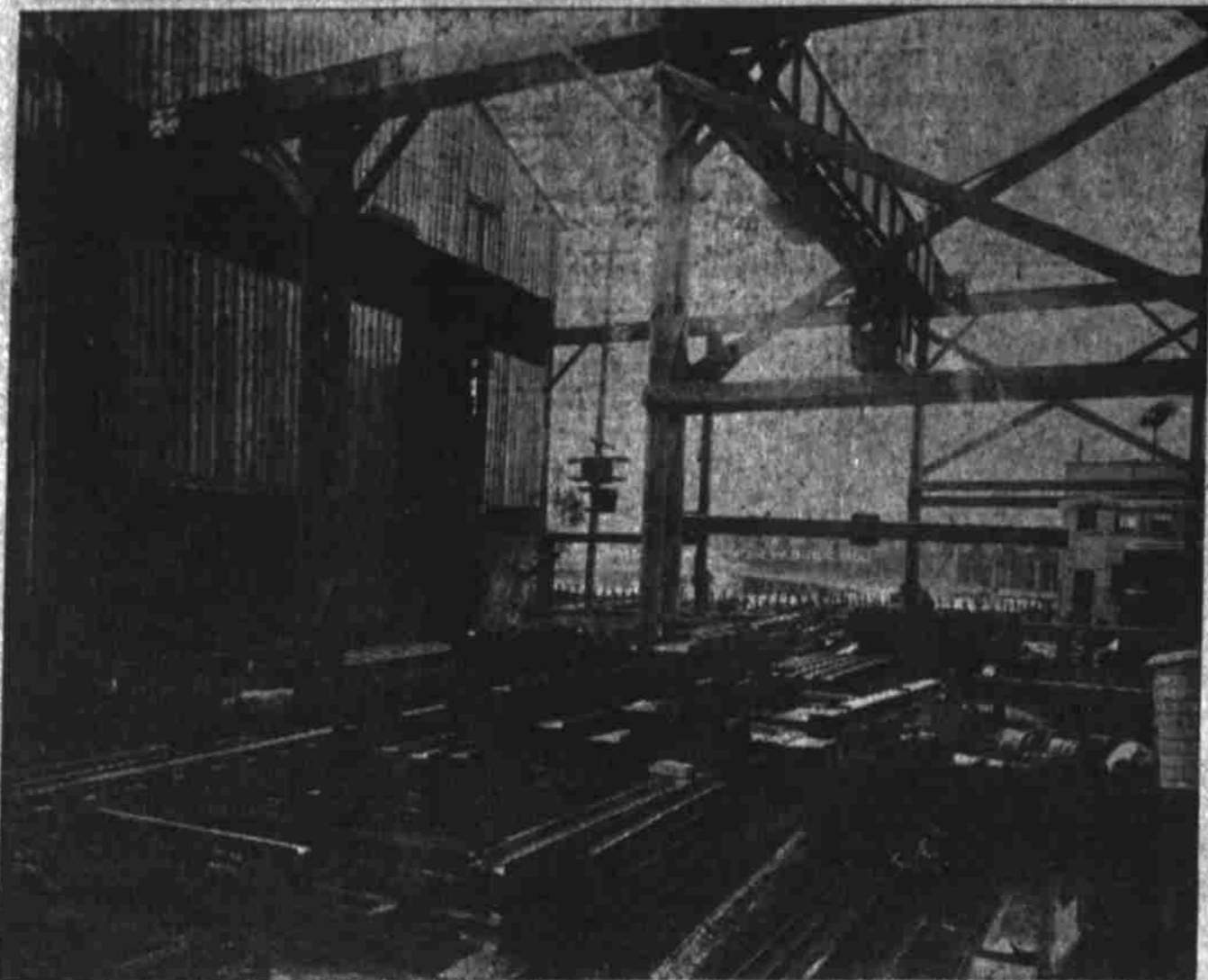
As positive evidence that the Greater Portland will be built upon the peninsula, I call attention to the fact that the numerous bridges which fret the channel of the Willamette are steadily driving heavy business to the peninsula, and the Columbia and Willamette rivers. Already, we have located there mammoth carshops, coal yards, without number, and the terminal grounds for transcontinental roads, a variety of lumber manufacturers, flour mills in the largest quantities, the largest veneer works, a drydock to accommodate the largest ships, wooden mills, and last but not least, Swift & Co. is building one of the largest packing plants on the Pacific.

This firm purchased over three thousand acres, that is, the entire peninsula, for their own purposes but all railroads entering Portland will have their terminals on this tract of land. A dredge has been for months at work in forming a channel in what is known as the Oregon slough, so that this favorable tract of land will have both railroad and ocean accommodations. Scores of other small industries could be mentioned. No question, transcontinental and foreign maritime, commerce, and great manufacturing industries must of necessity center and are now being assembled upon the lower peninsula. The truth of this important declaration will be clearly apparent by referring to the accompanying map showing the sites of Portland and the peninsula—remember, as you examine the map, that Portland cannot expand over the precipitous broken heights on the west, and that the greater city of the immediate future must be built chiefly on the peninsula, between the rivers.

There is not room elsewhere to accommodate the business of the greater metropolis. The absolute needs of commerce, transportation and manufacturing, which must be located where the rivers and railroads meet, unavoidably lead inevitably to the location of the Metropolitan Portland. The peninsula is the only locality possessing all these indispensable advantages, and at an elevation well above all possible floods of water.

Never, in the history of the Pacific coast, has there been presented to capitalists and home-builders, opportunities for certain, speedy and immensely profitable investments in real estate, such as now is offered in all sections of the peninsula, between the rivers. Over the ground, consider the facts which have set forth, and that the tide of good immigration and capital is flowing this way, and you will agree with me that the Portland of the future will speedily become as the New York of the Atlantic.

W. M. KILLINGSWORTH.



Assembly yard of the Northwest Bridge Company. Girders and Columns shown in the illustration are for the Union Avenue bridge.

Portland heads the list of coast cities in exports, of which the most important is lumber. In addition to this staple of construction, Portland now possesses a plant second to none in the country for the fabrication and erection of steel and reinforced concrete structures.

The steel plant of the Northwest Bridge works, founded in 1893, has contributed largely to the progress and development of the coast, and the city may look with pride upon results attained. Little has been said of the operations of this company, and few people are aware that a large number of important structures of new San Francisco have been furnished from Portland, the steel frames having been fabricated and constructed in its local works. The list includes the Whitney, J. M. Rothchild, Boas Silverberg, Brown buildings and many others. The Portland plant has also manufactured the steel frames of the Corbett,

Falling, Commercial Club, Rothchild buildings, the Clackamas bridges of the Portland Railway, Light & Power company and the Union Avenue steel bridge over Sullivan's gulch for the city. A prominent factor in the growth of any city is the payroll of its manufacturing industries. Under normal conditions of business, the shop payroll includes from 80 to 100 skilled mechanics, and it is a source of satisfaction to keep the money here. To give an approximate idea of the extent of this enterprise it is, perhaps, not out of the way to mention that the company is now carrying in stock in its Portland yards between \$,000,000 and \$,000,000 pounds of structural steel. Its plant is equipped with every modern facility for the prompt and efficient handling of steel work of every description. Its extensive yards being covered by electric and steam cranes running from the wharf to the railroad tracks.

As all steel construction involves the use of some concrete, and all concrete construction is reinforced with steel, the company concluded to extend its operations, and has added to its structural steel business an up-to-date and completely equipped plant for handling concrete, augmenting its engineering department with the best talent in this line. Following its established policy, it is prepared to furnish, without charge to prospective builders framing designs in reinforced concrete as well as steel. As an instance of their success in this new departure, attention is called to the reinforced concrete bridge over Sullivan's gulch at East Twenty-eighth street, now under construction by the company for the city of Portland. The contract for this bridge was awarded to the company on its own design. They will also construct the 8-story Y. M. C. A. building, contract for which was awarded them recently.

PENINSULA HAS REAL BACKBONE LIKE OTHER GOOD PENINSULAS

True to the topographical conditions that usually characterize a peninsular formation, this one has a backbone. Beginning at Rocky Butte, which may be called the base of the peninsula, the government has described a series of elevation lines, showing vividly the formation of the entire tongue of land.

Encircling Rocky Butte, extending in a westerly and northerly direction, there is the 200-foot level. The section of the city enclosed by this line is the highest part of the entire peninsula. It includes pretty nearly all of the country from Belle Crest on the east close to Piedmont on the northwest.

Gradually sloping toward the north and the Columbia river and to the southwest and the Willamette river, the land lowers until the river banks are

reached. That portion along the banks of the Columbia is very low while the elevation is pretty well maintained in the other direction toward the Willamette.

Outside this 200-foot level, there is another well described circle, following the 150-foot elevation, including still other residence sections of the city, following by other circles.

Thus nature has provided a backbone for this peninsula, making the west portion the higher and gradually sloping toward the point near which is located St. Johns. From the highest point at the east end of the peninsula, approximately where Belle Crest has been platted, the view is both toward the south and the north. This natural ridge serves the purpose of a watershed, separating the Columbia from the Willamette valley.

BOUGHT LAND WHEN IT WAS VERY CHEAP

Real Estate Dealers Have Seen Property Increase in Value Many Fold.

Holmes & Menefee have been prominently identified with the development of the peninsula. They platted 10 acres in Glenwood park in 1889, the first in that section. They bought the 10-acre tract for \$300. The same land is now selling at from \$2,500 to \$3,000 per acre. Even these prices are not the highest on the peninsula and more favorably located land is selling at much higher prices.

CITY'S EXPANSE NORTH IMPOSSIBLE TO CHECK

Love Tract Latest to Feel Growth Towards the Peninsula.

The wide area between Graybrook and Woodlawn known as the Love tract is participating in the general expansion of the peninsula. With Newton, the new Swift townsite, adjoining it, this heretofore idle but beautiful land is bound to become studios, with fine residences and business houses.

strides in progress from year to year is the consensus of opinion of all. People are following the trail of the trolleys in all directions and the peninsula trolley channels are filling up rapidly through to the Columbia boulevard. With rapid and frequent service the Columbia river is being brought closer and closer to the city in both time and distance measurement.

Irvington park, lying to the southeast of Woodlawn, will soon be put on the market by F. B. Holbrook. Thus, step by step the city's march of progress is forever going on. There is no limit to its growth and that Portland will at no great distant day be the Pacific coast metropolis is no idle dream, but the firm belief of all those who have their fingers on the pulse of this great western country.

UNION SQUARE AN ATTRACTIVE CENTER

Many realty dealers who confined themselves to close-in property are beginning to realize the importance and the great future of the peninsula and are directing their attention to acreage in desirable localities along the trolley lines and Columbia boulevard. The St. Johns car line is a great magnet and new tracts are being opened. The Columbia Street company has platted the small addition, Union Square, at the turn of the car line toward Cedar Park. This is only a short distance from Maegly Junction, and negotiations are said to be on for extensive manufacturing sites in that vicinity. It seems only a matter of a year or two before this district and East St. Johns will be filled up with homes and factories. The opening of the Portland & Seattle railway through the peninsula, the building of the yards, freight sheds and passenger depot will be the advent of extensive building in East St. Johns, Maegly and McKenna Junctions and University Park.

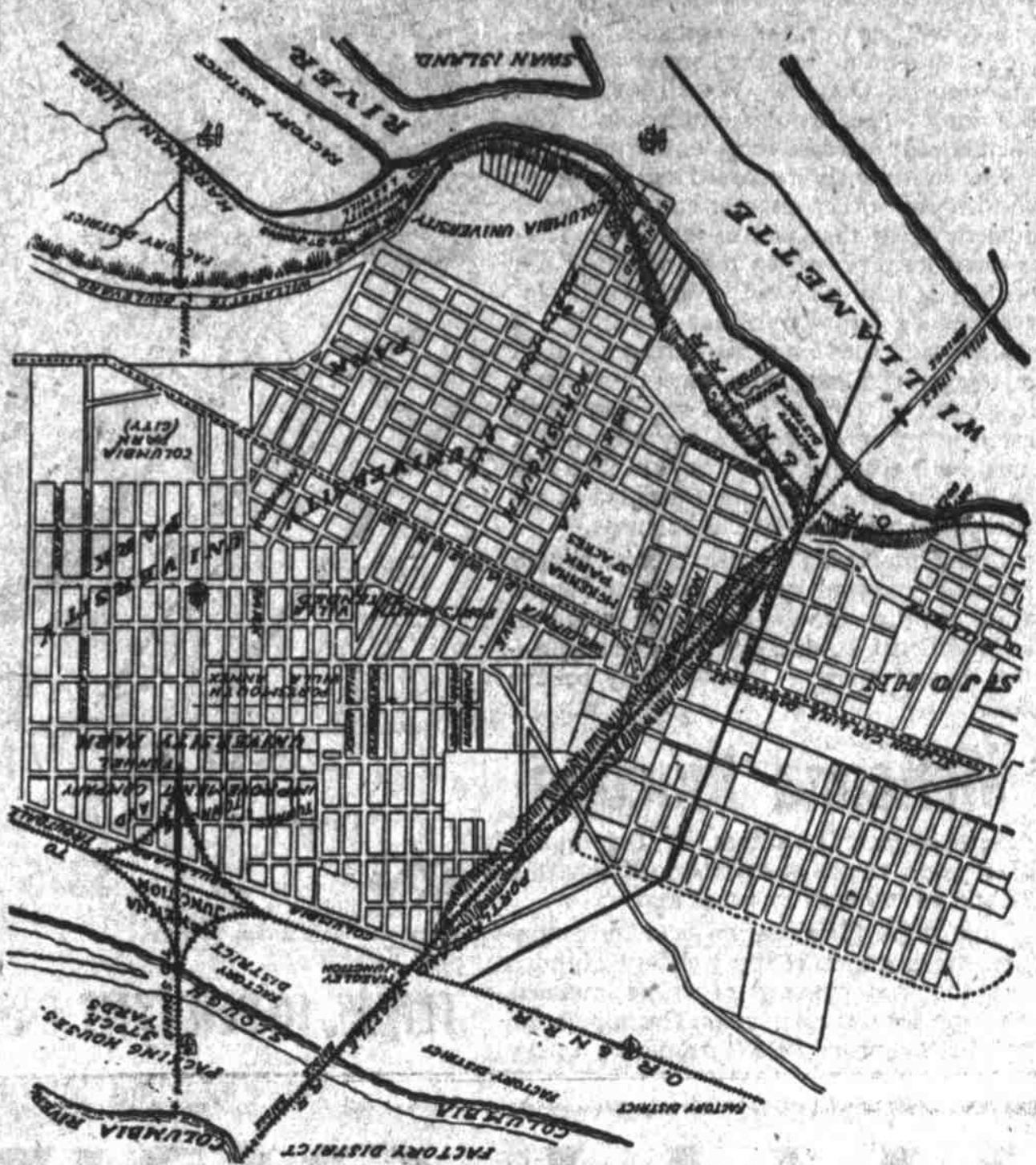
SOONERS EXPECT TO HOLD BLY CLAIMS

(Special Dispatch to The Journal.) Klamath Falls, Or., April 28.—The "sooners" in the land rush last fall near Bly are returning to their cabins and preparing for an indefinite stay in the woods.

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University Park

The Business Center of the Great PENINSULA The Business Center of the Great PENINSULA



STUDY THE PICTURE AND YOU WILL SEE THAT UNIVERSITY PARK IS THE CENTER OF THE PENINSULA BECAUSE IT IS SURROUNDED WITH INDUSTRIES THAT MAKE LARGE CITIES

The lumber business made Detroit, Michigan, a city of 400,000 population; business lots now \$4,000 per front foot. Stockyards and packing-houses gave Chicago its first boost towards greatness by adding 100,000 population to its ranks, business lots now \$10,000 per front foot. Stockyards and packing-houses made Kansas City peer over all its rivals by adding to it 60,000 population, business lots now \$3,500 per front foot; and made South Omaha a city of 40,000 population, business lots \$2,000 per front foot.

What may we reasonably expect of University Park, with its vast lumber business, its large stockyards and packing-houses, and all the great transcontinental railroads centering there, in addition to its rivers navigable to the commerce of the world? When we consider what has been done in other cities, have we not good reason to expect to see lots sell on such streets as Chautauqua, Willis and Fowler for \$1,000 per front foot within 10 years? An investment in only one lone lot will surely make you rich in 10 years. Does not something deep down inside tell you not to let this opportunity slip by?

This will be your last opportunity to buy lots on the Peninsula on the installment plan because the lots there will all soon pass into the hands of new owners who will likely demand the cash. **PRICES NOW \$10 PER FRONT FOOT FOR RESIDENCE LOTS, UP TO \$20 PER FRONT FOOT FOR CHOICE BUSINESS LOTS. TERMS 10 PER CENT CASH, BALANCE \$10 MONTHLY ON ONE LOT AND \$5 ADDITIONAL FOR EACH ADDITIONAL LOT. NO INTEREST IF EACH INSTALLMENT BE PAID WHEN OR BEFORE DUE.**

Take St. Johns Car, get off at Chautauqua Boulevard, where you will find my office.

FRANCIS I. MCKENNA

Room 606 Commercial Block, Portland, Oregon

\$100 reward for the arrest and conviction of the thief who stole my black gelding pony, very small, white nose, brand on shoulder, heavy mane and tail. And a brown gelding pony, white hind foot, brand on shoulder, dim white halter mark across nose, single-footer. And \$10 reward for return of one or both to McKenna Park, at McKenna avenue and Dawson street. Phone Main 1220. FRANCIS I. MCKENNA.

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