

GROWTH ON EAST SIDE NATURAL

Accumulating Business on West Side Compels Residents to Cross River.

When asked "Why the east side is outgrowing any other section of the city," A. F. Swensson replied that it is impossible for it to do anything but grow and at a tremendous rate. "It is the only natural location for the residence section of Greater Portland and the only available property for home-building purposes to be had at moderate prices," said Mr. Swensson. "The west side with its limited area between the precipitous slopes and the

center of the population. For this reason the business interests of our city, especially the west side merchant, should exert their influence to have the present Madison street bridge replaced immediately and ample to take care of the demand for the next quarter of a century. They should also strive for a new high bridge north of the steel bridge that will make it possible for the people on the peninsula to reach the center of the west side business district within a half an hour. No expense should be spared to make it possible for the residents to reach the doors of the merchant in the briefest space of time. Remember! Mr. Westsider, you want the trade and to get it and keep it you will have to offer every inducement, and time is an important factor. If you fail to grasp this opportunity in less than a decade the east side will not have to cross any bridges to supply his wants.

Harbor Improvements Needed.
When Portland has a population of 500,000, 400,000 will reside on the east side and this will happen within the next 10 years. In order to maintain its supremacy as a port Portland should not fail to improve its present harbor. Swan Island, directly below the Portland Flouring mills, should be dredged out and the material used for filling the low lands

OVERLOOK PRESENTS FINE IMPROVEMENTS

Located on River's Bank Affords Magnificent View of the City of Portland.

One of the best and most picturesque additions that have been platted in Portland in the last two years is Overlook. Located on the east bank of the Willamette river and elevated 200 feet it affords the best view of the city, river and mountains of any addition in the city. This tract originally belonged to Abrahams & Knox and contained more than 83 acres. It was sold to the Overlook Land company in the latter part of the fall of 1905, and was platted into 332 lots, of which

Rossmere

The Beautiful.

Where the beauty of lawns, parks and driveways will never be marred by the encroachment of buildings upon its broad avenue prospects, is the most up-to-date residence district in Portland.

ROSSMERE, where nature and the art of man are allied to create ideal conditions for the building of attractive Portland homes.

ROSSMERE attracts the best people because of its complete improvements and nearness to the center of the city. All street improvements, including cement walks, cement curbs and parking, grading and gravelling are all complete.

Building sites in Rossmere for a home can be obtained now at prices that are much lower than the actual value of residence property elsewhere in the city.

This property is moving rapidly. For choice locations it will be necessary to make selections at once.

Take Rossmere car at Third and Yamhill streets.

Agent on the ground afternoons and Sundays.

JOHN W. COOK, Manager **GEO. K. CLARK, Gen. Agt.**
Phones—Main 5407; Home A-3252
336 CHAMBER OF COMMERCE PORTLAND, OREGON



A. F. Swensson's Handsome New Residence in Overlook.

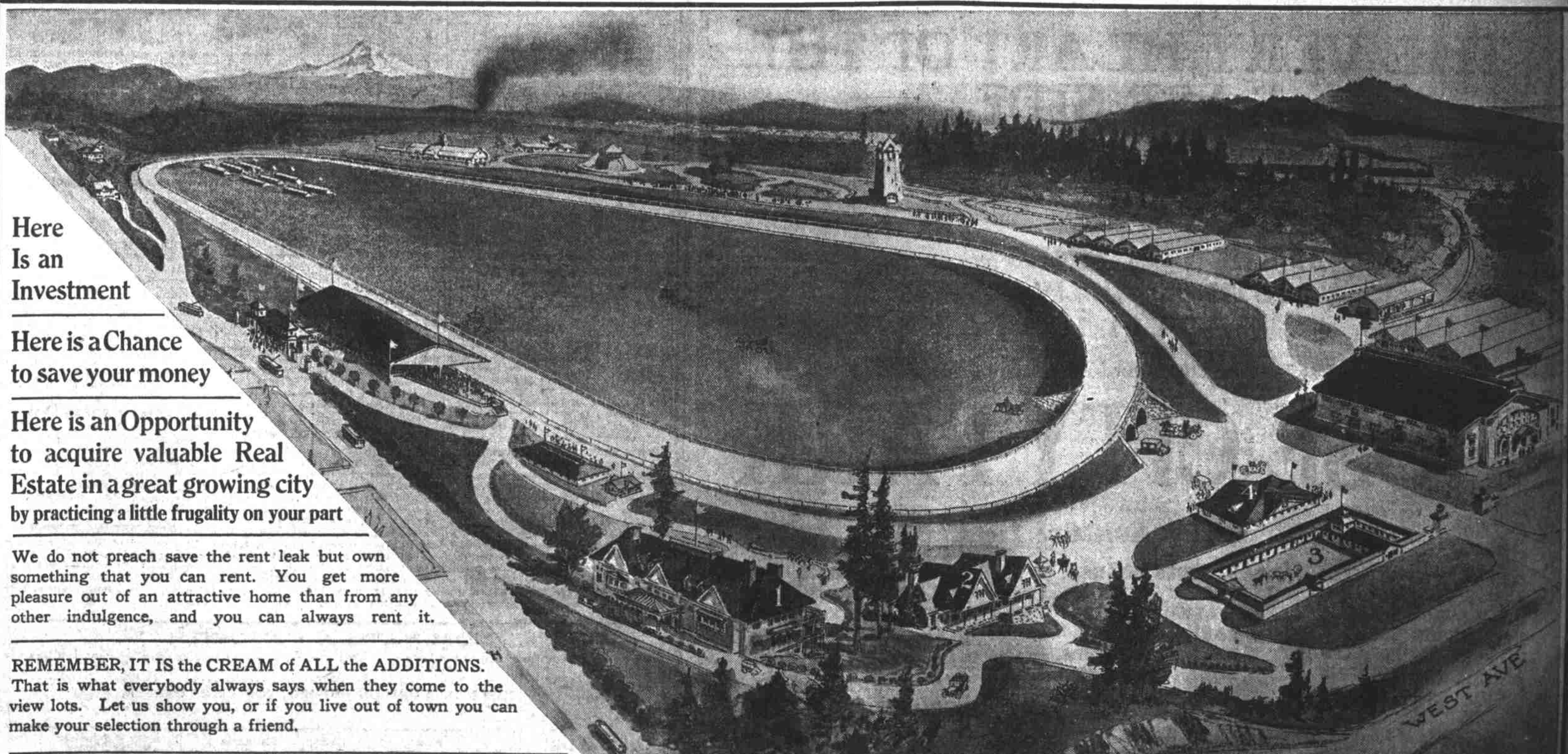
river and the barriers to the north and south scarcely has room for the wholesale, retail, hotel, apartment and rooming-house districts of a large city and the hills will not be utilized until property becomes so valuable as to make it a possibility to provide transportation and other modern necessities into now inaccessible territory. Therefore the moderate priced property must be utilized by the major portion of the people and this is all located on the east side. For the very same reason the larger manufacturing concerns have chosen the east side, as the new packing plants have already done on the peninsula.

History Repeating Itself.
The history of the growth of large cities has been that wherever a large population centers business will spring up in proportion to the demand and unless proper rapid transit facilities are furnished between the east and west sides the business will gradually locate in the territory most accessible to the

in Mock's bottom and Donn's and Guild's lakes. This would supply dockage and warehouse room, something which is becoming very scarce at the present date. This would give an anchorage basin about three-quarters of a mile in width by two miles in length and the available space on both sides of the river would be none to large an area for the terminals of the transcontinental lines that will seek an entrance to this city within the next few years. With Swan Island removed Portland would have one of the best fresh water harbors in this country and with the Willamette and the Columbia deepened so as to give a 48-foot channel to the sea this city could truly boast of being the New York of the Pacific and would soon be known as the largest city on the Pacific coast, and the cost would be a mere trifle compared with the benefits. This is one of our many needs of today and if we grasp the opportunity the next time the fleet visits the Pacific coast they can form in battle array in our grand harbor.

more than one third have already been sold. More substantial improvements in the way of cement walks and curbs, sewer, water, gas and electricity have been installed in this property than in any addition on the east side. Over two miles of cement walks have been laid and this addition can boast of the most perfect sewer system in Portland. Over one mile of six-inch water mains have been installed with sewer and water services to each lot. All the streets are paved with 26 feet for roadway, leaving 17 feet for the walk and parking. The following restrictions will insure one of the most desirable residence territories: No residence costing less than \$2,000; no building closer to the street line than 20 feet; only one residence on each lot. Twenty-two modern houses have been constructed during the past year at a cost of \$73,000, and this addition is destined to be one of Portland's best residence additions.

Benjamin Libouef—his name deserves to be recorded—is a credit to the "cochons" of Paris, whose honesty he has vindicated. Having found a bundle of securities, worth some \$15,000, in his cab, left there by an oblivious passenger, he carried the package to the prefecture of police, and simply left his number. Two days later he received a sum of \$50 in two banknotes from the owner, who was on his side, happy to have recovered his lost property.



Here Is an Investment
Here is a Chance to save your money
Here is an Opportunity to acquire valuable Real Estate in a great growing city by practicing a little frugality on your part

We do not preach save the rent leak but own something that you can rent. You get more pleasure out of an attractive home than from any other indulgence, and you can always rent it.

REMEMBER, IT IS the CREAM of ALL the ADDITIONS. That is what everybody always says when they come to the view lots. Let us show you, or if you live out of town you can make your selection through a friend.

Easy Terms—Monthly Payments
LOTS FOR
\$500 and Up
LOTS FOR SALE WITH IMPROVEMENTS GUARANTEED

Country Club Addition
VAN W. ANDERSON
215 Lumber Exchange Second and Stark Streets

Right Here Is the Cream of All the Additions
At this point you stand on the gentle slope of a hill beautifully parked and terraced and see Mt. Hood, Mt. Tabor, Portland Heights and the city
COUNTRY CLUB ADDITION