

SUBURBAN LOTS ARE THE SAFEST

They Furnish a Sure and Profitable Investment for Young Men.

"Five Hundred Thousand in 1915" is the new slogan of members of the Commercial club, realty operators and all the enthusiastic boosters for a "Greater Portland." To effect this increase in population the Commercial club has inaugurated a campaign to raise \$100,000 to be spent in advertising the resources of the Pacific northwest to the city of Portland this year. The railroads will be called upon to do their share in this publicity campaign. The result will be tangible and definitely felt. Many thousands of new people will be attracted to Oregon and Washington and the city of Portland will get its full quota.

The real estate operators are among the most progressive citizens in the city and are doing their full share in building up a great metropolis. The amount of real estate advertising for the year 1919 will exceed by a wide margin the \$100,000 appropriated by the Commercial club. This will bring about the following condition of affairs: The investor in a single suburban lot is interested in the largest business undertaking of a great growing city that is the movement of real estate. No other business is so extensively advertised; no other business is open to so many different classes of people. Rich and poor, men and women, all types, are more or less active operators in real estate transactions. Thus it is probably the most general business for all classes of people to be engaged in, at the same time, it is the most competitive and this in itself is a good thing, for it gives those engaged in it, whether buying or selling, an opportunity to know the value of the commodity they are dealing in.

Have a Fixed Value.

The great advertising campaign launched by the larger realty operators places a fixed value on the commodity. There is no possibility of a person of average intelligence not having perfectly fair and impartial information. The value of suburban lots is fixed as to price; at the same time the entire machinery of all this vast advertising campaign tends to increase the value to encourage home building, and to establish successful business enterprises. The purchase of suburban lots within the city limits at the original opening price is as safe and inviting as any disposition of a person's funds as could be possibly imagined. It is generally appreciated the great good publicity does the city, until we consider the case of New York.

New York city has been constantly boomed by the entire United States, and in fact, by the world. It is the modern Mecca of the desire of all people of all classes and of all nationalities to visit New York, has built one of the great wonders of the age. In consequence there are simply incredible stories told about the great fortunes built up by the natural increase of land values. Realty firms are established there that sell suburban lots throughout the United States. These lots are sold by a system of selling bonds with guaranteed interest and in some cases, insurance indemnity in case of the death of the purchaser of these bonds. The entire business is on a vast scale. They operate with suburban lots as a basis of actual commodity of exchange, and have been able to sell new subdivisions which were quickly absorbed at a handsome profit for the benefit of the non-resident purchasers of these bonds.

Different in Portland.

This same plan is being carried out in somewhat different detail here in Portland, except the selling of suburban lots is carried on by direct sale, rather than indirectly through the sale of these bonds. Realty firms have been established with sales departments, dispatching agents throughout the entire northwest.

In connection with this movement in suburban lots, it is interesting to note the difference between Portland as a western city and the settled aspect of the largest eastern cities. In the first place it will be appreciated that we have no great congested district here built with unsightly, unwholesome tenements. This is about the first observation of the eastern visitor. Along with it comes the comment that we have no poor, and that apparently, is the case.

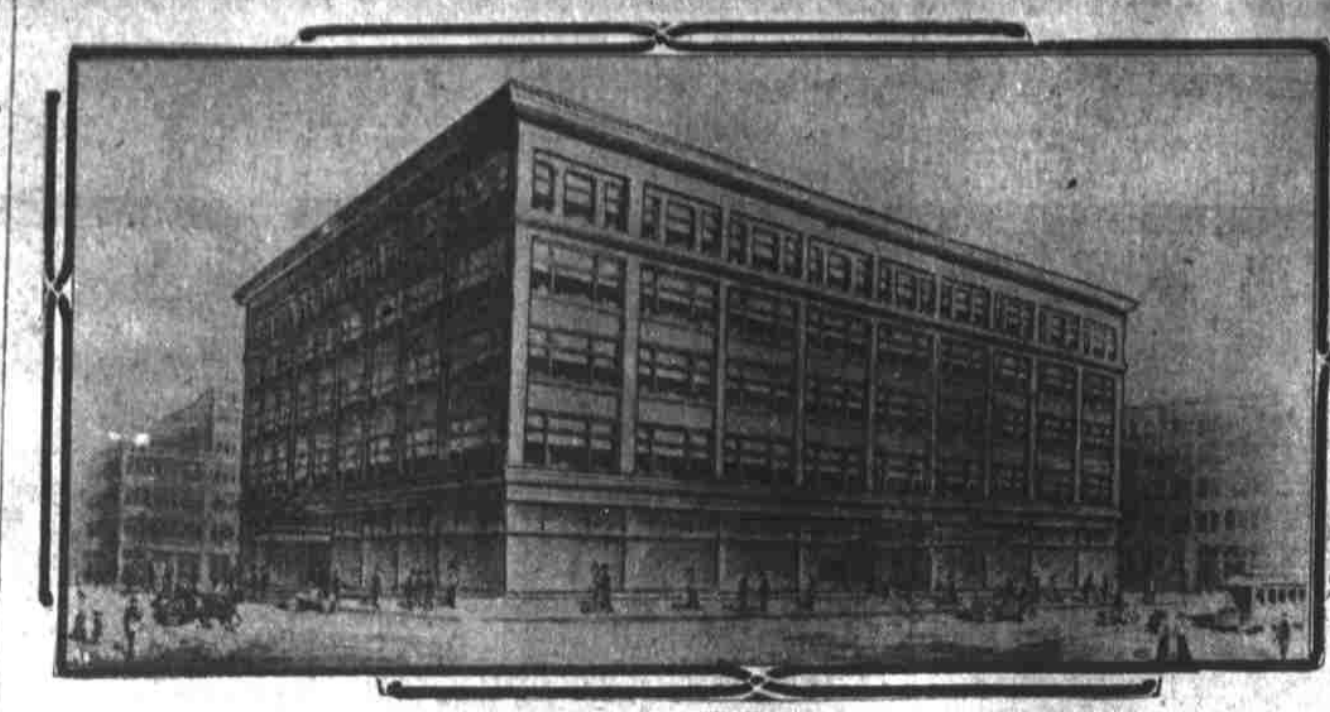
This city presents an aspect of stability and offers opportunities to its people. The poorest classes own their own homes, or are preparing to do so by buying for suburban lots on the installment plan.

The savings bank idea has caught the fancy of all classes of people, the bank being a suburban lot in a district under methodical improvement. The realty operators give their guarantee to make all improvements in the way of cement sidewalks, graded streets, water and sewers. The investor has only one responsibility in the way of making payments. With many, it is money that would otherwise be spent for shallow amusements. This spirit of frugality cannot be too much encouraged among the wage earners and young men and women on small salaries.

Check on Extravagance.

The general tendency of the day seems to be toward extravagance and pleasure. The suburban lot is a saving clause for many young men. It gives them a feeling of responsibility and when they have paid for their lot and find that it has actually increased in value to the extent that he could sell it for a handsome profit, it encourages him to go on with the accumulation of wealth.

The first lot actually owned, free and clear of incumbrance, is the beginning of many a snug fortune. It cannot be too strongly urged that instead of spending money night after night on the street, it can be much better placed in the form of investment. The great migration of people to the west, and their influx to this city makes it inevitable that his lot will be built up to from all sides.



Olds, Wortman & King Building, Under Construction on Pennoyer Block.

entirely that his lot will be built up to from all sides.

The attention of the people of the entire northwest is turned to Portland real estate. Illustrating this, an agent was selling lots for a certain firm in eastern Oregon. He was perched up on the counter boasting of his lots and the certainty of their increasing in value. When a salesman came in from one of the large wholesale grocery firms in Portland. The traveling man soon took in the situation and entered with spirit into the talk and proceeded to boast in such an enthusiastic manner, that the real estate man sensibly became silent and let the traveling man sell his lots for him. The country grocer bought two lots instead of one.

Shows Right Spirit.

It shows the spirit of enthusiasm and the pride of fellow workers in the great metropolis when they go outside of their work to help one another in their effort to make business. The distribution in the city of Portland have but one drawback, and that is a tendency toward confusion between the excellent and the different subdivisions. The out of town buyer or the city investor can look to the elevated lots on the west side of Portland Heights, Council Crest, Carson Heights, Fulton and Willamette Heights. On the east side of the river the offerings are from St. Johns to Lewis, including Rose City Park, Hyde Park, Belle Crest, Elmhurst, Rossmore. Country Club addition, Waverly, the packing town district on the peninsula, and the score of other additions, all offered at a standard of value and on a competitive basis, the one firm competing with the other to attract business and effect sales.

The purchaser is perfectly safe in buying in any part of these subdivisions. The pitfall is not in the purchase of suburban lots, but in paying a higher price for business property than the business eventually developed will warrant. Suburban lots in Portland are offered at a moderate price that constantly surprises visitors from other cities. There is a spirit of fair play and moderation as to the price of suburban lots which reflects the general spirit of the city of Portland. Portland is a big, wholesome, generous mother to its children.

Brings Suburbs Closer.

The suburban lots will all be brought in much closer touch with the city by increased facilities for transportation. There is a tendency for increased speed in transportation with the growth of the city. The very congestion of a great city makes it necessary to construct elevated lines, subways and through trains between suburban points with frequent stops. That brings the suburbs in actual close touch with the heart of the city, and adds materially to the value of those lots.

In connection with this there is not a better and safe disposition of one's surplus funds than in investment of real estate within the city limits of this city.

The detailed formula of every patent medicine has to be filed with the Austrian government and other requirements fulfilled before its importation is allowed.

How Is This for Cheap Farms?

223 ACRES, about 100 acres level, balance rolling, A1 soil, all fenced, 35 acres in cultivation, 50 acres saw timber, 40 acres small timber; creek and spring on place, water piped to house; 70 apple trees, 30 prune trees; very good house with fireplace, 2 barns; 4 miles from town; this is a good fruit or stock ranch; price \$3500, terms.

80 ACRES, all fenced, house and 2 barns, 8 acres in cultivation, 75 fruit trees bearing, good spring; 1,500,000 feet of good saw timber; 4 miles from town; price \$1500, half down.

50 ACRES, 25 acres in cultivation, all fenced, creek and spring, orchard, house and barn, 3 miles from town; price \$2225, terms.

12 ACRES, 12 miles from Portland, 100 yards to station, the Hillsboro electric road, A1 soil, 10 acres in cultivation, no buildings; price \$2550; this is a snap.

469 ACRES, 155 acres of fine rich bottom land, all in crop, all fenced, river is one boundary line; 100 acres of rolling land, fine fruit land, all fenced and has been plowed, all clear; 60 acres of good large timber suitable for lumber, 60 acres of smaller timber and small brush suitable for wood and ties, balance of place is used for pasture; good creek runs through place and barnyard; large 9-room house, has good large fireplace; the house is in first-class condition; three barns, two large ones and one small barn, two orchards; all of the crop goes with the place; 3 good mules, 2 young mares with foal, about 30 head of cattle, including about 6 milch cows, 62 head of goats, 8 head of hogs, 2 new wagons, 2 sets of harness, 1 two-seated surrey, binder, 1 mower, 1 rake, 1 new double disk, 1 four-horse seeder, plows, harrows all new, two-horse disk harrow, 1 new fanning mill, 30 or 40 tons of hay, 200 or 300 bushels of oats, \$100 worth of wire fencing, 3000 or 4000 feet of lumber, all small tools; price \$37.50 per acre, including everything mentioned; terms. This place is worth \$50 per acre without stock and crop.

If you want smaller places I have them, from 5 acres up, to sell or trade, from \$9 per acre up to \$500. Come and see me for bargains in farms, for I have them.

Western Realty & Investment Co.

610 BUCHANAN BLDG., 286 1/2 WASHINGTON STREET
Phone Main 6984

Do You Want to Sell Your Business?

IF SO, CONSULT THE LEADING AGENTS

Should you at any time wish to dispose of your business we can surely sell it for you, as we have quite a number of people call at our office daily from out of the city in search of business.

Many of these people have considerable money and are anxious to invest it.

We Also Deal Extensively in Farms, Acreage and City Property

We work hard, do a strictly legitimate business, and charge 5 per cent commission. If you will kindly call at our office, 102 Second Street, between Washington and Stark, phone Main 3097, A1097, drop us a letter or postal giving full particulars and your lowest cash price, we can make you a quick sale for cash.

Spencer & Company

102 Second St.
Highest Bank and Commercial References
QUICK SALES CASH BUYERS

PORTLAND PLANS TO SPEND MILLIONS FOR PARK LANDS

Portland with her low death rate, her mild climate, world famed Bull Run water, unexcelled school system and her many other claims to the attention of the homeseeker and home builder, has been somewhat negligent in the exploitation of her natural attractions. Nature, which has been so bountiful in the distribution of her favors to the Rose City, has by her very profuseness created a too contented feeling from which the people are only just beginning to emerge. One of the first signs of this awakening to the needs of the future is the fact that at the last election the taxpayers voted to spend \$3,000,000 in the establishment of a system of fine boulevards and parks.

Bonds to the amount of \$1,000,000 have already been sold by the park board. Half of this sum will be needed to pay for acreage upon which the city has obtained options. By the terms of the charter amendment, creating the board issue the city can spend only \$500,000 a year on parks, so it will take five years to use all the present fund. If the policy of the park board is carried out the greater part of the \$3,000,000 will be used to purchase desirable locations and the land will be allowed to remain undeveloped until more money is available.

The board is composed of shrewd business men who foresee that land values will soon go so high that it will be next to impossible to secure park places. They believe that it is the wiser course to use the money now at their command to acquire land, which being the prime necessity. Then as the growth of the population demands money can be appropriated for the improvement of the park sites.

All these will be selected to conform to the general plan for the park system as outlined by the noted landscape artist, the Olmstead brothers. According to the plans submitted by the Olmsteads the city is to be encircled by a 200 foot boulevard connecting a chain of beauty spots by its winding ground hills and dales that make for the city a scenic background that is not approached in loveliness anywhere.

The Macleay and City parks are the important links in the chain on the west side of the river. On the east side the board will set aside more than 100 acres on the very top of Mount Tabor, a tract of land that cannot be surpassed for natural beauty.

Besides these main parks there will be scattered throughout the city, as a part of the thickly settled districts, smaller parks and recreation grounds, all connected by boulevards which will

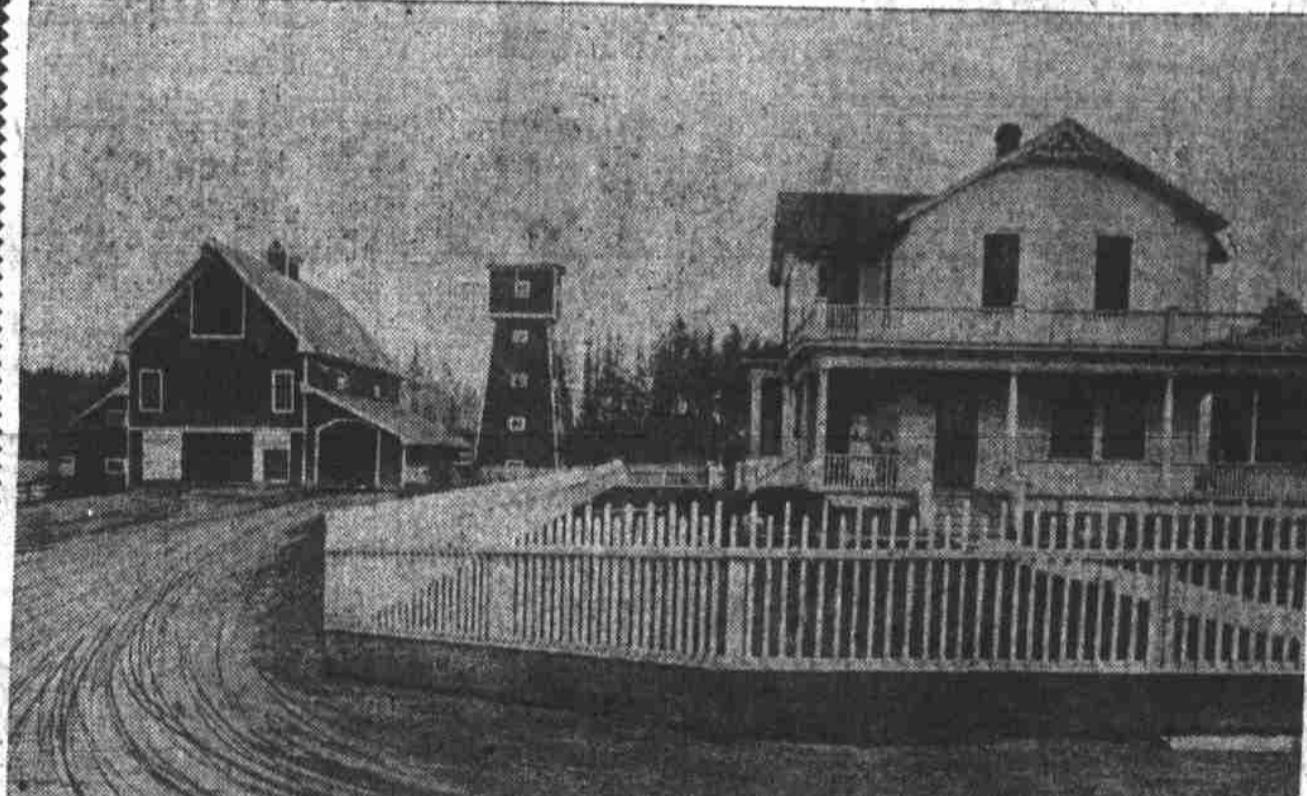
be made lovely by broken reaches of parkway. Traversing many blocks in the heart

of the business section are the Plaza blocks, a wide parkway donated years ago to the city by public spirited citizens. Verdant in the spring and in summer resplendent with a riot of flowers dotted with magnificent shade trees, these beautiful little parks are in sharp contrast to the grime and bustle of the city. Here the tired laborer, or the weary office clerk may snatch sweet respite from the cares of the day when summer waves her warm mantle over the city and here hundreds of children while away many a happy hour. The Plaza blocks have always been the admiration of tourists from the congested municipalities of the east.

Similar park strips are to be laid out in other parts of the city. It is hoped by the park board that wealthy men will give some of their property to the city. Several liberal offers have already been made among which is that of the James Moffet estate of a 300 foot parkway extending nearly two miles through South Portland and connecting with the boulevard.

While the park and boulevard system which is being contemplated has involved the expenditures of millions of dollars and will mean the outlay of millions more, the leaders in the park movement, and all progressive taxpayers, realize the benefits derive from the spending of these vast sums. Property values have increased enormously in the vicinity of every possible park site since the city began to purchase land. On Mount Tabor where the park board secured options on 125 acres, surrounding land has advanced from 50 to 100 per cent.

But aside from the commercial advantage of the park system to the city in the increased values of land and in the incentive it gives to the homeseeker



ONE OF THE MANY BEAUTIFUL HOMES LOCATED ON OUR ACREAGE.

3500 ACRES of the most fertile soil in the vicinity of Portland included in our general platting. No rock, gravel, white soil or hills to contend against.

A SYSTEM of completed roads that extend along one or more sides of each tract, no matter how small, insures uniform development of this entire area. These roads are not promised or on paper only, but actually cleared of all obstructions, GRADED and TRAVELED.

THIS LARGE AREA, platted into tracts of from 1/2 acre to 20 acres each, will provide 700 homesites of an average of 5 acres.

SUCH A COMMUNITY of homes, located 9 miles southwest of the courthouse, on the Fourth street railway, with 5 trains each way per day, road soon to be electrified, will demand and provide all modern conveniences.

ONE ACRE of this very fertile soil, developed in fruit, English walnuts or vegetables, will support a family. A few acres will provide dignified and remunerative employment for the entire family.

THESE TRACTS are now selling at from \$100 to \$300 per acre, with small cash payment, balance to suit your convenience.

CALL AT OUR OFFICE and arrange to go with us, without expense to you, and examine this property.

WE ALSO HAVE a large list of farms, located throughout the Willamette valley, ranging in price from \$30 to \$75 per acre.

SEE US FOR CITY PROPERTY, EITHER TO BUY OR TO SELL

The SHAW-PEAR Company

245 1/2 Stark Street

to come to Portland, its greatest benefit lies in the fact that it contributes strongly to the moral uplift of the community. Crime can not thrive in the sunlight and open air. Give the embryo street a chance to grow up in the wholesome surroundings of the country, air which the park is the only urban reminder, and you give him a better chance to become a useful citizen.

HOLLADAY'S ADDITION

Ideally Situated for an Exclusive and Artistic Residence District.

The growth of the east side residence districts in the past two years has been phenomenal, none, however, has shown such a substantial growth as Holladay's addition. This is greatly due to the ideal location of this addition. It is on such an elevation that it commands a natural drainage, gives a fine view and is above the smoke and fog. Extensive improvements are now under way, the streets and sidewalks are being laid in basalt paving, and several costly residences are under construction. An excellent streetcar service is afforded which adds greatly to the desirability of Holladay's addition being an excellent residence district.

Competent engineers estimate that there is 2,000,000 horsepower which could be easily developed from water power in this country. This would save annually 225,000,000 tons of coal.

The Lake Shore railroad is experimenting with dispatching fast trains between Buffalo and Chicago with wireless telegraphy.

Fruit! Fruit! Fruit!

Are you familiar with the wonderful development of the fruit industry now taking place in

Klickitat Co. Washington

Have you heard of the purchase made by

SAM HILL

On the east of the town of Columbus, amounting to

\$160,300

Do you know that we alone have sold in this neighborhood in the past few months in large tracts lands to the value of

\$168,400

Bear in mind that these sales which we have made are all in the

GOODNOE HILLS

and that we have since platted to

5 and 10 Acre Tracts

about 4000 acres of this land, of which we have resold about

1500 Acres

And if you will visit the ground with us we will show you great things doing.

We will show you more than

700 Acres

Now being planted to fruit and nuts alone.

Do you realize what has happened in other localities in the way of

INCREASE IN VALUES

From such development and that it is not too late yet to get in on the

GROUND FLOOR

of this proposition?

Where you can buy in tracts to suit, of 5, 10 or any number of acres, land

All Cleared

and ready for planting at the small figure of

\$100 Per Acre

25 per cent down and the balance in 1, 2 and 4 years, with interest at 7 per cent.

We are confident we know what we are talking about. We have convinced others, or rather, have shown them and they became convinced from what they saw.

Now, what we want is an opportunity to show you. This is all we ask.

Let us hear from you. If you can't call on our office and let us talk the matter over with you, write for descriptive pamphlet today.

B. S. Cook & Co.

303 CORBETT BLDG. PORTLAND, OR.

A Few of Our Good Buys

315 ACRES, 1 1/2 miles from Lyle, 55 in cultivation, balance mostly oak forest, berries on 12 acres; 6 acres bearing orchard, 6 room house, large barn, stone collar and milk-house with running water; very best of fruit land. Team, wagon, tools and implements—\$16,000, half cash.

160 ACRES, 30 miles south of Portland, 3 miles from railroad station; 100 in cultivation, 15 in hops, fine orchard, berries on 4 kinds; new modern 9 room hard finished house, barn 70x70, hop dryer and other buildings. Tools and implements—\$80 per acre, half cash, balance long time 6 per cent.

389 ACRES in Polk county, 125 in cultivation, all in crop; good house, 2 large barns and 2 log barns, 17 head of dairy cows, 60 head of goats, full set of farm machinery, all for \$25 per acre—\$4000 cash, balance 6 per cent.

160 ACRES in Columbia county, 6 miles from Columbia river, 35 in high state of cultivation, 40 in pasture, balance fine fir and cedar timber, cruises 2,500,000 feet. Trees well cared for and all the farming implements—\$7000, \$1000 cash.

840 ACRES in Rogue River valley, 1 1/2 miles from railroad station on R. F. D. route; 100 in cultivation; fine, rich fruit land—\$5000, 1-3 cash.

40 ACRES adjoining the above, 12 in cultivation—\$500, half cash.

66 ACRES miles from Astoria; telephone and R. F. D., 25 acres in cultivation, 15 slashed, balance fine timber—\$3500.

7 ACRES adjoining city limits of Woodburn, having city water, schools and mail delivery; 1 1/2 acres in garden, balance in orchard, all in high state of cultivation; fine 7 room hard finished house, barn 34x24, all new; and first class—\$2750.

28 ACRES adjoining Hubbard, fine 7 room house, all kinds of fruit and berries; pastures platted to town lots—\$4500, half cash.

ATLAS LAND CO.

420 Lumber Exchange.

A Few Bargains for the Money Saver

\$2500 For 5-room house, modern, 1 block to car, with 1 acre of ground.

\$7500 For new, modern 8-room house in Holladay's.

\$3750 For 6-room house, almost new, in Irvington.

\$3500 For half acre and 5-room, modern house, close to car, on the peninsula.

\$2500 For new 8-room house, right by car, on the peninsula.

These and many others, and the terms are like paying rent.

If these do not suit you and you have a lot of your own and want a house built on it, I will furnish you the money to build it and you can pay it back as you would rent. Come in and get full particulars.

John B. Raster

GERLINGER BLDG.—Main 2202

HAVE A WELL SELECTED LIST OF FARM PROPERTIES

Also

One to twenty-acre tracts at various points on the carlines, and city property.

WAITING ROOM FIRST AND ALDER PORTLAND

WESTERN REALTY & INVESTMENT CO.

610 BUCHANAN BLDG., 286 1/2 WASHINGTON STREET
Phone Main 6984