

BUILDING PERMITS SHOW ST. JOHNS IS PROSPEROUS

Construction to Value of \$31,000 Authorized During February; Milling Co. Purchases Quarter Block for Factory.

Building permits issued during February at the St. Johns city hall reached the satisfactory total of \$31,000, which is nearly three times the value of new construction authorized in February, 1909. January permits in St. Johns amounted to \$11,100.

Dwelling house construction to the value of about \$40,000 has been begun in St. Johns since the first of the year and the indications are that 1910 will be a banner year in all classes of building construction in the peninsula city.

New Milling Company.
The Pacific Northwest Milling company, a new corporation which recently took over the Pacific Coast Toasted Cornflake company, has closed a deal for the purchase of a quarter block at the corner of Bradford and Philadelphia streets, where a new cereal factory is to be erected by the company. The main building is to be a 15,000 structure, and its erection will begin early in May. For the present the company will operate the small plant at Northern Hill pending the completion of the larger mills on the river front, where breakfast foods and cereals of all kinds will be put up for the Portland and nearby markets.

Excavating for the foundation of the new church and school buildings of St. Clement's parish on Portland boulevard began last Monday. The building is to be a fine-frame structure and will cost \$10,000 exclusive of the furnishings. On the adjoining lot a priest's house will be erected at a cost of something like \$10,000.

New Hospital Planned.
St. Clement's parish, which owns about two acres of excellent ground on Portland boulevard, will begin the erection of a modern hospital on the site as soon as the church, school and other buildings now under construction are completed. An up to date hospital is one of the most needed institutions in all the St. Johns district. Such a structure to meet the requirements of that section would have to be large enough to provide hospital accommodations for a population now of not less than 10,000, which is increasing as rapidly as that of any other section of the Portland territory.

St. Johns property holders and residents generally are excited over the report that the Chicago, St. Paul & Milwaukee is negotiating for a considerable tract of land in St. Johns, presumably to be used as peninsula terminals.

St. Paul Negotiating.
The rumor is that the Milwaukee agents are trying to tie up a portion of the Weyerhaeuser tract on the river front, although no confirmation of the reported deal has been forthcoming. It is also rumored that the company is after a tract owned by M. L. Holbrook, but as the company's officials are unusually reticent and Mr. Holbrook is on his annual trip to California, this rumor cannot be confirmed.

A movement is on foot to connect East St. Johns with the Monarch Timber company's mills and the Swift plant by means of a wagon road. The St. Johns city council recently appointed a committee to take charge of the proposed road. This committee reports that all of the property holders along the route of the projected highway have



Fred Vale residence, West avenue and East Yamhill streets.

agreed to dedicate an 80 foot strip through their holdings.

Road on Piles.
Practically all of the road will have to be on piles and it is estimated that it would cost between \$40,000 and \$50,000 to build such a highway from the high ground at East St. Johns to the big industrial plants on Oregon slough.

The only way in which wagon communication is now had between St. Johns and the Swift plant is through Kenton, which means an extra drive of at least four miles.

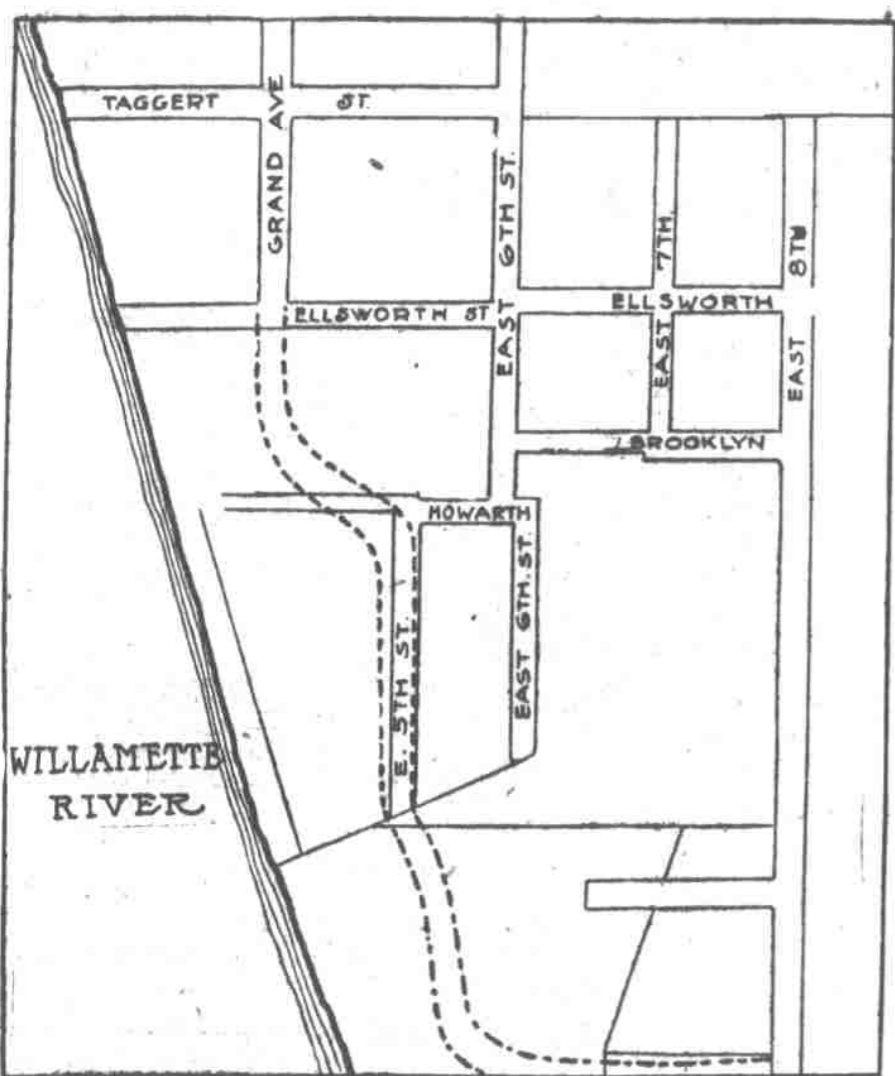
That two first class highways should connect the high ground on the peninsula with the immense industrial plants on the south bank of the Columbia river, is asserted by the people of St. Johns. One of the most substantial pieces of roadway in the state extends from Kenton across the overflow peninsula lands to the Swift plant, and it is just as essential that the residents of the lower peninsula be provided with a way to reach the industrial center on the north side of the peninsula, say the residents of the large and populous territory in and around St. Johns.

EUGENE CAPITAL IN LAURELHURST BLOCK

One of the largest sales in high class residence property for March was made by the Laurelhurst company, owners of Laurelhurst, to Eugene capitalists who purchased block 51, which is one of the most sightly blocks in the entire addition, at a cost of \$30,000. Other residents of Eugene who were in the same party made individual purchases to the extent of over \$20,000 more.

Another large sale was made to a syndicate of Portland capitalists who took over an entire block for a consideration of \$24,000. While positive plans have not been made public, it is understood that the purchasers of both these blocks have under consideration the erection of a number of handsome homes for investment, and that work on them is to be started in the next few weeks.

WILL EXTEND GRAND AVENUE; PLAN IS TO MAKE NICE DRIVE



South along and overlooking the Willamette river, from Ellsworth street to Milwaukee street, making one of the finest drives in the city, Grand avenue is at last to be extended, after more than two years of strenuous work on the part of W. J. Clemens and others who own homes facing the proposed extension. The Woodward pavilion property, on Ellsworth street, at the head of Grand avenue, has all along been the chief stumbling block in the way of the movement to extend the avenue. This property and the strip along the river belong to the Portland Railway, Light & Power company, and only recently has Mr. Clemens succeeded in inducing the officials of that company to dedicate a 50 foot strip off the west end of the Woodward block and a 10 foot strip from the east side of its river front holdings to where the avenue extended will turn east to merge with Milwaukee street. Now, however, these details have all been arranged and

a full 50 foot driveway has been dedicated by the railway company and the other owners of property facing this avenue as extended.
A movement is on foot to have the extension graded and a hard surface pavement laid. The intention of the interested property owners is to petition the council to have this work done this summer. South from Hawthorne avenue to Ellsworth street, Grand avenue is to be hard surfaced. The avenue is now paved from Hawthorne avenue north to Holladay with the exception of the three block fill from East Stark to East Ash street, which will probably be paved this summer.
The Grand avenue extension will make one of the finest scenic drives in the city, and will prove an invaluable attraction to that section of Portland. It will command a magnificent outlook over a greater part of the west side and from it much of the east side looking toward the north may be seen.

WAVERLEIGH HEIGHTS

STREETS GRADED AND CEMENT WALKS—ALL TO BE PAVED WITH HARD-SURFACE STREETS IN THE SPRING.

TWO SCHOOLS. TWO CARLINES. SEWERS. BULL RUN WATER. BUILDING RESTRICTIONS. LOTS

\$600 and Up—10 Per Cent Down \$10 Per Month

JNO. P. SHARKEY CO.

SOLE AGENTS FOR WAVERLEIGH
122 1/2 Sixth St., Cor. Washington A-1550 Phones Main 550
BRANCH OFFICE EAST THIRTY-FIFTH AND CLINTON STREETS

QUARTER BLOCK ON PARK STREET SOLD

Operator Pays \$65,000 for Corner Property at Salmon and Park Streets.

M. W. Hunt, an extensive operator in inside property, closed a deal late yesterday afternoon for the purchase of the quarter block at the northeast corner of Park and Salmon streets. The consideration involved in the transaction was \$65,000. The property formerly belonged to E. S. Merrill. In buy-

ing the parcel Mr. Hunt was represented by Vanduyne & Walton.

This quarter is across Park street from the new Arlington, which is just being completed at a cost of nearly \$200,000. The Arlington club site, 100 by 100, with three street fronts, was purchased less than 12 months ago for \$30,000. A quarter block one block farther south on Park street, changed hands less than 90 days ago at a consideration of \$45,000. These and other sales made in the district in the past few months show the tremendous rise in values of property south of Morrison street.

This is the second large realty transaction made by Mr. Hunt within a year. The other buy was the Calk property at the northwest corner of Park and Morrison streets, for which he paid \$150,000.

Read About Salesmanship Contest.

Read in this paper large announcement of great salesmanship contest.

EASTMORELAND

EASTMORELAND'S SUCCESS IS SURE

OUR SALES RECORD TO DATE ABSOLUTELY PROVES IT

A mighty unstemmed and unstemmed buying movement has started in EASTMORELAND—mighty in its import, mighty in its effect.

It's a buying movement that means that the faith of the Portland homesite buying element has been led up to a point of absolute, instant and unquestioned acceptance of our statements through the clean record of facts established at the conclusion of the sale of Westmoreland.

EASTMORELAND investment has been rendered inevitable—it's the natural consequence and sequence of a demand which has been founded upon a confidence molded by things done—things accomplished.

The people of Portland recognize and believe in the aim of the company behind EASTMORELAND.

We have said that EASTMORELAND in three months will have greatly advanced in value. We have said that its own evident present worth will be the fundamental reason for that advance, and we place the responsibility for these statements upon your confidence in this great property that was injected into and has characterized the sale of Westmoreland, and has been carried up through and into the first two weeks of EASTMORELAND sales.

Once again we say: EASTMORELAND will be a great selling success. It is a great selling success today—now.

Once again: It will be an incomparable homesite section. Stand on the property itself; observe its contours; observe its view; look to the east, west, north and south; mark its commanding, unobstructed view of the business heart of Portland, of the thriving suburb of Sellwood, of the imposing heights of Willamette, of Council Crest, Mount Tabor, Mount Scott, the Willamette River for many miles, and many other points.

Is it view property?
Isn't it distinctly the character of property you would select for your home?

Let your own sane judgment dictate your answer.

EASTMORELAND'S improvements will alone render it a home community apart from the common.

Its hard-surface streets and grandly, magnificently boulevarded drives place it in a class rivaled only by the best.

EASTMORELAND'S homes will all be built back of a twenty-five-foot line, and its beautifully winding streets will add superlative beauty to an already favored spot.

Watch EASTMORELAND—if you don't believe in it strong enough to invest, watch it the closer—it is going to surprise many people; it will surprise you. It's going to be the homesite of homesites—the investment of investments.

Its sale will be a record for conservatism—for profit for the investor.

Watch it, and come to believe in it through sheer force of irrefutable facts.

Reed Institute will be placed on the top of the hill above the lake. Its winding drives and walks will encircle and skirt the water. Reed Institute will be a mighty factor in the future building up of EASTMORELAND; its influence will uplift and benefit; its name will be a name of greatness.

EASTMORELAND'S streets will be from 28 to 48 feet wide from curb to curb and paved with hard-surface paving, concrete curbs and six-foot concrete walks, parking nine feet; shade trees will be planted; Bull Run water, sewers, gas and electricity will all be installed. All homes will be built back of a 25-foot building line.

AND ALL IMPROVEMENTS ARE INCLUDED IN THE PURCHASE PRICE WITH THE EXCEPTION OF SEWERS AND PAVING.

Here is a real investment for the wise man, a beautiful homesite for the discriminating man.

SO GO OUT AND SEE EASTMORELAND TODAY. TAKE SELLWOOD CAR AND GET OFF AT TOLMAN AVE.

COLUMBIA TRUST COMPANY

BOARD OF TRADE BUILDING

EASTMORELAND