

# PROPERTY VALUED AT \$25,000,000 CHANGED HANDS

This Is Record of Last Year, but Figures for 1910 May Reach \$36,000,000, as Indicated So Far.

With two months of the new year gone, abundant confirmation is shown of the prediction often made in these columns that 1910 would prove a banner year in the Portland real estate market as well as in the volume of new construction in this city.

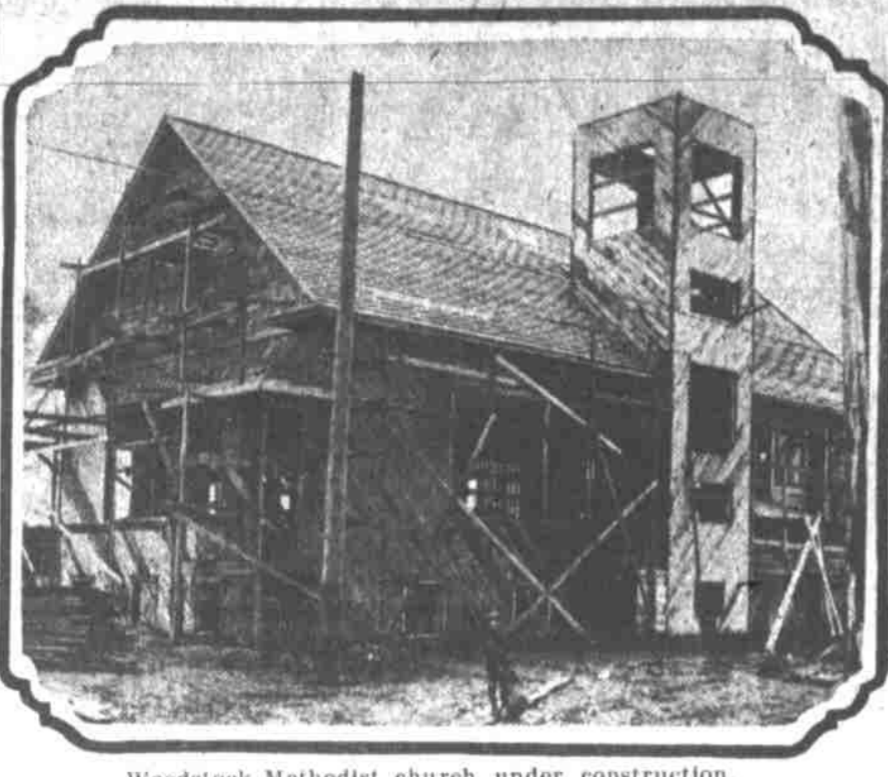
Judging by the 60 days of the year now behind us, there is every reason to believe that 1910 will eclipse the splendid record in the sales of Portland realty and in the volume of new buildings completed in 1909. It must be remembered that more real estate changed hands in Portland last year by \$5,000,000 than in any previous year in the history of the city, and it must also be borne in mind that the value of new buildings completed in this city in 1909 was nearly \$2,000,000 greater than the previous year, which up to that time held the record.

**Transfers Total \$5,944,000.**  
The combined transfers of January and February reached the huge sum of \$5,944,000 or nearly \$2,000,000 more than the figures shown in the same months of 1909. To be exact, the volume of Portland realty that changed hands in January and February in 1909 was \$4,364,358.

The total, it will be recalled, for 1909 was nearly \$2,000,000 and, if the remainder of the year holds up as well as January and February has, Portland real estate to the value of \$26,000,000 will be transferred to new ownership before the first day of January, 1911. When we remember the fact that the weather conditions prevailing throughout January and February were so bad to be without a parallel in former years, there is every reason to believe that the remaining ten months of the year will show easily a better record in realty transfers than the two months that have passed.

**Difference of \$100,000.**  
In the volume of new construction begun during January and February of this year, there is a difference of about \$100,000 in favor of the same months of 1909. The figures are: January and February, 1910, \$1,522,215; January and February, 1909, \$1,750,951.

While a slight decrease is here shown, to any fair minded person, this decrease is easily accounted for. Never, perhaps in the history of the city, has so long a period of weather unfavorable to building operations prevailed as was the case in the 60 odd days since the first of this year. Extraordinary cold, long continued rains, with much snow thrown in, almost paralyzed construction work during the entire period, yet even in spite of this, permits of more than \$1,600,000 of new



Woodstock Methodist church under construction.

buildings were issued in the office of building inspectors.

**1700 Transfers.**  
For the month of February, 1910, there were 1700 transfers of realty filed for record in this city, while for February, 1909, the number was about 300 less. In January there were 1503 transfers filed and for the same month last year the number was 1133. Up to date this year there have been 743 building permits issued and for the same period 1909 the number was 591. Here is shown an increase for the two months of this year of 262 permits, which difference goes to show that the large sum representing permits issued in February, 1909, was largely made up of two or three new office buildings that were commenced about that time, while but one really large permit, that for the Railway Exchange building at \$250,000, has been issued this year. This goes to show that probably 75 percent of the total volume of permits issued since January, provided for the erection of new homes.

**Evidence of Prosperity.**  
Of course the erection of fine office buildings, hotels and business houses in considerable number is an indisputable evidence of the prosperity of the city, but its roots are in the prosperity that which is substantial and unending, is the magnificent record of residence construction that Portland has maintained for the past five years.

Portland occupies the 11th place among the 50 leading cities of the country in last year's building construction record. It was surpassed by but three cities west of the Mississippi river, which were San Francisco, Los Angeles and Seattle. But for the large number of structures put up in the early part of the year in Seattle by the Alaska-Yukon exposition it is almost a certainty that Seattle and not Portland would have occupied the fourth place among western cities in the new construction line.

**New High Work Certain.**  
As was said before, Portland is almost certain to make a new high building record in 1910. Certainly it will do so in the value of the buildings put up, and almost certainly in the number of buildings erected. If as large a volume of money in the previous year goes into building, and the

number of permits issued exceeds that of 1909, it will mean the absorption of so much vacant property in the east side residence districts, that a year hence, a visitor to the newer residence sections on the other side of the river will scarcely be able to recognize them.

## MALL & VON BORSTEL MAKE GOOD SALES

Mall & Von Borstel have sold for Mrs. M. Sattelmier a lot 46x50 and six room cottage next to the south-west corner of East Ninth and East Burnside streets, to Charles E. Shaw. Mr. Shaw bought the property as an investment; consideration \$3500.  
The same firm reports a sale for P. J. Wells of the southwest corner of East Twenty-fourth and Sandy road to C. H. Fox. Mr. Fox intends to improve the property; consideration \$2400.  
They have also sold for Isaiah Buckman the northwest corner of East Fourth and Davis streets to William Tegart of Clifton, Or. Mr. Tegart is a well known farmer of Clifton and has made a number of investments on the east side of the river. Mr. Tegart bought the property for an investment; consideration was \$6000 cash.

### PROPERTY IN CENTRAL LOCATION FOR GARAGE

J. V. Beach and N. D. Simon of the law firm of Beach & Simon have purchased two lots located on the east side of Twentieth street, 300 feet north of Washington. The property was purchased from the Mercantile Investment company for a consideration of \$25,000. The owners have begun the erection of a two story garage covering the entire site, which has been leased to the Oregon Taxicab company.

### Read About Salesmanship Contest.

Read in this paper large announcement of great salesmanship contest.

# Each Customer Shares the \$25,000

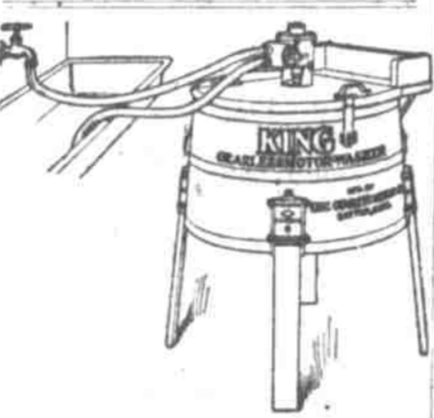
OUR ANNUAL SAVINGS IN INTEREST AND TAXES BECAUSE WE BUILT ON THE EAST SIDE

We have one of the largest, prettiest furniture stores in Portland, and yet there are West Side merchants paying more rent for 50 feet frontages, on one floor, than the interest and taxes on our entire investment—land and building; that's why we built on the East Side.

## Best Bed Outfits

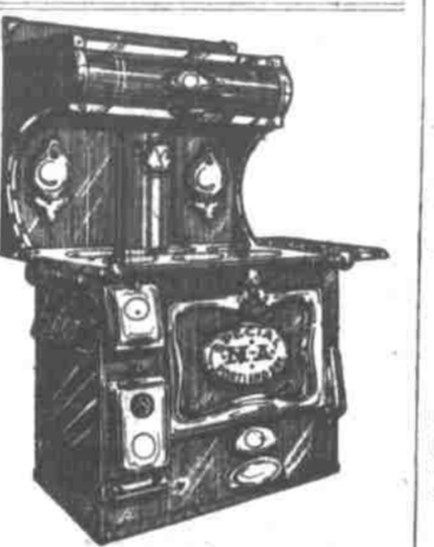
See Our Window Display of  
Simmons Brass Beds  
Simmons Steel Springs  
Luxury Mattresses, made of Pure, Felted Silk Floss.  
Emmerich Quat'd Feather Pillows  
And Maisch Cotton Down Comforts.

With such a complete, high-class Bed Outfit you could sleep as soundly and as sweetly as though "Cupid" was holding a bottle of peppermint under your nose and pouring sweet oil and cologne all over you.



Motor Washing Machine \$18

Are supplanting washboards and hand-operated washing machines. Many people who now send their washing out would do it at home if they had a self-working washer. The motor washer is run by the pressure of water from any faucet by hose which comes with the machine. You simply turn on the water and attend to other affairs till the clothes are washed. Soon pays for itself in time saved. Every family should have a self-acting motor washing machine. If you already have a hand machine we will sell you the motors to be attached. We have different makes Call and see them.



M-A Special Range—No. 14, \$29.25; No. 16, \$33.75; No. 18, \$36; No. 20, \$38.25.

Range built to order for our trade after experimenting with a large number of the best-known ranges in the United States and embodying the best features of them all. Firebox fitted with duplex grate, so that either wood or coal may be used. The wood grate is close fitting, so the fire wood is held in the proper place and not allowed to drop into the ash pan, where it does no good. Long wood extension end permits the use of a stick 22 inches in length. Firebox door lets down so ashes never drop on the floor when fuel is being put in. Pouch feed permits the putting in of coal without disturbing the meal in preparation. Oven door works with a spring and never drops with a thud. End shelf makes large top space for keeping food warm without burning. Large warming closet above, fitted with shelves for convenience. Nickel work is perfectly plain, giving a very neat, attractive appearance and easy to keep clean and polished.

### Sellers Kitchen Cabinets.

at prices that will permit their use by any housewife. Solid oak. High floor bin with sifter at bottom, work table slides forward for use and is covered with German silver. Compartments for sugar, spices, bread, cake, utensils, dishes, etc.; in fact, everything required for preparing a meal at the fingers' tips. Economizes space in a small kitchen and saves steps in a large one. Price only \$35.00

### \$45.00 Table & Chairs, \$36

Round table, 42 inches in diameter, 4 low-back, rounding chairs, which fit perfectly under the table, making it a solid-appearing table when not in use.

### \$22.50 Combination Chair and Table Selling at \$16.90

Solid quartered oak, early English finish, padded seat and felted table top. Just the thing for cards, and has receptacles for everything required to the game.

## Axminster Rugs 9x12 at \$15.95



*Mrs. Homelover:*  
*If you are tired of those old carpets just take them up and throw them away. The labor you will save will soon buy you nice brand new bright rugs. It is so easy to take them up and have them cleaned.*

*Come let us spread out before you hundreds of different rugs and you will find just exactly the ones that will suit your eyes and purse.*  
*9x12 axminsters from 15.95 up.*

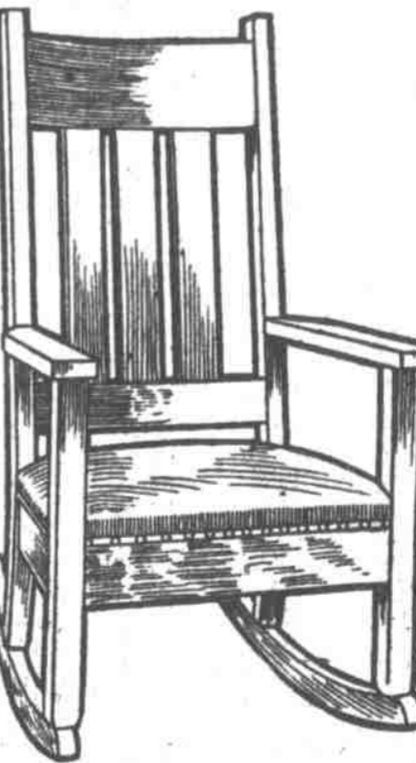
## Big Rocker Sale This Week

\$8.00 Rocker for Only \$6.00

Quarter-sawed oak, finished in golden, wax or early English, upholstered in genuine leather with spring seat; medium back.

\$8.00 Chair for Only \$6.00

Exact match for Rocker described above.

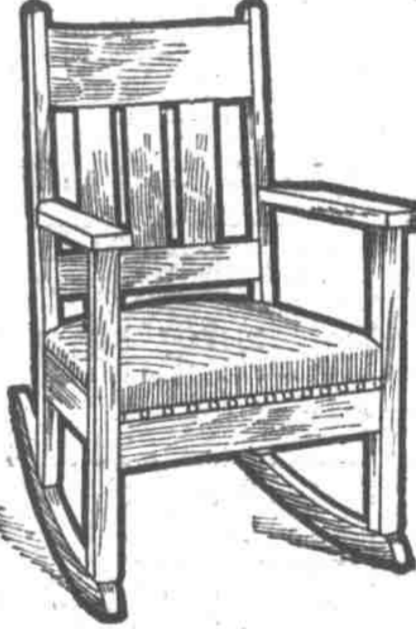


\$10.00 Upholstered Rockers

Reduced to Low Price, \$7.50  
High back, with three wide slats running up and down; spring constructed seat, upholstered in genuine leather. A most comfortable Rocker.

A \$10.00 Chair for \$7.50

Made to match the above Rocker.



\$15.00 Quartered Oak Golden Rocker at \$11.25

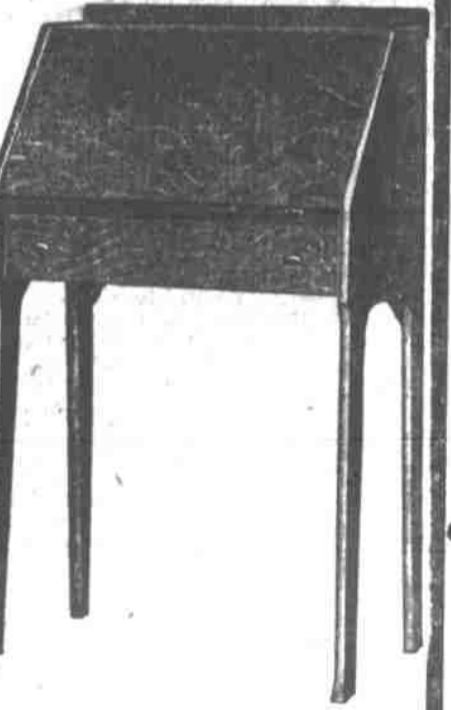
Best grade black leather seat, with good high-tempered springs, substantially set on cross webbing. High back with wide top piece and three wide vertical slats showing the beauty of the grain; shaped to fit the back; comfortable and serviceable.

**The Bedding Department**  
We offer Royal Cotton Comforter, all stitched, 72x78; regular \$3.00 value \$2.10

**Stearns & Foster Cotton Felt Mattresses at Prices From \$9.75 Up to \$16.75**

**Iron Cribs for Only \$5.50**  
Plain design, deep sides, 7 spindles on either side; woven wire spring. All guaranteed for 25 years.

**Better Iron Cribs at \$10.50**  
Neat and attractive; 14 spindles on each side, which is built high and slides up and down. Cream color.



Ladies Solid Oak Desk \$5.00  
Solid oak, convenient drawer, and pigeon holes. A rare bargain.

**\$32.50 Lib'r'y Table \$24.40**  
Solid quartered oak, golden wax finish, Cadillac make, with desk drawer in each end. A beauty in appearance; a snap at the price.

**\$45 Library Table \$33.75**  
Full quartered oak, well polished, in golden finish, one long drawer and four smaller ones. Built on the style of a sanitary desk.

**\$40 Library Table \$30.00**  
Sanitary desk pattern, golden oak or early English, two long and four short drawers. Just the thing for a nice home.

**\$35 Library Table \$26.25**  
Early-English finish, quartered oak, Tudor style. A neat piece of period furniture.

**\$24 Library Table \$13.00**  
Quartered oak, early English, five drawers, very neat and nicely made.

**\$12.00 Library Table \$9.00**  
Mission design, early English, quartered oak. A fine table for the price.

**\$10.00 Library Table \$7.50**  
Splid oak, fumed finish, square.

**A \$28.50 Desk for \$23.75**  
Thoroughly mission in design, made from finest selected quartered oak, finished early English. An electric light with brass shade on either end above writing bed. A rare opportunity to get a high-grade desk at the price of a medium grade.

**A \$16.00 Desk for \$12.00**  
That open style with racks for stationery, writing utensils, etc.; one long drawer; quartered oak, early English finish.

**\$8.50 Desks Selling at \$6.40**  
Very neat pattern, well made from genuine quartered oak, finished in golden or early English. An opportunity to get a good desk at a very low price.

**A \$37.50 Genuine Leather Couch Selling for \$31.90**  
Neatly tufted, spring edge, very strongly constructed on high springs, solid quartered oak frame. Should last a lifetime.

**Reg. \$35 Couch at \$29.75**  
Genuine leather, tufted, best steel construction; 30 inches wide, with frame of quartered oak, golden.

**\$50 Davenport at \$37.50**  
Frame made of well-selected quartered oak, early English finish; upholstered in the best imitation leather. An excellent piece for a bed or Davenport.

# A FEW PERTINENT FACTS ABOUT NEAH-KAH-NIE MOUNTAIN

Neah-kah-nie Mountain.  
As near to Portland as Nature can make a seacoast resort.  
Due west of Portland, via the P. R. & N. railway, to be completed this summer.  
A delightful blending of country, mountain and seashore.  
Combines the strong, rugged and romantic grandeur of a rock-bound coast with the peaceful, pleasant, inviting solace of a warm, sandy beach and graceful grass meadow.  
Offers country, summer, mountain and seashore cottage and home sites as romantically situated as a residence in a city park.

Without a single artificial improvement this property is universally recognized as the beauty spot of the Oregon coast; with every desirable modern improvement guaranteed, this property will take its place at the forefront of ocean resorts on the entire Pacific Coast.

Residence locations with guaranteed improvements, all ready to build upon, with deep, black, rich soil for lawn and garden, cleared and ready to cultivate, in the midst of the most impressive scenic vicinity of Oregon, are being offered for sale at one half less than other improved summer resorts in the state of Oregon.

Call for copy of \$2000 Portfolio, illustrating and describing Neah-kah-nie Mountain.

Call and see Gifford's wonderful enlarged panoramic photographs showing Neah-kah-nie Mountain in all of its sublime beauty just exactly as it is.

**J. W. Ferguson, Jr.**  
209-210-211 Board of Trade Building

W. L. Morgan, Pres. Geo. T. Atchley, Sec. S. H. Morgan, Vice-Pres.

**OUR OWN (NEW) BUILDING**

69-73 Grand Ave. Cor. E. Stark St.

**MORGAN ATCHLEY & CO. FURNITURE CO.**