

ROSSMERE FIRST HOME ADDITION ON THE MARKET

Tract Nothing but Field of
Brush and Second Growth of
Fir in 1906—Now in Rose
City Park.

Rossmere was the first of the residence additions, forming the group generally known as Rose City Park, to be improved, platted and put on the market. Its career goes back as far as December 10, 1906, when the tract, then nothing but a field of brush and second growth fir, was purchased by a syndicate managed by John W. Cook. The same syndicate had just completed the sale of Holladay Park addition, which, by the way, was the first large residence addition in Portland where the streets were paved, improved, macadamized and cement sidewalks laid by the owners of the tract.

Rose City Park Acquired.

At about the same time that Rossmere was taken over by the Cook syndicate, Rose City Park was acquired by the Hartman & Thompson syndicate, and these two interests resolved to make that section of the Sandy Road district one of the finest residence portions of the city. Irvington, Holladay Park and Holladay Park addition composed about all the restricted district in that part of the city.

Following in the wake of the platters of these additions the owners of the entire section extending from East Thirty-seventh to East Sixty-second street, on both sides of the Sandy road, and comprising what is commonly known as Rose City Park placed restrictions as to cost on residences anywhere in the big district.

Rossmere was placed on the market in the spring of 1907 and is the only addition in that district that has streets all macadamized with gravel and street improvements complete in all that portion of the tract on the market.

First House Constructed.

The first house built in Rossmere was constructed by the Butterworth-Stevens company on the corner of Forty-third and Thompson, being a beautiful six room bungalow, modern in every respect. The same firm built the home of

J. W. Collins just across the street from the bungalow.

Mr. Collins has the distinction of being the first resident of Rossmere, H. C. Jordan being the second and building at the corner of Fortieth and Tillamook.

There are at present 35 beautiful homes in Rossmere, the more prominent being the home of Attorney M. A. Zollinger on the corner of Thirty-ninth and Tillamook, being an eight room house costing \$6000; John Berry's eight room house on the corner of Thirty-eighth and Broadway, costing \$6000; Mrs. Anna Scott, eight rooms on Forty-second and Thompson, costing \$5000, and Elmer Gehl's on Forty-fourth and Brazee, eight rooms, costing \$5000.

G. W. Priest is building and has about completed six beautiful homes on Thirty-seventh street, between Hancock and Tillamook, and has purchased lots 1 to 16 inclusive in block 18, and lots 1 to 4 inclusive in block 19, Rossmere.

Homes on Each Lot.

Mr. Priest expects to construct a home on each lot during the coming spring and summer. About 15 other lot owners expect to build homes there this year. J. J. Blum has built a fine store building on the corner of Thirty-ninth and Sandy road.

Rossmere has the distinction of having the only church in the district, located on lots 3 and 4, block 38, Presbyterian denomination, which will be dedicated March 26.

Messrs. Hartman & Thompson had purchased several hundred acres adjoining, now known as Rose City Park and other additions, and were prevailed upon through their manager, Mr. Taylor, to place their property on the market under the same improvements for streets and the same building restrictions which has made this district, on account of the building restrictions and street improvements, the most beautiful part of the city of Portland on the east side of the river. This is especially so when it is remembered that the property between the Willamette river and Rossmere, which includes Holladay addition, Irvington and Holladay Park and other additions, have like building restrictions, making it the exclusive residence portion of the city on the east side.

SELLS ACREAGE ON MAIN COUNTY ROAD

Joseph M. Johnston reports the sale of 10 acres on the main county road north of Lents and south of the Powell Valley road, from the Taylor Investment company and C. C. Wiley of the Wiley & Allen company, Lents. The purchase price was \$7000. This is adjoining Tony Heights, lately platted, and a little to the north of the Cadwell 45 acre tract, just sold, and which is being platted into lots and put on the market as Saginaw Heights.

A marked reaction has been felt in the Mount Scott district since last fall, the greatest evidence being the numerous sales of acreage in this district.

TRACT NEAR LENTS SOLD IN ONE PIECE

Whitcomb Company Disposes
of Interest to Columbia
Valley Realty Co.

The Whitcomb company of Portland, with offices in the New Lumbermen's building, closed a deal last week, selling their entire tract of 139 acres known as the "Suburban Homes Club Tract," to Columbia Valley Realty company of Goldendale, Wash. The consideration of the sale was \$600 per acre, or \$83,400 for the tract.

The deal was made through the offices of the Moore Investment company, with offices in the Henry bldg., who will handle the tract for the Columbia Valley Realty company.

This property is located about one mile from the city limits on the O. W. P. line, near Lents.

There are more people looking for wheat land this spring than any time for the last two years. Some large and a number of small sales have been made within the last week in Sherman, Gilliam and Morrow counties. W. C. Harper sold to J. M. Yocom of Sheridan, Or., 860 acres in Sherman county for \$24,000. Frank Aldrich has just closed a deal selling 1900 acres in Gilliam and Morrow counties to C. A. Whitcomb for a consideration of about \$66,000, or \$35 per acre, including crop, teams and tools.

The Harper and Aldrich sales were made through the office of the Moore Investment company.

COMBINATION STORE ON MT. SCOTT LINE

The largest and most expensive construction project under way on the Mount Scott line is a combination store and apartment building at Archer Place, which is being erected by I. Weinstein. The structure occupies all of an irregular shaped site, 150 by 160 by 75 feet. The ground floor will contain five store rooms and the upper floor five four-room apartments. A feature of the design not usually found in such buildings is the arrangement by which each apartment has a private stairway leading to the street.

An all-rubber automobile wheel has been patented, rigid at the center and with the hardness lessening gradually until the circumference is reached.

See What an Actually Improved Addition Looks Like

\$200,000 Real Money Paid Out for Improvements

Spend Sunday afternoon in "The Cream of Irvington."

Admire it in its "full dress."

Paved with the finest and best of asphalt pavement.

Sewers—8 and 10 inch—under every pavement.

Water mains—6 and 8 inch—ditto.

Cement gutters—iron drains.

Iron and cement manholes—lift the lid and look in.

Parking seven and one-half feet wide between cement curbs and cement sidewalks.

Parking two feet wide between cement sidewalks and property line.

From the back line of property to roadway is 116 feet—you pay for only 100 feet, and the balance is already improved.

Electric lights and telephone wires now on the property.

Everything complete and in readiness for home-builders.

Nothing to promise—it's all there.

See the artistic homes already built.

Spend Sunday afternoon in "The Cream of Irvington." It takes only 12 minutes to reach there from downtown. Cafes every five minutes or nearer—a car always in sight.

Take Woodlawn or Alberta at Second or Fifth and Washington, east to "The Cream of Irvington." Our branch office is right there at Seventh and Knott.

ROUNTREE & DIAMOND

Downtown Office
Second and Stark

A SPLENDID FEATURE ABOUT Neah-kah-nie Mountain

You May Spend the Coming
Summer There, in Comfort

Provisions are now being made at the Neah-kah-nie ranch house to accommodate a great many people and families during the coming summer.

This accommodation is unique.

It includes tent living, ranch food, from the garden, dairy and field of this wonderful 1000-acre sea shore property.

Without such modern improvements as light, water, streets and sidewalks, Neah-kah-nie is far ahead of any improved beach resort on the Oregon coast.

Even at that, Neah-kah-nie has the purest of water, the most beautiful, shady trails through the woods, and all the sublime grandeur of such sunsets as have made the Pacific Coast a source of admiration for the whole world.

Environed by the mountain of Neah-kah-nie, the great Pacific, the deep green forests of Tillamook County, the placid surface of Nehalem Bay and overspread by the azure Oregon sky, a summer's rest at Neah-kah-nie is equivalent to a year at Palm Beach, Coronado, Atlantic City or any other celebrated resting place in America.

Contradiction of Neah-kah-nie's claim to preference is impossible. Its superiority is acknowledged. Its beauty is incomparable. Its comforts, natural manifestations, advantages are too wonderful to permit of satisfactory description.

Yet, prices at Neah-kah-nie, for bungalow, cottage or summer home locations are ONE HALF THOSE PREVAILING AT ANY OTHER IMPROVED BEACH.

Call at the office and secure a copy of the \$2000 portfolio, containing story and picture of the most romantic section of the Pacific Coast. This book is not mailed upon request, except to out-of-town inquirers.

J. W. FERGUSON, JR.
209-210-211 Board of Trade

This Advertisement Was Written by W. J. Belt, of Gresham, Ore.

It Tells WHY ANY PERSON SHOULD

Invest in Othello

This advertisement was written by one of the contestants in the great Prize Contest which we have just closed. The story is one of striking interest and contains many very pointed reasons why YOU or anyone else should invest in OTHELLO at this time.

OTHELLO property will increase in value beyond any estimate we may make. Of this we are convinced. The keen author of the advertisement which follows shows an intimate knowledge of the FACTS about OTHELLO, and, while we have not communicated with him, we presume that Mr. Belt has actually been to OTHELLO and seen for himself just what the advantages of the remarkable young city are.

LOTS IN OTHELLO MAY BE PURCHASED ON EASY TERMS, bringing them within the reach of any person industrious enough to save a few dollars a month. And when it is considered that dollars laid aside in a lot at OTHELLO multiply even while you are making your payments, it takes no great stretch of imagination to see the day, when the few dollars invested here NOW will mean independence.

Read what Mr. Belt, who has cleverly put his communication in the form of a letter to an imaginary friend, says about OTHELLO:

Gresham, February 26, 1910.

Dear Henry: Yes, I'm going to buy a couple of lots in Othello. You want to know why? Well, I'll tell you. Twenty-five years ago my father was offered two lots in Spokane for \$200. He laughed and said that working people should SAVE their money, not waste it. Mr. Smith, his neighbor, bought the lots. Today, at the age of 80, my father is still working hard. Mr. Smith sold the lots a few years ago for \$50,000, and HE is taking life easy—and THAT'S why I am going to invest in Othello.

Why, man alive, just think how much better Othello's prospects are today than Spokane's were 25 years ago! Then western real estate, as an investment, was an experiment. Now we KNOW it is the safest, surest investment on earth. And look at the advantages Othello has—centrally located, splendid climate, surrounded by fertile farms, and with the best transportation facilities and all modern improvements assured. What more could you ask?

After I buy the lots I may go there to live. It's a payroll town, and so I'd always be sure of a job. Besides, it's a clean, healthy, well-lighted town—just the place to raise a family in.

My brother is going to buy a little fruit farm in Othello Highlands. He was up in that part of the country last year, and he says that soil, climate and location are ideal, and we all know that North Yakima and Wenatchee Valley apples can't be beaten.

I tell you, there are lots of prosperous people in that country now, and there are going to be lots more. Saving is all right, but YOU'VE GOT TO MAKE WHAT YOU SAVE WORK FOR YOU. If you are wise you'll invest in Othello, too, and then you won't have to keep your nose on the grindstone all your life.

With kindest regards to all the family, I remain, your sincere friend,
From N. J. Belt, Gresham, Oregon.

HUGH TURNER.

For further information call or write

Othello Improvement Co.

219-220 Commercial Club Bldg., Portland, Or.

P. B. NEWKIRK, Managing Director

PHONE MARSHALL 727