

GROWTH HERE IS ONLY NATURAL; NO REALTY BOOM

H. P. Palmer Says Portland Has Passed Speculative Day—Now Best Time of All to Buy Land.

"There are greater opportunities to my way of thinking to make good investments here today than there has been since I began operating as a realty broker several years ago," said H. P. Palmer, of the Palmer Jones company. Mr. Palmer has operated extensively for some years in Irvington and adjacent districts. He has sold a great deal of Irvington property and has built many handsome homes in that section of the city and is just now beginning the construction of several very hand some dwelling houses in the lower part of Irvington.

"The city has grown beyond its speculative day," continued Mr. Palmer, "and the fear of the timid ones who two or three years ago were predicting a reaction and declaring that property is held too high in Portland have been allayed, I believe, for all time to come."

Stability Established.
"It seems to me that our stability is so firmly established that even the most confirmed pessimist is ready to give up and come into the fold of those who believe that nothing short of a national catastrophe can stop Portland's onward march. We will continue to grow; property will become higher with the city's increase in population and the far sighted investor who buys property today will reap rich returns in a very few years."

"Portland is rapidly fulfilling the prophecy made by James J. Hill five years ago and 'is today one of the most talked of cities in the west on account of its rapid growth during these last five years. This growth has been marked with no semblance of a boom, however, up to the first of this year, when the presence of outside capital made itself felt and the real estate market became very active in all districts of the city."

Now Time to Buy.
"While prices have not advanced materially since that time, the feeling that now is the time to buy real estate in Portland has become general, and the result is that people are coming here from Seattle and the north, as well as from the south and east, to invest."

"As an illustration, a newcomer to Portland from the east, with whom we had some business dealings, gave us the name of a friend of his in Texas. We gave the name of this man to the publicity department of the Portland Commercial club and the result was that the man after receiving a quantity of literature on Portland and Oregon in general came out, looked over the situation, decided to locate here, and has been instrumental in bringing out to Oregon eight families. When one sees the rate at which class A buildings are being erected and that other improvements are being rushed to completion, he cannot doubt that the present activity is not only on a firm foundation but that it is only the beginning of a tremendous movement which will make Portland one of the greatest cities in the west and the state of Oregon a producer to be reckoned with in the markets of the world."

Always Business Center.
"Portland has always been a business center to be reckoned with, but business has been carried on for many years in offices, business houses, and warehouses which have come down from father to son. In the last few years, many of these old landmarks have been replaced by modern buildings and it will not be long before this city will see as great a change from its present appearance, as that which has taken place since the time when some of our present foremost citizens, as boys, took their lunches and went fishing away out where the Weinhard Brewery now stands."

"One of the best evidences of the rapid growth of Portland is the building up of the east side including the peninsula. The miles of pavement which have been laid on Belmont street, East Burnside street, Union, Grand and Killingsworth streets have added greatly in the building up of a great residence district on the east side. The new Broadway, Madison street and Steel bridges will also help both sides of the river equally. As an instance of the present activity on the east side, the Laurelhurst tract, forming the old Ladd farm, was put on the market about five months ago and already over half of the 2200 lots in the addition have been sold."

IMPROVEMENTS ON THE ALBINA CARLINE

"One of the most substantial improvements to be made on the lower Albina carline will be a two story brick store and apartment house, occupying 100 feet front on the west side of Mississippi avenue near Estling street. The building will be erected by J. V. Tomasic and John E. Wilson. It will contain besides the stores on the lower floor, 15 two room apartments, and will cost about \$15,000."

Extensive brick improvements are planned by owners along street Williams avenue. On a quarter block near Monroe street plans are being prepared for a pressed brick frame structure to cost \$25,000. W. G. Holmes, who owns a quarter block on the opposite side of Williams avenue, contemplates the improvement of his property with a brick structure during the coming summer.

H. E. Maddock is preparing to build a two story residence on East Fifty-third street, on a lot which he is preparing to build a double flat building at a cost of about \$5000. M. J. Young took out a permit Friday last for a two story residence to be erected on East Fifty-third street, between Skidmore and Mason, at a cost of \$4000.

T. R. Coniff has begun the erection of a modern two story residence, on Killingsworth avenue, between Haight and



Splendid new home of B. S. Huntington on Thurman street.

GREAT ACTIVITY IS SHOWN IN NOB HILL PROPERTIES

This Particular Section of City Attracts Many Prospective Home Builders and Speculators; Other Deals Closed.

All sections of the city were liberally represented in the residence property deals consummated last week. Nob Hill property attracted the attention of prospective home builders and speculators to a greater degree than had been the case for several months past. Wakefield, Fries & Co. took title during the week to 175 feet frontage at the northeast corner of Twenty-sixth and Marshall streets. The property was purchased from the Columbia Land company for \$18,000. The Wakefield-Fries company immediately resold a 40x100 inside lot facing Marshall street, for \$4500. The property was sold to Wm. Ballis of Reno and Ballis. Mrs. Simpson is purchaser.

Mrs. Ada L. Simpson has purchased from Lena Rivers a house and lot located at the northeast corner of Twenty-fourth and Northrup. The consideration involved was \$4100. The largest deal reported in the Nob Hill district was the purchase by E. E. Angell, a local contractor, and S. B. Kidder, a Baker City capitalist, from the T. M. Word company of 100x125 feet at the northeast corner of Nineteenth and Quimby streets for \$20,000. The property formerly belonged to J. W. Nance. It is unimproved and will be held as an investment.

Lot 4 in block "B" Crown Court, located on the extension of King street north of Washington, has been purchased by E. J. Frohman from Annie Terry for \$5000. Judge W. R. Gilbert has closed a deal with Paul Wessinger for a quarter block at the northeast corner of Twenty-first and Myrtle streets, Portland Heights. Judge Gilbert paid \$2750 for the parcel. Bought for \$12,000.

A full lot at the southeast corner of Fourth and Mill was purchased last week by J. D. Kennedy of E. H. Brown for \$15,000. The improvements on the lot consist of three frame residences bringing in a total rental of \$60 a month. J. R. Williamson has concluded the purchase of a 50x90 foot lot on Alder street between Fifteenth and Sixteenth for which he paid \$25,000. The lot is occupied by a frame residence of little value. It will be held as an investment, no immediate improvements being contemplated.

The Alameda Land company has sold to John Fisher six lots in Alameda Park, the total consideration involved being \$5190, the lots selling for \$860 each. George Burchach has purchased from Peter Rasmussen two lots in Central Albina, the total consideration being \$7000. The lots are located one on Vancouver avenue, between Mason and Shaver streets, and the other on Haight avenue, between Beach and Fremont streets. Both lots are improved and each brought \$3500. Margaret E. Frazier has taken over a quarter block at the northwest corner of East Sixteenth street and Hawthorne avenue. The property was sold by Lucy L. Clarkson for a consideration of \$8250. A modern cottage in Vernon was purchased last week by Harriet M. Miller from Otto Brauer for \$2400. The residence property consisting of a large house and three lots at the southeast corner of East Ankeny and East Twenty-second streets has been sold by H. W. Monastes to M. F. Hayes for \$6750.

Three improved lots at the southeast corner of Vancouver avenue and Skidmore street has been sold by W. H. Weeks to H. P. Kimball for \$4000. and Commercial streets. The building will cost \$4500. Permits were taken out Friday by C. H. Leadbetter for three two story dwellings to be erected in the vicinity of East Forty-sixth and Stanton streets. Two of the buildings will cost \$2000 each and the other \$3000. W. H. Wagnitz has begun the erection of a one and one half story frame cottage on Morris street, between Rodney and Union avenues. The improvement will cost \$2800. A permit was taken out last Friday by Mrs. A. H. Page for a one story frame cottage which she will build on East Seventh between Thompson and Bruce at a cost of \$2000.

Electric automobiles to the number of 1950 were built in the United States

LOT SALES TOTAL NEARLY \$50,000

Property Involved in Ladd Addition Sold by Torgler and Strong & Co.

Lot sales, involving a total consideration of nearly \$50,000, have been closed in Ladd's addition by F. W. Torgler and Strong & Co. since the first of the month. The following are the purchasers and lots taken: Charles Mace, lot 12, in block 8, \$1800; P. Gibbon, lot 1, in block 10, \$2600; Anna and Nellie Parmenter, lots 2 and 3, in block 17, \$4750; Alfred Keller, lot 5, in block 9, \$1900; J. O. Nelson, lot 20, in block 8, \$2100; J. F. Drake, 55 feet on Elliot avenue, \$2950; O. L. Price, lot 15, in block 8, \$2100; Edward Gunderson, lot 8, in block 9, \$1900; Lydia M. Willis, lot 19, in block 6, \$1900; A. S. Harrington, lot 20, in block 12, \$1900; Andrew M. Chrystall, lot 23, in block 12, \$1900; H. F. Stoner, lot 12, in block 16, \$2100; Contractors Smith and Dodge, lot 6, in block 8, \$1950; J. A. Williams of Salem, lot 1, in block 4, \$5000; F. Barnett, lots 22 and 23, in block 8, \$3900; Thomas Vignar, lots 20 and 22, in block 18, \$4100. F. W. Torgler also sold to C. W. Kleppel a modern eight room, two story dwelling occupying a 50 foot lot on East Madison, near East Twenty-second street, for \$6800.

Plant Eastern Oysters.
(Special Dispatch to The Journal.)
South Bend, Wash., March 19.—The Tokeland Oyster company is preparing to plant 15 carloads of eastern oysters in the beds near here. The seed will be brought from Baltimore.

NEW THEATRE IN PLACE OF GRAND

John Considine Says Proposed Vaudeville House Will Seat Approximately 2000.

John W. Considine, of Sullivan & Considine, the vaudeville theatrical firm, spent last Tuesday in Portland. While here he made two important announcements forecasting extensive changes and improvements in the local theatres under the control of that firm.

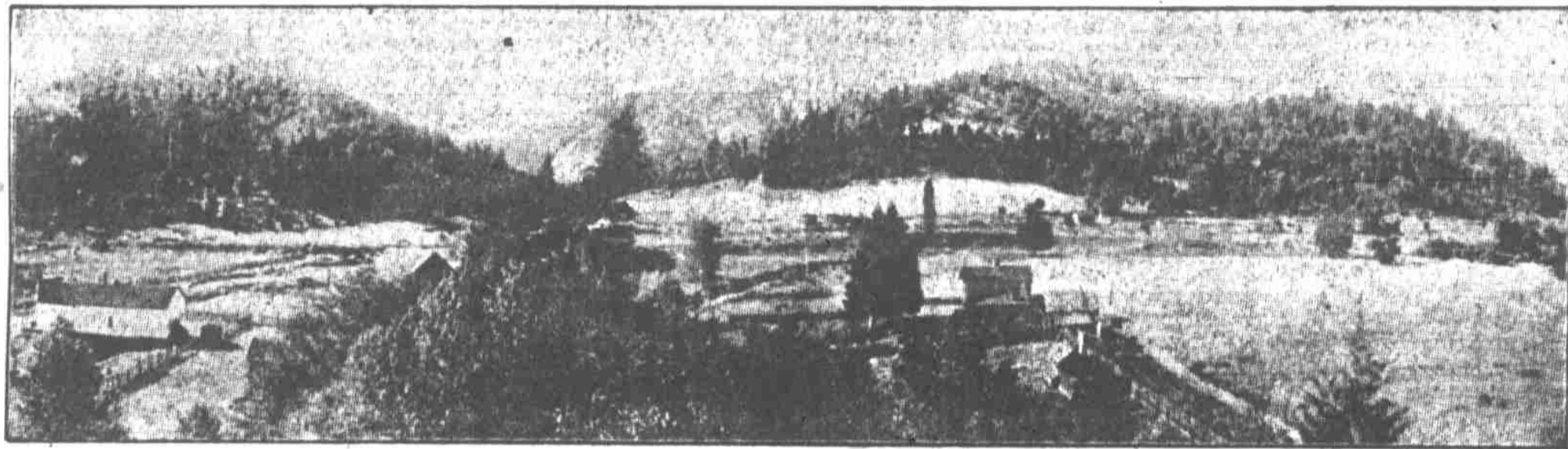
Mr. Considine gave it out that he was figuring with a local property holder for a site for a new theatre to take the place of the Grand. "We are going to build a theatre," said Mr. Considine, "that will seat between 1800 to 2000 people all on two floors." He declared that he had about settled on the location, but would not be prepared to announce the site until after his return from San Francisco two weeks hence.

A distinctive feature of the new playhouse is the fact that it will have no gallery, in that respect resembling all the new theatres erected by that firm in different parts of the country.

Another interesting announcement of the vaudeville magnate was the proposed remodeling of the Orpheum. The plans for this work have already been drawn and include among other improvements the setting back of the stage about 18 feet, which will allow the addition of about 200 seats. Mr. Considine said that the new theatre he expects to build outright would not be named the Grand, but would probably be called the Majestic, the name selected by the Sullivan & Considine interest for all their new Pacific coast theatres.

"With a bearing orchard to boss, nobody else can ever boss you"

Own a Rogue River Valley Orchard and Be Sure of a Permanent Income



THE LAND - WHERE AND WHAT

Wolf Creek Cove, Josephine County, contains scarcely more than 2000 acres. It is surrounded by wooded hills and is drained by Wolf Creek, which empties into Rogue River. Its altitude is 1318 feet. The annual rainfall is 33 inches. Because it is so small and secluded, it has not yet been developed so intensively as the southern part of the valley. That is why the present low prices are possible.

Nowhere in the valley are conditions better for pears and apples. The rich red, ferruginous soil is always being renewed by the soil essence washed down from the hills. The hillside land is the least expensive, yet Flame Tokay Grapes, a highly profitable fruit, grow to perfection.

Prices per acre and the size of the tracts depend upon the number of orchard acres in each tract.

ANNOUNCEMENT

Two thousand acres, practically all the available orchard land in this wonderful, secluded section of Rogue River Valley—WOLF CREEK COVE—has just been purchased from the original owner, in this case the actual homesteader. It is now being divided into orchard tracts of five to twenty acres.

For the next thirty days buyers will be given the benefit of the wholesale purchase. After that prices will be increased to correspond with those of other sections of the valley.

For \$350 per acre in Wolf Creek Cove you may thus obtain, for a limited time, orchard land set out to fruit and taken care of for four years, of the same formation and soil (plus additional shelter) that is now being readily sold at \$500 to \$1500 per acre in the wider, better-known and southern part of the Rogue River Valley, and just as good lands not under cultivation for less than \$100 per acre. This offer is good for only a few days during the introductory sale. All the land is within two miles of the Southern Pacific railway station of Wolf Creek.

8 REASONS WHY YOU SHOULD OWN A WOLF CREEK ORCHARD

- First—Rainfall 33 inches, making irrigation unnecessary.
- Second—Climate and scenery unsurpassed in Oregon, the ideal state.
- Third—Soil is of the best for fruit raising in the unsurpassed Rogue River valley.
- Fourth—It is right on the railroad, Wolf Creek being in the center of these tracts.
- Fifth—Elevation 1318 feet, assuring best flavor and best keeper of apples and pears.
- Sixth—More than 2000 acres in one body, assuring a packing plant and cannery at Wolf Creek.
- Seventh—Right prices and very easy terms on small orchard tracts.
- Eighth—The Rogue River Fruit Growers' Association is well organized, assuring the highest prices in the markets of the world for its high-grade fruit.

Descriptive literature with plats showing acreage of each tract and prices of same and all other information furnished on application to

H. L. Chapin Realty Co.
203 Corbett Building, Portland, Or.
W. G. Smith, Wolf Creek, Or.

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