

BUILDING HOMES IS CHIEF PURSUIT OF SPRING '11

Architects Are Overrun; Contractors Are Equally Busy—Cost Prices in Permits Indicate Many Full Purses.

Taking out residence permits seems to be the principal vocation nowadays of a very large element of Portland's population. Every one who has a lot and can possibly raise the money, seems bent of living "neath his own vine and fig tree at the earliest possible moment. Those architects in the city who make a specialty of dwelling house work are overrun with business, with commissions for more houses coming in steadily. Dwelling house contractors are also enjoying a season of unusual prosperity. During February building permits to the value of \$1,050,000 were issued, and of this vast sum—about \$400,000 went into the construction of new homes. This is the largest proportion of one month's permits yet devoted to the building of dwelling houses in Portland. It speaks volumes for the prosperity of Portland and is more eloquent in proclaiming the future greatness of the city than would be the completion of a half dozen high office buildings.

Some of the Fine Homes.
The following are some of the residences, early erection of which has been announced in the past few days:
F. P. Kendall, local representative of the American Car company, has completed the purchase of a view site on Laurel street, near Twenty-first, Portland Heights, on which he plans to begin at an early date the erection of a \$60,000 home.
R. J. McGuire, of the Beaux Arts Building company, is having plans drawn for a colonial type residence to be erected at East Twenty-seventh and Thompson streets. The building will contain six large rooms and the usual number of smaller rooms. Its estimated cost is \$5000. The design is by D. B. Flickinger, who is also drawing the plans for a two-story residence of the colonial type to be erected on another corner at East Twenty-seventh and Thompson streets for Henry Hennings.
J. H. Leighton is about to begin the erection at East Fourteenth and Knott streets of a modern two-story residence to cost between \$3000 and \$5000.
Architects Roberts & Roberts have completed the plans for three new dwelling houses, two of which will be erected in the Rose City Park district and the other at East Eighth and East Davis streets. One of the buildings is for F. J. Brower and another for R. Byrne, both of which are to be built in the Rose City Park district.
Mrs. George Jeffery has begun a two-story frame house on Russell street between Kerby and Borthwick. The structure will cost approximately \$5000.

East Side Gets Nearly All.
A permit was issued last Monday to Mrs. Philomena Gillespie for a two-story frame residence which she will build on Hancock street, near East Fifty-first, at a cost of \$5000.
On the same date H. W. Lemcke took out a permit for a one-story cottage to be erected on East Gilman street, between Laddington and East Thirty-ninth. The structure will cost \$4000.
H. O. Triplett took a permit Tuesday for a two-story frame flat building to be erected on Belmont street, between Twenty-sixth and East Twenty-seventh, at a cost of \$4500.
On the same date Howard D. Kilham was authorized to begin the erection of a 2 1/2 story frame dwelling on Stephens street, between East Twenty-fifth and East Twenty-sixth, at a cost of \$5800.
Lamon & Walsh took out permits last week for two one-story frame cottages to be erected on East Seventeenth on the Base Line road. Each to cost \$3000.
S. M. Hamer is building an attractive up-to-date 1 1/2 story frame cottage on Garfield avenue, between Killingsworth and Pearl avenues. The building will cost about \$3500.
Edward Laurison has begun two 1 1/2 story frame cottages at East Eighty-eighth and Hassala streets. The buildings will cost \$1800 each.
T. H. Powell has begun a two-story frame dwelling on East Lincoln street, between East Twenty-fourth and Glenn avenue. A permit authorizing the improvement, at a cost of \$2800, was issued last week.
W. Barr has taken out a permit for a two-story frame cottage to be erected at a cost of \$3000 on East Twenty-seventh street, between Braze and Thompson.
Charles Hussey has begun the erection of a 1 1/2 story frame cottage on East Thirty-seventh street, between Thompson and Braze. The approximate cost of the building is \$2000.
J. P. Kelleher was authorized by permit issued last Thursday to build two two-story frame dwelling houses on East Forty-seventh street, between Braze and Victoria. The houses will cost \$2500 each.
On the same date E. Jones was granted a permit to build a one-story frame cottage on East Forty-eighth street, between Braze and Thompson, at a cost of \$2000.
F. A. Anderson has taken out a permit for a two-story frame residence which he will build on East Seventeenth between Tolman and Lake streets. The structure will cost \$2500.
Louis Miller has begun a one-story frame cottage on East Tenth street, between Beacon and Frederik, which will cost approximately \$2500.

ORCHARD COMPANY BEGINS BUSINESS

A company known as The Dalles Orchard company was incorporated this last week with headquarters in Portland and has engaged offices with the Columbia Trust company in the Board of Trade building. The company has been organized for the purpose of developing Oregon orchard lands, to be sold on the installment plan in five and ten acre tracts. A purchase of 55 1/2 acres lying five miles south of The Dalles has been made, on which it intends to begin immediate development work. The officers and directors of the company are: T. J. Gask, president; H. B. Forner, vice president; H. W. Sellenberg, secretary and treasurer; O. L. Forrie, George T. Moore and H. H. Pearce, together with the officers, constitute the board of directors.

SEES NEED FOR EASTERN METHODS IN APARTMENTS

Liveried Attendants Among Requirements for Largest Apartments, Is Declaration of Pioneer Builder.

That the time has come when the finest and largest apartment houses in Portland will have to be managed as such properties are in the large eastern cities, is the opinion of W. L. Morgan, Portland pioneer builder of apartment houses.
Portland capitalists are now building a number of very handsome structures of that class," said Mr. Morgan, "semi-fireproof in construction, finished in hardwood, elegant appointments and large, commodious apartments.
"The next step," continued Mr. Morgan, "will be the liveried attendant, who will 'keep house' at the apartment, putting up the strong arm against the intrusion of unwelcome guests, book agents, solicitors and bill collectors. There is nothing of that kind in Portland now, but I know of a number of large apartment houses under construction in which this innovation will in all probability be put into operation.

Attendants at Doors.
"In these large buildings containing 40 or 50 five and six room apartments, where 250 or 300 persons live, an attendant at the front entrance is almost a necessity. In no other way can the occupants be protected against undesirable callers.
"The system, of course, will be an experiment here, but since it works well in the east, particularly among the higher grade apartments, there is no reason why it should not be a success here. We must prevent the rambling around of tormentors and possibly thieves in the building, and for this reason the system will have to be adopted."
Another feature that builders of apartment houses in Portland would do well to adopt is the plan of having servants' quarters on the top floor. This will do away with arranging servants' rooms in the various apartments where servants are wanted. Instead of apartments, the top floor will be arranged in small rooms. The tenants of the apartment, if they have a servant, will have a house for out of the apartment, may do so by renting one of the rooms above.

Another Feature.
Another feature, adopted in the east, which has been found to work well, is an improvement in the manner of handling hot water. By this plan all of the hot water is pumped to a large tank on the roof before sending it down into the pipes. This is to provide instantaneous hot water always at the same temperature.

While on his vacation in California recently, Mr. Morgan made a special study of apartment house construction and management in San Francisco and Los Angeles, with a view of adopting the methods in vogue there superior to those in use in Portland.

"The larger California cities have many very fine apartment houses," he said, "some of them costing far more than any so far built in Portland. In the matter of appointments and conveniences, however, Portland apartment houses are far ahead of those in California. I was astonished to find that very few of such buildings in California have a dumb waiter service to each suite, a feature that is to be found in nearly every apartment house in Portland. The result is that the tradesmen deliver their goods by way of the passenger elevator or staircases and the garbage is taken care of in the same way. However, the California apartment house builders spend more money in fitting up amusements for their tenants than we do in Portland, many of the larger buildings being equipped with billiard halls, large reception hall and solariums.
"I found that apartment rents are from 50 to 100 per cent higher in California than in Portland. In one Los Angeles apartment house three room apartments rent for as high as \$150 a month. I don't know of a single building here where a three room suite rents for more than \$50 or \$60."

STORE AND HALL WILL COST \$10,000

Small Flats Still in Demand on East Side; List of Builders.

Builders of small stores and flats took out permits last week for five new buildings, the aggregate cost of which is \$42,000. The largest of these improvements is a two-story concrete structure to be erected at the corner of Milwaukee Road and Karl street at a cost of \$10,000. The ground floor is to be arranged for store purposes and the upper floor will be a large public hall.
H. Pfister has begun a four-series two-story frame flat building on East Main street, between East Twelfth and East Thirteenth. The permit, fixing the cost at \$10,000, was issued last week.

DEAFNESS CURED

"I have demonstrated that deafness can be cured."—Dr. Guy Clifford Powell.
The secret of how to use the mysterious and invisible nature forces for the cure of Deafness and Head Noises has at last been discovered by the famous Physician-Scientist, Dr. Guy Clifford Powell. Deafness and Head Noises disappear as if by magic under the use of this new and wonderful discovery. He will send all who suffer from Deafness and Head Noises full information how they may be cured, absolutely free, no matter how long they have been deaf, or what caused their deafness. This marvelous treatment is so simple, natural and certain that you will wonder why it was not discovered before. Investigators marvel at the quick results. Any deaf person can have full information how to be cured quickly and cured to stay cured at home without investing a cent. Write today to Dr. Guy Clifford Powell, 5090 Bank Building, Portland, Ore., and get full information of this new and wonderful discovery, absolutely free.



New home of Powers' Furniture Company, at Third and Yamhill; building is practically completed and will be occupied about April 1.

On Halsey street, between Grand and Union avenues, F. C. Wasserman has broken ground for a two-story frame flat building containing four suites of six rooms each. The permit calls for an expenditure of \$9000.
J. Margules has taken out a permit for a two-story frame store and apartment building to be erected on Corbett street, between Flower and Iowa streets. The proposed improvement will cost \$8000.
A permit was issued last Thursday to Mrs. George Jeffery for a 2 story frame store and rooming house which she is preparing to build on Russell street, between Kerby and Borthwick, at a cost of \$5000.

STONE GOTHIC CHURCH IS TO COST \$100,000

What is to be one of the handsomest of the new stone churches in Portland, is the \$100,000 Gothic structure to be erected by the Westminster Presbyterian congregation in Irvington. The Westminster church owns the block bounded by East Sixteenth, East Seventeenth, Hancock and Schuyler streets,

and it is on this block the new church is to go up. When completed the building will be probably the finest church structure on the East Side. The design is known, as English gothic and is the work of Architect Ellis F. Lawrence. The main auditorium and the Sunday school annex will each have a seating capacity for 1000 to 1100 people, although the auditorium may be enlarged by the addition of the choir room and the Bible class room, which together with the pastor's study are to be connected with the auditorium by means of sliding doors.
In the basement will be located the heating plant, kitchen, dining room and a number of small apartments neces-

KENTON NATIONAL ADDITION

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The secret of success in making real estate investments lies in one's ability to decide where the greatest number of people will congregate.

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\$6 for the Best Letters

How Much Income Does Your Acre Produce?

\$3.00 WILL BE GIVEN by The Journal for the best letter telling of investment or income results obtained per acre from one to five acres of Oregon land.

\$2.00 will be given for the second best, and a **\$1.00** prize for the third best letter.

The city men who have "gone back to the soil" for health, recreation or profit—and there are thousands of them—have become enthusiastic in their praise of the small farm—the independent, healthful means of living and the additional income it affords.

On Colonist Day thousands of letters were sent east from loyal Oregonians, telling of the benefits derived from small holdings in this state and of the good investment opportunities such as are offered daily in The Journal's classified columns.

For the best letter telling of these advantages we will give a prize of \$3.00, the second best receives \$2.00, and third best letter \$1.00. All letters should be addressed to Journal Real Estate Department and reach this office by WEDNESDAY, MARCH 8.

ary for a modern church building. It is the intention of the architect to have the plans ready and the contracts let by May 1 in order that the building may be completed this summer.

MRS. P. J. MANN SELLS 121 ACRES FOR \$42,500

Mann of the 121 acres lying along the St. Helena Road, west of the city, for \$42,500. The property was sold through the agencies of Chapin & Harlow and V. Vincent Jones, to a syndicate composed of local investors. The property is to be improved and sold on the market sometime this spring. This is the first of a number of large deals to be closed that are now pending in that vicinity.

Milton Couple Wed.
(Special Dispatch to The Journal)
Milton, Ore., March 4.—Clyde Putman and Miss Maud Osborne were married Wednesday at the home of the bride's parents, Mr. and Mrs. Ben Osborne, prominent ranchers, living above Milton.



PLANNING To Build This Spring?

Building operations have assumed large proportions in LAURELHURST since the first of the year. The great home-building movement of Portland has centered in this beautiful residence district.
OVER 60 HOMES CONTRACTED FOR IN

Laurelhurst

SINCE JANUARY 1
Many more are preparing their plans every day. You cannot afford to decide definitely on your home-site until first visiting LAURELHURST.

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If not, fill out blank below, mail to address given below and we will send full details of how we can assist you financially to BUILD YOUR OWN HOME.

Prices—\$900 up; 10 per cent down, 2 per cent a month.

Rose City Park, East Ankeny or Montavilla carlines.

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Gentlemen: Kindly send me new city map, plat of "Laurelhurst" and full details of your plan of assisting home-builders.

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as much money as you like, and still you can find no more desirable beach property on the Pacific coast than at Gearhart Park.

At Gearhart Park

Call at our office and let us tell you of our special inducement to cottage builders.

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CAN BE OBTAINED ON VERY EASY PAYMENTS FOR THE NEXT FEW DAYS FROM US, LAND THAT WILL MAKE YOU A HOME IN YOUR DECLINING YEARS.

A Good Home for Everybody

is what we are offering and on terms that are so very easy that none can afford to miss this great opportunity. We are offering some of the best logged off land in the state of Washington at the extremely low price of \$300 for a choice 1/2 acre tract; you pay for this on very easy terms and you will not miss the money; a few dollars each month and you can have a home that makes you independent. This land is situated on one of the most sightly points along the grand old Columbia river, only a short distance from Portland, and will produce all kinds of berries; will grow apples in abundance and one of these tracts will make you a good home when you are tired of the steady grind of working for some one else. The prudent man today is not buying town lots. Some of the far seeing business men are selling their city property and buying acreage. What are you doing? Are you buying a lot in town with no hope of ever being able to make your home or living on it? You had better take the same amount of money and buy some good land for the day will come when the good land along the Pacific coast will be worth many times what we are asking you for it on the present easy terms.

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