

# ROSE CITY REALTY BUYS CITY PROPERTY ENJOYS STEADY INCREASE EVERY YEAR

## PORTLAND'S HUGE FORWARD STRIDE PLEASURES VISITORS

Astonishment Expressed by Many at the Marvelous Growth of This City in the Past Year.

Rose Festival visitors who are enjoying Portland's hospitality this week will find it both interesting and profitable to look over the city and take mental note of the city's progress since the celebration of the coming of the roses one year ago. These visitors might also do well to read the interview with Thomas W. Lawson, the multimillionaire stock operator from Boston, which was printed in last Monday's Journal. Mr. Lawson is a thorough going optimist, and is especially cheerful in what he has to say about Portland. Here it is:

"Wall street knows that Portland is the only city in the United States that has been forging ahead for the past year and a half. Why, every morning the financiers know what is going on in this city. Portland is looked upon as the most conservative, hustling city in the west. You may look for a great growth within the next few years." Mr. Lawson is in Portland to see the Rose Show and witness the festivities connected with the annual festival. He says that things hereabouts look so good that he will probably invest in an Oregon fruit ranch.

But visitors to the Rose Festival do not have to take the word of Mr. Lawson, or of anyone else as to Portland's prosperity or great growth during the year ending June 1. Within five minutes' walk from any of the principal downtown hotels, new buildings to the value of at least \$5,000,000 have been completed within this 12 months. Down at Fourth and Pine streets a big hotel is nearing completion, which will be one of the finest hotels on the coast. This hotel—the Multnomah—covers a city block, is to be 8 stories high, and is to be a \$2,800,000 enterprise. The highest structure north of San Francisco—the Yeon building, 15 stories—was begun and completed since the 1910 Rose Festival. Another huge office building—the Selling, 12 stories—was not even under way one year ago. More than 50 per cent of the Spalding building, at Third and Washington, was put up after June 1, 1910.

Besides the Multnomah hotel, there is under construction in the central district, the 12 story office building of T. B. Wilcox, at Sixth and Washington streets. At Third and Yamhill, the Powers Furniture company has just completed a six story, quarter block business house. The Heilig theatre, one of the handsomest playhouses in the country, was completed and opened early last fall. Two other new theatres are under construction.

In the retail section of the East Side the transformation has been equally as marked as on the West Side. On Grand avenue, half a dozen substantial four story business buildings were begun within the year. One of the finest salerooms and warehouses in the west, the eight story structure of the John Deere Plow company on East Morrison street is just ready for occupancy. In North Portland, a large number of large warehouses are under way. Notable among these is the new home of the Marshall-Wells Hardware company.

Apartment house construction during the past 12 months has exceeded all expectations. Careful estimates of this class of construction completed since last June fixes its value at \$5,000,000, with buildings of the same kind under construction valued at fully \$3,000,000. No other city in the country in Portland's class has ever experienced such a volume of residence construction as has been seen here during the past year. Not less than 4000 new homes have been completed and occupied since June 1, 1910. Estimates by the city engineers fixes the cost of public improvements made in Portland last year at \$5,500,000.

Vast sums of money, estimated at \$1,000,000 have been expended in making available as residence sites the hills west of the city. One concern is tearing down Goldsmith hill with water pumped from Gullid's lake; streets are being graded down and paved hill tops washed down, resulting in the transformation of a hitherto inaccessible section into a beautiful residence district. The same thing is being done to the hills south from Goldsmith hill.

In spite of the wide spread lull in real estate affecting the entire country, the volume of realty sales in Portland is within 20 per cent of what it was 12 months ago. Residence property for improvement purposes continues in strong demand. Statistics show that month by month, since January 1, Portland's real estate transactions have exceeded those of Seattle by 50 per cent, while the volume of new construction authorized during that period is considerably more than double that of the sound city.

Sales of inside property in the retail district negotiated this year established new high value marks. An inside 50 foot frontage on Seventh street, between Alder and Morrison, brought \$2300 a front foot; the northeast corner of West Park and Alder, 60x100 feet, was sold for \$3000 a front foot.

Money continues plentiful in Portland. Building mortgages are in good demand at six and seven per cent. Ample funds are available for residence construction in any section of the city. For the first five months of the year permits were issued from the office of the building inspector for new construction valued at \$7,700,000, which is about \$800,000 in excess of the amount for the same period in 1910. Realty transfers to the value of \$11,000,000 were filed for record during this period.

## BUY OREGON HEIGHTS

While you are in Portland visiting the Rose Carnival, take an hour off to visit Oregon Heights with me in my motor car. You can do nothing better than to save \$10 of the money you intended to spend in Portland seeing the shows, and put it into 5000 square feet of good Portland close-in property. Oregon Heights today offers you an opportunity to secure a lot which cannot be excelled, from a residential standpoint, or from a standpoint of investment.

Oregon Heights is located on East 33d street, at Holman, just 5 blocks from the Alberta carline, and in the path of Portland's future growth.

Oregon Heights commands a magnificent view of the mountains and also the Columbia river, a place where you will be free from the noise of the city,

and at the same time have access to all the city conveniences and improvements.

The lots we are offering for \$500 and \$600 will, in a few years, be sold for thousands, and you will reap the benefit, if you buy now. Do not leave Portland without visiting Oregon Heights.

Ring me up on the phone, Marshall 410, and tell me where to call for you and your friends. No obligation.

Phone Marshall 410  
404 Yeon Building

*Stirling Foster*  
Cooperative Trust Company



CALL IN AND LET US TELL YOU ABOUT OUR EIGHTEEN SUCCESSFUL PORTLAND SUBDIVISIONS

**The Fred A. Jacobs Company**

Succeeding THE JACOBS-STINE CO.

Largest Realty Operators on the Pacific Coast

138-146 FIFTH STREET, PORTLAND, OREGON

## BUILDING HAS COMMENCED IN WESTOVER TERRACE

That elegant close-in West Side residence district. A splendid view from every lot. No nicer place for a home anywhere. Take W car. Three blocks south of Forestry Building. Our representative on the ground.

**CLARK COOK COMPANY**

Room 6 Board of Trade Building

## Have You Seen Tate's Addition?

Spend an hour's time looking over this beautiful tract. It will pay you to investigate this location, where improvements are now going in.

Prices \$450, \$500 and Up

10 Per Cent Down  
2 Per Cent Per Month

Building restrictions \$1500. Large lots, fine fruit, and only four blocks to car.

Call us up and we will gladly take you out.

**Tate Investment Co.**

OWNERS

MARSHALL 284 601-2 COUCH BUILDING  
"Bank in Portland Realty"

## KENTON NATIONAL ADDITION

S. & S. PACKERS SIGN CONTRACTS FOR MODERN \$500,000 PLANT NEAR STOCKYARDS; OPERATE WITHIN YEAR

Decision to Locate in Portland Makes This City Secure in Position of Being Livestock Center of Pacific Northwest—Satisfactory Deal Made With Swift & Co. Insures Success of Enterprise; Plans Are Being Made.

Journal, June 5.

GROWING FREIGHT BUSINESS NOTED

O.-W. R. & N. to Establish New Depots at Kenton and North Portland.

PENINSULA MAKES DEMAND

Manufacturing Increasing Steadily, and Available Property Will Soon Be Gone, Is Prediction Now Made.

Oregonian, May 28.

We own the available property, that will soon be gone, see. If you are a visitor or resident of Portland, you should take advantage of this opportunity at once.

**CO-OPERATIVE REALTY CO.**

519-520-521 Railway Exchange Bldg., on Stark, bet. Third and Fourth Sts.

## JONESMORE

PROTECTION plus PROFIT



**Umbdenstock & Larson Co.**  
286 OAK STREET BOTH PHONES

## \$100 A LOT

\$1 Down, 10c a Day  
No Interest

City lots at less than acreage prices. These lots will double in value within a few months. No safer investment. No more beautiful location for a home. Don't miss an opportunity like this. Lots all ready to build on. Now is the time to secure a choice location.

Now, Mr. Investor, if you have a little money, we want you to get in with us on this property. It will make you more money for the amount of money invested than anything we know of. This property is located in the MONTAVILLA district, close to the Mt. Hood Electric Road, which will be in operation within a few months, and a short distance from the river, where factories and warehouses must come. It is high, dry and level.

"Buy cheap land, not dear land," is the maxim of the shrewdest investors.

We trust this will interest you as an investment, and that we will hear from you with an order for lots immediately.

TAKE MONTAVILLA CAR TO END OF LINE

**Cusmur Realty Co.**

Phones: Marshall 1200, A-3559 1017-18 Yeon Bldg., Portland, Or.

## VISITORS TO PORTLAND

Are Cordially Invited to take home a souvenir in the shape of a contract for one or more lots in, Rose City Park, one of the best restricted districts of Portland. All lots 50x100 feet. Cement walks in and paid for, streets graded, city water, electric lights, gas, both phones and good car service. Prices \$750 to \$850 each—10 per cent cash, balance \$10 per month, giving over five years for the balance.

## HOUSES

We have also a large number of the most modern houses with every convenience known to modern home-building. Prices the most reasonable and the very best terms possible. It will cost you nothing to see us and let us convince you that we mean what we say. If we do not sell you, we have secured your confidence for future deals.

**DAVID A. CUTTLE CO.**

503 YEON BUILDING

## CARNIVAL VISITORS ATTENTION!

Make this visit profitable. Before another year rolls around your investment in either of the below-named additions will make your visit a memorable one:

### Rose City Park

No section in the city has shown as rapid a growth as Rose City Park. Values here have increased rapidly, and will continue to increase—there are reasons.

Prices \$600 and up—10 per cent down, 2 per cent per month.

Call at our office any time and we will gladly show you either or both of these additions.

### Morningside

This is the addition that sold so rapidly on account of its many advantages. Owing to the removal of several houses, we are able to sell a few lots not available before.

Prices \$600 and up—10 per cent down, 2 per cent per month.

**Hartman & Thompson**

Ground Floor Chamber of Commerce, Fourth and Stark Streets