

# DEALERS DO NOT HAVE TO MISLEAD TO MAKE A SALE

Large Advertiser by Being Accurate in Setting Forth Merits Can Drive Out the Unscrupulous Broker.

"Real estate dealers as a rule, seem to live under the impression that they must exaggerate the facts regarding the property they want to sell in order to get prospective buyers to look at it," said E. L. Benson, recently from Omaha, but now a member of the Tate Investment company of this city. Mr. Benson says that his criticism is not directed specially toward Portland realty operators, as the same proposition, he thinks, holds good throughout the country. "Unfortunately, this seems to be the rule," continued Mr. Benson, "not because the real estate brokers intend to deceive the public, but because the American people of today have become so inoculated with the bargain counter system of advertising that unless an ad contains something startling or sensational they will not become interested in it."

**Where Will System End?**  
"Where this lurid advertising will end depends entirely with the people, for the simple reason that the paid ad. writer will continue to employ that system and method that will command the buying public's attention, and that is sensationalism. Just so long as the public responds to sensational ads, the ad. writer will continue to turn them out."

"In reading some of the real estate ads, one is led to believe, if he is in the market for a home, that he has found just the kind of a home he has often planned, that can be purchased at a tremendous bargain. All the good features possible in this place are set forth in a luring manner, and you immediately take the car to look at it. Arriving at the designated home, your hopes are dashed to pieces, because there are so many things that are different from what is advertised. At the same time Portland realty would have the same sound, substantial value in the eyes of the public that a government bond has today, because it in reality deserves it, and only the attitude of the local real estate man can bring about this condition."

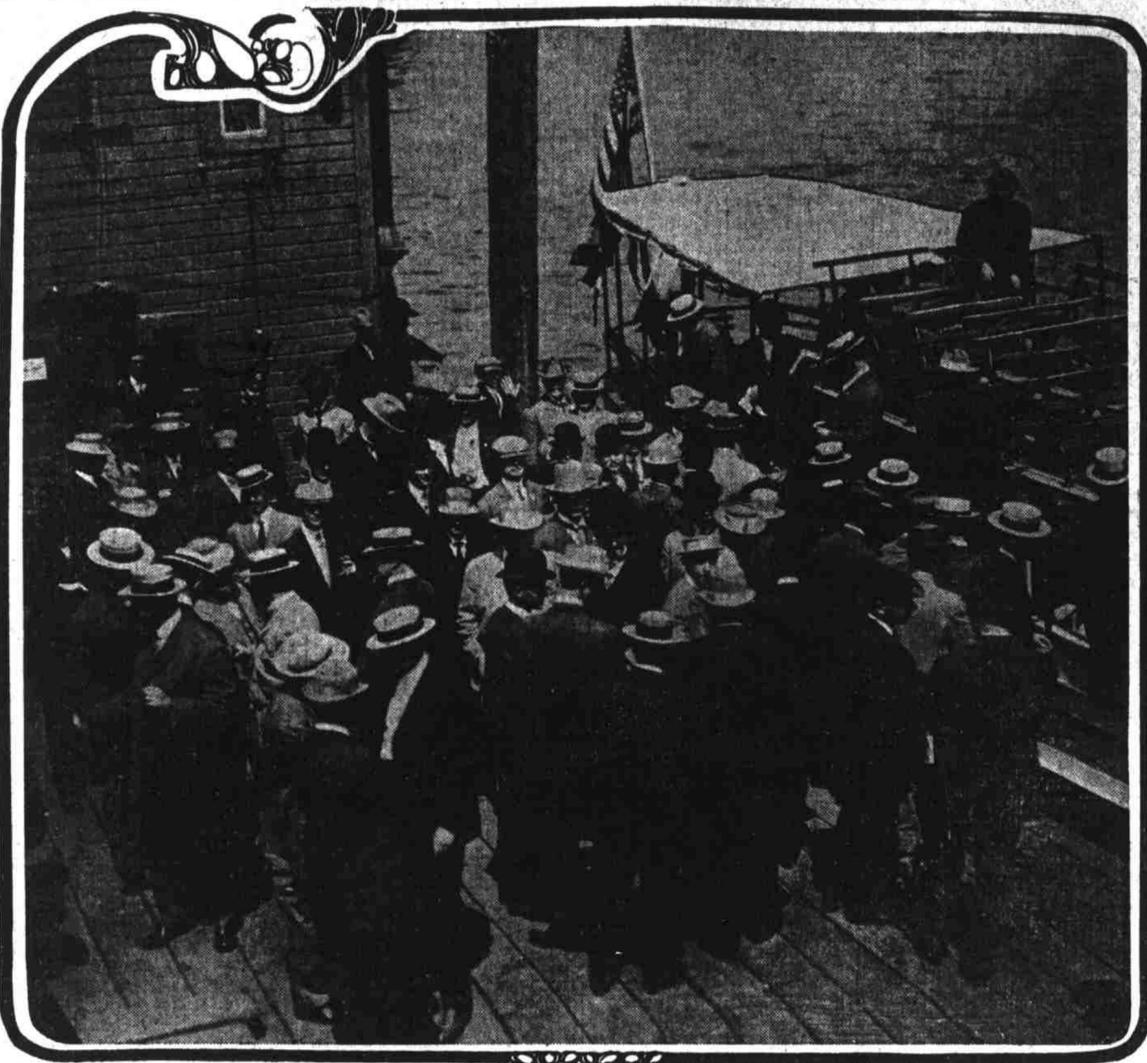
"The real estate operators, who spend vast sums of money in advertising, should be absolutely accurate in setting forth the merits of the properties they handle. That is the only way to get the best results from the money we spend in advertising."

### May Indicate Dealer.

"By doing this we can eradicate the small, unscrupulous real estate broker, who maintains no office, who has nothing to lose, and who is in the business temporarily, merely because he sees where he can make more money than he could by following his chosen vocation, and the minute that a lull in the market exists he is the first to leave and go back to his particular line. He leaves no protection to the people to whom he has sold property. They have no recourse, no guarantee, that the promises he made will be fulfilled, and they blame the legitimate brokers. If the real estate men of Portland would unite in a movement of this kind the people, strangers and citizens of Portland, would read the ads, and when they have located what they want through the descriptions so written they would feel like investigating the property advertised, and the real estate profession would rank where it really belongs, and would not be placed in jeopardy through persons doing unscrupulous advertising."

Drawings of human beings and animals found in ancient caves in southern France are cited as proof that man was right-handed as far back as in the stone age.

## Realty Board Members See Slogans of Progress Along Columbia Slough



Members of the Realty Board just before embarking on the Steamer Eva at the foot of Stark street yesterday afternoon for a six hour run to the head of navigation on Columbia river slough. The excursionists, 75 strong, left at 1:30

o'clock. In order to get into the slough the boat was compelled to steam to the mouth of the Willamette river, where Columbia slough empties into the Willamette near the light house. After entering the slough, the boat wound its

way through the low lying lands of the Peninsula to a point opposite Kenton, a distance of nearly nine miles. The excursionists passed within hailing distance of a dozen or more manufacturing plants in the vicinity of Kenton, all in a district where two years ago the

only noise to break the monotony was the croak of the bull frog and the cry of water fowls. The Eva is believed to be the first steamer that ever navigated the deep waters of Columbia slough as far east as Kenton.

## BEST CONTRACTOR OFTEN CHEAPEST, SAYS ARCHITECT

"Beware of Dishonest Builder," Is Advice Given—Specifications Not Contract as Many People Think.

"Beware of the dishonest building contractor. The most exasperating man that one can attempt to do business with is a tricky contractor," writes Arthur C. Clausen, a Minneapolis architect.

"Contractors as a whole are honest, capable men who intend to do the best kind of work in the best manner known to the trade," continued Mr. Clausen. "There are, however, black sheep in every fold, and numbers considered, the contracting line is well to the front in the proportion of black sheep within its fold. It is no trick to catch up with a contractor whose bad work shows on the outside or surface of a building, but the greater portion of the faulty work in a house does not show up until a year or more after the house is completed. It is not until the plastering falls down, the doors go to pieces, the plumbing leaks, the heating plant fails to work, the cellar floor crumbles or the finish rubs off the woodwork that the owner realizes that he has been bunked and wishes that he had let his contract to the man who was 5 to 10 per cent higher and saved the additional expenditure of this amount afterwards, to say nothing of the endless annoyance of living in such a house."

"To not let the contract to the lowest bidder is of course not fair or just. The owner should, therefore, be sure and invite to submit figures only reliable men to whom he would let the contract. Because a contractor has a reputation for doing work cheap does not necessarily recommend him, for it often happens that he man who does the work cheap does cheap or inferior work, which is the most expensive kind in the long run. The best man is the cheapest regardless of price, provided it is reasonable."

"It is best to let the contracts for the general construction, the plumbing, heating and electric lighting, or gas piping separately. If all the work is let to the general contractor, he will invariably sublet the last three items to sub-contractors, from which he will in turn, obtain competitive figures, and charge the owner about 10 per cent of their cost for acting as middleman."

**Attorney Is Needed.**  
"When the owner obtains his own bids on heating, lighting and plumbing he has the opportunity of selecting his own sub-contractors and saves the 10 per cent profit which the general contractor gets for acting as middleman."

### Specification Not Contract.

"Some people make the mistake of thinking that a specification is the building form of contract. It is not. The specification simply indicates the kind of workmanship, the kind and quality of materials and other items which cannot be conveniently shown or specified upon the working drawing. Whether a contractor should be put under bonds to complete his work in a satisfactory manner depends largely upon his reputation and financial standing. Remember, if he does not pay his bills for materials or labor, you will have to do so, for, in the eyes of the law, he is your agent. The house is on your land, and he has merely made a convenient arrangement to act as your agent and build it for you. If you intend to require your contractor to furnish a bond you should so inform him before he bids, or else stand the expense yourself."

"The proper construction and artistic appearance of a home does not depend so much upon the proper writing of a contract or the furnishing of a bond as it does upon the proper preparation of the plans and specifications and the selection of a reliable contractor—one who has been tried and not found wanting."

## RESIDENCE MATERIAL IS NON-COMBUSTIBLE

The first residence in Portland to be built entirely of non-combustible materials is being erected for R. F. Lytle in Irvington. Architect D. L. Williams is at work on the plans. Workmen are now excavating for the foundation and basement of the structure.

The house and garage will occupy three lots at East Twenty-second and Hancock streets. The interior arrangement is unique in that the rooms are of unusual shape and size. On the ground floor will be a living room, 17 by 32 feet; reception hall, 10 by 14; billiard room, 15 by 20; dining room, 16 by 21; breakfast room, 10 by 14; and kitchen, 11 by 10. The second floor will contain five large chambers and two private baths. The equipment of conveniences will include everything known to modern residence construction. Only fire proof materials are used in the construction of modern office buildings will be employed in this building.

## APARTMENT SITE SOLD FOR \$30,000

One of the best sales reported last week was the purchase by A. S. Ellis of the 100 feet square occupied by a number of old frame residences at the southeast corner of Twenty-first and Gilliam streets. The property belonged to J. M. Acheson and was sold for \$30,000. It was bought by Mr. Ellis as a site for a modern four or five story apartment house, which he plans to build as soon as the preliminary arrangements are perfected. The building will cost about \$50,000. Mr. Ellis has been an extensive operator in the upper Washington street district for a number of years. He built two apartment houses at Washington and King streets, both of which he sold at a handsome profit, and not long since he completed a large garage across the street at the southeast corner of King and Washington, which he sold two weeks ago for \$75,000.

## PORTLAND HOLDS SIXTH PLACE IN BUILDING RECORD

June Makes Creditable Showing for This City—First Six Days of July Indicate Big Gain.

Portland occupied sixth place among the leading cities in the country in the volume of new construction authorized during June. Five cities, as follows, exceeded this: New York, Chicago, Philadelphia, Los Angeles and Minneapolis.

According to figures compiled by Construction News, for 55 of the largest cities representing all parts of the country, permits were taken out for 17,419 buildings, involving total cost of construction approximating \$61,000,000. This is an increase of just 10.5% over the aggregate of June, 1910. Los Angeles, San Diego, Oakland and Portland show gains over the same month the year ago, while Seattle, Tacoma and Spokane show small losses.

**Many Permits Issued.**  
For the first six days of July, from the 1st to the 7th inclusive, 145 permits were issued, involving an expenditure of \$251,000. During July, 1910, there were 523 permits issued for new construction, valued at \$908,000. This would indicate that July is going to repeat the record of every other month so far this year by exceeding the same month one year ago in the volume of new buildings erected in Portland.

The largest permit issued last week was taken out by the People's Amusement company and calls for a two story concrete theatre building to be erected at Alder and West Park streets, at a cost of \$60,000.

C. H. Korvick and A. Gordon have taken out a permit for a three story brick apartment house to be erected on Ella street between Washington and Morrison at a cost of \$23,000.

A permit was also issued last week to W. L. Brewster, agent, providing for the repair of the Spencer apartments on King street between Washington and Wayne, which were partially destroyed some weeks ago by fire. The estimated cost of the work is \$14,000.

**\$50,000 Apartment House.**  
The Reed Institute has begun the erection of a second apartment house at the corner of Twelfth and Jefferson. A permit for the building was issued last Monday. It is to be a three story brick structure and will cost about \$50,000.

M. L. Hayden is preparing to build an unusually handsome frame residence on the south side of Clay between Third and Fourth streets. The building will be a two story structure and according to the permit issued last week will cost \$15,000.

Permits were taken out by the following builders for dwelling houses to cost between \$4000 and \$6000 each: C. A. Young, one and one half story frame cottage, Cleveland avenue between Jarrett and Ainsworth, \$5000. Gillette & Lyons, one and one half story frame cottage, East Twenty-sixth street, between Jarrett and Ainsworth, \$5000.

**New Frame Dwellings.**  
M. A. Blanchard, two story frame dwelling, East Everett street and Laddington Court, \$5000.  
W. A. Wise, two story frame dwell-

### ing, East Davis and East Thirty-third, \$6000.

N. J. Ellopoulos, two and one half story frame residence Patton road, \$4000.

Harmon S. Hastings, one and one half story frame cottage, East Harrison and Hemlock, \$4000.

George A. Ross, three one and one half story frame cottages, Gladstone between East Thirty-third and East Thirty-fourth, \$5250.

J. W. Anderson, two story frame dwelling, Nineteenth street between Clifton and Jackson, \$5000.

Robert B. Beat, two story frame dwelling, East Eleventh between Knott and Stanton, \$4000.

A. L. Young, two story frame residence, East Eleventh street between Knott and Stanton, \$4750.

C. F. Eastman, two story frame residence, East Eleventh street between Siskiyou and Fremont, \$5000.

### No Use Going Any More.

From Judge. "Mrs. Findlay says she has crossed the Atlantic 50 times."

"Yes; but the customs inspectors have become so inquisitive that I heard her say the other day that she had about decided to see America now."

## BUYS ROSEBURG SITE FOR OFFICE BUILDING

Roseburg, Or., July 8.—One of the most important real estate deals consummated in Roseburg for several years was closed recently, when J. W. Perkins, secretary of the Douglas County Development company, purchased a part of the W. C. Harding property at the corner of Rose and Cass streets. The tract involved in the transfer is 102,280 feet in dimensions and is considered one of the most valuable building sites in the city.

While Mr. Perkins has given out little information regarding his intentions, it is generally understood that he contemplates erecting a modern office building on the land in a short time. The building will be six stories high, and will represent a total expenditure of not less than \$50,000. The first floor will probably be utilized for stores, while the other five floors will be leased exclusively for office purposes. It is Mr. Perkins' intention to erect the most modern structure in southern Oregon, and to give Roseburg its first "skyscraper."

Mr. Perkins is at present in Portland, where he is said to be arranging matters preparatory to commencing actual construction work. The property purchased by Mr. Perkins has been looked upon for some time as an ideal corner for a hotel, and its purchase for an office building has created considerable surprise.

The land at present occupied by the Harding residence has been retained by its original owner.

## PURCHASE SITE FOR A CAR BARN

P. R., Light & P. Co. Pays \$60,000 for Double Block on the East Side.

Mall & Von Borstel report the sale of a double block containing 16 lots in the vicinity of East Twenty-eighth and East Burnside streets to the Portland Railway, Light & Power company as a site for a new modern concrete car barn. The block is bounded by East Twenty-sixth, East Twenty-eighth, East Couch and East Burnside streets, and formerly belonged to Isaiah Buckman. The consideration involved in the deal was \$50,000.

F. I. Fuller, vice-president of the Portland Railway, Light & Power company, confirmed the report that the Etna addition block is to be used as a site for a car barn, which will be second only in size to the big structure on Killingsworth avenue. Mr. Fuller also said that construction work would probably begin on the structure before the end of the year.

Mall & Von Borstel also report the sale of the 100x100 feet at the northeast corner of East Ninth street and Hawthorne avenue to Charles Schwind, an East Side grocer, for \$14,000. The property was a part of the extensive holdings of the Hawthorne estate.

# KINGS HEIGHTS

PORTLAND'S ROYAL VIEW

THE KOH-I-NOOR IN THE CROWN OF PORTLAND

VIEW OF KINGS HEIGHTS FROM FOURTH & WASHINGTON STS.

## Keasey-Humason & Jeffery

CHAMBER OF COMMERCE BLD

# Greatest Land Chance In the Northwest

That's the claim made for the incomparably fertile BEAVER HOMES orchard, and garden tracts at Redland, an hour's run down the Columbia River near Goble.

It is a fertile, new, logged-off district where the great problem of clearing and development is solved by CHARPITTING, the new economy clearing process which is bringing a new era to the Northwest. Protected orchard slopes. Matchless garden tracts. Plenty of fine water on every farm. Most splendid view in Oregon. Rail and water transportation. Smallest known freight rate. Good school, good roads, handy to town. Will shortly supply Portland's markets. Has a great future in store. Just the place to settle.

There isn't another such chance for the man of limited means. Think of such land at from \$25 to \$50 per acre. And even if you have only \$75 or \$100 saved and can spare but \$8 to \$12 a month you can get in now on a 5, 10, 15, 20 or up to 40 acre tract.

The first 1000 acres is settling up fast. Quick movers don't leave these openings lay idle long.

SEE US TOMORROW

## F. B. Holbrook Co.

214 LUMBER EXCHANGE.

# AGATE BEACH

## AGATE BEACH

IDEAL BATHING GROUNDS

FOR PASTIME AND PLEASURE, there are fishing, hunting, clam-digging, gathering Agates, Moonstones and Cornelians (many of which are of real value), deep sea fishing, etc. Here you also find the rock oyster, which is found on no other coast in America.

AGATE BEACH IS, without exaggeration, the most beautiful Beach Resort on the Pacific Coast. Nature seems to have taken delight in combining here all the best features to be found at all other beaches and eliminating all of the bad ones.

WE WANT YOU TO SEE AGATE BEACH before investing in Beach property. We are as sure to please you as we have many others. Write us for Illustrated Booklet, or call us over the phone—Main or A-2010.

AGENTS ON THE GROUND AT AGATE BEACH

# KNAPP & MACKAY

SELLING AGENTS

212-213 Board of Trade, Portland, Or.