

# BUILDING BETTER CLASS OF HOMES FOR SPECULATION

## Demand for Pretentious Residences Causes Builders in High Grade East Side Sections to Change Plans.

Speculative builders operating in the higher grade east side residence additions are building a much handsomer class of homes than formerly. The demand on the part of home buyers for a finer grade of residences than they have been able to get heretofore has shown the builders that a fair profit is to be made in the construction and sale of the more expensive houses.

With few exceptions the houses formerly put up here by speculative builders cost from \$2000 to \$4250. However within the past few weeks, these builders have laid foundations for a number of dwellings which will cost all the way from \$5000 to \$8000.

A. L. McKenize has recently let the contract to the Key Engineering company for three residences to cost, in the aggregate, nearly or quite \$20,000. One is to be a two story, 10 room structure of the English half timber design which will occupy a commanding site on Alameda drive, near Bryce avenue. This house will be largely finished in mahogany and will have a large billiard room and leading from the living room will be a large glass covered conservatory.

On Alameda drive and East Twenty-ninth street Mr. McKenize will build a one and one-half story eight room cottage of the California bungalow type at a cost of \$5000. The third residence of the group will occupy a location on Bryce avenue near Lombard avenue. This will be of the Dutch Colonial design and will cost in the neighborhood of \$7000. Mr. McKenize will equip each of these houses with a garage. George F. Eisman has begun the construction of a \$7500 home on East Twenty-sixth street, near Brazeau. The house is to be a 10 room, two and one-half story structure of the Dutch Colonial type of architecture. In ground dimensions the house will be 38 by 44 feet. It will have hardwood floors and will be finished in mahogany and white enamel.

H. P. Palmer, of the H. P. Palmers-Jones company, has let the contract for a nine room residence of the French chateau type to be erected on East Twenty-second street, between Thompson and Brazeau. The house will be one of the handsomest homes of its size and type in Irvington and will cost about \$7500. The floors are to be of hardwood and the interior finish, white enamel. In the basement will be fitted up a large billiard room and leading from the living room will be a large glass covered conservatory.

William Young, local manager for the R. G. Dun company, is having plans drawn for an expensive home of the southern Colonial type, which he will build on one of the finest view sites on Council Crest.

### Home Boom Frame.

The building will have a total frontage of 85 feet and will face Mount Adams drive. It will contain nine rooms, sleeping porch and solarium. The floors are to be of hardwood and the interior finish in rubbed ivory enamel. It will cost between \$12,000 and \$15,000.

Architects Roberts & Roberts are getting up plans for a two and one-half story, nine room frame residence for H. R. Lichten, to be erected at East Seventeenth and Wasco streets. The house will have the usual built in conveniences, hardwood floors and beamed and paneled dining room. Its estimated cost is \$4500.

W. A. Carpenter and Judge Gantenbein are each building a \$18,000 residence at the intersection of East Twenty-fourth and Lincoln streets. The Carpenter home is to have 14 rooms all to be finished in mahogany, oak and white enamel. The exterior walls of the first story will be of pressed brick, with a shingled second story and gables. F. J. Kane will soon have completed a modern seven room residence at East Forty-sixth and Brazeau streets, Rose City Park. The house is of the California bungalow type and will cost \$4000.

## WILLIAM BURKE BUYS GAMMANS RESIDENCE

The Gammans residence, belonging to the late G. Gammans at 778 Northrup street, was purchased last week by William Burke of the Burke Commission company, at \$5000. The consideration was \$2000. The property comprises a 50 by 100 foot lot and a two story frame dwelling.

For mixing concrete there has been invented a spade with long oval holes in the blade, through which the finer cement will flow and give the surface a finer finish.


AN UNRIVALED LOCATION FOR

# GENERAL STORE

Nearst Store Twelve Miles Distant.

All Trade of a Well Settled Farming Community Easily Secured.

## INVESTIGATE



Size of Building 24x48.

Main store building, 16x30. All ceiled and shelled. Counters and shelving all in. Also two bedrooms, 10x12 each; storage room, 16x18. Room for postoffice, 10x12; and room in front which can be rented, 16x18.

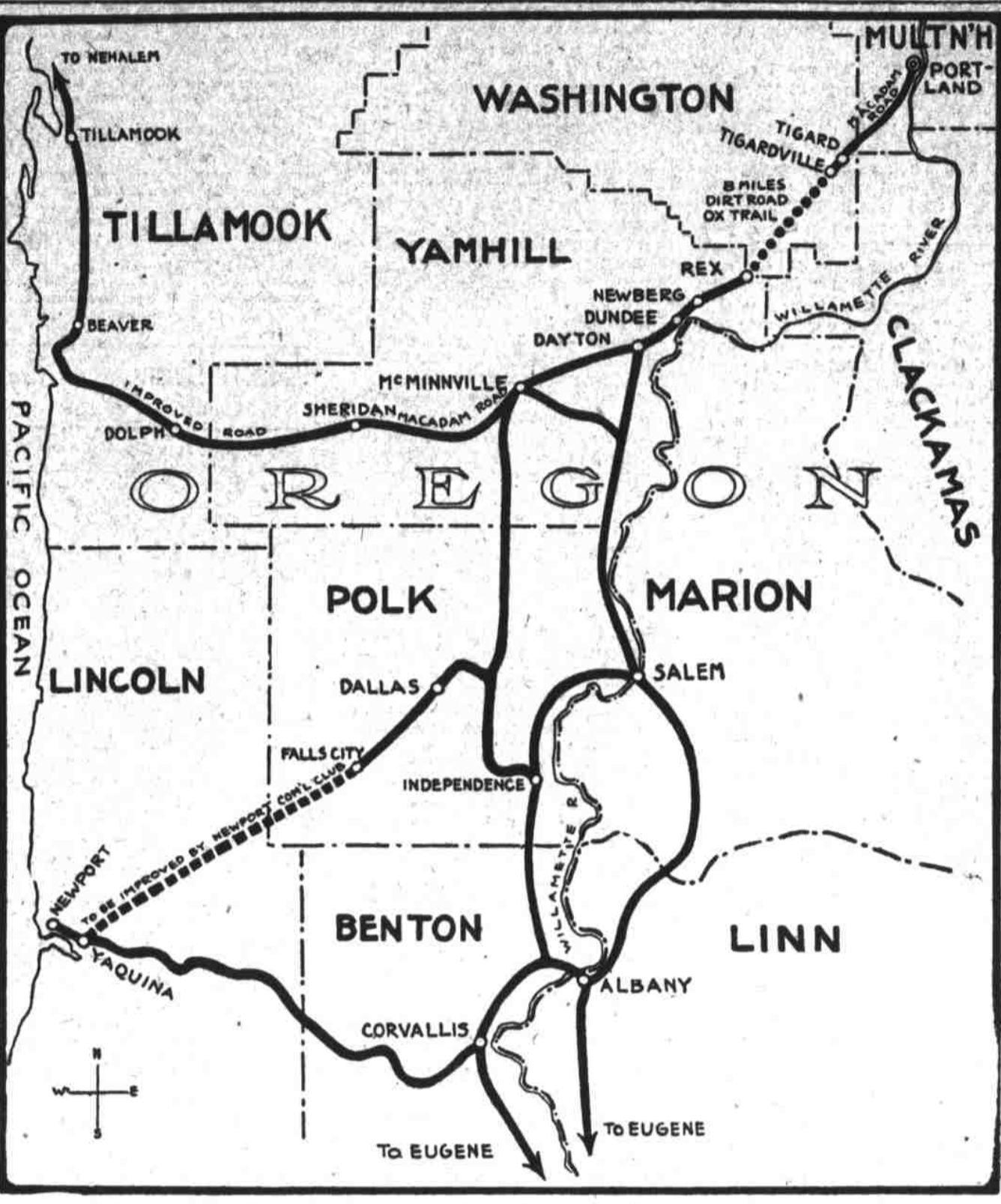
Size of lot on which the store is located, 50x100. Situated at the present terminal of the Oregon Trunk Railway and in the midst of a well settled farming community. Inquire of

### MATT CLARK

528 and 529 Railway Exchange Bldg., Portland, Or.

# Counties to Join Forces For Road Improvement

## Organizations in Multnomah, Washington and Yamhill to Bend Every Effort to Make Rex-Tigardville Road as Passable as Connections.



Map shows uncompleted Rex-Tigardville road, upon which concerted action will soon be taken.

Organizations in Yamhill, Washington and Multnomah counties have joined forces for the improvement of the Rex-Tigardville road in Washington county. This is the road that when improved will connect the good roads of Linn, Yamhill, Marion, Polk and Tillamook counties with the good roads of Multnomah county, and furnish a trade and transportation communication between Portland and the Willamette.

Portland and Multnomah county have been asked to bear \$7500 of the \$15,000 expense for the improvement of the highway. The improvement project has been endorsed by the auto club, auto dealers and machinery men. The Portland Automobile club has asked each of its 400 members for \$2 in a letter signed by the secretary, T. Irving Potter, which reads as follows:



"Dear Sir:—The Yamhill Auto and Commercial Clubs' Good Roads association are raising funds to construct a perfect winter and summer automobile road from Portland up the west side of the Willamette valley by developing the stretch between Rex and Tigardville in Washington county, which is the transportation link connecting the splendid macadamized highways of Multnomah and Yamhill counties. Yamhill county will maintain this main traveled highway in faultless condition and constant repair in all seasons of the year.

The importance of this road to automobiles lies not only in the fact that it is a long and beautiful one, but because it is going to be maintained. This will stimulate the good roads movement throughout the entire state and influence a speedy betterment of the bad roads situation.

There are 4000 auto owners in Portland, and but \$7500 is needed to complete the fund. Are you interested enough to subscribe \$5? If so, kindly indicate the amount you will give and return this letter to the undersigned.

PORTLAND AUTOMOBILE CLUB.

"I hereby subscribe the sum of \$.... for grading and rock of the main traveled road between Rex and Tigardville in Washington county, and agree to pay same when called upon. Address 720 Corbett building."

Silver Trophy Offered.

The H. L. Keats Auto company has offered a silver gold-lined cup to the

Silver cup to be awarded to one raising most money for Rex-Tigardville road construction.

one who raises the most money for the improvement of the important but hitherto neglected highway.

The map shows how trunk highways leading from Albany, Eugene, Corvallis, Newport, Yaquina, Tillamook and Newport and Salem converge in the neighborhood of Dayton, Dundee and Newberg, thus concentrating the heavy traffic of the Willamette valley and part of the coast on the short stretch of unimproved road. Not long ago this Rex-Tigardville stretch was corduroy.

## WOOD BLOCKS FOR THEIR CAR TRACKS

Ladd Estate Co. to Lay Fine Pavement in East and Westmoreland.

Wood block paving for their car tracks through "Eastmoreland" and "Westmoreland" is the new proposal of the Ladd Estate company. Car tracks throughout the city hitherto have had either Belgian block or hard brick paving, but these materials while having satisfactory wearing qualities possess the rather serious drawback of creating much noise. This has been felt particularly in residence districts, where the early morning traffic such as that of milk wagons, is causing considerable annoyance.

Wood block is the highest class and most costly of all pavings and this together with the asphalt at the sides of the tracks and on all other streets and avenues of "Eastmoreland" and "Westmoreland" will keep these districts absolutely free of all noise from vehicular traffic.

Eighty pound steel rails, the heaviest metal so far used for this purpose in any city in the United States are being used in construction of the new "Eastmoreland" carline, together with the "four gauge cypher" trolley wire. The usual Portland Ry. Lt. & Pr. Co.'s specifications call for 60 pound rails and the "one cypher" gauge of trolley wire, or just one-fourth the size of the new wire.

This extra heavy equipment is being provided for the purpose of allowing loaded freight cars to be handled over these tracks so that heavy construction material for Reed college and the fine homes now being planned, may have haul cut to the minimum. In this connection the splendid viaduct at the entrance to "Eastmoreland" will have steelwork of the weight called for in the heaviest class of railroad bridges. These enormous expenditures by the

The logs have been taken up and some temporary improvement made.

George E. Waggoner, president of the Yamhill Auto and Commercial Clubs' Good Roads association, questioned yesterday:

"Why is it that Multnomah county should be content after building four fine roads to the county line on the south, to there stop and rest content? The full benefit from the spending of the thousands of Multnomah dollars will not be received until we help the movement to improve roads in our trade territory, but beyond the county line. The improvement of the Rex-Tigardville road will mean thousands and thousands of dollars to Portland, will bring hundreds of new settlers to the Willamette valley."

The dotted line between Newport and Falls City shows a proposed road improvement based on the prospect of permanently building the Rex-Tigardville stretch.

"We believe that the people of Oregon must be educated through their eyes," continued Mr. Waggoner, "and if this splendid stretch of road is constructed and maintained it is certain that speedy progress will follow in road construction throughout the valley. This barrier of eight miles separates the great city of Portland from the Willamette valley on a practically direct route to the important towns and seacoast resorts of the valley.

"There are no salaried officers handling this project. Every cent given will be spent in road improvement. A practical board of governors has been elected, and one of the most noted builders, Henry Hagey of Dundee, has been engaged to build the road, we believe Mr. Hagey is the most practical and sensible road builder in the state. Many of the splendid roads in Yamhill county are testimony to his ability."

## ACTIVITY SHOWN IN SUBURBAN DEALS

Demand Good for Residence Lots in Ventura Park Addition.

The F. E. Taylor company has proved conclusively during the past two weeks that there has never been a more active demand for suburban residence lots in the vicinity than right now. This firm has sold, since the first week in July, 102 lots in Ventura Park, the addition located on the Mount Hood line east of the city. The buyers not only represent Portland, but investors from far away Colorado and Montana were attracted by the offering.

Of the 102 parcels sold, 45 went to residents of Portland and 46 to buyers from outside Oregon. The heavy buyers were S. Bagley, of Olney, Colo., who took 24 lots for a total consideration of \$3500. Other outside buyers were M. Resdon, Spokane, Wash., two lots, \$300; Mrs. Jessie Waters, Butte, Mont., two lots, \$300; Flora Kinmer, Great Falls, Mont., four lots, \$600; Mae Dodge, Great Falls, four lots, \$600; Evelyn Gear, Spokane, two lots, \$300; Margaret Armstrong, Spokane, two lots, \$300; Ida Stone, Spokane, two lots, \$500, and C. D. Spragus, Seattle, four lots, \$600.

Ventura Park is located about one mile east of Montavilla and contains 120 acres of elevated ground. Ladd Estate company are in furtherance of their policy of providing everything to make "Eastmoreland" the finest residence district in Portland and in character to correspond to the future greatness of Reed college when it justifies its claim to be the first university of practical efficiency in the United States.

Journal Want Ads bring results.

# BUILDING RECORD SHOWS INCREASE OF \$1,250,000

## Figures for New Construction Thus Far This Year Beat Last Year's Result by Big Margin—Permits.

The construction record in Portland so far in 1911 is in excess of that for the same period last year by \$1,250,000 in round numbers. For the first 30 days of July permits were issued in the office of the building inspectors for new buildings valued at \$779,500. The total for July, 1910, was \$908,080. If July holds up throughout the month as it has for the first 30 days, the sum will reach close to \$1,200,000.

There is strong indications that the lead month by month for the remainder of the year up to December will be increased over the same month of 1910. December, it will be remembered, was exceptional in every respect, the total volume of permits issued during that month passing the \$4,000,000 mark.

### Hotel to Cost \$125,000.

The largest new construction enterprise launched last week is an eight story fireproof hotel to be erected at Sixth and Main streets by the Smith Hotel company. The building is to be a modern hostelry in every particular and will cost in the neighborhood of \$125,000.

A. S. Ellis announces that he will immediately improve the property at Twelfth and Market and at Twenty-first and Glisan, purchased by him early in the month. On the former parcel he will build a three story apartment house and on the Twenty-first and Glisan quarter block a three story combination store and hotel building.

Ex-United States Senator Fred W. Mulkey is preparing to begin the construction of a four story fireproof apartment house on Market street be-

# PREPARING PLANS FOR A NEW HOTEL

## First Fireproof Hostelry South of Morrison St. Is to Cost \$100,000.

The first fireproof hotel to be erected in this city south of Morrison street will be built by the Smith Hotel company at the northwest corner of Sixth and Main streets. It is to be an eight-story structure of reinforced concrete construction, and will have a frontage of 50 feet on Sixth street and 100 feet on Main. It is estimated to cost in the neighborhood of \$100,000.

Architect David L. Williams is getting up the plans for the building, and expects to let the contract so that actual construction may begin by August 10.

### EX-SENATOR MULKEY TO BUILD RESIDENCE

Ex-United States Senator Fred W. Mulkey is having plans drawn for the erection of a four story and basement apartment house on Market street, between Front and First. The building will be a fireproof structure, of reinforced concrete and will cost approximately \$40,000. It will have ground dimensions of 50 by 65 feet and will contain 16 four room apartments with the janitor's apartment in the basement.

The equipment will embrace a steam heating plant, passenger elevator and dumb waiters for each apartment. The building will be so designed that every room will have outside light and ven-



## BOULEVARD Champs Élysées

with Arc de Triomphe, Paris, France

As Fortresses went out of date, famous Cities cleared away the ramparts and on the same ground built Boulevards—a change, from scenes of siege and suffering, to Parks and Promenades for the display of beauty, wealth and culture.

Nowadays many Cities are biding Boulevards. In Portland several have been named, but they yet remain mere unpaved thoroughfares.

Reed College Place is to be this city's first real residential Boulevard. Starting at the imposing Reed College MEMORIAL ENTRANCE TOWERS it sweeps thru "Eastmoreland," and on the south joins with the Crystal Springs Boulevard.

There will be 30 ft. center Parkings all the way, a profusion of trees and shrubs, and asphalt paving. Building sites fronting on Reed College Place carry special restrictions and are never less than 100 ft. x 100 ft.

This is one of the reasons why I have said, "Watch Eastmoreland Now!"

Orthography in accordance with recommendations of Simplified Spelling Board, N. Y.

# F. N. CLARK.

Selling Agent for LADD ESTATE COMPANY'S 818-823 Spalding Bldg.