

BUILDING RECORD FOR APRIL WILL SHOW LARGE GAIN

Value of New Construction Authorized Since First of Month Exceeds \$1,800,000—Hotel Permit Largest.

With more than one third of the month yet to come, the building record of April has already exceeded that of the same month one year ago by a substantial figure, and the indications are that this month will show one of the largest gains in the volume of building permits on record in the office of the city building department.

The value of new construction authorized since April 1 exceeds \$1,800,000, or a few thousand dollars more than the total for April, 1911. Last week alone added nearly \$1,200,000 to the month's building construction, bringing the total volume of permits taken out since January 1 to close to \$2,500,000.

The largest permit issued last week was taken out by S. Benson for the proposed new Oregon Hotel. This is to be a 12 story steel and concrete structure, and will cost approximately \$750,000. It will occupy a full quarter block at the southwest corner of Seventh and Oak streets, and will be one of the finest finished buildings on the Pacific coast.

Head College Dormitory. Another large permit issued last week was that for a dormitory for Head college. This is to be a three story steel and concrete building, and will cost about \$200,000.

Last week witnessed the completion of the steel frame of the new Journal building at Seventh and Yamhill. Work of laying the concrete floors and concreting the steel skeleton is progressing rapidly.

Construction work on the handsome new home of the Merchants National bank at Third and Washington came to an end last week, and the bank fixtures are now being installed on the ground floor.

The foundation of the theatre and store building, under construction for the Gerlinger Investment company, at Eleventh and Washington streets, was finished last week, and work on the superstructure is progressing satisfactorily.

Telephone Exchange. The announcement was made last week that plans for the proposed 14 story telephone exchange and general offices to be erected at Park and Oak streets by the Pacific Telephone & Telegraph company, are being prepared in San Francisco, and that as soon as they are completed bids will be asked from local contractors to put up the structure.

Negotiations, which have been conducted for several weeks by Charles E. Henry for the Ford automobile company for a factory site for that company, will be concluded in a short time, and a definite announcement made of the site of the proposed factory.

Permits have been issued during the past few days to the following builders of different classes of buildings valued at \$20,000 and less:

Holy Cross Parish institute, three story frame building, Oberlin street between Hodge and Stafford, \$16,000.
Centennial Investment company, two story frame building, Clinton and East Sixteenth street, \$8500.
Charles E. Johnson, two story frame apartment, Knott street between Union avenue and East Seventh street, \$7000.

Building Notes.
Moar & Spencer, two story frame dwelling, East Fourteenth street, between Knott and Brazee, \$4000.
Thomas H. Edwards, one story frame cottage, Burnside between Twenty-sixth and Twenty-eighth, \$3500.
Wyatt Estabrook & Ray, two and one half story frame dwelling, East Gilsan, near East Forty-first, \$4000.
L. S. Stinson, one story frame cottage, East Forty-third between Siskiyou and Alameda, \$4000.

N. A. Henderson, two story frame residence, Council Crest, \$5500.
Hugo W. Kerble, two and one half story cottages, Floral avenue between Roosevelt and Irving, \$500 each.
Constance F. Holder, one story frame cottage, Irving street, near East Forty-first, \$8000.

Mrs. Etta M. Dugan, one and one half story frame cottage, East Sixteenth street, between Siskiyou and Klickitat, \$4500.
William Durlinger, two story frame dwelling, East Twelfth street, between Knott and Stanton, \$8000.
Same, two story residence, East Thirtieth street, between Fremont and Klickitat, \$5500.

Permits for Dwellings.
George H. Ergang, one and one half story frame cottage, Davis street, near East Forty-first, \$4000.
W. D. McWaters, two and one half story dwelling, East Twenty-third, between Main and Salmon, \$3000.

T. E. Hamilton, two story frame dwelling, East Gilsan, near East Thirty-second, \$5500.
Alameda Land company took out permits last week for two high class modern dwellings, which are to be built one on The Alameda, near Stuart drive, and the other on The Alameda, near East Twenty-sixth, at a cost of \$4000 each.

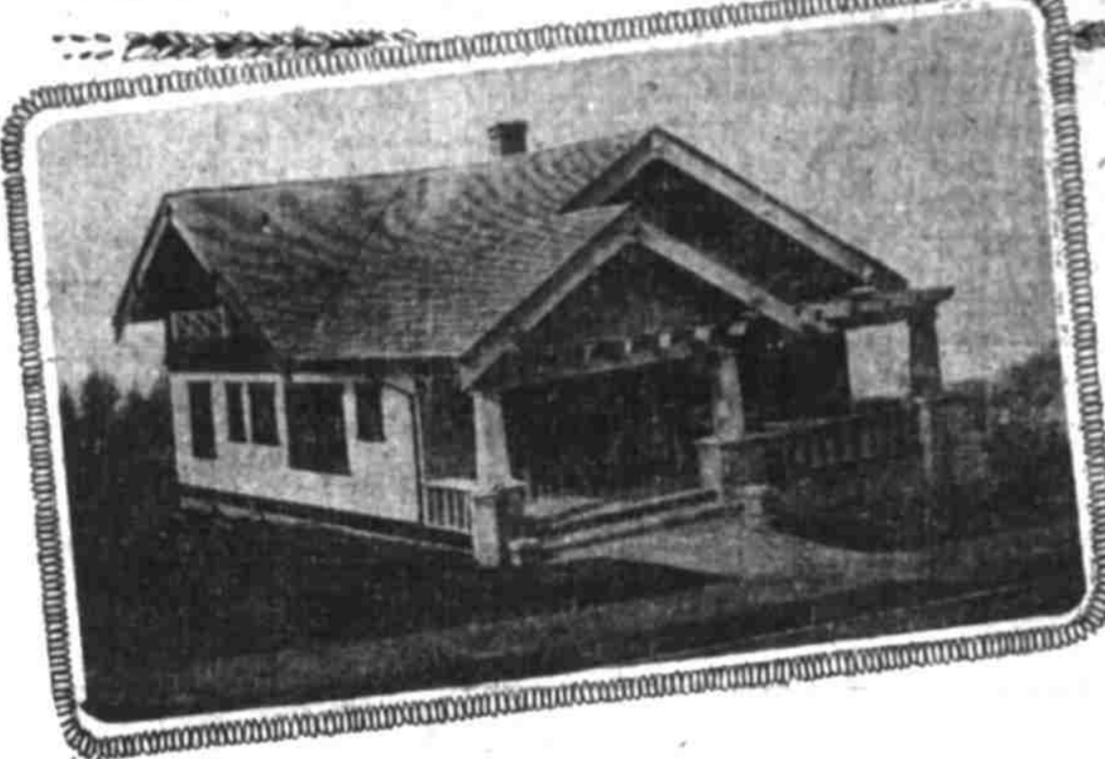
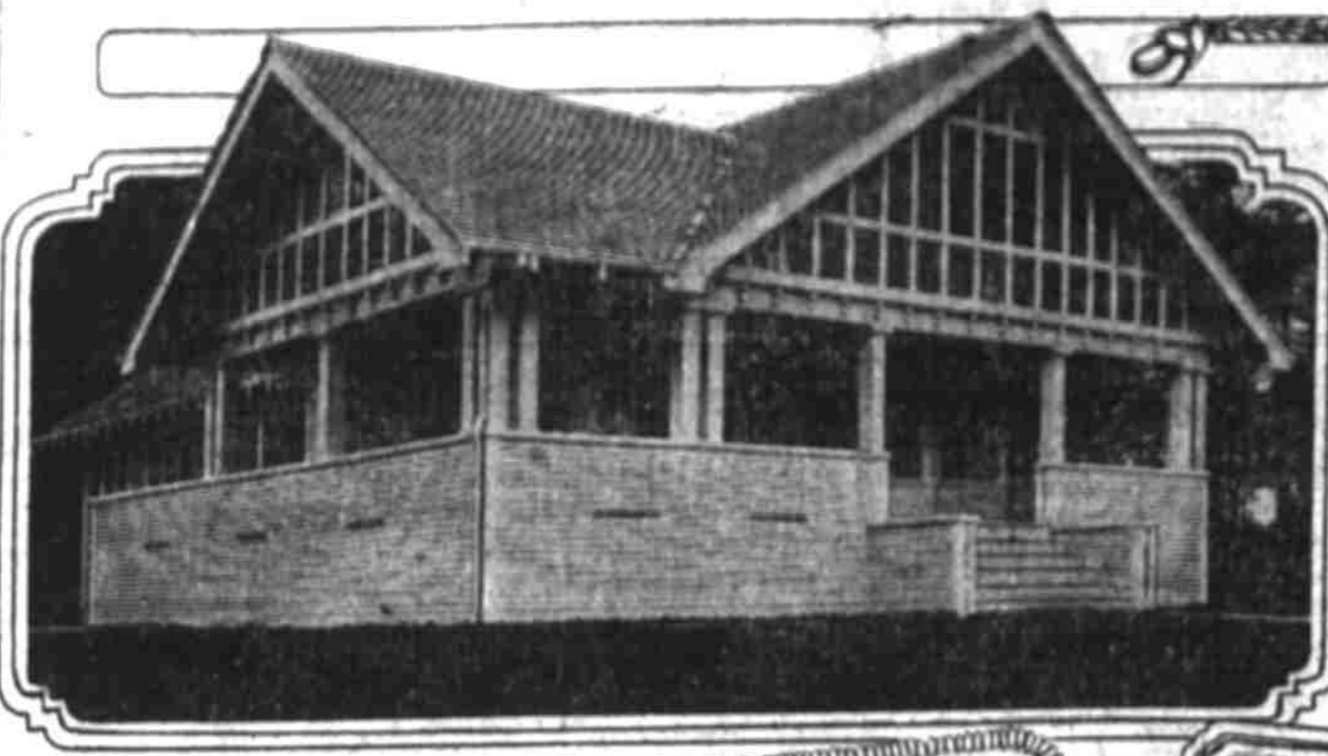
Louis Woerner has had plans drawn for a two and one half story, 9 room residence, which he is preparing to build at East Fourteenth and East Davis streets. The building is to be of the modified English type and will cost approximately \$5000. Features of the design are, attractive built-in conveniences, veneer panel, 800 each, beam ceilings in dining room and living room and handsome colonial stairway. Flag grain fir will be used in the finish of the ground floor and white enamel above.

At the southwest corner of Tenth and Hall streets ground will soon be broken for a three story brick apartment house, which is to be built for John Barby at an estimated cost of \$25,000. The structure will have ground dimensions of 45 by 60 feet and will contain 14 two room and two three room apartments. Pressed brick will be used on the exterior and the interior will be of mill construction.

A Dollar Will Do It. One dollar down and then a dollar a week gets a fine new \$400 piano for \$225, under a new plan entered into by Hiers Music House jointly with seven of the great piano manufacturers of America. Other styles only \$154, \$182, \$175. See announcement. Be sure your home gets a piano now. On page 2, section one of this issue.

Attractive Cottages Recently Completed on the North Slope of Mount Tabor—Others Planned

Metropolitan Investment & Improvement Company Finds in Portland a Growing Demand for Institution of Its Kind—Number of Local Residents Have Already Taken Advantage of the Chance of Building a Home on the Plan Followed by this Company—Officers of Concern.



Attractive cottage homes built in Palmyra and Ridgmont by the Metropolitan Improvement and Investment company.

The Metropolitan Investment & Improvement company which was organized last December by Fred A. Jacobs and associates for the purpose of facilitating the up-building of Palmyra, Ridgmont and other residence additions as well as improving down town properties, has recently completed a number of attractive cottages on the north slope of Mount Tabor and is outlining plans for the construction of a large number of houses of this class during the coming summer.

This company is officered by such well known business men as Fred A. Jacobs, C. W. Hodson, Lloyd J. Wentworth, C. E. Fields, Dr. E. DeWitt, Connell and H. J. Beckwith.

Mr. Jacobs has just returned from a prolonged visit to southern California where the building of dwellings in large numbers by cooperative construction companies has been reduced to a science. While there he made a study of the methods of these building companies and as a result of his investigation returned to Portland convinced that Portland could never become a home-owning city, in the truest sense of the word except through the aid of such cooperating building companies as have made Los Angeles one of the leading home-owning cities in the country.

While telling something of the operations of the companies in Los Angeles, Mr. Jacobs said: "It is the experience of every large building company, that they are able to build a better house and sell it on easy terms, making a fair profit than individuals are able to build for themselves. This is owing to the fact that in material and construction they are able to get the best of work at a lower price than the individual contractor."

"Every day individuals who have bought lots from us, come into our office seeking a loan in order to improve their property with cottages or bungalows. The demand became so great that we decided to organize a separate company to handle that line of business."

Among the recent purchasers of homes erected by the Metropolitan Investment & Improvement company are Senator Fred W. Mulkey, R. P. McCormick, of the American Locomotive Works, L. R. Stone of the Covey Motor company, Francis C. Jackson of The Journal, E. M. Ripley of San Francisco and Le Roy Smith of this city.

The income of the American Federation of Labor from all sources during the last quarter of 1911 was \$42,634.90.

was purchased with a view to some class of substantial improvement being erected there. Mr. Palmer has purchased a quarter block at East Twenty-fourth and Hancock streets from C. R. Curtis for \$5000. This is one of the choicest unimproved parcels in Irvington.

Mail & Von Borstel have sold to T. H. Edwards, Jr., a 50x100 foot lot located on East Burnside, near East Twenty-sixth streets, for \$3000. The lot was purchased as a site for a public garage which will be erected at once.

IS IS ALL CLEARED AND READY FOR THE PLOW.

There is good water, healthful climate, and is near to railroads and towns, schools, churches, etc.

THE PRICE is from \$10 to \$20 per acre, on terms of one-tenth cash and the balance in nine years.

IT IS THE BEST LAND INVESTMENT IN NORTH AMERICA TODAY!

Let us PROVE what we say. Our Free Illustrated Booklets tell you all about it. Send for one.

Our next Private Car Excursion to Alberta will be May 4.

Ide-McCarthy Land Co.
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2 LUMBERMENS BUILDING

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CEMENT LAID BY UNIQUE METHOD

Coating Placed on Walls by Means of "Gun"—Plan Is Simple.

Crowds of interested spectators were about the Holts building, being erected at the corner of Washington and Fifth, one afternoon last week, watching experiments with a new method with which cement was being placed in a sidewalk. Friday the interest was centered at the north end of the building, where a cement coating was placed on the walls by means of a "gun" instead of by the hand method which has been in use since cement was applied as an outside finish. The same "gun" that placed a smooth coating on the wall was used to finish the sidewalk, in each case giving a tremendously hard surface to the work.

The machine is simple in operation. Operated by compressed air, a hose carries the mixture of lime, cement and coloring matter from the ground to the top of the building, where a water line is connected with the supply hose and a mixture of the dry materials and the water is made under a pressure of about 40 pounds to the square inch. After the mixture passes through a nozzle about four inches in length it strikes the wall, thus forming the coating while the mixture of water and cement is being perfected under heavy pressure. The resultant material is very compact and heavy, showing a concrete much more dense than it would be possible to make by the old hand method.

The cement "gun" was invented by a man by the name of Achley, who needed in his business, that of a taxidermist, a machine to aid in making mankin forms and uneven surfaces. He put together two pieces of hose, one carrying water and the other cement and lime and found that he could build up surfaces much faster and more substantial than anything he had used. The principal was extended to the practical stage and the machine resulting promises to open a new field in the manufacture of concrete forms and in the finish of buildings with stucco and cement. The first "gun" has recently arrived in Portland. The work on the Holts building is the first in the city, and it has been watched with deep interest by men in cement and concrete construction.

Aeroplane Parachute Successful. Paris, April 20.—A parachute for use on aeroplanes has been tried out at St. Cloud. A dummy aeroplane with a manequin weighing 145 pounds was carried by a balloon to a height of 150 feet then released. The parachute operated immediately, lifting the dummy from the aeroplane, which later crashed to earth a mass of cloth and splinters. The manequin floated 400 feet, staying in the air 16 seconds, settling on soft earth so lightly that no marks were made. The parachute is of silk and weighs 17 pounds. The experiment was in competition for the Lalence prize for aeroplane parachutes.

Possession versus Position OR THIS,

Possession of Ten Acres of Rich Farm and Orchard Land at

Columbia DOWN THE RIVER ACRES

As Against Your Position and Earnings

It's a subject, Mr. Wage-Earner, that interests you personally and we want to ask you a personal question: How much better off are you than last year, and the year before that? Even though your wages may be a little higher, haven't your expenses more than kept pace with that increase?

No matter how systematic a saver you may be, unless your savings are put where they will earn something for you, you'll find that your bank account grows exceedingly slow. And this denying yourself and family of many things that they should have in order to "lay by for the rainy day," together with the requirements of your position, the exacting of your time and knowledge every working day in the year, soon begins to tell on you.

The best incentive to persistent and systematic saving is the desire to get a home. We believe we have the very best kind of a proposition and one that will appeal to you. It's a TEN ACRE TRACT of rich farm and orchard land down at COLUMBIA ACRES. Our plan is to help you to become the owner of 10 acres—our liberal time payments make this possible. For instance, we offer you

A \$400 TRACT OF 10 ACRES on the terms of \$40 DOWN and \$10 MONTHLY
A \$500 TRACT OF 10 ACRES on the terms of \$50 DOWN and \$12 MONTHLY
A \$600 TRACT OF 10 ACRES on the terms of \$60 DOWN and \$15 MONTHLY

And there's these advantages and facilities for your consideration:

COLUMBIA ACRES is advantageously located, two and one-half miles from the Columbia and steamboat landing at Goble, Or., reached by a good macadam road; water procurable on every tract; rich, productive soil, free from rock and gravel; ideal surroundings; a community of intelligent, contented home makers.

Truly an ideal proposition for those seeking a farm and orchard home small in size but large in possibilities. Make up your mind to take up a tract now, and not later, for it will cost you more a few months hence. You can easily investigate it in a single day; it's but a little more than an hour's ride from Portland. Come in and make arrangements with us to go down with you.

OUR OFFICE OPEN EVENINGS ON MONDAY-THURSDAY

This Coupon, Cut Out, Signed and Mailed to Us, Entitles You to a Tract Map and Other Matter — FREE

F. B. HOLBROOK CO., Portland, Or.;
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