

# BOY ROSE CITY REALTY

OWN A HOME---BE INDEPENDENT---GROW YOUR OWN ROSES

## POLITICS HAS BUT LITTLE EFFECT ON REALTY MARKET

Choice Property Valued at 10 Millions Changes Hands in Portland Since Jan. 1 Despite Presidential Year.

In the years gone by the period sometimes called the "good old days," politics played and havoc generally and a presidential campaign was especially fatal to all lines of investment. Speculation at such a time was considered madness, and a passion indulged in only by the gambler. Up to within very recent times a presidential campaign was preceded by months of uncertainty and financial lethargy. Investors rested on their arms or put their money into safe securities, which brought a low rate of income but which was not susceptible to political influences. In such a time the business fabric of the country swayed the outcome of these titanic contests with bated breath.

How different the condition is in 1912. How little attention honest and legitimate business is paying to this nationwide struggle for the presidency. Here in Portland we are excited about it and interested in it and are all more or less partisans, but in business affairs the city moves on as placidly as it did two or six years ago, when the remotest thing in the minds of the people was a national election.

**Strong, Healthy Demand.**  
It is often said that real estate is the first investment commodity to feel the effects of a reaction or to take alarm at the bogeyman. There is, however, no gainsaying the statement that the local realty market is not as active as it was at this time in 1910 or even in 1911, but it is a fact that there is a strong and healthy demand for Portland realty for investment and improvement purposes, and this demand is felt in all lines of property from the \$200 suburban lot to the \$500,000 central business corner.

Up to date, real estate to the value of more than \$10,000,000 has changed hands since January 1. This does not look like a quiet market by any means. The encouraging feature of this big volume of business is that it nearly all represented legitimate investments either for immediate improvement or for the purpose of taking the present income and improving later.

Another sure indication of the stability of the Portland real estate market, as well as of the confidence that the moneyed men of this city have in its future, is the huge sum that has been invested in new building enterprises in the past five and one-half months. Since January 1, between \$5,000,000 and \$10,000,000 has been put into new construction in this city. Some of the largest building enterprises in Portland have been inaugurated this year.

**Big Buildings Erected.**  
Two department stores have been erected at Fifth and Washington streets at a total cost of \$1,000,000. A mammoth hotel is under construction at Seventh and Oak, which will cost \$750,000. The west wing of the new county courthouse was begun, another \$750,000 project. The Journal is building for itself a new \$350,000 home. A \$300,000 theatre is under way. A million dollars worth of apartment houses have been completed or begun since the first of the year. Several handsome structures are going up along upper Washington street, all belonging to this year's vintage. The finest retail drug store in the United States, now completed, was started after January 1. But better, so far as city building is concerned than all this, is the fact that new homes to the value of \$4,000,000 have been erected in Portland in the past five and one-half months.

**Many Smaller Sales.**  
Innumerable deals involving valuable business and near-business holdings, amounting in the aggregate to a vast sum of money belonging to the first half of 1912.

The truth is a little reflection and a little casting up will show that 1912 is no laggard in so far as the Portland real estate market is concerned.

A vast sum of money has been expended this year and a yet larger sum will be expended before the year is out in improving different sections of the city. The effect of the great work that has been going on for two years on Kings Heights is just beginning to be felt. Arrangements have already been made to build a number of handsome homes in that vicinity and many choice building sites have been sold in the past few months. The same thing is true of Westover Terrace, where the Lewis-Wyke company has been carrying on a great regrade work for the past two years.

During the first sixty days of the year one subdivision company sold lots in a choice east side residence district to the value of \$200,000.

**Small Acreage Tracts.**  
In the southern part of the city in the vicinity of Reed College hundreds of lots have been purchased by home builders since the early spring. In the northeastern section an entire addition was sold out in March, April and May. Along the line of the Mt. Hood railway there has been unprecedented activity in lots and acreage for the past three or four months. It is probably no exaggeration to say that investors have put out all or most of their small acreage tracts east of the city within the past 90 days.

Contracts have already been let providing for different paving projects on the east side of the river, aggregating more than \$1,000,000. Over on the Peninsula, in the vicinity of Kenton and west as far as St. Johns, improvement work, including hard surfacing of streets, laying of sidewalks, putting in of water and sewer systems, is under way. This vast amount of municipal improvement work, together with the volume of new construction, and the millions invested in realty during the past five and one-half months, establish beyond question the fact of Portland's splendid progress and shows that the people here have every faith in the future of their city.



## Beautiful Hawthorne Avenue Home for \$1000 Less Than Actual Value

Seven large, sunny rooms, with sleeping porch; double constructed throughout; built for a home and not to sell. Every modern convenience; street improvements paid. We can prove to you that this property is actually worth \$5000, and that it is an unequaled snap at

**\$3750**

Favorable terms if desired. Shown by Appointment Only

**F. C. BRYANT & CO.**  
1017 CHAMBER OF COMMERCE

## A Week in Portland Abounds in Opportunities

PLEASURE EDUCATION PROFIT

FORMER VISITORS HAVE INVESTIGATED REAL ESTATE between Rose Carnival events and have made investments that have proven highly profitable. The growth of our city that you admire and are astounded by means money in their pockets. Residence at a distance does not interfere with profits. We invite you to join them.

We recommend

ROSE CITY PARK

PARKROSE

MORNINGSIDE

May we show you?

## Slauson - Craig Company

Successor to the  
Real Estate Department of Hartman & Thompson  
4 Chamber of Commerce Building

## H. D. STORY

REAL ESTATE AND INVESTMENTS  
312-314 Failing Building

**WAREHOUSE PROPERTY**—Sherlock's addition, Roosevelt St., bet 20th and 21st Sts., 12 lots. Will sell as whole or part.

**900 FT. RIVER FRONT**—Deep water, also on Northern Pacific and United Railways tracks. Fine mill or manufacturing site.

**BUNGALOWS**—Five and six-room bungalows, modern and complete, close in; easy terms.

**BUSINESS PROPERTY**—100x100, northeast corner Front and Caruthers, 2-story brick, 4 cottages, one two-story house.

**100x100, FIRST ST.**—Bet. Lincoln and Hall.

**APARTMENT SITE**—69 x128, 22d St., 1 block from Washington.

## H. D. STORY

REAL ESTATE AND INVESTMENTS  
312-314 Failing Building

## North Union Avenue

### The Coming Business Center

(A Wise Investment Is Worth a Lifetime of Toil.)  
Let us reason together—

**SUPPOSE** the interstate bridge across the Columbia connects with Union or Vancouver avenues?

**SUPPOSE** the great railroad powers build terminal yards on the flats north of Columbia boulevard?

**SUPPOSE** the Columbia slough should be dredged and made navigable for commercial traffic?

**SUPPOSE** the great factories, warehouses, mills, etc., line up along the O. W. R. & N. tracks?

Look into the situation and ask yourself if these suppositions won't be near future realizations. We offer for your consideration, while they last,

**50x100-FOOT LOTS NEAR UNION AVENUE AT \$750**

**Brong-Manary Co.**  
267 1/2 OAK STREET



**DORR E. KEASEY & CO.**  
SECOND FLOOR CHAMBER OF COMMERCE

Portland's most scenic and high-class residence property.

Take Washington St. car to 23d St. Just ten minutes from Sixth and Washington.

Building Sites \$1000 to \$3750, on terms to suit purchaser.

## Opportunities for Investors

# \$25,000 Union Avenue

40x100 lot, improved with a good two-story brick building, located in the immediate vicinity of the extensive new freight depot on the East Side. This will bear investigation. Present income moderate.

Five houses and a store, all rented, including a vacant lot, all on Couch street. Price \$16,000.

Splendid platting proposition near Eugene, between the Southern Pacific and the electric line. Both stations will be on the property. There are 646 acres—\$175 an acre, worth \$300. It will take \$15,000 to handle the tract.

**H. Gunther**  
919 YEON BUILDING

## Washington Street—

We have some of the best buys on upper Washington street, will carry themselves and show large advances in a few years. An opportunity to procure a piece of business property on the investing of a small amount of money.

## Irvington—

Can furnish you with a fine home in this restricted residential district. We have homes running 6, 7, 8, 9 or 10 rooms, at prices from \$5500 to \$15,000. All modern and with up-to-date conveniences. Some are all cash, others can be handled on 1-3 down and balance to suit your own terms.

## Hawthorne Avenue—

Do you want a building site that has a commanding view, with west frontage? We have some very choice lots close to the avenue that are exceptional values.

## Section Line Road—

10 acres, fully improved, 7 acres in berries; chickens that are layers and marketable, brooders, incubators; modern house, very good barn, well with windmill. Best buy within 10 miles of Portland. Auto wagon for delivery purposes goes with place. One-half cash, balance long time.

## Farms and Acreage—

Several very choice 10-acre tracts close in. Also some farms that are high-class situated, Yamhill and Washington counties. Two elegant farms in Goldendale district. Choice 40 acres near Yakima on Tieton ditch, water ready to be delivered.

## Warehouse Sites—

With trackage either on east or west side. A very choice location on United Railways that is a cheap buy.

**CALLAN & KASER**  
722-728 YEON BLDG.

## For...

# City Property Farm Lands

Leases :- Rentals

# Loans and Insurance

—SEE—

**Watson & Therkelsen Co.**  
305-306 Spalding Building  
Portland, Oregon

# HOMES

**Riverdale District**  
MOST BEAUTIFUL SUBURB  
Has extensions of Portland's water mains, phones and lights, royal view of river and mountains. Is being built up by our best business men. Prices \$2000 to \$5000 per acre. This property will sell at a premium soon.

**Irvington**  
Eight-room house, modern, fine floor plan, fixtures, all complete, 50x100 corner, street improved and all paid up; garage, roses, etc., \$8500. Fine sightly lot, where the new houses are going up, for only \$1750. Beautiful lots 100x100, for \$5000. Others as high as \$6500, "paid up."

**Broadway**  
Now, note these real bargains. They will soon be business property and pay you an income as such. 50x100, with house in prime renting condition, for \$4750. Improvements paid. New 6-room house, up to date, with street improvements paid, only \$5250.

MAY WE SHOW YOU?  
**OREGON REALTY CO.**  
Opposite West Entrance Multnomah Hotel,  
43 FOURTH STREET.  
Marshall 3790. A-3324