

ACOUSTIC IDEAS IN NEW EMPRESS ARE FROM TABERNACLE

Famous Mormon Structure at Salt Lake Studied by Lee De Camp, Architect for the Theatre.

All outside scaffolding hiding the new Empress theatre at Seventh and Yamhill streets will be removed in a day or so and the handsome \$375,000 show house will shine in all its ivory beauty on the site which has been bustling with the excitement of construction work for the past year.

The heating and ventilating plant of the theatre—an oil system—was completed several weeks ago, and the plant has been in operation day and night in the process of drying the theatre for the decorators. All the plaster and stucco work is in place and the decorators will begin their task tomorrow, the interior scaffolding being left standing for that purpose.

The decorative colors to be used throughout the theatre will be ivory, gold and tan, and these will predominate in all the embellishments, from the lower floor to the highest point in the gallery. The 20 boxes are complete and in their three colored beauty shine as particularly bright spots in the rising playhouse.

The acoustic properties of the new Empress have been pronounced perfect by Lee De Camp, architect and builder, who has embodied plans followed in the Tabernacle in Salt Lake City in the construction of the Sullivan & Conditine theatre here.

Marble will peer in the new Empress from the lowest floor to the highest. All the wainscoting is of marble, four feet high, and the heavy, highly polished marble will border every stairway in the theatre.

NEW IRVINGTON CLUB HOUSE READY IN YEAR

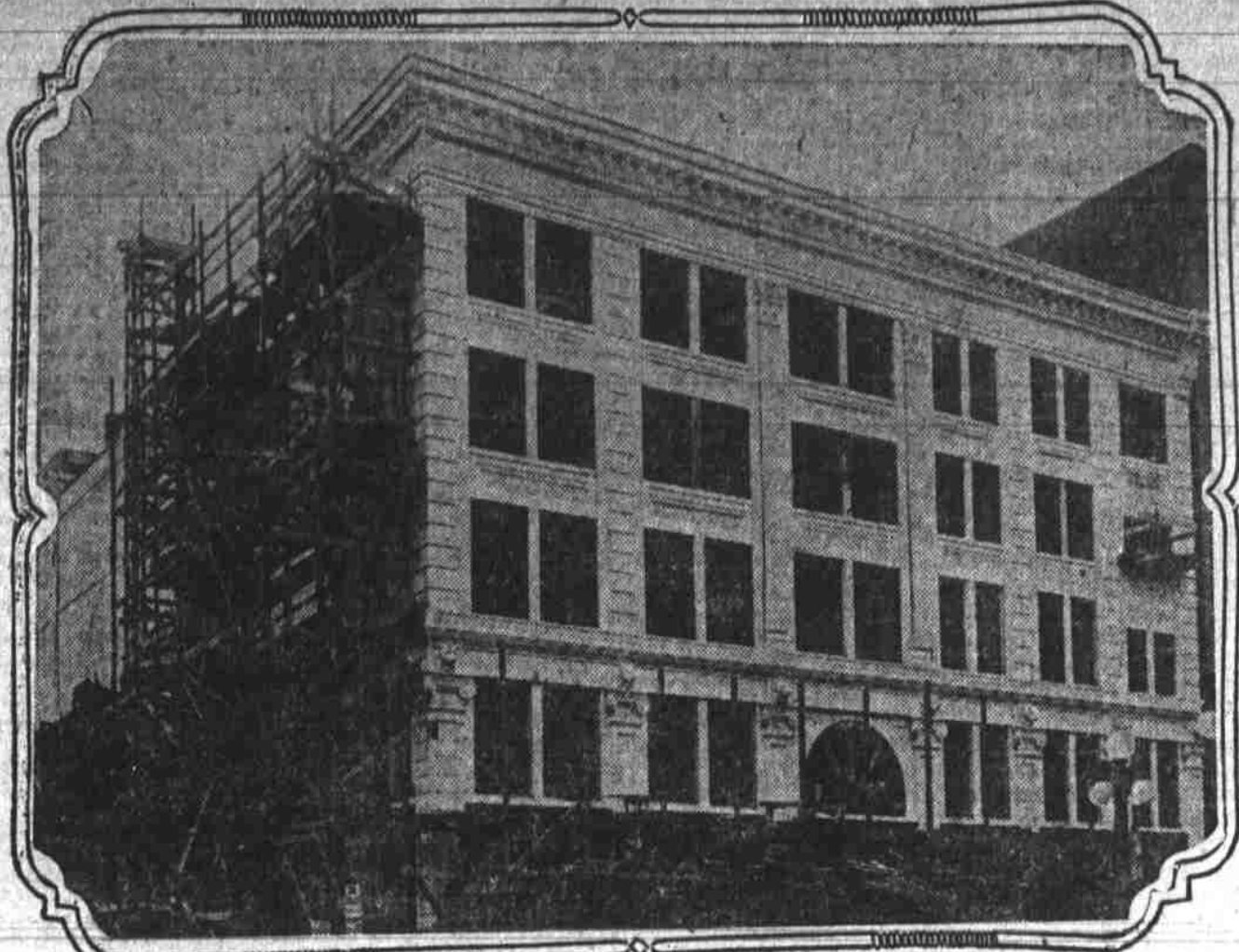
Probably within a year the members of the Irvington club, at East Twenty-first and Thompson streets, will be in a handsome new building, to take the place of the present clubhouse. Plans for the raising of a fund with which to build this structure have already been discussed, and at the annual meeting of the members last week, when officers were elected, it was announced that \$250 had already been received to be used as a nucleus for the fund.

The present clubhouse is said to be too small for the club's needs, and with an added membership of 120, for which a campaign has been started, a much larger building will be necessary.

FEDERAL OWNED POSTAL TELEGRAPH SERVICE URGED

(United Press Leased Wire.) Sacramento, Cal., Jan. 25.—The California assembly went on record today as favoring the establishment of a government owned postal telegraph system to be operated in connection with the mail service, when it adopted a joint resolution requesting congress to enact such legislation.

Workmen Tearing Scaffolding From New Playhouse



New Empress theatre at Seventh and Yamhill streets. The scaffolding about this structure will be removed early this week. Work is being rushed.

PLAYGROUNDS PAY FOR THEMSELVES SAYS NEW YORKER

Increase in Land Values Alone Ample Financial Guarantee That Plan Is Success, Declares William E. Harmon.

That playgrounds pay for themselves by increasing land values is the contention of William E. Harmon, prominent and wealthy realty dealer of New York City, who strongly urges that the practice of devoting one block in every subdivision to park and playground purposes, in an article printed in the Survey for the Playground Association of America.

In order to determine the opinion of those who should be familiar with the situation, Mr. Harmon put the following hypothetical question to six leading realty dealers: "Assuming you were about to develop a tract of suburban property for residential purposes; that said tract contained 80 or 40 acres; that in the center of the tract the city had laid out a small park of four or five acres; that said park fitted perfectly into your street plan, as shown by the accompanying diagram; assuming that if the park were not there the average retail price of the lots over the whole parcel to be \$1000 each, what effect would the park have upon the land in 'A,' 'B' and 'C' represented in percentage of increase or decrease on the average inside lot value of \$1000?"

"Small public parks, if intelligently planned," says Mr. Harmon in the article, "may be taken from almost any residential land area at the beginning of the period of active development, without loss to the owner or developer, or expense to the municipality in which they are situated. Obviously, if this contention can be established it opens up the door to an almost unlimited extension of a certain type of public park."

"In order to bring the fact out clearly it will be necessary to go somewhat into the inner workings of the suburban real estate business. I will take up the first relative cost of acres and lots—land values at wholesale and at retail. A successful real estate developer must follow fairly closely the following figures:

"Cost of land and physical improvements thereon, 40 to 45 per cent of total selling price.  
"Cost of selling and collection, 25 per cent of total selling price.  
"Cost of maintenance, carrying charges and profit, 25 to 35 per cent of total selling price.

"These figures are given only to show approximately the average successful development; there are variations in very high-priced and very low-priced real estate, but these figures will answer our purpose.

Intelligent Planning Necessary.

"Upon the foregoing basis the actual cost of a lot of land with physical improvements completed represents an 42 1/2 per cent of total selling price, and to sustain our theory we must secure this amount from the increased value

Segregation No Burden on Landowner



Map showing typical park, 200 by 500 feet, size of lots 20 by 100 feet.

of the lots adjacent to the land segregated for park purposes.

"The first requisite to success is intelligent planning. Small parks must be distributed so as to give the greatest value to surrounding land, and must be laid out of such size and conformation as to distribute their burden of cost over as wide a district as possible. These park areas should not have a greater width than the depth of two lots; in other words, the width of a city block. In New York City that will mean 200 feet; in Chicago 265 feet. In both places the principle would operate equally well, as it is the number of lots and not their size which measures the burden. The length of such a park, properly planned, would be from 400 to 500 feet, though this may be extended somewhat without a serious effect; at least, until the length reached 700 feet.

"Having our typical park thus in mind—200 to 500 feet in width (two lots) and 400 to 500 feet in length—let us proceed to the distribution of its cost on the adjoining land.

"While I have repeatedly demonstrated to my own satisfaction that these small parks give to the surrounding land an increased value sufficient to offset their cost, I realize that my own conviction may not be shared by others, and as it is difficult to get satisfactory data on the parks already in existence, for the reasons hereafter stated, I concluded to submit a typical park plan to a number of the most competent real estate developers, with a hypothetical question as to the influence that such a park would exert on the surrounding land if incorporated in a development of their own.

"At the beginning of this article I have also stated that hypothetical question, and the valuations given by six of the most prominent real estate men accessible to me at this time. The typical plan is shown in the diagram.

"It would seem that this testimony of independent operators would demonstrate my proposition beyond dispute, but if further evidence is desired it will only be necessary to examine any number of parks, from the center to the circumference, in any number of cities, keeping always in mind that an increase of value of 20 to 25 per cent in the land immediately about the park (as distinguished from the land and buildings) will wipe out the land cost of my park in a new district. The difficulty of getting data of any value from existing parks in built-up sections comes from the fact that they are almost invariably of the wrong shape to support my proposition, and, further,

SURVEY PROVES NO RULE GOVERNS TAX ASSESSMENTS

Logical Relationship Between Cost of Buildings and Valuations Recorded With Assessor, Does Not Exist.

With the first unit of the Portland real estate census completed by Arthur I. Street, and in the hands of the Portland Realty Board, startling facts and interesting comparisons are brought to light. One of the results is to show that there is no logical relationship between the cost valuations of buildings as officially recorded with the building inspector and the assessment valuation of improvements as given in the records of the assessor.

The first unit of this census covers a complete summary of realty developments of Portland for the six years ending December 31, 1912, in all additions to the city the names of which begin with the letter 'A.'

The Journal has already published a summary of a section of this report. The following data has been gathered from the completed report, which shows the maximum and minimum of the building activities in some of the districts.

One of the peculiar features of this report is that activity in building in one section of the city could not be taken as an indication that there was similar activity in all sections. The maximum building period in Avenidas addition was in 1908 when the total was \$22,000 and the minimum was in 1909, when the total was \$3500. In Alkens, the maximum was reached in 1911, when the total was \$25,700, and the minimum was in 1912, when the total was \$24,000.

Values More Than Double. In Albina, the maximum was reached in 1911 when the improvements aggregated \$109,974, and the minimum was in 1909, with \$71,080. The maximum in Albina Heights was in 1910 with \$14,350, and the minimum in 1907, with \$1100. The maximum in Albina Homestead was in 1908 with \$75,200, and the minimum in 1910 with \$19,900.

Interesting facts can be gleaned from a comparison of the fluctuations in the average cost of the new dwellings in these districts. In Alsworth tract the averages grew from \$800 in 1907, to \$1900 in 1909, and then fell off to \$1800 in 1912. In Albina they grew from \$1844 in 1907, to \$2818 in 1912. This average was raised considerably by the fact that there were many flats and apartments erected in 1911 and 1912.

In Arbor Lodge the average grew from \$650 in 1907 to \$1700 in 1912. In Avalon the average increased from \$750 in 1907 to \$1800 in 1912.

In speaking of the result of the investigation, Mr. Street said: "There were a large number of permits issued in 1907 and 1908 for temporary dwellings to cost from \$60 to \$300, but these have diminished to such an extent that by 1912 this class of permits was almost extinct. This can be taken as an indication of increased stability in home building as well as the steady increase of the prosperity of home building."

REALETY MARKET CONTINUES BRISK NEW DEALS MADE

Country Transactions Reported From Many Sections of State; 440 Acres of Fruit Land Sold for \$75,000.

From all points in the state come optimistic reports of activities in the realty market, in the sale of timber, farm and town properties. Many important deals were made during the past week, according to the reports that have been received here.

The acquisition of approximately one-fourth of the entire Kinney's addition to Roseburg by the Himes & Oliver company from A. Cresson for a consideration of \$45,000 was one of the most important deals of the week. The new owners intend to continue the sale of the property.

Many important deals have been made at Newberg, but in most of the transfers that have been filed for record but nominal considerations are shown. The report of the sale of 440 acres of fruit land near Nyssa by F. G. Johnson to the Idaho Trust & Title company, of Boise, for \$75,000, is an important item noted. H. E. Test and E. M. Grigg, of Nyssa, have sold to Charles E. Marshall, of Texas, 120 acres of raw land on Shoestring Ditch for \$10,000. A sale was made last week in the office of G. A. McKenna & Co., of Portland, of a section of land in Lincoln county, by Francis I. McKenna to Borew, for \$6400. This is an undeveloped tract, suitable for pasture land, and the owner intends to develop it for a stock and dairy farm.

W. Kahler, of Central Point, has purchased an 80-acre farm in Sarna Valley for \$3500. This place has 50 acres under cultivation. Lee Elyse, of Lebanon, has sold 40 acres of his farm to J. M. Ramsey, of Lebanon, for \$3000.

C. K. Marshall, of Hood River, last week purchased from F. L. Wood his farm at Salem for \$23,000. This farm includes 235 acres, a large part of which is cleared and under cultivation. As a portion of the consideration, Mr. Wood accepted a group of seven lots on East Twenty-sixth street, between Tillamook and Thompson streets.

GOODNOE HILLS COMPANY SELLS INTEREST IN LAND

(Special to The Journal.) Goodnoe Hills, Wash., Jan. 25.—Several transfers of Goodnoe Hills property have been recently reported, the largest of which is the sale of a quarter interest in the Goodnoe Hills Improvement company's half-section—330 acres of which is set to apricots, almonds, quinces and grapes. The price paid was \$22,400. William Mortrude, of Valley City, N. D., is the purchaser, and is very well pleased with his investment. The orchard is in a high state of cultivation, and rapidly increasing in value.

Sales of several 10 and 20 acre tracts of bearing trees are about ready to close, all around the \$400 per acre figure.

Journal Want Ads bring results.

Every Stockholder is a Partner in this Business and Receives a Partner's Share of all the Profits

Were you half owner of a grocery store, you would be entitled to one half the net profits arising from the operation of that business. Were you the owner of only one third, your profits would be one third. If you owned but a tenth, then one tenth of the profits would be your share. In other words, your earning is in proportion to the proportion of the business that belongs to you.

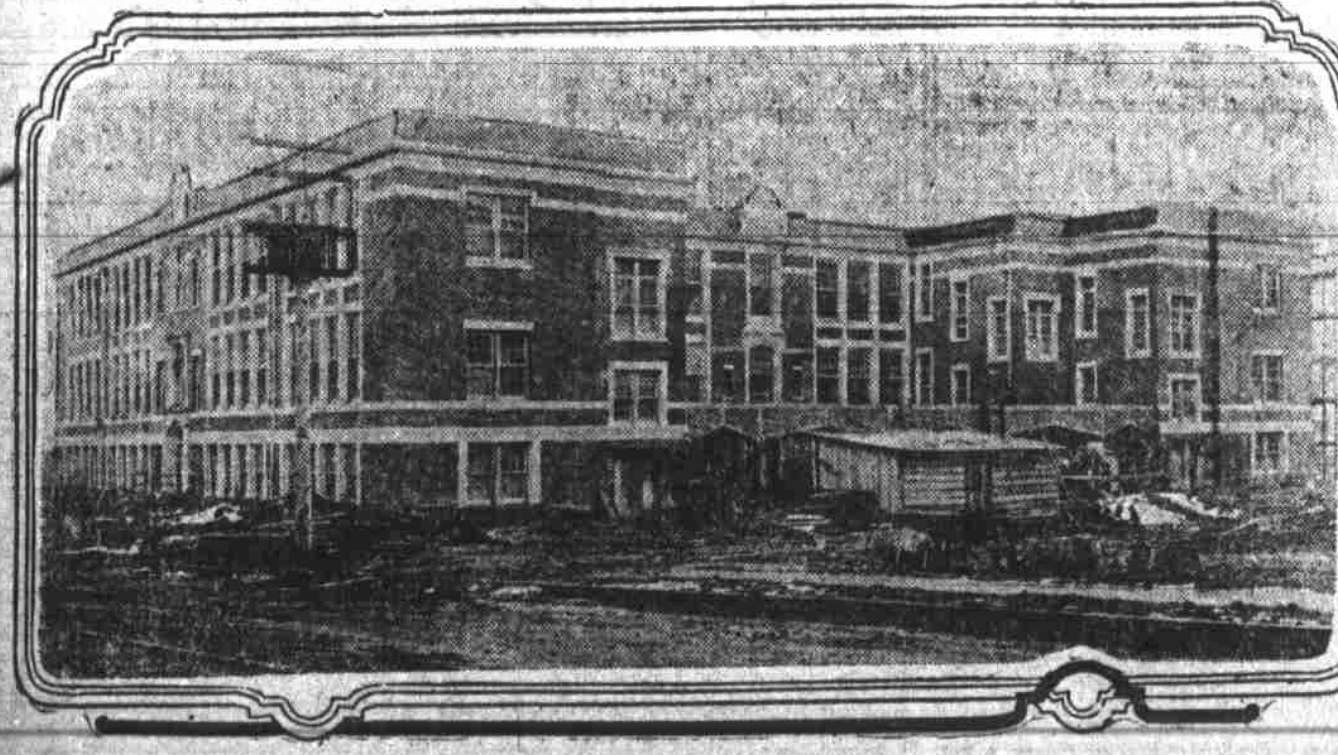
This company is incorporated for \$250,000. If you owned \$125,000 of the stock of the company, your income would be one-half of all the profits realized by the investment of the company's capital in the building of homes, averaging 10% or better per annum, or slightly over \$12,000 per year. The proportion of the stock that you purchase determines the proportion of the earnings that belong to you.

There is a wise limitation provided by the Board of Directors of this company, prohibiting any stockholder from owning more than \$10,000 of its stock. By this method, centralized control is avoided, and the actual operation of the affairs of the company rests with the stockholders at large, through a regularly elected Board of Directors. Therefore, whatever amount of stock you purchase, from \$100 to \$10,000, that amount determines the percentage of the company's profits that accrue to you. It is eminently fair.

The stock of this Company is secured by the same collateral as a banker demands. Shares are now \$10.25 each.

Investors' Building and Trust Company BUILDERS OF HOMES 407-408 YEON BUILDING, PORTLAND, OREGON

New Failing School Building Will Be Ready Next Month



New failing school building at Front and Hooker streets. This magnificent school building, which has cost \$180,000 to erect, will be ready for occupancy on February 10, when school opens for the second term. Practically all the work has been completed, except finishing touches. This structure, which is "H" shaped, is 180 feet square. The grounds will be improved about this building at a cost of \$20,000.

"PAY DIRT" IS STRUCK NEAR POMONA, CAL.

(United Press Leased Wire.) Pomona, Cal., Jan. 25.—Excitement was caused here today by the discovery of gold made by Elsbury W. Reynolds, a Chicago publisher of Harold Bell Wright's books.

"Pay dirt" was picked up by both the publisher and the author when examining the excavations for a swimming pool, one of the improvements at Reynolds' new home in the foothills near here. Assayers say that a big mining project can be launched. Reynolds declined to discuss his plans at this time.