

PORTLAND, OREGON, SUNDAY MORNING, NOVEMBER 21, 1920.

## 200 LAURELHURST HOMESITES TO BE SOLD AT AUCTION

Sale to Take Place on Property; Each Parcel to Go to Highest Bidder Without Reservations.

The most interesting development of the past week in real estate circles was the announcement of an auction sale of 200 homesites in Laurelhurst addition. The sale is scheduled to take place on the property Saturday, December 11, and officials of the Laurelhurst company announce that each parcel offered will be sold to the highest bidder without reservations.

Marketing of improved residence sites by auction comes as a unique experiment in Portland, though this method has been employed with marked success in other sections of the country where estates and holding corporations have been willing to assume the risk of sacrifice in order to terminate their connection with property. The sale has been entrusted to Barry & Austin, a Chicago firm with branch offices in the Chamber of Commerce building.

This sale will be of particular interest because of the character of the property involved. Laurelhurst is one of the most beautifully situated and uniformly developed residential sections of Portland. Hundreds of thousands of dollars have been spent in developing and beautifying the property and it compares favorably with any residential district in any city in the United States.

### WAS STOCK RANCH

Laurelhurst was platted in 1911 by Paul C. Murphy, vice president and general manager of the Laurelhurst company. The tract consists of 460 acres bounded by East Stark, Thirty-third and Forty-third streets. The property was formerly known as Hazefern Farm, a prize stock ranch belonging to William S. Ladd.

The land was slightly rolling and an area of 40 acres was timbered with plant fir trees. Thirty-one acres of the timbered portion was sold to the city for park purposes and is richer in vegetation than any other park in Portland. The balance of the addition was laid out in 2700 homesites ranging in size from 50x100 feet upward and facing on winding avenues, carefully planned to take advantage of the topography of the tract.

More than 700 houses have been built in Laurelhurst, and among them are many of the most beautiful residences in the city. Building restrictions in force have tended to stabilize values and no relaxing of these restrictions will result from the method of marketing adopted by the owners. The sale is not exclusively one of expensive homes and within its boundaries are numerous attractive bungalows built by owners of moderate means.

Paul C. Murphy, vice president and general manager of the Laurelhurst company, is a recognized authority on municipal and national housing problems. In an interview with The Journal he stated that the auction sale of Laurelhurst property has been undertaken to counteract the stagnation in home construction in the city.

"Conservative estimates show that Portland is in need of between 3000 and 5000 new homes," said Murphy, "and unless building activity is resumed immediately rents will mount to excessive heights with resulting hardship to the people of moderate means. The Laurelhurst company is desirous of meeting every legitimate need of the public and offers this opportunity as a special privilege to people with home-building ambitions to secure some of the finest locations in the city at one-third to one-half the normal price of building materials."

The high cost of building materials has been the chief obstacle to home construction, both during the war and during the post-war period. Murphy stated, "We seriously believe that there should be important reductions all along the line of commodities entering into the building of homes. In fact the federal government has at various times held out through its representatives the possibilities of reductions as the result of the conclusion of the war."

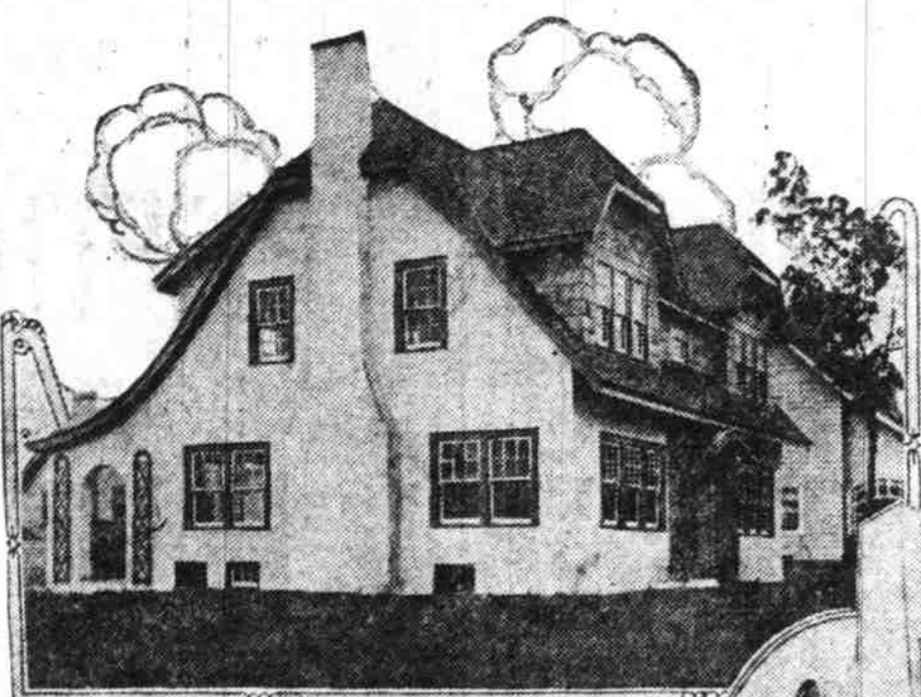
"The fact that instead of material reductions, the building of homes today in reality costs as much, if not more, in some respects than for the past six years. Impelled by the conviction that this is a critical time in the city's history, so far as home construction is concerned, the company has decided to place on the market 200 choice homesites to be sold by auction, through Barry & Austin, national experts in this branch of handling residential property."

### EVERY PARCEL OFFERED

"The auction will be held on the eleventh day of December, 1920, at 1 p. m., and every parcel of property listed to be disposed of during this sale will be placed on the auction block without reservation or any opportunity to be bid on by others than legitimate buyers and investors at the highest prices offered for the individual parcels."

"It is granted by anyone familiar with this method of selling that the odds are decidedly in favor of the buyers. While this may mean an actual sacrifice on the part of the Laurelhurst organization the company feels that the distribution of 200 additional homesites in this addition to the citizens of Portland will give added incentive to the building market and add several thousand people to the population of this prosperous district. We feel it is our duty as the legal owners of residential property to dispose of their holdings at this time at such prices that the high cost of construction will be absorbed through the reduced prices on homesites. It is largely this consideration which has led the Laurelhurst company to inaugurate this proposed unique effort."

## TYPICAL LAURELHURST HOMES



## STRADIVARA PLANT ENLARGEMENT WILL INCREASE OUTPUT

Portland Company Has More Than 100 Skilled Hands at Work in the East Side Factory.

Plans now in preparation call for enlargement of the Stradivara Phonograph company's plant at East Thirty-third and Broadway and for additions to the equipment and working force which will increase the capacity output of the concern from 50 to 100 phonographs per eight-hour day.

The Stradivara Phonograph company recently was organized with a capitalization of \$5,000,000 and acquired the physical assets of the Pacific Phonograph company, which formerly manufactured the Stradivara instruments. All officers and directors of the company are local men, F. A. Dore being president, F. N. Clark, vice president; S. L. Eddy, treasurer; J. T. Thompson, secretary and manager, and Ira F. Powers member of the board of directors.

Over 100 highly skilled mechanics are employed at the factory and nine experienced phonograph men are on the road for the company establishing new agencies. General offices of the company are located in the Blake-McFall building, where samples of the seven models of the Stradivara instrument are on display. A number of new models are being designed for the 1921 season, according to Manager Thompson.

The Blumauer-Frank Drug company has contracted for the sale of the Stradivara phonographs in Oregon, Washington and Idaho. A branch house has been established at San Francisco to handle sales in California, Nevada and Arizona and the territory east of the Mississippi river is taken care of by a branch factory with a capacity output of 75 instruments daily, at Coshocton, Ohio.

Arrangements are being made with a local exporting company to introduce the Stradivara phonograph into the Orient and special models will be manufactured to suit the trade in New Zealand, Australia, China, Japan, Borneo and the Philippines.

Investigations made by agents of the Stradivara company promise early development of a thriving trans-Pacific trade.

The particular feature which differentiates the Stradivara from other phonographs, according to Thompson, is its patented tone chamber, manufactured from edge-grain spruce. For centuries spruce has been a favorite wood with violin makers and the spruce of Oregon and Washington forests, when properly selected and manufactured, produces a rich, mellow tone with not the faintest semblance of metallic sound.

Cases of Stradivara phonographs are

### NO USE CRYING OVER SPILT MILK

The money is gone that you've lost in the past, paying for repairs on worn-out or antiquated plumbing fixtures or, perhaps, paying doctor's bills due to the same cause.

You can begin now, however, to end such drains on your resources. Modern, sanitary plumbing fixtures will save you money and safeguard the health of your family. They are attractive in appearance, easy to clean and keep clean, and will end the need for constant and repeated repairs. How about that house of yours?

### ALASKA PLUMBING & HEATING CO.

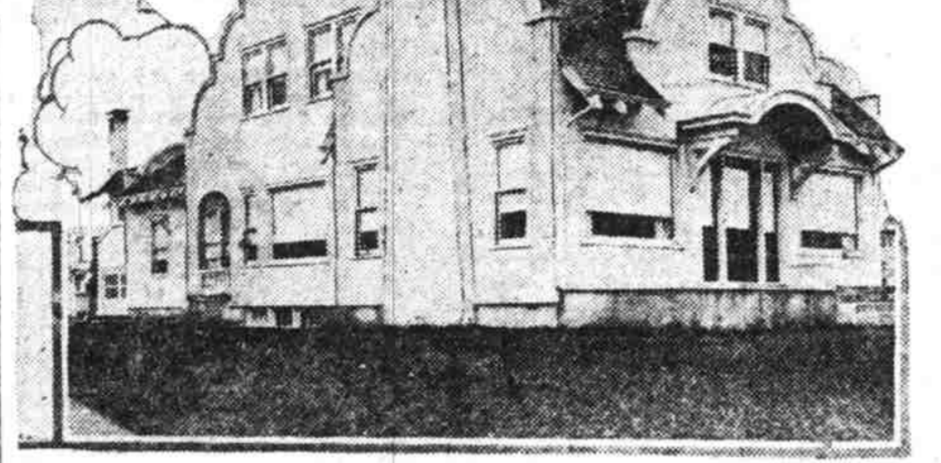
418 E. Morrison St. East 2954

## HOSPITAL FUND DRIVE IS PLANNED

Hahnemann Unit to Be Built; Government Leases West Wing for Soldiers' Benefit.

Construction of the east wing of Hahnemann hospital at East Second and Hassalo streets, at a cost of \$200,000, will be undertaken as soon as funds are available, according to announcement of the board of trustees of the institution. Subscriptions amounting to \$65,000 already have been received and a drive to raise the balance of the required sum is being arranged for by A. B. Wastell, secretary of the board.

The west wing of the hospital, which



These homes are typical of the artistic construction which characterizes the 700 residences in Laurelhurst addition. Above is the home of Samuel Murray at the corner of East Couch street and Laurelhurst avenue, and the home shown below is that of David L. Rich at East Flanders and Laddington Court. The Laurelhurst company will offer 200 home sites in this addition at auction sale December 11.

was partially completed several years ago, has been leased by the United States bureau of public health for a five-year period and will be used as headquarters in this district for the rehabilitation of sick and disabled soldiers, sailors and marines. Contracts recently signed by the treasury department at Washington provide for an aggregate rental of \$140,000 for the building. This amount will be advanced by the government to defray the expense of completing the structure, and in addition thereto the treasury department will pay the trustees of the hospital \$200 monthly.

The hospital owns the entire block bounded by East Second, East Third, Hassalo and Multnomah streets. The partially completed wing leased by the government is 60 by 120 feet in dimensions and five stories in height, of brick and reinforced construction. The east wing will be of similar size and architectural design.

The board of trustees of Hahnemann hospital is as follows: William M. Ladd, president; Robert Tucker, secretary; Amadeo M. Smith, treasurer; Dr. David Bruer, Frank Warren, Walter F. Burrell, F. E. Bowman, F. C. Stettler and Dr. John Besson.

Details of the lease to the bureau of public health were handled by A. B. Wastell, executive secretary of the board, and he has been retained to conduct the drive for additional funds. Wastell returned last week from Washington. While in the East he visited New York, Philadelphia, Cleveland and Chicago, inspecting the larger hospitals of those cities and studying methods of financing such institutions. Wastell stated that he found successful Hahnemann hospitals in each of the cities visited.

Pe Ell, Wash., Nov. 20.—The tract across the Chehalis river, which has been used for a baseball park, is to be turned into town lots. The lots will be furnished with a system of sewage and with city water and lights. It is said that a number of houses are already under contract and work on them will begin early next year. The section is to be known as Dracoby's first addition to Pe Ell.

"In every industrial center of the United States I talked with men who were interested in Portland and Oregon through the fact that F. E. Taylor is president of the National Association of Real Estate Boards," said Clark. "Taylor has injected the Western spirit into the management of the association and in every city he visits in his official capacity he spreads the fame of Portland. Through his efforts the membership of the association is increasing at a rapid pace and it is predicted by prominent realtors throughout the East that the annual convention of the organization at Chicago in July will be attended by more than 5000 delegates."

## President Taylor Advertises Oregon Throughout Country

The record of achievement being established by the National Association of Real Estate Boards, under the administration of F. E. Taylor, president of the organization, is giving Portland and Oregon a great deal of valuable advertising, according to A. G. Clark, manager of Oregon industries. Clark returned last week from a two months' tour of Eastern and Middle Western states and reported that throughout the trip he was greeted with words of commendation for the work being accomplished through Taylor's efforts.

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## Cutting the Cost of Home Building

Let us supply all the materials for your HOME; Cut-to-Fit and Ready-to-Build from our local factory, at a substantial saving to you.

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Contracts taken to erect any style or price of garage.  
MILL MADE SECTIONAL GARAGES  
Price \$34.00 and up—F. O. B. Factory  
Portland, Oregon

# November Sales

These sales at Shanahan's are offering splendid opportunities to buy first quality merchandise at the new lowered prices. We are quick to make reductions, as you will see by this Ad.

We Will Show for Monday  
a Number of \$49.50

## DRESSES

AT  
**\$19.75**

The materials of these dresses are serges, tricelines, messalines and satins. The styles are out of the ordinary in their attractiveness and they are finished with excellent workmanship.

Velvet Dresses  
We have just received an assortment of lovely and unusual looking velvet dresses from the East and we will include them in this sale of dresses at **\$19.75** for Monday.

Lovely Winter Coats **\$39.50**

Coats of silvertone, Bolivia and other fine weaves, cleverly fashioned and in artistic and desirable colors are shown at this price. They are beautifully lined with harmonizing silks and come in plain and fur trimmed models.

At **\$19.75**  
We are showing at this price a lot of women's and children's coats; completely or partially lined in plain and fur-trimmed models.

At **\$10.95**  
Coats trimmed with wide fur collars and coats finished with cape collars of the materials, partially or completely lined, are on sale at this price. Also at this price come an assortment of sport jackets in a fine grade of wool jersey in heather colors.



## Underwear Hosiery

Girls' fleeced union suits with high neck, long sleeves or Dutch neck and elbow sleeves; sizes 4 to 10 years at **\$1.25**; 12 to 16 years at **\$1.50**  
Boys' fleeced union suits, sizes 6 to 12 years at **\$1.50**; 14 to 16 years at **\$1.75**  
Girls' wool mixed union suits in white and gray, sizes 2 to 10 years at **\$2.50**; 12 to 16 years at **\$2.75**  
Women's light weight fleeced vests or pants, sizes 36 to 38 at each **50c**  
Women's heavy wool mixed vests or pants, sizes 36 to 40 at **\$2.25**; 42 to 46 at **\$2.50**  
Women's extra fine cotton suits with Dutch neck and elbow or no sleeves, sizes 34 to 44 at **\$2.25**

Children's ribbed stockings in black and brown; sizes 6 to 9 1/2 at pair **45c**  
Children's fine ribbed cotton stockings in black, white and brown, at pair **50c**  
Boy Scout hose in heavy ribbed weight in black, sizes 6 to 10 at **50c**; 10 1/2 to 11 at pair **60c**  
Women's lisle hose in black, brown and beaver, at pair **75c**  
Women's pure silk hose in brown or black at pair **1.50**

## Extra Special

Women's wool sport hose in brown and red, and brown and black combinations, specially priced at pair **1.00**

## P. N. Practical Front Corsets

A WORD ABOUT THEM—There are many reasons why P. N. PRACTICAL FRONT CORSETS are different from other corsets that lace in the front; but there is one outstanding feature. It is the location of the front clasp coming directly in the center of the body. It puts the front closing of the corset exactly where it should be; directly in the front, in the same position that it is found in back lace corsets. At a glance you appreciate this feature. No longer will you have to suffer the loss of not being able to wear front lace corsets because you can't stand the pressure of the front clasp under the bust. A cleverly arranged inner elastic vest combined with the feature of the clasp in the center will open for you a new era in your corset wearing. P. N. PRACTICAL FRONT CORSETS will give you that combination of comfort plus style that you have always wanted and never found. We carry a complete line and are showing \$8.95 Corsets reduced to **\$6.75**

**Extraordinary Values!**  
56-inch Tricotine in navy, taupe, plum, new blue and black, at yard **\$3.95**  
56-inch all-wool Cheviot plaids, very specially priced for sale at yard **\$4.95**  
44-inch all-wool Serge in all the staple shades priced special at yard **\$2.48**  
42-inch fine French Serge in all colors, including white, at **\$1.50** yard  
Buy your coating and plush at Shanahan's at newly reduced prices.

## For the Holiday Table

72-inch Mercerized Fine Damask Table Linen, a regular \$1.75 value, at yard **\$1.00**  
64-inch Half Linen Table Cloth, selling regularly at \$1.00 yard, at **\$1.75**  
64-inch Mercerized Fine Table Linen, \$1.50 value, yd. **\$1.25**  
Round Scalloped Table Cloth, at special, each **\$2.35**  
Hemstitched Square Damask Table Cloths priced, each **\$2.50**  
Heavy Mercerized Table Napkins, 22x32 inches, reduced from \$6.00 dozen to **\$4.50**  
Very special, Indian Head Table Napkins, while they last, at each **10c**

## For the Bedroom

Fine Hemstitched Sheets, 61x90 inches, ea. **\$2.50**  
61x90-inch Wear-e-ver Sheets, very specially priced at, each **\$1.50**  
42x36-in. Fine Pillow Cases at, each **25c**  
45x35-in. Fine Pillow Cases at, each **35c**



## For Your Walls and Ceilings

BEAVER BOARD does away with the cracking of plaster and the nuisance of repapering. It makes a complete wall that needs no repapering. It is very easily put on, beautiful in design and color when painted. 41 great advantages. Let us tell you all about it.

Booklets and Panel Layouts at  
**RASMUSSEN & CO.**  
X. E. Cor. 2d and Taylor

## Aprons 98c and \$1.95

This is a special price on these aprons. They are of fine percales and ginghams and have been selling at a higher price.

**HOUSE DRESSES—\$2.95, \$3.94 REDUCED TO \$1.95**  
and \$4.95 values—**REDUCED TO \$1.95**

**Shanahan's**  
HENRY J. DITTER, Manager

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