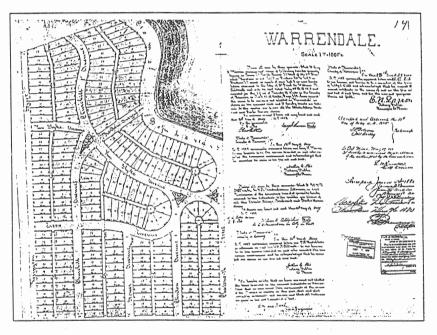
St. Paul Historic Context Study

Residential Real Estate Development: 1880-1950



Plat of Warrendale. Cary Warren, owner; Libby and Dahl, Civil Engineers, 1883.

Prepared for the
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Historic Context Residential Real Estate Development in St. Paul: 1880-1950

Introduction

St. Paul's neighborhoods are a weave of many small patterns. This historic context study examines some of the first layers of transactions upon which the city was built. These layers include real estate dealers' and developers' additions and subdivisions, the land divided into blocks and lots for sale to individuals. By 1912, over 1800 additions were platted in St. Paul and the number rose steadily until the 1930s.

Land speculators and real estate brokers accompanied almost every phase of American land development, and were present in good number when the Minnesota Territory was opened to settlement. St. Paul, like every new city and town, was shaped by the actions of these entrepreneurs. Many acquired property at government land sales; often the land was sold and resold over many decades before further division, but eventually the land dealer hired a surveyor to lay out the blocks, lots and streets that were woven into the community. In the large cities of the Midwest, the progression from original town plat to additions was usually made within a fifty- to seventy-year period. In St. Paul, the original town plat was added to nine times until the final municipal annexation of 1887. Within the limits of the expanding municipal boundaries, thousands of additions and subdivisions were made between 1849 and 1950, and a much smaller number subsequently.

St. Paul's earliest land claimants in the pre-territorial period before 1848, when land was not yet surveyed, included John R. Irvine, Henry Jackson, and A.L. Larpenteur as well as Donald McDonald, who held a claim where Desnoyer Park is today. McDonald sold it to Stephen Desnoyer "for a barrel of whiskey and two guns." After surveys were complete and land could be legally sold, many individuals assembled large tracts intended for residential, commercial, or industrial use. Another important effort, however, was launched by the increasingly visible and growing number of real estate dealers, who were specialists in the sale of lots, buildings, and additions. They often represented owners, but some were also landowners.

While dealers strove to differentiate themselves from "land sharks," late nineteenth-century real estate dealers lobbied city governments and state legislatures to plan municipal improvements—including streetcar lines and sewer systems—to attract buyers to areas they carefully named and marketed. After the sale of lots, the areas were transformed by the actions of thousands of individual homebuilders or buyers. The next roles, played by carpenters, architects, and masons, lumber dealers, and plan books, began on the stage set by the real estate dealer in a still-developing profession.

The mixed-use areas that made up St. Paul's original plats were quite different from the somewhat later residential additions. In the former, the landowner platted a tract anticipating that land uses—residential, commercial, and industrial— would sort out according to the needs of the community. After surveys were complete and land could be legally sold and recorded, a number of individuals organized large tracts intended for generally mixed uses. They included John L. Merriam, William R. Marshall, William Lindeke, E.F. Drake, and W.F. Davidson.²

Residential Additions and Historic Contexts

While this topic is part of the foundation of the city's real estate history, it can also be a basis for identifying residential districts representative of various periods of settlement and development as well as architecture. To date, St. Paul's residential historic districts have been designated largely because of their architectural character and, in general, the districts include the city's most high-styled as well as oldest buildings.

This context study describes many of the additions that make up the city's real estate. The additions represent of various phases of the city's land development. The street layouts, whether grids or curvilinear streets, became the nucleus of distinct communities and neighborhoods. Since new additions were limited until after the Civil War, most date from about 1870 to 1925, with the majority between 1880 and 1910. Their owners and promoters had a firm sense of the necessity of the proper merger of transportation, well-financed buyers, architecture, and commerce. In many cases, an advertising slogan was the primary "sense of place" long before anyone purchased a lot. While additions were often made to the original plat, it is the first that typically contains the oldest houses associated with the original community builders, and in some cases, the houses of the developers, real estate dealers, and even architects.

Study Recommendations

This study concludes that the original plats of Hamline, Macalester Park, Merriam Park,St. Anthony Park and Warrendale are strong first candidates for further study as local historic districts. Their significance is based on the planning ideas of the original plat, the strength of the developer's original marketing efforts, and resulting architecture and community character. Many other areas of potential significance are discussed, including Burlington Heights, Macalester Villas, King's Maplewood, and portions of Highland Park. Prospect Drive on the West Side also deserves further study, although it appears to not match the real estate pattern represented by the others.

With the exception of Hamline and Prospect Drive, these areas were platted and developed after 1880. Earlier, horsecar-oriented areas just outside the city's core—such as Woodland and Summit parks— are now included in historic districts. Uppertown, Frogtown, and other early and as yet generally-unstudied areas near downtown do not neatly fit this study because their lands were laid out and sold in a less coordinated effort to a less transportation-sensitive clientele. These areas, like much of early Dayton's Bluff, might be described in a context called "Neighborhoods at the Edge of the Walking City."

Locally Designated Properties

Already designated properties or areas relating to the urban real estate context include the Summit Hill and Summit Avenue West, Irvine Park, and Dayton's Bluff historic districts. These districts were designated based primarily on their historic architecture and/or associations with leading residents and architects. The character of the original street plan and landscape amenities (such as boulevards, park triangles and other features) has been noted in some.

Sources

Much of this context study is based on a survey of real estate pages from the *St. Paul Pioneer Press* (under various titles) between 1870 and 1950. The real estate pages chronicle the roller-coaster pattern of land development and promotion, but caution is necessary since the articles on such pages were usually written by real estate dealers, and local market conditions were usually presented with great optimism. Real estate records in the Ramsey County plan files provided information about the original plat, and owners and surveyor's names. Deeds were not researched, so information about deed restrictions have not been studied beyond their description in the newspaper.

Published histories such as Williams (1876), Andrews (1890), and Castle (1912) provide an overview of local real estate in general terms, and other national surveys of late nineteenth- and early twentieth century provide a framework for comparing St. Paul to broader patterns. These works include Homer Hoyt, One Hundred Years of Land Values in Chicago (1933), Pearl Davies, Real Estate in American History (1957), Sam Bass Warner, Streetcar Suburbs: The Process of Growth in Boston (1962), Matthew Edel, Shaky Palaces: Homeownership and Social Mobility in Boston's Suburbanization (1984), Kenneth Jackson, The Crabgrass Frontier: the Suburbanization of the United

States (1985) and Mark Weiss, The Rise of the Community Builders: The American Real Estate Industry and Urban Land Planning (1987).

Calvin Schmid's A Social Saga of Two Cities: An Ecological and Statistical Study of Social Trends in Minneapolis and St. Paul (1937) is always useful. Some local histories such as David A. Lanegran's St. Anthony Park: Portrait of a Community (1987) outlined the transactions of early land developers in detail. Articles published in Ramsey County History about other areas such as Merriam Park and Warrendale have also been consulted.

Illus.

Rice's Map of Ramsey County Minnesota, 1874.

Illus.

Map of the City of St. Paul, 1874.

Patterns of Residential Land Development in Early St. Paul: 1849-1870

The nineteenth- and early twentieth-century residential development of St. Paul repeated a pattern evident throughout the Midwest, with a period of territorial organization and early statehood, the construction of railroads and new roads, the creation of manufacturing and warehousing and a banking system, surges of population growth, a cycle of nation-wide financial panics, and the creation of a middle-class dependent on many kinds of good and services. The public belief in the value of homeownership—increasingly encouraged by local and federal government and real estate and financial institutions—was a strong foundation of the creation of the city's housing stock.

St. Paul's early housing construction accommodated rental buildings erected by speculators as well as modest houses for laborers and more costly buildings for a rising middle class of entrepreneurs and professionals. Lot and land sales were initially orchestrated without a stable banking system; a national banking system was not established until 1863 and St. Paul's First National Bank opened in the same year.

At this time every one dealt in real estate, and while there were plenty of honorable dealers there were also many who were quite the opposite.

Edward D. Neill, History of Ramsey County and the City of St. Paul: including the Explorers and Pioneers of Minnesota; "Events of 1856" p. 319.

The plat of St. Paul Proper was recorded in 1849, and contained the survey of property between East Seventh Street and the river from Wacouta to St. Peter Street. It was followed by Rice and Irvine's Addition platted a few months later. Kittson's Addition was made in Lowertown in 1851, and the many others that followed created the downtown tapestry of streets still evident today.

In 1849, Lyman Dayton laid out a large addition on the bluff east of downtown overlooking the Lowertown landing, and between 1852 and 1857 eighty-two additions were made to the city's original plat. Most were near the Upper or Lowertown landings, but Iglehart, Hall and Mackubin's Addition was miles to the north, at the west side of Lake Phalen. Others were arranged near the edges of Lake Como.

Land speculators in this period typically had diversified interests, including politics, land, railroads, and lumber or grain. Edward D. Neill recalled of 1856 that

an eminently unhealthy and artificial state of affairs was growing; the rate of interest was extremely high, five per cent, per month being the usually accorded rate. More buildings were put up and many public improvements were effected. Speculators, and these were

among all classes of the community, who had purchased wild lands at nominal figures were selling lots at almost fabulous advances on the original purchase price. Indeed it is impossible to adequately portray the state of things at this time. All new communities at some period of their existence passed through the same stages of excitement . . . ³

Recalling the early days of St. Paul real estate, Henry S. Fairchild remembered that there were no real estate agents before 1849, and the first were primarily lawyers. Charles R. Conway and David Lambert were among the earliest to act as agents of others in the sale of their lots, followed by Bushrod W. Lott, B.F. Irvine, W.D. Phillips and B. F. Hoyt, Hoyt was a speculator as well as a land and loan agent. He laid out several additions including Suburban Hills (1856) and, as Fairchild notes, "bought and sold thousands of acres near the city and narrowly escaped becoming a millionaire." Other groups of dealers operated like gamblers, "infesting hotels and other public places, even boarding incoming steamers to offer their lots for sale."

Eleven firms and individuals were listed as real estate dealers in the St. Paul city directory in 1856, including William Brewster, Lyman C. Dayton, Charles L. Emerson, B. F Hoyt and Sons, Irvine, Stone and McCormick, Henry McKenty, Mackubin and Edgerton, Samuel G. Sloan, Truman M. Smith, Starkey and Petteys, and D.C. Taylor & Co. A financial collapse in 1857 ended the speculative mania, and real estate did not fully recover until the early 1870s.

The lots in real estate additions offered before the Civil War were typically forty feet wide, and arranged on blocks along grid-plan streets oriented to the north-south township and range land survey. (The first plats of St. Paul, like most early river settlements, had been oriented to the river, much to the consternation of today's drivers.)

In most cases, the surveyors used fairly standard street widths and ignored the contours of the natural topography. While some additions provided for commercial lots aligned along a potential business street, residential lots were designed predominantly for the construction of detached houses rather than rowhouses. Outside the downtown core, a preference for detached houses was well established, and encouraged by tastemaker Andrew Jackson Downing (*The Architecture of Country Houses*, 1850) and other publications. The owners and real estate agents of many of these additions did not attempt to appeal to those seeking amenities, only building lots. Few picturesque names were given to the additions prior to the Civil War, and lots were often sold at auction.

Meanwhile, St. Paul's population doubled between 1860 and 1870, rising from 10,401 to 20,030. Advances in railroad construction, banking, and business were notable especially the post-Civil War years when European immigration increased. Neill noted that 3,046 buildings were erected in the city between 1869 and 1872. Housing accounted for much of the total, while the downtown was substantially rebuilt and expanded with many types of buildings.⁶

Until the 1870s most residential building lots were within about a one-mile radius of the upper and lower landings. Apart from scattered construction at the edges of Dayton's Bluff and the Summit Avenue bluffline, businessmen and their families lived in the core of downtown, near Lafayette or Irvine parks, while workers congregated near the levees, factories, and the railroad.

Settlement outside downtown and its edges before the 1870s was limited primarily to farmers, traders, and those with small businesses along the roads leading out of St. Paul proper. One notable exception was the short-lived project of Henry McKenty. In 1859, he platted a sixty-lot addition on the south shore of Lake Como where a few hotels were in operation. The two-and-one-half acre lots of "Como Villas" were inaccessible until McKenty financed a private road from Rondo and Rice Streets to the lakeshore, but still there were few sales and less construction. McKenty's Como Addition of 1857, just to the north, met a similar fate.

However, with the first horsecar routes radiating from downtown, the installation of municipal water and sewers, the spread of industry and rail yards, as well as the beginning of discussions about public parks and the character of new residential districts, new areas were opened up for

worker's homes as well as more spacious villas. The July 12, 1873 *Pioneer Press* real estate column included offers of forty acres near Lake Como (T.W. Wilson and Son); a "Pleasant Residence on Canada Street" (H.S. Fairchild), and lots in West St. Paul suitable for a Brewery."

In the early 1870s, real estate dealers opened up tracts on the bluff lands above downtown. Plats such as the 23-block Woodland Park (1870) and Summit Park (1871) were intended for a growing middle- and upper- middle class. These lots were among those marketed by D.A. Robertson & Son as "eligible and beautiful building lots on St. Anthony Hill adjoining and between Summit and Marshall avenues in Woodland, Terrace and Summit Parks." Typically such additions had euphonious names and spacious lots. Two other additions, that of Mackubin and Marshall's and Selby, McClung, and Vanmeter were platted in the late 1850s, but following the Panic of 1857 were not sold. Dayton and Irvine's Addition had a similar pattern of delayed development.

Railroad-related factories and businesses as well as railroad shops promised a clientele for working-class housing. James Stinson's Addition, north of University between Dale and Western near the St. Paul and Pacific shops and the St. Paul Foundry, and the 47- block Arlington Hills. Arlington Hills was platted in 1872, between Phalen Creek and Hall Streets, and the St. Paul, Stillwater and Taylor's Falls Railroad, and provided small lots suitable for inexpensive houses. Payne Avenue was the commercial heart of Arlington Hills, north of the bridge crossing the tracks.

In 1874, when 300 lots were offered by R. W. Johnson and Son in Stinson's Addition between Dale and Western north of University, the property's proximity to Lowertown was emphasized:

The lots we offer are within ten minutes walk of the Lower Town terminus of the street railway, convenient to the Round House, machine shops, Railroad depots, churches, and schools; and in offering them for sale, it is unnecessary for us to say that we offer the most desirable property now on the market, on account of its nearness to business, the natural beauty of the ground, and of the splendid views of the city and surrounding country which it affords ... At least 25,000 of our population live within one mile of this Addition, a fact sufficient of itself to convince anyone that we offer a rare opportunity to laboring men and capitalists to secure desirable lots for homes, or to purchase a large number as an investment to double in value within a year or two.

St. Paul Evening Dispatch, October 3, 1874

Few invested in land or lots after the Panic of 1873, a depression that lasted until 1880.⁷ In 1875, seventy percent of the city's population lived within one-mile radius of the center of the city. Ninety-eight percent lived within two miles.⁸ After economic recovery in the 1880s, factors such as the growth of street railways, a booming population and rising standard of living, and the expansion of commercial and industrial uses in former downtown residential areas pushed residents from downtown as well as pulled them to the new territories outside its boundaries.

Illus

Population Density: St. Paul: 1875. From Calvin Schmid, Social Saga of Two Cities: An Ecological and Statistical Study of Social Trends in Minneapolis and St. Paul, (1937).

Illus

Representative residential plats, ca. 1856-1875.

Illus

Halsted's Map of St. Paul, Minneapolis, and Vicinity, 1875.

The 1880s: A New Era of Suburban Growth

Happy was the day for Hamline when she became incorporated in the city. *Interurban Graphic*, June 2, 1888

The new decade of the 1880s brought a tide of prosperity. Between 1880 and 1886, the city's population expanded from 40,750 to 120,000. Real estate sales increased and especially boomed in 1886 and 1887, reflecting sales of new lots in annexations around the downtown core made in the 1860s and 1870s, as well as the acquisition of a portion of Rose and Reserve township in 1885. A final expansion in 1887 brought North St. Anthony Park, at the northwest, and Burlington Heights, to the southeast, into the municipal limits. Annexations extended city services to the developer's frontier where a small plat such as Hamline was surrounded by farmland as well as a passenger rail depot and the promise of future growth.

In 1881, Ramsey County adopted a law governing the platting of additions, subdivisions and rearrangements in the county and St. Paul. Its revision of 1887 created a Plat Commission led by the City Engineer and established procedures for filing and preparing plats. ¹⁰

Along with growth in St. Paul building and loan associations and other forms of residential mortgage lending, many new real estate firms were born in this period. Subdividers purchased acreage at the edge of the city, usually from farmers or earlier speculators, and divided it into lots for individual purchase. The lots were sold to individuals by real estate dealers for construction of their own homes, or to builders. Mark Weiss notes of a national pattern that seems applicable to St. Paul:

Subdivision quality varied enormously. Many consisted of no more than a few stakes in the ground, an ungraded road, an unrecorded plat, and a defective title. Others were elaborately landscaped with full streets and utilities already installed. Unimproved subdivisions were typical into the 1920s, and public improvements came after sales and special assessments on lot owners. More ambitious, larger-scale and less speculative minded subdividers contracted for extensive engineering and landscaping improvements. They usually erected few if any buildings on the land before beginning sales. ¹¹

Urban Transit

When a man can go from Arlington Hills to Merriam Park for five cents, and from the harvester works near Lake Phalen, to Lake Harriet, on the most distant frontier of Minneapolis territory, for ten cents, he has pretty nearly achieved the maximum of comfort and economy in street railway travel. This service has been absolutely revolutionized in a way that is worth more to St. Paul than ten booms in real estate.

Henry Castle, St. Paul and Vicinity, 1912 12

New streetcar and rail construction was essential to late nineteenth and early twentieth-century residential growth, as was the housing demand of a population that reached 133,156 by 1890.

Nine horsecar lines were in operation by 1884, extending a modest distance outside downtown, but by 1890-1 one line reached Minneapolis along University Avenue with a car barn near Raymond Avenue. Electrification and extension of the system was completed in 1893 by the Twin City Rapid Transit Company. A second electric interurban line was completed in 1898, linking downtown St. Paul, Como Park, and the Como Avenue line in southeast Minneapolis. In 1906, the important Selby line opened into Minneapolis over the Marshall-Lake Street Bridge.

Passenger rail service via the Chicago, Milwaukee and St. Paul Railroad Shortline was inaugurated in 1880. The route offered a 25-minute ride between Minneaolis and St. Paul viva W. Seventh Street to the route of present- day Ayd Mill Road, crossing Snelling to St. Anthony Avenue. It crossed the river near Franklin and Lake streets. This line would spur the development of Union Park, Merriam Park, Desnoyer Park, and St. Anthony Park as well as the industrial growth of the Minnesota Transfer yards in the Midway. "13 Between 1886 and 1892 a line also operated along the tracks of the Northern Pacific and short-lived lines also went to east to Arlington Hills and south to Burlington Heights.

A new generation of commuters, who could be employed in either Minneapolis or St. Paul, found the early, prairie-surrounded additions of the "West End" attractive. The shortline service was not long lived, but electric streetcars offered frequent, comfortable and low-cost service and underwrote the presence of the middle class in the suburbs. Small commercial districts, schools, and churches were erected to serve the new village- like settlements. The *Northwest Magazine* promoted these areas in the mid-1880s, with features on Macalester Park, Warrendale, St. Anthony Park, and Burlington Heights. The Midway area had several ambitious if short-lived newspapers, which carried local advertising, including the *Inter-urban Graphic* (1888) and the *Interurban* (1896-?). Many downtown businesses offered delivery services to the outlying additions and the *Pioneer Press* also regularly reported their tidbits of social news. The 1893-94 *Dual City Blue Book*, a directory of residents of some social note, listed separately from the rest of St. Paul. Desnoyer Park, Ft. Snelling (likely in deference to the officers who lived there), Hamline, Howard Park, Macalester Park, Merriam Park, St. Anthony Park, Union Park, and Warrendale were listed as separate places.

Remaining houses and institutions in West End areas such as Hamline, Macalester, Merriam, and St. Anthony Park are evidence of how these early suburban enclaves embodied late Victorian middle-class values. Their largely native-born populations initially supported Presbyterian, Methodist and Episcopal congregations and institutions. With the infill of other additions at their edges, the original communities blended into the larger urban neighborhood, but in general the West Side did not attract many immigrants.

Parks and Parkways

Streetcar routes defined the direction of residential development, and so did public parks, although until the automobile age, parks and parkways could not spur real estate development without convenient streetcar service.

During the 1880s, St. Paul followed the lead of Minneapolis in establishing a city- wide system of parkways and parks, and the city's real estate dealers lobbied for the cause. St. Paul's original downtown was furnished with a modest system of urban parks and squares, including Rice, Irvine, Smith, and Central parks and Courthouse and Lafayette squares. However, the city had no substantial tracts until the much-debated acquisition of land around Lake Como in 1872; a public park was not developed here until 1887. In the 1890s Indian Mounds Park was acquired, and the first tracts of property around Lake Phalen in 1894.

St. Paul's leaders were energized by the efforts of other cities such as Chicago to plan for parks and parkways in anticipation of residential development. In 1872, on the eve of a financial panic which depressed the city treasury, they invited Horace W. S. Cleveland to prepare an outline plan for park improvements ¹⁴ In his outline of a system of continuous parks and parkways Cleveland emphasized the necessity of preserving the natural terrain of the Mississippi and the city's lakes, and to lay out streets and public places so as to preserve the future wealth of the city. However, a Board of Park Commissioners empowered to condemn private property for public parks, avenues and boulevards, was not created until 1887. Now the local economy was experiencing a boom of new residential construction, and the commissioners invited Cleveland to return to St. Paul. In 1887 he designed the roadways and landscape of Como Park.

Of particular interest to the future of real estate was the construction of Mississippi River Boulevard from the Minneapolis City limits to Fort Snelling, where acquisition began in 1901. At the east, acquisitions for Wheelock Parkway stretching from lakes Como to Phalen began in 1909. On the West Side, purchase of lands for Cherokee Heights and the West Side Boulevard were authorized in 1909.

Ambitious Plans of the 1880s

All large and growing cities throw out suburban villages that serve as quiet retreats for businessmen who get enough of the noisy town during their working hours in offices and stores, and like to make their homes in the midst of the restful influences of nature.

The Northwest Magazine, March 1885, 12.

The inter-urban district is high, well drained, and entirely free from all influences injurious to health. In its natural condition it was partly prairie and partly woodland, and this diversity has been turned to good account in laying out a number of handsome residence suburbs called parks, where winding roads run through shady glens and emerge now and then into sunny open spaces commanding wide and picturesque view of these attractive nuclei of semi-rural population, lying within sound of the city church bells.

The Northwest Magazine, April 1887, 45.

St. Paul's residence parks of the 1880s were notable for their separation from the city, the promotional antics of their developers, and their efficient passenger rail and later streetcar connections to both Minneapolis and St. Paul.

The handful of park-like, often curvilinear plans in St. Paul are examples of progressive late nineteenth-century subdivision planning that reflects principles associated with landscape designers F.L. Olmsted of Boston, and H. W. S. Cleveland of Chicago. Cleveland was the author of the Twin Cities' system of parks and parkways, and prepared a picturesque design for St. Anthony Park in 1872 for investor William Marshall, one quite altered when the area began development a decade later.

With this single exception, the four hundred or so St. Paul additions recorded prior to 1883 show little attempt to integrate park squares or other amenities into the design. Exceptions included Rice and Irvine's Addition (1849), which featured a prominent public square on axis with the river above the Upper Landing, Dayton Place, an addition to Lyman Dayton's Addition off Maria Avenue, and the Park Place addition, between Rice, St. Peter, and Summit and College avenues. In a period with a volatile economy and high-risk real estate outlook, the idea of adding value with parks was still its infancy despite the efforts of some city boosters.

Local civil engineers and surveyors appear to be the authors of St. Paul's picturesque plans. None except the first rendition of St. Anthony Park can be directly attributed to Cleveland, their association with the suburban landscape ideas of the period is important.

Beginning in the early 1880s, with such picturesque plats as Macalester Park and Warrendale, nineteenth-century subdividers were beginning to function as private planners in a city still formulating an approach to planning. Working with the engineer or surveyor, some were working out ideas such as "the classification and design of major and minor streets, planting strips and rolling topography, the arrangement of the house on the lot, lot size and shape . . . [and the] . . . design and placement of parks and recreational amenities, ornamentation, easements, and underground utilities." ¹⁶ In St. Paul as elsewhere, such features were first introduced by private developers and later adopted as rules and principles by public agencies. This group typically desired subdivision regulations and deed restrictions to ensure that new subdivisions would be accessible to highways, parks and other improvements. Typically, street and sewer

improvements were paid for by special assessment to lot owners; few were paid by the developer. Over time, however, a greater share of the cost of new subdivisions was shared by all city taxpayers.¹⁷ (This complex subject warrants additional research.)

When Macalester Park and Warrendale were platted, there was not yet the strong commitment to public parks and parkways that could have underwritten the level of suggested park and landscape improvements. However, the urban transit system that could have ensured steady growth was developing with shortline passenger rail and horsecar service. Both were eventually supplanted by an extensive system of electric streetcar lines.

The substantial early architecture of the residence park represented the middle-class ambitions of lot buyers, with two story Queen Anne and Classical Revival houses in the 1880s and 1890s was followed by two decades of construction showing twentieth century Arts and Crafts influence. While local architects were commissioned for many designs, the St. Paul builder and published plans—including those in the St. Paul newspapers—appear to have been the source of most.

Ten additions from the period 1880 through 1887 are notable for their initial landscape design and the apparent intention of the subdivider and real estate dealers to create a picturesque suburban residence park.

Hamline

In 1874, while Hamline University was erecting its first building near Snelling and Hewitt avenues, banker and financier Horace Thompson laid out the twelve-block College Place West Division Addition north of University Avenue and north of Snelling. In 1872, a 77-acre tract including this property had been offered to the University trustees by Girart Hewitt and E.F. Drake.¹⁸ Thompson's plat showed the site of a "University Campus" east of Snelling and an open square fronting Snelling. Cooley and Rinker were the surveyors. Five years later, Hamline University trustees recorded a modest grid of eight residential blocks and a four -block college campus along Snelling Avenue. The streets were laid out by surveyor Samuel Kent. It was followed by College Place East Division in 1881, platted by Allie Hewitt, Elias F. Drake, and others and laid out by civil engineer D.L. Curtice. Hamline University Hall was finished in 1880, and a small collection of houses. A newspaper account reported "with each succeeding year have come reinforcements until the place became a village." ¹⁹ The neighborhood also grew around the campus on the additions of the Hamline Syndicate, which were located east of Hamline and south of Minnehaha, and farther to the west on Midway Heights. Midway Heights—between Snelling and Prior south of the Manitoba Railroad — was an attractive plat with two small landscaped circles, Clayland Park and May's Park, as well as Tatum and Newell parks near Fairview, which included Englewood Avenue. Hamline was incorporated into the city in 1885 and benefited from a schoolhouse, firehouse, and street improvements. Hamline was served by the Shortline of the Manitoba Railroad (formerly the St. Paul and Pacific), just a few blocks to the north. 20

Merriam Park

In August 1882, John L. Merriam platted Merriam Park, the first of four adjoining additions bearing this name. Merriam was a native of New York and arrived in St. Paul in 1861 as a child He attended Racine College, and by 1881 rose to the presidency of First National Bank. Merriam purchased the 400-acre Judge Baker farm in 1862, and operated it for the next twenty years. In 1879, Merriam deeded a right-of-way to the Chicago, Milwaukee and St. Paul Railway Company for the Shortline between St. Paul and Minneapolis. After the completion of the line, Merriam laid out the original plat of Merriam Park. Situated on a hillside adjoining St. Anthony Avenue, it occupied about 110 acres of the former Baker Farm and included a park. Merriam also donated lots for the Presbyterian and Episcopal churches.

The building lots were sold with deed restrictions specifying that each house cost at least \$1,500. The first house built was by H.W. Topping. Topping was followed by John G. Hinkel, the developer of Union Park who built his own house at Prior and St. Anthony Avenues. A depot

was erected in 1883, and according to an account of 1888, "each hour that the Short Line trains met and passed at this point convinced Merriam that here at this spot . . . was the place to build a town, midway (sic) the Twin Cities." ²¹ In 1885 the property was annexed from Reserve Township by the City of St. Paul. Its incorporation included the prohibition of saloons and that Merriam Park property owners not be taxed for the bonded debt of St. Paul, then totaling about \$5,000,000.Nevertheless, "it was not all plain sailing and easy work to get the place started." ²² Merriam's real estate partner, J.P Moore, "brought hundreds of people" to the development who looked over the plowed ground and stubble fields, shook their heads and went back to town, saying they were not yet ready to go to the frontier."²³

Over the next ten years, the area near Prior and St. Anthony avenues was promoted as a site for a new Archdiocese of St. Paul Cathedral, Union Depot, and State Capitol. Property holdings of the Archdiocese here were also extensive and reflected the visions of Bishop John Ireland. The plan of Merriam Park was not as picturesque as some of the other residence parks that followed, but it had winning features of shortline rail and streetcar connections, a Midway location, a park, and the potential for a middle-class clientele who could commute to jobs in Minneapolis or St. Paul. Despite panics and recessions, this area developed steadily from its original core into a large residential district of handsome and spacious houses. The Eleventh Ward Improvement Union was established in 1887 to lobby for street paving, lighting, schools, and other improvements on behalf of Merriam, Union, and the other "parks." A commercial district grew on Prior between the shortline and University Avenue. Through the 1880s, realtors Merriam & Moore and Curtis & Edwards specialized in the sale of Merriam Park property.

Warrendale

Warrendale, on the eastern shore of Lake Como and owned by Kentucky developer Cary I . Warren and George W. Cross and F.D. Hager of St. Paul, was laid out into curving streets following the lakeshore topography. *The Northwest Magazine* credited H.W. S. Cleveland of Chicago and a Kilvington of Minneapolis as the designers of the plan, but civil engineers Libby and Dahl signed the recorded plat. It arranged the fifty-two acre site into nine blocks divided by three small park triangles. The plat was recorded in May 1883. Warren was no doubt inspired by the acquisition of Como Park in 1872 (although it was not developed for years) and the proximity of the St. Paul and Northern Pacific trackage, whose Shortline offered passenger service. The early development of Warrendale along W. Como Boulevard and Van Slyke Avenue was impressive, with houses by Augustus Gauger and Charles Wallingford, but lot sales were modest in number. Deed restrictions called for houses of not less than \$2,000. Most of the lots remained unsold until the early twentieth century and were eventually sold by other real estate firms.

Macalester Park

Macalester Park, surveyed by civil engineers Elmer and Newell, was platted by Charles Vanderburgh and Macalester College Trustee Thomas Cochran Jr. in October 1883. The tract occupied the area between Grand, Fairview, and St. Clair, and the Macalester College campus adjoined it to the east; the college had been founded in 1881. A streetcar line was built along Grand Avenue in 1890, serving Macalester College and Park as well as St. Thomas College (founded as an industrial school in 1885) and St. Thomas Aquinas Seminary (founded in 1885). The thirteen blocks of Macalester Park were divided by curving streets and wide boulevards. Most streets bore the name of a college, including Princeton, Rutgers and Cambridge. Development was slow, with only a few houses erected in the 1880s and 1890s, but the area attracted the builders of handsome early twentieth-century dwellings.

Union Park

In May 1884, the plat of Union Park was surveyed by George Cooley for John Hinkel. The curvilinear streets merged at the slender oval of Lake Iris, and at two small park triangles. Advertised as a "beautiful combination of knolls, dells, grove and lake," and seven blocks between University, the Chicago, Milwaukee, and St. Paul Short Line, and Fairview and Prior avenues offered a variety of lot sizes and configurations. Four years earlier, Hinkel and

Herman Grote purchased this tract for an amusement park. The park featured a bowling alley, dance pavilion, and an observation tower.²⁷

Just to the south of the Merriam Park rail station and fronting University Avenue, this enclave developed with single and multiple- family houses in the late nineteenth and early twentieth centuries. It has had some redevelopment that obscures some of its original architectural character.

St. Anthony Park

In March 1885, the St. Anthony Park Company —the new owners of St. Anthony Park first laid out by William Marshall in 1872—replatted a portion as St. Anthony Park (now known as South St. Anthony Park). J.E. Sewell laid out the plat, reaching from present -day Como Avenue south past Langford Park and the railroad right-of-way and two passenger rail stations to Ellis Street. Eighty-six blocks were arranged around park circles and triangles in a complex curvilinear design. ²⁸

In December 1885 civil engineers Hawley and Newell arranged the irregular topography north of Langford Park into another plat of fifty blocks offering standard-size lots. H.W.S. Cleveland's original idea of estate-sized tracts was rejected in favor of a middle-class suburban landscape. Between 1885 and 1890, the St. Anthony Park Company spent a reported \$300,000 improving the land; South St. Anthony Park, primarily south of the railroad yards, was incorporated into the city in 1885 and North St. Anthony Park was annexed in 1887.

The St. Anthony Park Company sold lots and built houses, completing about 130 by 1893. Five architects, including C.J. Buell, Charles R. Aldrich, James Brodie, William A. Hunt, were among the designers. While attracting a generally middle-class buyer, William Marshall and Governor Andrew McGill were among early residents. The panic of 1893 put an end to the St. Anthony Park Company but the growth of the University of Minnesota's Experiment Station and Midway industries ensured a steady level of construction over the next decades. The character of South St. Anthony Park is primarily late Victorian, including many houses built by the company. Most of North St. Anthony Park was developed between 1900 and 1930, and contains large Arts and Crafts houses, every variety of bungalow, and a good collection of the 1920s through 1940s work of architect Edwin Lundie.

Hazel Park

Hazel Park was laid out in 1886 for William L. Ames Jr. by surveyors Brinckerhoff & Phillips. The five-block plat featuring two small park triangles bordered the Chicago, St. Paul, and Omaha Railroad, where there was a short-line passenger station. While near the St. Paul Harvester Works established at Maryland and English streets, the initial development of Hazel Park was apparently not intended to be a working-class enclave, but rather a park-like spot for commuters. Electric streetcar service also reached the area in the 1880s. Prior to the Panic of 1893, there was a scattering of development on the approximately 118 lots including William Ames' own house at 1667 E. Ames Street. Most of the development of Hazel Park occurred after the turn of the century, first with bungalows and later with post-World War II dwellings

Burlington Heights

After the construction of the Chicago, Burlington, and Northern Railroad along the southeastern shore of the Mississippi—territory that was annexed between 1872 and 1887 by the City of St. Paul—a small commuter suburb was laid out by a syndicate of Boston and St. Paul businessmen. Well-promoted in the *Northwest Magazine* and in local newspapers, the wooded and steep site along the river bluff as built up with about a dozen shingle-clad houses designed by Charles E. Joy, including the architect's own at 882 S. Point Douglas Road. In general, however, the area failed to develop substantially before, or after, the Panic of 1893.

Desnoyer Park

Another promising residential enclave was Desnoyer Park, platted in 1887 by Patrick Kavanaugh, Patrick Kelly and Samuel E. Dawson. The extensive tract fronting the Mississippi reached from the Chicago, Milwaukee, and St. Paul tracks and St. Anthony Avenue at the north to Laurel at the south, and to Cretin and Cleveland at the east. The sixty-block addition was shaped to the irregular topography of the river bluff site. The nearby Marshall-Lake Street Bridge was completed for wagon and pedestrian traffic in 1888 (streetcar service was available in 1906). However development was stalled by the Panic of 1893. The Town and Country Club subsequently purchased over half of the property. The portion south of Marshall and the length of Otis Avenue preserve some of the originally platted streets; residential construction here is nearly all early twentieth-century.

Phalen Park

Lake Phalen drew the attention of early developers. In October, 1887, civil engineers Hawley and Newell laid out Phalen Park, a picturesque 27-block plan on the east side of the lake. The owners were Patrick Kavanaugh and Samuel E. Dawson, who laid out Desnoyer Park in the same year, and William Limily of North Carolina. Lakeside Avenue provided thirty-four lots with lake frontage, and others with lake views. Despite a scattering of construction, development was slow and public acquisition of the lakeshore beginning in 1894 apparently obliterated the effort. Phalen Park is now the Phalen Golf Course. (Phalen Heights Park, platted to the south of Phalen Park by the Ware Hospes Real Estate Company in 1910, preserves some development from the early twentieth century.)

Illus. 4 Rices' Map of St. Paul, 1884

Illus, 5-12

Original plats of 1880s residence parks.

The St. Paul Real Estate Industry and Late Nineteenth-Century Residential Development

The roles of the landowner, subdivider and real estate agent became interwoven in the 1880s, and also integrated with insurance and lending institutions. In general, the real estate agent (also called the dealer or broker) provided a service as an agent for a principal in selling, purchasing, and leasing of property, usually with commission. With the demand for metropolitan sales transactions in the late nineteenth century, the occupation reached a new level of prominence, with many entering the field. Requiring no capital, anyone could be an agent, and most operated in a volatile and unstructured economic environment.

The real estate broker and those he represented permanently shaped the neighborhoods of St. Paul, like cities everywhere. Sam Bass Warner's 1962 study of suburban growth in Boston called attention to the "weave of small patterns" that created nineteenth-century residential areas. He stressed that growth there was the unplanned work of individuals working on a small scale:

The Boston metropolis is the product of hundreds of thousands of separate decisions. Looking back . . . one can make out a kind of partnership which constructed the new industrial and suburban metropolis. It was a partnership between large institutions and individual investors and homeowners. No organization, however, tied together the two groups . . . The building of the new divided metropolis was a popular movement, a movement executed by hundreds of thousands of middle-class citizens. ²⁹

By 1890, a number of new firms were added to the roster of 1856, but a few old-line firms such as the successor of B.F. Hoyt remained. St. Paul's first real estate exchange was founded in the 1880s. Such local real estate boards, organized in most larger cities by the 1890s, worked to create

a national organization. The short-lived National Real Estate Association of the 1890s chose St. Paul as the convention city of 1893, because of the opportunity it presented to show rapid urban development. Sponsored by the St. Paul Real Estate Exchange, the meeting was cancelled with the economic downturn of 1893. ³⁰ The national organization was reinvigorated in 1908 as the National Association of Real Estate Boards (NAREB). Standardizing transaction procedures, enhancing the occupation's image, and lobbying government and private industry were among early objectives. ³¹ St. Paul adopted the Multiple Listing System in 1912, with 32 participating realtors. Attempts at real estate dealer licensing and the professional designation Realtor—to replace the more generic term "real estate man" as well as agent, dealer and broker —were initiated by 1920. The use of the term Realtor was led by Minneapolis interests, whose Samuel S. Thorpe led the NAREB. St. Paul real estate dealers strove to introduce themselves as reliable business and community leaders and their local and national conferences declared war on "get rich quick men."

Most early twentieth-century firms in the St. Paul Real Estate Exchange appear to have been of American-born parentage, with exceptions such as William F. Mortiz and Den E. Lane. Moritz was born in Hanover, and arrived in St. Paul in 1874 as a young man. He first sold stoves, and in 1887 turned to real estate, surviving the panic of 1893. He was joined by Frank L. Powers in 1902 as Mortiz and Powers, and later Moritz, Powers and Zehnder. His son Roy joined the firm in 1910. ³² Lane was a native of Ireland who arrived in St. Paul as a child in the 1890s.

Real Estate and the St. Paul Press

By 1905, well-organized real estate sections in the *Pioneer Press* and *Daily News* used dramatic photographs and text to illustrate the progress of St. Paul building, especially in middle-class housing:

A year or so ago, this thickly populated region to the eastward was but a succession of meadows with here and there a house. Today, however, all has been changed. City streets run at regular intervals. Well-defined thoroughfares intersect them at right angles. . . now thousands of working men and others who are possessed of but a moderate income have homes here, and the boast of the Eighth Ward today is that it is the ward of homes³³.

Features such as those described above were devoted to the Merriam Park area; another, showing views of Aurora Avenue near St. Albans Street, focused on new houses in a working-class area.

Aspects of the familiar format of today's "Home" sections can be recognized nearly one hundred years ago. After 1900, real estate pages evolved from advertisements for newly-opened additions and subdivisions and sale of existing buildings to a section offering advice about real estate as an investment and domestic improvements. Builders and architects offered their services, as did lumberyards and plumbing and heating firms. Members of the real estate community authored most of the articles and others appear to have been nationally syndicated filler. The pages attempted to soothe investors' nerves during periods of slowdown. Despite reassurances, their bulk was greatly reduced during recessions, the Depression, and world wars.

The twentieth-century real estate section was a textbook on vernacular St. Paul architecture, promoting a range of practical as well as more pretentious architecture. The progress of the Prairie School-like "Square Style," the claims of the benefits of the Craftsman bungalow, and the popularity of the English revivals stand out. One article illustrated "the invasion of the California bungalow, a popular type of architecture." Architects promoted their own domiciles, including that of H.A. Sullwood at 1773 Summit shortly after he opened his own office at 1011 Commercial Building 35 Other articles promoted the idea that architects could aid builders. 36

Real estate pages also mirrored the earnest efforts of early twentieth-century reformers, who encouraged housewives to apply scientific principles to housework, and to organize the house interior for efficiency as well as good taste. *The Craftsman* magazine was advertised among

publications that featured home designs promoting "well-built, democratic, well-planned homes," stressing simplicity and solving the problems of middle-class life, one where the role of servants declined and informality was more adopted.

Optimism prevailed after the turn of the century, although critics pointed out that despite a good level of prosperity, real estate values had not kept pace with the city's growth. This condition favored new homebuyers but not investors. 1905 was a particularly prosperous year, launching confidence in real estate sales, which grew over the next decade. The moral virtue of home ownership was a national theme echoed in the press. The newspaper was the courier of the message that cooperation would solve problems of municipal development. "No city is greater than its citizenship," reminded the *Pioneer Press* in 1912, "and national prosperity is the culmination of individual prosperity." 38

The real estate sections, usually confined to Sundays, follow the progress of newly- opened additions as well as the repackaging of earlier, undersold real estate. Short articles might announce an investor or dealers' purchase of a large tract, and follow with advertisements of the plat and considerable text about the kind of expected development.

Through the teens and twenties, advice on homebuilding, including regular syndicated articles featuring home plans from local designers such as Arthur Clausen or Edward Bassford or the Minneapolis-based Small Homes Bureau—were regular features. Their articles were accompanied by news stories outlining national building statistics, and topics such as St. Paul's historically low real estate valuation, or the shortages of materials.

Illus.

Real estate ads, St. Paul Pioneer Press ca. 1900-1915.

St. Paul Real Estate Dealers and Early St. Paul City Planning

The real estate sections regularly announced the real estate industry's endorsement of attempts at municipal planning. The effort to improve housing and urban infrastructure was part of the umbrella of the City Beautiful Movement launched in the early twentieth century. New plans for the future growth of U.S. cities was widespread by 1910, and was led by planners, architects and landscape architects such as Daniel Burnham and John Nolen. The creation of monumental civic centers and handsome streets was shared by the midwestern cities with a plan in this period. Cass Gilbert completed his study of capitol approaches in 1905 and Nolen's plan the Central Real Estate District of St. Paul dates from 1911. The flaws of earlier incremental downtown street design, especially those provided by St. Paul's early plats set on geographically challenging river plateaus, made city leaders here as elsewhere realize that

millions of dollars in public street openings and viewing could have been saved if only the original subdividers had dedicated the appropriate street size and arrangement when they first developed their acreage into urban lots. Both subdividers and planners strongly desired to pursue such far-sighted cooperation in the future and avoid the costly mistakes and uncertainty. ³⁹

The ideas of the emerging group of city planners who met at the first National City Planning Conference in 1909 were eagerly noted in the St. Paul press. The American Civic Association held their 1910 conference in Minneapolis, and topics such as zoning, subdivision standards, and deed restrictions were debated. The City Planning Committee of the National Association of Real Estate Boards was created in 1914, "entirely by brokers whose primary interest was in land development, residential subdividing, and homebuilding." ⁴⁰

Real estate dealers frequently advertised their alliance with city planners, as evident in a full-page advertisement in the *Pioneer Press* on October 27, 1912. Entitled "The Civic Urge," it noted that the "development of St. Paul presents one of the most interesting chapters of the romantic

conquest of the great Northwest." Featuring portraits of thirty real estate and "land men" of St. Paul it urged, "no good man has any valid excuse to lag behind the grand legion of municipal advancement." National and local real estate meetings were reported with features such as "Agree to Toil for Good of St. Paul." When Minneapolis realtor Samuel S. Thorpe addressed a national conference in 1912, he urged "when a real estate man places a workingman on a lot and helps him secure a home of his own he is making an anchor that prevents a rolling stone and a cure for all anarchical tendencies." ⁴³

Deed Restrictions and Zoning

Prior to St. Paul's adoption of its first zoning ordinance in 1922, some local realtors advertised a variety of deed restrictions intended to limit the type of permitted land uses in residential areas, establish minimum building costs, and in some cases to control the architectural design. Municipal zoning laws more comprehensively regulated use, height and bulk of structures on urban land, and subdivision regulations provided minimum standards of lot size, street width and alignment and other provisions for physical improvements.

John L. Merriam was among early St. Paul developers to attach deed restrictions specifying that a house costing not less than \$1,500 be erected in the first building season. This measure, an 1888 newspaper noted, "would guarantee to the first purchaser that the place would build up, and that they would not be left alone with their house on the prairie." ⁴⁴ Later advertising for two additions illustrates the range of approaches at regulation. "Are you concerned about the kind of improvements that may be placed on the lot adjoining your home?" This question headed a 1909 advertisement for lots in Roblyn Park, at the corner of Cleveland and Marshall avenues east of the Town and County Club. No duplex, double house, store, flat or tenement house was allowed. The property averaged \$700 to \$1100 for a 50' x 170' lot. ⁴⁵

In 1911, Lane Brothers purchased forty acres along Lake Phalen. Called the Summer Home Colony, it was planned to create a small park with a fountain at the center of the plat. The lots, laid out along curvilinear streets, were to be sold with deed restrictions specifying minimum building cost and architectural style. Situated between Forest, Arcade and Ivy streets and Phalen Drive, it had a 2,000-foot frontage along Phalen Park. ⁴⁶ Like the Phalen Park plat of 1887, apparently the Summer Home Colony was not developed as planned; today Phalen Park occupies a portion of the tract.

In 1915, the Minnesota State Legislature passed the Residence District Act allowing the creation of restricted residential districts. In St. Paul it was first applied to Summit Avenue, and then widely throughout the city. ⁴⁷ Phalen Heights Park (1910), and additions along Mississippi River Boulevard, Marshall Avenue, and Cherokee Avenue were also included. For Summit Avenue, which was already well built-up, the law enforced single-family use and prohibited future apartment and commercial construction. Following an eight-year legal contest the residential district was established in 1922.

Meanwhile, the Minnesota State Legislature passed an Enabling Act granting zoning rights to Minneapolis, St. Paul, and Duluth. A committee was appointed by the Planning Commission and directed to prepare a zoning map and ordinance, which was approved in 1922. With the ordinance, the classification "and restriction of the location of trade and industries and of buildings used for residence and other specified purposes as well as the regulation so that it complied with principles of health and sanitation, became established by law as a regular function" of city government.⁴⁸

It is to Your Advantage to Deal with Members of the St. Paul Real Estate Exchange Because Members Must be Reliable." 49

In the 1920s, despite their long history in the city, and their considerable organization from the 1880s onward, local realtors continued to work hard at selling themselves as trustworthy professionals. For example, a 1922 *Pioneer Press* article titled "Realty Operator Professional Man: Real Estate Business is Coming to be Regarded as Having Scientific Bases" noted that "from a

crude and highly limited application of a simple form of agency by which a private individual without special knowledge, qualification or training . . . undertook to sell property for the owner, expecting, if successful to receive a commission . . . there has evolved an intricate system of highly specialized services . . . ⁵⁰ They advertised the content of their meetings; by 1925, realtors at the National Association of Real Estate Board's conference in Detroit heard sociologists discuss "The Future of American Cities," the effect of the automobile on real estate development, and the future of American domestic architecture. ⁵¹

Den E. Lane

Some early twentieth-century residential real estate dealers embraced vigorous publicity to promote their firms. Dennis E. Lane (1881-1952) led such efforts.⁵² A native of Ireland, he attended St. Thomas College and began his career while still a student in about 1903. He contracted to move 25 downtown houses, and then completed a similar project for the Soo Line railroad.

With extensive holdings across the city, Lane's firm participated in offerings of important additions. His frequent real estate "sermons" appeared in the press in 1911, a time when he offered lots in the Midway, North St. Paul, on the east side at Cloverdale, and in Austin, Minnesota. Through the teens, he was associated with Merriam Park, Phalen, and Macalester properties.

Lane was a pioneer in half- and full-page ads, and ever-changing slogans. His "Why Not make a Date With Prosperity Today?" encouraged buyers at Lane's Cloverdale near Lake Phalen, where lots ranged between \$375 and \$600. ⁵³ His advertisements in 1912 called him the "best known subdivision man" and he employed many slogans including "A Man is a King in His Own Home," and "To own your own home makes a man a better man, a better citizen, a better father."

In the 'teens, Lane's Adams Addition east of Snelling between University and Selby offered lots at \$350 to \$575, while his Riverside Park, off W. Seventh Street, featured moderately- priced lots. Cloverdale Park, adjacent to the east side of Lake Phalen at Earl and Mary streets, offered lots at \$200 and \$300. Terms for such property were typically \$5 to \$10 down and \$5 to \$10 per week. Phalen Grove, "where prices are within the reach of all serious minded home-builders," was offered in 1913. When realtor and developer Thomas Frankson became Lieutenant Governor in 1919, he turned over the sales of his Frankson's Como Park and Chelsea Heights additions to Lane. Lane also marketed Maplewood for J.W. Norton.

During the "Own Your Own Home" campaign Den E. Lane adopted the slogan as his own: "Den E. Lane, The Own Your Own Home Man." In the 1920s, Lane was devoted to the development of Highland Park, an extensive project that he was involved in for two decades. At the time of his death he was on the board of the Twin City Rapid Transit Co. and had served as president of the St. Paul Real Estate Board and on the St. Paul Planning Board.

Den E. and Elsie Lane resided in a spectacular bungalow at 2000 Marshall Avenue and later at 1765 Bohland Avenue. Den E. was in partnership with his twin brother John J. for a number of years⁵⁷.

The Direction of Growth. 1900-1950

Between 1900 and 1950, neighborhoods expanded to the city's boundaries in every direction. At the turn of the century, the path of electric streetcars determined the direction of residential development. By 1950, electric streetcars were being replaced by buses, and new neighborhoods at the city's edges were largely automobile-oriented suburban enclaves.

1900-1920

Between 1900 and 1910, dozens of additions were marketed in St. Paul, although there was a flattening of new residential construction in 1910. This condition then improved until World War I. The increasingly popular automobile promised to extend the range of additions, and opened some previously inconvenient areas to development. **Kenwood Terrace**, for example, was first platted about 1882. Despite its proximity to downtown, it was a good hike from the streetcar and had initial development of a few large houses. Lots were not marketed again until the auto accessible period after 1916. ⁵⁸ Affordable automobiles and relatively cheap fuel led to rapid acceptance of the automobile by middle class families, allowing them to "neither wait or to walk." ⁵⁹

The West End, as it was called, was the focus of great real estate activity after about 1905. One real estate writer thought that

A great many of our wealthy people and those who are far sighted enough to look into the future are buying land and lots in the beautiful west end of St. Paul. The property in the closely-built districts, such as St. Anthony Hill Proper, has practically reached its full value and certainly cannot be looked on as a speculative proposition, while the outlying districts south of St. Clair and west of the short line including along the Snelling and Randolph lines and all the way to Fort Snelling in our opinion have the great advantage and will advance in value during the next two or three years . . .

Outside of the development of the Summit Avenue environs, costly new residences were erected on **Desnoyer Park** lots on Iglehart and Carroll avenues near the Town and Country Club. To the south, lots were offered at **Chester Park** between Hamline and Randolph for \$150 and \$200 by Smith and Taylor.

Hamline, laid out on the well-elevated plateau between Hewitt, Snelling, Holton, and College avenues in 1880, was developed mostly before World War I. When a second generation of lot sales were organized by the Hamline Improvement Association, the district boasted Hamline University, railway shops, the Midway manufacturing district, and proximity to the state fair grounds, the University of Minnesota, and Como Park. ⁶⁰

By 1909, lots were marketed in Roblyn Park north of Marshall Avenue and the river, in Oak Knoll (at St. Clair and Finn with lots \$200-450); at Rosedale Park; (Grand near Fairview and Cleveland, lots \$480 to 1500), and in the Groveland Addition (Grand and Cleveland, lots \$450-600).

There was continued promotion of Merriam Park, where the first addition of eighteen blocks between Cleveland, Fairview, Laurel and Summit was made in 1882 and was followed by three others, and St. Anthony Park, which experienced a sporadic pattern of growth since the first ambitious plat by Horace W. S. Cleveland for William Marshall and others in 1872.

With new streetcar service in the vicinity, land around Lake Phalen was eagerly promoted by realtors Den E. Lane and others. In 1912, Lane's Phalen Grove was opened. Also in 1912, Edward J. Schurmeier promoted Lakeside Park at the north side of the lake with 130 moderately-priced lots, intended for summer cottages as well as permanent homes (this area is in the City of Maplewood).

Public improvements to Como Park also encouraged development. The Lake Park Addition, promoted by E.L. Dodge in 1912, offered lots for \$250 to \$350 between Como, Snelling, Pascal and Midway Parkway. The **Royal Oaks Addition**, across Como Lake from the pavilion, was also developed in this period, with sixty lots sold at \$300 to \$400.

As noted, the West Side was generally absent from large real estate promotions, possibly because nearly all residential lots were included in the **Plat of West St. Paul** made in 1854 in and no

subdivisions were made. However, in 1910, with planning for a river parkway and Cherokee Heights Park, lots on Cherokee and George Streets were featured bu real estate dealers. ⁶¹

It is no exaggeration to say that the list of additions now being developed includes some of the most desirable residence property ever placed on the market in St. Paul.

St. Paul Pioneer Press, October 11, 1914

Just before World War I, St. Paul's residential real estate industry was led by large firms such as Den E. Lane and. H.H. Miller. Miller's **Macalester Villas** near Snelling and St. Clair, **Hayden Heights** on the east side near Autumn Avenue and **Frankson's Como Park Addition** at Hamline and Snelling were heavily advertised. ⁶²

Maplewood, situated between St. Clair, Goodrich, Cretin, and the river (and also known as Norton's or King's Maplewood), was most advertised of the new subdivisions. In 1914, when the river drive was in the process of being improved, Winnipeg capitalists William S. King and W. P. MacMieking purchased about 40 acres from the Archdiocese of St. Paul and named it Maplewood. According to the *Pioneer Press*, the investors were prepared to make it one of the "highest class additions ever offered in the Twin Cities." The property was primarily represented by the Luethold Norton Company.

Described as a beautiful "restricted residence district," sewer and street improvements were made, but World War I interrupted its marketing. It was not put on the market again until 1919. Nearby, **Shadow Falls Park** between Laurel and Summit avenues was first offered in 1911 by H. and Val J. Rothschild. (The adjacent **Cable's Stonebridge**—formerly platted as Crosby Place—was not laid out until 1928.)

Macalester Villas between Jefferson, St. Clair, Snelling, and Fairview, was platted in 1913 by H.H. Miller. By 1917, about half of the lots had been sold, and houses ranging from \$3,000 to \$7500 were erected, encouraged by the extension of the St. Clair streetcar line from its former terminus of Fairview Avenue. ⁶⁴ Nearly every variation of the bungalow and Craftsman house was built here, a style now thoroughly popular with builders in nearly every neighborhood.

Elaborate bird's eye views were used by Den E. Lane and J.H. Moeller to illustrate their properties. For example, advertising for **Cleveland View** offered by J.H. Moeller, featured a detailed view drawn by artist John M. Dougherty, who made the sketch from Randolph and Prior.

St. Paul's residential construction nose-dived between 1916 and 1918. In each of the seven years between 1910 and 1916, an average 1,263 permits were issued. In 1917 the number fell to 837 and to 543 in 1918. Federal programs to restart the housing economy after the war included the Department of Labor's "Own Your Own Home" program, which publicized the campaign of the National Association of Real Estate Boards.

When the local "Buy a Home" campaign was launched in spring of 1917, several large and unsold additions were lingering on the market. They included Frankson's Chelsea Heights, with lots offered at between \$275 and \$500.

The 1920s

The 1920s real estate market became strong and was dominated by the development of Highland Park and areas at the northeastern and eastern edge of the city. By 1920, only 17 percent of St. Paul's population lived within a mile of downtown but by 1930, this figure fell to 11 percent. In an era when automobile garages were becoming a standard part of new house construction, and new building types such as gasoline and service stations were also part of the neighborhood landscape.

The 1920s were modern city planning's "first big decade," a period when the need for an integration of the subdivider's plans and local government received national attention. 66 In 1921,

Secretary of Commerce Herbert Hoover appointed an Advisory Committee on Zoning which published *the Standard State Zoning Enabling Act*. In 1928, its successor committee published the *Standard City Planning Enabling Act*. It outlined principles for local government in implementing a comprehensive urban land use plan.

In St. Paul, participation in planning was marked by the *Plan of St. Paul: the Capitol City of Minnesota* was prepared by consultants Edward H. Bennett and W.E. Parsons with City Engineer George H. Herrold.

After World War I, the U.S. housing shortage resulted in 121 families in the U.S. for every 100 houses by 1920;⁶⁷ an estimated sixty percent of the population were tenants. Realtors became increasingly involved in lobbying for public policy changes, and a need for industry-wide real estate research. At the same time, proposals to create a system of modern mortgage lending were made in the U.S. House and Senate. Up to this time, in St. Paul as in other cities, most financing for new housing was offered by the land sellers on short-term land contract.

In 1919 the national "Own Your Own Home" campaign was launched. It was promoted by the U.S. Department of Labor and was supported by builders, architects, and building suppliers. Advertising slogans included invocations about the importance of thrift and the perils of renting, illustrating that ownership of a modest home was possible for many.

In 1920, the Better Homes in America Movement was headed by Secretary of Commerce Herbert Hoover. According to President Calvin Coolidge, the movement provided "a channel through which men and women in each community can encourage the building, ornamenting and owning of private homes by the people at large." It operated through local demonstrations of "Better Homes" during "Better Homes Week" each year, and had many tie-ins with the Chamber of Commerce, Building and Loan associations, and womens' clubs. ⁶⁸ By 1923, St. Paul real estate pages featured articles such as the "Frame House is Truly American," "Quality of Homes are Foundation of Every Country," and lumber advertisements exhorting "The Home Owner wins in the Race for Happiness." ⁶⁹

In the early 1920s there was a drop in demand for lots because of high construction costs. However, the mid-1920s enjoyed a housing boom; by April 1925, realtors were predicting that 3,500 houses would be erected by year's end. This was an era of marketing of consumer goods related to housing, including all of the new conveniences in refrigeration, cleaning, and landscaping. Each year the St. Paul House Building Contest featured an array of contestants. In 1922, for example, the winner of homes costing \$7,500 to \$10,000 was an English Colonial house on Chelmsford Avenue in St. Anthony Park designed by Edwin Lundie. Other promotions for other annual events, such as the All Electric Home, built by the Abbott Miller Company at 1774 Stanford Avenue in 1922 and designed by Percy Dwight Bentley, were open for public tours.

After World War I, real estate firms became increasingly involved in home building. Prior to this, residential construction was largely by small independent builders and firms; the early efforts of builders such the St. Anthony Park Company, with 130 houses built between 1884 and 1893, were somewhat atypical. This pattern changed with the attempt to meet the shortage of housing for defense workers. Harris Brothers, a national firm with a plant at 42-80 East Fillmore Avenue on the West Side was among suppliers of prefabricated housing as well as lumber and building supplies. ⁷³

The McAnulty Improvement and Investment Company of St. Paul showed a variety of bungalow and Craftsman designs on easy terms.⁷⁴ Real estate leader Den E. Lane, with builders Comstock and Stahl, completed fifty houses in Lane's Manor, which sold for approximately \$4,250 ⁷⁵. The Home Builders and Subdividers Division of NAREB was established in 1923, as the crisis of slow lot sales and falling lot prices precipitated the lot sellers' transformation into homebuilders.

The Ford Plant and Highland Park

The plans for a new Ford manufacturing plant and new additions in the Grand and Randolph areas were reflected in the very strong sales for 1922 and 1923. ⁷⁶ In 1925, the completion of the Ford Plant further spurred development in the Highland Park area, much of it on former farmland. Park planning, road construction, and street improvements accompanied the construction of the plant. Called the "greatest building campaign in the history of the Twin Cities," it involved several thousand lots and grew from the nucleus near the plant at Ford Parkway and Mississippi River Boulevard. In 1924, the city announced plans for Highland Park, containing over 200 acres providing a golf course, athletic fields, pavilion, and picnic grounds. ⁷⁷

Many real estate firms had interests in the area, but Den E. Lane was among the chief realtor for over six hundred acres put on the market in 1925. His holdings were the "largest single ownership of undeveloped property in the city." Lane's strategy was to develop much of the area in its entirety between 1925 and 1928.

Highland Park was the first large tract developed after the city developed a zoning ordinance, the first project in an era of new ideas about municipal planning.

The city's construction of the public Highland Park and a water tower assisted the marketing efforts. Den E. Lane moved his office from downtown to Ford Parkway and Cleveland Avenue, and erected fifteen "demonstration houses" on Eleanor Street between Cleveland and Mississippi River Boulevard. These houses were intended to show the latest in improvements. Frequent newspaper coverage of the development of Highland Park and Lane's plans were standard features for the rest of the decade.

In the late twenties, there was continued growth in Highland area, with Lane's Highland Park at Otto, Snelling, Montreal and Fairview, reportedly the highest point in Ramsey County. ⁸⁰ Lane's Highland Park was the site of the 1927 Winter Built Demonstration Home, at 1700 Hillcrest Avenue. ⁸¹ The area featured many English and Dutch Colonial houses. Gilbert and Gilberts' **Montcalm Place** south of Randoph provided large lots with deed restrictions. Intended as an exclusive enclave, the area was restricted to housing costing \$12,000. William Ingemann was among the designers of the first houses. ⁸²

Elsewhere, other activity included the William S. King Company's marketing of **Ryan Place**. This hundred-lot development was at Randolph and Mississippi River Boulevard. **Randolph Villas** were marketed by the Abbott Miller Company at Randolph and Snelling.

On the east side, additions to **Hazel Park** (originally laid out in 1886) were marketed in 1925. While factory growth on the east side gave impetus to new subdivisions on the east side, the development of the park and parkway system benefited real estate here, as it did in Highland and along the Mississippi. For example, **Arcade Park** at Wheelock Parkway and Arcade was advertised by the William S. King Company. Lots were \$ 395: "Across the street from beautiful Phalen Park with its Wonderful Lake, Golf Course, Tennis Courts and Picnic Grounds." Terms were \$10 down, \$10 monthly, with "no payments when sick, no payments when out of employment." "83

The impact of the 1929 stock market crash was not immediately discernible in the local real estate news. The bulk of the real estate pages remained, but with a cautious tone and reassurance that the non-speculative residential building market remained strong.

In 1930, the foreign-born white population of St. Paul was 19 percent Swedes, 7 percent Norwegian, 17 percent German, 8 percent Russian, 6 percent Polish, and 5 percent Irish and 4 percent Italian. By 1930, the distribution of the foreign-born ranged from 7.1 percent in some areas to 35.1 percent. The highest percentages were found closest to the central business district. By 1930, the African-American community was gathered primarily between University and

Rondo Avenues and Lexington and Rice streets. ⁸⁵ Calvin Schmid's map of the foreign-born white population in 1930 is a diagram of suburban expansion, especially to the west.

Illus.

New Residences: Minneapolis and St. Paul: 1930 to 1936. From Calvin Schmid, Social Saga of Two Cities: An Ecological and Statistical Study of Social Trends in Minneapolis and St. Paul, (1937).

Illus.

Foreign-Born White Population St Paul: 1930. From Calvin Schmid, Social Saga of Two Cities: An Ecological and Statistical Study of Social Trends in Minneapolis and St. Paul, (1937).

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Population Density: St. Paul: 1930. From Calvin Schmid, Social Saga of Two Cities: An Ecological and Statistical Study of Social Trends in Minneapolis and St. Paul, (1937).

The 1930s

During the Depression the city's homebuilding activity came to a general halt. Nationally, by 1933, half of all home mortgages were "technically in default" and between 1928 and 1933 the construction of new houses fell by 95 percent and expenditures for home repairs fell by 90 percent. ⁸⁶ Housing and lending programs developed during the Hoover and Roosevelt administrations targeted the housing crisis. The Federal Housing Administration created in 1934 attempted to improve housing standards, facilitate home financing, stabilize the mortgage market and also alleviate unemployment in the construction industry.⁸⁷

St. Paul as elsewhere, the Federal Housing Administration (FHA) mortgage programs and advertising for model homes filled with appliances kept "the vision of a home of one's own before the American people." 88 During the Depression the resale market was promoted, with numerous newspaper features in the early 1930s devoted to home modernization.

A campaign stressing the advantages of purchasing an old home and updating it was launched by the St. Paul Building and Modernizing Bureau and was promoted by building and loan associations, builders, and realtors. Model houses, such as that at shown at 1749 Princeton were illustrated after enlargement, with the exterior dramatically altered, new mechanical systems, and landscaping. Victorian features such as towers and multiple roofs were smoothed out or eliminated. Even plans for conversion of a former church at Avon and Sherburne avenues into a duplex were illustrated. The marketing of FHA programs was conducted through diverse channels, including the Golden Rule, the city's leading department store. Homecraft Place, the permanent home building exhibit of the Master Builders Association of St. Paul, was displayed in the store. It featured four houses ilustrarting Regency, English Cottage, Early American and Tudor styles, by architects William Ingemann and E.D. Corwin. The homes could be FHA mortgaged, with thirty percent down payment and a fifteen-year term.

Small dwellings like those promoted by the Architects Small Homes Bureau dominated the 1930s market. New materials and styles were introduced by a new generation of St. Paul architects including Kenneth Worthen, Magnus Jemne, and E.D. Corwin. For example, the box-like"All Steel" house at 265 Woodlawn Avenue was erected by the Steel Construction Products Co, and was the city's first example of what was called the "home of the future." ⁹²

The 1940s

New housing after World War II was assisted by national economic expansion and federal subsidies to homeownership and highway construction. Federal Housing Administration (FHA), Veteran's Administration (VA) and other programs assisted in mortgaging houses needed for defense industry workers. By 1949, new subdivisions and revived older subdivisions at the city's

northeastern and western edges had building activity, primarily with one-story rambler, Colonial Revival and Cape Cod style houses. After a nearly twenty-year building hiatus between the Depression and recovery after World War II, new patterns of work and shopping were evident. Automobiles vied with buses since the demise of the electric streetcar. Proximity to new strip shopping centers such as Hillcrest, White Bear Highland Park and would become increasingly important through the 1950s.

Recommendations

As noted in the introduction, Hamline, Merriam Park, Macalester Park and Warrendale have been identified as first candidates for study of the planning ideas of their original plat, the strength of original marketing efforts and resulting architecture and community character. St. Anthony Park can also be considered as a fine example of early planning. Further study of the architecture and landscape of these areas will result in potential historic districts that are both compact and representative of key ideas of their period of urban and architectural development.

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² See Henry Castle, *History of St. Paul and Vicinity* (St. Paul: 1912). Castle also lists William Dawson, Henry Hale, Charles T. Miller, Edward G.Rogers, A. Kalman, Conrad Gotzian, A. Oppenheim, Peter Berkey, C.E. Dickerman, D.S.B. Johnston, and T. Reardon. P. 446.

³ Edward D. Neill, History of Ramsey County and the City of St. Paul: including the Explorers and Pioneers of Minnesota (St. Paul: 18), 318-19.

⁴Henry S. Fairchild, 434. Suburban Hills was between English and Burns streets, and Mounds Boulevard.

⁵Castle, 442.

⁶ Neill, 324.

⁷ For Castle's account of the economic cycle, see p. 440-445.

⁸ Calvin Schmid, A Social Saga of Two Cities: An Ecological and Statistical Study of Social Trends in Minneapolis and St. Paul (Minneapolis: 1937), 56.

⁹ For a discussion of national patterns of municipal annexation in this period, see Kenneth Jackson, *The Crabgrass Frontier: The Suburbanization of the United States* (New York: Oxford University Press, 1985), 138-156.

¹⁰ Laws Providing for the Platting of Additions, Subdivisons and Rearrangements in the City of St. Paul and in the County of Ramsey, Minnesota. (St. Paul: J.W. Cunningham & Co., 1887).

¹¹ Mark Weiss, 3.

¹² Castle, 364.

¹³ See Castle's account of the Midway interurban district, see

¹⁴ Proceedings of the Common Council of the City of St. Paul, April 9th, 1872 – Jan. 6th 1874, 76. ¹⁵ George Protz, Pocket edition of the original plats of the city of St. Paul (Saint Paul, Minn.?: s.n.,

1883?).

16 Weiss, 3.

¹⁷ See Jackson for a discussion of national patterns regarding the tension between new additions and central city infrastructure in this period, 131.

¹⁸ David W. Johnson, *Hamline University: A History 1854-199*, (St. Paul: Hamline University Press, 1994), 14.

¹⁹ Inter-Urban Graphic, 19 May 1888, 7.

20 David W. Johnson, 14.

²¹ Inter-Urban Graphic, 19 May 1888, 2.

²² Inter-Urban Graphic, 19 May 1888, 2.

²³ On Merriam Park, see also *The Northwest Magazine*, April 1886, 39-40; June 1886, 28-29.

²⁴ The Northwest Magazine, March 1885, 13.

²⁵ The Northwest Magazine, April 1886,17.

²⁶ The Northwest Magazine, April 1886, 35.

²⁷ St. Paul Pioneer Press, 9 Sept. 1883.

²⁸ See David A. Lanegran, *St. Anthony Park: Portrait of a Community* (St. Paul: District 12 Community Council and St. Anthony Park Association, 1987), p 1-27 for an account of the early settlement of St. Anthony Park. See also The Northwest Magazine, April 1886, 29; April 1887, 46-47.

²⁹ Sam Bass Warner, Jr., Streetcar Suburbs (Cambridge: Harvard University Press, 1962), 4.

30 Pearl J. Davies, 49.

³¹ See Weiss, 19-28.

³² "Who's Who in the Real Estate Exchange," St. Paul Pioneer Press, 26 Nov. 1911, Second Section,

33 St. Paul Pioneer Press, 8 April 1905, See also 30 March 1905, and 9 and 16 April 1905.

³⁴ St. Paul Pioneer Press, 21 May 1911, Third Section, 7.

³⁵ St. Paul Pioneer Press, 23 June 1912, Second Section.

³⁶ St. Paul Pioneer Press, 23 June 1912, Second Section.

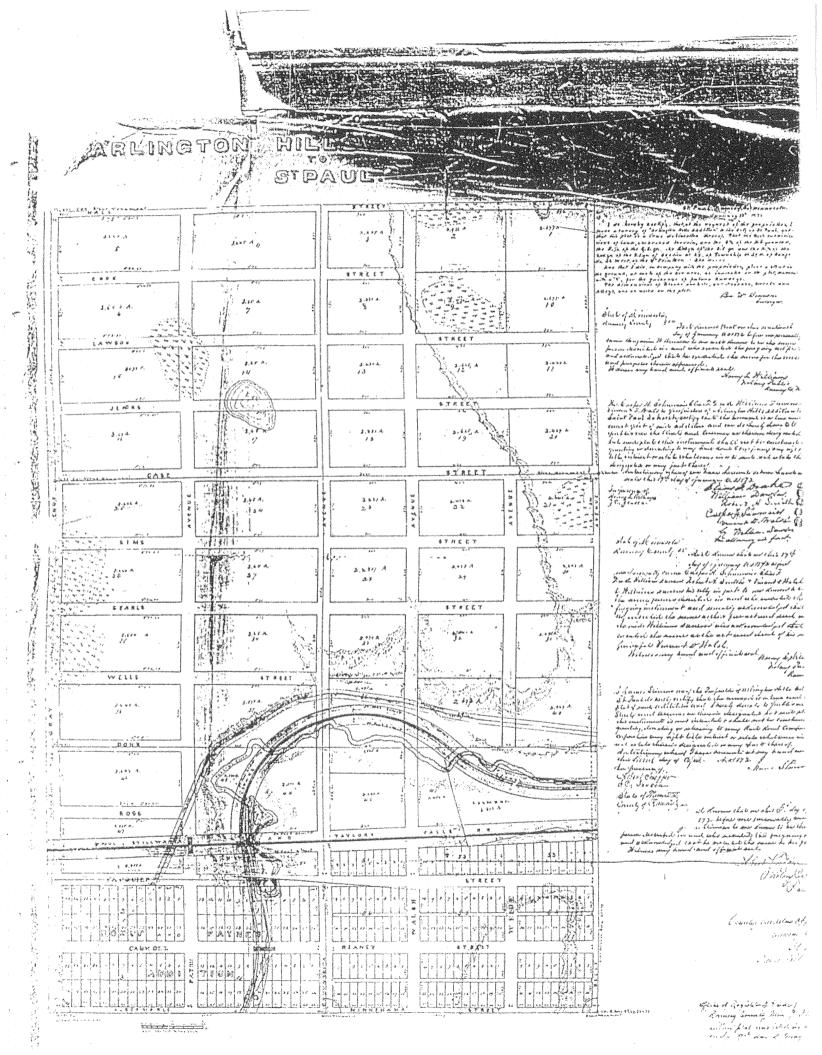
³⁷ J.L. Faricy, "St. Paul Real Estate of Yesterday and Today," St. Paul Pioneer Press, 17 Sept. 1911, Second section, 7.

³⁸ "Some Light on Civic Betterment Factors," St. Paul Pioneer Press, 20 Oct. 1912, Fourth Section, 37.

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<sup>39</sup> Weiss, 10.
<sup>40</sup> Weiss, 55.
41 St. Paul Pioneer Press, 27 Oct. 1912, Third Section, 28.
42 St. Paul Pioneer Press, 17 Sept. 1911.
<sup>43</sup> St. Paul Pioneer Press, 23 June 1912, Second Section, 29.
<sup>44</sup> Interurban Graphic, 19 May 1888, 2.
<sup>45</sup> St. Paul Pioneer Press, 25 July 1909.
46 "Eastern Plan to Attract Builders," St. Paul Pioneer Press, 24 Sept. 1911, Second Section, 7.
<sup>47</sup> Sandeen, 31.
<sup>48</sup> A Zoning Survey: (City of St. Paul, Minnesota: Board of Zoning, 1936).
<sup>49</sup> St. Paul Pioneer Press, 19 July1911, 16.
<sup>50</sup> St. Paul Pioneer Press, 9 July 1922, Section 3, 3.
<sup>51</sup> St. Paul Pioneer Press, 19 April 1925.
<sup>52</sup> See "D.E. Lane Known as Builder of Homes," St. Paul Pioneer Press, 4 Oct. 1914. Seventh Section,
p. 2. <sup>53</sup> Cloverdale advertisement, St. Paul Pioneer Press, 20 Oct. 1912., Fourth Section, p. 37.
<sup>54</sup> St. Paul Pioneer Press, 15.Sept. 1912.
<sup>55</sup> St. Paul Pioneer Press, 11 May 1913.
<sup>56</sup> St. Paul Pioneer Press, 13 April 1919.
<sup>57</sup> "Den E. Lane, Realtor, Dies at Breakfast." St. Paul Pioneer Press, 1 Dec 1952, Section One, 1.
<sup>58</sup> St. Paul Pioneer Press, 21 May 1916.
<sup>59</sup> Tackson, 172.
60 "Hamline District Building up Rapidly." 28 May 1911, Third Section, 6.
<sup>61</sup> St. Paul Pioneer Press, 15 May 1910.
<sup>62</sup> See "Some Attractive Additions Now Being Developed," St. Paul Pioneer Press, 11 Oct. 1914,
Seventh Section, 1; "Beautiful road Attracts Homes," Pioneer Press, 7 July 1912, Third Section, 1.
<sup>63</sup> St. Paul Pioneer Press, 15 Sept. 1912, Second Section.
<sup>64</sup> St. Paul Pioneer Press, 13 May, 1917.
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66 Weiss 67.
<sup>67</sup> Davies, 138.
68 "Hundreds of Demonstration Homes to be Opened to Public May 11-18," St. Paul Pioneer Press,
 6 April 1924, Sixth Section, 6.
 <sup>69</sup> St. Paul Pioneer Press, 3 June 1923.
<sup>70</sup> St. Paul Pioneer Press,12 April 1925.
<sup>71</sup> St. Paul Pioneer Press, 24 Sept. 1922; 24 Dec. 1922.
<sup>72</sup> St. Paul Pioneer Press 17 Sept. 1922.
<sup>73</sup> St. Paul Pioneer Press, 27 Aug. 1922.
 <sup>74</sup> St. Paul Pioneer Press, 13 April 1919.
 75 St. Paul Pioneer Press, 27 April 1919.
 <sup>76</sup> "Real Estate Boom in St. Paul is verified by Register of Deeds' 1923 Figures." St. Paul Pioneer
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 <sup>77</sup> "Highland Park Project to Serve Western St. Paul. St. Paul Pioneer Press, August 10, 1924.
 78 "Ford District Becomes Center of Real Estate Development in Northwest
 6 April 1924. Section Six, 18.
 79 "Plans Announced for Development of Lane Holdings in New District," St. Paul Pioneer Press, 5
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 <sup>80</sup> "New Golf Links Adjoin Location of Model Home," St. Paul Pioneer Press, 3 April 1927, Sixth
 81 St. Paul Pioneer Press, 3 April 1927, p. 3.
 82 "Montcalm Place, New Subdivision, Overlooks River," St. Paul Pioneer Press, 29 August 1926,
 First Section, 11.
 83 St. Paul Pioneer Press, 24 May 1925.
 84Schmid, Chart 67, opposite 132.
 85 Schmid, Chart 95.
 86 Jackson, 187.
 87 Jackson, 203.
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⁸⁸ Jackson, 187.
⁸⁹ St. Paul Pioneer Press, 15 June 1930; 29 June 1930.
⁹⁰ St. Paul Pioneer Press, 15 June 1930.
⁹¹ St. Paul Pioneer Press, 9 June 1935, First Section, 9.
⁹² "All Steel Home Introduced Here," St. Paul Pioneer Press, 19 May 1935, First Section, 8.





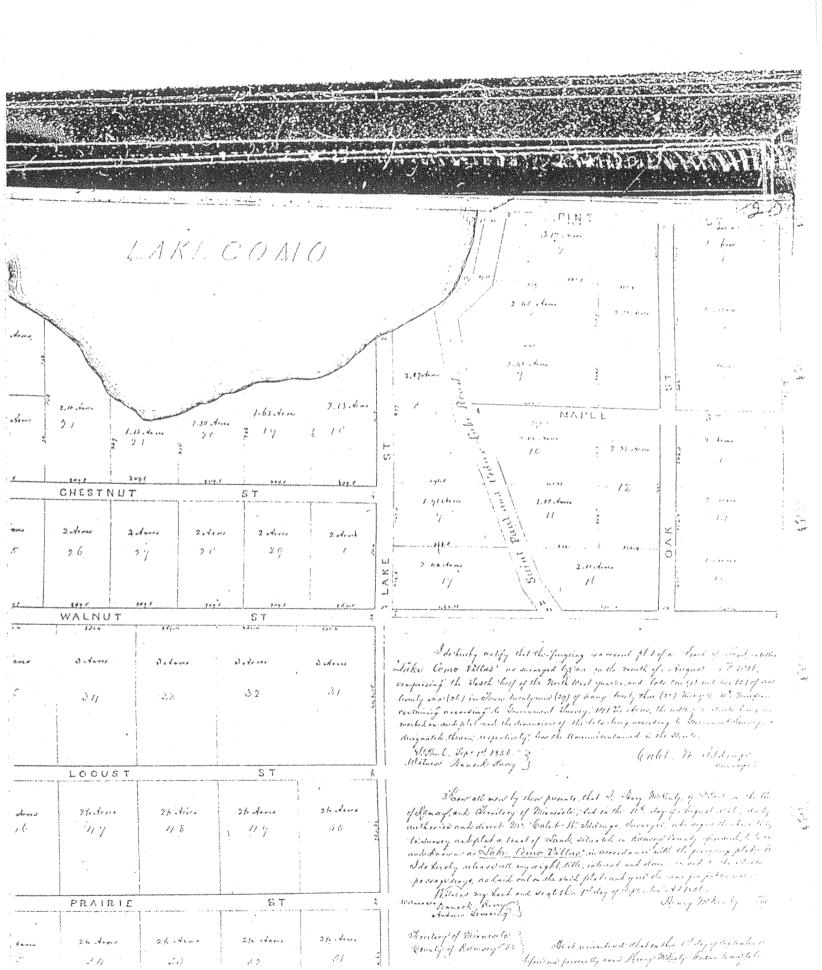
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St. Paul. -- Table BB represents a summary of the territorial annexation for the city of St. Paul.

Table BB .-- Territorial Accessions of St. Paul, Minnesota.

Map Designation and Date	Area Square Miles	Cumula- tive Totals
(1) Original town, November 1, 1849	.54	.35 .89 4.00
(4) February 27, 1856		4.84 4.96
(6) March 6, 1868	.49	5.45
(7) February 29, 1872. (8) March 6, 1873. (9) March 5, 1874.		12.49 15.56 20.06
(10), (11), and (12), March 4, 1885	15.28	35.34 55.44*

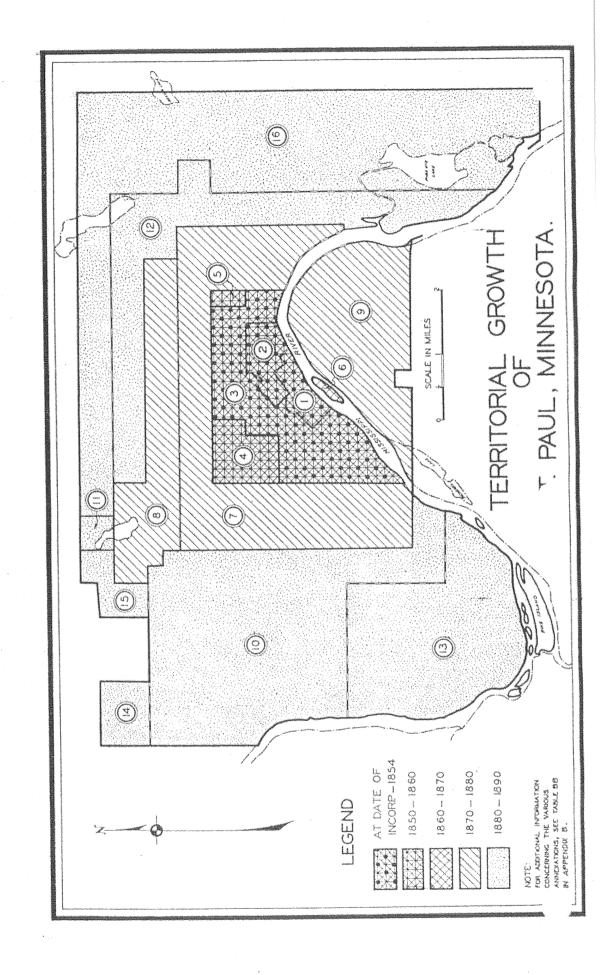
^{*}Includes 3.27 square miles of water.

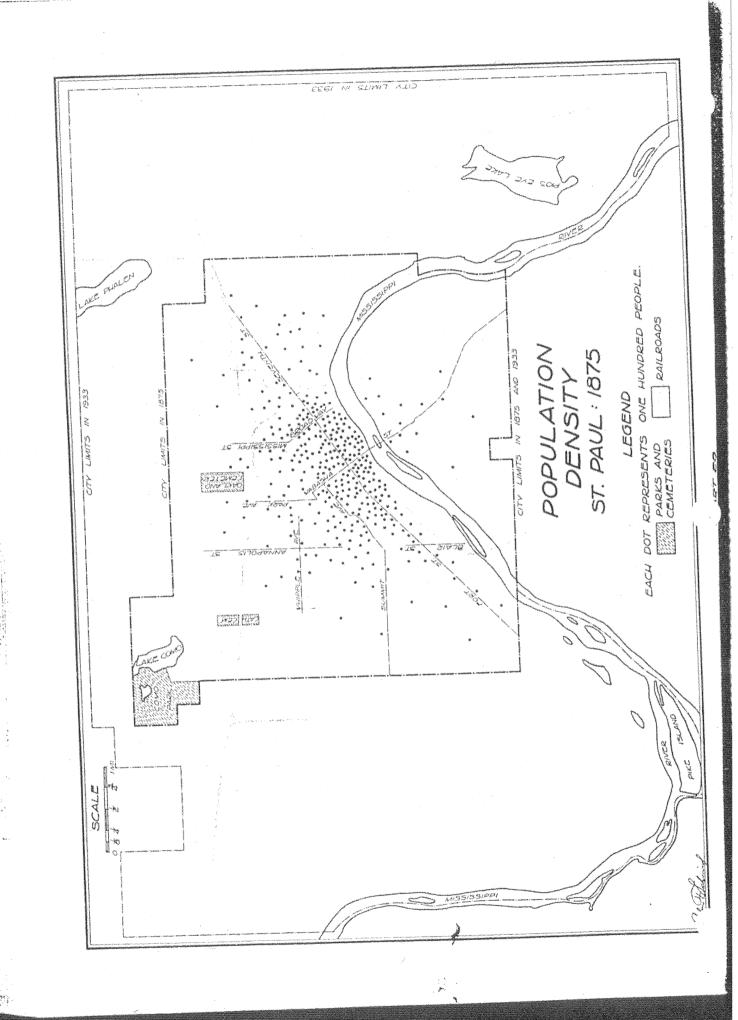
For a further discussion of the data in Table BB, see page 70.

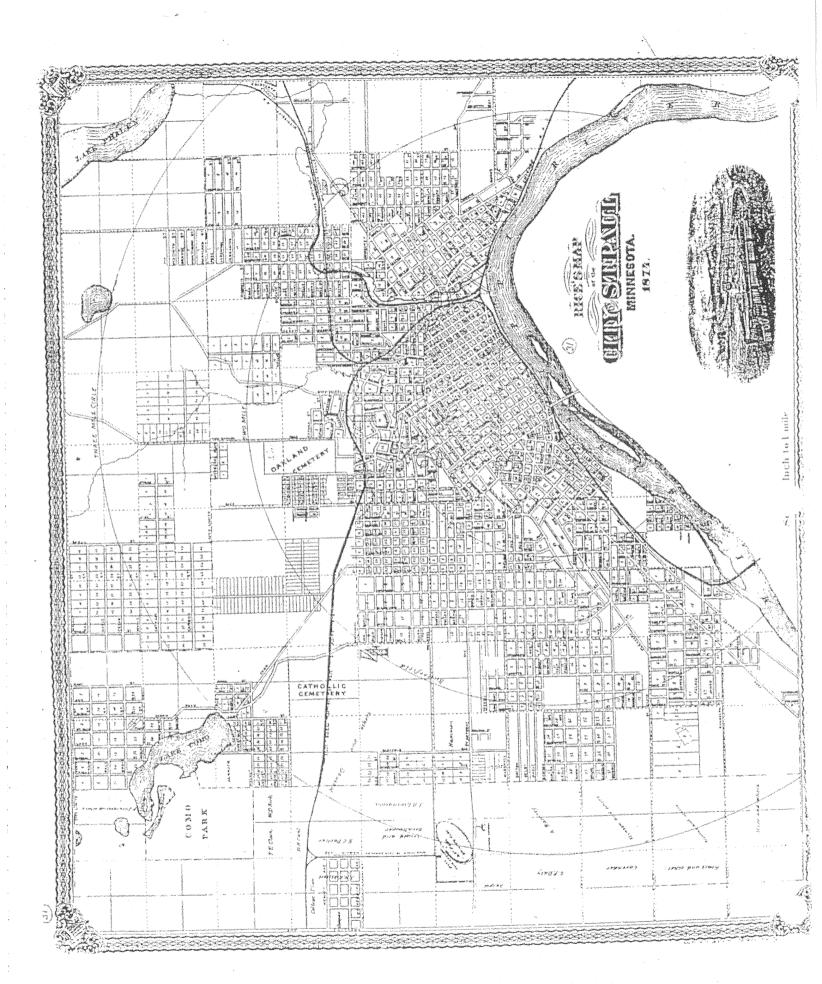
Chicago. -- Table BC and Chart 209 present in summary form data relating to the territorial expansion of Chicago. It will be observed that Chicago was incorporated as a city in 1837 with 10.64 square miles of territory, which has increased to a total of 210.61 square miles at the present time. The period of greatest growth was during the decennial period from 1880 to 1890 when 138 square miles of territory were acquired.

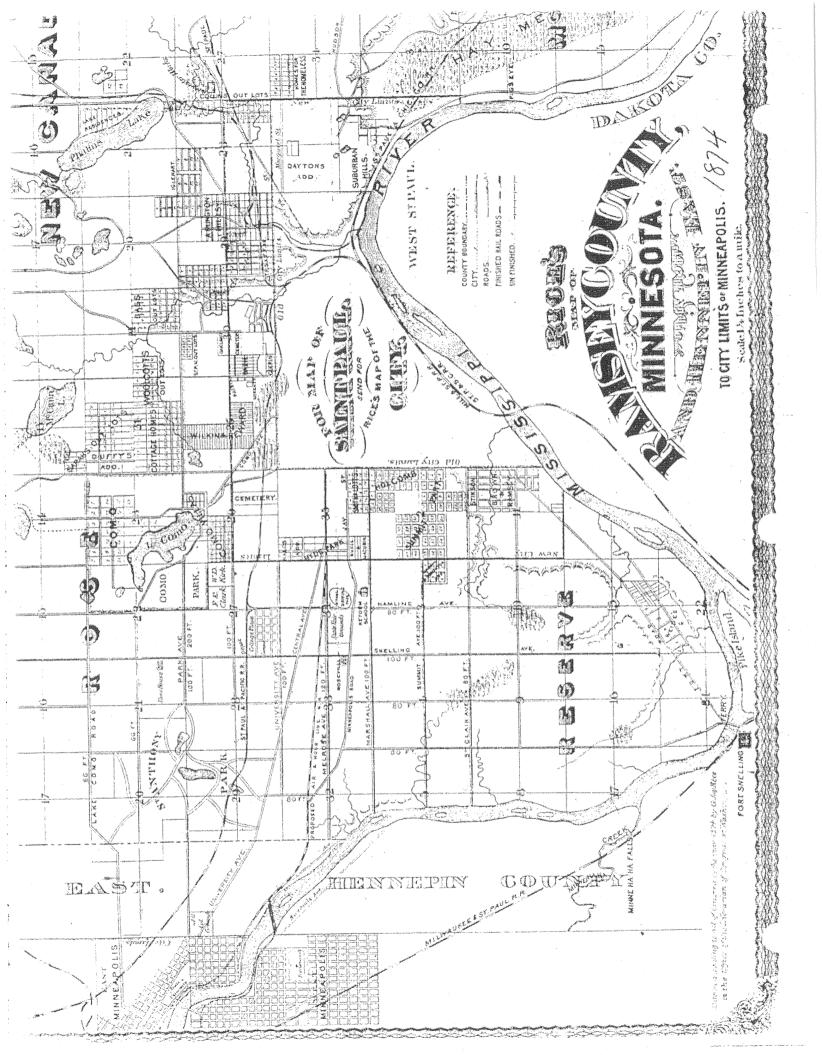
Table BC .-- Territorial Accessions of Chicago, Illinois.

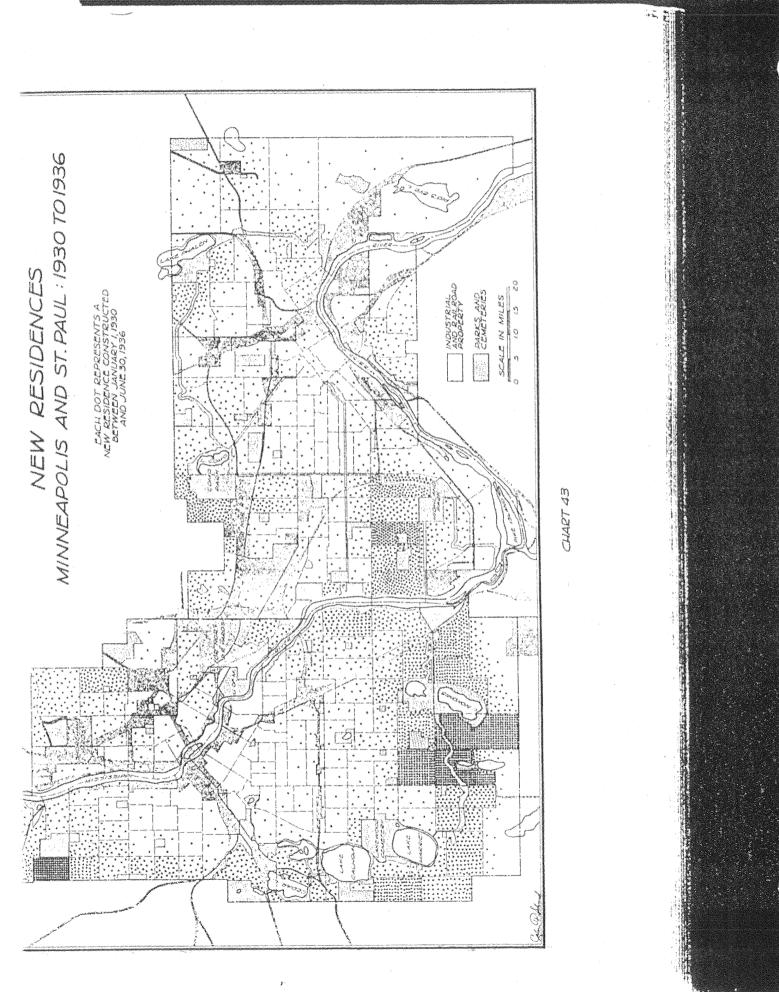
Map Designation and Date	Area Square Miles	Cumula- tive Totals
(1) Original Town platted by Canal Comm., 1830	.42 .48 1.52 8.22	.42 .90 2.42 10.64
(5) and (6) Withdrawn by act of Legislature, 1843	.88	9.76
(5) and (6) Re-annexed by act of Legislature, 1851	.88 7.37	10.64
(9) 1863; (10), 1869; and (11), 1869	17.75	35.76
(12) 1887; (13) to (18), 1889; (19) and (20), 1890	138.74	174.50
(21), (22), and (23), 1890; (24), 1891; (25), (26), and (27), 1893; (28), 1895; (29), 1899	16.14	190.64
(30) 1910; (31), 1911; (32), 1914; (33) to (37), 1915; (38), 1918	8.72	199.36
(39) and (40), 1921; (41), 1922; (42) and (43), 1923; (44) to (47), 1924	3.20	202.56
(48) Accretions	2.42	204.98
(49), (50), and (51), 1927; (52) to (55), 1928; (56), 1930	5.63	210.61







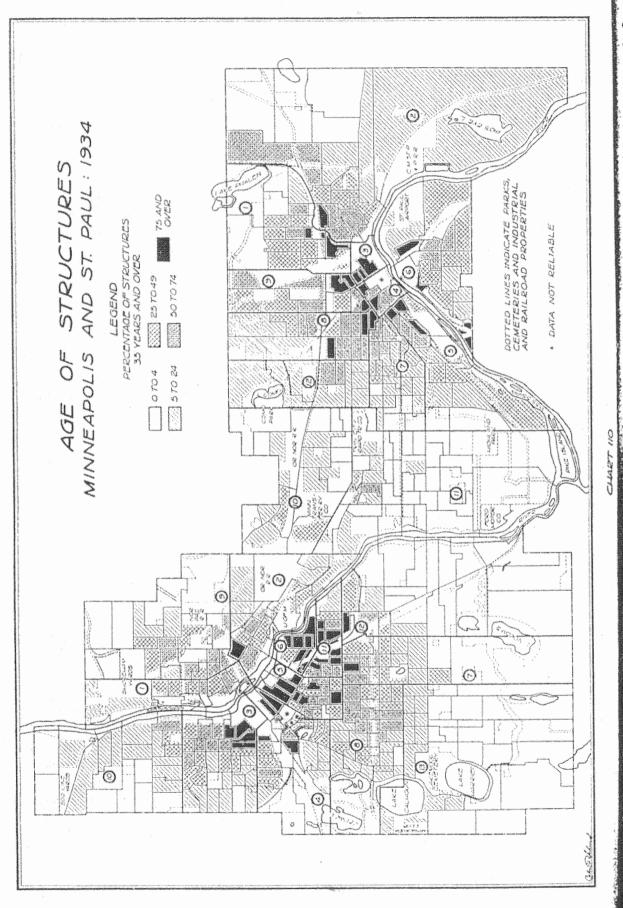




RESIDENTIAL STRUCTURES MINNEAPOLIS AND ST. PAUL: 1934 LEGENTO STRUCTURES PERCENTAL STRUCTURES CLASSIFIED AS ONE-FAMILY DOTTED LINES INDICATE PARKS, CEMETERIES AND INDUSTRIAL AND RAILROAD PROPERTIES. 00 ANO 00/ANO ONE-FAMILY <u>(</u>0) 25 70 49 2 75 70 89 0.7024 88 50 70 74 (0 0 0 0.

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SUNDAY EDITION of the ST. PAUL DISPATCH)
ST. PAUL MINN., SUNDAY, APRIL 13, 1919.

WOMEN'S CLUBS NOME BUILDING MUSIC

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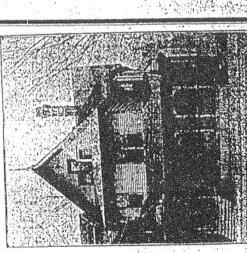
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strictions. One party is now building a splendid brick house on 150 feet, and opposite side of street is all built up. Your choice of any remaining 75 feet, \$16.00 per foot. No. 1631 HAGUZ AVENUE, CORNER FEX.

As steed, moster, series gross, tash your and large room, then
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HUELER BROSS,

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RYAN BUILDING 215) 8 may

MANY PLANS ARE BEING PREPARED

NOW FOR ARTISTIC HOMES IN

a home in an exclusive restricted district are People who appreciate the advantages of owning choosing locations.

St. Paul's Addition De l

Make your selection now and enjoy the advance that is sure to come with completion of improvements. A telephone call will bring an automobile to your door, so that you may drive out and inspect this choice property.

Jeuthold Norton Co.

Wm. S. King Co. AND WARRANTE STREET

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Gigantic Sale Today 10 A. M. to 7 P. M.

The Pride of the East Side

\$10.00 Down, \$10.00 Monthly

This magnificent property has only been in the market a week. During this time more than \$30,000 in lots have been sold. Over 10,000 people visited the grounds during the opening sale. Even greater crowds will be on the grounds today.

Lane's Phalen Grove became the most popular addition in the city in a day. The rush for lots in this newest addition is unequaled in the history of this city.

Look this town over from cul to end, note what each section has to offer—then visit Lame's Phalen Grove—see it in all the splender of its natural heavis—observe the many indural obsantages for exclusive home purposes, and you, too, will be an enthusiastic booster of this little Edon. A prominent land-scape architect on seeing Lane's Phales Grove for the first time exclaimed: "If I were a rish nats, I would but this cuttire tract for a home; it is the most heautiful piece of property for a home I've seen in this city."

A Man Is a King in His Own Home

A MAN IS 2 King in his Own Home There is no place where a man can do as he pleases, where he is absolutely supreme, except in his own home. A place that he ownermed an call home in overy sense of the word. If he wants to dig he can dig. If, he wants to patter ground or paint the feder or the louse, he can do it and no man can prevent him. It he feels like throwing a brick on the roof of his home, it's his privilence, that no me can stop him from. To own your room property makes a man a brick called the man, a better citizen, a better father. It brings out the level qualities in a man, makes him hisperpolest, self-retiant, and strook. The wife and his children will take greater pride in their home of they can call it home in fact as well as in name. The scheep of new seasons is worth whatever little denial may be necessary to attain a home of your own.

What Lane's Phalen Grove Offers the Home Builder

Every advantage and blosaure that makes country or lake above residence desirable, combined with all the social and aducational missages and convenience that the city offers, are happily blended in Lane's Pholes Grove. No long, tedlows trais or car ride to go to said from your business—by minutor-will land you in the heart of the downtown business district. Lane's Pholes Grove is only 10; miles from the Court-House, and is the greatest disportunity for a homostic of as a wall edge lovestment in the city of St. Paul today.

Location

Park, seembrily out right off the park, it is surrounded on two select by 455 acres of negativent park. The winding shores of Lako by 455 acres of negativent park. The winding shores of Lako Pinatea, with the clear, pure, limpin makes is only a stone-a throw from this property is boilined and the sast by Forest street, on the south by levy, on the west by Arcade indiverself and on the sast by Forest street, on the south by levy, on the west by Arcade indiverself and on the sort by Wheelook Park Drives (Lake Come and Phalen areanes). It has 2,650 feet of park frontage, over 2,550 feet of businesself and park orient frontage, and is travelsed by the Phalen Park car line, to entire length on Porest street.

Prices and Terms

Present low prices on lois in Lawa's Phalen Grove are possible only through my wholesale operation in city real setate. I sell at whole-sale one a small profit basis. You can prove this by saking the price-sale on a small profit basis. You can prove this by saking the price-sale into across the size, suchous any convenience or attroct car facilities. They are asking \$100 to \$100 per int. I am selling tols, during this sale only, in Lawa's Pinielle Grove, at \$100 to \$132 cane), and I make the terms so cave that every man who has sufficient smittion can buy. \$10 down and \$10 per inout its sail that is necessary, to become a house owner to Lama's Piniell Grove. Less than the price of one sea son's remisd of a lake cottage, and on your own terms. Can you resist this wonderful opportunity?

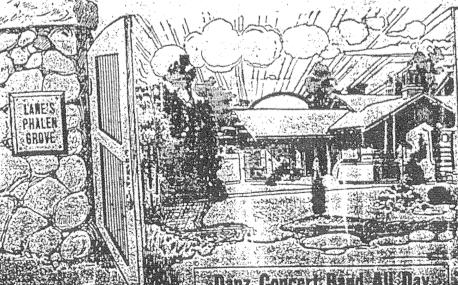
Sultable Restrictions

In order to protect all nurchasers in Land's Photon Grove against underirable incighiers, who would pix up shacks and buildings that would injure adjoining property, I am enforcing certain building restrictions, without working a hardship on the buyers who desire to build.

Directions

Take Phales furi car, noing seat on Seventh street, to the cormer-of try and Forcel, where our omce is located.

DEN E. LANE, Owner Gen. Offices, 605-606 New York Life Building





COMPTODAY NE'S CLOVERDALE

Delightful Homebullding Sites Near Beautiful Lake Phalen

A Big Tent and Boautiful Oak Grove Will Give Shelter From Rain or Sun.

Band Concert At "Covereda" today from 19 14 13 and 1 to 5 T. M. Frey-body valuess.

FEW WEEKS AGO we bought the finest piece of unimproved residence A PEW WELRO AND WE Dought the finest piece of unimproved residence property in all East St. Paul—a splendid 40-acre tract out near Lake Phalen. In best friends would scarcely recognise that piece of ground now. We've had a big force of men busy for weeks, with teams and scrapers, leveling and grading this tract; we've laid our wide streets and alleys, and, finally, we've platted it into 230 of the most beautiful and desirable building lots to be seen anywhere in East St. Paul. These ion are ready for your inspection today.

BUY AFINE \$5 Cash and \$1 Per Week

We will serve be Dress Free by all visitors to Lase's Corotaly TODAY. You was british

The Sale of "Cloverdale" Lots STARTS TODAY AT 10 A. M.

Where Cloverdale Is

Lane's Cloverdale Addition extends a blooks along Earl street from Magnolia street to Marylan" and eastward to within 2 blocks of margine and community to the west and south is already built up solidly with homes, right to the boundaries of our addition.

How to Reach It

It you live too far away to walk, take Phales pay on the 200 am away to make, take rusher Park or Payne avenue car; get off at histy-land and Forest and walk two (2) blocks straight east. Then look for the big sign that says: "This is Clovardale."

mprovements

We've spent a good deal of money improving and developing our "Gloverdale" tract, but the results are well worth all the time and money we devoked to it. For weaks we've had a small army of mos and teams at work out there grading and leveling, filling up the low-places with good dipan earth, cutting streets, alleys and gutters.

Every lot has already been surveyed and staked.... the surveyor's stakes are now in the ground, marked in plain figures.

City water, sewer and gas are already built out to Clowerdale, ready to be extended an soon as improvements demand them.

Lots of Generous Size

All the lots at "Cloverdals" are full size. strill feet, giving you ample room on all sides. The atreets are 60 feet wide and every lot runs to a 20-foot alley. None of these inch has ever been offered for sale to home buildare below. Early buyers will weap biggest benefits. The whole 200 lots go on sale today at fixed prices. He stellow.

The sale will continue until 8.00 this evening, and every day this week, from 10 A. M. to 8.00 P. M. Our courteous salesmen will be on the ground to show you the lots and furnish any information you may desire.

Degining someroom (meaning) we will have several across as the five disposal.

Those who wish to go out and see these lots. Make appointment by phone.

Call Coder 918.

7. S. 3472.

Don't let anything prevent your coming to "Cloverdale" today, for this is the most important sale of residence lots that has taken place or will take place in East St. Paul.

To make the day more enjoyable for you we're going to have the Minessota Btate band concert from 10 to 12 and 2 to 5 o'clock and serve ice cream free to all



ADVANTAGES AND ATTRACTIONS OFFERED BY LAKE'S "CLOYERDALE"

ADVANTAGES AND ALLEADY AND ALLEADY OF A PARTY MAN OF A FARMY PROVIDED TO A PARTY MAN OF A PARTY MAN OF A PARTY AND A PARTY AND

Low Prices-Terms

These lots cought to bring \$75 to \$150 apiece than we've asking for them. But we have other projects that will soon demand our attention, so we've put extremely leve prices on the "Clorardale" lots that about sail the en the tract with a runh. The prices are:

150 Splandis-fell atzu latz. \$250 65 full size lots at \$200 and \$225 15 extra choice lots at \$200.

Terms: \$5 Down; \$1 Per Week

Purchager also has the privilege of paying a greater amount of in full at any time. At more consciuent for you, openis arrangements who he tooks for enveluely mixed of seckely premote. So per each discount for all cash, a clause in contract protects the buyer in case of sickness or when out of work. A free shock of the cash is the protection of the cash of the cas

NOTE,-All lots go at our fixed prices-bons at soction.

The Title Is Perfect

We give a Torrens Certificate of Title and our personal guaranty with every lot sold, making your title absolutely safe and secure.

A Poying Investment

If you do not wish to build, but are looking for a first class, safe and preditable investment, you don't need to look any farthef than Lana's "Governals". The Twin City Hand Transit company's projected new White Boar car line will pass directly in front of "Queentals" on Karyland avenue. The moment this line is completed those jots will be worth double the present purpose.

completed those bots will be work council to present prises.

Onns today and sector your job or loss while you can get the best salection and he destormance. If there are any "Chrowchiefe" lots still manded strly 15th the price will be raised.

10 to 30 per rotal.

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Security of the future as well as the present is one nish each and every purchaser with, this security, no flats or store buildings to mar the beauty of your home in the future. chase of residential property today. Our restrictions fur-

\$10 Down and \$10.00 monthly will secure a lot in Hankee's Cleveland View. This property is

fully restricted as to building line and minimum cost of con-

struction of dwellings. No stores or flats allowed to be built. All improvements in or ordered in.

With a Torrens Title and the Above Restrictions
This Property Offers An Exceptional Investment to the Investog.

We Invite Inspection, Come Out Today, Our Representatives Will Be on Hand Show You Our Property, Corner Randolph and Cleveland.

Chances for Investment Are Plentiful at Present Declares St. Paul Banker FOR SALE the section for the section of Sees Bright Future for the Northwest AT HANKEDS PLAT in the section of the time of the section of the section

BUILTING OF REALTY

How is This to make with Us.

n order to give our prospective customers an idea of the view that can be lad from Hankie's Chevrhuld View we secured the services of John M. Douglesty, Gildhan Block, the flowest makespe artist in the property of the surroundings from the region of Bandelph and Prior.

The Greatest Bargain in St.

Selling Price \$7,500.00 | Terms to Suit

HACKNEY INVESTMENT CO.

ERE'S WHAT SIO WILL



Sampunozins

The new El paul Academy, which is being everted on Randolph street just and of Kipp's Mucliester Park.

Will compiles twenty as seres of with its large, specials grands will be and of the besuly speis of the city. will competed twenty-six acres of ground and will be one of the finest ground and will be one of the finest achoose in America. This schools wheels in America.

park with its validable two and choosy, making as dash perpond Grade Acheol will be errited in There is a Familia Grade Mendel funat Catherine's exminery, which is across Randulph street from this addition, 1st really and target, beauti-THE PERSON IN THE PERSON PARTY. ing for a nice quiet home-18.6

Prices Today:

4300.0025

Sale Today TO A. M. to 7 P. W.

Rain or Shine.

There is a building restriction of \$2,000.

We give you possession of your lot the minute you have made your first payment.

LOT MIOX

Samuel Samuel

and Snelling Avenue, at which point our representatives will meet you.

We have an office on the grounds.

How to Reach Kipp's Macalester Park.

0

Sale Opens ". Grounds Today, Sunday, at Phones: "Talker

LOCATION

sewer, water and sidewalk all complete. Prior Avenue on the West and Pairview avenue on the east are graded and water is now being put in. James street on the north is not graded but an order has passed the council for grading this street and sewer, water and sidewalks will follow. The two plats show the east location of this property. One of them shows the surrounding district and the other one shows the addition itself, giving wdiths of streets and all them shows the surrounding district and the other one shows the addition itself, giving wdiths of streets and all side of Randolph street, which street is sighty feet in width, graded, leys, size of lots, etc.

Macalester Park S,003

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This advertisement is written to

The True Idea

give you a true loss of what Xipp's

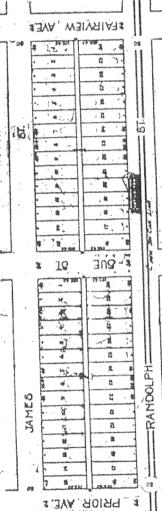
have doing, you can do if you will, eally you must about all the indifference and hashallon and let us hashallon you.

year eyes, therefore, every statement made in this advantisement about Kipp's MACALESTER PARK ADDITION IS TRUE. Come and see

power that can are you from using

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therators, ***/



STREET CAR SERVICE

STODOWA & \$10 Per Moulb

\$5 Down & \$1 Per Week

on #11 Lots on James Street

on all Lots on Randolph Street. Sale Today TO A. M. to 7 P. M.

> The new Randolph street car line, which will be in operation not later than August 1, 1916, will run along the south line of this property and it will connect with the Snelling East Seventh street car line, which is known as the Cross Town Line, thus giving property owners in this district ready access to all car lines in the city. This service will enable purchasers in Kipp's Macalester Park to reach any point in St. Paul in the shortest posible time.

Take any street car, transfer to the Snelling-East Seventh street car line, tell the conductor to let you off the car at the corner of Randolph street

2 You get Torrens Cerdificate of with every lot.

X

There is a building restriction of \$2,000.

Rain or Shine.

508-511 Germania Life Bldg.

Tri-State 2548

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AND THE PROPERTY OF THE SAINT DEALE, WIGNER OF THESE COLUMN TO SAINT SAI

Home Sites Beautiful

KIPP'S MACALESTER PARK is a ready platted addition of sixty form before, and in which such and every lot is a suitable home building site cavered with besulful ask frees.

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will comprise twenty its seres of ground and will be one of the Bresk acheols in America. This rechool The new Gr. Paul Academy, which is being erected on Bandsiph street just eat of Kipp's Macalester Park, will comprise twenty, six acres of with its large, epacious grounds will be and of the beauty apple of the

ther east on Mandolph street and measure for the forest will be erected in the bear future. There is a Public Grade School fur-Catherine's Seminary, which

Shows General Location. Man SEE

A little registy of the less four years' bosiness confidens some yeary interesting from a brung that time we have said to actual purchasers armships over a thousand lets, it which 477

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D The dotted lines show the Bandolph car line extensions. X

With from cross to cross and St. Clair street The Bandolph line will be extended from Snelling to Clevecross the these extensions and the advent of the Hver, making a fifth interimban line. land and it is thought it will

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have done, you can do it you will, and Service of the following

Wanted at it is today.

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spring realty season great building activity is looked for. The rolling lands in the Cleveland district make beautiful home sites, overlooking the Mississippi river and boulevard. The Bt. Clair line is to be finished in 1917 and the Randolp one this year. The black arrow points to Kipp's Macalester Park Addition.

NOTEVOOR

water is now being put in. James street on the north is not graded but an order has passed the council for grading this street and sewer, water and sidewalks will follow. The two plats show the exact location of this property. One of them shows the surrounding district and the other one shows the addition itself, giving, wdiths of streets and altiem shows the surrounding district and the other one shows the addition likelf, giving, wdiths of streets and alseiver, water and sidewalk all complete. Prior Avenue on the West and Fairview avenue on the east are graded and This property is situated on the north side of Randolph street, which street is sighty feet in width, graded, leys, size of lots, etc.

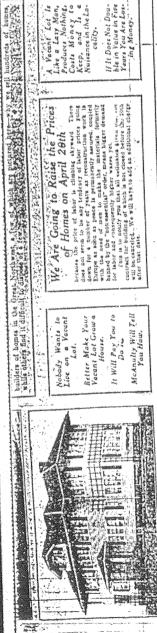
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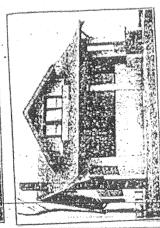
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The True Idea

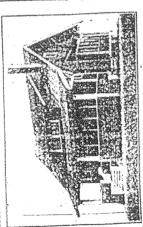
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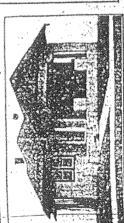


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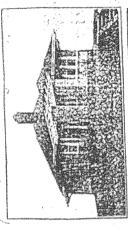
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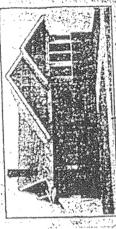
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At the End of Ten Years, Who Has Your Coin?

Which Is Cheaper, to Rent or Own a Home? An Answer to

Take a filodo do home Do an esample, a file cruisi is \$23.50 per month, not adding apprinting me interest upon money paid is a bitch means an additional profit for las landing file interest will take care of regime very microfy. You have parred with \$4.500 in one years. Your tanding has been been common to the month of the profit of worthless rest restricts.

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Size Figure From the Control of the Property From Property 1845 for 11 rest. 200003 00.000 \$ 11,500.00 2000

ask. They make you stop, stars \$44

Comfortable Designs These Really Classy.

\$5,153.00 Total cast McAnadly Pinn, only

MCANILTY FLAN SAYES YOU'N' 11945 SO PAYMENTS ALONG MIN. THERE IS A FEASOR.

Residee, Michaely Romes are complete to every de-Electro, writing and fatures, high grade plemblak, water all de every conservitions from the attest service house, extitionary wash uses, take, fander, curtain from everytaing meeded for comfort.

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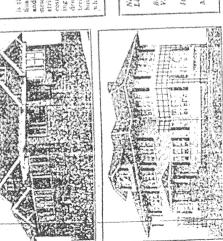
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Far Better Home For Far Less Money

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Nobody Wants to Live on a Yacant Lot.

We Are Ğ

> Better Make Your House.

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Mednutty Will Tell You How. It Will Pay You to Do It.

A Vacant Lat II.
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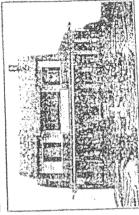
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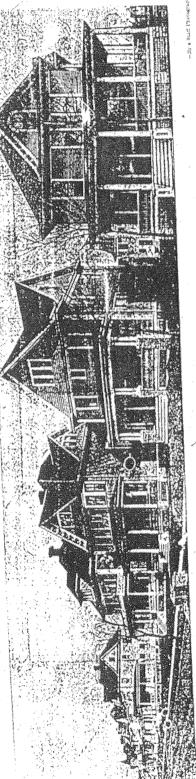
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THIMD SECTION.

HOUSES ON LAUREL AVENUE FOW OF ATTRACTIVE

Many Expensive Homes Are Being Erected in the Seventh Ward and No Portion of the Ward Is Filling Up More Rapidly Than That of Laurel Avenue Near Milton Street.



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SAVE YOUR

DANIEL KELLY REAL ESTATE-FOR \$40

DWELLING HOUSES

I offer below, and selections from that states your tang and your pursu to go our and investigate

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Exclusive Residence ... Property for Sale

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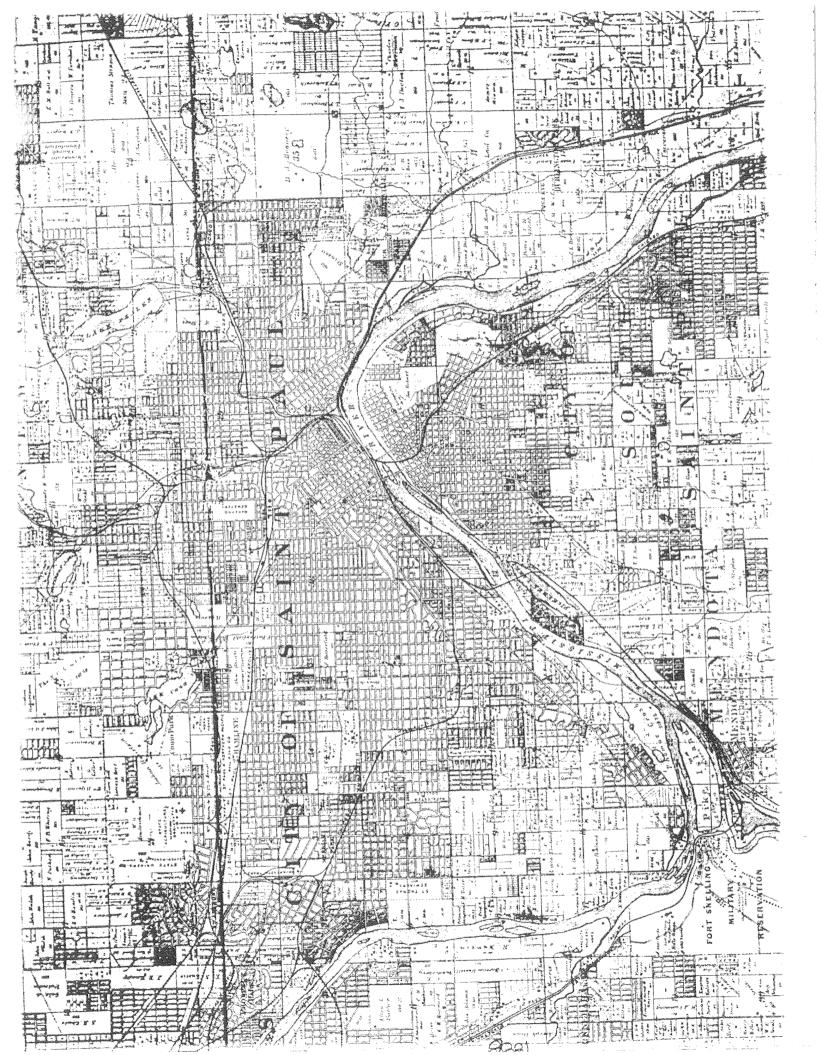
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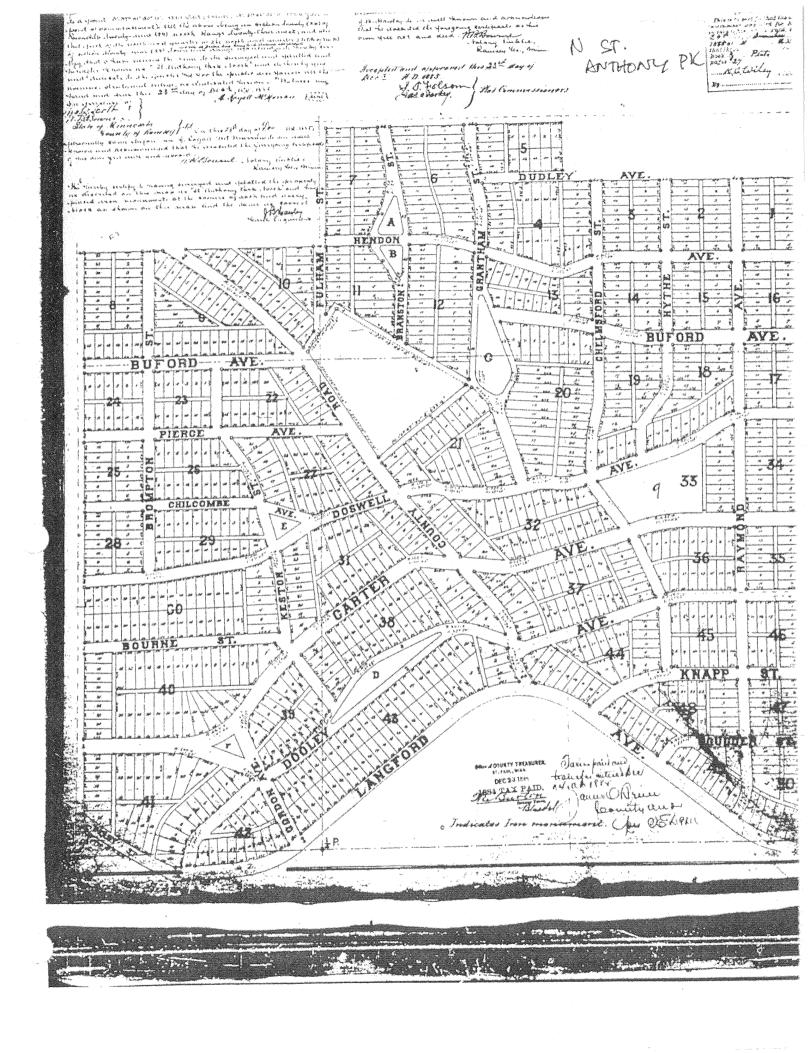
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W. E. BURTON,

Real Estate and Loans

Money Loaned on Improved Real Estate at 6, 7 and 8 per cent., according to location of property and size of loan. Investments made and Taxes Paid for Non-Residents.

SOLE AGENT FOR MILHAM PARK ADDITION TO ST. PAUL

MILHAM PARK

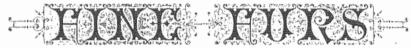
is located on the Snelling Avenue Boulevard, only four Blocks from Macalester Station, in the very heart of the most desirable residence section of the inter-urban district.

LOTS SOLD ON FAVORABLE TERMS.

Write for Plats and Full Particulars.

Bank of Minnesots, St. Paul. Germania Bank, St. Paul. St. Paul National Bank, St. Paul.





Correspondence Solicited. Special Attention Paid to Early Orders. 99 4 101 East Third Street. ST. PAUL.

UNION LAND COMPANY



Capital, \$2,000,000, fully paid.

F. D. HAGER, PRESIDENT AND TREASURES. G. B. YOUNG, VICE PAPRIOENT.

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HE COMPANY owns extensive tracts of land within the city limits, suitable for suburban residences and sites for manufactories. The Chicago, Milwaukee & St. Paul, and Chicago, Burlington & Northern Railroads traverse the whole length of these lands, affording to manufacturers unequalled facilities in the way

of transportation and transfer for both supplies and products. The lands comprise both tracts upon railroad grade and uplands, from the latter of which superb views of the city and the Mississippi River are obtained. Substantial assistance will be extended to manufacturing concerns which will locate their plants upon the company's lands, and correspondence is invited. Residence lots for sale. Address the Company,

Room 7 German American Bank B'ld'g, ST. PAUL.



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