

FRIENDS OF THE JUNEAU DOUGLAS CITY MUSEUM

History on the Channel

Your Monthly News Flash

Are You at the Mercy of the Landlord?

Are you paying out every 4 or 5 years enough rent money to provide yourself with a comfortable home of your own? Does the prospect of owning a home when your investment is secure and when you can enjoy your leisure hours in privacy and comfort appeal to you? I take it for granted that every man, (be he rich or poor, married or single) has realized the disadvantages of the rented apartment, the rooming house, the restaurant and the many other substitutes for the home and the lack of conveniences and comforts he is forced to endure, which he would be able, in many cases, to correct if he only had a home of his own.

Then, too, we have all felt the burden of the landlord upon our backs; we have all paid for many homes only to realize in the end, that the money paid for rent is money thrown away.

After years of paying tribute to the landlord you are as far from the realization of your dream of home and pleasant surroundings as when you first glimpsed the picture in anticipation.

August 1, 1914

Big Sales Campaign in the Casey Shattuck Addition!!

The "Flats" (that part of Juneau's Gold Creek Delta bounded roughly by Capitol Avenue, Evergreen Cemetery, and Glacier Avenue) was, until 1902, a 30-acre dairy farm owned by John Calhoun. In that year, the land was bought by Henry and Allen Shattuck and W.W. Casey, with plans for residential real estate development. About then, Juneau's economy went into a 10-year slump. The placer mines were played out, and the lode mines on the Mainland were struggling. Initial sales of lots in our first suburb were dismal.

By 1912, things had picked up: territorial government came to town, fisheries prospered, and two big mines (Alaska-Gastineau and Alaska-Juneau) were readying for large-scale operation. Juneau was booming and residential property was in demand. Moreover, a road to the new area (Willoughby Avenue) was under construction. (See History on the Channel for July). In 1913, the Casey Shattuck Addition was platted and formally added to the growing city. A major sales effort was carried out in 1914.

Read more:
"Juneau's First Suburb", in Gastineau Heritage News September 1999

THINK IT OVER

A beautiful level tract of good sized lots, all cleared and ready for building is being offered to the public at low prices and on easy terms. It is the only large tract available for residence property in Juneau at anything like the price.

Ask anyone who has lots for sale, after viewing the property in Casey Shattuck Addition and you'll surely be convinced that the prices are reasonable.

Willoughby avenue, the new water front street is completed nearly to Auk village. Arrangements have been practically completed for a right-of-way through the Indian village and before winter sets in all the travel to and from the north will be through the addition.

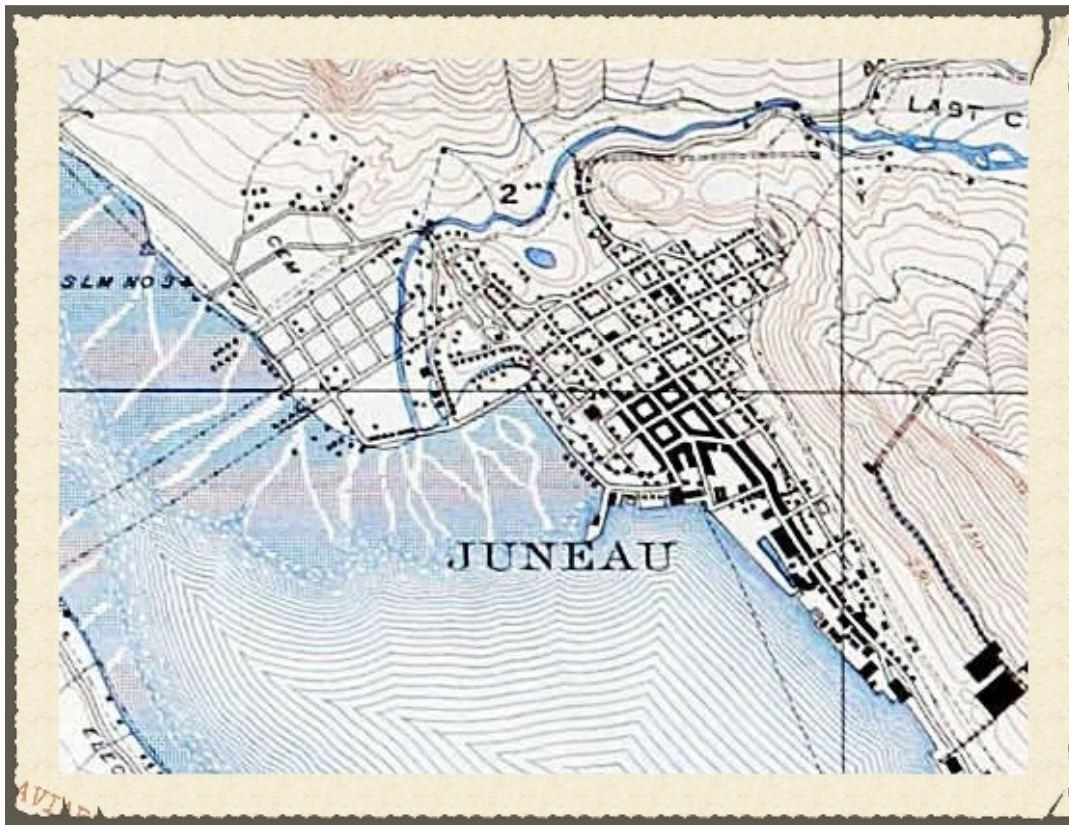
In a few days men with teams will be grading; houses will be going up. Within three months business houses will be seeking locations in the Casey-Shattuck addition.

The soil is fertile, in fact the finest gardens in the country can be found in the addition. With your own garden you can save over a hundred dollars each year on the cost of living.

Many in selecting a home site wish to buy where there is a good view. Can you imagine anything more beautiful than the sweeping view of Gastineau channel, with the snow capped mountain peaks on either side? The ocean liners coming almost to your door?

Think it over. How long will it take you to save enough money to buy a house if you continue to pay rent?

Does the prospect of owning your own home look any better than the prospect of paying rent for life? Think it over.



USGS 1915

Is Juneau a Safe Place for Investment?

Juneau is the capital and chief commercial center — the best town in Alaska,—already the greatest gold-producing center of America and destined in a few short months, to become the greatest gold producing center of the world.

We all know that the Treadwell mines have produced over 28 millions of dollars in dividends, but many do not know that over 50 per cent. of the money taken from the mines is disbursed in payrolls.

With a producing mine of this magnitude as an object lesson and three others as large or larger, nearing the stage of production, can anyone possibly have any doubt as to the value and the permanency of values of Juneau real estate.

The Alaska Gastineau Mining Company will soon be crushing 6,000 tons of ore per day.

Mr. F. W. Bradley, of the Alaska-Juneau Mining Company, stated on oath in the Gold Creek water case recently that his company has 500 million tons of ore.

It is stated on seemingly good authority that the owners of the Ebner properties are preparing to spend from 12 to 15 million dollars in development in the next two years.

WHAT DOES THIS MEAN? If it means anything, it means four times the present payroll and at least three times the present population.

WHERE WILL THESE PEOPLE LIVE? Every available lot will be a homesite, or a business location. Every man who has a steady income in Juneau, Douglas or Treadwell, should secure a lot and build himself a home and share in the wave of prosperity which is rushing this way.



One of the problems hindering development of the Flats was the task of keeping unruly Gold Creek in a defined channel. Early attempts with timber cribbing and masonry failed periodically, and the problem didn't go away until the concrete channelization projects of the late 1950s. This 1919 view looks upstream from near today's B Street foot bridge. (JDCM 96_27_001_f)

In Five Years from Now Juneau Real Estate will Double in Price **Why?**

In the first place there is very little of it.

In the second place, with a population of fifteen or twenty thousand people, which we are sure to have, values will increase manyfold.

In the third place—but what's the use—If you don't make the start soon you'll miss your opportunity to buy in Alaska's liveliest city, and you will have to move on to the next frontier with only regrets for what might have been.

THE OPPORTUNITY is offered you to get a lot in the Casey-Shattuck Addition at a reasonable price and on easy terms.

This is the only choice, easy of access, property in Juneau that you can buy at any thing near its price.

Men will soon be at work grading the streets, and houses will be going up. The first to buy will get the choice location. Go out today or at your first opportunity and get your lot, and commence to realize independence.

The above advertisements appeared in the *Alaska Daily Empire* during the first week of August 1914.