NORTHWESTERN NATIONAL BANK BUILDING WILL RISE 12 STORIES AND WILL COST APPROXIMATELY $750,000

Historic Marquam Block, Eight Stories High and One of Finest Structures of Earlier Era, Is Demolished to Make Room for Modern Business Home That Will Have 200-Foot Frontage on Morrison street.

BEFORE the present year passes into history another fine bank and office building—that of the Northwestern National Bank at Sixth, Morrison and Seventh streets—will add to the importance of Portland as a financial center and to its prestige as a city of high-class business structures.

Work on demolishing the old eight-story Marquam building that for many years occupied the site of the proposed new structure now is under way. This work will be completed before the end of the present month. Plans for the new building have been finished. They call for a strictly fireproof building, of steel frame and white terra cotta trimmings, 12 stories high and costing approximately $750,000. This, together with the investment of $750,000 made by the Northwestern Fidelity Company, owners of the property, in the site, will give the improvement an aggregate value of $1,500,000.

Every modern feature that is likely to add to the fireproof qualities of the structure will be installed. Metal doors and fixtures will supplant the wooden materials used in other office buildings. Tenants will be requested to provide as much fireproof furniture as possible. Provisions will be made to accommodate the offices of large firms and industrial concerns. Four high-speed elevators will be installed in the central lobby, which will open from Morrison street.

The building will have a frontage of 200 feet on Morrison street and of 60 feet on each Sixth street and Seventh street. An alleway 15 feet wide will provide ample light and ventilation on the north side. Every room will have outside windows.

The ground floor space at Sixth and Morrison streets will be occupied by the Northwestern National Bank, which opens for business in the office of the Portland Trust Company at Third and Oak streets tomorrow morning, and by the Portland Trust Company. Both institutions will move to the new quarters about July 1, when that portion of the building will be finished.

Plans and drawings for the fixtures and furniture to be placed in the banking rooms now are being prepared. The most modern equipment obtainable will be installed. Beauty, comfort and convenience will be the predominating features.

In the basement under the banking rooms will be installed high-class safety deposit vaults of the latest patterns. Innovations for the comfort of patrons will be provided.

The Northwestern Fidelity Company was organized a short while ago to acquire the Marquam building and to make improvements necessary to accommodate the two banks. Its stockholders also are officers and directors of the Northwestern National Bank and the Portland Trust Company. A separate company was organized to carry the property so that the banks' funds would not need to be used in the building.

NEARLY $60,000,000 SPENT ON BUILDINGS IN PORTLAND DURING LAST THREE YEARS

With New Structures Costing $5,000,000 Already Announced, and Others Under Consideration, Construction Investment in 1913 Promises to Exceed $20,000,000.

THE year of 1912 comes to a close with a remarkable record in building growth. While the total cost of structures falls a little short of the amount of capital invested in buildings in 1911, as far as the records in the City Building Inspector's office are concerned, it is a noteworthy fact that there was a more equal distribution of new buildings in the business district and of dwellings in the residential sections of the city.

Authorized construction in Portland for the year totals more than $35,000,000. A new feature enters into the situation, however, by the fact that an immense industrial movement has been launched along the Linnton road district immediately adjoining the city boundaries on the north. Here no less than half a dozen enterprises have been established, aggregating an investment of more than $5,000,000 in plants and improvements, of which a very small part is represented in the official building records. As these projects are a part and parcel of the activities of Portland, the expenditure of capital in the enterprises rightfully belongs in the catalogue of building permits. Should this additional building expansion be included in the sum total of new construction for the year, the building record of 1912 would be in excess of $20,000,000, and almost equal to the banner year of 1910, when new building construction amounted to $20,886,202.

During the past three years there has been invested in new building construction approximately $60,000,000. It has been a steady and substantial development in sympathy with the general advancement of the city. Yet, with this big building growth, Portland will begin the new year with more important building projects in prospect than at any time in its history. Business structures already assured involve a total expenditure of more than $5,000,000, while several more are under consideration that will call for an investment of an equally large amount of capital. In addition to the prospective big structures, many smaller buildings are being planned, and a big number of residences also are to be built immediately. From present indications, the first six months of 1913 will witness new building construction involving a total investment of approximately $12,000,000. It would not be surprising to see the building growth of 1913 eclipse all previous records.

In the great building expansion that has been taking place in Portland, a very important feature is to be noted that, perhaps, places this city in a class by itself. With a very few exceptions, the big business structures not only have been erected with local capital but also have been so well financed that they are virtually unencumbered with mortgages. It is declared that there are fewer mortgaged business and office structures in Portland than in any other city on the Pacific Coast. For this reason Portland mortgage investments are given a high rating by financiers who have been following the growth of Pacific Coast cities. Within the past six months there has been more foreign capital seeking investment in Portland income property than ever before in the city's history.

Among the big structures completed last year are included the 10-story building for Lipman, Wolfe & Co., costing $750,000; the eight-story Holtz building, costing $225,000; the Hotel Oregon building of 13 stories, costing $1,200,000; the Woodard, Clarke & Co. building, costing $150,000; the Shasta building of eight stories, costing $150,000; the five-story Annex Hotel, costing $125,000; the five-story Dooly building, costing $150,000; the 12-story Gevurtz building, costing $300,000; the Journal building, costing $300,000; the Merchants National Bank, costing $125,000; the Lincoln High School, costing $450,000. In addition to these structures, a large number of hotel and office buildings in the business districts of the West Side and East Side, ranging in cost from $50,000 to $100,000 have been completed.

There are under way many imposing structures, including the Multnomah County Courthouse, costing $1,500,000; the 14-story building for the Pacific Telephone & Telegraph Company, costing $750,000; the ten-story office building for the Multnomah Security Company, costing $250,000; the Empress Theater, costing $375,000; the Central Library building, costing $450,000; new City Jail, costing $250,000. In addition to these buildings there have been completed and in process of completion several fine apartment-houses, ranging in cost from $50,000 to $150,000.

Among the important structures which already are financed and which will rise immediately are the 12-story building for the Northwestern Fidelity Company, which will rise on the site of the old Marquam building, at a cost of $750,000; the Morgan building, covering half a block and eight stories high, to cost $500,000; the Pittock block building, which will contain six or eight stories and cover an entire block, costing about $700,000; the six-story office building for the Rose City Importing Company, to cost $100,000; the six-story store building for Cohn Bros., to cost $100,000; the elevator plant for the Globe Grain & Milling Company, to cost $100,000; the seven-story building for Cord Sengstake, to cost $75,000.

In addition to the large number of building projects already financed there are under consideration plans for many big structures. Among the prospective big buildings are the 12-story Masonic Temple, the 18-story Lumbermen's National Bank building, the 12-story Elks' Temple, new 13-story annex to the Hotel Oregon; working girls' home for Portland Women's Union, seven-story building for Percy Blyth, eight-story warehouse for Mitchell, Lewis & Staver; 12-story office building for Theodore B. Wilcox. Among other prospective construction are a number of buildings that will cost from $30,000 to $100,000.

In all probability the Portland Hotel Company will decide to raze the present edifice this year and erect a 10 or 12-story structure on the full block. The matter has been under contemplation for some time, the owners feeling that a building of the most modern design and construction will prove an attractive investment. If this plan is carried out the company will expend between $1,250,000 and $1,500,000 in the building and equipment.

An important feature of the building growth for 1913 will be the activity of the Hill interests in the East Side shipping district. It is probable that $1,000,000 will be expended by the Hill system in that district during the year in constructing warehouses, shipping depot and trackage improvements.

With the big records already made in new buildings and with the big activity of the present year in prospect, Portland stands well at the top of the list of American cities in building construction. The wholesome and steady expansion of business along all important lines is accountable for this most gratifying showing.

PROGRESS MADE ON BENNETT PLAN FOR CITY BETTERMENT

Large Association Is Formed to Promote Systematic Development of Portland as Population Increases.

By G. F. Johnson, President Greater Portland Plans Association.

AMONG the chief recommendations of the plan for a Greater Portland is a scheme for the development of the waterfront and the harbor, which will bring it to a parity with the other harbors of America. This includes a dock development in the lower harbor; the establishing of waterfront drives, which would be on a level with the bridges, over the docks as at present constructed; the parking of Ross Island, and the construction of such tubes under the river and bridges over the river as will be necessary to carry traffic of the city with a population of 1,500,000 to 2,000,000.

To get a bare idea of the plan and its relations to units of improvement, one to the other, it is necessary to survey it in a general way.

Recognizing the need of intelligent guidance in the rapid growth of Portland, a group of eight energetic business men gathered together in October, three years ago, at the instigation of the then senior Senator from Oregon, Jonathan Bourne, Jr., to consider the advisability of engaging the services of the eminent municipal architects, Burnham & Bennett, of Chicago, to lay out a comprehensive plan for future municipal improvements of the City of Portland.

Some $3500 was subscribed by those present to start the necessary fund. Subsequently the amount was raised to over $20,000, contributed by 97 individuals and firms of the city. Thus the Civic Improvement League was formed.

Mr. Bennett was instructed to plan for a city of 2,000,000 people. In his first trip over the city he recognized instantly that Burnside was the natural axial thoroughfare of the city, affording, as it does, an opportunity to divide the wholesale and jobbing district from the retail district, and extending from the foothills in a direct course as far east as the city will probably grow. He noted that some far-seeing men had laid out the Park blocks, a magnificent thoroughfare if extended and opened up. The plan recommends that these Park blocks be opened, thus furnishing an esplanade from the base of the hills to the river, intersecting Burnside street.

As a cross-axis on the East Side of the river, the widening of Union avenue and East Twelfth street is recommended, also the widening of Hawthorne avenue to the east and Madison street to the west of the river, thus creating a circuit around the city which would do much toward diminishing the ever-increasing congestion.

As another aid in relieving congestion, Mr. Bennett suggests that we combine utility with beauty and build a river roadway along both sides of the river at the head of the bridges, running as far north and south as practicable.

It can be seen that Portland will need more bridges. The plan proposes having ten in all across the Willamette, and, when needed, the places suggested by Mr. Bennett, if selected, will best serve the territory in question. He has also recommended a bridge across the Columbia River, entering Portland on Patton avenue, which is now a 150-foot street.

Docks for local purposes are located on the plan in the vicinity of Swan Island, below the bridges.

Mr. Bennett has suggested three centers; a terminal center at the foot of the Park blocks; a recreation center in the neighborhood of the Multnomah Club, where the Auditorium should be located, and a civic center, practically where the City Hall now stands. A fine nucleus at this point is now formed, embracing the two plaza blocks, which the city owns.

An Art Institute is also suggested at the head of Madison street, with the foothills as a setting. A system of level roadways, catching up the street ends at the base of the hills, is recommended, preserving the most beautiful view points, which should be enlarged and cared for.

It has been said "Mr. Bennett's plan of parks, playgrounds and boulevards is worth the entire cost of his work." He has planned four large parks of varying character for a city such as Portland is to be: a great woodland park in Clackamas County; a great mountain park and hill, to be an extension of the present Macleay Park; a great park in Northeast Portland on the Columbia River, combining the sloughs and lakes; and a great park on the Peninsula surrounding Ramsey Lake, with lowland fronting on the Willamette. These are not every-day parks. They are places where the people of the city can go and spend the day, in family picnic fashion. In addition, many daily parks are suggested. The purchase of Ross Island is recommended, which, properly arranged, would rival the beautiful Belle Isle Park in the Detroit River, or the beautiful park of Vienna in the Danube.

Having secured the plan, the first step taken toward insuring the desired end was the organization, one year ago, of the Greater Portland Plans Association, with a view to enlisting a city-wide membership. Any citizen or property owner in the City of Portland is eligible. The 97 members of the Civic League, who subscribed so liberally to the original fund which made possible the plan, were created life members. From this nucleus the membership was increased within four months to over 4000. This was accomplished, primarily, through the efforts of the executive board, assisted by an advisory committee, consisting of a delegate from each of the local clubs and improvement organizations, representing various sections of the city.

The active members thus enrolled were drafted into service by the membership committee, the entire city was districted, a captain placed in charge of each district and authorized to select his co-workers and organize the district thoroughly, with a view to making a thorough canvass of the city. Ten thousand membership badges were provided for the army of workers and on February 29 proclaimed by the Mayor as Greater Portland day, the membership campaign was ushered in by the blowing of whistles and ringing of bells throughout the city. The receipts from the one-day campaign totalled over $3500, each dollar representing a new member.

Through the efforts of other committees much has been accomplished during the past year. The matter of terminal has been submitted to the officers of the Harriman system and has been favorably considered by them, also to the Hill system, and has received considerable attention, but no definite response. The general situation justifies the belief that it will be possible in the near future to announce a co-operative arrangement under which a terminal much similar to the recommendation of Greater Portland Plan will be erected.

The Dock Commission, of which the engineer, Mr. G. B. Hegardt, is chairman of the harbor development committee of the Greater Portland Plans Association is proceeding along lines generally in accord with the Greater Portland Plan, and their work, especially in the line of establishing the public control and ownership of tide land, will revolutionize the waterfront in utility and appearance.

The first important step taken toward the definite carrying out of the plan was in bringing influence to bear upon the staff of the Postmaster-General, which resulted in the purchase of the site recommended by Mr. Bennett for the proposed new Federal building. At the solicitation of Charles B. Merrick, in his capacity as president of the Greater Portland Plans Association, as well as that of Postmaster of Portland, the author of the plan went to the City of Washington and held a conference with the supervising architect, explaining the importance and advantage of the site selected, known as Block S, thus insuring the accomplishment of one proposed unit. It is suggested in the plan that the Chamber of Commerce or the city erect a building of character on the opposite side of the Park blocks, to balance the new Federal building.

Another project that has been carried out in conformity with the plan is the widening of Sandy road from East Twenty-eighth street eastward.

The efforts made in connection with a third important unit—that of the location of the new public library building—is a matter of history. Notwithstanding the failure in this respect, the members of the Greater Portland Plans Association are continuing their good work in behalf of a "bigger, better Portland."

A movement to provide for the widening of Burnside street, to secure playgrounds in the vicinity of public schools and to insure the purchase of the Country Club for park purposes was being advocated by President Merrick just prior to his untimely death.

Definite steps have been taken toward the proposed widening of Burnside street, which developed the necessity of new laws providing for excess condemnation. The legislative committee has been instructed to prepare a bill for presentation at the coming session of the Legislature to cover this deficiency.

Just previous to the special city election on November 2 an issue of 25,000 copies of a preliminary report of "The Greater Portland Plan and Municipal Facts" was published at an expense of $3000, which amount was appropriated by the city for use of the commission appointed by the Mayor to superintend the publication, of which Marshall N. Dana, secretary of the Greater Portland Plans Association, was the chairman. A thrilling civic rally was held, preceded by an old-time torchlight parade more than a mile long, including over 50 automobiles. The audience numbered fully 4000, the largest pre-election gathering in the entire city. The speakers of the evening briefly pointed out the economy of such a plan and the necessity of having the same adopted as the official city plan, with the result that election returns showed more than two to one in favor of the adoption.

The concentrated action resulting from the joint committee meetings that were held almost daily while preparations for the rally were in progress demonstrated the value of such co-operation, as had previously been suggested by the secretary in a plan submitted by him for reorganization, providing for a meeting of each committee at regular intervals, the minutes of each committee meeting to be multigraphed and sent to each member of every committee, extracts from the minutes to be used for publicity purposes, and, further, the keeping open of the office headquarters constantly, with an attendant in charge.

The reorganization plan was formally adopted and arrangements have been completed for the publication of a monthly bulletin, the first copy of which will appear early this month. The function of the bulletin will be to keep the members and the public generally in touch with the work. Those who live in Portland today know that Portland is destined to become a city of 1,000,000 or more population, and the citizens of the city would be derelict in their duty if they did not plan in advance for it and keep watch to see that the plans are being properly carried out. It is a duty they owe to posterity.

Another duty is the educating of the coming generation to the importance of the plan as a whole and the executing of the units. With this end in view a Greater Portland Junior Association is proposed, meetings to be held once a month, on Saturday afternoon. The programme for these meetings will include a comprehensive study of the plan, in sections, under the supervision of delegates to be appointed in turn by the local improvement associations. It is proposed also to encourage the junior members to explore the proposed street extensions and suggest needed neighborhod improvements.

PORTLAND'S MONTHLY BUILDING EXPENDITURES SHOWN

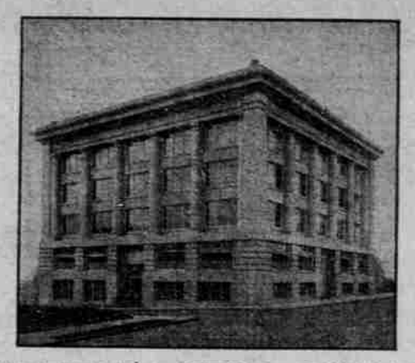
Expenditures for new buildings in Portland within the past two years amount to $34,272,017. The 1912 permits aggregated somewhat less than those of 1911, but the cost of new industrial plants just outside the city boundaries would make the expenditures of the two years nearly equal. The present outlook is that the 1913 permits will go above $20,000,000. More permits were issued in 1912 than in 1911, due to a new law passed late in the year making it necessary to take out permits for electrical work. The number and value of building permits issued in Portland during the last two years follow, the December, 1912, figures being estimated:

	1911		1912	
	Number.	Value.	Number.	Value.
January	413	$ 990,616	566	$ 906,623
February	517	1,080,075	819	1,128,176
March	836	1,983,848	933	1,752,441
April	725	1,817,640	968	2,305,936
May	709	1,878,330	914	1,528,486
June	627	1,822,855	643	1,176,605
July	613	1,375,315	676	1,499,126
August	776	1,733,280	963	1,095,059
September	743	1,462,920	1,193	919,595
October	666	1,690,980	1,340	1,068,965
November	567	2,012,985	986	688,635
December	495	1,293,526	900	950,000
Total	7,687	$19,152,370	10,901	$15,019,647

PORTLAND'S DEATH RATE LOWEST.

Portland's death rate is the lowest among the large cities of the United States. Absolutely pure water, healthful climate, perfect drainage, high standards of living and the absence of slums are the main factors in placing Portland ahead of her sister cities. The death rate for Portland during 1909, the latest for which comparative statistics from other cities are available, was 11.1 per 1000 population. In Portland, more than in most other cities, the death rate is increased by deaths of non-residents, as the two principal hospitals of Oregon, as well as small hospitals and sanitariums, are located here and receive cases from all parts of the state. The following table shows the number of deaths from all causes per 1000 population in 1909:

	Pct.
Portland	11.1
Los Angeles, Cal.	13.7
San Francisco, Cal.	15.0
Denver, Colo.	17.0
Washington, D. C.	19.0
Chicago	14.6
Indianapolis, Ind.	14.3
New Orleans, La.	20.2
New York	16.0
Bronx Borough	15.9
Brooklyn Borough	15.4
Manhattan Borough	16.6
Queens Borough	14.2
Richmond Borough	18.1
Cleveland, O.	12.9
Columbus, O.	14.0
Philadelphia	16.4



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THE ANNUAL SESSION BEGINS OCTOBER 1. A catalog of detailed information will be forwarded upon application to

THE REGISTRAR

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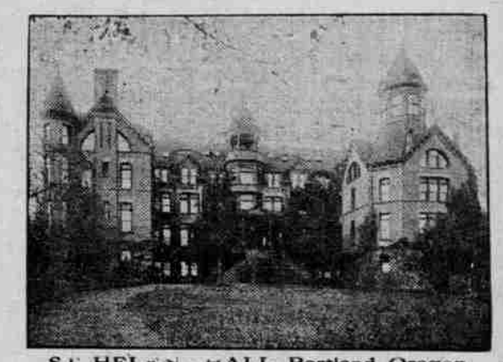

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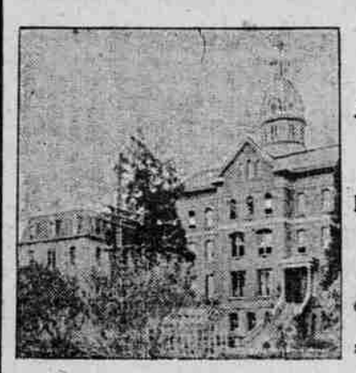

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