

Theatrical and Hotel Men Organize for Better Business Standards



BACK ROW, LEFT TO RIGHT—J. LEESER COHEN, HENRY HARKLEY, B. H. VETTER, DAN FLOOD, J. V. LIND, H. C. STEVENS, GEORGE OBER, J. H. JOYCE, G. T. HOLTZCLAW. MIDDLE ROW, LEFT TO RIGHT—C. A. MALARKEY, N. K. CLARKE, LARRY KEATING, J. A. JOHNSON, R. C. BOWERS, CALVIN E. HEILIG, EDWIN F. JAMES, R. SHAINWALD. BOTTOM ROW, LEFT TO RIGHT—W. T. FANGLE, PAUL NOBLE, ROY TATES, MILTON W. SEAMAN (PRESIDENT), THOMAS CONLON, W. M. ROGERS, LOUIS B. CHRIST.

ON October 22, 1915, the Theatrical Managers' Association, of which the Portland Protective Association is the outgrowth, was incorporated. As in the case of the larger organization which was formed last spring, the Theatrical Managers' Association was organized for the mutual benefit of its members, and also as a combined means of protection against different abuses to which they severally had been subjected at times from various sources. It was also a charitable organization which gave a "Follies" each year, devoting the proceeds to worthy causes as well as to different public benefactions, such as the Ohio flood sufferers, to whom they gave more than \$1000 the first National convention

in 1912, to which they gave \$1000, and to other things in smaller ways. Their "Follies" was always one of the big events of the year, and will long be remembered by hundreds of people. There already has been some talk of the larger and more important Portland Protective Association's giving a "Follies" this season.

Membership is Increased.

When the Theatrical Managers' Association was formed the motion picture houses hardly had assumed the importance of regular theaters, and their business was in the embryonic state, by many considered to be a transient fad. But, with the passing years, the business got into the hands of men of financial and business standing, whose interests became compatible with those of the so-called legitimate

playhouses, and it was but the natural outcome that sooner or later these interests would merge into one big organization. It was talked about for several years and finally came to a climax, with the result that they are now combined into one strong organization. The membership also includes all the managers of the principal hotels and grills of the city as well as dancing teachers, making a corporation whose different members employ hundreds of people and whose power, acting in unison, is bound to become a factor in many different ways in the city's affairs.

The officers and directors of the association are:

President, Milton W. Seaman, manager of the Baker Theater; secretary, J. Leeson Cohen, manager of the Portland Amusement Company, which owns

the Globe, Casino and American theaters; directors, Calvin Heilig, of the Helling Theater; E. J. Myrick, manager of the Columbia Theater; T. R. Conlon, manager of the Empress Theater; A. T. Limborg, manager of the Hotel Oregon; M. Christensen, manager of the Christensen Dancing Academy, and John F. Cordray, manager Oaks Amusement Park.

Association's Scope Widens.

While the scope of the corporation permits it as a body to operate any theatrical enterprise for profit, such is not the intention at present, and at the weekly meetings held every Tuesday questions of general interest to all are discussed, conditions governing the mutual welfare of theatrical business and amusements are brought up and acted upon in a harmonious manner.

There are other managers' organizations in different cities, but few are as wide in its scope as the Portland Protective Association, or as solidly organized or as harmonious in its actions. Much has already been accomplished to raise the standards of the business and to do away with unnecessary evils and expense that had been experienced with each place of business operating entirely independent of the others.

The entire personnel of the organization is not represented in the picture, as it was next to impossible to bring them all together at one time to get a photo, but there are enough to show the power and extent of the organization in matters pertaining to the local amusement field.

Theatrical people have no rest day, as have men in most other businesses, and it is hardly ever that all are in the

city at the same time, or that all who are here can be called away from their various places at one time.

The Portland Protective Association is the latest important organization of local business men. As soon as it becomes more completely organized and begins more active operation, its influence is bound to be felt in local affairs in which it considers it expedient to take part.

Big "Follies" Planned.

When the time becomes ripe to give a benefit or perhaps a "Follies," such as the old Managers' Association gave annually, the event no doubt will be something out of the ordinary, for no other organization or body of men in the state is so well equipped to produce and manage the details of a monster amusement affair as is this one.

Their combined influence reaches every possible avenue for advertising, such as entertainment, for nowadays, wherever two or three dozen people are gathered together in a community or suburb, there will be found the motion picture theater, which will have some connection either direct or through the film companies with the Portland Protective Association. Such an affair would be an event exceeding everything Portland has ever known in the past, and the majority of amusement lovers would doubtless welcome it with open arms—and purses.

This is the first public announcement and introduction of the Portland Protective Association, but it will from now on often be heard from as one of the live bodies of business men co-operating in Portland's welfare and general upbuilding.

Growth of University of Oregon in 1915 Marked

New Departments Established and Combined Courses in Arts and Law and Arts and Medicine Adopted—Enrollment Shows 10 Per Cent Increase—High Standard Reached.

UNIVERSITY OF OREGON, Eugene, Dec. 31.—Signs of progress at the State University since the last New Year's edition of the Oregonian have been numerous, and these are some of them:

Addition of about a dozen first-class men to the faculty in September. Practically all these men hold advanced degrees and several of them have done noteworthy work in their respective fields.

Increase of 10 per cent in the enrollment in arts and sciences.

Adoption of combined courses in arts and law and in arts and medicine. A student may now do three years in arts and four years in medicine, all at the University of Oregon, and receive the degrees of A. B. and M. D. He may do five years in arts and law and receive the degrees of A. B. and LL. B. He may do six years in arts and law and receive the degrees of A. B. and J. D. Combined courses of this character exist in nearly all the best schools of the country.

Commerce School Established.

Establishment of a new school of commerce, with Dean D. W. Morton, from the University of Wisconsin, at its head. The number of students taking commerce work is uniformly large. The expected industrial and business expansion of the state during the next 10 years is responsible for this trend of study.

Expansion of the schools of architecture, music and law. A full three years' law course leading to the degree of LL. B. is now given on the campus. Donation of a site of 13 acres to be used as a campus for the school of medicine in Portland. Citizens of Portland have pledged \$50,000 for a main building for the school of medicine, which pledges carry with them payment of a \$10,000 appropriation by the state. The school of medicine is the only one in the Northwest, and holds a class A rating.

Installation of a typographical laboratory in the department of journalism. Expansion of the work of the school of education and of several of the departments in the college of liberal arts and sciences.

A general athletic reform, features of which are abolition of the pre-season football training camp, adoption of the one-year residence rule, prohibition of smoking, and faculty representation in the Northwest conference. The university made similar recommendations to the other members of the conference, and at the annual meeting in Portland early in December all were adopted except the one-year residence rule, while without exception all were adopted in the constitution of the new Pacific Coast Intercollegiate Conference, of which the University of Oregon was one of the organizers.

Institution is Praised.

Perhaps the crowning achievement of the university's calendar year, however, has been the test it stood under the survey conducted by Dr. E. P. Capen, specialist in higher education from the United States Bureau of Education. Dr. Capen's report, with its official estimate of the university's activities, serves best as a statement of the existing status of the institution. Dr. Capen's concluding paragraphs are as follows:

"In conclusion, the investigator would like to emphasize his appreciation of the general soundness and vigor of the institution. Its faculty as a whole is alert and capable, the students keen, intelligent, and, for the most part, well prepared. The spirit

of the institution, as it has been observed during the 10 days following registration, is excellent.

"The University of Oregon is one of the state's most important instruments for the production of more intelligent and efficient democracy. The state may well take pride in its university. It should cherish it and above all be loyal to it. Oregon is evidently on the eve of a large development. Its vast resources have hardly been scratched. With the filling up of the Northwest, its population and wealth are bound to increase. The future of a state university already well established, with foundations well laid, is in such a state unusually full of promise."

Digest of Survey Made.

A digest of his other principal findings is as follows:

After analysis of occupations in Oregon as showing the university's proper field, he predicts a vast commercial development in Oregon, and says:

"Business is becoming a learned profession. The directors and leaders of business enterprises are more and more feeling the need of prolonged specialized training. Universities throughout the country are responding and are developing departments of commerce and business administration. In such circumstances there is clearly a well-defined field for a school of commerce of university rank in Oregon."

Of the school of education, he says it is probable that this school, alone, has brought to the state returns in improved educational standards and in the promotion of civic efficiency which are worth all that the university has ever cost the state.

The establishment of the school of architecture, as well as that of the school of commerce, is pronounced an eminently "foolish" justified by the present demand and the probable future growth of opportunities.

"As far as the writer is aware there has never been any question of the desirability of the university's furnishing training in law and medicine," he writes.

"If the foregoing summary is correct, it appears that there is a clear demand for the present teaching activities of the university. As a teaching institution it fills a field not otherwise occupied, a field which promises to be permanent and to expand," he says.

A reorganization of the university's extension service is recommended. The practice of making use of the spare hours of professors already sufficiently burdened with teaching is mildly commended. An ultimate separate staff of extension lecturers and selection from the faculty only of those who have been most successful in reaching popular audiences is recommended.

Research Work Important.

"The State University should be called upon to supply expert knowledge on many questions affecting public welfare. It should be the forum for discussion of such questions, as, in fact, it has been to some extent through the medium of the commonwealth conferences and other conferences. No other institution in the state is so well equipped to perform this service," says the report.

Dr. Capen then discusses at some length the university's duty in research, and the proper attitude of the state toward research. The State of Oregon has so far, he says, failed to see the value of research work in the field

which are more strictly the province of the State University. The state that profits by the expenditures of other states for research work without encouraging research itself is a parasite, he writes.

The investigator expected to find, he says, "that the university faculty had done practically no research. To his intense surprise reports gathered from the faculty proved that its work had been uncommonly productive. Some 37 members of the faculty have made distinct contributions and a few of them noteworthy contributions to their several fields. The fact should be emphasized that the state has profited far beyond what it has paid for through the voluntary efforts of members of the faculty in time stolen for the most part from legitimate periods of leisure."

A table which Dr. Capen does not pretend as finally accurate shows that the expense per student at the University of Oregon is far less than at any other state university in any state that has fewer than 1,000,000 population. Next to Oregon was Utah, where the expense per student per year is \$14 higher. Next to Utah is Colorado, where the expense per student per year is \$15 higher than at Oregon.

PORTLAND REALTY BOARD IS ACTIVE

Steps Taken to Aid Homebuilders to Secure Cheap Lands—Free Factory Sites Offered.

By F. E. Taylor, President of Portland Realty Board.

IN THE past few months the Portland Realty Board has taken on the aspect of a real live, wide-awake organization. Many questions arise constantly that command not only our attention, but our immediate action as well.

On April 1, 1915, the Realty Board was an organization of about 170 members. We have increased the membership until it has reached the 418 mark. This number is divided into four classes of members: First, persons who live in Portland and are actively engaged in the real estate business, of whom there are approximately 240; second, the affiliate members, being those among prominent business men in the city who have identified themselves as our co-workers; third, the honorary class; and fourth, but by far not least important, the associate members.

We as an organization, realize to the fullest extent the need of the settlement and development of Oregon. There will be the necessity of sending prospective homebuilders out over the state to acquire lands and set about establishing themselves, and they must be directed to reliable dealers. With this thought in mind, we have secured the names of such dealers from the banks in the various towns all over the state and, as a result, we have reliable associate members in every county.

Realizing the need of an increase in manufacturing industries, we have appointed a committee to confer with the property owners who are in possession of such sites as would be of advantage in locating responsible concerns, and this committee reports the generous response of such owners. Detroit, Newark, N. J.; Minneapolis, Oakland and Seattle have adopted the plan of giving free factory sites and have found it the means of adding greatly

to the size and importance of their cities.

We are, therefore, now in a position to deliver such sites, from one lot up, as soon as authentic lists of the articles which can best be manufactured and marketed in this district is available, together with tabulated information as to the methods and rates of rail and water transportation, labor, power and light and housing conditions. We will then send such information to manufacturers who might be interested in this territory, and inaugurate a campaign to bring a number of such concerns to Portland.

Some of the subjects in which we are vitally interested are economy in municipal affairs, lower taxation and the improvement of all highways. Committees have been appointed to study these subjects and are working out a definite program.

VOLUME OF PUBLIC WORK IN 1915 BIG

Thirty-one Miles of Streets Paved and 22 Miles of Sewers Laid in Portland Last Year.

COUNTING the 30.95 miles of street work done during 1915, Portland has a total of 772.46 miles of improved streets. Of this total 370.64 miles is paved, and the rest improved with grading, macadam, plank or gravel. The total cost of street improvement work up to the present time is a little more than \$7,600,000.

In point of volume of pavement and mileage of sewers constructed during 1915 the figures show that the year was not as big as has been in some former years, including 1914. However, the city did a big year's work along this line, expending a total of \$235,066.93 in street and sewer improvements.

Taking the figures from the city official records it is shown that 15.37 miles of streets were paved and 15.58 miles were improved with grading or macadam and sidewalks during 1915, making a total of 30.95 miles improved during the year at a total cost.

including the engineering charges, of \$112,248.09.

There was constructed a total of 23.4 miles of sewers of various sizes, aggregating \$203,892 in cost. In municipal improvement the principal feature of the year was the construction of large trunk sewers.

The biggest undertaking was the construction of the fourth section of the sewer system known as the East Stark street trunk sewer, from the river to Montavilla. The pipe in the fourth section is five feet in diameter. The cost of the work was \$170,000.

The second largest sewer project was the reconstruction of the old East Alder street trunk sewer, from the river to a point midway between East First and East Second streets, at a cost of \$20,000. This sewer is seven feet in diameter and 23 feet under the street. It was completed in December.

In paving, the main noticeable point

was the use of more of what is considered the better and more substantial and higher priced types of hard surface than in prior years. No new types of pavement entered the field.

With these paving improvements the total mileage of pavement in Portland is 370.64 miles. Counting macadamized streets, graded streets, plank roads, elevated roadways and bridges, the total mileage of improved streets in Portland now is 772.46 miles.

Following is a tabulation of the sewer, sidewalk and concrete driveway work for the year, showing the mileage of each:

Trunk sewers accepted, 7.22 miles, costing \$72,176; lateral sewers accepted, 10.91 miles, costing \$88,716; total, 18.13 miles, costing \$160,892.

Total sidewalk constructed on East Side, under permit, 8.2 miles; total sidewalk constructed on West Side, under permit, 17 miles; total in city, 25.2 miles.

Total curb constructed under permit on East Side, 0.11 miles; total curb constructed under permit on West Side, 0.2 miles; total curb constructed under permit in city, 0.31 miles.

Total sidewalk constructed by City Engineer, East Side, 2.42 miles; total sidewalk

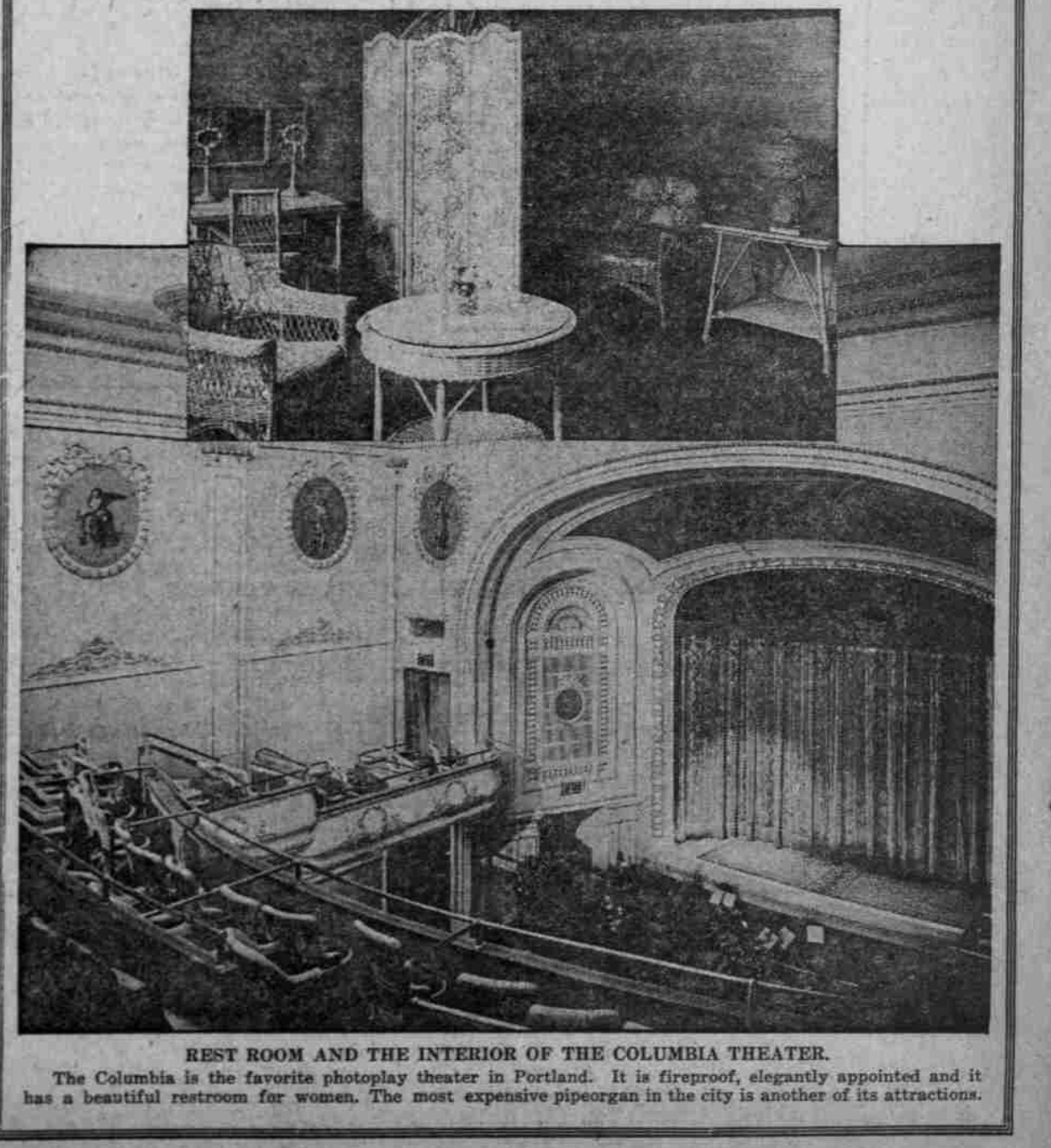
constructed by City Engineer, West Side, 2.5 miles; total sidewalk constructed by City Engineer in city, 4.92 miles.

Total curb constructed by City Engineer, East Side, 2.22 miles; total curb constructed by City Engineer, West Side, 2.2 miles; total curb constructed in city, 4.42 miles.

Number of concrete driveways constructed on East Side, under permit, 105; number of concrete driveways constructed on West Side, under permit, 10; total, 115.

Following is a table showing the mileage of the various types of pavement and other street improvements during 1915 as compared with 1914:

	1915	1914
Asphalt	3.1	2.12
Asphalt concrete	1.97	1.22
Bitulithic	1.54	1.87
Bitulithic redress	1.40	0.87
Concrete	1.09	0.93
Gravel bitulithic	2.24	0.21
Wood blocks	0.60	0.60
Macadam	0.58	0.58
Asphaltic concrete redress	0.43	0.43
Stone blocks	0.45	0.45
Vitrified brick	0.45	0.45
Total pavement	15.37	11.89
Grading on streets	14.50	26.12
Total street improvements	30.95	38.11



REST ROOM AND THE INTERIOR OF THE COLUMBIA THEATER.

The Columbia is the favorite photoplay theater in Portland. It is fireproof, elegantly appointed and it has a beautiful restroom for women. The most expensive pipeorgan in the city is another of its attractions.