

STORES OF BUSINESS BLOCKS ERECTED

Wholesale, as Well as Retail, District of Portland Is Undergoing Complete Change, and New Structures Are of Steel and Reinforced Concrete.

BY JOHN J. HARRISON.
THERE is no feature in the upbuilding of Portland that has a greater importance than that of the rapidly changing character of the buildings occupied by wholesale houses. For many years the wholesale business was crowded into a small area from the river to some three streets to the westward. Older residents remember the time when Third street was about the limit for business buildings. Today the wholesale district extends out along the terminal yards at the end of Thirteenth street and is gradually but surely invading the district between Washington street and the river out as far as Twenty-fifth street.

Portland is fortunately possessed of two principal localities that figure in its future wholesale business. There is the district already outlined, but in addition there is a big district on the East Side that has peculiar advantages that appeal to business concerns. Along the line of the Southern Pacific and the line of the O. W. P. there is a lot of land that makes fine sites for business purposes, and recent transactions prove that big concerns are not slow to recognize the fact.

But returning to the northwest end of the city, there has never in the history of Portland been a time when so many great buildings have been erected in a given district as have been constructed in the past year or two in what is known as the terminal district. Among the more important buildings figuring in the records of the last year are the Crane steel interior, brick warehouse on lower Fifteenth street; the Fuller concrete and brick, covering the block at Twelfth, Thirteenth, Davis and Couch; the Armour Company, the Sinclair Packing Company, the Irwin-Hobson, the Oregon Transfer Company, two big docks at the foot of Raleigh, and about a dozen warehouses occupying less ground, but which in the aggregate represent a big expenditure and go to make a complete transformation of the district.

Warehouses in the districts closer in are going up at a rate that cause old-timers to rub their eyes as they see six and seven-story buildings rising on the sites for years occupied by old frames with probably historic associations. Where the Pacific Paper Company's seven-story building now stands there were residences of pioneers in Portland. The Beck, Campbell, Henry, Lewis, Oregon Annex, Newstader, New Imperial, Penton, Labbe estate, Fried, Lombard, Meier & Frank, Public Market, Rosenblatt Hotel, Corner-Hotel, Medical, Commercial Club, Board of Trade, Wells-Fargo, Corbett, Failing estate, Y. M. C. A., and in fact dozens of other high-class buildings that have been erected in the last year or two displaced relics of the past age. To emphasize this march of improvement, it is only necessary to make a trip about the city with an old-time resident, who will recount how such-and-such small building formerly stood on a site now occupied by a modern warehouse or office building.

Along the streets within a block or two of the river old-time residents recall the time when all the business of Portland was transacted. Now the trend is upward and scarcely a day passes when a removal from the old part of town to the newer district is not announced. But with all that, it is a remarkable fact that few vacancies are noticeable. When an old firm leaves the lower part of the city for the newer districts there is always another firm quite willing to take over the premises. Portland is growing at a great rate, to be sure, and one of the best evidences of the substantial character of the growth lies in the fact that a "to-let" sign is a curiosity.

A prominent contractor said recently that in the character of new buildings going up in Portland for business purposes he believed that no city in the country could make a better showing. Buildings to cost from \$75,000 to \$500,000 are now the rule, whereas a few years ago a \$25,000 building was considered worthy of special mention.

Modern methods in building also have become an accepted condition. The old-day of slow and cumbersome methods has passed. Some of the most important buildings in the New Portland were erected in about half the time formerly taken. The steam shovel, a long line of teams to haul away the dirt, marks excavation in its recent method, and walls spring up as by magic in time that formerly was taken to "think it over." The result is that big buildings are now erected in about one-fourth the time formerly taken and old-style methods call for unfavorable comment.

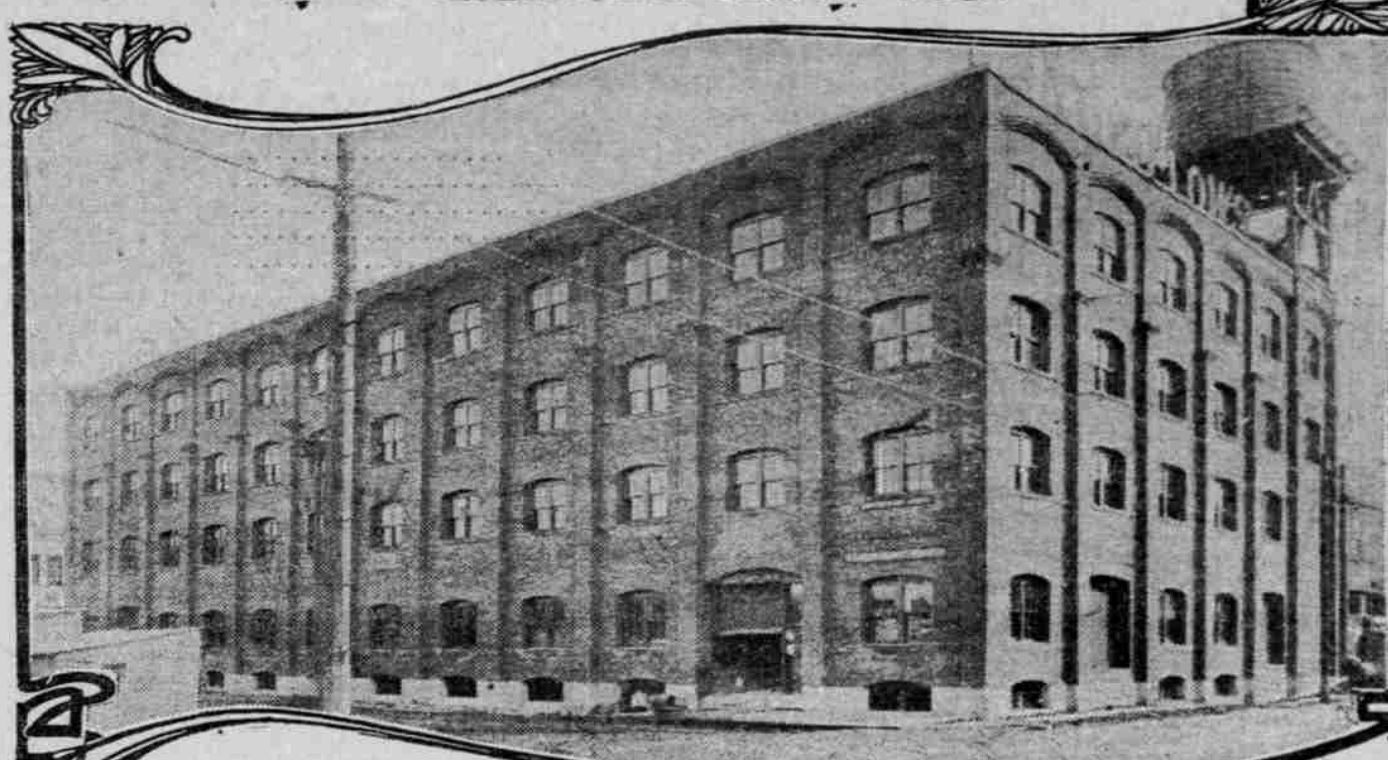
One of the most noticeable advances in the construction of business buildings is in attention given to good appearance. Among the recent structures white enamel brick is being largely used, the Meier & Frank, Henry and Rosenblatt buildings being notable examples. Entire outside walls or ornamental facades give to these new buildings a finish that is a distinct advance in construction. There are today more handsome buildings in course of erection than ever before and even in warehouses more attention is given to good appearance. One of the finest buildings on which construction has started is the Olds, Workman & King structure, to cover an entire block.

On the East Side a string of warehouses along the railroad lines is rapidly changing the character of that section of the city and business buildings are going up along Union avenue and as far in as Grand. The big East Side is coming to the front in rapid strides and attention is being given to the situation. In the last few months a good steady business in realty has been transacted with the feeling in the market that indicates a continuation.

In the Union Depot district very marked growth has been apparent in the last few months. The largest building project in that of the Public Market that is being erected on the block bounded by Third, Fourth, Glisan and Hoyt. Coming up town, the Thompson Estate Company will soon undertake building improvements of their ground at Third and Pine. It is anticipated that if present plans are adopted by the company their announcement will bring a great surprise to the community, and if carried out will create a building boom in the vicinity. Several blocks surrounding the property of the estate are now covered with inferior buildings which are certain to give way for modern buildings of the highest class. The company has decided to improve the property, but is not now ready to announce what will be built. Decision will be made within a few weeks and only one point is announced—the buildings will be of high class.



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DESIGNERS TO HOLD EXHIBIT

Display That Will Open March 22 Is Expected to Be Best Ever Made by Architects West of Chicago.

THAT the forthcoming exhibit of the Portland Architectural Club will be the best display of its kind ever held west of Chicago is the assertion made by members of the organization who have the matter in charge. The exhibit will be the second one given by the club, which has announced that these events will occur annually. It will be held from March 22 to April 10, in the Museum of Art, Fifth and Taylor streets.

This exhibition is, indeed, an ambitious one for an organization so new as the Portland Architectural Club, which was formed only three years ago, yet from present indications its success is assured. Already the work of placing the drawings, watercolors and photographs in position has been in progress for a week, and every day brings an increase in the amount of material to be shown. All who attended the initial exhibition of last year were surprised at the large amount of work on display and were equally well pleased with its high standard. That this display is to be surpassed in every particular will be good news to those who are interested in construction work. The quality last year was of such high class that no improvement in that line can be asked for, but the exhibits will be much more numerous.

In the first place, practically every city on the Pacific Coast will be represented. Portland architects will participate almost to a man, and members of the profession from San Francisco, Seattle, Los Angeles, Spokane and Tacoma will

send examples of their best work. In addition to this, large displays are to be sent to Portland from Eastern architectural circles. One of the finest collections that will adorn the walls of the museum is a group of more than 200 sketches by leading Chicago architects. There will also be work by designers of St. Louis, New York, Cleveland, Buffalo, Boston and Philadelphia. These exhibits will include the best work of Howard Shaw, Spencer & Powers, George Maher, Griffin & Griffin, and Lawrence Buck. Among the noted sculptors to be represented are Daniel French and Karl Bittner. Jules Guerin and Vernon Howe Bailey, illustrators, will send some of their productions.

In connection with the exhibition will be held a convention of representative architects from all cities of the Pacific Coast. The purpose of this gathering will be to form a permanent association that will hold a meeting each year. Three meetings will be held March 23, with luncheon at the Commercial Club, an automobile ride about the city in the afternoon and a banquet at the Portland Hotel at 10 P. M. Earlier in the evening the architects will visit the exhibition, and attendance that night will be confined to them and representatives of the press. The following night an invitational reception will be held at the Museum of Art, and from then on until April 10 the exhibit will be open to the public.

The exhibit will occupy the entire four galleries of the Museum. The main gallery will be used for the work and monumental work of architects and sculptors. The third gallery will be devoted to domestic work and civic center plans, including the schemes for Cleveland, Columbus, St. Louis, Los Angeles and Denver. In the fourth gallery will be features and interior decorations. An interesting feature of the exhibition will be the second gallery which will contain scholastic work by the younger members of the local club and from the leading architectural schools, including the Massachusetts Institute of Technology, Cornell, Columbia, Carnegie Institute and the New York studios. As a prize for scholastic work by members of the local organization is offered a traveling scholarship to be awarded in May. This will give the winner the privilege of a trip to the Alaska-Pacific-Yukon Exposition to examine the examples of architectural work there.

The elaborateness of the display is shown by the fact that it will require an expenditure of approximately \$5000. This will include the issuing of a handsome catalogue of more than 150 pages

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The officers of the Portland Architectural Club are as follows: President, Joseph Jacobberger; vice-president, Edgar M. Lazarus; secretary, Ernest Kroner; treasurer, John G. Wilson; chairman educational committee, A. E. Doyle; chairman scholarship committee, E. F. Lawrence. The members of the exhibition committee that is in charge of the display are: E. F. Lawrence, Edgar M. Lazarus, Maurice Whitehouse, C. L. Hinde and M. A. Vinson.

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