

# BUILDING GAM IS LARGE THIS YEAR

### Portland Leads All Cities of Pacific Coast in New Construction Work.

## WILCOX STRUCTURE RISES

Steel Being Placed Rapidly in 12-Story Edifice at Sixth and Washington—Multnomah Hotel Is Built Like Fortress.

Portland continues to be the building center of the Pacific Coast, and more structures are now under way here than in San Francisco, Los Angeles and Seattle. The city's building activity started only six weeks ago, the T. R. Wilcox building, at the southeast corner of Sixth and Washington streets, is showing rapid progress. Steel already has been erected to the second story, and from now on, steel will be added at the rate of about two stories a week. The building is to be 12 stories high, absolutely first class throughout. The construction is of steel frame, and the facing of gray pressed brick. The exterior trim and cornice will be in terra cotta, of a cream shade.

The first floor will be divided into five stores, all fronting on Washington street. The second story will be built with lofty ceilings and will also be used for stores, which will be reached from the Sixth-street entrance. The remainder of the building will have a floor by offices, 18 rooms to the floor. The floor is to be of the highest class. The floors and corridors will have marble tile and the corridors will have marble wainscoting. The floors in the offices will be cement. The doors, window casings and frames and wood trim throughout will be of oak. The elevator service is to be a feature, and three fast elevators will be installed.

### Multnomah Hotel Growing.

If the Japs ever shall Portland, persons who stay in the Multnomah Hotel can rest secure. This building is being constructed like a fortress, and it contains a mass of concrete that would take dynamite to dislodge. The whole structure is being built in the most massive and substantial manner possible, and it centuries hence necessarily across for wrecking it, the work will cost more and take as long as it did to erect the building.

The hotel is to cover the block bounded by Pine, Ash, Third and Fourth streets, and will rise to a height of eight stories. The cost will be close to \$1,000,000, exclusive of the site, which is worth perhaps \$200,000. The hotel is to be made first class in every particular, and will embrace the most modern ideas of hotel construction the country over. It will contain 120 rooms, 12 with private bath, and will be with bath. There will be convention hall, banquet hall, men's and women's grills, sample rooms for traveling salesmen and all accessories.

### Lowengart Hotel Is Roofed.

The Lowengart Hotel, at Fourteenth and Washington streets, has reached its full height and has been roofed. Partitions are being built, and the interior finishing and facing will follow rapidly. The hotel occupies the site of the old Portland Theater, which was torn down last Fall when the hotel building was commenced.

The hotel has a frontage of 100 feet on Washington street, and 100 feet on Fourteenth and 120 feet on Burnside. It is seven stories high on the Washington-street side and eight stories on Burnside. There are 120 rooms, 12 with private bath, and will be with bath. There will be convention hall, banquet hall, men's and women's grills, sample rooms for traveling salesmen and all accessories.

Joseph M. Healy, who owns the corner, has announced that he will immediately erect a three-story modern building with walls strong enough to carry seven additional stories later. Excavations for the foundations will follow closely on the clearing of the site and the new structure will be built without delay.

### High School to Cost \$300,000.

At the site of the new Lincoln High School, which will cover the full block between Market, Mill, Seventh and Park streets, foundation footings are now being set in place. The excavation of the basement, amounting to 7400 yards of material, was completed two weeks ago. It is expected that the permit for the building, which will cost \$300,000, will be issued from the building inspector's office before the end of April.

Construction of the main building for Multnomah Amateur Athletic Club is up to the sub-basement level. The walls for the handball court are up and the footings have been placed for the squash court. The plumbing and heating men are following the builders as fast as opportunity is made. The foundations have been completed for the steel grandstand and work started on the superstructure.

The foundation has been completed and the superstructure is being erected for Mrs. P. N. Daly's three-story building at the northeast corner of Fourth and Jefferson streets. The building is to be divided into stores below and will be occupied as a hotel above. The cost will be about \$400,000.

### Courthouse Being Finished.

The exterior construction of the east wing of Multnomah County's new Courthouse has been completed and the interior finishing is progressing. It is expected that the building will be fully completed and occupied by August. The building is six stories high and of very attractive design. As soon as the east wing is completed and occupied, wrecking of the old Courthouse building will be commenced and the corner of the west wing will follow immediately. It is expected that this wing will be erected in less than a year.

On the East Side, the John Deere Plow Company's building, occupying a half block on the north side of East Morrison street between East Second and East Third, is nearing completion. The brick facing has passed the eighth floor and will be finished in a few days. The partitions are being erected and the interior finishing will go ahead without delay.

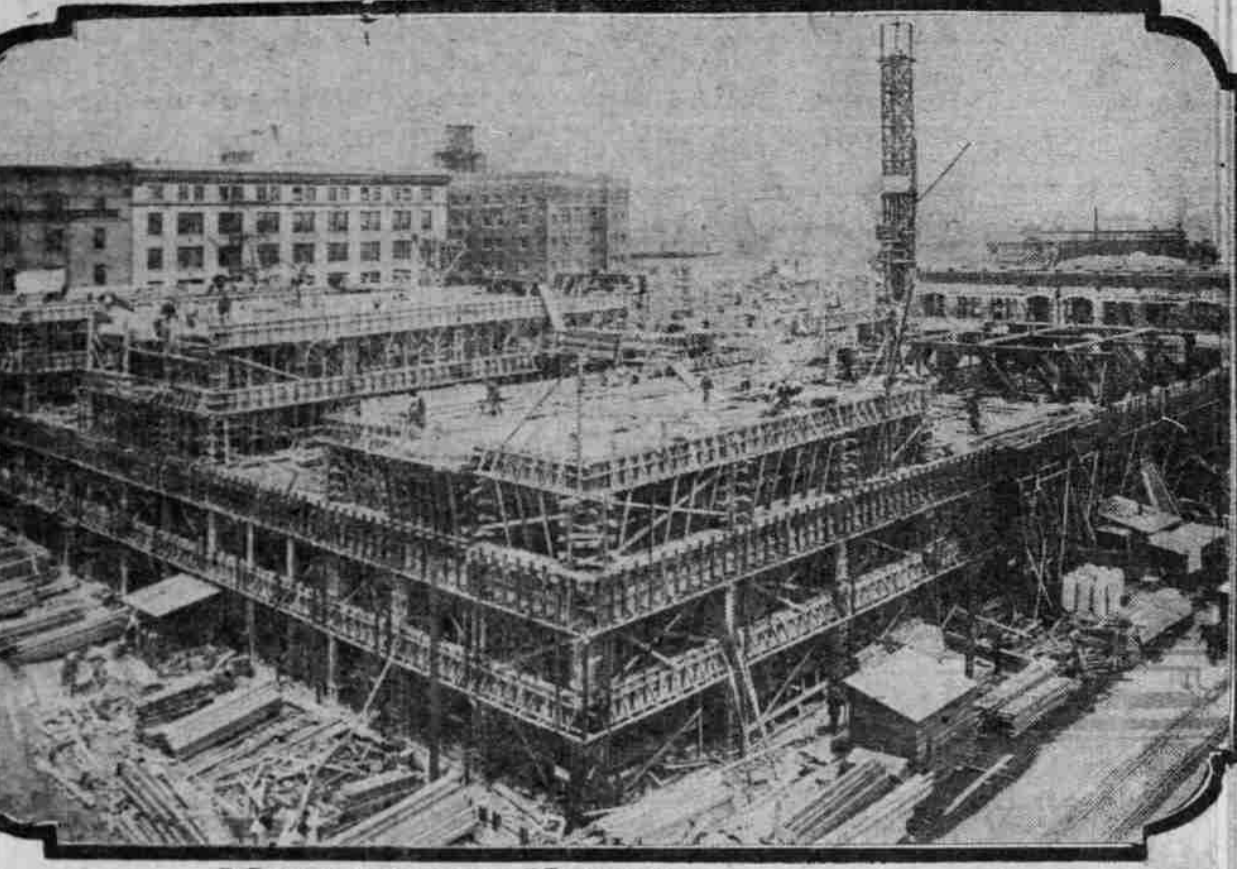
The North Pacific Dental College building, occupying a half block at East Sixth and Oregon streets, shows marked progress and the concrete construction having reached half the ultimate height of the building. Several important buildings on Grand avenue are going ahead.



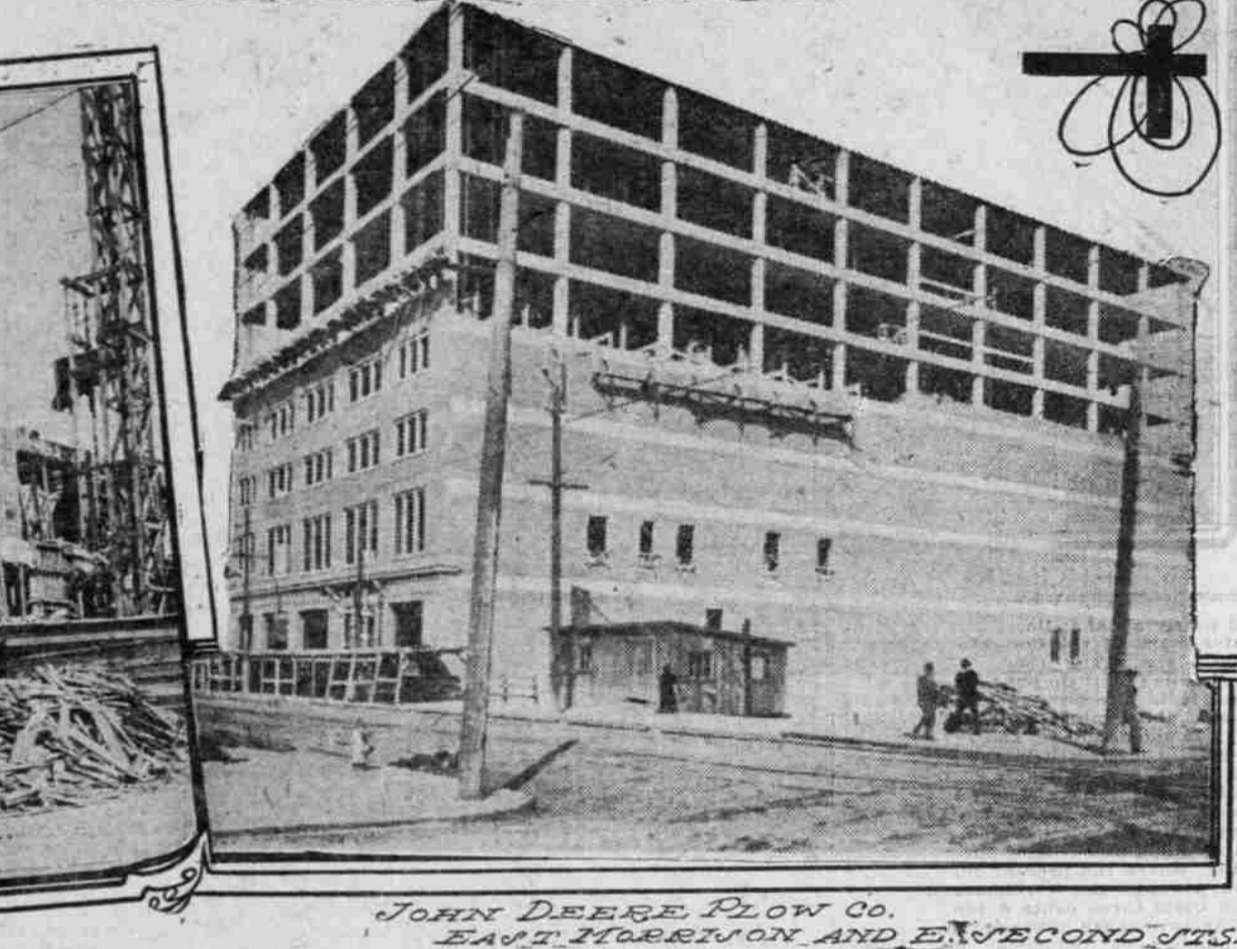
LOWENGART HOTEL, FOURTEENTH AND WASHINGTON STS.



MULTNOMAH HOTEL, THIRD, FOURTH, FIFTH AND ASH STS.



MULTNOMAH HOTEL, THIRD, FOURTH, FIFTH AND ASH STS.



JOHN DEERE PLOW CO., EAST MORRISON AND EAST SECOND STS.

## MANY IN PROSPECT

### Numerous Skyscrapers Soon to Be Started in Portland.

## OTHERS TO BE ANNOUNCED

### List of Large Buildings Already Definitely Planned For Shows There Will Be No Early Cessation of Construction.

Announcement that I. Gevuris & Son have obtained a 20-year lease on the southeast corner of Fifth and Alder streets, and that a 12-story building will be erected on the site has been the most interesting recent building news. Gevuris & Son will not take possession until July 1 next year, and it will require six months to erect the building. Plans are being drawn by Whidden & Lewis, architects. The ground is owned by the Henry Felling estate.

It is expected that a number of other building enterprises of great importance will be announced within the next few weeks. With those already announced it is apparent that the building line in Portland is a busy one.

The most important building to be started this year is the 16-story department store structure for Lippman, Wolfe & Co. It is to occupy the full half block on the west side of Fifth street between Washington and Alder and will be of first-class construction. Clearing the site will commence in July, and one year has been allotted for completion of the building. Two thousand tons of steel will be used in the framework and the building will cost \$450,000. Besides the 16 floors above the ground there will be a double basement. The building will be faced with terra cotta tile of a light shade. The partition walls and floors will be of hollow tile and concrete.

Henry Jennings & Sons are preparing to erect a building of reinforced concrete to occupy the full block between Union and Grand avenues and East Gisan street and the O. W. R. & N. main line. The building will be thoroughly fireproof and will cost about \$400,000.

### New Theater at Seventh and Alder.

Work of removing the old Levi White residence, at the northwest corner of Seventh and Alder streets, will commence May 1, and construction of the new vaudeville building will be started by the contractors, McEae Bros., to build the theater, and they will forfeit \$75 a day for every day after September that it remains uncompleted. They will likewise receive a bonus of \$75 a day if they complete it ahead of the contract date.

Robert H. Strong is building a four-story business building at the northeast corner of Tenth and Alder streets which will be a considerable improvement to that part of the city. It will replace the old Levi White residence,

## NEW ROAD IS BOON

### Proposed Extension of Oregon Electric to Boost Values.

## SECTION NEEDS FACILITIES

### Hundreds of Thousands of Acres Will Be Opened by Line Along Willamette River to Terminal at Eugene.

Through the proposed extension of the Oregon Electric Railway from Salem, its present terminus, to Eugene, which work is promised for completion by the end of the year, several hundred thousand acres of fertile farm land will be brought into close proximity with a number of growing towns and cities in the Willamette Valley and their products will be given the advantage of a competitive market that will make the crops as well as the land itself of greater value.

### VALLEY LAND IN DEMAND

### Influx of Settlers to Cause Rise in Acreage Values.

The "back to the soil" movement is having its effect in the Willamette Valley, as elsewhere, and is increasing steadily, according to the management of the Pacific Northwest Development Company, with offices in the Couch building, which is handling Washington County lands on a large scale. This company points out that the influx of Eastern people into Oregon will cause a rapid rise in acreage values, and for this reason it suggests that now is the time for a person of small means to acquire a small tract.

Washington County lands are considered productive, and being near to Portland, the state's market center, they offer to small capital a steady income and an independent livelihood. Vegetables, fruit, berries and stock foods are grown successfully without irrigation.

Years ago large farms were the rule in the Willamette Valley and in Washington County. Now many of the large holdings are being subdivided to satisfy the demand for small tracts. This company has subdivided and placed on the market three large donation claims, and is cutting up the Spring Hill Farm, one of the fine farms of Washington County.

Easy terms and low prices on good land is the basis on which this company is operating, with the result that many sales are reported. Five to ten acres of good land properly worked, it is said, will support an average family, and will produce a bank account besides. Many customers of this company have paid for their land out of the crops, and are today much healthier and happier than formerly when working in mills and factories.

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Most of this territory is extensively developed, some of it to such an extent that the presence of another railroad has become necessary to relieve the congested situation that develops every year when the crops are to be moved.

### SOME SECTIONS ESPECIALLY BENEFIT.

Other portions of the valley that will be served by the Oregon Electric have been without ample rail facilities in the past and it is these that will benefit most from the building of the new line.

Anticipating the construction of the road, real estate dealers along its route have become active and several farm properties in which successful farming is being carried on have changed hands. A more noticeable activity will develop as soon as the actual construction work starts.

In the Willamette Valley, the same as in other portions of Oregon, many large tracts have been held by individual owners. The Oregon Electric it is believed, will do much to cause them to be cut up into small farms, large enough for one man to occupy and cultivate.

Fruitraising long has been an important industry in the region to be served by the new road. Now it promises to become even more active as a horticultural district.

## IRRIGATION PROJECTS FORMED.

### Several Irrigation Projects Have Been Formed Since the Building of the Oregon Electric Was Announced.

Several irrigation projects have been formed since the building of the Oregon Electric was announced. Although there is an annual rainfall in the valley equal to that of some Eastern states in which successful farming is carried on without irrigation, most of it falls in the winter, when the ground is idle. However, under these conditions successful crops have been grown, but greatly increased

## YIELDS CAN BE PRODUCED THROUGH IRRIGATION.

### As Has Been Shown by Experiments Conducted by the Federal Agricultural Department.

The most attractive portions of the Oregon Electric country are those that can be cultivated without irrigation. There are thousands of acres of such ground that rapidly are being developed by natives of the valley, by persons from other parts of the state and by settlers who constantly are coming in from the East.

During the low-fare colonist period just closing the Willamette Valley probably shared a greater influx of new citizens than any other portion of the state and the strip of territory between Salem and Eugene seemed to be an attractive proposition, as thousands of settlers went to the small towns and country districts included in that belt.

### FARM SALES REPORTED.

A. B. Hall, exclusive operator in farm sales, reports the sale recently of 120 acres three miles from Scio, for \$7500. This land is in a high state of cultivation. Mr. Hall also sold a 60-acre tract near Reedville to C. O. Johnson for \$10,500. This is an excellent farm. Mr. Hall sold a 10-acre farm at Bonita to H. F. Williger for \$500. The land is all cleared and was bought for speculation.

### PROFIT MADE ON QUICK TURN.

Portland offers exceptional opportunities for profits from quick turns of real estate. An example of this was afforded last week by the sale of a piece of ground on the west side of Thirtieth street, near Jefferson, 7 1/2 by 100 feet, by M. E. Lee, to Arthur L. Pliny, for \$25,000. Mr. Lee made a profit of \$3500 after holding the ground only a few weeks, having bought it little over a month ago from E. Quackenbush for \$21,500. There is a large frame house on the ground, which was occupied by Mr. Quackenbush for many years as his residence.

## PARKWAY IS PLAN

### Scheme for Beautifying Portland Boulevard Proposed.

### HIGHWAY IS 100 FEET WIDE

### Length Is Two Miles and It Is Level From One End to Other. Property Owners Want to Make It Attractive.

Plans are being formulated for creation of a central parkway in Portland boulevard from Union avenue westward to the Willamette River. This idea, if adopted by the City Council, will form a very attractive feature in the proposed boulevard system of the city.

Some discussion of this matter was had in 1910, but the Council at that time indicated its disapproval. The thoroughfare is one of the finest in the city, being perfectly level, two miles in length, and with a uniform width between the points mentioned, 100 feet. Curb lines have been established 20 feet from the property lines, leaving 60 feet of roadway. This it is proposed to change in such manner as to give a 12-foot sidewalk on each side of the street. Between these would be two 30-foot roadways, and between these a 16-foot parkway, in which trees and plants and flowering shrubs might be set under direction of the Park Board. This would form a very attractive and distinctively ornamental addition to the boulevard system, and it would be a favorite suburban drive.

Intersections would allow broad turning places, 60 by 100 feet, while each of the two roadways would be as broad as the average boulevard of the street.

Rev. Edward Cantwell, of the Order of Relemporist Fathers, whose school building is on the north between Vancouver avenue and Cleveland avenue, expressed himself before a recent meeting of the Street Committee of the City Council as in favor of the proposed plan of beautification.

E. Quackenbush, president of the Investment Company, which owns Piedmont, controlling almost one-half mile of frontage along the south side of the boulevard, as well as numerous other property owners along the avenue, declared themselves in favor of the idea at the same meeting.

This form of improvement would, it is claimed by the supporters of the movement, afford an unusual and very beautiful type of boulevard, and would prove an attraction which the city might add among its many fine residential districts.

W. K. Smith, Jr., president of the Ukase Investment Company, and S. M. Venard, one of the prominent residents west of Vancouver avenue on the north side of the street, both express themselves as favorable to the plan. Present improvement of the newly acquired city park, which lies on the south side of the boulevard, will make it one of the handsomest places of recreation in the city, and it is thought by the owners that this form of roadway will still further enhance the utility and attractiveness of the park.

Petitions will be circulated, asking the City Council to establish the roadway as indicated, and it is expected that a general signature of property owners will be secured.

# WESTOVER TERRACE

A residence district that offers every desirable feature for those who are particular. All modern, up-to-date improvements being installed. A view the equal of which few outside of Portland ever see. Building restrictions of \$5000 insure the highest class residences. Almost walking distance (some do walk). On the West Side and good car service. A splendid investment. Office on the ground or call at our main office, Room 6 Board of Trade, and let us take you to the property.

## Clark-Cook Company

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