

GREATER PORTLAND PLAN REPORT READY

Handsone Book Contains Complete Information on Civic Development.

25,000 COPIES ISSUED

Aim of Special Commission That Compiled Data Is to Create Unity of Interest in Municipal Betterment Project.

There will be distributed immediately in Portland 25,000 copies of the report prepared by the city plan commission explaining in detail Edward H. Bennett's comprehensive plan for a Greater Portland. The brochure is a handsome and most creditable piece of work, containing numerous half-tones illustrating various features of civic development as outlined by Mr. Bennett.

In acquainting the citizens with the scope and importance of the plan for civic betterment, the Greater Portland Plans Association has been conducting a vigorous campaign, while it has remained for the special committee appointed by Mayor Russell to assemble into an official report specific facts designed to interest and educate residents, homebuilders and property owners as to the vital need of preparing the city for its future greatness.

"Extraordinary expenditures are not proposed. The units of improvement incident to the normal growth of the city are to be adapted to the plan. Work on the first units must begin now; may be continued indefinitely. The cost will be measurably less than in haphazard building; the result will be the Greater Portland, placed where the great rivers of the world flow together, at the head of deep sea navigation, the unquestioned social and commercial metropolis of a wide and fertile domain, famed for its beauty, form and beauty dominant and proud in prestige and power.

Streets Congested Now.

"Should Portland grow no greater than today there would be no need of a plan. The city's first building, no thought of its increasing from a scattered hamlet to its present estimated population of 250,000, or that it would more than double its population for each 10 years. Already the streets are overburdened with their traffic because of narrowness, frequent intersections and awkward circulation. The harbor is outgrown, the limitations of the park area are being seriously felt. Portland's position at the head of deep sea navigation and as sole distributing center for a great and potentially productive territory connected with the city by water grade transportation is a basis for belief that this city will attain great size.

"The increase in population will intensify all activities, more definitely define the lines of municipal enterprise, and greatly widen the city limits. It is to be expected that the great manufacturing area of the future will be north of the bridges in close proximity to rail and water shipping, both on the banks of the Columbia and the Willamette. The business district is already well defined, but it will expand. On the west business will be checked by the hills, as business seeks the levels and rarely climbs elevations. On the East Side a very large extension of business is expected and, ultimately, tubes under the river, will solve the problem of unifying this growth. The business development of the East Side is not likely to supersede that of the West Side. The plan is to make centers on both the East and West Sides and connect them properly."

Rapid Transit Big Need.

The report discusses the need of swift and immediate transit between the city and the manufacturing and residence districts, pointing out that traffic circulation is one of the important features of the plan.

"Streets as arteries are channels for the life blood of the city. The Greater Portland Plan proposes the connecting of suburban highways in such a way that they will be properly related to each other and to the main thoroughfares of the city. To prevent congestion in East and West Side centers a series of traffic circuits about these centers are proposed. The creation of circuits will serve to distribute the traffic about a center that has become, or is about to become congested. Their value is great in handling traffic that passes from one side of the city to the other and does not seek the center. Thus, only necessary traffic is admitted to the congested center, and that which is directed from one side of the city is more rapidly handled, serving in this way a double purpose."

Following Mr. Bennett's main suggestions, the report then takes up and explains the imperative need of a boulevard system, the business center development, the expansion of the water front, expansion of the park area, establishment of municipal centers including the civic center, transportation center and recreation center. Referring to the Union Station plan, the report says:

"The scheme involves the reconstruction of the Union Station to accommodate the growing passenger traffic, the station or stations to be located near the site of the present Union Station and its tracks, on ground now owned by the railway companies. Owing to the fact that the Park Blocks already make a fine approach from the center of the city and that a bridge is being constructed at Broadway, it is thought these three elements should be designed in harmony with the other."

World Cities in Line.

It is pointed out that this is a time when the great cities of the world are planning for the future. Commenting on this movement, the report says:

"It is neither new nor heretical to engage in a city plan. Proof is abundant that to build for the greatest practical efficiency is to build beautifully. This is the purpose of the Greater Portland Plan. It is the purpose of the Plan of Paris, of the Plan of Berlin, of the Plan of Chicago, of a hundred others."

"Let any Portlander view the cities of this country and abroad and he will come back enthralled with the thought of such systematic improvement as will make Portland the peer, in many instances the superior, of any great center he has seen. He deplores a spirit which would build in a small way, incommensurate with the opportunity of greatness presented by the plan. Disapproval of the plan for the continued better building of the city along the lines of convenience, utility and beauty, is a confession of narrowness."

In addition to its complete explanation of the Bennett Plan, the report contains interesting and valuable data and historical facts of Portland prepared by City Auditor Barbur.

The members of the special committee appointed to compile the report are: Marshall N. Dana, chairman; Albert G. Clark, George H. Howell, Ellis F. Lawrence and William A. Marshall.

Project Proves "Cold" to Be in Portland Realty

Operators Fail to Find Huge Quantities of Precious Metal, But Expect "Rich Paying" From Improved Home Sites.

WHEN the Lewis-Wiley Hydraulic Company less than three years ago undertook to cut down Goldsmith Hill, something inside the city, known as Westover Terrace, into beautiful homesites was uppermost in the minds of the men behind the project.

It was the lust for gold! Gold in Portland's West Side hills? Such an idea seems almost preposterous, that is, to the average citizen. But William H. Lewis, head of the company, had his own opinion about it, and he reasoned in this manner:

"Here is a hillock of fine gravel. It has a formation peculiar to a placer deposit. In washing down the hill to levels for building sites we can, at the same time, do a little prospecting. It could do no harm if we should find gold in paying quantities."

So, work was started in washing down an area of 50 acres. A close watch was maintained for the yellow metal. In the two years of operations the company was able to find traces of gold, but not in sufficient quantities to justify additional equipment to separate it from the earth and gravel.

While the "still hunt" for the precious metal has been kept up constantly, the real object of the immense development has been to create high-class building sites and to fill up Guild's Lake, a body of water 50 acres in area that figured conspicuously in amusing the crowds attending the Lewis and Clark Exposition.

"When our project is completed we will have removed 5,000,000 tons of earth from Goldsmith Hill," said Mr. Lewis. "Even if we did not find gold in its natural state, we will be amply repaid for the work. We will have a fine residence district as it is possible to create and, at the same time, we will have converted Guild's Lake into valuable property."

"After all, we will prove that there is 'gold' in Portland real estate."

HILLSIDE SITES ATTRACTIVE

Out-of-Town Investors Delighted With Westover Terraces.

Since the second installment of 100 building sites in Westover Terraces was placed on the market three weeks ago there has been sold several thousand dollars' worth of property. Among the purchasers many of the prospective homebuilders are from other cities in the Northwest, all of whom were greatly surprised to find such an unique plan of hillside development.

The work of converting the property into level building sites, so that the necessity of retaining walls is entirely eliminated, has been in progress many months and has required a tremendous expenditure. The Lewis-Wiley Hydraulic Company, the owning syndicate, has been prosecuting the work steadily over two years and now has brought the development to such a point that the finishing touches can be added at a rapid rate. When every feature of the standard allotment improvements is included in the general scheme, the ensemble may be expected to present one of the most distinctive and delightful home districts to be found in any of the American cities.

F. N. Clark, selling agent for Westover Terraces, is confident that with Portland's steady expansion great strides will be made in home-building in this district.

New Home at Mount Tabor.

C. D. Strow, of the Tabor Heights Realty Company, will erect a home on East Sixty-ninth, between East Stark and East Burnside streets. The house will be 23x36 feet in size, with full basement, and will cost about \$3250.

BIG BUSINESS STRUCTURE TO RISE SOON AT WASHINGTON, SEVENTH AND PARK STREETS.



MORGAN BUILDING, CONTAINING EIGHT STORIES, TO COST \$325,000.

NEW LINE ASSURED

Development of South Mount Tabor District Expected.

PROPERTY OWNERS ASSIST

Company Requires \$15,000 and Right of Way—Committee Reports That \$1000 Remains to Be Raised.

Development of the South Mount Tabor district, between Mount Tabor and the Powell Valley Road to the city limits at East Eighty-second street, and beyond, will follow construction of the extension of the Hawthorne-avenue carline, now practically assured.

After eight months of constant effort on the part of J. E. Randle, H. L. Johnson, C. H. Blanchard, E. T. Peterson, G. G. Root and others the \$15,000 required by the Portland Railway, Light & Power Company has been nearly made up. It had reached about \$14,000 at the meeting held last Tuesday night. Many of the men who subscribed have increased their subscriptions. In some instances as high as 15 per cent. It was reported at this meeting that a number of property owners have not contributed anything toward the construction of this extension, which means so much for the development of this large district. Cost of the extension will be \$23,000 for a single track with the necessary turnouts.

Rights of Way Required.

The citizens must deposit this \$15,000 in bank and provide for the street railway company right of way and franchise. All these conditions have been complied with except making up the balance of the \$15,000. G. G. Root has been made a special committee to complete the amount. He has selected his assistants and work is now in progress to make up the amount required. It is considered certain that the full \$15,000 can be secured in time to get the extension built at once. At least, by March 1, 1913, which is the time fixed by the territory between Mount Tabor and Powell Valley Road is considered one of the finest undeveloped sections in the Portland suburbs. While the Mount Scott district toward the south has developed rapidly until it has 20,000 people along the Mount Scott railway, the territory in South Mount Tabor has progressed but slowly, except that portion within a short distance of the end of the line. The owners of acreage tracts have been subscribing to the extension fund at the rate of \$100 an acre and lot owners in proportion.

Kelly Tract Owners Give Freely.

Owners of the Kelly farm beyond the end of the extension subscribed first \$1500 and offered \$500 more provided the people closer in showed enterprise enough to make up the balance. The owners of the outside lands to get direct streetcar service will have to build an extension from East Seventy-ninth to the Kelly farm.

The high quality of the exhibits at the Multnomah County Fair, the ease and profit with which the products are grown, accessibility and nearness of markets all prove that the Powell Valley is a great small farmer, gardener or trucker can achieve independence.

In addition these conditions offer to the city dweller release from the confines of the city, with the assurance, if he does his part, of the solving of the high cost of living. With his land producing all his vegetables, chickens and eggs, his salary buying just as much as it always has, with quick transportation and a few acres of his own, he can make up his balance. The family are immeasurably superior to those of cramped city conditions. Powell Valley will be in time the choice suburban district of Portland. It has all the natural advantages and our great success of the past few months is evidence that its advantages are thoroughly appreciated.

Salem Banker With Local Firm.

Joseph Baumgartner, formerly of Salem, has been elected vice-president of the Chapin-Herlow Mortgage & Trust Company. He was connected with the Salem Bank at Salem 23 years. In his new connection, Mr. Baumgartner will be in charge of the bond and mortgage department of the Chapin-Herlow Mortgage & Trust Company.

MAN ARTERY AIM

Project to Extend Stark to Nineteenth Under Way.

TRAFFIC TO BE AIDED

Proposed Improvement Would Open Thoroughfare From Nineteenth to Waterfront—Retail District to Be Enlarged.

Another movement considered essential for the improvement of traffic conditions in the upper part of the central business zone has been started by owners of property in the district west of the intersection of Stark and Burnside streets and between Everett, Nineteenth and Stark streets.

FAIR IS A BIG SUCCESS

FINE DISPLAYS FEATURES OF GRESHAM SHOW.

Prize-Winning Exhibits to Be Seen at St. Paul Land Show—Powell Valley Is Productive District.

The recent Multnomah County Fair, held at Gresham October 4-5, was the most successful one ever held. Each year sees greater interest displayed in the County Fair, not only by the countryside folk, but by the city dwellers. The latter see products of land that in many cases had laid dormant for years, and the farmers see in the fair the continuous development of the country that gives them living and profits.

Among the prize winners, from Pleasant Home and Seaside was D. D. Jack, who was awarded prizes for fruits, vegetables and English walnuts. The latter receiving special mention. Joe Peterson received prizes on flax, plums and apples and the prize-winning flax will be exhibited at the St. Paul Land Show. Adolph Lester won on American Wonder potatoes and beets; Harry Neubauer on cabbage, onions, pears, apples and rutabagas. This exhibition was so worthy that it will be sent to the St. Paul and Chicago Land Shows.

"We are extremely proud," said J. Fred Larson, of the Umbdenstock & Larson Company, of the fair. "The high quality of the exhibits at the Multnomah County Fair, the ease and profit with which the products are grown, accessibility and nearness of markets all prove that the Powell Valley is a great small farmer, gardener or trucker can achieve independence."

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Big District to Be Helped.

On account of the value to the section from the extension of Stark street, it is not improbable that the City Council will not raise the expense of the improvement to be charged to a few people who may own property fronting on the street, but will create an assessment through which the entire cost can be distributed according to the benefits received.

The City Council has authorized City Engineer Hurlburt to make a survey and prepare plans for the extension of the street. The preliminary work is now being done and it is expected that a report will be ready in a few days.

School Building Enlarged.

It was announced at the meeting of the Rose City Park Improvement League Tuesday night that the schoolhouse for that portion of the district will be completed next year by the

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TRADING KEEPS UP

Week's Activity Devoted to Residence Property.

PARCEL BRINGS \$45,000

Inquiries for Inside Realty Continue Brisk—Several New Business Structures Planned—Permits Reach \$154,000.

Among the more important sales closed last week was the transfer of the corner at Twelfth and Market streets from A. S. Ellis and L. B. Snyder to Floyd J. Campbell, a Portland capitalist, the consideration being \$45,000. The lot is 50x65 feet in size, and is improved with four-story brick apartment-house. The building was completed this year and is of modern construction. It is under lease and brings a good return on the investment. The sale was negotiated by Oscar W. Bryan.

Most of the week's trading was devoted to residence buying. Several sales of dwellings were closed. Activity in the various additions was reported brisk. Acreage and suburban sites also were in fair demand.

Now that the week is less than a month ahead, investors are showing an inclination to withhold negotiations until the political situation is cleared. There are at least half a dozen big deals under way, however, and these may be closed before the end of another week. Brokers report that inquiries continue to come in from outside sources for investments in Portland business property. It is generally believed that the situation will show a marked improvement following the November election.

In building operations Portland is making a good showing this month. One of the new projects announced is the proposed seven-story structure to rise at Seventh and Everett streets. The building will be 40x100 feet and will cost about \$75,000. It will be built for Cord Sennels. The building will be used for store and hotel purposes.

Among the business structures now under way are the 12-story Garritt building at Second and Alder streets, Dooly building at Twelfth and Washington streets, the 14-story building for the Pacific Telephone & Telegraph Company, the handsome University Club structure and the modern three-story warehouse for the Portland Gas & Coke Company. There will rise immediately the ten-story structure at Seventh and Morrison streets for the Multnomah Security Company, the Cohn building of eight stories at Third and Yamhill streets, and the new City Jail building at Third and Oak streets.

During the past week there were issued 150 permits involving a total valuation of \$154,445. As there were only five business days in the week, this showing is considered creditable. Fully three-fourths of the permits represented new residence construction. W. J. Sumner was granted seven permits for dwellings in the Irvington district that will cost in the aggregate of \$28,000.

The summary of the week's permits is as follows:

Monday	22	\$27,103
Tuesday	18	\$24,415
Wednesday	26	\$17,355
Thursday	28	\$25,480
Friday	28	\$28,480
Totals	130	\$154,445

PROGRESS MADE ON BIG SEWER

Tube Reaching River Is Placed 60 Feet Below Street Surface.

Work is progressing on the Sullivan's Gulch sewer, the big concrete tube running from the foot of East Gilliam street to East Thirty-seventh street. The tube passes through a tunnel from the Willamette River to East Seventh street, 60 feet below the surface of the street, and thence on the north side of Sullivan's Gulch at East Seventh street. Work is now in progress through this tunnel where the sewer enters the river. The Willamette River end piles have been driven for the extension out from the shore.

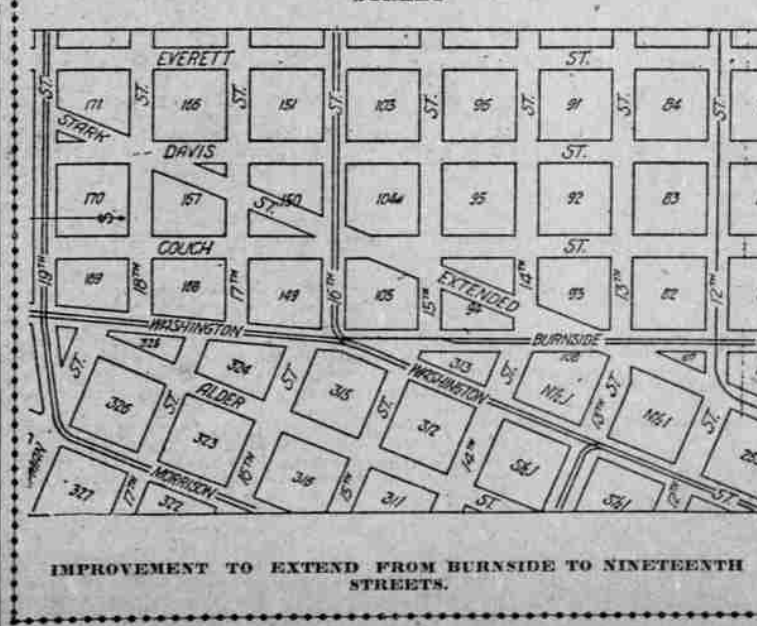
Extending from the tunnel at East Seventh the sewer follows along the north side of the gulch. The concrete sewer has been completed beyond East Seventh and East Eleventh streets. At East Eleventh the sewer is being carried under the O.W. R. & N. track to the south side of the sewer, although it follows the bottom of the ravine for some distance and then climbs the bank and crosses to the north side of the gulch. Work is in progress at all points, and the Doernbecher factory grounds and beyond to the end of East Thirty-seventh street, where the Sandy boulevard and north branch sewers will connect with the Sullivan's Gulch sewer.

Portland Heights Sales Made.

Fred W. Gorman reports the sale to Mabel W. Florman of a one-half acre tract in South's Addition. Mrs. Florman is already busy preparing the ground to build a modern bungalow. Other sales reported from the office of Mr. Gorman include a small house and two lots at the end of Fern avenue to M. and E. Dobinson for E. L. Brady. A one-half acre tract was sold for Mrs. Emma J. Derrick to L. J. Gordon. Mr. Gordon immediately erected a small bungalow on this property and, after living in it a short while, a resale was made to Martin Duffy and William F. McKinnon. Lot 26, block 7, Greenway, was sold to Mr. Hollister for O. F. Cooke.

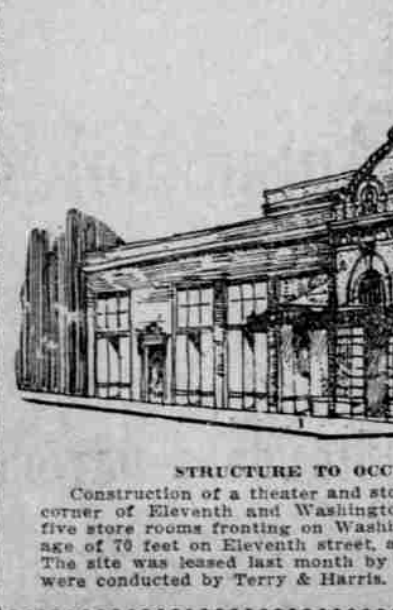
Experiments conducted in Cuba for three years indicate that real island cotton can be grown successfully, and prove a valuable industry.

MAP SHOWING PROPOSED EXTENSION OF UPPER STARK STREET



IMPROVEMENT TO EXTEND FROM BURNSIDE TO NINETEENTH STREETS.

FIREPROOF THEATER BUILDING TO RISE



Construction of a theater and store building will be started soon on the quarter-block at the northwest corner of Eleventh and Washington streets. The building will be of fireproof construction. It will have five store rooms fronting on Washington street, with a depth of 30 feet each. The theater will have a frontage of 70 feet on Eleventh street, and will be 100 feet deep. It will have a seating capacity of 1200 persons. The site was leased last month by H. J. Hudson and A. S. Papas for a term of ten years. The negotiations were conducted by Terry & Harris. The new playhouse will be known as the Washington Theater.