Famous Mormon Structure at Salt Lake Studied by Lee De Camp, Architect for the

A ABERN

ACOUSTIC IDF

Theatre.

All outside scaffolding hiding the new Empress theatre at Seventh and Yamhill streets will be removed in a day or so and the handsome \$375,000 show house will shine in all its ivory beauty on the site which has been bustling with the excitement of construction work for the past year. The new theatre is far nearer completion than revealed by a casual glance from the street, and it is now certain that the playhouse will be ready for its first show March 1. The heating and ventilating plant of

the theatre-an oil system-was completed several weeks ago, and the plant has been in operation day and night in the process of drying the treatre for the decorators. All the plaster and stucco work is in place and the decorators will begin their task tomorrow the interior scaffolding being left standing for that purpose. A feature of the stucco installed in the new theatre is that it is all molded and not sawed to fit, as is usually the case. Every bit of stucco has been installed, and because of the molding system followed not a single rough edge protrudes in, any of the wall or ceiling decorations.

The decorative colors to be used throughout the theatre will be ivory, gold and tan, and these hues will predominate in all the embellishments, from the lower floor to the highest point in the gallery. The 20 boxes are complete and in their three colored beauty shine as particularly bright spots in the rising playhouse. It is expected that the interior decorating will be complete within 15 days. Then the interior scaffolding will be removed in readiness for installation of seats, scenery and other theatre paraphernalia which is all stored pending completion of work by the decorators. The mural corations are painted on canvas and will be placed on the walls as they are received from the artist.

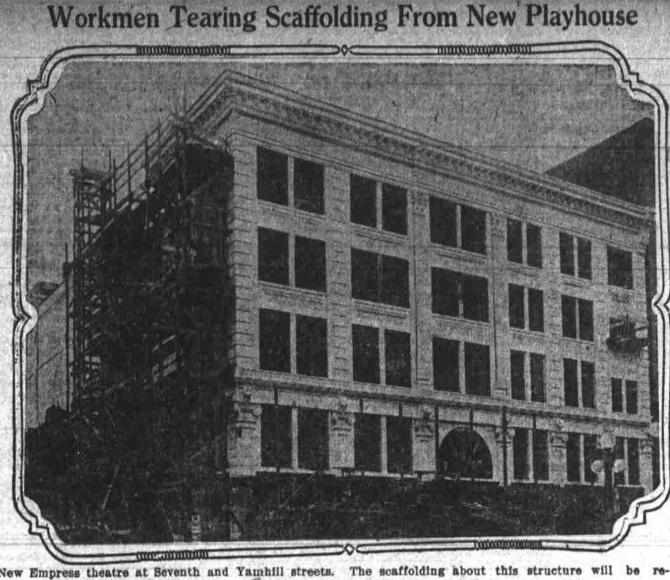
- The acoustic properties of the new Empress have been pronounced perfect by Lee De Camp, architect and builder, who has embodied plans followed in the Tabernacle in Salt Lake City in the

construction of the Sullivan & Considine theatre here. Before undertaking construction of the Empress Mr. De Camp made a long study of the sound qualities of the famous Mormon auditorium.

Marble will peep in the new Empress from the lowest floor to the highest. All the wainscoting is of marble, four feet high, and the heavy, highly polished material will border every stairway in the theatre.

The seating capacity of the new Empress will be 2000, and the seats have been designed to vary in width from 20 inches to 22 inches. All will be upholstered.

H. W. Plerong, manager of the Empress, left for Seattle Friday night on



moved early this week. Work is being rushed.

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SAYS NEW YORKER Increase in Land Values Alone **Ample Financial Guarantee** That Plan Is Success, Declares William E. Harmon.

That playgrounds pay for themselves by increasing land values is the contention of William E. Harmon, prominent and wealthy realty dealer of New York of the lots adjacent to the land segre

tice of devoting one block in every subdivision to park and playground purosses, in an article printed in the Survey for the Playground Association of America.

In order to determine the opinon of hose who should be familiar with the These park areas should not have a situation, Mr. Harmon put the following hypothetical question to six leading realty dealers: "Assuming you were about to de-

velop a tract of suburban property for residential purposes; that said tract contained 30 or 40 acres; that in the lots and not their size which measures "Let us confine our

Map showing typical park, 200 by 500 feet, size of lots 20 by 100 feet. that the land values are retail values,

ranged from 'definite

Lands Fronting on Parks.

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City, who strongly urges that the prac-tice of devoting one block in every subas distinguished from wholesale values.

STREET

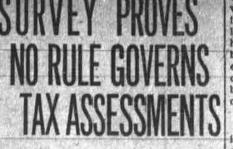
STREET

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telligent planning. Small parks must be distributed so as to give the greatest value to surrounding land, and must be laid out of such size and conformation as to distribute their burden of cost over as wide a district as possible. greater width than the depth of two lots; in other words, the width of a city block. In New York City that will mean 200 feet; in Chicago 265 feet. In

both places the principle would operate equally well, as it is the number of whole proposition; therefore, no consid-



Logical Relationship Between Cost of Buildings and Valuations Recorded With As- value. sessor, Does Not Exist.

With the first unit of the Portland real estate census completed by Arthur I. Street, and in the hands of the Portland Realty Board, startling facts and interesting comparisons are brought to light. One of the results is to show that there is no logical relationship between the cost valuations of buildings as officially recorded with the building ship between the records in the building inspector and the assessment valuation of improvements as given in the records fice. of the assessor

The first unit of this census covers a complete summary of realty developments of Portland for the six years ending December 31, 1912, in all additions to the city the names of which begin with the letter "A."

The Journal has already published summary of a section of this report. The following data has been gathered from the completed report, which shows the maximum and minimum of the building activities in some of the districts.

One of the peculiar features of this report is that activity in building in one section of the city could not be Segregation No Burden on Landowner taken as an indication that there was similar activity in all sections. The maximum building period in Avends addition was in 1908 when the total was \$22,000 and the minimum was in 1909, when the total was but \$3500. In Alk ens, the maximum was reached in 1911 when the total was \$25,700, and the minimum was in 1912, when the total was \$24,000.

Values More Than Double.

In Albina, the maximum was reached n 1911 when the improvements aggregated \$109,974, and the minimum was in 1909, with \$71,080. The maximum in Albina Heights was in 1910 with \$14,350, and the minimum in 1907, with \$1100. The maximum in Albina Homestead was in 1908 with \$73,200, and the minimum in 1910 with \$10,900. Alton Park, maximum, 1912, \$17,930, minimum, 1907, \$1740; Arbor Lodge, even for three years from 1999 to 1912, at about \$10,000; Arcadia, maximum, 1911, \$24,100, minimum, 1910, at \$4900; Arleta Park, maximum, 1909 at \$13,500, minimum, 1910, at \$2000.

Interesting facts can be gleaned from a comparison of the fluctuations in the dwellings to total improvements runs average cost of the new dwellings in these districts. In Ainsworth tract the In addition to the estimates of in averages grew from \$800 in 1907, to this book has any intention of doing crease shown in the lots immediately fronting the park, a second question was \$1900 in 1909, and then fell off to \$1600 anything except presenting compiled in 1912. In Albina they grew from asked as to the effect of such a park over the whole tract. The opinions in 1912. In Albina they grew from figures for the purposes of study and was \$22,400. William Mortrude, of \$1844 in 1907, to \$3818 in 1912. This analysis. I hope that the assessor will Valley City, N. D., is the purchaser sentimental value' to 15 per cent. In the writer's opinion the effect on land not'directly apartments erected in 1911 and 1912. contiguous would be measured by in In Arbor Lodge the average grew vexed problem of municipal taxation, I from \$650 in 1907 to \$1700 in 1912. / In shall feel that the enormous work increased selling value as much as by

Avalon the average increased from \$750 volved has not been in vain." in 1907 to \$1800 in 1912. In speaking of the rest

estigations, Mr. Street said: were a large number of permits iss th 1907 and 1908 for temporary dwel-lings to cost from \$59 to \$300, but these have diminished to such an extent that by 1912 this class of permits was almost extinct. This can be taken as an indi-cation of increased stability in home building as well as the steady increase of the prosperity of home building." Assessments Fall Short.

These figures show a big discrepancy in the manner of making assessments of improvements. The proportion of the assessed valuations of the new improve-**Country Transactions Report**ments to the value of the improvements, vary all the way from 6.2 per cent to 67 per cent, while the law requires that the valuation be at least 75 per cent of the In Abends, for instance, the average

Land Sold for \$75.000. cost of dwellings was \$2954, yet the assessed valuation is \$1082. This is but 36.6 per cent of the valuation of the

improvements. From all points in the state come In explaining this condition, Mr. optimistic reports of activities in the Street said, I do not pretend that the realty market, in the sale of timber, figures yet arrived at constitute either farm and town properties. Many ima stricture or a vindication of the portant deals were made during method of making assessments in this past week, according to the reports that sity, but we have gone far enough to have been received here. show that there is no logical relation-

The acquirement of approximately one-fourth of the entire Kinney's addi-tion to Roseburg by the Himes & Oli-ver company from A. Creason for a coninspector's office and the assessor's ofsideration of \$45,000 was one of the "Our figures cover only the dwell-

ed From Many Sections of

State; 440 Acres of Fruit

most important deals of the week. The ings erected since the beginning of 1907. new owners intend to continue the sale and take no account of those already in of the property. existence at that time.

Many important deals have been made "Neither does it include the cost of at Newberg, but in most of the trans-fers that have been filed for record new business structures. They do show however, that in Abends addition on the but nominal considerations are shown. east side, where the new buildings con-The report of the sale of 440 acres of stitute 30 per cant of all improvements, fruit land near Nyssa by F. G. John-son to the Idaho Trust & Title company, the assessed valuation on improvements is only 36 per cent of the average cost of Boise, for \$75,000, is an imp of the new buildings. In Ainslee Place, tem noted. E. H. Test and E. M. Gries where the new dwellings constitutes of Nyssa, have sold to Charles E, Mar-66.6 per cent of the total number of imshall, of Texas, 120 acres of raw land on Shoestring Ditch for \$10,000. A sale provements, the assessed valuation is was made last week in the office of C. A. McKenna & Co., of Portland, of a only 25.8 per cent of the cost of the new buildings,

section of land in Lincoln county, by Some Interesting Comparisons, Francis L. McKenna to Borero, for "As an illustration of disproportion \$6400. This is an undeveloped tract, suitable for pasture land, and the ownon the other side of the fence, our figures show that in the Ainsworth tract er intends to develop it for a stock and where the new dwellings constitute 55.5 dairy farm. per cent of all the improvements, the

W. E. Kahler, of Central Point, has purchased an 80-acre farm in Sams Valassessed valuation is 64 per cent of the actual cost of the new buildings. ley for \$3500. This place has 50 acres "In Alta Vista, one of the star secunder cultivation. Les Bilyeu, of Leb

tions on the West Side, the ration of anon, has sold 40 acres of his farm to J. the assessor's valuation to the cost of M. Ramsey, of Lebanon, for \$2000.

C. K. Marshall, of Hood River, Inst week purchased from F. L. Wood his new buildings is 60 per cent, and these new buildings make up half of all the farm at Salem for \$23,000. This farm improvements. Again in Ardmore, another west side choice district, the asincludes 233 acres, a large part of which is cleared and under cultivation. As a sessor's figures are 67.4 per cent of the portion of the consideration, Mr. Wood actual cost of the new dwellings, the accepted a group of seven lots on East latter amounting to over 36 per cent of Twenty-sixth street, between Tillam the total imurovements, while in Avenel, and Thompson streets. on the east side, the assessor's ratio runs as low as 6.2 per cent.

GOODNOE HILLS COMPANY "In Albion, the valuation made by the assessor runs at 20 per cent of the total SELLS INTEREST IN LAND cost of new buildings, and in this district, the new buildings only constitute

(Special to The Journal.) Goodnoe Hills, Wash., Jan. 26.-Sev-34.5 per cent of the total improvements. In Alroy, the valuation is about the ral transfers of Goodnoe Hills propsame ratio, but the percentage of new

erty have been recently reported, the largest of which is the sale of a quarup to 75 per cent. ter interest in the Goodnoe Hills Im "Please do not get the impression that provement company's half section acres of which is set to apricots, almond nuts and grapes. The price paid

average was raised considerably by the find them quite as useful as will prop-fact that there were many flats and erty holders, and if they serve any pur-vestment. The orchard is in a high pose in the way of throwing light on the state of cultivation, and rapidly increasing in value. Sales of several 10 and 20 acre tracts

of bearing trees are about ready to close, all around the \$400 per acre

of the theatre.



Probably within a year the members increase, the only variance being in the of the Irvington club, at East Twentyamount, which was estimated from 25 first and Thompson streets, will be in to 50 per cent. a handsome new building, to take the Land Values Considered.

place of the present clubhouse. Plans for the raising of a fund with which to build this structure have already been discussed, and at the annual meeting of the members last week, when officers were elected, it was announced that of the period of active development, \$250 had already been received to be without loss to the owner or developer. used as a nucleus for the fund.

The present clubhouse is said to be too small for the club's needs, and with an added membership of 129, for which a campaign has been started, a much

larger building will be necessary. While only a general idea of a plan of the proposed new building has been outlined, it is stated that the club will cover more ground than the old building, and will be probably a story high-Everything will be most modern, and will be one of the big features on the east side of the river.

FEDERAL OWNED POSTAL TELEGRAPH SERVICE URGED

(United Press Leased Wire.) Sacramento, Cal., Jan. 25.-The California assembly went on record today as service, when it adopted a joint resolution requesting congress to enact such legislation.

The memorial sets forth that the government could undoubtedly operate a public telegraph service at rates considerably below those charged by private

the burden. The length of such a park, properly planned, would be from 400 to 500 feet, though this may be extended out a small park of four or five acres; that said park fitted perfectly into your street plan, as shown by the accomsomewhat without a serious effect; at panying diagram; assuming that if the least, until the length reached 700 feet. park were not there the average rotail "Having our typical park thus in price of the lots over the whole parmind-200 to \$00 feet in width (two cel to be \$1000 each, what effect would lots) and 400 to 500 feet in length-let us proceed to the distribution of its the park have upon the land in "A," "B and "C" represented in percent-age of increase or decrease on the avcost on the adjoining land.

they are situated. Obviously, if this

contention can be established it opens

owing figures:

cent of total selling price.

selling price.

"While I have repeatedly demonerage inside lot value of \$1000?" strated to my own satisfaction that In every instance, the promoter dethese small parks give to the surroundclared, there would be a substantial ing land an increased value sufficient

to offset their cost, I realize that my own conviction may not be shared by others, and as it is difficult to get satisfactory data on the parks already "Small public parks, if intelligently planned," says Mr. Harmon in the artiin existence, for the reasons hereafter stated, I concluded to submit a typical cle, "may be taken from almost any residential land area at the beginning park plan to a number of the most competent real estate developers, with a hypothetical question as to the influence that such a park would exert on or expense to the municipality in which

the surrounding land if incorporated in a development of their own. Diagram Shows Plan. "As these men set the price at which

up the door to an almost unlimited extension of a certain type of public park. "In order to bring the fact out clearthe public purchases their real estate, and do so through an expert knowledge ly it will be necessary to go somewhat into the inner workings of the suburof the conditions, and as they are subject to loss if their opinions as to value ban real estate business. I will take are in error, it would seem that such up the first relative cost of acres and a consensus of opinion would approxiots-land values at wholesale and at mate the truth. retail. A successful real estate devel-"At the beginning of this article I

oper must follow fairly closely the folhave also stated that hypothetical ques-The set of the most prominent real estate men accessible to me at this time. The typical plan is shown in the diagram. "It would seem that this testimony "Cost of selling and collection, 25 per

of independent operators would demonwill only be necessary to examine any sions. number of parks, from the center to (as distinguished from the land and

buildings) will wipe out the land cost "Upon the foregoing basis the actual of my park in a new district. The cost of a lot of land with physical im- difficulty of getting data of any value

'Let us confine ourselves to the in reased value given to land fronting on the park and see how far this increas offsets the cost of the land embodied in the park and the improvement of

the street surrounding the same. "Assume the cost of the land and improvements to be 45 per cent of the selling price, \$1000 per lot. Taking typical park shown on diagram:

'40 lots (20 in 'A' and 20 in 'B') increased \$250 each (minimum percentage increase shown in estimates) 10,000

"Total increase in value of sur-rounding land\$22,500

Minimum Figures Used. "It should be noted that I am using only the minimum figures furnished by

my appraisers; the average would be considerable in excess of these estimates. Furthermore, I am not taking the benefit of the increased valuation of corners, which would be somewhat in excess of inside lots; nor any increases in the main body of the land, which might either be measured by an increase in price or a decrease in selling expenses.

"Variations in the length of the park would, of course, affect the result, but not appreciably till 700 feet is reached, which should be the maximum length for a park of this kind.

"If you will, however, accept my type of park, my statement of relative wholesale and retail values, and the testimony of disinterested practical experts upon the effect of parks on adjacent values, you cannot escape my conclu-

"It would be hard to estimate the economic value of my theory in avoid cities, keeping always in mind that an ing the wasteful expenditure of public moneys in the purchase of grounds for park purposes. If its correctness be admitted it will strengthen the work of those engaged in playground propa-ganda, and it would solve the problem of certain kinds of open spaces in the cities of the future.

No Burden on Landowner.

"There are two directions in which the data shown in this report can be made available. One is in its application in the business interests of those engaged in the work of suburban real estate development, who are naturally anxious to get the beneficial cooperation of municipal authorities. I know of no public act which would result in a deeper sense of appreciation or stronger disposition to cooperate than the voluntary gift of lands to cities. The second direction is in the use of these facts, supplemented by further in-vestigations, to encourage legislative action in various states. This action could take the form of permitting cities to segregate lands for park purposes in connection with future city planning, the cost being placed on the abutting properties. If, as I stated before, parks are intelligently planned, from 5 to 10 per cent of the total area of unplotted ground within the borders of our cities could be segregated without any burden whatever upon the landowner.

"PAY DIRT" IS STRUCK NEAR POMONA, CAL.

(United Press Leased Wire.) Pomona, Cal., Jan. 25 .- Excitement was caused here today by the discovery of gold made by Elsbery W. Reynolds, a Chicago publisher of Harold Bell Wright's books.

"Pay dirt" was picked up by both the publisher and the author when examin-ing the excavations for a swimming pool, one of the improvements at Reynolds' new home in the foothills near

Assayers say that a big mining proclined to discuss his plans at this time

Every Stockholder is a Partner in this Business and Receives a Partner's Share of all the Profits

Were you half owner of a grocery store, you would be entitled to one half the net profits arising from the operation of that business. Were you the owner of only one third, your profits would be one third. If you owned but a tenth, then one tenth of the profits would be your share. In other words, your earning is in proportion to the proportion of the business that belongs to you. the second se

This company is incorporated for \$250,000. If you owned \$125,000 of the stock of the company, your income would be one-half of all the profits realized by the investment of the company's capital in the building of homes, averaging 10% or better per annum, or slightly over \$12,000 per year. The proportion of the stock that you purchase determines the proportion of the earnings that belong to you.

. There is a wise limitation provided by the Board of Directors of this company, prohibiting any stockholder from owning more than \$10,-000 of its stock. By this method, centralized control is avoided, and the actual operation of the affairs of

the company rests with the stockholders at large, through a regularly elected Board of Directors. Therefore, whatever amount of stock you purchase, from \$100 to \$10,000, that amount determines the percentage of the company's profits that accrue to you. It is eminently fair.

The stock of this Company is secured by the same collateral as a banker demands. Shares are now \$10.25 each.



407-408 YEON BUILDING, PORTLAND, OREGON

New Failing School Building Will Be Ready Next Month

New Falling school building at Front and Hooker streets. This magnificent school building, which has cost \$180,000 to erect, will be ready for occupancy on February 10, when school opens for the second term. Practically all the work has been completed, except finishing touches. This structure, which is "H" shaped, is 180 feet square. The grounds will be improved about this building at a cost of \$20,000,

"Cost of maintenance, carrying strate my proposition beyond dispute, charges and profit, 25 to 35 per cent but if further evidence is desired it of total selling price. "These figures are given only to show favoring the establishment of a govern-ment owned postal telegraph system to be operated in connection with the mail very high-priced and very low-priced increase of value of 20 to 25 per cent real estate, but these figures will an- in the land immediately about the park swer our purpose.

Intelligent Flanning Necessary.

provements completed represents say from existing parks in built-up sections 12 72 per cent of total selling price, and comes from the fact that they are corporations, as well as provide better to sustain our theory we must secure almost invariably of the wrong shape to facilities.

