

PORTLAND, OREGON, SUNDAY MORNING, SEPTEMBER 28, 1913.

FROM DRIVING HORSE CARS TO MILLIONAIRE CAREER OF A. WELCH

Industry, Ambition, Hard Study
and Foresight Bring Suc-
cess to Man Not Yet 50.

What dreams of future power flocked through the head of Alvadore Welch when he was throwing the blacksnake across the haunches of his nonchalant car-horses 15 years ago, probably were no more ambitious than the dreams of every normal youth who ever worked for hire. That some of these visions came true in Welch's case is due by no means to chance, if the verdict of his business associates is true.

PROMOTER ROSE BY UNASSISTED EFFORT



Alvadore Welch.

finds universal extension. That means a bigger population, better business, better living.

Strikes Out For Himself.

When Mr. Welch quit the Astoria traction system, having grown weary of the hardships of a fixed salary and a small one at that, he started an engineering business for himself in Portland. Along with this he installed an agency for the selling of electrical machinery. This project was not so successful as others, because Mr. Welch was not the most assiduous of salesmen.

The idea of traveling over the country asking people to buy his wares was not the sort of work that appealed to him and it was not long before he discovered that if ever he was going to cut a real swath, he must get into another line.

He had saved enough and made enough, however, to get hold of the Baker light plant. He was not alone in this, but managed to interest enough capital to put the deal over. The power that lighted Baker was then generated by steam, and it was one of Mr. Welch's first tasks to change it to water power. This done, he extended transmission lines to La Grande, and the towns on through to Cove. Three years later he bought the Salem Light & Power company and a number of gas plants.

Oregon Electric Started.

Then it was that he started the Oregon Electric, building seven miles of it northward. With this project fairly successful, he sold it with the Salem plant to Moffatt & White of New York, who in turn transferred the railroad to the Hill interests.

The Baker light plant and its adjacent connections became a sort of financial foothold for Mr. Welch and his associates, who had it, sold it, acquired it again and disposed of it several times over. In between his deals in eastern Oregon he organized the Willamette Valley company, which bought small light, water and transmission properties and built them up into new properties. This company's holdings were represented at Cottage Grove, Eugene, Springfield, Dallas, Independence, Albany and other valley cities.

His next project was the organization of the Northwest corporation, which included ownership of water, light and power properties at Baker, Walla Walla, Pendleton, North Yakima, Lewiston, and other cities of eastern Washington and Oregon and Western Idaho.

Properties Sold At Profit.

All these properties, further developed and extended, were transferred in one big deal to the Billosh company at a profit of something like \$1,000,000. It has been estimated that Mr. Welch's personal share of this exceeded \$200,000, which represented a commission on both his money invested and on his genius in organization and development.

The beginnings of the P. E. & E. became Mr. Welch's next conception. He started in with an associate who was to furnish half the money for an electric line northward from Eugene. But the associate took cognizance of the troublous financial times, of the uncertainties of getting a connection to make the line of value, and presently withdrew.

Builds Line Himself.

"And so I built the line from Eugene to Monroe myself," said Mr. Welch. "It was a big undertaking for one man, but somehow I got through. Before the line was finished I sold it to Mr. Strahorn and his associates. It is now affiliated with the Southern Pacific."

Then Mr. Welch bought back the Seattle public utility plant and presently acquired the Seaside light and telephone system.

Mr. Welch is not strong for remembering the dates of all these ventures, he says dates make little difference, anyway. But about two years ago he organized the Douglas County Light company, then acquired for the second time the Roseburg plants, and organized the Twin City Light & Traction company at Centralia and Chehalis, Wash. By the water power developed nearby he secured plenty of energy for the trolley line between the two cities and the Vancouver, Wash. Traction company.

Traction Company Formed.

The Washington-Oregon corporation was formed to care for these Washington traction projects and is the basis of the Portland-Seattle interurban project now under way. By a pending reorganization of this company, Mr. Welch retires as general manager to

ARLETA PEOPLE SHOW. THEIR APPROVAL OF SOCIAL CENTER IDEA

Big Gathering at School House
Attended by Big Number of
Residents of District.

There's a recent custom among the luncheon clubs when an entertainment feature pleases for someone to inquire: "Do we like it?"

And the audience will respond with a shout: "Absolutely!" In presence, if not by voice, the people of Arleta similarly gave approval of the conversion of their school into an up to date social center Friday night. Light and music, flowers and flags, reclaimed the big building from its usual night time somberness. refreshments were served by bright faced girls while people who had lived as strangers next door to each other came to the school and became acquainted. At least 1500 attended. It was the most thoroughly delightful and festive occasion Arleta has ever known.

First Effort Made.

After two years and more of discussing the desirability of making school houses attractive, well lighted gathering places for people during the evening as an economic and social proposition, the Arleta program is the first big effort along this line.

The Parent-Teachers' association has led the way. The committee said that so great an interest had been awakened that almost every family of the district was represented. The ambitious thought now is to open the school buildings at least twice a week for special programs, studies and recreation that will continuously stimulate interest. The success of plans of this

kind in other cities has proved the school social center's community value. The fact that 15 other schools of the city were represented either by teachers, principals or members of parent-teachers' association indicated the significance attached to the movement by the educators of Portland.

Program Was Informal.

The program was not a program. It was a reception honoring Superintendent and Mrs. L. R. Alderman and Miss Nina Johnson, assistant principal of Arleta school. With a rare common sense the usual round speeches were omitted. Mrs. George M. Burlingham, president of the Parent-Teachers' circle, introduced several vocalists. Mrs. L. E. Ward, Mrs. Sheldon Franklin, Mrs. J. S. Handaker, Mrs. Woodham, Mrs. J. S. Dunbar, Mrs. McKenna, Miss Nellie Fawcett, Mrs. L. C. Jordan, Mrs. J. V. Powell and others noticeably contributed to the success of the event.

Arleta school is one of the largest in Portland. Many people live in the district which has been one of rapid growth. Principal S. F. Ball said concerning the gathering Friday night:

"I consider it a discovery of the value of the school for social purposes and it ought to mark the beginning of an epoch, educationally and socially, in Portland."

One of the Arleta plans is to furnish children noon-time lunch at little cost.

One of the Arleta plans is to furnish children noon-time lunch at little cost. Tom Ealonia and John Albert, Hawaiians, to beat Pong Song, a Korean, and the efforts of John Albert to assault one of the officers who were called to quell the disturbance, ended unfortunately for the four Hawaiians who were each fined \$10 by Judge Stevenson in municipal court yesterday morning. Albert, who made the assault on the officer, was fined an additional \$10 for that assault. The arrest was made at Fourth and Davis streets.

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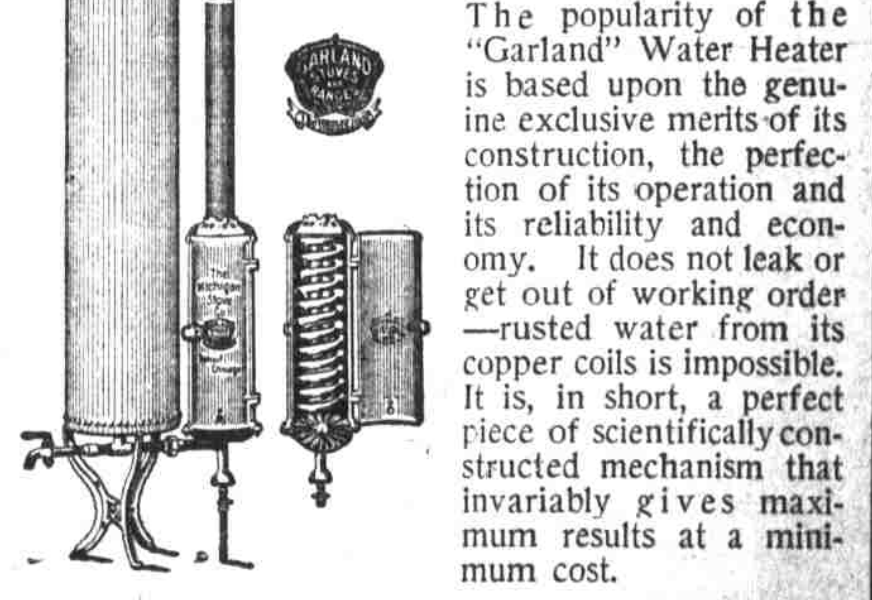
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PASTOR KUHLMAN IS ACQUITTED BY FELLOWS

Eugene, Or., Sept. 27.—H. W. Kuhlman, Methodist pastor at Tillamook, who was arrested in Portland in August on a charge of accosting women, and who was convicted by a jury composed of three ministers, three newspaper men and a woman social worker, was today acquitted by the Methodist conference in session here. The conference went into executive session to try the case. Kuhlman did not appear. He will be appointed to a charge for the coming year.

The Laymen's association of the conference held a meeting which was addressed by Bishop Cooke and presided over by R. A. Booth of Eugene. The relation of the laymen to the working order of the church and cooperation with the ministry were the subjects discussed.

Another session was devoted to celebrating the successful completion of the endowment campaign for Willamette university. Last night an anniversary meeting of the Freedmen's Aid society and of the board of education was held. Addresses were delivered by Rev. G. F. Bovard, president of the University of Southern California, and Rev. J. G. Martin, formerly a missionary among the negroes.

