

GAYNOR COMMISSION SEVERELY CONDEMNS BILLBOARD NUISANCE

Enormous Signs Declared to Be Filth Gatherers as Well as Destructive to Values.

To those who are outraged at the contemptible commercialism to be seen in the ever increasing use of the hideous billboard, the action of the late Mayor Gaynor of New York, in appointing a "billboard advertising commission" and the wide interest aroused by the commission's report recently made by that commission, is a distinctly hopeful occurrence.

Mayor Gaynor despised billboards. They were one of his pet aversions. He attempted to use his official power to check the spread of the evil in New York, but made little progress. Finally, just a short time before his death, he conceived the idea of appointing a municipal commission and charging it with the duty of making a serious investigation. This commission held many open meetings, the individuals of the commission undertook much private investigation, and elicited by oral testimony, correspondence and the study of documents a vast amount of information bearing on all phases of the subject of outdoor advertising.

Billboard Report Submitted.
The report just submitted is extensive and is accompanied by 25 pages of illustrations to prove statements made. These illustrations are described as being of the sort to make a good citizen "tear his hair" with chagrin at the misdirected commercialism of business men who would destroy the finest architectural genius and the expenditure of vast sums of money.

Unsightly Signs Found Everywhere.
"All over the city are found enormous, unsightly and at times disgusting billboard advertisements which neutralize the effects produced by the finest architectural genius and the expenditure of vast sums of money."

Speaking of the income derived from vacant property by owners who lease for billboard purposes the report comments as follows:
"In many important parts of the city there is a strong tendency to secure the publicity income, and to postpone the full utilization of the land on which billboard tax payers and electric signs are erected. The erection of such structures also has an injurious effect upon adjoining realty values and constitutes, in many cases, a real nuisance."

It is also urged that billboards increase the fire risk and that illuminated and flashing signs in some localities interfere with sleep in neighboring hotels and private residences.
"In this connection the report makes note of a recent fire in which the landlord of a hotel sought to recover rent for rooms in his hotel, which had been abandoned by the tenant because of the erection, by the landlord, of a glaring electric sign, the light from which made the rooms uninhabitable. The court decided that the erection of the sign amounted to "constructive eviction," and the landlord was restrained from recovering rent. On this decision the following pertinent comment:

"Well done, Justice Wilson! But how about the people on the outside of the hotels, and of the taxpayer's one story houses, with monstrous electric signs on top of them, and of the vacant lots with hideous billboards surrounding them—in short, the people of the city at large who are pestered with alternating flashes as they walk the public streets, and whose enjoyment of whatever is beautiful in the city is marred by disfiguring advertisements? Are they not, in a great measure, subjected to "constructive eviction" from their own city? And, as it is hardly to be expected, or even desired, that they should actually move out of the city, as Mr. Dinwiddie and other tenants moved out of this hotel, would it not be a good plan to turn the tables—to "evict" the offending billboards and electric signs instead of the people?"

"But best of all in this report which after taking into consideration all the conditions met in a great city is this declaration:
"We believe that the time has arrived in this state when public sentiment will warrant writing the word 'beauty' into the constitution."

PERTINENT HINTS TO HOMEBUILDERS ON CONDUCTING FIGHT ON KING FROST



Exterior and interior arrangement of ideal residence.

By Arthur C. Clausen.
There is some advantage in living in the cooler parts of the country. For example, we are not worrying about our citrus and orange crops, but there is no question that we have to pay a good price for this peace of mind. It costs about 40 per cent less to build in the southern states than it does in the northern states and throughout Canada. This 40 per cent is spent for the heating plant and protection against King Frost.

Paper For Conductor.
On the other hand a thick, spongy sheet of blotting paper equal in thickness to a pane of glass will not conduct the cold near so quickly unless there is a strong wind behind it to force it through, in which case we have another element to consider. There are two kinds of cold. One is the still cold and the other is the cold wind.

Stopping Still Cold.
Having stopped the wind by a smooth surface paper, the next step is to stop the still cold, which, if anything, has a tendency to penetrate the smooth paper. With this idea in view, it is a good plan to put a sheathing quilt directly back of the smooth surface paper in addition to the back papering, but this is seldom done.

How Sheathing Is Attached.
These strips of sheathing quilt should extend from the first floor to the attic ceiling and be nailed top and bottom as well as sides, then finished on the inside of course, by the usual lath and plaster.

Various Kinds of Protection.
Next in preference comes the common hollow brick wall or hollow tile with the facing of cement stucco on the outside, and with the lath and plaster on furring strips on the inside; next in preference comes the regular frame wall with either siding, shingles or stucco on metal lath, with the walls weather papered and back papered. In addition to properly building the walls the window frames should be made so that the wind will not find a way through them, and properly fitted in place. There is a great deal of variance in the construction of window frames—a few good methods and a great many poor ones.

Specifications for Oregon Building Done.
Complete specifications for the Oregon building to be erected at the Panama-Pacific exposition have been made by the architects, Foulkes & Hogue, and bids are now being received for its construction. The structure is to be of limestone and shale used in the manufacture of cement are adjacent to the plant, and all controlled by the company. Both the limestone and shale are easily handled and can be conveyed to the mills at a minimum cost. The cost of the plant came from eastern and middle west capitalists, the remainder being subscribed by Oregon investors.

coat, being merely what we call the common scratch coat, and it has been found that a little wind pressure placed behind ordinary back plastering as a test will perceptibly move a handkerchief on the other side. Careful tests and considerable experience have demonstrated that back plastering, while undoubtedly doing some good, is not as efficient as other and cheaper methods.

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PREDICTION IS MADE 99 YEAR LEASE WILL BE POPULAR IN CITY

So Far, However, 20, 30 and 50 Years Seems to Be Favored.

That the 99 year lease, common in large eastern cities, will eventually become popular in Portland is held by a number of local realty operators who have recently added a leasing department to their business. So far as is known there has never been but one 99-year lease executed in Portland affecting a parcel of valuable central realty. Twenty, 30 and 50 years seem to be the favorite terms among local owners who have leased their holdings.

Grows Rapidly in East.
No form of investment has grown so rapidly with eastern capital as what is commonly termed the 99-year lease. It is said that one half of the buildings in the Chicago loop and nearly as large a proportion of the larger structures in the business district of Philadelphia stand on property covered by a 99-year lease. In the lower portion of New York City there are 20 to 30 story steel buildings that were built on sites acquired under this form of lease.

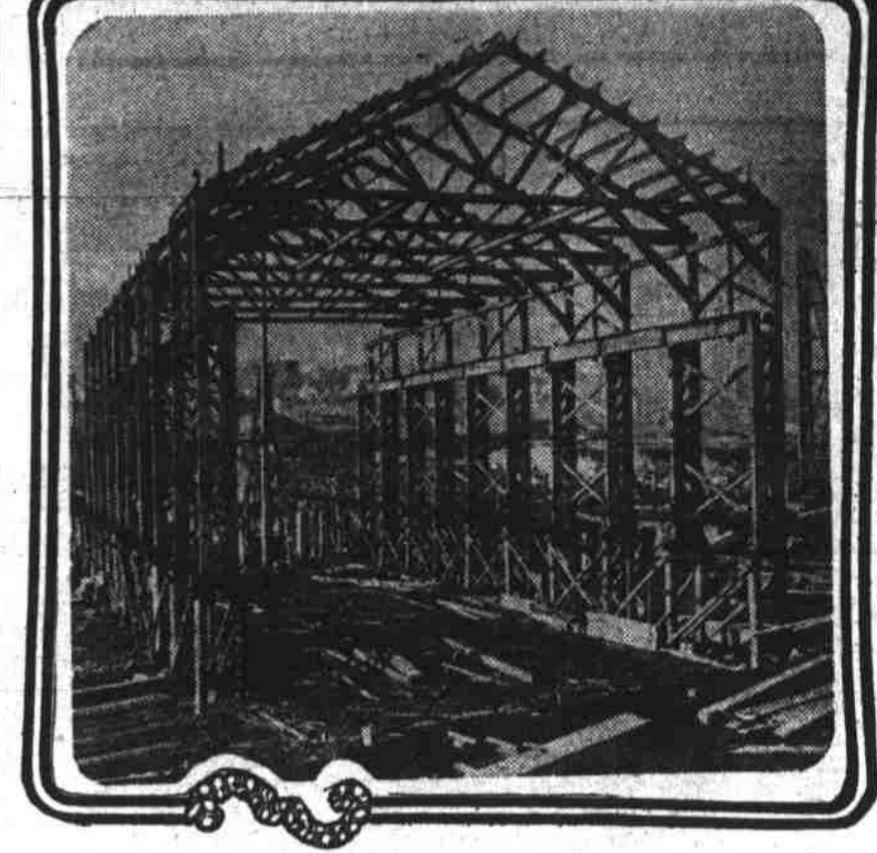
New Leases Differ.
Experience has shown that in these leases many features that originally were considered an advantage are entirely wrong and have been discontinued. It was very difficult for instance to convince the owner of the ground that he should not participate in the increased value so the lease called for valuations at certain periods. This was discovered in many cases amounted to confiscation of the buildings which were the lessors security.

No City Goes Backward.
Statistics show that no city in the United States after reaching a population of 150,000 ever went backward. There may be times of temporary depression but when passed, the growth continued as before. Also as a city grows older constant re-adjustments take place. New centers are made and

every ten or 20 years resulted in placing the ground value so high that the entire income from the building would not pay the rent and the result was that the lessor lost the property. In many of the 99-year leases in eastern cities the lessees have voluntarily cut out the re-valuation clause rather than bankrupt the lessors.

Open evenings until Christmas. Jimmy Dunn, 315-17 Oregonian bldg. Elev. (Ad.)

SOUTH PORTLAND MANUFACTURING PLANT



Northwest Steel company's new plant, under construction at the foot of Sheridan street.

Down on the South Portland river bank at the foot of Sheridan street the Northwest Steel company has begun the erection of a new plant to take the place of the North Portland plant of that company. When completed the building and site will represent an investment of nearly \$250,000. The main building will be of heavy mill construction equipped with an overhead crane system and will be 45 by 85.

front the company is building a 320 by 100 foot dock, for the handling and temporary storage of structural steel. The entire site of the plant embracing several acres is being raised above high water by means of silt and other material pumped from the bottom of the river. Something like a 16 foot fill will be required to lift the land above extreme high water. J. R. Bowles is president of the company, W. B. Beebe vice president, and W. H. Cullers, chief engineer.

A HOME FOR A XMAS GIFT

WHAT COULD BE A MORE SUITABLE GIFT TO YOUR FAMILY AT CHRISTMAS THAN A HOME?

Not necessarily a home all paid for—one with the first payment made would be appropriate, the unpaid part to be taken care of with the money that now goes for rent.

\$100 IS ALL THAT IT HOLGATE DOWN TO BECOME A HOME OWNER IN ADDITION

Our proposition to prospective home-owners is one that is deserving of immediate investigation. We will build you a home in which your ideas of plans and construction will be carried out and finished in every detail ready for occupancy. Holgate Addition is not on the outskirts of the city—it is within a twenty minute ride of the business section. The lots are 50 by 100, all improvements are in. You who are renting—you who have moved time after time when you thought you had got nicely settled—realize most what it means to have a home of your own. Here's your opportunity—GRASP IT. Come out today and see this property, take Sellwood car, get off at Milwaukie and Alice streets. Phone Sellwood 1455 Sundays.

PARKER & BANFIELD

104 GRAND AVE. PHONES, EAST 295, B-1557

NEW KENTON CLUBHOUSE WILL CONTAIN ALL MOST UP-TO-DATE CONVENIENCES



Building for which foundation is completed will be located on Russett between Fenwick street and Patton avenue.

Kenton, Dec. 18.—The foundation for the \$3000 Kenton clubhouse on Russett street, between Fenwick street and Patton avenue, has been finished and the building will be completed February 1st. It is situated one block north of the carline and less than a block from the new Kenton school.

In addition to the 40x60 foot gymnasium and dance hall, which will have an 18-foot ceiling, there will be a reception room, ladies' rest room, gentlemen's cloakroom and kitchenette, and billiards, pool and carroom will later be installed in the basement. Christian Spies is the architect and builder.

The building is a one-story frame structure, with full concrete basement. The officers of the club are Joseph G. Seattle, president; Clarence Bullen, vice president; secretary, E. T. Tracy; treasurer, W. Burke. The directors are Lewis R. McGee, James J. Wilkinson, W. R. Agnew, Christian Spies and Dr. Samuel M. Strohecker.

CEMENT PLANT WILL BE READY BY APRIL

Fletcher Linn of this city has returned from a visit of inspection to the big cement plant under construction at Gold Hill, between Grants Pass and Medford, by the Beaver Portland Cement company. Mr. Linn reports work on this plant as progressing rapidly, and that it will probably be ready for operation not later than April or May next. The Gold Hill plant will have a capacity of 1000 barrels of first class cement a day. Several hundred acres of limestone and shale used in the manufacture of cement are adjacent to the plant, and all controlled by the company. Both the limestone and shale are easily handled and can be conveyed to the mills at a minimum cost. The cost of the plant came from eastern and middle west capitalists, the remainder being subscribed by Oregon investors.

SPECIFICATIONS FOR OREGON BUILDING DONE

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Journal's Washington Street Office

354 1/2 Washington Street, Near Park (WATERMAN'S PEN AGENCY)

For the convenience of our patrons The Journal has established a Washington street office for cash "Want Ads." The same courtesies will be extended there as at our main office.

No ads received after 11:15 a. m. for that day's paper and 8:45 P. M. Saturday for Sunday's paper.

Journal Want Ads Serve You Best USE THEM—READ THEM