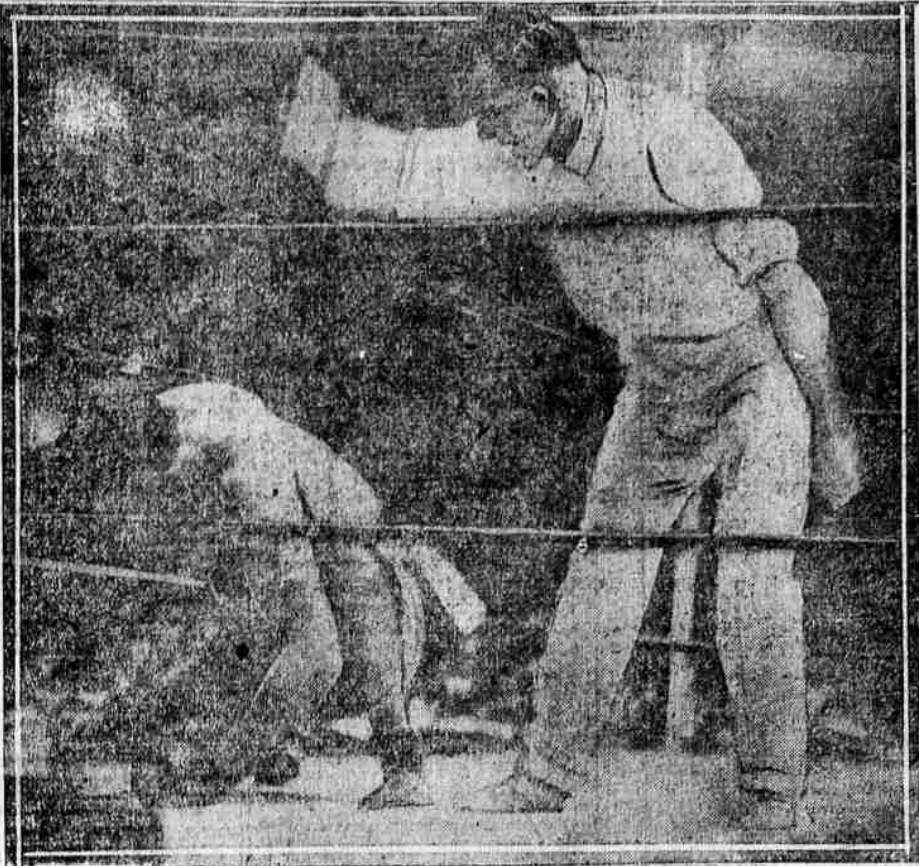
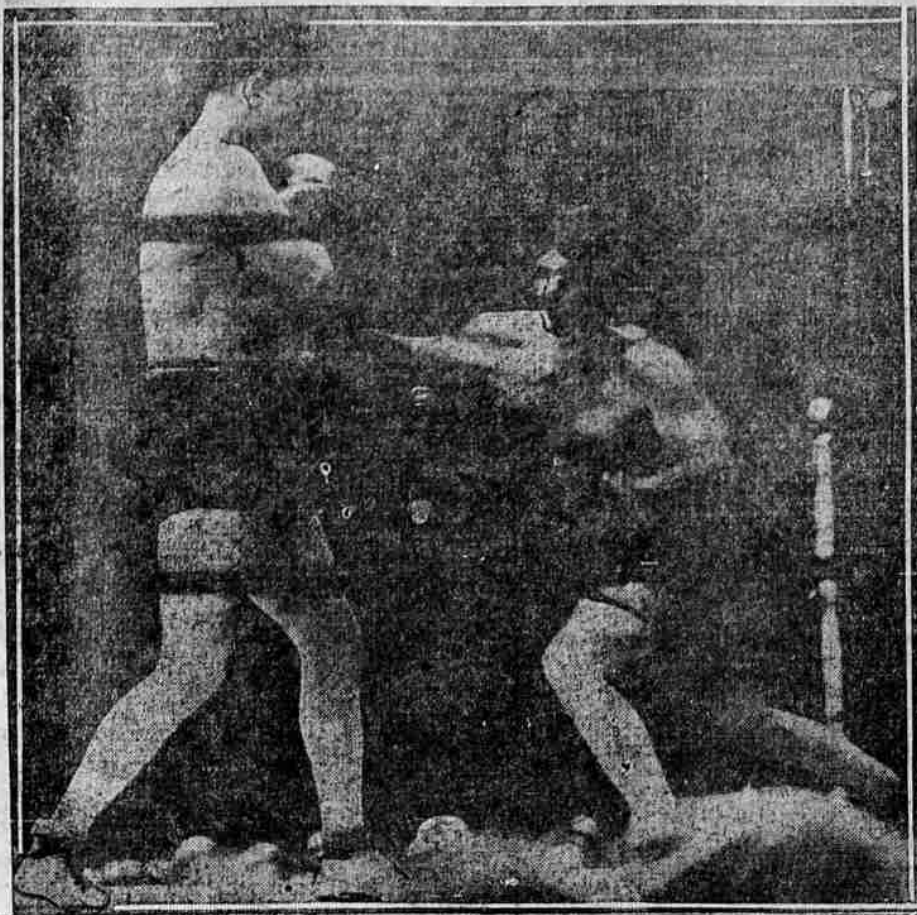


PICTURES OF THE WILLARD-FIRPO BOUT

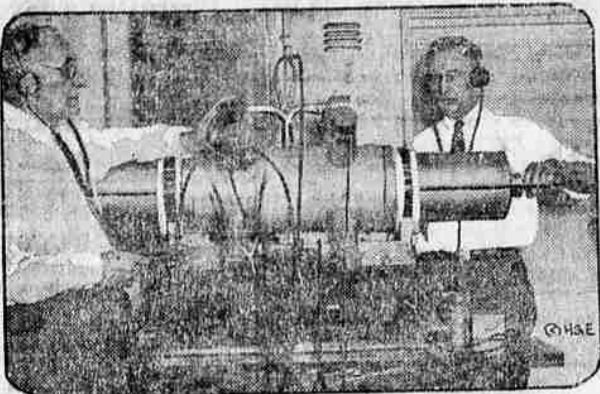


Extraordinary photograph, taken under difficult conditions of night, shows Jess Willard, former world's champion, taking the count of 10 at the hands of Luis Angel Firpo, Argentine giant, in the eighth round of a 12-round battle at Boyle's Thirty Acres, Jersey City, N. J. One hundred thousand people saw Firpo knock out Willard with a right to the jaw. Picture shows Willard on one knee as Referee Harry Lewis counted him out.



An unusual picture, taken at night, showing the crouching attack of Luis Angel Firpo, Argentine heavyweight, landing on Jess Willard just before he put over the right to the jaw that knocked out the American in the eighth round. A record crowd, in Boyle's Thirty Acres, Jersey City, N. J., saw Firpo win.

Eliminates "Static" for Radio



This machine, called the "clarophone," will eliminate "static," or atmospheric disturbances, and revolutionize radio communication, according to W. J. Scott (left), electrician of the Navy Department, who invented it.

Says Mexico Needs Artisans

MEXICO CITY, July 18—Storming of executive offices by office seekers at a ratio of 100 applicants for every government post has prompted General Calles, secretary of government and a presidential possibility for 1924, to declare for more manual training and less arts and science schools for Mexico.

"Mexico should create practical men, not social parasites," he is quoted as asserting. "The tendency to attempt to create professional men is a mistake. Of every 100 students hardly 20 secure degrees, the remaining 80 dedicate themselves to securing public office."

Advertising pays. Try it and see.

Kodak finishing at Stinson's. 31f

ONE KILLED, 18 INJURED IN TUBE TRAIN WRECK



Here's what happened when two Hudson tube trains sideswiped each other at Harrison, N. J., a few miles from the entrance of the tunnel connecting New Jersey and New York city. One passenger was killed and 18 injured.

What Long-Bell Lumber Co. Plans at Longview, Wash.

(4-L Bulletin)

On 2000 acres of the land, the Long-Bell Lumber company is erecting its great lumber manufacturing plant, which when completed will have an annual capacity of between 400 million and 500 million feet of finished lumber products. The latter figure is practically equivalent to the total production of eleven sawmills now operated by this company.

It is estimated by the Long-Bell company that an operation as large as the one planned when completed will in itself employ the services of between 3000 and 4000 men. Counting those employees and their families, together with the many persons required to serve such a community, a conservative estimate of the population of the new city within a very short time of 20,000 people.

Some conception of the magnitude of the Long-Bell manufacturing operations at Longview may be had in the size of the electric power plant. When completed this plant will be capable of generating 26,000 kilowatts. The power plant building will be 310 feet long and 194 feet wide. Its two chimneys will be of reinforced concrete, 300 feet high, with diameters of twenty-one feet inside of the top.

The primary units of the lumber manufacturing plants will be two fir sawmills served by a twenty-four acre log pond, which is connected by a canal with a larger log pond of 126 acres. The latter pond is connected by a canal with an arm of the Columbia river, containing about seventy-five acres, which will be used also as a log pond.

Other features of the Long-Bell operations will be a cedar and hemlock mill, sash and door factory and veneer plant.

The lumber manufacturing plants will be electrically driven. Separate docks for vessels and freight cars will be built. Lumber and

timbers cut for export will be stored apart from products designed for domestic markets. Hard labor and trucking will be practically eliminated by the use of overhead cranes and monorail trolleys, which will handle the products in "packages."

Export and coastwise lumber and timber docks will accommodate eight large ocean-going vessels at a time.

The double track main line railroad between Portland and Seattle passes Longview on the opposite or east bank of the Cowlitz river. This line is used jointly by the Union Pacific, Northern Pacific and Great Northern. The Longview, Portland & Northern railway, a double track common carrier, is being built along the west bank of the Cowlitz and will connect with the trunk lines across the river over a bridge near the mouth of the Cowlitz. That will afford the new city direct access to the three transcontinental lines. In addition to being a common carrier, serving a prosperous agricultural district with both freight and passenger accommodations, the Longview, Portland & Northern will haul logs delivered to it by the logging railroad of Long-Bell and other nearby logging operations.

Longview has a frontage of seven and one-fourth miles on the Columbia river and five miles on the Cowlitz river. It is situated in the exceedingly fertile valley where those two rivers meet; the strategic point where the north and south trunk railways meet the great Columbia river at right angles, fifty miles from the ocean.

The Columbia river, in volume of water and commercial importance, is the largest west of the Mississippi and at Longview has a width varying between 3300 feet and 6000 feet. Its channel assures ocean commerce; and as ample turning and mooring facilities as many of the leading harbors of the

world. The advisory assistance he rendered in connection with the planning of Longview.

Kessler laid out the Kansas City park and boulevard system. He was a member of the park boards of a dozen cities. He was city plan advisor to Kansas City, Missouri; Kansas City, Kansas; Dallas and Wichita Falls, Texas; Oklahoma City; the City of Mexico.

The actual platting and planning of Longview was done by the firm of Hare and Hare, landscape designers and town planners of Kansas City, widely known for exceptional work in behalf of civic beauty and municipal improvements. S. Herbert Hare represents his firm in the Longview work, and has spent much of his time at the new townsite. Hare studied landscape architecture and city planning at Harvard. He served on the commission in 1917 which located Camp Funston, Kansas, and later became supervising planner in charge of the planning of that great army camp.

Another widely known man in city planning affairs who, as an advisor, assisted in working out the utility and beauty of Longview, was J. C. Nichols, president of the J. C. Nichols Investment company, owners and developers of the internationally known country club residential district in Kansas City, Missouri. There a district of 2000 acres has been platted and beautified in a manner so efficient and so strikingly beautiful that civic experts from all over the world make pilgrimages to it.

In Longview, broad thoroughfares and boulevards, one hundred feet or more in width, are provided along all the principal natural lines of traffic. Some of these main streets radiate in various directions from the business center, yet they are so arranged in their relation to other streets that alternative routes are provided near the center, so that congestion of traffic is not forced to the center.

The arrangement of those main thoroughfares tends to fix the permanent center and to avoid the shifting values so characteristic of our American cities. All the busi-

ness streets are of ample width for present and future needs, and the blocks are quite short in the business area, giving a high percentage of property in streets, while in the outer residential areas the blocks will be long. Thus the total area of streets in the townsite is distributed where it will be of the most value. In the hilly sections, the streets will be carefully adjusted to the topography of the land, thus preserving the unusually fine scenery and building sites of these areas.

Alleys have been provided at the rear of most of the lots in both the business and residential areas. Pole lines will be arranged in these alleys, wherever possible, and in easements along rear lines where there are no alleys, thus clearing most of the streets of unsightly poles and allowing the undisturbed growth of street trees.

A six-acre park has been provided at the center of the radiating thoroughfare, which is the focal point of vistas from various directions. Around this park will be grouped the various public and municipal buildings of a monumental character. While this park is at the convergence of the radiating streets, it is not the center of traffic. A park area of one hundred acres has been provided in the form of a crescent-shaped parkway, from 500 to 800 feet wide and a mile and a half long, surrounding the inner city on the westerly and southerly sides. This park area is bordered by two boulevards. There will be waterways through the park and ample areas of open lawn for recreation use. Other parkway treatments are being provided.

All the outstanding natural beauties of the site will be preserved in park land. Areas which might become a menace to the city in private ownership because of being unsuitable for building are protected, and ample facilities for outdoor recreation of all kinds are amply provided for in the park system.

In addition to the parks, very ample areas have been reserved for the school grounds, which will in themselves be local parks. For the grade schools, areas of five acres or more have been reserved, and

there is one area of more than twenty acres for the junior and senior high schools and general recreation field.

The areas reserved for schools have been spaced in relation to the future density of population, so that units of economical size can be developed.

The haphazard growth of most cities is not only due to an illogical The Cowlitz river is navigable at Longview for lighter draft vessels. Longview has been called by visiting city planners "the city practical that vision built."

When the Long-Bell Lumber company decided upon this city building project, the officials called to their assistance several men who, by years of experience and outstanding work, had firmly established themselves as city planners.

Wherever city planning, city zoning, parks, boulevards, or architectural landscaping are discussed anywhere in America, the name of George E. Kessler, landscape architect, will be heard. His sudden death March 19, 1923, in Indianapolis, was a distinct loss to civic beauty throughout America. The last notable work of Kessler was and unrelated street plan, resulting from piece-meal development, but to lack of control of the uses of private property. In Longview, the city is planned so that various sections are especially fitted by location and character for development to certain classes of use, and by means of protective covenants in the deeds and plats, the buyers will be assured that property they purchase for a certain use will be surrounded by property of similar or a higher type of use.

In city planning this control of private property is known as "zoning" and all the principal large cities of the country and many smaller ones have adopted zoning regulations, and have thus been able to stabilize their property values. A complete zoning plan has been prepared for Longview. A person buying in a single-house residential district is assured that nothing but residential property can surround him, and no apartments, stores, commercial garages, nor other injurious construction can be

Evelyn Today



This is the latest photo of Evelyn Nesbit, former wife of Harry Thaw. She is ready for a dip at Atlantic City where she appears nightly in a cabaret of which she is part owner.

Yes, W. H. N. B.



But if we did have bananas we probably could spare this marmoset one. It would give him enough food for a week. He's 2 1/2 years old and weighs 2 1/2 ounces. He belongs to a London man.

That is what is being done in Longview.

A complete city is being planned in every detail, with a place for everything and everything in its place.

The Long-Bell Lumber company expects to confine its activities exclusively to the production and distribution of lumber products, hence an associate company, the Longview company, has been incorporated, which will forward the development of the new city independent of the manufacturing operations of the Long-Bell Lumber company.



WHEN you are planning your trip to one of those distant places, where supply depots are far apart and where your motor fuel can make or mar the success of your journey—you'll start right by filling your tank with Shell Gasoline—and using nothing else during your entire tour.

SHELL COMPANY
OF CALIFORNIA