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National Register of Historic Places Continuation Sheet

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Figure 1. Photo key map showing location of photos 1-14.



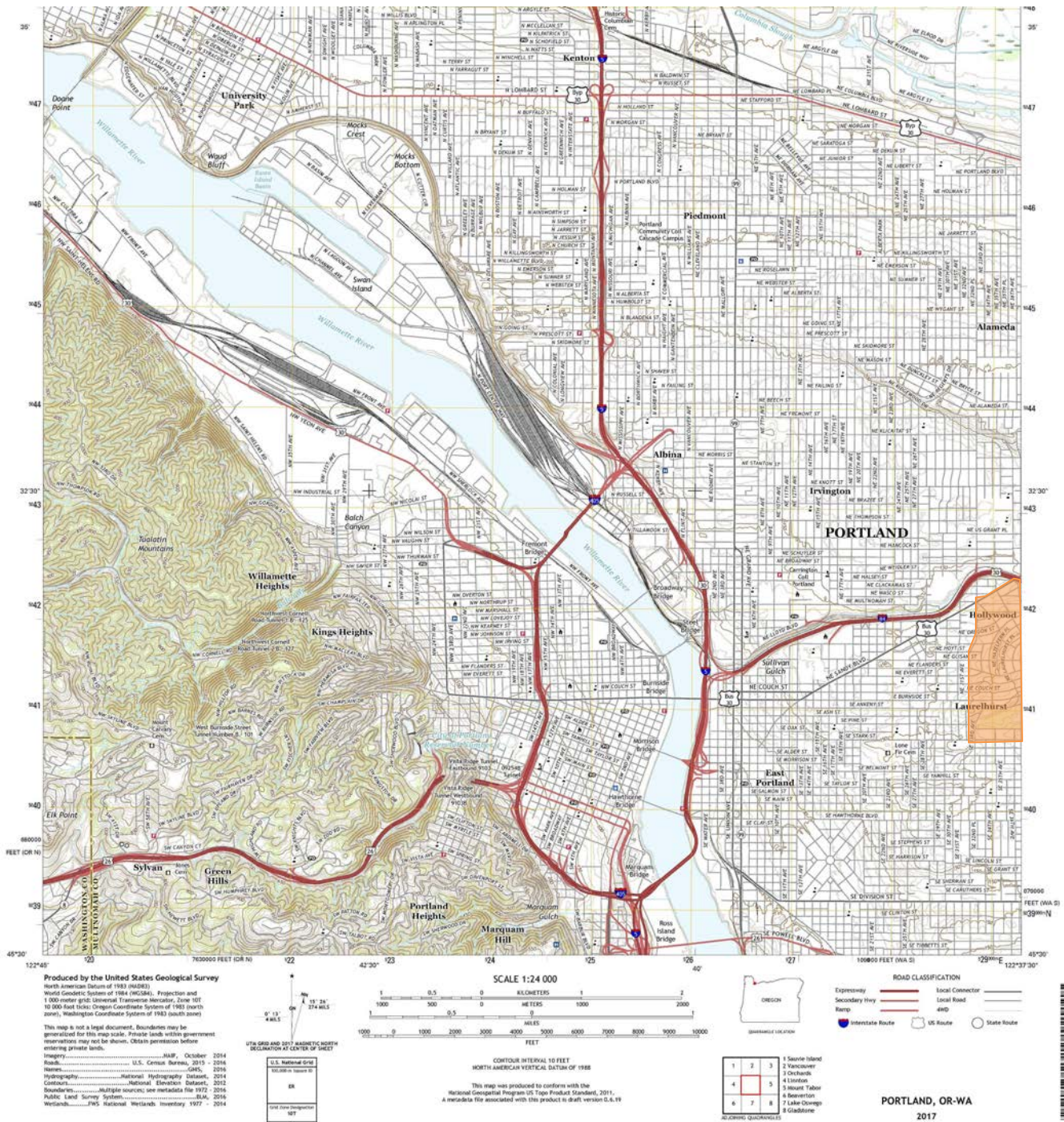
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Figure 2. USGS Topographic Map (partial), 7.5-minute series, Portland Quad. 2017.



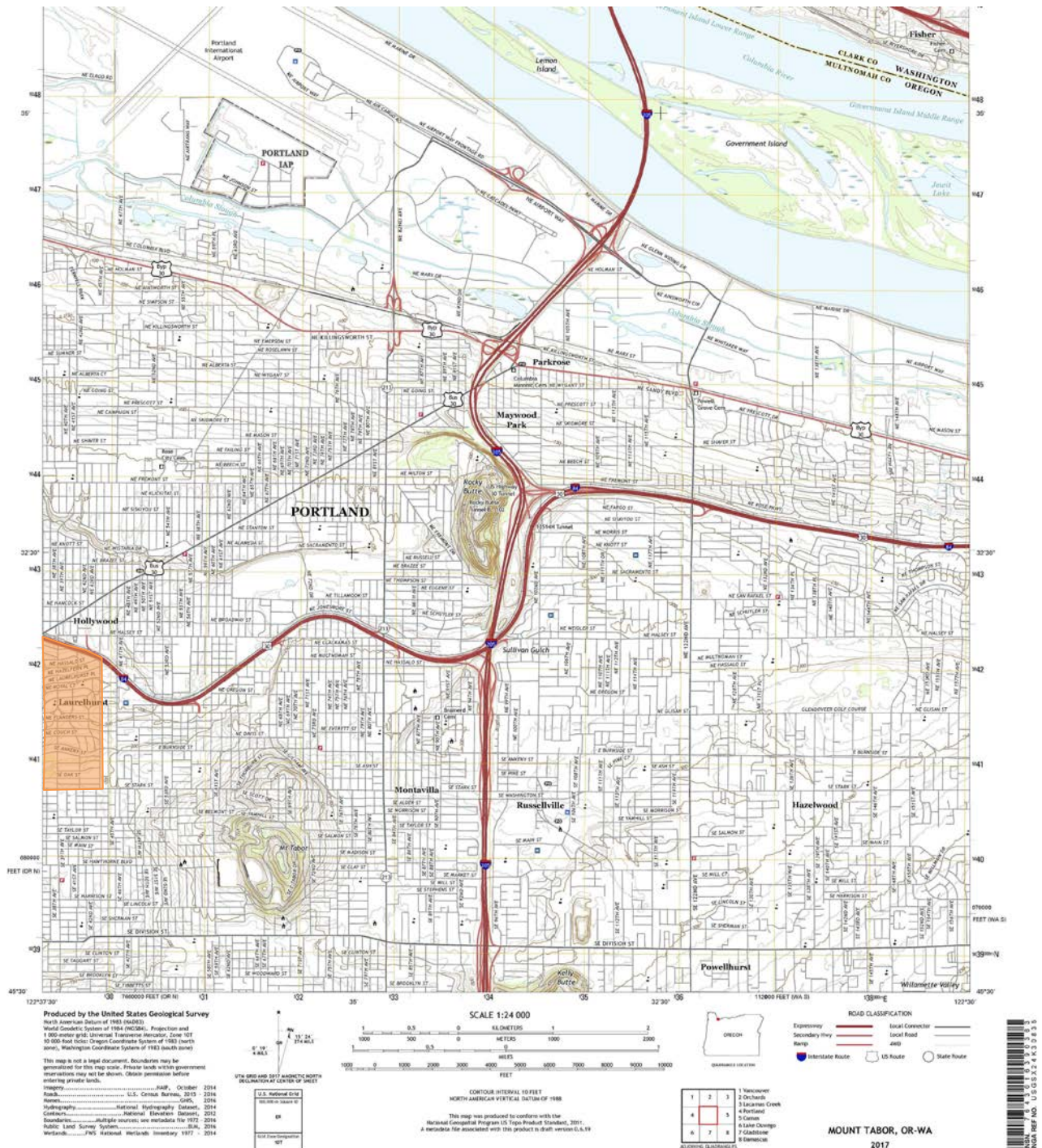
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Figure 3. USGS Topographic Map (partial), 7.5-minute series, Mount Tabor Quad. 2011.



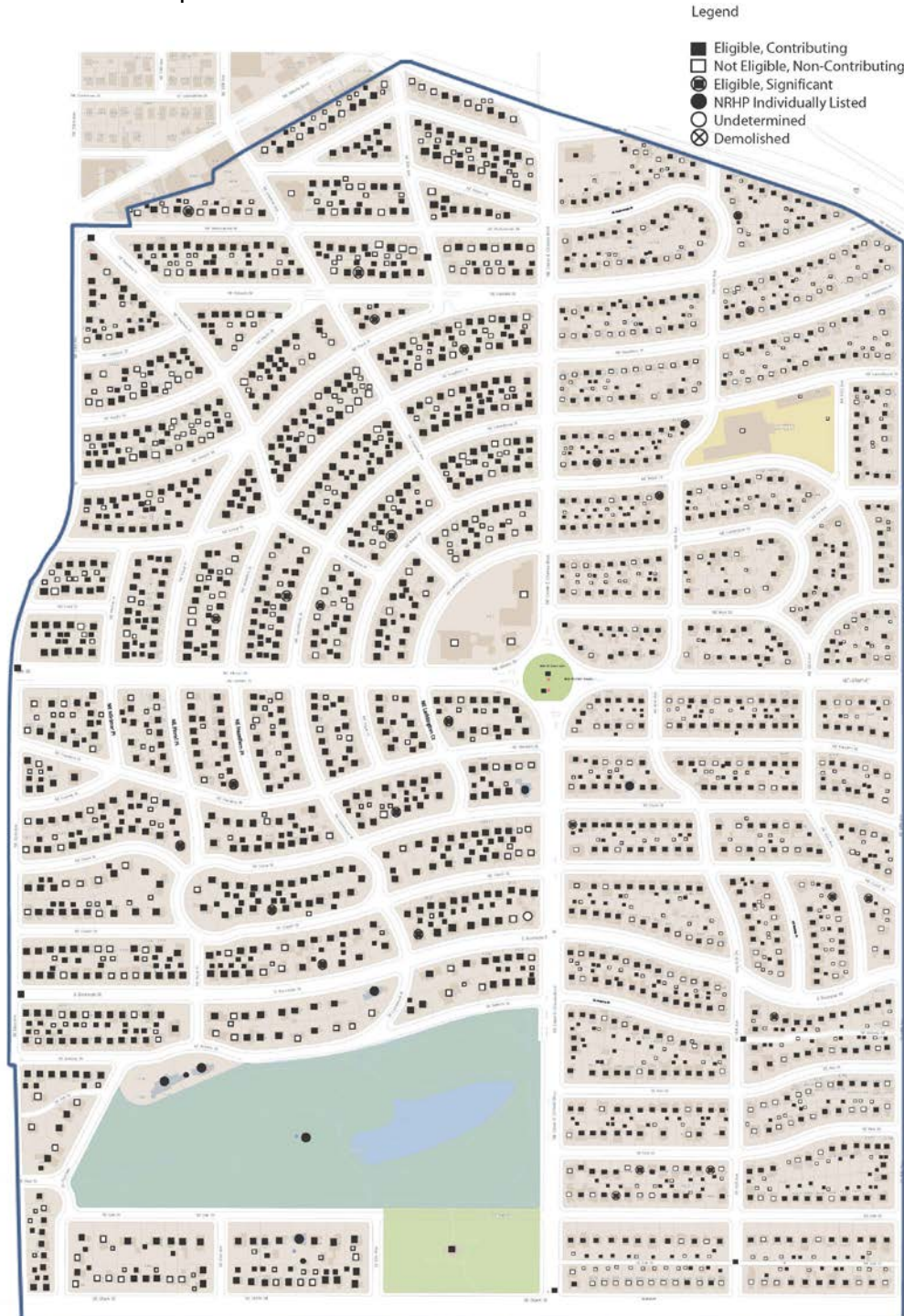
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Figure 4. Laurelhurst District map



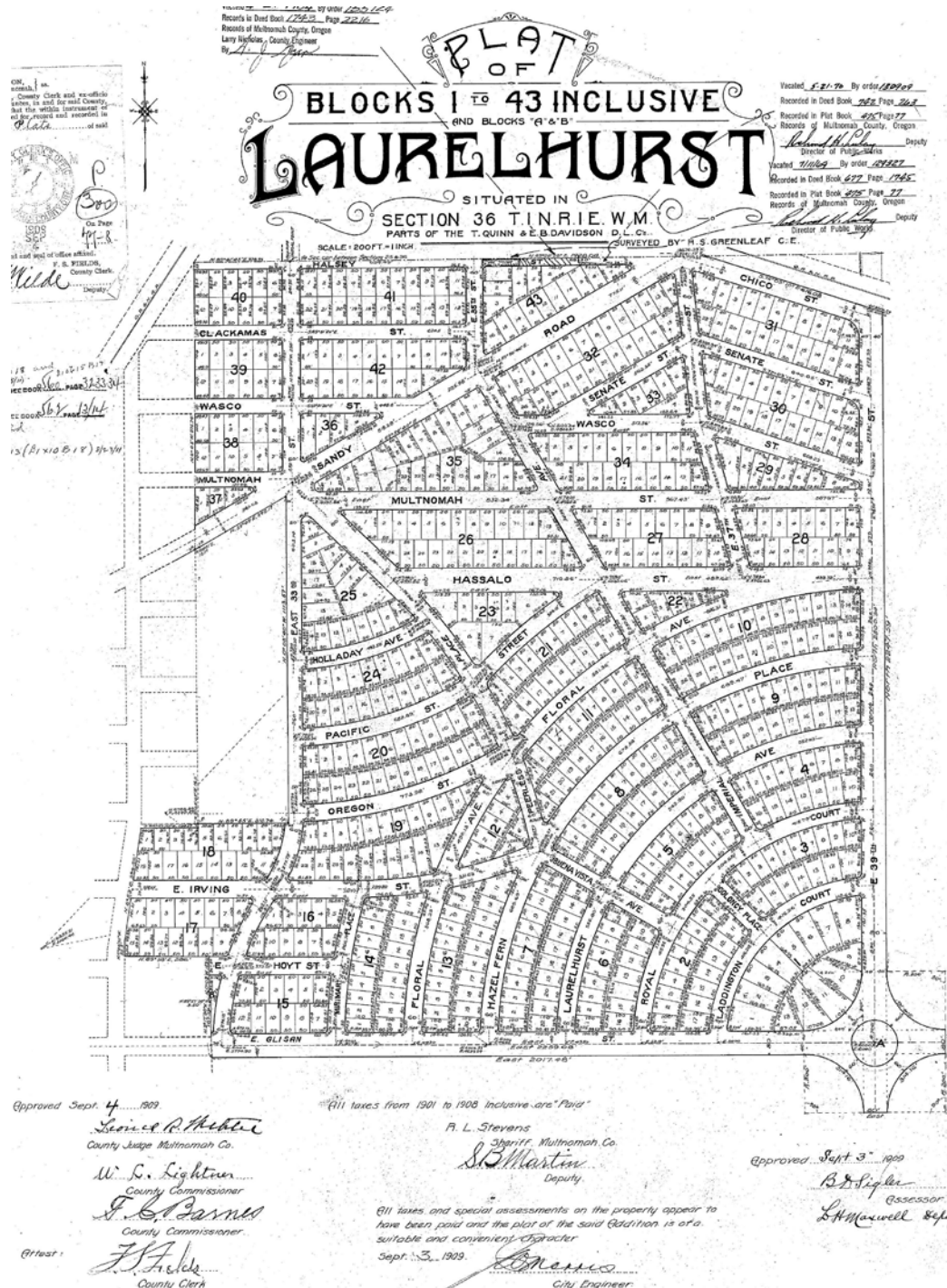
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Figure 5. Laurelhurst Plat #1, NW Quadrant. September 4, 1909.



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Figure 6. Laurelhurst Plat #2, NE Quadrant. March 7, 1910.



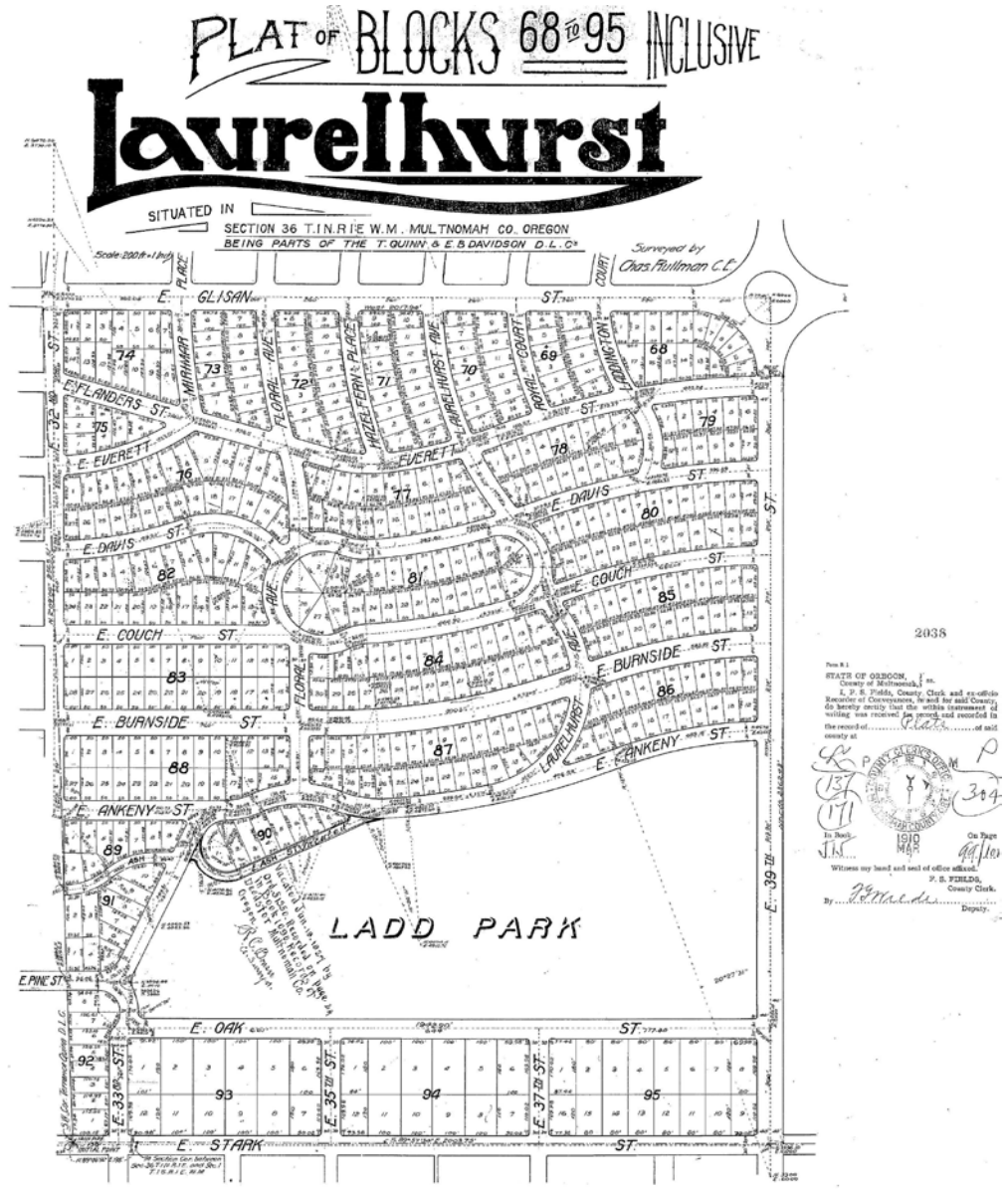
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Figure 7. Laurelhurst Plat #3, SW Quadrant. March 7, 1910.



Approved Mar. 7th 1910
[Signature]
 County Judge
[Signature]
 County Commissioner

All taxes from 1901 to 1909 inclusive are paid
 R. L. Stevens
 Sheriff Multnomah Co.
[Signature]
 Deputy

All taxes and special assessments on the
 property appear to have been paid and the
 plat of the said division is of a suitable
 and convenient character
 Mar. 7, 1910.
[Signature]
 City Engineer

Approved Mar. 7th 1910
[Signature]
 Assessor

Attest: *[Signature]*
 County Commissioner

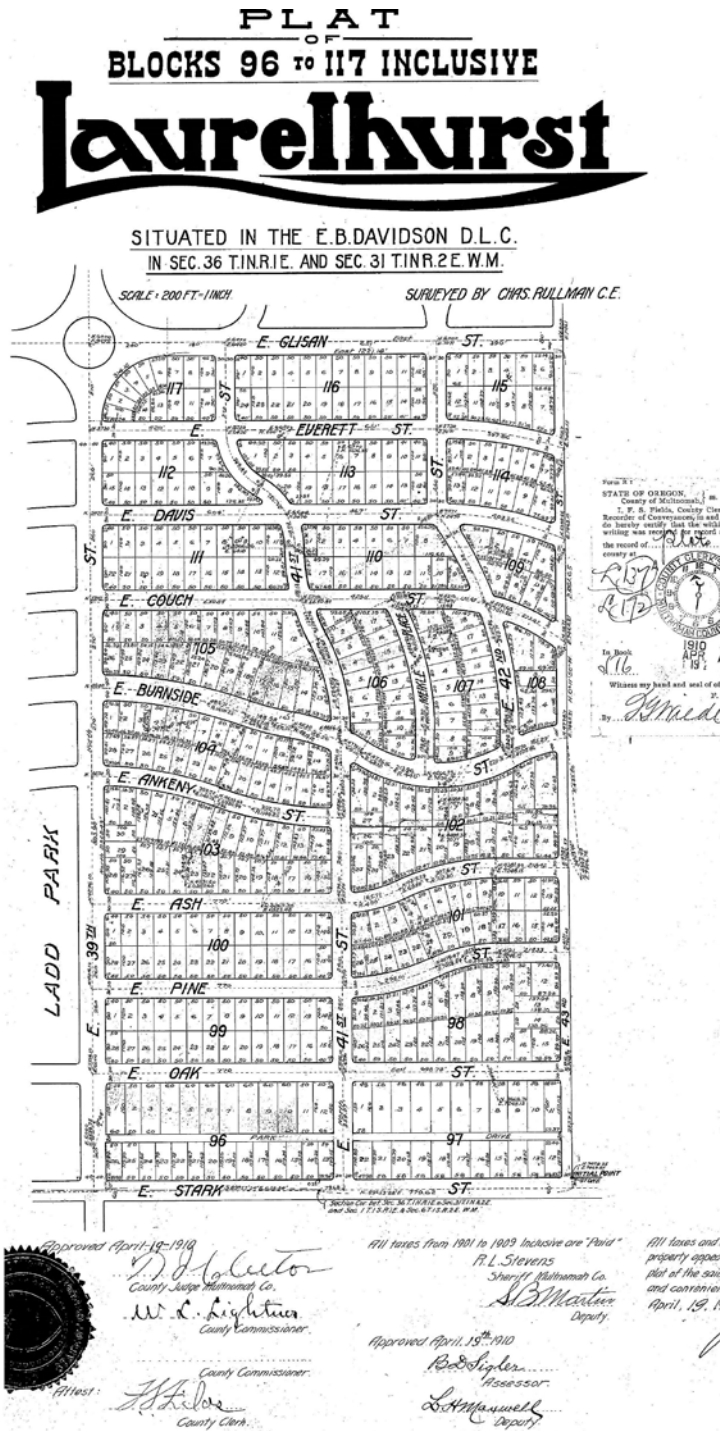
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Figure 8. Laurelhurst Plat #4, SE Quadrant. April 19, 1910.



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Figure 9. Laurelhurst Streetcar lines, published in 1910 in promotional booklet by the Laurelhurst Co.

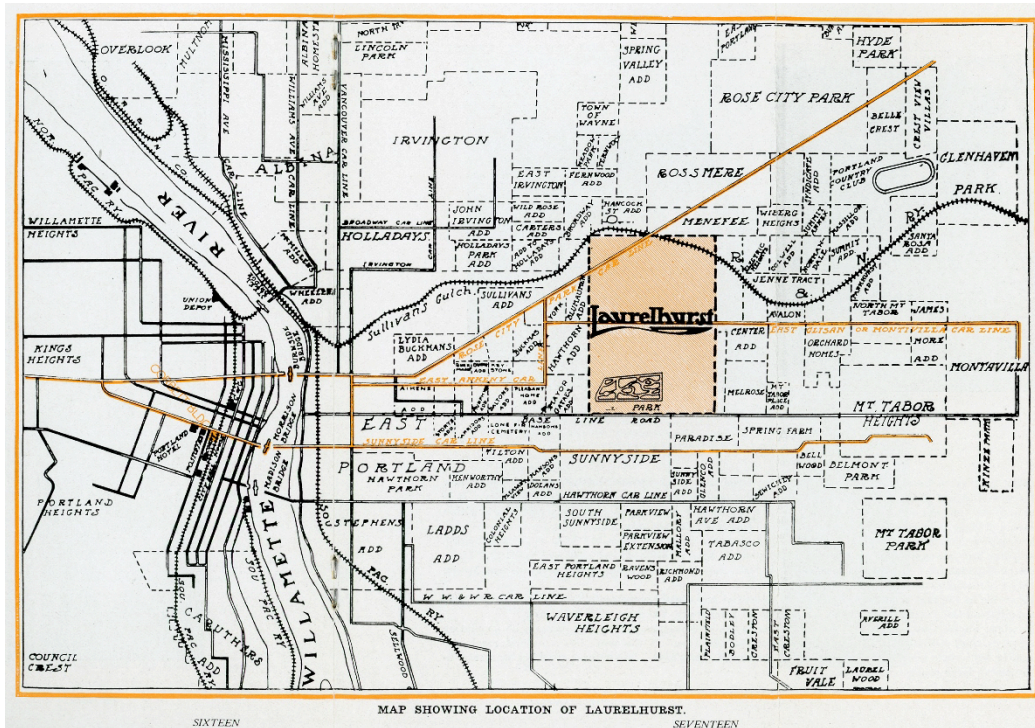
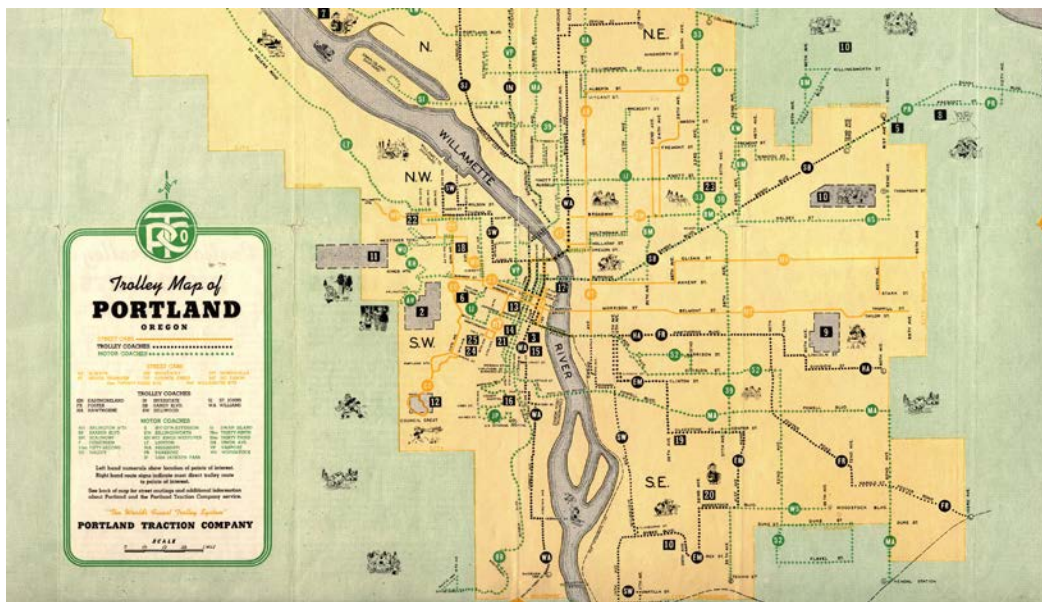


Figure 10. Portland Traction Company Streetcar map (partial), 1943.



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Figure 11. Drawing published in Laurelhurst Co's 1916 promotional booklet "Laurelhurst and its Park"



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Figure 12. "Ladd Farm- Site of Laurelhurst" looking north within Hazel Fern Farm. Ranch house on left, barn at right. Image courtesy of Oregon Historical Society (Neg. #13314). Date is c. 1895.



Figure 13. Photo published in 1910 promotional booklet by the Laurelhurst Co. showing the W. N. Everett residence nearing completion and the streetcar tracks on what would become Glisan Street.



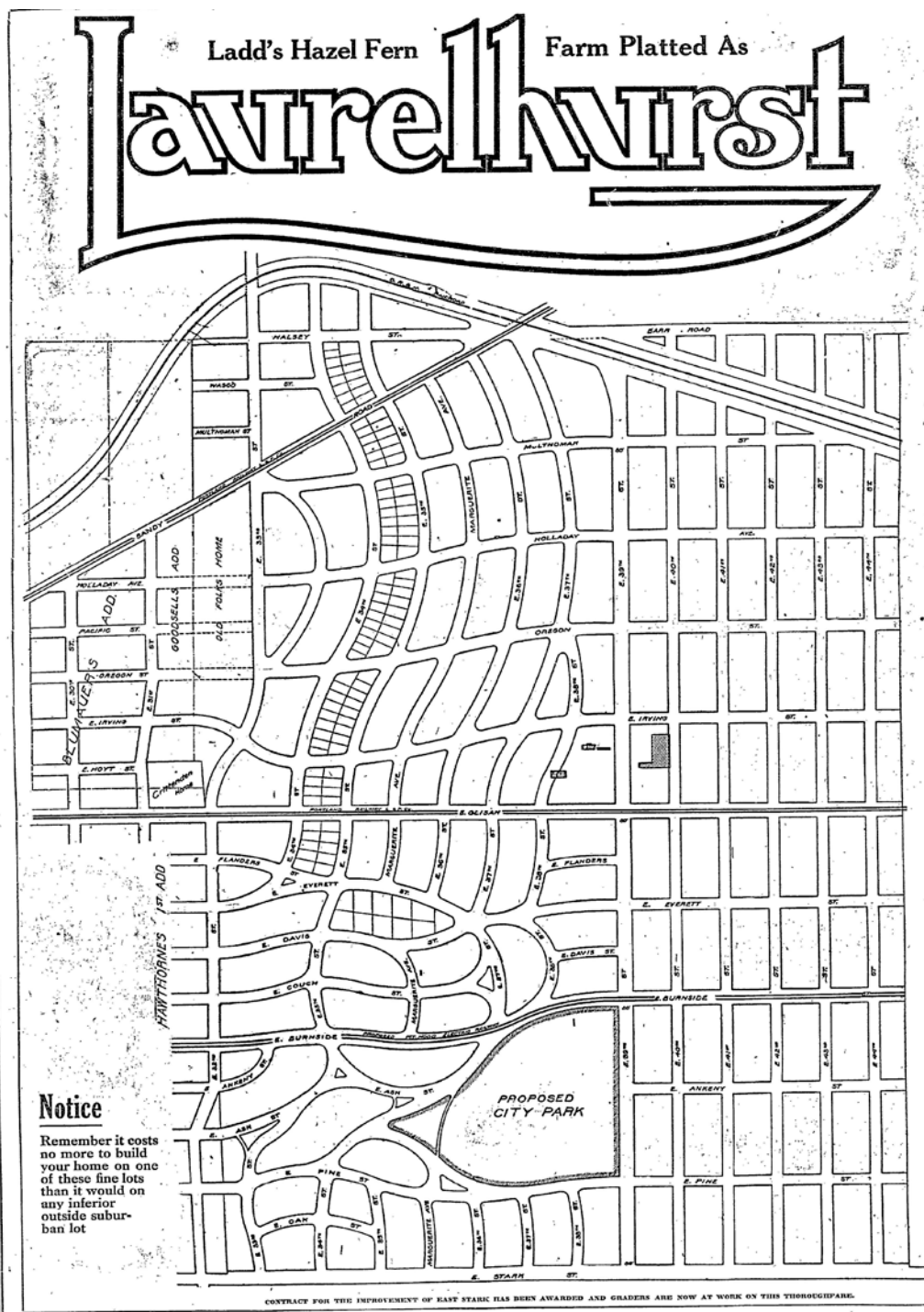
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Figure 14. Initial design of Laurelhurst Plat, published in *Oregonian* (May 2, 1909 p8).



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Figure 15. Ad published in the *Oregonian* (June 16, 1910) illustrating the entry "gates" on NE Glisan Street.

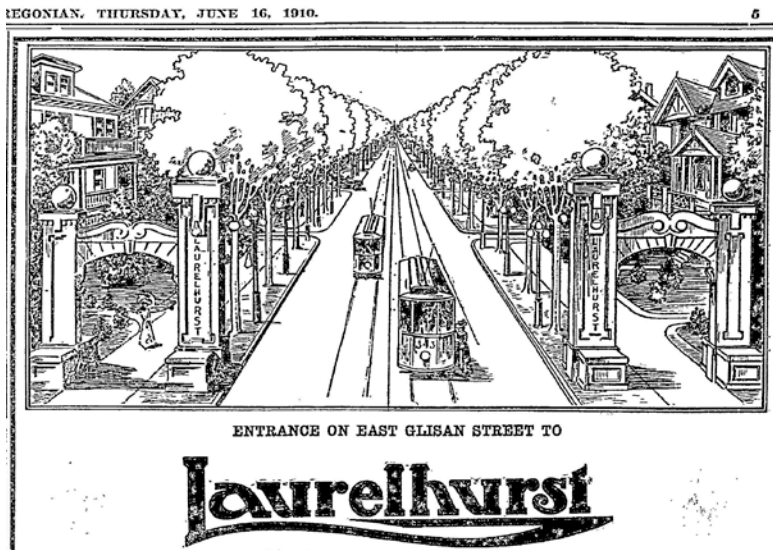


Figure 16. Now-demolished residence of Dr. H. I. Keeney, Block 1, Laurelhurst. Photo from Philip S. Bates, *Residential Portland, 1911: Portland, Oregon, "The Rose City."* (Portland, OR, The Newspaper Syndicate, 1911)



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Figure 17. Full-page ad for Laurelhurst Naming Competition, *Oregonian* (November 19, 1914).

THE MORNING OREGONIAN, THURSDAY, NOVEMBER 19, 1914.



"Ford It?"
—Course You Can!

Offer Extraordinary

Six New Ford Roadsters Absolutely Free f. o. b. Detroit With the First Six Homes Bought

of us in a block especially designed for bungalows in Laurelhurst, which is wonderfully located, both as to contour of ground and in respect to its proximity to beautiful Laurelhurst Park, which we are sub-dividing into charming locations for real, typical California Bungalows only. During the past three months we have spent a great deal of time and money in securing designs and plans of some of the most artistic and attractive bungalows in Pasadena and Southern California, and have secured the services of one of the best landscape gardeners in the city to sub-divide this block, laying out beautiful lawns, shrubbery, dainty little garages, and a 20-foot drive with little parks and circles running through the center of the entire block, making the rear of the lots as sightly as the front.

SEE LANDSCAPE GARDENER'S DESIGN BELOW

**WANT TO MAKE
\$10.00?**

We believe that this block of beautiful little homes deserves a name of its own, and we will give \$10 to the party suggesting the name we think most appropriate for this purpose. Better take a look at the ground first. Names to be submitted by letter. Winner will be announced in Sunday's Oregonian of November 29.

How Can We Give Away Six Automobiles?

We are making this exceptional offer to the first six persons purchasing homes in this block in order to absolutely insure the immediate success of the proposition. We have spent over \$100,000.00 in advertising Laurelhurst, and we believe that \$2500.00 spent in this manner will bring us quicker results than if we spent a much larger amount in advertising in the newspapers.

Now's the Time to Build

There never was a time in the history of Portland when you could build a home as cheaply as you can right now, and as this particular block has twenty-eight building sites we are able to make a great saving in buying materials and are able to offer you these lovely little well-built houses at astonishingly low figures and on very easy terms.

Our Guarantee

The construction of these dwellings will be guaranteed by us to be strictly in accordance with plans and specifications and the premises to be free from mechanics' liens, relieving the purchaser of a very grave responsibility.



Laurelhurst

is the very choicest and most highly developed close-in residence tract in the city, surrounding beautiful Laurelhurst Park, with its 31 acres of verdant lawns and immense fir trees. Laurelhurst is located in the very heart of the East Side residence district, served by three carlines.

What more could one desire than to own one of these beautiful California bungalows and a Ford automobile? It will give you all the enjoyment and pleasure that one could possibly experience living in the finest mansion in Portland and owning an expensive machine. It will not only enable you to enjoy the pleasures of Laurelhurst, but also to tour over the magnificent roads around Portland at a very slight expense.

Don't Wait

as our offer is necessarily limited and you won't have another chance like this in a hundred years. This is the hour you should rush to the front and buy that little home of your dreams at a saving of hundreds of dollars with a Ford automobile thrown in absolutely free. Come in at 270½ Stark street, Main 1603, A 1515, and see the plans of the dwellings we purpose building. The property will be shown you at your convenience in our automobiles, with no obligation on your part to purchase. We have a tract office at E. 39th and Glisan streets, Tabor 3433, B 1621. Open daily, Sundays included.

You Love Your Family, Don't You?—Here's a Chance to Make Them Happy

PAUL C. MURPHY, Vice-President and Sales Agent, 270½ Stark St.

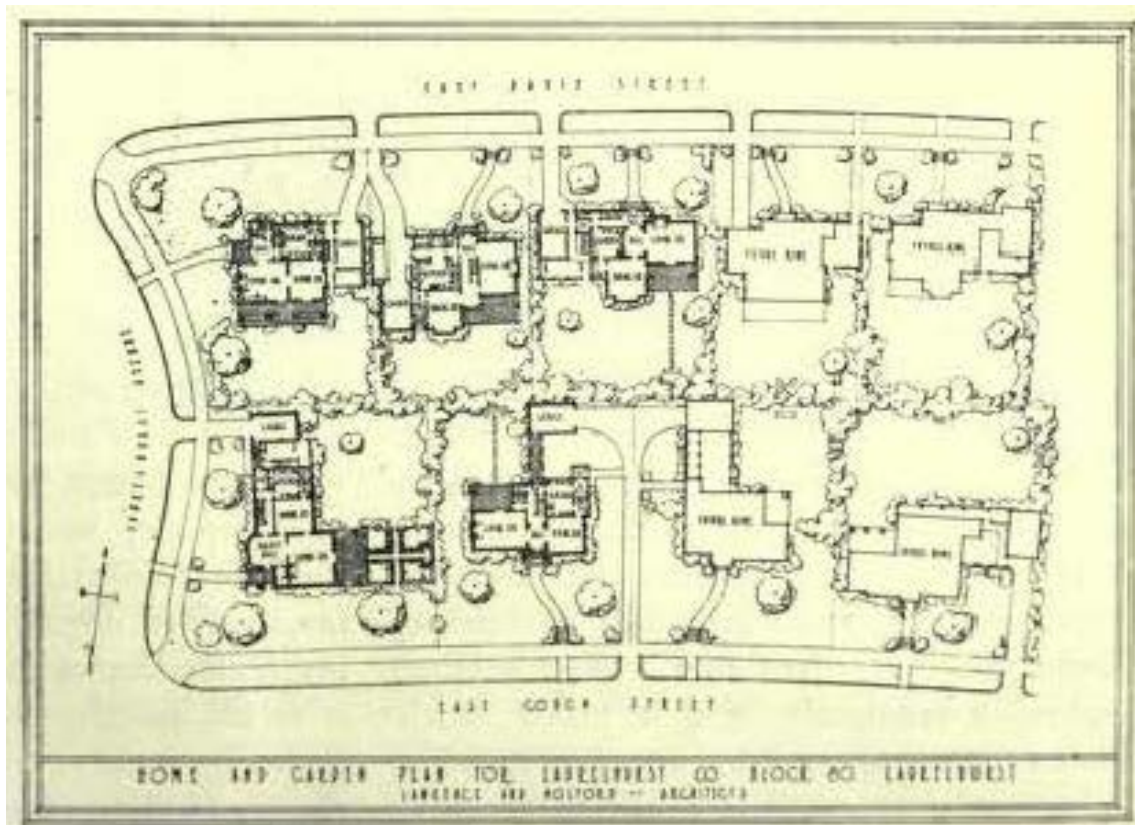
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Figure 18. Rendering and plan of the Laurelhurst Group of Cottages as published in *Keith's Magazine*, 1919.



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Figure 19. Pattern #397 from Henry Wilson's 1910 Bungalows book (accessed online at <http://www.antiquehome.org/House-Plans/1910-wilson-bungalow.htm>) with current photo of 4206 NE Glisan.



Figure 20. Pattern # 322 from Jud Yoho's 1920 Bungalows book (accessed online at <http://www.antiquehome.org/House-Plans/1920-Jud-Yoho.htm>) with current photo of 4130 E Burnside.



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Figure 21. Pattern # 634 from Jud Yoho's 1920 Bungalows book (accessed online at <http://www.antiquehome.org/House-Plans/1920-Jud-Yoho.htm>) with current photos of 4111 SE Ash (below left) and 1019 NE Floral (below right).



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Figure 22. "Home Market Active," *Oregonian* article, May 20 1917 p62.

HOMEMARKETACTIVE

Best Districts Profit by "Buy-a-Home" Programme.

FINE HOUSES GOING UP

Laurelhurst Developing in Spite of War and Generally Optimistic View Is Held—Cash Is Paid in Many Deals.

"The 'Buy-a-Home' campaign has improved the real estate market in this city," declared Paul C. Murphy, chairman of Portland's "Buy-a-Home-First" committee, yesterday.

"It has given the people the thought of owning their own homes. No doubt a number of sales have already been made as a direct result of this campaign. The merits of the campaign cannot be overestimated. Most persons have a natural desire to own their own homes, and what they need now is a little encouragement and education to induce them to establish themselves in permanent homes.

"The campaign next year will be much larger in its scope and the results will be unquestionably greater. In this great country where land is plentiful and cheap, at least 75 per cent of the people should own their own homes. I believe that they would if they fully appreciated the great advantages which would accrue to them and their families in having a permanent home of their own, and we hope that this campaign will accomplish that purpose.

"The activity that is now going on in Laurelhurst in the way of home construction is greater than it has been for some time. We anticipate doing a

very large business this year. It has been noticeable for some time past that more people are buying homes and paying all cash for them than at any other period in the past five years.

Fine Homes Under Way.

"As announced a few weeks ago, we have under construction in Laurelhurst five beautiful homes in one block, being the first units of a nine-house plan, under which the grounds and gardens will be worked out in one harmonious scheme. These will be unusually fine homes and will sell at prices ranging from \$11,000 to \$13,000, including extra large sites.

"Before starting this venture we studied and considered most thoroughly the future of Portland, as well as the possible increase in the growth of the city. The outlook fully justified our starting the work.

"When the war began, about three years ago, our first inclination was to stop building. We felt somewhat discouraged over the outlook, but after investigating every phase and collecting all the data we could from the Atlantic Coast, we came to the definite conclusion that none of the reports justified stopping our development.

"We went right on with our development the same as before, and we have had no difficulty in selling the houses built. If we had stopped operations we would have lost 2½ years of good substantial business.

"The outlook is now much brighter for the development of Oregon during the next few years than it was at the time the world war began, and the present building activity in Laurelhurst evidences the fact that Laurelhurst homes are selling freely and that many have confidence in the future.

Expensive Homes Being Built.

"In one particular section of Laurelhurst, on East Forty-first street, between East Couch and East Flanders streets (within a radius of two blocks), seven houses costing \$6000 to \$8500 are now under construction."

The following are some of the sales made in Laurelhurst in the past 15 days which have not been reported previously:

Evert Liisanantti sold to Fred Jacobs a 10-room house on northwest corner of East Forty-first and Davis streets for \$8500.

B. E. Brunwell sold to Ralph H.

Torrey a six-room bungalow on East Forty-third street, near East Couch street, for an all-cash consideration of \$3500.

Mr. Brunwell sold to Grey Kyle a seven-room bungalow on the northeast corner of East Forty-third and East Burnside streets for a cash consideration of \$4000.

Peter F. Sievers sold to Ralph H. Torrey a lot on Floral avenue, near East Glisan street, for a cash consideration of \$1400.

Louise Slatter sold to J. A. Hubbell a lot on East Glisan street, near East Forty-first street, for a cash consideration of \$1400. Mr. Hubbell has already commenced the erection of a two-story house costing approximately \$6000.

The Laurelhurst Company sold to Eli S. Warner a 75 by 100-foot site on East Burnside street, near Laurelhurst avenue, for a cash consideration of \$3575. Mr. Warner is a St. Paul millionaire who, on passing through Portland, became enamored with its climate and future and so enthusiastic over the building sites in Laurelhurst overlooking Laurelhurst Park that he immediately purchased a site and expects to erect a \$20,000 home there in the near future.

Laurelhurst Company sold to J. R. Ellison a piece of ground 25 by 160 feet adjoining the southwest corner of East Forty-first and East Oak streets for \$1400. This gives Mr. Ellison a 75 by 100-foot site upon which he is about to build a \$10,000 home.

L. Allison purchased a lot from the Laurelhurst Company on East Pine street just east of East Forty-first street for \$1500.

T. B. Winship purchased a lot on East Couch street near East Forty-third from the Laurelhurst Company for \$1300, on which he is erecting a six-room bungalow costing \$4000.

Other recent purchasers of Laurelhurst homes include Lloyd Bates, Mrs. L. Talbot, Dr. C. U. Moore and Mary Helen Grant.

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Figure 23. 1921 Image of NE Glisan at NE 32nd Avenue, looking east (Portland City archives).



Figure 24. 1940 Image of NE Sandy Boulevard (trolley bus visible in photo) at 33rd Avenue looking east. (Portland City archives)



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Figure 25. "See the Lights of Laurelhurst," *Oregonian* ad, October 27 1910 p8



Figure 26. 1961 Aerial image at NE Peerless Place, NE 33rd Ave, and NE Holladay St. (Portland City archives)



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Figure 27. Partial development setback map of Laurelhurst. (Ord. 70343, Dec 9, 1937. Portland City archives)

