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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.
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Figure 8. Laurelhurst Plat #4, SE Quadrant. April 19, 1910.
Figure 9. Laurelhurst Streetcar lines, published in 1910 in promotional booklet by the Laurelhurst Co.

Figure 10. Portland Traction Company Streetcar map (partial), 1943.
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).
Figure 18. Rendering and plan of the Laurelhurst Group of Cottages as published in *Keith’s Magazine*, 1919.
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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.
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, chair-
man 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 per-
sons have a natural desire to own their own homes, and what they need now is a little encouragement and edu-
cation 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 accompl-
ish 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 commenced the construction of six Laure-
hurst 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 un-
usually fine houses and will sell at prices ranging from $1,000 to $13,000,
including extra large sites.

“Before starting this venture we studied and considered most thor-
oughly the future of Portland, as well as the possible increase in the growth
of the city. The outlook fully justi-
fied our starting the work.

“When the war began, about three years ago, our first inclination was to
stop building. We felt somewhat dis-
couraged over the outlook, but after investigating every phase and collect-
ing 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 develop-
ment the same as before, and we have had no difficulty in selling the
houses built. If we had stopped op-
erations we would have lost 5½ 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 war began, and the presen-
t building activity in Laure-
hurst evidences the fact that Laure-
hurst homes are selling freely and that
buyers have confidence in the future.

Expensive Homes Being Built.

“In one particular section of Laure-
hurst on East Forty-third street, be-
 tween East Couch and East Planders
streets, there are several of these
homes now under construction, seven homes costing $6000 to $5500
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:

E. M. LeBlanc sold to Fred Jacobs a
18-room house on northwest corner
of East Forty-first and Davis streets
for $8500.

B. L. Brumwell sold to Ralph H.
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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)