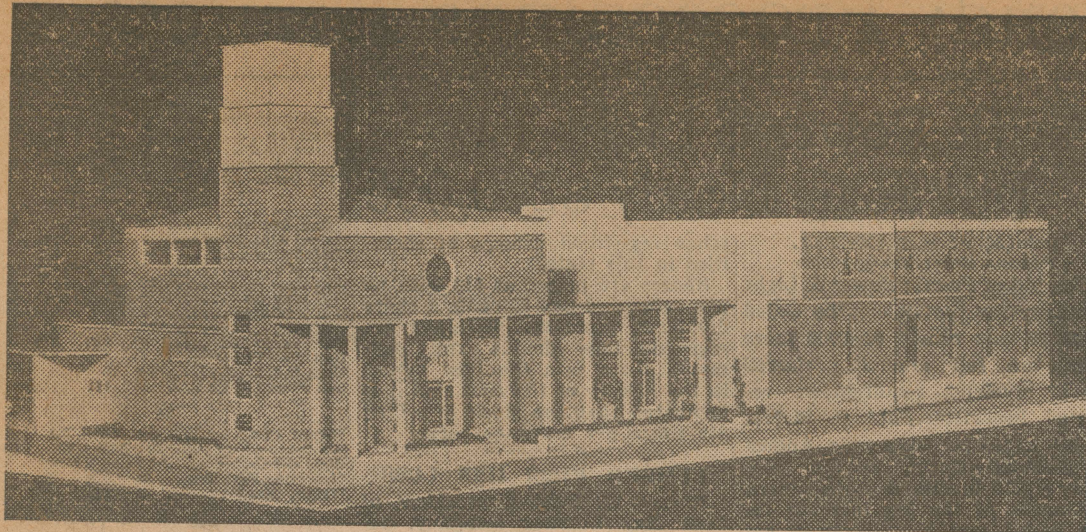


New Portland Mortuary to Be Built



This is a model of the new chapel and mortuary to be built at Southwest Fifth avenue and Jefferson street by J. P. Finley & Sons. Designing architects are A. E. Doyle & Associates. Construction will start immediately and will be completed within six months, according to F. A. Kenny, president of the mortuary firm.

FINLEY TO BUILD NEW MORTUARY

Aug. 2
1936

Construction of a new chapel and mortuary of unique and beautiful design was announced yesterday by J. P. Finley & Son.

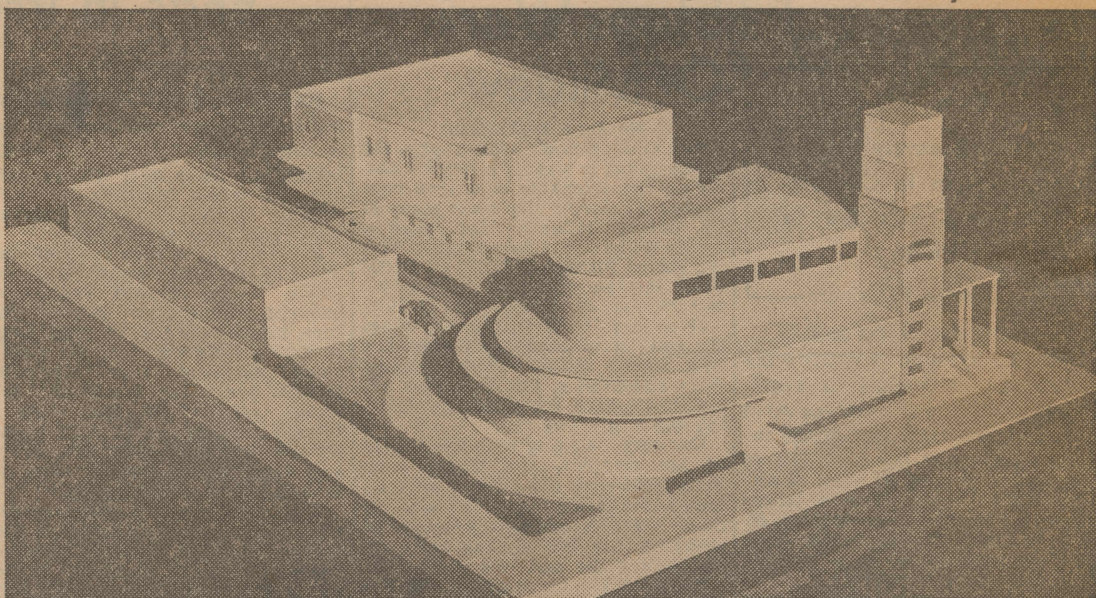
Work on the new building will start immediately on the site now occupied by the firm at Southwest Fifth avenue and Montgomery street.

The new building, which is to be constructed in three phases to avoid interruption of service in the old chapel, will be designed by A. E. Doyle & Associate and the general contract has been awarded to Wegman & Son.

A semblance of early American colonial influence is found in the model of the structure by P. Belluschi, although it is extremely modernistic in contour and design.

Announcement of the new building was made by F. A. Kenny, president of the company. He said that construction will be completed within six months.

Modern Design Drawn for Mortuary



Pietro Belluschi, of A. E. Doyle & Associate, architects, created the lines and worked on plans for his firm on the new J. P. Finley & Son building project at S. W. 5th avenue and Montgomery street, to be started immediately. The model shows the structure as it will appear when completed.

Finley & Son Announce New Construction

Aug-2-1936

Momentum to Portland's rapidly increasing building activity was added last week by J. P. Finley & Son, pioneer Oregon morticians, in a decision to reconstruct the property at the present site of the firm, S. W. Montgomery street between 4th and 5th avenues.

A new chapel, different from anything in the Northwest, will be the first phase of the Finley development. Upon completion of the chapel, connecting construction will join it with the present building. Complete remodeling and reconstruction to conform to the other two units, is scheduled for the present building.

D. M. Jack, general manager of A. E. Doyle & Associate, architects, joined F. A. Kenny, president of Finley's, in making the announcement of immediate construction. To P. Belluschi, designing architect with the Doyle firm, went the task of creating the plans. Wegman & Son have been awarded the general contract; Urban & Sinnott, plumbing and heating, and the Morrison Electric company the electric wiring, according to papers filed at the city hall. Cost of construction will exceed \$75,000.

"Finley's has always been a conservative firm and our announced plans for building are made only after deciding that our building reserve, accumulated over a period of years, should be spent at this time," asserted Kenny. "Our board feels that right now will be perhaps the most favorable building opportunity within the next several years. We are planning our construction in three separate phases so that service will in no way be impaired during the construction period."

In commenting on the project, Jack said: "Only local firms have been given the contracts for the erecting of the new Finley mortuary and chapel. All local labor will be used. The present plans include only the construction plans on the existing Finley property."

That the Finley development will be outstanding in character and design, is the promise of Belluschi, who created the accepted design after studying the architecture of cathedrals in Continental Europe, early American colonial designs, and the modern trend.

"We must accomplish three major objectives in the Finley development," the architect said. "First, the building must be unusual in design, so that it expresses dignity with modesty and yet be practical. Secondly, it must be of a design that will favorably attract the attention of the passer-by and yet be modern in design to make it outstanding when compared with other buildings of similar purpose, and last, but not least, it must have in it the elements of permanency. We believe that all three objectives have been accomplished in the design authorized by Finley's."