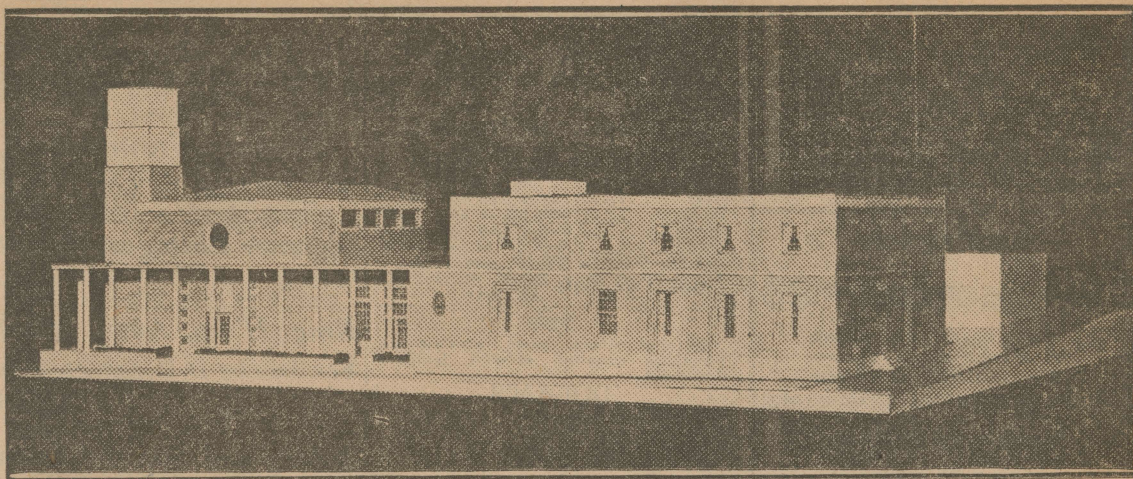


New Finley Mortuary to Be Built



The model for the new Finley mortuary development, soon to rise on the present Finley site at S. W. Fifth ave. and Montgomery st. The model was designed by P. Belluchi, architect.

ANNOUNCE PLAN FOR EXPANSION

New-Telegram Aug 3-1936
Finley Mortuary Plans New
Building Program; Local
Contractors Given Work

J. P. Finley & Son, pioneer Portland morticians, announced a major building program Monday.

"Upon the advice of financial advisers and building experts, that no period in the immediate future is apt to be as advantageous for building as right now, our board of directors have authorized the announcement of our building program. Our present building was erected 24 years ago, and since that time a building fund reserve has been increased until at this time it is possible to give Portland an outstanding mortuary service from a physical property standpoint, and at the same time preserve the conservative ideals of our company. The entire development will be on our present property, S. W. Montgomery between Fourth and Fifth aves.," stated F. A. Kenny, president.

A. E. Doyle & Associate, Pacific bldg., architects, have awarded the general contract to Wegman & Son; plumbing and heating to Urban & Sinnott; and the electric wiring contract to the Morrison Electric co., according to D. M. Jack, general manager of the architect firm.

Has Comment

In commenting upon this newest addition to Portland's rapidly growing list of major building activities, Jack stated, "Only local firms have been given the contracts for the erecting of the new Finley mortuary and chapel. All local labor will be used, and even though the detailed plans and specifications call for a major construction, the actual work has been so divided that services from the present facilities, will in no way be impaired, for the construction will be in three distinct cycles. First, a new chapel.

This will be completed and ready for use before the second cycle, which consists of the center portion between the new chapel and the present facilities. Then, after completion of the second construction, the present building will be entirely remodeled to conform to the new architecture of the first and second units. Construction of the first unit will start immediately, and the entire completed construction is to be finished in less than six months."

That the new Finley development will be outstanding in character and design is noted from the specifications released by P. Belluschi, designing architect of the Doyle firm, who personally designed the new construction. Continental Europe, offering chapels of beauty that have withstood the hand of time, cathedrals of both Europe and America, have been intimately studied by Belluschi, before working drawings were instituted for the Finley establishment.

Has Unusual Design

"Our desire was to create a building of an unusual design, which would express with sincerity its practical purposes, but which would also reflect the spiritual elements which go into the performance of this particular business. We desired a design that would favorably attract the attention of the passer-by, but also one so honest that it would hold the interest of those believing in modern progress. It had to show dignity, and yet be modest, for people, we believe, wish Finley's to preserve the feeling of warmth and homeliness that has characterized this firm's buildings since their inception as a Portland institution, almost a half century ago. The design finally adopted is personal and modern, but it has its roots founded in traditional American colonial design, as well as showing the definite influence of the loved cathedrals of the continent," stated Mr. Belluschi.

The technical details of construction bear out the thought of simplicity with the application of modern facility. The new chapel will have a high ceiling with lighting through modern glass masonry walls, plus a specially controlled overhead system. Entrances will be from all portions of the building, with two main entrances on Mont-

gomery st., and exits to the rear of the chapel on the side on Fourth ave.

Noise Excluded

The accoustical effect offers a new treatment, the walls being reinforced with insulation to exclude street noises.

The unique design of the new Finley chapel is said to insure unimpaired visual and auditory facilities whether the audience is large or small. The total seating capacity of the chapel is designed to accommodate 550 people.

The outside surface will feature specifically moulded and colored brick of a type to harmonize with the design of the new architecture. Announcement of interior decoration and furnishings will be made before the completion of the chapel, according to Mr. Jack.

The cost of the construction, as indicated by the papers filed at the city hall, will be in excess of \$75,000.

EXPERTS TO PICTURE TRAPPING OF BEAVERS

Oreg. Aug. 23-31

Motion pictures of live-trapping and transplanting of native beavers will be taken by a party of naturalists from Portland Tuesday on the Crooked river near Prineville. William L. Finley, who has long been a protagonist of beaver conservation and propagation, will head a group leaving here tomorrow for central Oregon.

Accompanying him will be Frank B. Wire, state game supervisor; W. M. Rush, regional director of the federal biological survey, and Roy Fugate, district agent for the biological survey.

The transplanting operation is part of a program to prevent eradication of beavers. Biological survey figures show that 15,559 pelts were taken in Oregon in the last two years by trappers.