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December 18, 1952

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TO THE COUNCIL.

Gentlemen:

In accordance with Charter provisions, I submit herewith the Mayor's 1952 Annual Report for the consideration of the Council and the public.

The year 1952 was a period of significant progress for the city of Portland. Establishing new all-time high levels in many lines of activity, the year saw the City of Roses well started on its second century of corporate existence, with a continuance of the sound growth, development and advancement that marked the first hundred years of our metropolitan history.

Complete statistics charting the past year's accomplishments are not yet available, but it is readily apparent that the city steadily gained ground in 1952 and, in many instances, laid the foundation for even greater progress in the era ahead.

A city measures its material prosperity by its commerce. In recognition of the importance of sound industrial expansion, voters of Portland early in 1952 authorized a tax levy to raise funds to finance the Council's quest for more industry for the city. The people also authorized the City Dock Commission to issue revenue certificates to finance construction of grain storage facilities and other buildings needed to enable the Commission to handle more tonnage each year. A considerable share of grain shipments, now going through other ports due to lack of proper handling and storage facilities in Portland, may be regained when this program has been completed.

One important addition to the facilities of the Dock Commission was made during the year 1952 when a \$200,000 transit warehouse was built and placed in service early in December. The warehouse, located on N. W. Front Avenue adjacent to the Commission's Municipal Terminal No. 1, will be used as a receiving point for export and import cargoes that require work of one kind or another. Merchandise arriving in Portland can be stored in transit for packaging, strapping, marking, reconditioning or for other manipulation required. Many cargoes that could not otherwise

be handled through the Port will be available as a result of this added facility.

During the first ten months of 1952, tonnage handled through the Port totaled 7,368,338 tons, which is an increase over the same period of 1951 when 7,289,341 tons went through the Port. The Port of Portland shortly should be in a position to enjoy its full share of commerce going out of and coming into the great Pacific Northwest.

Because of its strategic location and its industrial development, Portland has been designated as a standard metropolitan area and, therefore, has been designated as a critical target area by the Federal Civil Defense Administration. Portland inaugurated the Civil Defense and Disaster Relief program in 1949 and has built an efficient organization for the protection of this community in the event of major disaster. But an organization, however well-planned, cannot be effective in a practical way unless it has necessary supplies and equipment. For that reason, the people of Portland were asked in November, 1952, to authorize a tax levy to raise sufficient funds to enable the city to accept matching funds available from state and federal Civil Defense agencies to obtain these necessary supplies and equipment. The voters approved this levy by a substantial majority and the needed medical supplies and equipment and other materials now may be purchased, with the city paying one-quarter of the cost.

A second important forward step in Civil Defense was taken in 1952 following tests which indicated the need for improvement in the attack-warning system. A mayor's committee made a thorough investigation into the matter and recommended a system featuring the use of seven super gas-engine-driven sirens, located strategically about the city. These sirens have been ordered and, supplemented possibly by a few small electric sirens, should give Portland an adequate attack-warning system. Installation is expected to be completed shortly after the first of 1953.

The Civil Defense Bureau coordinated the development of a comprehensive forest park protection plan during the year which, when put to a practical test during a fire threat in August, proved effective in controlling a potentially dangerous disaster.

The over-all effectiveness of Portland's basic planning and organization for Civil Defense was proved sound as a result of the Combined Armed Forces-Civil Defense Command Post Exercise, held under the direction of the Sixth Army during the month of

August. With a minimum expenditure of funds, the city of Portland has developed a Disaster Relief and Civil Defense plan, using the regular city of Portland employees as working staff, into a well-knit organization that is capable of rapid expansion at the time of disaster or military attack.

Several major forward steps in city services, taken during the year 1952, will assure greater convenience and safety for Portland residents in future years. One of these steps was the dedication of the new sewage disposal plant in the fall, which marked the near-completion of the city's new \$17,000,000 sewage disposal system. The new sewage disposal plant, together with the interceptor system which will be completed within the next two years, will give the city of Portland a modern, effective sewage disposal system which will free the waters of the Willamette and the Columbia of dangerous pollution. The bond issue approved by the voters in November, 1952, assures the early completion of this important project.

Another important step was the start of construction of the new four million dollar Bull Run conduit. This project will add 100,000,000 gallons per day to the city's present 125,000,000 supply, bringing a total of 225,000,000 gallons per day to the city. This supply is considered far more than necessary for the present time and should provide an adequate supply for some time to come. Improvements in the distribution system now under way will enable the city to distribute this bountiful supply of pure water to the areas as needed to meet the demand of water users throughout the community.

During the war years, when the city's housing facilities were heavily overtaxed to meet demands of thousands of new citizens, the city moved to provide adequate housing with the establishment of the Housing Authority which was to manage war housing of a temporary nature. Now, with the need for this war housing officially terminated, the city again moved to meet the public desire to remove many of the temporary units in order to make the land available for normal civilian use. In August, following permissive action by the City Council, the Portland Housing Authority acquired all remaining temporary war housing, together with the major properties upon which dwelling structures were erected. Federal officials turned over deeds to 411 acres of land and more than 5100 dwelling units at a cost of \$707,948.

Tracts acquired in the transfer included Guilds Lake, University Homes, St. Johns Woods, Parkside Homes, Fairview Homes, Hudson Street Homes and Fir Court. Also turned over

were structures on leased land known as Gartrell Homes, Slavin Court, Fulton Homes and Fessenden Court. Shortly after these properties were acquired, the Housing Authority put into operation a plan of orderly disposal of the dwelling units and some of the parcels of land. A major transaction in this connection was the sale of slightly more than 71 acres of the Guilds Lake tract for industrial purposes, at a price of \$783,431, substantially more than was paid for the acquisition of the entire temporary war housing holdings. The acquisition of these properties by the Portland Housing Authority will allow much needed industrial expansion, as well as the development of these areas into parks, playgrounds and residential areas.

Better law enforcement procedures and techniques and improved service to the public were effected in forward steps taken by the Bureau of Police during the year 1952.

To assure training in the use of all types of police weapons, the Bureau instituted a continuous gunnery and tear-gas school in 1952. Every officer receives training which is designed to teach him to "think before he shoots." Outdoor training is supplemented by an indoor course during inclement weather where the officer is given the opportunity to maintain and improve his skill with police weapons.

The need for more space for police activities and for proper detention facilities at Central Police Headquarters has been more and more evident in recent years. During the past year, it was decided to remodel the present building and architects now are engaged in preparing working plans for this project. It is estimated the remodeling program will cost \$1,550,000, of which \$800,000 is on hand to begin the work. The remodeling was decided upon after study revealed that such a program would provide adequate facilities at much less cost than the construction of an entirely new building. Plans call for increasing cell space from 72 to 133. This will relieve present crowded conditions and will permit considerable improvement in the care of women prisoners. When the project has been completed, the remodeled headquarters building will have more space for police training activities and the present court facilities will be modernized.

Continued improvement was made in Portland's traffic control program during 1952. The one-way grid plan, instituted by the Council early in 1950, did not go into effect in its entirety due to the necessity of making certain adjustments in the northwest area of the city in connection with the route of U. S. Highway 30. Those adjustments were completed in 1952, and with southbound Highway 30 rerouted on N. W. 19th Avenue and north-

bound on N. W. 18th Avenue, the one-way plan in that area was placed in operation. Traffic engineering surveys show that the one-way system is handling increased vehicle volumes at greater speeds and with less conflict than the old two-way system.

Since 1946, motor vehicle registration in the city has increased nearly 40 per cent and the consequent increase in vehicle use of the downtown streets brought corresponding increases in traffic volumes, particularly in the business areas during peak hours. To supplement traffic engineering installations, the Bureau of Police assigned a group of traffic control officers to twenty downtown intersections. These officers offer more flexible control of vehicles and pedestrians at signalized intersections and expedite movement through non-signalized intersections. To increase the visibility of officers assigned to these downtown intersections, they were issued special raincoats and white gloves. In addition, all motorcycles used by traffic police have been painted in a distinctive black and white color combination that will make them more readily recognized and, of course, provide greater visibility of the equipment. A similar color combination of black and white will be used for the majority of all automotive equipment required for traffic control work.

Traffic fatality records for recent years show definite progress in accident prevention in Portland. Fatalities during the three-year period 1949-1951, showed a decrease of 17 per cent below the fatality record for the previous three-year period. The accident rate, expressed in accidents per million miles, showed a 25 per cent reduction in 1951 compared with 1941, while fatalities per million vehicle miles dropped 60 per cent for the same period.

In an endeavor to further decrease traffic accidents and to provide convenience and security to residents of the city, the city has been authorizing installation of approximately 300 additional street lights each year. Recent annexations have brought increased demands for street light installations, as have newly developed residential tracts, so in 1952, at the request of your Commissioner of Public Safety, increased budget authorization will enable us to install approximately 400 new lights during the 1952-53 fiscal year.

The city retained its favorable Class II rating for fire insurance during the year 1952, which saw the per capita fire loss reduced from \$5.90 in 1951 to \$4.88, a decrease of \$1.02. An important factor in the maintenance of this high rating is the program of dwelling inspection conducted each summer by the Bureau of Fire. The entire Fire Department cooperates in

the inspection work, resulting in the inspection of virtually every dwelling in the city and the abatement of 15,853 fire hazards in 1952.

In order to provide fire protection for the growing city, ten new pumpers were purchased and placed in service during the year. Six of these machines are constructed on chassis of four-wheel drive design and were assigned to companies immediately adjacent to the west hills area. This equipment will enable the department to provide better protection in the event of ice or deep snow. One 1500-gallon water tank truck was contracted for and will be delivered early in 1953. This will increase to three the number of trucks of this type owned by the Bureau and used at forest and other fires where transportation of water in large quantities is necessary. This equipment is of particular value in combatting such conflagrations as the West Hills forest fire of 1951.

Nineteen fifty-two building activities in the city of Portland slanted sharply upward during the first ten months of the year, reversing the downward trend noted in 1951. According to the Dun and Bradstreet report, building in Portland during the first ten months of the year showed an increase of \$10,282,215 over the corresponding period of 1951. While the City of Roses was showing this improvement in new building valuations, the nation as a whole reported a slight decrease of approximately six per cent.

Of the 25 cities with the largest building permit valuations for the first ten months of the year, only eight reported increases over the previous year. Portland showed one of the most substantial gains of these eight cities. Besides Portland, Los Angeles and San Diego were the only major cities on the west coast to show an increase in building valuation during this period of 1952.

The insect control program, which has meant a great deal to the people of Portland in health and comfort out-of-doors, was continued in 1952, with approximately 70,000 acres under control. Additional air craft and ground equipment enabled the Insect Control Division to effect a virtual 100 per cent control over the annual elm beetle infestation and the early-breeding mosquitoes. However, the 1952 control operations disclosed evidence indicating that some types of mosquitoes are building up resistance to the insecticide DDT, necessitating the use of heavier concentrations of the poison to effect adequate control. In a similar situation, the Bureau discovered that parasites used to control earwigs were being destroyed by the highly toxic sprays being used by many home owners to control garden pests.



The Bureau is conducting studies to determine more effective methods of control in the face of the growing use of these toxic sprays and the tendency of insects to build up resistance against previously used insecticides.

The prolonged dry weather in the summer and fall of 1952 accounted for an unusually large hatch of flies, particularly in the Peninsula area in the northern section of the city. In order to afford residents of this area some relief, your Commissioner of Public Safety requested and the Council granted a special appropriation for the purchase of sufficient insecticide to combat this unpleasant and unhealthful infestation.

An interesting experiment in taking city government to the people was inaugurated in Portland in August, 1952, when radio station KGW, with the cooperation of the City Council, began broadcasting City Council proceedings. The station made tape recordings of actual Council proceedings and rebroadcast them each night without editing and with no extraneous material being introduced. This program is believed to be the largest public service feature on one subject undertaken by any radio station in the country. It is certainly the largest in the northwest and is considered by the station to have a high listener rating. As a matter of fact, the listenership of the station for the period covered by the broadcast has increased substantially since the program has been on the air. Public reception of the program has been so good that KGW believes it worthy of continuance indefinitely, despite the rather high cost to the station.

As a practical lesson in democracy in action, the broadcast of Council proceedings has made it possible for thousands of our citizens to learn more about their city government. It is not possible for many people to attend Council meetings in person, but by listening to the broadcast, they can see--or hear--their city government in action. The program certainly enables our citizens to get a better understanding of Council proceedings which is invaluable to those who may wish to bring matters before their city government.

A more effective display of forest products and forestry in general was assured the Portland area in 1952 when the Forestry Building on the old Lewis & Clark Exposition grounds was renovated and rededicated in June. The Building, itself a beautiful exhibit of the products of the great forest areas of the Northwest, was completely overhauled and is now in

excellent condition structurally. Many fine exhibits have been arranged under the direction of the Bureau of Parks and the Gallery of Trees Committee. The exhibit has proved to be of interest to many tourists and is of value as an educational display, particularly for visiting school groups.

The Commission on Inter-group Relations started work on a leaflet similar to one issued by the Philadelphia Commission on Human Relations entitled, "What's New." The publication will include pertinent information on matters of interest in this field and when completed, it will be distributed by the Commission to city employes, service groups, lodges, churches, restaurants, recreation establishments and hotels. The Commission continued distribution of the pamphlet, "Different but Equal," during the year and held several conferences with heads of city departments and executive secretaries of various agencies in Portland to discuss specific problems in inter-group relations.

The Aviation Commission worked closely with the Portland Chamber of Commerce, the Port of Portland and other agencies in planning presentations before the Civil Aeronautics Authority and others with the view of encouraging more business and industrial growth in aviation and allied fields during the year. The Commission is making a survey of possible alternate airports to be used by private fliers and as a possible alternate port for the city of Portland and expects to make a report on this matter in the near future. The field at Hillsboro is at present under special consideration in this regard. The Commission also is cooperating with the Port of Portland in plans for the development of new facilities at the Portland International airport.

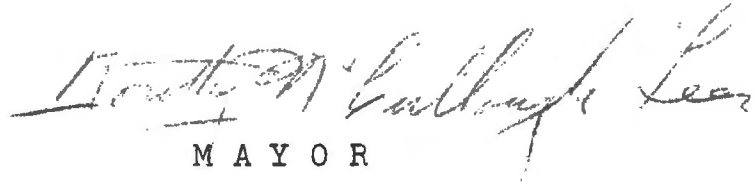
The recognition of air pollution as a municipal problem of major import received impetus in Portland during the year 1952 when the Air Pollution Committee completed the first draft of an ordinance designed to alleviate this condition. Following the drafting of the ordinance, meetings were scheduled with the Committee and representatives of industry for the discussion of various phases of the problem with the hope that a practical, effective ordinance may be submitted in the near future. The Committee is now working on recommendations proposed by industry's representatives and it is believed a working program soon will be completed.

In summary, the City of Portland made good progress in



these significant fields of city government in 1952: Industrial Expansion....Civil Defense...City Services...Public Housing... Traffic Control...Law Enforcement...General Civic Development and Planning. Through this progress, our city government has demonstrated its ability to chart Portland's progress toward greater metropolitan growth during the city's second century of corporate existence. We have built well in the past years. We have the resources and the opportunities to enable us to continue desirable growth. The future is a challenge only to our capacity for leadership and work.

Respectfully submitted,

A handwritten signature in cursive script, reading "George W. Callahan, Mayor". The signature is written in dark ink and is positioned above the printed name "MAYOR".

MAYOR