

The author of this article lives and works on unceded territory of the Multnomah, Kathlamet, Clackamas, bands of Chinook, Tualatin Kalapuya, Molalla and many other Tribes who made their homes along the Columbia River.

Subdivisions: Loveleigh

Jan de Leeuw

Version 03-06-2018

*Oh, the beauty of the lots,
Sightly lots, and pretty spots,
Give me "Loveleigh" for a home,
Build a cottage, wood or stone,
Then no more I'll stray or roam
From these lovely beauty spots
"Loveleigh", of all places wide,
There I'll take my pretty bride.*

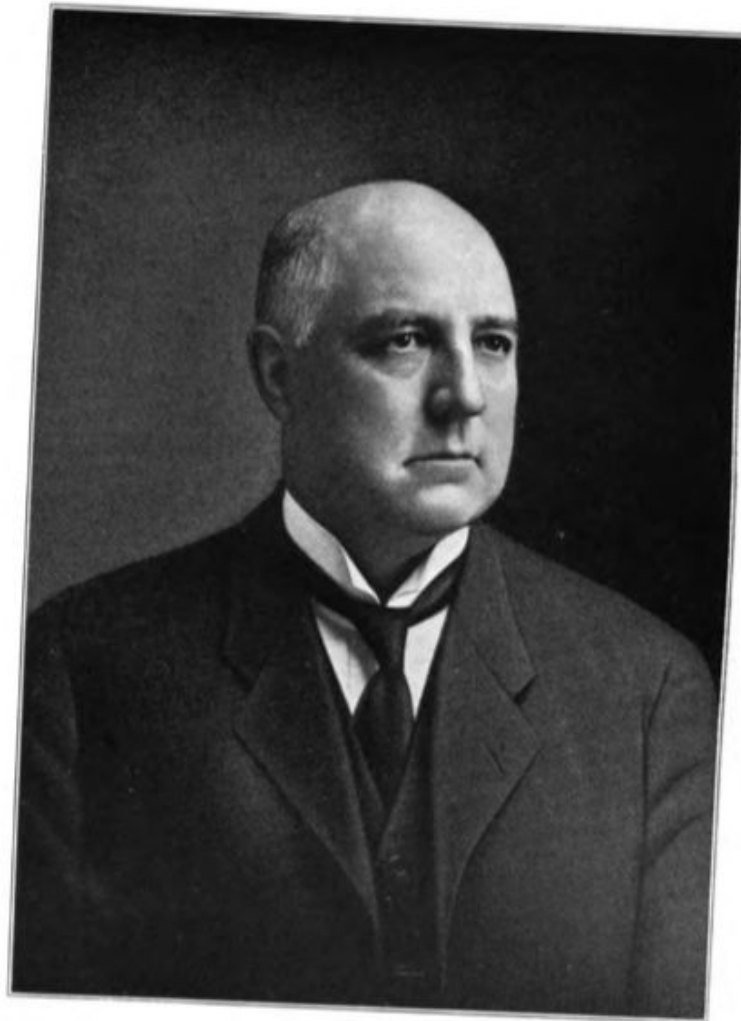
*F. MacNeill, 726 Patton Road,
02/07/1909*

Let's start with some colorful history. Captain Lewis Love homesteaded a good portion of what is now mostly NE Portland. He came to Oregon in 1849 with his wife and 7 children and established a Donation Land Claim of 640 acres (one square mile). He was a farmer (on the Columbia Slough), grocery store owner, and Justice of the Peace. He operated a ferry service across the Columbia Slough, ran grist and saw mills, a steamboat business, and a hotel. He died a millionaire in 1903 and is buried in the Historic Columbia Cemetery in North Portland (north side of Columbia Blvd, immediately east of the freeway), which actually used to be called Love's Cemetery. After his death his homestead was sold, in various pieces, to developers, after passing through the hands of his offspring.

Elias Brong was active in Portland real estate since 1889, mostly in converting old homesteads into platted city additions. He bought about 50 acres from the Love heirs. In the Morning Oregonian of March 22, 1908, we see the recorded deed of the sale in the real estate section.

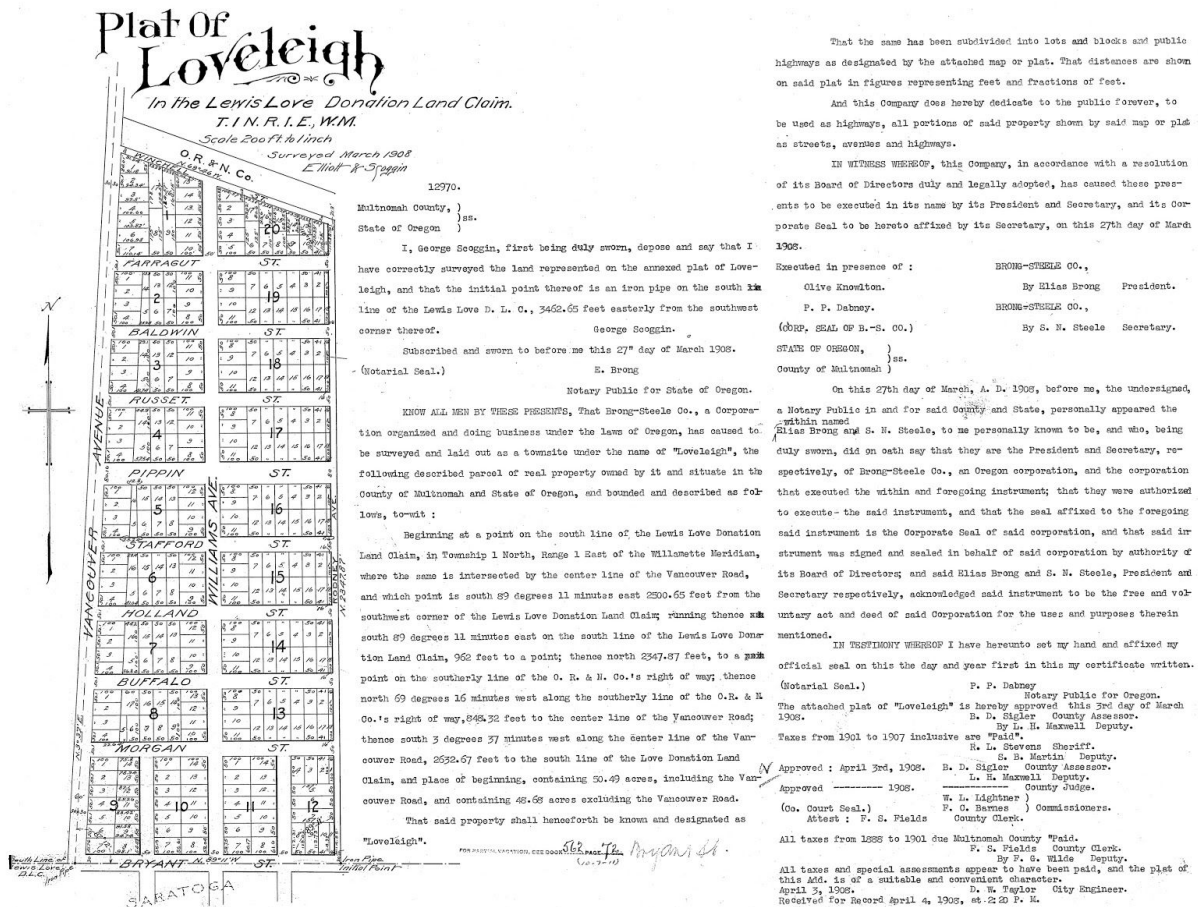
Ulysses G. Love et al. to Elias Brong, 48.68 acres beg at point in S. line of Lewis Love D. L. C. in T. 1 N. R. 1 E. where same is intersected by center of Vancouver Road, W. D.	62,075
Elias Brong and w.f. to Brong-Steele Co., same as described above, W. D.	1

We include a picture of the Father of Loveleigh (born in Ohio 1860 - died in Portland 1920).



ELIAS BRONG

In the map below modern Piedmont is outlined in red, the Lewis Love Donation Land Claim is outlined in blue, and the Loveleigh subdivision is in solid green. The borders of Loveleigh are Vancouver in the west (west of Vancouver it is Lovewood - added 1928), Bryant in the south, Rodney in the east (east of Rodney it is Love's Addition - added 1918), and Winchell (i.e. the railroad tracks) in the north.



<http://www4.multco.us/Surveyimages/Plats/PL0000-0499/PL0414-047.PDF>

The name Loveleigh came from a contest, in which winner Orena F. Rater won a \$10 prize. Brong-Steele did a lot of creative advertising, with promises, prizes, and calculations. At the end of this paper we have included some of their ads from the Daily Oregonian between 1908 and 1911. Some of these ads mention the Swift Company -- in 1906 Swift bought the local Union Meat Company and started a large meat packing plant on the Columbia River, south of Hayden Island, and platted Kenton as its company town. The ads also mention the El Tovar "sister addition" of Loveleigh in Woodlawn, which has its north-east corner at MLK and Lombard.

Here is an overview picture of the subdivision, looking north, from a 1908 Brong-Steele ad. Bryant is at the south side, the two large roads going north are Vancouver and Union (Martin Luther King), the smaller roads going north are Williams and Rodney.

LOVELEIGH=THE SCENIC ADDITION

**Loveleigh
Is the
Spot**

WHERE the greatest rise in value on the Peninsula will occur when the Swift Packing Plant is completed.

Wake up and buy NOW in LOVELEIGH before the Swift Packing Plant is finished, and be in on the ground floor, and then sell after the plant is running, at double what you paid—that is the way to make money; others do it.



**48 Lots
Sold in
Past Two
Weeks in
Loveleigh**

If this keeps up the number of lots at these prices will soon be gone. Better make your selection today.

This beautiful panoramic view will be seen from every lot in "LOVELEIGH." LOVELEIGH is rightly named. One of the most beautiful views is had from the OBSERVATORY (which we have erected on this addition) of the majestic mountains of St. Helens, Adams and Hood. If you will take a little of your monthly earnings and put them in lots in LOVELEIGH, it will pay you, for in a short time what the wise man knows now the whole public will know, and it will be too late then for bargains. Buy all you can—but not a dollar's worth more. USE YOUR BEST JUDGMENT. Unlike other tracts of land that have been platted, we are preserving nice young trees of Fir and Cedar on the lots.

BUILDING RESTRICTIONS, BULL RUN WATER AND GRADED STREETS FREE TO BUYERS
New Catholic school and Woodlawn school only two blocks from this addition.

Prices \$450 to \$600 Per Lot—\$10 Cash and \$10 Per Month

INSIDE LOTS \$450, \$500, \$550—ALL CORNER LOTS \$600

Take Vancouver or Woodlawn car at Second and Washington streets. Get off at Woodlawn schoolhouse and go two blocks west.

Agent on Ground—Phone M 1743
A 1743 **BRONG-STEELE CO.** 110 Second St.

If you want to see if your house is in the Loveleigh subdivision, check this convenient web page.

<https://www.redfin.com/sitemap/329418/OR/Multnomah-County/Portland/loveleigh>

The next three pages are 1924 Sanborn maps of Loveleigh. They show which lots have houses (or businesses) on them in 1924, and which lots are still empty. Comparing the Sanborn maps with the current Portland Maps website gives information about the houses, and shows the changes over the last almost 100 years.

427

418



419

10901

427

RODNEY AV.

VANCOUVER AV.

WILLIAMS AV.

FARRAGUT

428

426

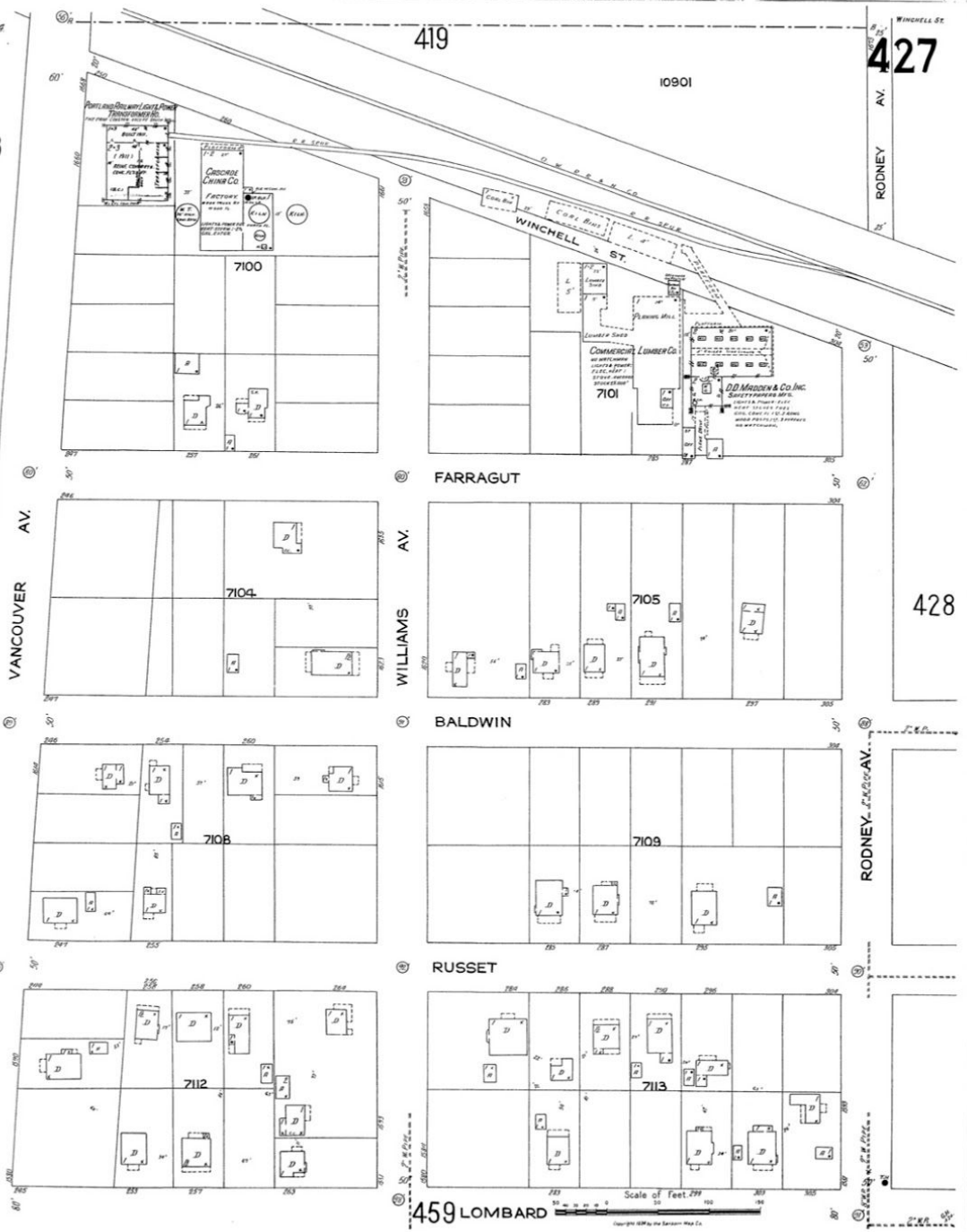
BALDWIN

RODNEY AV.

RUSSET

459 LOMBARD

Scale of Feet 200



459

459

455



RODNEY

AV.

LOMBARD

STAFFORD

WILLIAMS

AV.

HOLLAND

BUFFALO

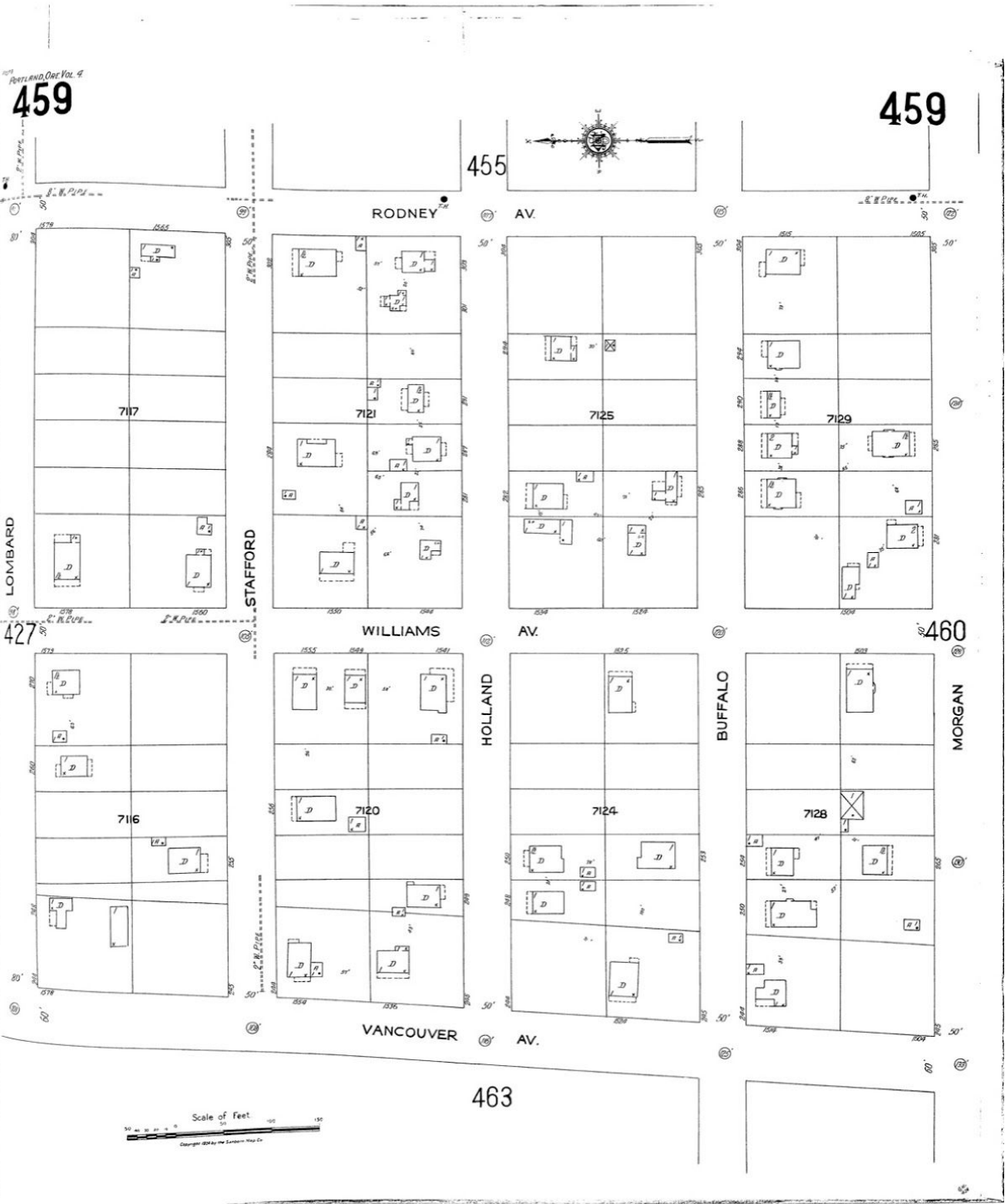
MORGAN

VANCOUVER

AV.

463

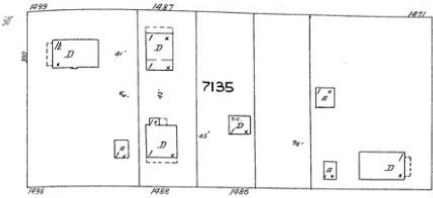
460



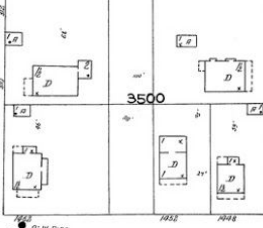
460



RODNEY AV.



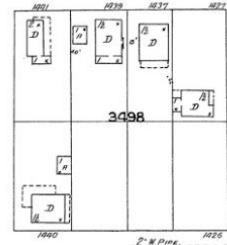
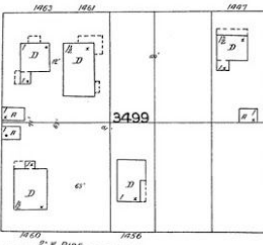
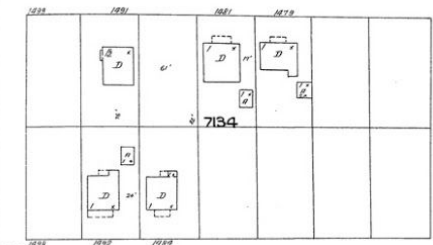
456



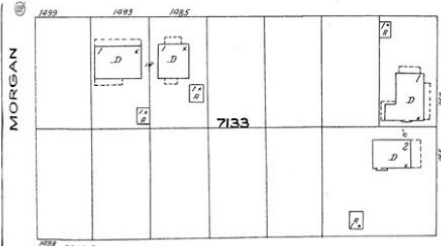
460

Portsmouth One Block

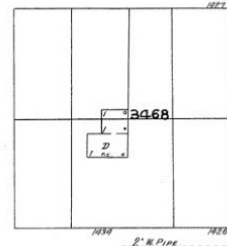
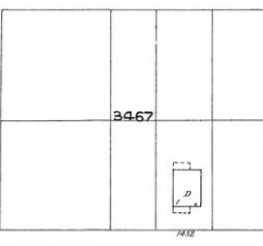
CLEVELAND AV.



459



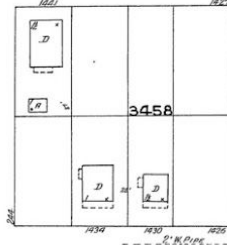
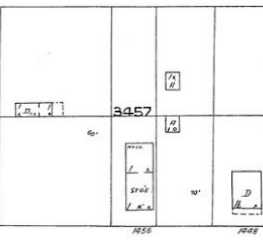
WILLIAMS AV.



461

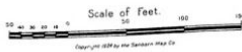
DEKUM AV.

MOORE



VANCOUVER AV.

464



LOVELEIGH

IS
THE
NAME

Portland, Oregon, March 28, 1908.

Brong-Steele Co., 110 Second Street—

Gentlemen: When you advertised for the most appropriate name for your beautiful tract of land, which is part of the Lewis Love homestead, and being so well acquainted with the land and the beautiful view which I get of the majestic snow-capped mountains of St. Helens, Adams and Hood, also the panoramic view of the beautiful hills across the mighty Columbia into Clarke county, the name "LOVELEIGH" came to me as the most appropriate one to give this beautiful addition. As the first part of the name is given in honor of Captain Lewis Love, who entered the land as a donation land claim over 50 years ago, and the last part of the name signifies a broad expanse of beautiful fields or lovely country,

Not—"The lowing herds wind slowly o'er the lea,"

Not—"A thousand demons lurk within the lee,"

But—The well-known Love's old home, "LOVELEIGH."

I hereby acknowledge the payment of sum of \$10.00 in payment of the name "LOVELEIGH." Wishing you success in selling this beautiful addition, as it is undoubtedly the finest part of the city of Portland for homes, and thanking you for the same, I am, cordially yours,

ORENA F. RATER,

1215 EAST TAYLOR STREET.

The beautiful tract of high land purchased from the Love heirs by Brong-Steele Co. has been christened "LOVELEIGH," the name suggested by Orena F. Rater, who courteously acknowledges the receipt of the \$10 prize money above.

LOVELEIGH

Affords the best opportunity ever presented to the people of Portland. Never in the past have such desirable building sites been offered at such low prices, considering the location and conveniences. Loveleigh lies this side of the immense

SWIFT PACKING PLANT

and north of Piedmont on the VANCOUVER CAR LINE, where there is an unobstructed view of the world-famous and awe-inspiring mountains—ST. HELENS, ADAMS and HOOD.

COME OUT TO-
DAY AND MAKE
RESERVATIONS

LOTS \$400 TO \$500
\$10 DOWN—\$10 MONTHLY

AGENTS will BE
THERE to SHOW
YOU the GROUND

Take either the Woodlawn or Vancouver car, get off at Woodlawn schoolhouse and walk two blocks. In the course of a few days an office will be opened and an agent will be there every day till all the lots are sold. All lots are 50x100 feet.

WE ARE GOING TO MAKE THIS TRACT THE

FINEST RESIDENCE PORTION OF THE CITY

It will be platted at once and all improvements put in—GRADED STREETS, BULL RUN WATER, ETC., ETC.

PHONES
A AND M
1743

BRONG-STEELE CO.

110
SECOND
STREET



LOOKING NORTH ON WILLIAMS AVENUE IN LOVELEIGH

ANNOUNCEMENT

Next Tuesday, April 13, All Lots in LOVELEIGH and EL TOVAR Will Be Advanced 10 Per Cent

At last 100 lots in LOVELEIGH and EL TOVAR should be secured by wise homesite and investment seekers between now and Monday evening at 8 o'clock, when our office door will close and bar others from this opportunity. Remember, 8 p. m. Monday is the last hour we will sell lots at present prices.

IT WILL PAY YOU TO READ THIS STUDIOUSLY

**MAGNIFICENT VIEW
TWO CAR SERVICES
18 MINUTES' RIDE**

Loveleigh
El Tovar
LITTLE ADDITIONS
CENTS OF PENINSULA

**GRADED STREETS
WATER—LOTS PARKED
FINE HEALTHY AIR**

SIGNS of the TIMES and THEIR SIGNIFICANCE

One has only to look around the city within the small radius of a mile of the heart of the shopping district to be convinced of the grand march of progress Portland is making. During the past 12 months upwards of \$12,000,000 has been invested in new buildings. From a point of vantage—say the Board of Trade—one can point to at least 50 buildings, ranging from 3 to 10 stories, in course of construction, representing over \$5,000,000, and about a dozen more skyscrapers are being planned and will be started this summer. All this building activity means a greater Portland and increased values of property.

GRASP the OPPORTUNITIES TODAY, They WON'T LAST

Your time today and tomorrow will be profitably spent by visiting LOVELEIGH and EL TOVAR. By investigating the property you will find it desirable and very cheap even at the advanced prices.

Take Vancouver or Woodlawn car and get off at Bryant st. Agents will show you the tracts.

**You Will Save
10 Per Cent By
Buying Before
8 o'clock Mon-
day Night**

**Terms 10 Per
Cent Down, 2
Per Cent Monthly.
Office Open Even-
ings Till 8 o'clock**

Phones A and M 1743

BRONG-STEELE CO. 110 Second Street

WHEN YOU BUY

BUY RIGHT — in other words, buy where your investment will be steadily on the increase. **THAT PLACE**, of all places in Portland today, is "LOVE-LEIGH," delightfully located on the Vancouver car line, between Portland and Vancouver. **SWIFT** has already begun the expenditure of millions in an enormous packing plant, and work will soon begin on a \$750,000 saw-mill. **AND ALL THIS** is in the vicinity of "Love-leigh," which means great profit to those who have already bought and those who now buy, for the hundreds of employes of these industries must have homesites.

"LOVELEIGH"

IS THE PLACE

VISIT "LOVELEIGH" TODAY

Free Car Fare by Calling at Our
Second Street Office

IT MEANS
MONEY FOR YOU

BRONG-STEELECO.

PORTLAND, OREGON
110 Second Street

Phones: A-1743

Main 1743

BEAR IN MIND

THAT "LOVELEIGH" is everything that its name implies, and more, too—high, beautiful and sightly; within the city limits, only 15 minutes by car from Second and Washington sts.; graded street (established grades); building restriction; streets 50, 60 and 80 feet; city water and electric lights; lots 50x100 feet, cleared and parked; Catholic school within two blocks; "Woodlawn" public school within 800 feet. We want you to see these lots. Take Vancouver car and get off at Woodlawn school, or take Woodlawn car, get off at Dekum avenue and walk west to Woodlawn school. Lots 50x100 — \$10 down and \$10 per month.

AGENTS ON GROUND
TODAY

PROSPERITY

Is upon us in PORTLAND NOW, and MILLIONS of DOLLARS of Eastern money is now being spent in great Packing Plants and other Factories and Milling Propositions in Portland, and from present outlook a great majority of them will be built on the PENINSULA. Can you realize what that means to a party buying a lot in either

Loveleigh or El Tovar

at present prices? It means easily double the price paid for same. What better do you want?

Look at Union Avenue (the longest street in the city) the contract to pave TWO MILES of it has just been let, costing over \$160,000. EL TOVAR is facing on this great business street, and LOVELEIGH is only two blocks west of it, and both of these beautiful additions are in the vicinity of where SWIFT PACKING CO. are spending MILLIONS, and so many other big concerns under consideration that it makes these two additions look unusually good to the investor. Every street in LOVELEIGH is graded and now laying water mains; a number of homes built and now building.

A Great Future for These Two Additions IS ASSURED.

Building Restrictions, Graded Streets and Water Mains Laid Free to Buyer.

Price \$350 and Upward

Terms, \$10 Cash and \$10 Per Month—Call and See Them

Brong-Steele Co.

PHONES—MAIN 1743, A-1743.

110 SECOND STREET.

DO NOT LET THE OPPORTUNITY PASS

A man's life is what he makes it. Opportunity is constantly passing us, stops, stares us in the face, and, if we do not grasp it, it goes on. Many a man has been poor all his life because he was a "Doubting Thomas." We are giving you today a chance to get a home in either of our beautiful sister additions—

LOVELEIGH — OR — EL TOVAR

For the price of your cigar money each day, if you are a good smoker. Before you get the lot paid for on the monthly plan, it will double in price, while your cigar money goes up in smoke.

Think it over, then come in and look the lots over.

Union avenue, the great business street of East Portland, cuts these two additions in twain.

Building restrictions, graded streets, city water mains, without cost to buyers. So many big concerns going beyond us. Prices reasonable. Terms easy.

Take Vancouver or Woodlawn car at Washington and Second streets. Get off at Woodlawn schoolhouse. Agent on ground.

BRONG-STEELE CO.

110 SECOND STREET

LOVELEIGH

“?”

If a Man Buys a Lot in Loveleigh or El Tovar

For \$500 and pays 10 per cent cash and the balance 2 per cent monthly, how much will he have to save daily to make his monthly payments?

LET'S FIGURE IT OUT

10 per cent of \$500 equals \$50—first payment.

2 per cent of \$500 equals \$10—monthly payments.

\$10 divided by 30 (days) equals 33 1-3 cents—daily savings.

ANSWER 33 1/3 CENTS

What's the Sacrifice?

Possibly a few cigars, a few drinks, the theatre or a ball game.

IF HE STUDIES THE MATTER SERIOUSLY he will logically conclude that the little sacrifice will yield him HANDSOME RETURNS. In a few months he will realize that he has something substantial to show for his money, that he has a standing in the community, and that he is a man of importance.

Remember — 500,000 1912

Means 200,000 for the peninsula, and the building up of the BEAUTIFUL ADDITIONS—LOVELEIGH and EL TOVAR. These two tracts are the most desirable home district to be found. It is only 18 minutes' ride from Second and Washington streets down Union avenue, the main thoroughfare between Portland's business center and Vancouver. Schools, stores, Bull Run water, telephones, electric lights, graded streets, building restrictions and a perpetual view of mountains make the district ideal for homes.

Go Down Today

You will be delighted with the property and you will find the prices reasonable. If you take Vancouver car get off at Bryant street and you will be on the ground. If you take Woodlawn car, get off at Portland boulevard and walk two blocks north on Union avenue.

Office Open Evenings Till 8

Prices Right — Terms Easy

10 Per Cent Down
2 Per Cent Monthly

BRONG-STEELE CO.

110 SECOND STREET

Phones — A-M 1743

EL TOVAR

\$500 REWARD

LET YOUR BRAINS FILL YOUR POCKET BOOK.
EVERYBODY CAN TRY

PROPOSITION—To the person forming the largest list of words out of the letters used in the word.

LOVELEIGH

We will give \$100 Credit Certificate. The second and third largest lists will receive \$75 and \$50 respectively in Credit Certificates. The balance of the \$500 to be divided among the other contestants according to the merits of their respective lists.

CONDITIONS—Write your list with pen and ink, using one side of the paper only. The letters shall not be used oftener in any one word than they appear in the word Loveleigh. For example, the following words come within the requirements: Love, go, log, hog, etc. Pin the pages of your list together and sign your name and address plainly.

SEND IN YOUR LIST, NO MATTER HOW SMALL
IT MAY BE A PRIZE WINNER

A WORD OF EXPLANATION—Loveleigh is the name of one of the most beautiful home sections in the city. It lies just north of Piedmont and commands an unsurpassed view of mountains and river. Only 20 minutes' car ride from Washington st.

CREDIT CERTIFICATES—These Credit Certificates will be accepted by the company at face value as part purchase price for any lot hereafter sold in the tract at our regular list price. It is understood, however, that the certificate must be presented for redemption within 30 days from its date, and that not more than one Certificate can be applied on each lot.

**ALL THE LISTS MUST BE IN OUR OFFICE BY JULY 1. THE REWARDS
WILL BE DISTRIBUTED BY JULY 3. ADDRESS**

BRONG-STEELE CO.

SALES DEPARTMENT.
GROUND FLOOR LEWIS BUILDING, PORTLAND, OREGON.