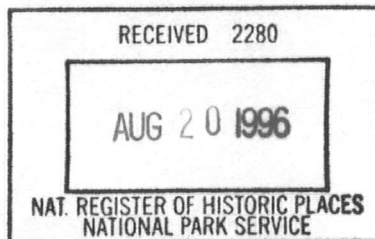


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Journal Building
other names/site number Jackson Tower

2. Location

street & number 806 SW Broadway N/A not for publication
city or town Portland N/A vicinity
state Oregon code OR county Multnomah code 051 zip code 972 05

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination
☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of
Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property
☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant
☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

Lana Hamrick August 12, 1996
Signature of certifying official/Title Deputy SHPO Date

Oregon State Historic Preservation Office
State of Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- ☒ entered in the National Register.
☐ See continuation sheet.
☐ determined eligible for the
National Register
☐ See continuation sheet.
☐ determined not eligible for the
National Register.
☐ removed from the National
Register.
☐ other, (explain:) _____

Signature of the Keeper

Date of Action

Cal R. Ferguson
9.12.96

Journal Building
Name of Property

Multnomah, OR
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property
(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing
1	
	buildings
	sites
	structures
	objects
1	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

n/a

Number of contributing resources previously listed in the National Register

-0-

6. Function or Use

Historic Functions
(Enter categories from instructions)

INDUSTRY/PROCESSING-Communications
facility

COMMERCE/TRADE-Business

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE-Business

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19th AND EARLY 20th CENTURY
AMERICAN MOVEMENTS--Skyscraper
(Commercial Style;
Beaux Arts Classicism)

Materials
(Enter categories from instructions)

foundation Concrete
walls Terra Cotta
Brick
roof Synthetics
other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

SETTING

The Journal Building is located on a 100-x 100-foot parcel at the southeast corner of Broadway and Yamhill Streets at the west end of downtown Portland. To the west are the abandoned Music Box and Fox Theaters. To the northwest is Nordstrom's Department Store. To the north is Pioneer Courthouse Square. Directly to the east is the Executive Building with Pioneer Place one block further east. To the south along Broadway are the Hilton Hotel, Paramount Theater and the Center for the Performing Arts.

Designed by the Reid Brothers, the Journal Building was their third major Portland job. The first was the 1891 Oregonian Building (demolished 1952). The second was the 1911 Yeon Building at 5th and Alder Streets. With the Oregonian Building, and another building for the San Francisco Call, the Reid Brothers had acquired an expertise in the specialized field of newspaper plant designs.

EXTERIOR

Constructed with a steel frame, the building was conceived as a 12-story white "wedding cake" tower, 60 feet at the base, with a setback to 48 feet square at the 11th floor, and another setback to about 16 feet square at the three story high clock tower. Above the clock tower is a one-story tower, with observation tower, 12 feet square surmounted by a pyramidal roof on which is a large flagpole. At either side of the tower, and slightly set back, a three-story element wraps around the tower. Beneath the entire structure is a two-story basement accommodating the press room.

The exterior of the building is faced with a combination of glazed white terra cotta and off-white brick. The first and second floors of the tower are faced with heavily rusticated terra cotta blocks, with three two-story high arched openings at the two street elevations. A terra cotta belt course sets off the third floor, also faced with rusticated terra cotta, surmounted by a second terra cotta belt-course at the fourth floor level. Within this band are five double-hung wood sash windows at each street elevation.

Floors four through nine are faced with off-white brick laid in common bond. The windows at these floors are surrounded by projecting white terra cotta frames, a feature also used by the Reids in their Yeon Building. At the tenth floor, another terra cotta belt-course, together with a dentilled terra cotta and metal cornice at the eleventh floor level, sets off the "capital" of the classical column concept of the building. Here, elaborately sculptured, vertical terra cotta panels separate the double

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

hung wood sash windows.

Above the cornice, the building steps back six feet to a two-story layer on the "wedding cake," on top of which is another terra cotta and metal cornice. Here the theme of the building concept is repeated in miniature, two story high, flat pilasters of terra cotta, having simplified Doric capitals. Above this second cornice, at each corner, are oval shaped cartouches, surrounded by garlands, and surmounted by small flagpoles.

The clock tower repeats the eleventh and twelfth floor element in miniature, with the tripartite window openings separating by two capitated columns, on which the clocks are mounted. The four clock faces have roman numerals; the four large clocks originally operated on battery impulses from a master clock in the basement. They were electrified in 1922. While the Journal occupied the building, the clocks chimed a single note on the quarter hour. Above the clock tower is a smaller, square, one-story pavilion, surrounded by a balustered terra cotta railing. The pyramidal roof is of standing seam metal., and the large center flagpole rises from a large, globe-like ornament atop the pyramid.

The three-story wings, which wrap around the tower, set back slightly from the face of the tower, were designed with an almost industrial appearance, having strip windows, three per bay, nearly filling the openings in the structural frame. At the Yamhill Street side, conveyers from the basement pressroom delivered newspapers to waiting delivery trucks at the street, and sidewalk elevators received the huge rolls of newsprint to feed the rotary presses.

The outstanding feature of the building, unique today, is the exterior lighting. The terra cotta belt courses and cornices were fabricated with round openings, into which were installed electric sockets for 2400 light bulbs. Other Portland Buildings, such as the Electric Building and the Yeon Building, were similarly lit. During World War II, these lights were turned off to save energy and were not relit until 1972.

INTERIOR

One enters the building through the center arched opening on Broadway, into a small lobby, where two small elevators, side by side, are located almost at the center of the tower. A single stairway behind the elevators, and a fire escape at the east face of the tower, provide exits from tower offices.

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

The interior of the office floors have been completely altered. As constructed, the basement was two stories deep to house the high speed Hoe presses. The basement also housed the stereotyping department and the mailing room. The first floor provided offices and lobby space for the business end of the enterprise: Advertising, circulation, bookkeeping and management. Editorial staff, reporters, telegraph, the library and the filing room were on the mezzanine. The art, engraving and composition departments were on the second floor. As presently configured, the basement is a two-level parking garage. The ground floor contains one large storefront space at the northwest corner, and two smaller storefronts at the south.

The relatively small square floor plan on the upper floors were conducive to a single entity leasing out an entire floor. Floors 3 through 9 had only sixteen offices, while the top two floors had a mere eleven. Today, the upper floors are all used for offices, often leased by a single entity.

ALTERATIONS

- | | |
|-------|--|
| 1930s | The Journal modified the south wing along Broadway. It was remodeled with a colonial revival front to house "Mary Cullen's Cottage," a demonstration kitchen and information desk on household matters, supplementing a very popular feature column of the same name which then appeared in the paper. |
| 1950 | Alterations for the storefront at 812 Broadway and lobby by Glenn Stanton, AIA for Theodore Bruno (owner). The basement was also altered by Stanton to accommodate a 100-car two-story garage. At this time, the building's base was modernized with a four-inch Arizona fieldstone veneer, removing the rusticated terra cotta. |
| 1950 | Restaurant and interior alterations at 818 Broadway by Warren Weber, AIA for Whistlin' Pig (tenant). |
| 1953 | Restaurant and interior alterations at the northwest corner of the building (804 Broadway) by John W. Gloe, AIA for Davey's Locker Restaurant. |
| 1960 | Installation of high-speed automatic elevators. |

National Register of Historic Places Continuation Sheet

Section number 7 Page 6

- 1971-73 Storefront and interior alterations at the northwest corner (804 Broadway) by Farr-Biggerstaff for Herfy's Restaurant; lobby alterations also by Farr-Biggerstaff.
- 1975 Arizona field stone removed; rusticated terra cotta surface replicated by use of stucco. Building painted white.
- 1975 Storefront at 812 Broadway by DMJM for Bruno Studios.
- 1979 Storefront remodel and interior alterations at 804 Broadway by Herbert K. Chin, AIA for Hunan Restaurant (tenant).
- 1983 Storefront and interior alteration at 804 Broadway by Columbia Restaurant Sales for Lui Chi Restaurant.
- 1988 Storefront and interior alterations at 818 Broadway by Petter Moe for Ask Mr. Foster (tenant).
- 1991 Storefront and interior alterations at the northwest corner of the building (804 Broadway) by Jeffrey Miller, AIA for Margulis Jewelers; Fire escape modifications. Breedlove, McConnell, Granning, Pease, Engineers; storefront (818--tenant Blazers on Broadway); accessible ramps, lobby alterations and bathrooms on first floor. KSWA for owner; Storefront and interior alterations at 812 Broadway by Associates in Architecture for tenant (Papyrus).
- 1992 Reroofed building.

Fire sprinklers and suspended ceilings have been installed throughout the tower. Partitions and doors are not original and toilets were remodeled in 1963. Like many smaller office buildings in Portland, men's and women's toilets are located on alternate floors.

Journal Building
Name of Property

Multnomah, OR
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

COMMUNICATIONS

Period of Significance

1912-1946

Significant Dates

1912

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

The Reid Brothers

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey

- ☐ recorded by Historic American Engineering
Record # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☒ Other State agency
- ☐ Federal agency
- ☒ Local government
- ☐ University
- ☒ Other

Name of repository: Oregon Historical Society

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

**JOURNAL BUILDING (1912)
(JACKSON TOWER)**

806 SW Broadway
Portland, Multnomah County, Oregon

COMMENTS OF THE STATE HISTORIC PRESERVATION OFFICE

The 12-story steel-frame skyscraper detailed in the tradition of Beaux Arts Classicism that was erected as headquarters of Portland's evening newspaper, *The Oregon Journal*, was completed in 1912 from a design by the noted San Francisco-based Reid Brothers firm. The building which upon completion provided the highest observation point in the business district, stands at the southeast corner of Broadway and SW Yamhill, where it is a defining element of the public square created in the void left by demolitions of the old Portland Hotel and the parking structure which displaced it. The characterization of the tower in this application as the "campanile of Pioneer Courthouse Square" is fitting. The property is an outstanding illustration of how architects and structural engineers successfully related parts to the whole composition in tall building design. As such, it meets National Register Criterion C in the area of architecture.

The building is 100 feet square at the base, the area of a quarter of the block, and rests on a two-story basement that formerly was the press room/industrial plant. Three-story wings fill the lot on south and east sides. At the street corner, a tower 60 feet square in plan rises to house leased office space above floors originally used by the newspaper's various departments. The tower is configured for a setback at the 11th story, and the 12th floor is a clock tower with terminal outlook.

The well-proportioned exterior scheme of the tower block incorporates a three-story base (including the mezzanine) originally in rusticated terra cotta. On either facade, there are three colossal Roman arched openings with recessed Baroque framing elements. The fourth through ninth stories are faced with off-white brick and have terra cotta window surrounds. The tenth story is demarcated by terra cotta belt course and a classical cornice of terra cotta and formed metal. Windows are separated by ornamental vertical panels in high relief. The eleventh story is a step back crowned by a cornice and balustrade. The 12th story is the clock tower representing a further set back with a decorative terminal superstructure. Exterior lighting was an integral feature of the design for the purpose of outlining the building's distinguishing features at night. The terra cotta units making up belt courses and cornices were manufactured with bulb sockets. The elevator lobby is reached from the central entrance portal on Broadway.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 2

The newspaper company vacated the building in 1948 to move into the Public Market Building on the waterfront, but the property on Broadway continued under management of the Journal Building Company, a family-owned corporation whose stockholders were relations of C. S. "Sam" Jackson, publisher of *The Oregon Journal*. The office floors now are comprehensively remodeled. Suspended ceilings and new finishes are typical. Of the alterations from 1930 onward, the one which had most visual impact on the tower exterior occurred in 1950 when the basement was converted to parking and the terra cotta base was obliterated by a veneer of Arizona fieldstone. In 1975, the incompatible alteration was reversed. The historic base detailing was replicated in stucco and lath coated with synthetic resin. Fred Sherer and Sons Contractors were responsible for the durable and visually well-matched terra cotta reproduction.

In 1902, the newly-founded *Portland Evening Journal* was acquired by C. S. Jackson, publisher of *The East Oregonian*. Jackson changed the name of the paper to *Oregon Journal*, and the reorganized daily became one of three major newspapers of the state's principal city during the early years of the 20th century. The others were *The Oregonian* and the *Telegram*, which had its heyday from 1907 to 1931. After the Newhouse chain purchased *The Journal* in the 1970s, Jackson's paper carried on into the 1980s before the presses were stopped. The property secondarily meets Criterion A in the area of communications as the long-term headquarters (1912-1948) of one of the state's most influential papers in the heyday of the print news industry. Today, only one other vintage headquarters of a historic Portland newspaper remains: the Telegram Building (1922), which was listed in the National Register in 1994. The period of significance for the subject property is drawn to 1946 to encompass all but the final two years of its function as production and management site of *The Oregon Journal*.

The Journal Building is one of three important commissions fulfilled by Reid and Reid in Portland. The other two were the old Oregonian Building of 1891, no longer standing, and the Yeon Building of 1911 which the Journal Building exceeded in altitude by 45 feet, partly due to its uphill location. The Yeon Building on SW Fifth Avenue also has been nationally registered.

The structural features of modern fireproof skyscrapers were worked out in Chicago from 1890 onward. The Reid Brothers, with James William Reid and Merrit J. Reid as principals in association with their brother Watson, were well acquainted with the flexible steel frame and lightweight, fire-resistant tile cladding. James Reid (1851-1943) a Canadian by birth, was a graduate of McGill University in Montreal and gained a degree in architecture at M. I. T. As this building suggests in its sophisticated decorative program, he studied abroad at the Ecole des Beaux Arts in Paris. He centered his practice in San Francisco with his brothers from 1888 onward and added a number of landmarks to the skyline there, including the original Fairmount Hotel (1906), the New Cliff House (1908), the Fitzhugh Building in Union Square, and the Call Office Building for Claus Spreckles.

National Register of Historic Places Continuation Sheet

Section number 8 Page 3

SETTING

The Journal Building is located at the northwest corner of Yamhill and Broadway. The Central City Plan for the City of Portland designates this area along Broadway as a "bright lights district." This in part arises from the location of numerous theaters along Broadway, including the revitalized Paramount. It also arises from the exterior lights found on many of Portland's early skyscrapers found on Broadway. The Electric Building is one; two blocks away is another, the Journal Building.

As first developed at the end of the 19th century, Block 180 was several blocks distant from the heart of downtown Portland then concentrated along the waterfront. The block contained single family dwellings, a mixture of detached and duplex housing. Specifically, the northwest corner contained a duplex and a single family dwelling. As Portland grew, especially following the flood of 1894, the downtown moved slightly westward and the area along Broadway filled with boarding houses, churches, carriage houses and other substantial structures. By 1900, the United Carriage Company was cater corner; across the street was First Unitarian Church and down the block was a steam laundry and Turkish bath.

When constructed, the Journal Building adjoined the six story YWCA Building at the southwest corner of the block, and the eight story YMCA at the southeast. Two old houses stood still stood at the northeast corner. Across Yamhill Street was the Portland Hotel, while nearby were the new 1911 Helig and the Baker Theaters. The Broadway streetcar line went by the entrance of the building.

HISTORY OF THE BUILDING

"Journal to Erect Costly Home for Paper" announced the paper's October 22, 1911 front page headline. Designed by Reid Brothers of Portland and San Francisco, the Journal Building would be an elaborate home to Portland's leading newspaper. It featured a "wedding cake" design with a two-story 100' by 100' base narrowing to seven more stories 60' by 60', narrowing further on the 10th and 11th floors and topped by a dramatic clock tower.

The basement, two stories deep, housed the high speed Hoe presses; passersby could look down windows along Yamhill to see the presses rolling out over 72,000 newspapers an hour. The basement also housed the stereotyping department and the mailing room. The first floor provided offices for the business end of the enterprise: Advertising, circulation, bookkeeping and management. Editorial

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

staff, reporters, telegraph, library and filing room were all be on the mezzanine. The art, engraving and composition departments were on the second floor. Floors 3 through 11 were leased out for offices with sixteen units on floors 3-9 and 11 units on floors 10 and 11. The building was designed to allow a business to lease an entire floor.

And, following a trend began in the 1905 Lewis & Clark Exposition, the outline of the Journal Building was illuminated.

The Journal further announced that native Oregon materials would be used throughout the building. A mural painted by an Oregon artist would grace the lobby; up to \$25,000 was being put into the budget depending on the prominence of the artist.

The entire structure would cost between \$350,000 and \$700,000. The newspaper was prepared to pay \$350,000; it sought to entice its friends to buy bonds for the balance. These bonds, issued by the Security Savings and Trust beginning on October 26th, were offered at 6% interest for ten years. The building was to be substantially completed by March 1, 1912 with the entire structure ready by August 1 of that year.

The City of Portland issued the building permit on December 13, 1911. Construction proceeded rapidly, with the newspaper announcing at one point that Dinwiddie Construction Company had actually completed seven stories of steel frame in one week.

The newspaper published its first edition from the new home on August 19th, 1912. In 30 hours, with the help of 30 men and six vans from C. O. Pick Transfer, the Journal moved lock, stock, barrel and presses.

The most dramatic element of the building was its enormous clock tower. The clock operated mechanically until 1922 when it was electrified by the Standard Electric Time Company. On the quarter hour, the bells rang, cast at the M. C. Shane Bell Foundry in Baltimore. Adorning the outline of the building were electric lights, 2400 of them, each 25 watts strong.

During World War II, to conserve electricity, the lights were turned off. Shortly after the end of the war, the Journal moved to yet another new home. In 1948, the Journal purchased the Public Market Building at Yamhill and Front, six blocks to the east. In June 1948, the bells were relocated to the new building. After the newspaper departed, the building continued to be owned by the Journal

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

Building Company, a privately held company whose stock was owned in entirety by the Jackson family, publishers of the Journal. Shortly after the departure of the newspaper, in 1951, the building was named Jackson Tower after C. S. Jackson, publisher of the Journal and patriarch of the building owners.

Effective July 1, 1958, the Jackson family sold the building to Theodore Bruno for approximately \$700,000. Bruno modernized the building, investing over \$300,000 in improvements. With Skidmore, Owings and Merrill as architects, Bruno modernized the lobby, steam-cleaned the exterior, adapted the basement for a 100-car garage, installed high-speed elevators, and upgraded tenant spaces. Major tenants at the time included Bruno Photography studios, Davey's Locker (a restaurant) and the Whistlin' Pig (a restaurant).

On October 2, 1970, the Journal Building was again sold--twice. Bruno sold the building to the Eighth Avenue Development Corporation for approximately \$1.15 million. Eighth Avenue was a wholly owned subsidiary of the Dayton Corporation of Minneapolis, MN. That firm in turn sold the building to B & D Development. B & D was a privately held company owned by W. E. and R. H. Roberts, who continue to own the building. Beginning with their ownership, the Roberts family again invested considerable funds to upgrade the building; a notable improvement was the re-electrification of the cornice lines with the 1800 25-watt lights.

THE OREGON JOURNAL

On March 10, 1902, A. D. Bowen-with William Wasson as editor--started publishing a "campaign paper" called the Portland Evening Journal from offices in the Goodnough Building. On July 23 of that year, the paper became the property of Sam Jackson. Jackson already published the East Oregonian in Pendleton. He changed the name to the Oregon Journal with a masthead policy "to be free, fearless and independent." The newspaper competed with the Oregonian and the Telegram for prominence in the city. It took an early lead in the good roads program with the slogan, "Get Oregon out of the Mud." Although younger than the Oregonian by 50 years, by the 1920s, the Journal was considered by many the premier newspaper in the city.

Regrettably, the life and time of newspapers seem to be precarious at best. One major competitor, the Telegram survived from 1907 to 1931 (and until 1939 as the Scripps-Howard News Telegram). The Journal survived, and at times prospered, but finally died in the mid-1980s, having been acquired by the Newhouse newspaper chain in the 1970s.

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

REID BROTHERS

James William Reid with his brother, Merritt J. Reid, were San Francisco architects whose firm, Reid Brothers, designed the old Oregonian Building (1891), the Yeon Building (1911) and the Oregon Journal Building (1912) all in Portland.

The Reid brothers were born in St. Johns, New Brunswick, Canada. James Reid was born on November 25, 1851, attended McGill University in Montreal, received his architectural education at the Massachusetts Institute of Technology, and studied at the Ecole des Beaux Arts in Paris. He first worked as a draftsman with the Evansville & Terre Haute Railroad in Evansville, Indiana. In 1886, James and his brother Merritt went to San Diego, California to design the Coronado Hotel, and in 1888, the Reids opened their office in San Francisco, which continued until Merritt's death and James Reid's retirement in 1932. Another brother, Watson E. Reid, was also in the practice with James and Merritt for a time. Watson Reid died in Vancouver, B.C. in 1943.

James Reid died in San Francisco on September 22, 1943 at the age of 91. He was a Fellow of the American Institute of Architects.

Reid Brothers had a very successful practice. Among their works in San Francisco were the old Fairmount Hotel (1906), the Call Office Building, Hale Brothers department store (1902 & 1907), the Cliff House (1908), Matson Building, Fitzhugh Building, and the Western States Insurance Building, all in San Francisco. In Los Angeles, they designed the Fitzhugh Building and the Merritt Office Building. In San Rafael, they designed the Carnegie Library and in Contra Costa County, the Byron Springs Resort Hotel.

In Portland, two Reid Brothers designed buildings still stand: The Yeon Building and the Oregon Journal Building. The Yeon Building was listed in the National Register in 1992 for its association with John Yeon and for its architecture.

HISTORY OF TERRA COTTA IN PORTLAND BUILDINGS

One of the striking elements of the Journal Building is its use of glazed terra cotta as an exterior sheathing material on a steel frame. It is this material which allows the building to be fireproof, the elaborate decoration, and the electrification of its cornice lines.

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

There are different types and uses of glazed terra cotta. Portland office buildings generally used architectural terra cotta. This type is a design of hollow blocks of baked clay hand-pressed into molds and used to decorate the exteriors of buildings. Most of the terra cotta buildings are found in the downtown core of the city, but there are also residential and institutional examples outside the city center. These buildings were constructed in Portland from 1905 to 1930. The Journal Building is a strong example.

Although dating back centuries, architectural terra cotta became popular as an overall facing in the 1890's, beginning in Chicago. Use of terra cotta in Portland commercial buildings started around the same time. The period between 1907 and 1920 was the main period when large commercial buildings in downtown Portland were finished in this manner. The popularity resulted from the popularity of steel framed skyscrapers; these large commercial structures needed a protective, yet lightweight and economical facing. Terra cotta answered these needs. Molded and glazed, it also gave the architect an economical, creative source for decorative exterior treatments.

Architectural terra cotta is of hard-baked, fine-grained clay. It is similar to brick, but made of a finer grade of clay and fired at a higher temperature. Generally, it is manufactured in hollow blocks, 4 inches deep with faces typically 12 x 18 inches.

Given the decorative nature of the facing, terra cotta ornamentation begins with a set of shop drawings translated from the architect's drawings. These drawings outline each individual piece of terra cotta, with details including how it is to be secured. From the drawings, sculptors employed by the terra cotta firms make plaster and clay models; the plaster for the main body and the clay for the detail. In interpreting the relatively simple shop drawings, the model makers also have to supply their own sense of proportion, scale and texture to any ornamentation. In addition to the detailing required, terra cotta firms must also plan for shrinkage when the clay is baked; shrinkage varies according to the clay used but could be as much as 10%. From the models, the manufacturers create plaster molds. From there, grog (ground-up, previously burnt clay) is added to the clay to control plasticity and firing behavior. The mixture is wetted, blended, aged up to 24 hours and then hand-pressed into the molds. Carefully pressed, the clay is left in the mold for several hours. After this, the presser removes the clay and cleans off any imperfections. The terra cotta is then placed on a drying rack for about 24 hours. The piece is then glazed accordingly and fired. To allow the piece to warm and cool gradually, firing generally stretches from days to a week. Subsequently, the pieces are checked for size in the fitting room and shipped.

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

The dominant firm manufacturing handmade architectural terra cotta for the Portland market was Gladding, McBean and Co. of San Francisco. They produced the terra cotta for the Journal Building. In the 1880's, Charles Gladding, visiting from Chicago, convinced his Midwestern partners to establish a plant in Lincoln, California after sending them samples of the clay. Initially, Gladding, McBean and Co. manufactured sewer pipe, but almost immediately began producing architectural terra cotta for buildings in Portland and elsewhere on the west coast. Other terra cotta firms active in Portland during the period were N. Clark & Son and Washington Brick, Lime & Sewer Pipe Company.

Masons installed the terra cotta from scaffolding while working from drawings. They attached the terra cotta to the building's skeleton using metal anchors. Generally, anchors were made of wrought iron before 1930. Preservation of such terra cotta is often difficult as water seeps in and eventually rusts the anchors; the weathering eventually explodes the terra cotta. Once in place, the masons would saturate the terra cotta with water, rake out the 1/4 inch joints about 1/2 inch, and point.

THE ARCHITECTURE OF NEWSPAPER BUILDINGS

The exterior appearance of the building owes its character to the concept, prevalent in the United States for about 50 years, that a major city daily newspaper should be housed in a building with a clock tower. This concept had been first used in Portland for the newspaper plant of the Oregonian in 1891, so it is no mistake that arch rival Journal included one in its tower. Numerous newspaper plants in major cities all over the country had followed the same formula. The Oregonian Building design expressed this concept using Richardsonian Romanesque detailing, and the Oregon Journal Building (now known as the Jackson Tower) was a wedding cake design utilizing Beaux Arts Classical details. A third newspaper building in the city, the Telegram Building, focused on a Georgian Revival vocabulary.

Reid Brothers designed the Journal Building to be a freestanding office building, very similar in concept to the San Francisco Call newspaper building. [Regrettably, the Call Building was remodeled beyond recognition in 1938.]

Today, very few newspaper plants from the early development of big city dailies have survived. Both their office space and their printing plants became inadequate in size, as the cities and the newspapers grew, and the old buildings, because of their specialized nature, did not adapt well to re-use for general purpose.

National Register of Historic Places Continuation Sheet

Section number 8 Page 9

COMPARISON WITH OTHER PORTLAND BUILDINGS

The Journal Building is unique in Portland. It bears a superficial relationship to the former homes of other Portland newspapers, because they also featured clock towers. The Journal Building is one of only two surviving historic newspaper plants in the city, the other being the Telegram Building. The old Oregonian Building was demolished in the early 1950s, and the Portland News Building was demolished in 1961 for the construction of the Standard Plaza Building. The Oregon Journal's original home in the Goodnough Building disappeared with the construction of Pioneer Place. The Journal's next home (now Jackson Tower) survives as an office building and garage, but its last home, the waterfront Public Market Building, has been demolished.

The Journal Building stands as the campanile of Pioneer Courthouse Square, day and night enchanting Portlanders and visitors to the city. The architectural genius of the Reid Brothers created a timeless quality to this building which has delighted Portlanders for 83 years, and is likely to do so for generations to come.

National Register of Historic Places Continuation Sheet

Section number 9 Page 2

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The Oregonian

The Oregon Journal

National Register of Historic Places Continuation Sheet

Section number 9 Page 3

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Journal Building
Name of Property

Multnomah, OR
County and State

10. Geographical Data

Acreage of Property less than 1 acre (10,000 sf.) (0.22 acres)

Portland, Oregon-Washington 1:24000

UTM References

(Place additional UTM references on a continuation sheet.)

1	10	525	460	50	40	420
	Zone	Easting		Northing		
2						

3						
	Zone	Easting		Northing		
4						

☐ See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title John M. Tess

organization Heritage Investment Corporation date November, 15, 1995

street & number 123 NW 2nd Ave., #200 telephone (503) 228-0272

city or town Portland state OR zip code 97209

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Morgan Park, Inc.

street & number 720 SW Washington, #330 telephone (503) 226-7025

city or town Portland state OR zip code 97205

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

National Register of Historic Places Continuation Sheet

Section number 10 Page 2

VERBAL BOUNDARY DESCRIPTION

The Journal Building is located on Lots 7 and 8 of Block 180, Portland, Multnomah County, Oregon.

BOUNDARY JUSTIFICATION

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

23

PONTLAND

14

(59)

(53)

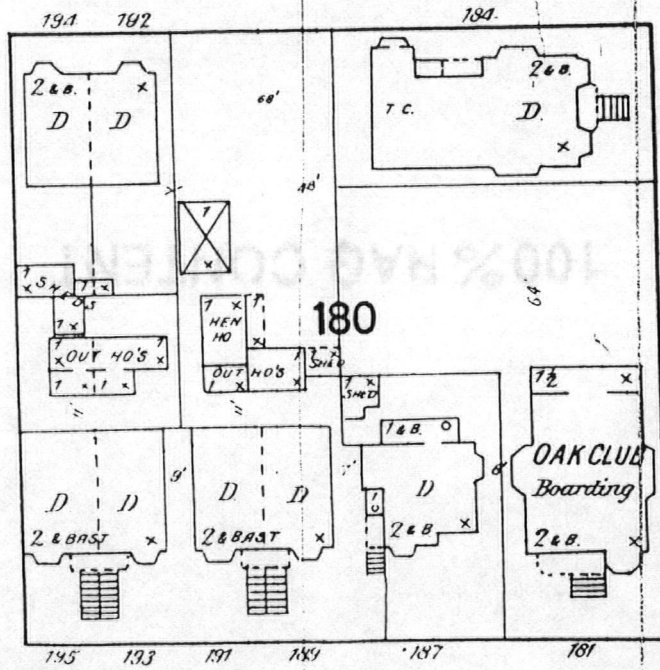
60'

60'

STREET

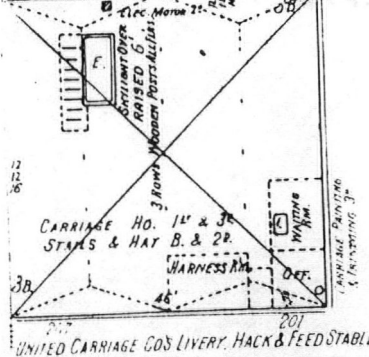
STREET

15

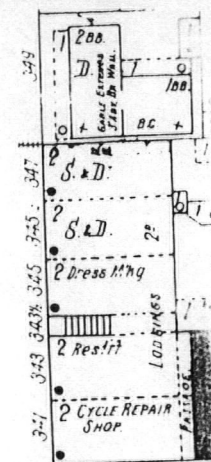
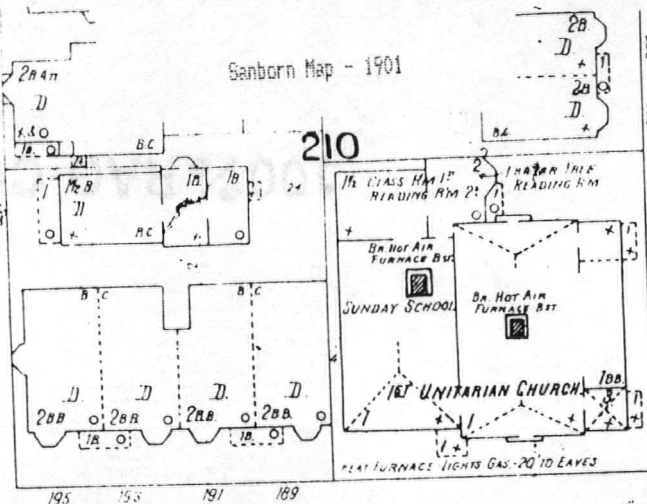


Sanborn Map - 1901

209

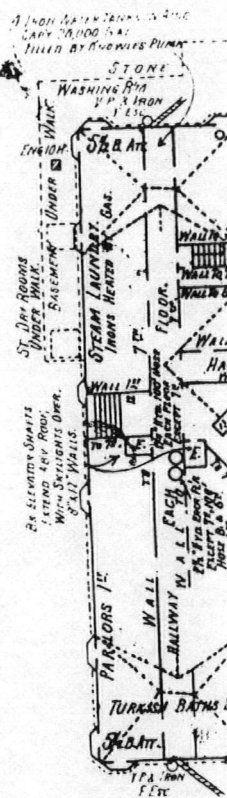
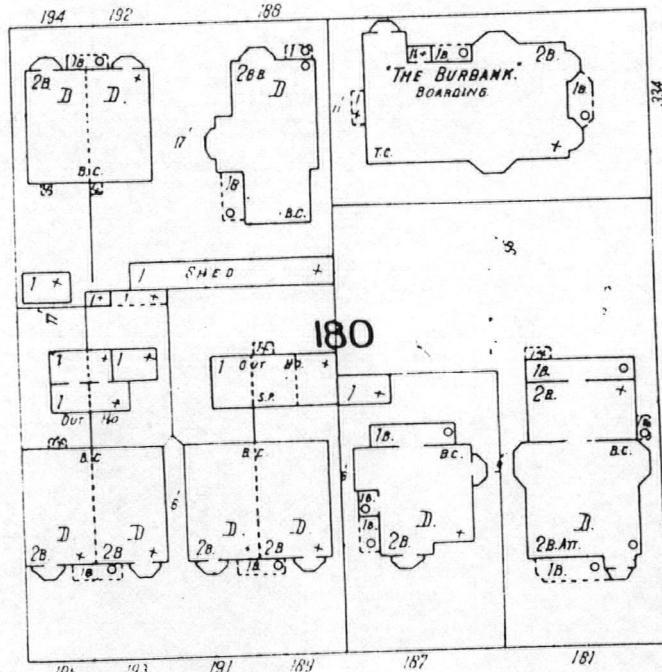
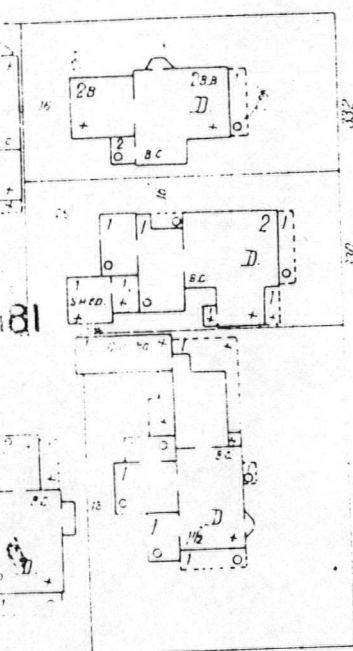


210



7TH ST.

ST.



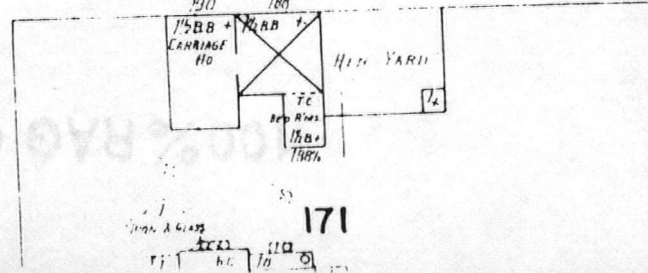
6TH ST.

ST.

80 ft wide.

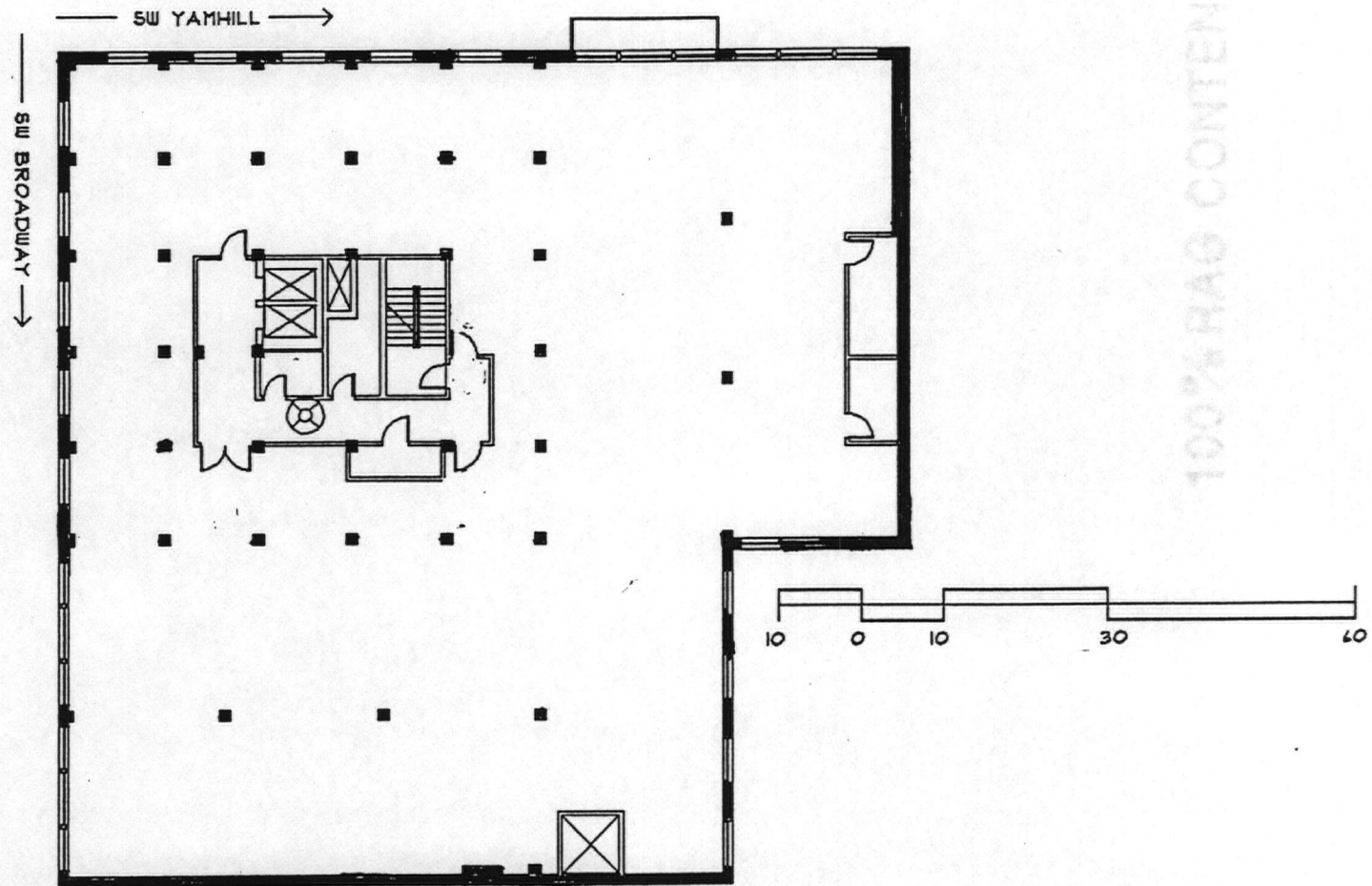
TAYLOR

YAMHILL



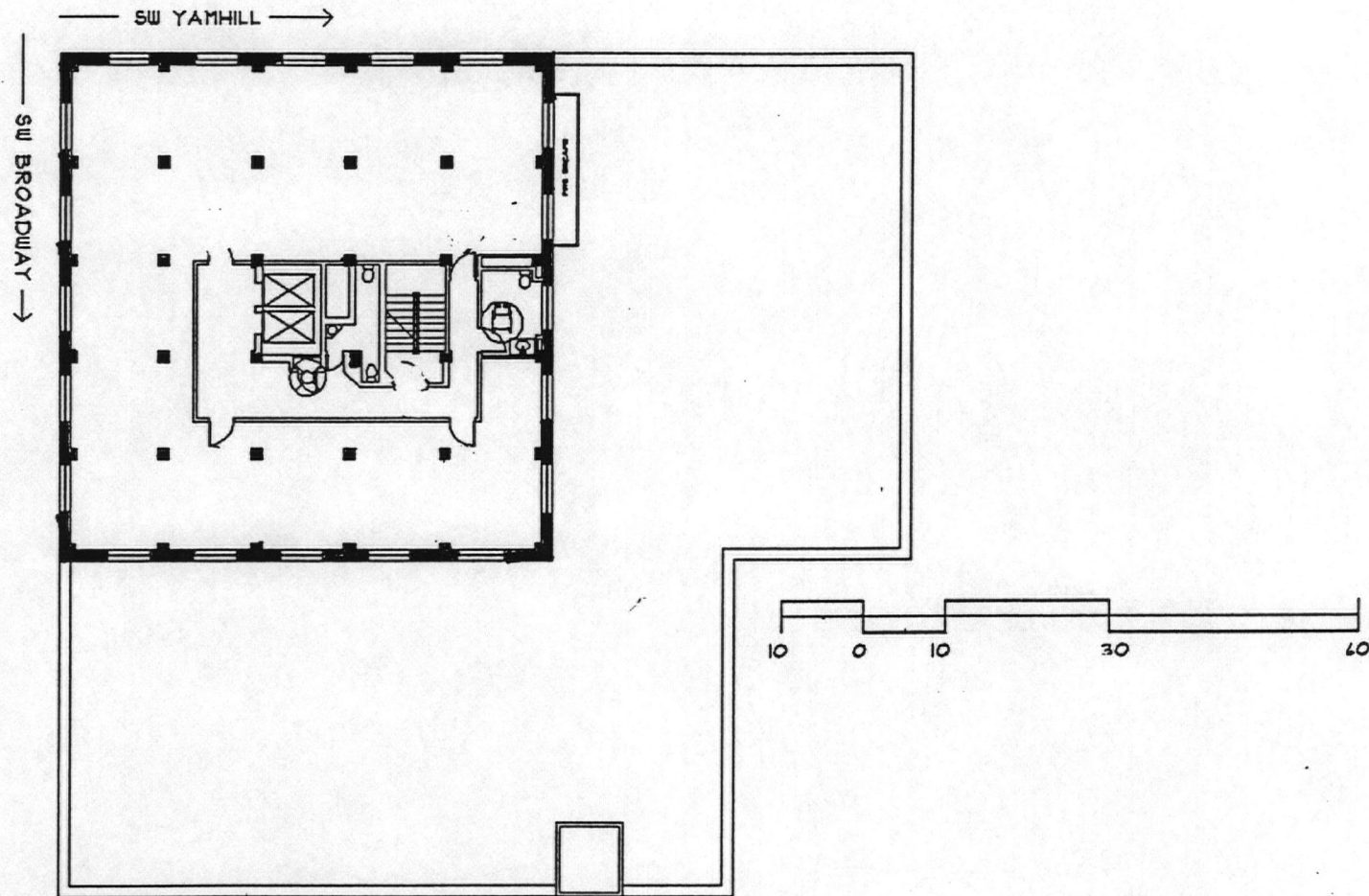
171

THE JACKSON TOWER BUILDING
MORGAN PARK PROPERTIES, INC.



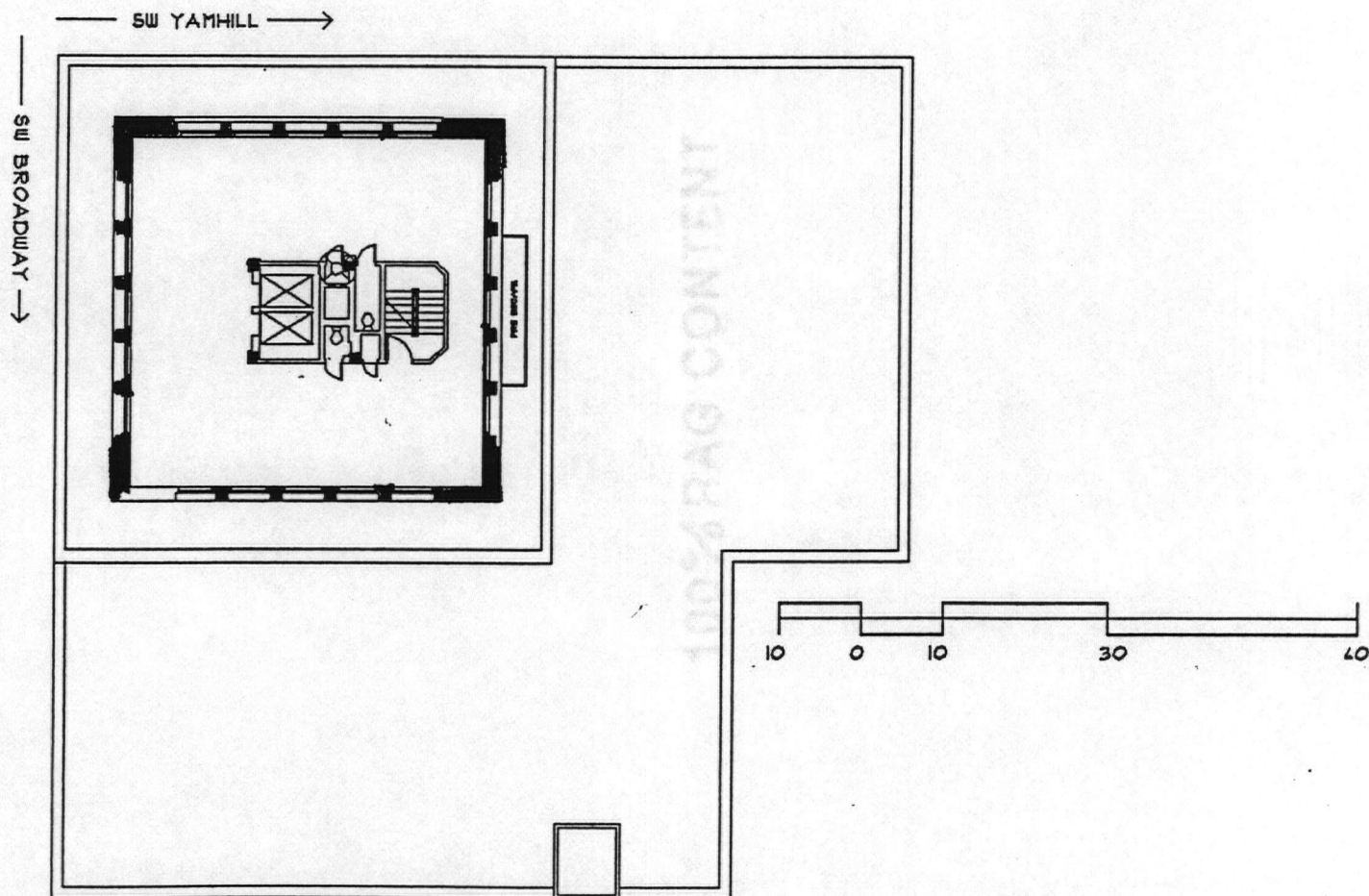
THIRD FLOOR PLAN
(SECOND FLOOR SIMILAR)

THE JACKSON TOWER BUILDING
MORGAN PARK PROPERTIES, INC.

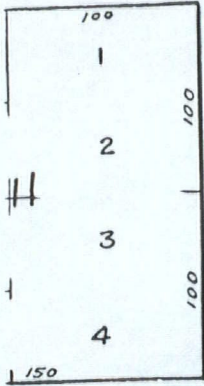


TYPICAL TOWER FLOOR PLAN

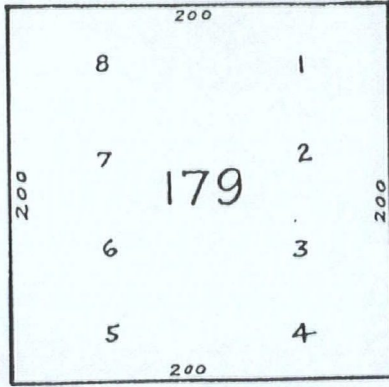
THE JACKSON TOWER BUILDING
MORGAN PARK PROPERTIES, INC.



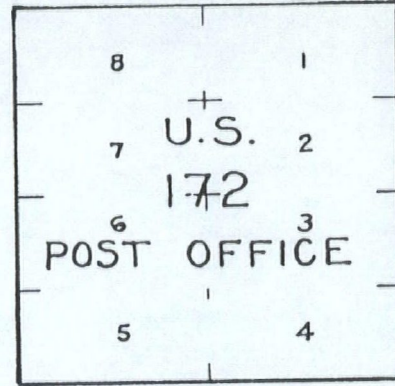
ELEVENTH AND TWELFTH FLOOR PLAN



80

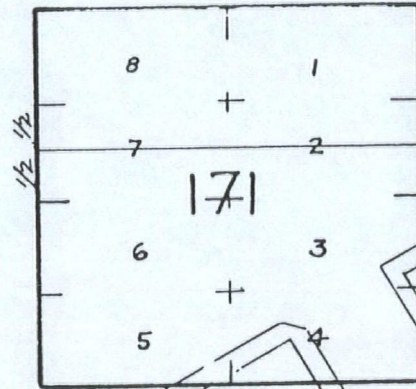
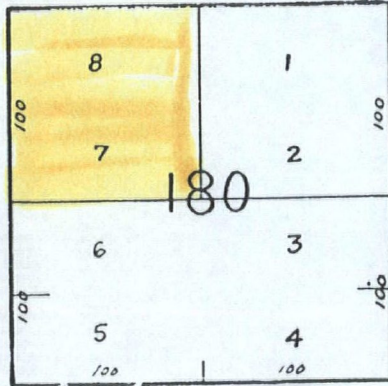
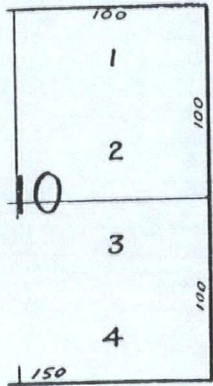


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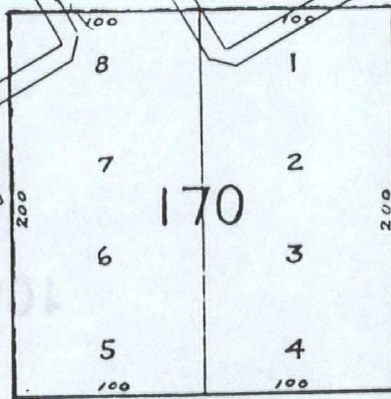
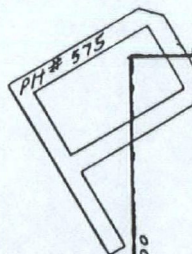
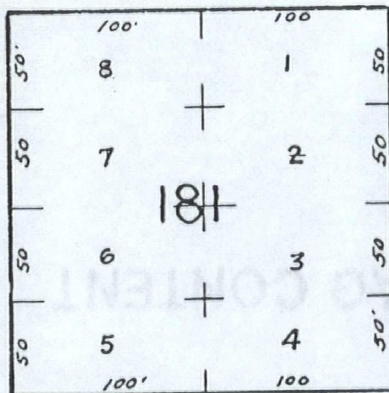
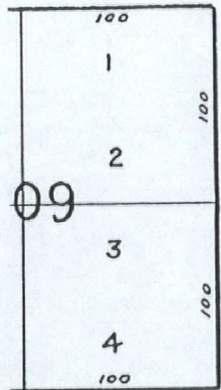
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BOUNDARY BX 2369 PG 856

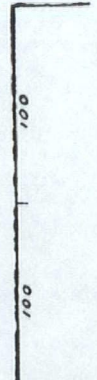


PARCE
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UNIT)

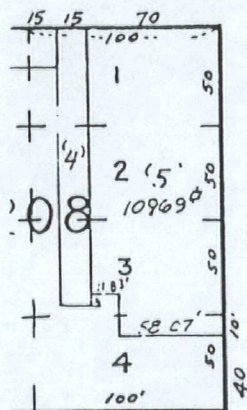
TAYLOR



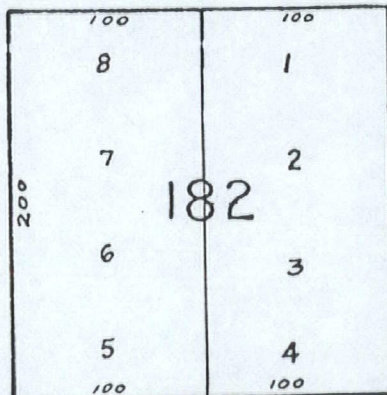
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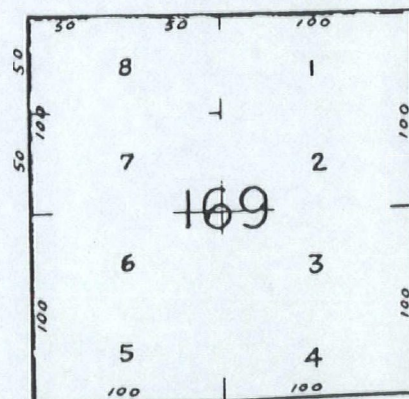
Salmon



BROADWAY



6

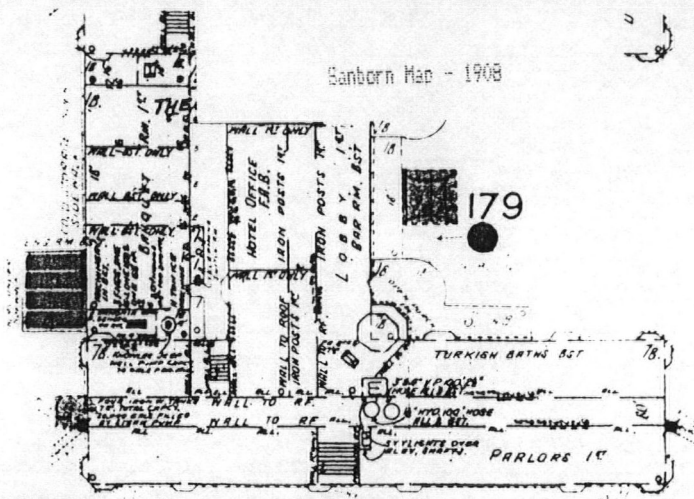


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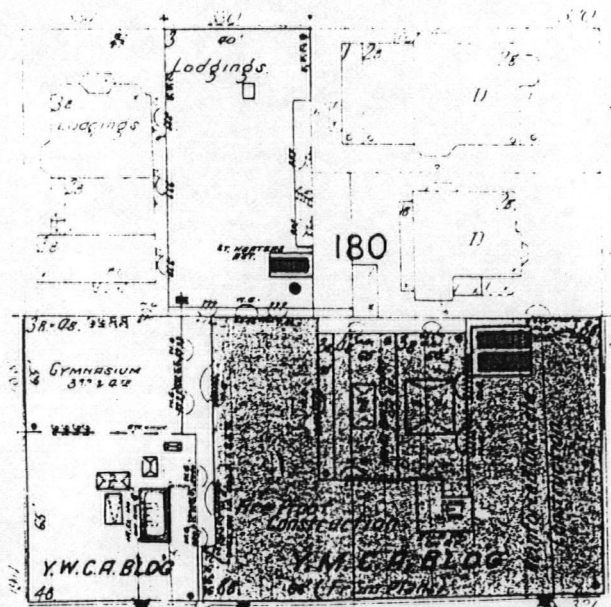
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60



YAMHILL



TAYLOR

123

100% BAG CONTENT

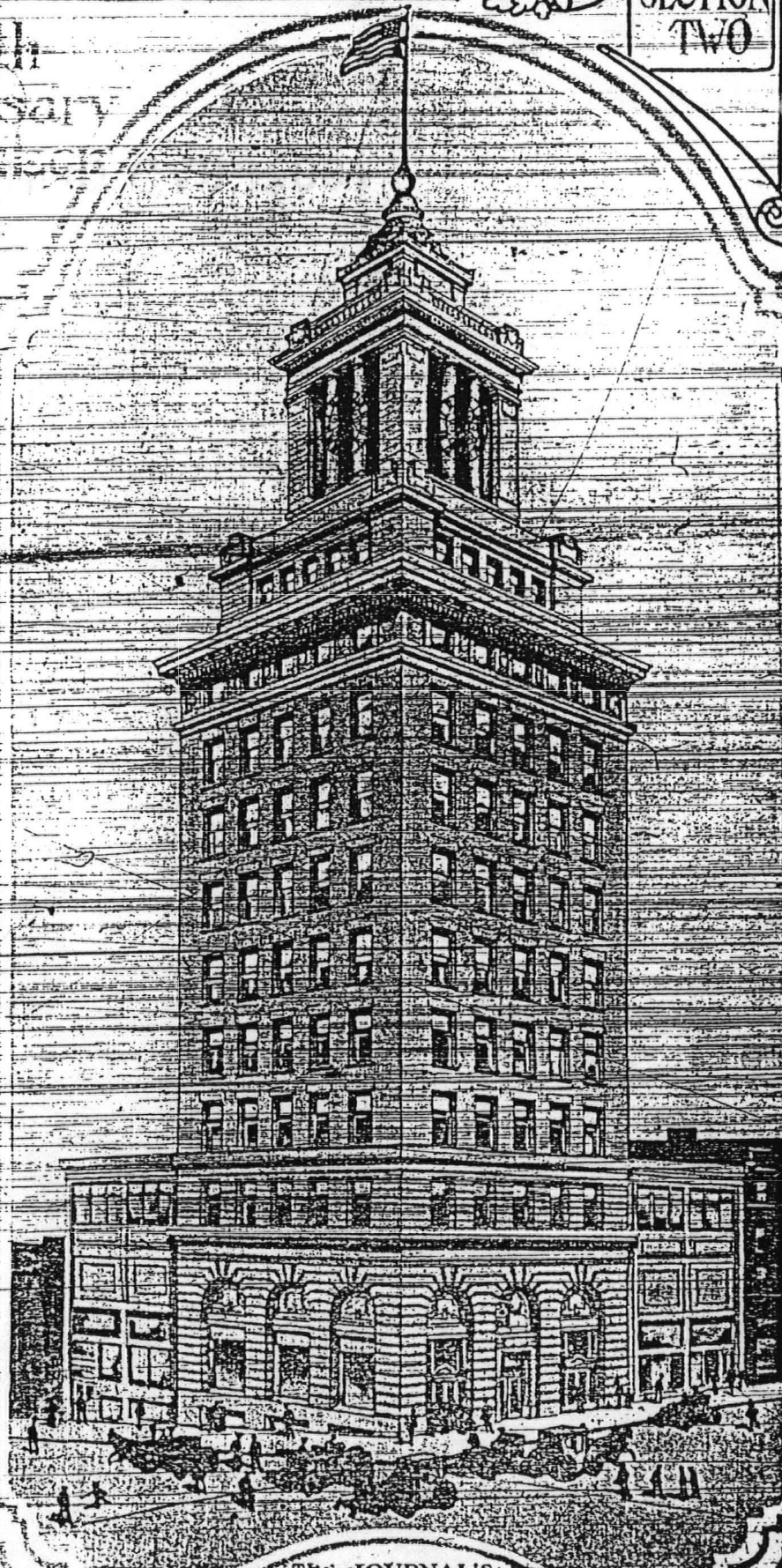
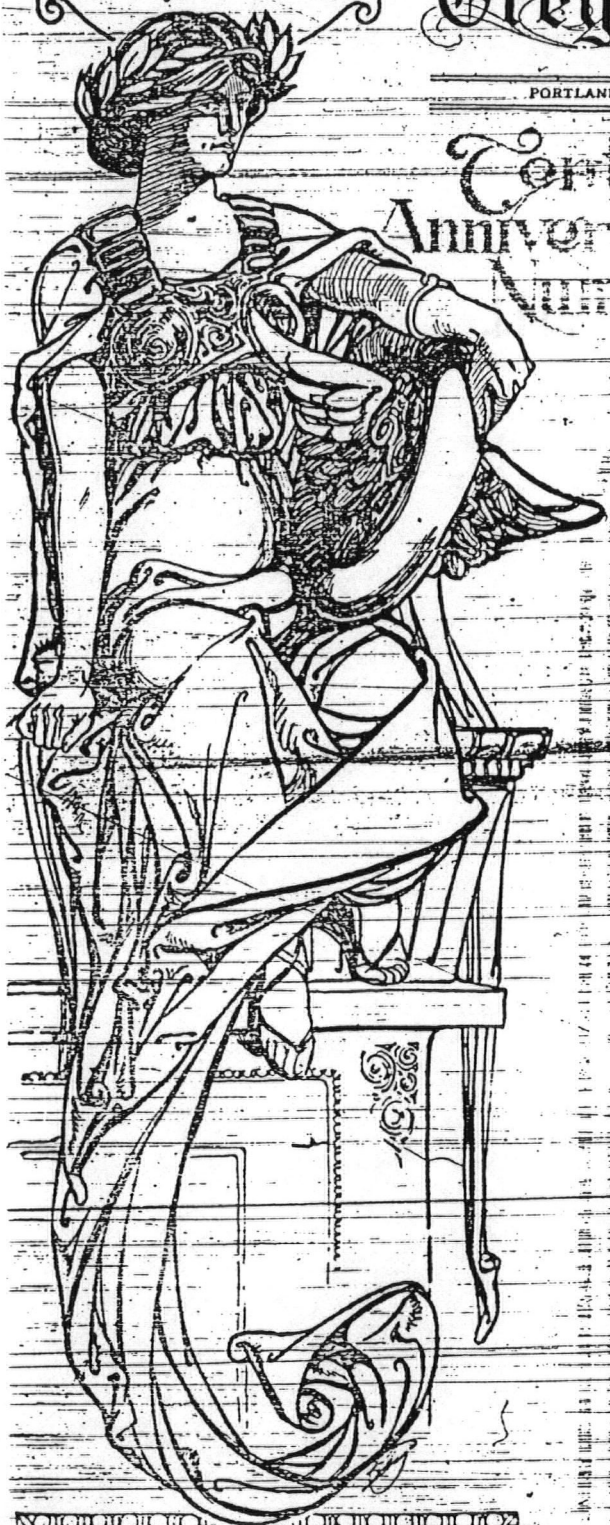
700. J. M. D.

Oregon Daily Journal

PORTLAND, OREGON, WEDNESDAY EVENING, APRIL 3, 1912.

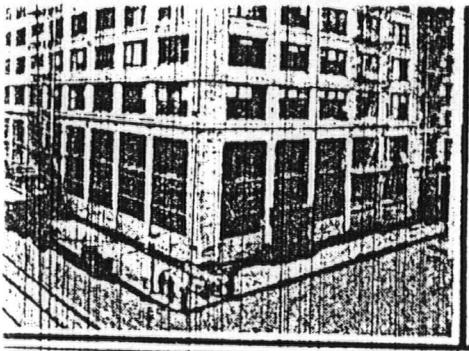
SECTION
TWO

Tenth Anniversary



THE new Journal building will be a 12 story, steel frame, fire proof structure. The exterior of the lower three stories will be finished in ivory white terra cotta and the upper stories in white Oregon brick with terra cotta trimmings. A clock and observation tower will surmount the office building proper. The platform of the observation tower will be 170 feet above the sidewalk. The altitude of this corner is 45 feet higher than that of the Yeon building, making this tower the highest observation point in business district. At night the tower and exterior of the building will be illuminated by 2400 incandescent lamps. The Oregon Daily Journal will occupy the basement and first, mezzanine and second floors; the rest of the building will be devoted to office purposes. There will be a place in the building, adjoining the business office, for a large mural painting, preferably by an Oregon artist.

THE JOURNAL'S
NEW HOME



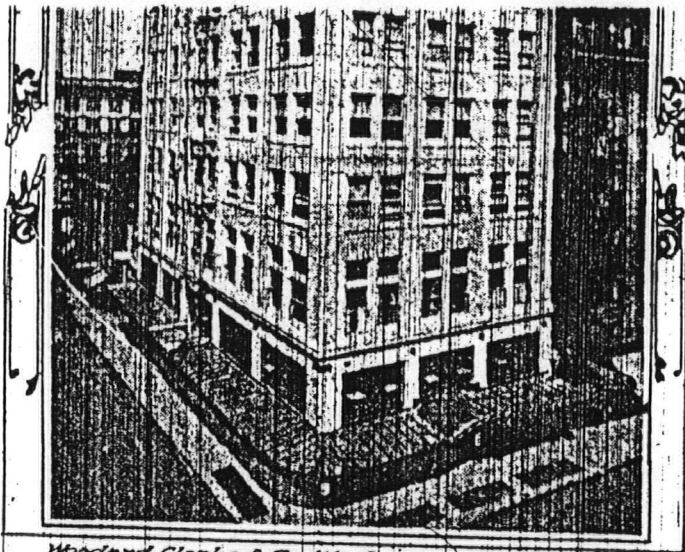
Wolfe & Co, Fifth, Washington And
Streets.



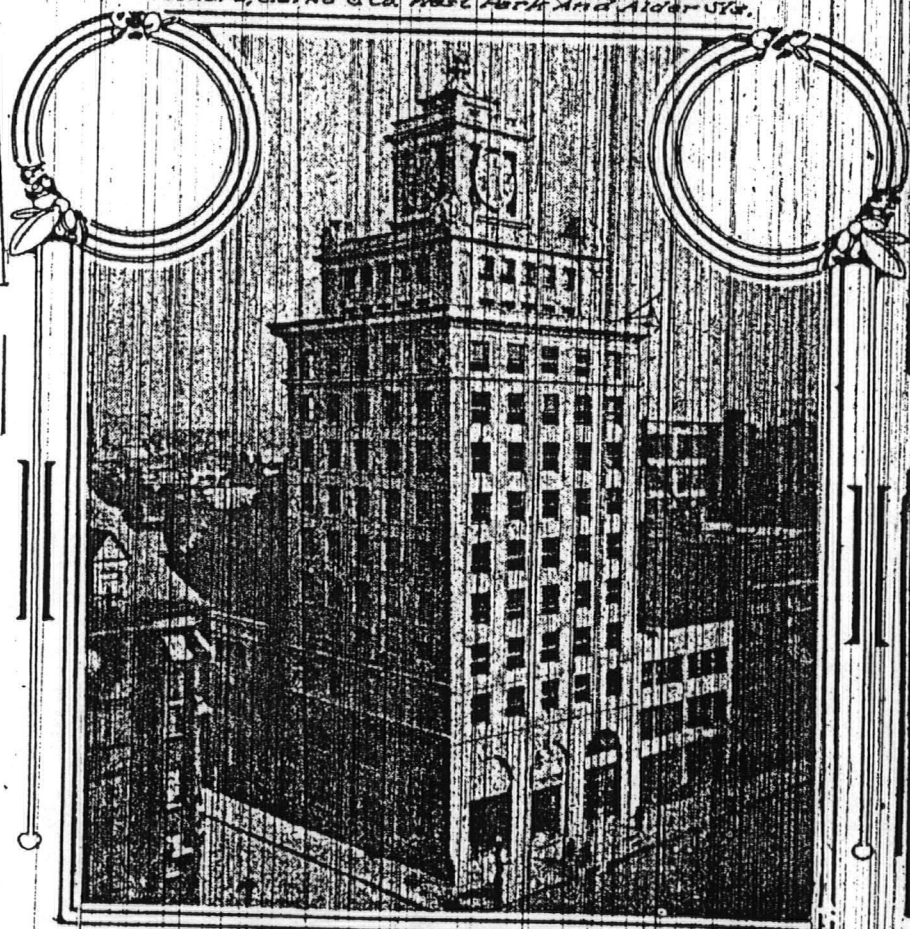
Hotel Annex, Twelfth & Washington Sts.



Congress, Sixth and Main Streets.



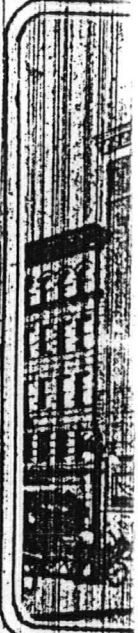
Woodard, Clarke & Co, West Park And Alder Sts.



Oregon Journal, Seventh and Marshall Streets.



Malloy



Willard



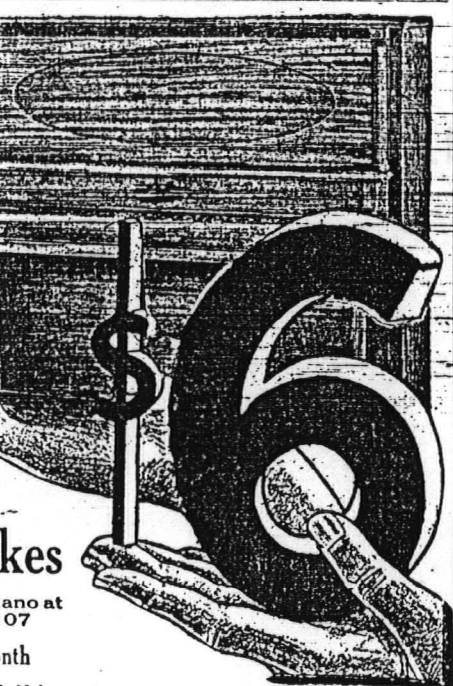
Holmes

CLOTHES


\$20 *Meet the Demand
For Clothes of
Refinement
Men, See Them!*

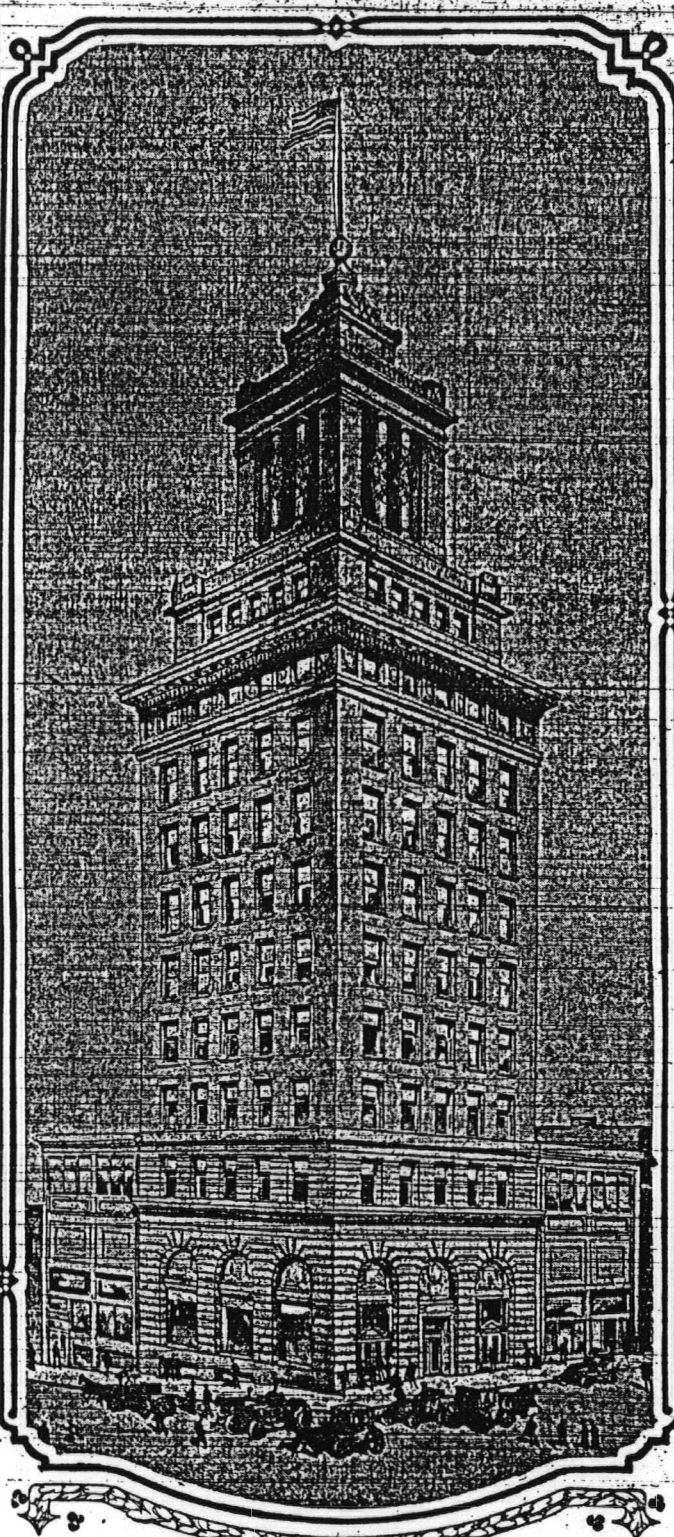
Underwear to meet every special requirement
50c TO \$4.00.
 All-Wool Sweaters in variety of weaves and colors
\$2.50 TO \$5.00.
 New Shirts, Gloves, Hosiery, etc.

ON CLOTHING CO.
GUS KUHN, Proprietor
166-170 THIRD STREET



Music House Say They'll Do, They Do

 **NOW AT SEVENTH
AND ALDER.**



PEOPLE GIVEN CHANCE TO MAKE WELL-DESERVED INVESTMENT

The Journal Building company will erect a building for The Journal—in by the permanent home of the paper. The 11 story structure will be located on the southeast corner of Seventh and Yamhill streets, across the street from the Hotel Portland. The class of building will be A-1. The cost of the structure, including the ground and the building, is \$1,000,000. The Journal Building company is offering bonds to the public to raise the money and it will have to borrow \$300,000, one half of the necessary amount. There are two ways of borrowing this money: One way is to get it from our friends, our advertisers and subscribers, by subscriptions, to a bond issue secured by a first mortgage on the building.

The Journal wishes to ascertain how many of its friends will subscribe to these bonds, and in what amounts. These bonds, if issued, will draw six per cent interest, payable semi-annually, through a trustee or bank here in

CHANCE FOR INVESTMENT

In other words, this is an opportunity for friends of The Journal to invest their money in a well secured six per cent bond for ten years. In the mean up-to-date operation of the two newspapers, The Journal and The People, for the past six years, a three per cent premium on the face of the bond "called" will be paid in addition to the principal and accumulated interest. The bond is secured by the assets of the Journal and The People, and is a first mortgage of capital, in one lump sum for a specified term of years at a rate of interest below six per cent.

For the purpose of making this investment, it is necessary to subscribe to the Journal and The People on the terms as given here, in amounts of \$100 to \$50,000. It prefers to pay interest to home people, and even higher rate in preference to outsiders, and thus this frank statement in consequence, in connection with the bond, is being made.

The above announcement appeared for the first time in *The Sunday Journal* of October 22. There has been a gratifying response, many subscriptions to the bonds coming from unexpected sources. More than \$100,000 of the bonds are already being taken up. Treasurers of this paper desire to have the bonds to be issued about January 1st, 1912, through the Security Savings & Trust Company, who will act as trustees, let them fill out the following form and mail it to C. S. Jackson, Publisher, *The Journal*, Portland, Oregon. Small subscriptions, as low as \$100 especially invited, as well as larger ones, until the whole issue of the

\$ JOURNAL BOND SUBSCRIPTION

Please enter my name as a subscriber for Journal Building Bonds, according to the terms of your printed announcement, in the sum of: dollars.

the bonds to be delivered to me on or about March 1, 1912, upon payment of their face value.

At the
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 C

Paris, Milan and Genoa have all had experience of centuries in providing for the real business of the city, and it is well known. The Hygienic plan for Portland is no wild cat scheme and the honor it is accorded in these cities is well known. The Hygienic plan for Portland is no wild cat scheme and the honor it is accorded in these cities is well known. The Hygienic plan for Portland is no wild cat scheme and the honor it is accorded in these cities is well known.

[illegible]

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Journal Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: OREGON, Multnomah

DATE RECEIVED: 08/20/96 DATE OF PENDING LIST: 08/27/96
DATE OF 16TH DAY: 09/12/96 DATE OF 45TH DAY: 10/04/96
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 96000995

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

___ ACCEPT ___ RETURN ___ REJECT ___ DATE

ABSTRACT/SUMMARY COMMENTS:

The Journal Building is significant under National Register Criteria A and C, in the areas of Communications and Architecture. The Journal Building/Jackson Tower is an outstanding local illustration of early skyscraper development in the burgeoning downtown area of Portland during the early twentieth century. The 12-story steel-frame building is a well-preserved example of Beaux Arts Classicism rendered in terra cotta and brick by prominent San Francisco architects James and Merritt Reid. The building housed one of Portland's three major daily newspapers for a period of 36 years during the influential heyday of print news communications.

RECOM./CRITERIA Accept A+C

REVIEWER PAUL R. LUSIGNAN DISCIPLINE HISTORIAN

TELEPHONE 343.1628 DATE 9/12/96

DOCUMENTATION see attached comments Y/N see attached SLR (Y)N

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 96000995

Date Listed: 9/12/96

Journal Building
Property Name

Multnomah
County

OR
State

N/A
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Cal R. Ferguson
Signature of the Keeper

9.12.96
Date of Action

=====

Amended Items in Nomination:

Significance:

The period of significance is corrected to read: 1912-1948.
[This encompasses the entire period in which the building functioned as the production and management site of the locally significant *Oregon Journal* newspaper.]

U. T. M.:

The correct UTM Coordinate is: 10 525100 5040420

This information was confirmed with E. Potter of the OR SHPO.

DISTRIBUTION:

National Register property file
Nominating Authority (without nomination attachment)



Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Looking SE at N and W elevations

PHOTO 1 OF 11



Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

North elevation

PHOTO 2 OF 11



PACIFIC
FIRST
FEDERAL
SAVINGS

12
11
10
9
8
7
6
5
4
3
2
1

YAMHILL

ONE
WAY

JACKSON
TOWER

BARBOULIS

PAPYRUS

Festival
of
Trees

Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Looking SE at N and W elevations

PHOTO 3 OF 11



JACKSON
TOWER

LEACH'S

PAPYRUS

MARSH

Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

W elevation

PHOTO 4 OF 11



Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Looking NE at S and W elevations

PHOTO 5 OF 11



Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Exterior Detail

PHOTO 4 OF 11



Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Exterior Detail

PHOTO 7 OF 11



JACKSON
TOWER

806

Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Exterior Detail
PHOTO _____ OF _____

8 OF 11



JACKSON
TOWER

Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Exterior Detail

PHOTO 9 OF 11



Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

Lobby Detail

PHOTO 10 OF 11



Journal Building
806 SW Broadway Street
Portland, Multnomah County, Oregon 97205

Heritage Investment Corporation Photo - 1995

HERITAGE INVESTMENT CORPORATION
123 N.W. SECOND AVENUE, SUITE 200
PORTLAND, OREGON 97209

~~PHOTO~~ al upper floor

11 OF 11

PORTLAND QUADRANGLE
OREGON-WASHINGTON
7.5 MINUTE SERIES (TOPOGRAPHIC)
SW/4 PORTLAND 15' QUADRANGLE

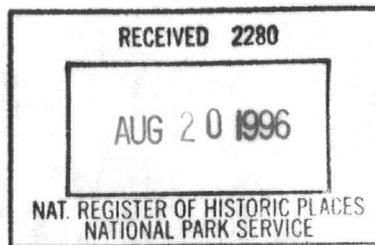


August 16, 1996

PARKS AND
RECREATION
DEPARTMENT

STATE HISTORIC
PRESERVATION OFFICE

Carol D. Shull, Keeper
National Register of Historic Places
National Park Service
PO Box 37127
Washington DC 20013-7127



Dear Ms. Shull:

At the recommendation of the Oregon State Advisory Committee on Historic Preservation, I hereby nominate the following properties to the National Register of Historic Places.

American Can Company Complex (1921)
Portland, Multnomah County, Oregon

Liebes, H. & Company, Building (1917)
Portland, Multnomah County, Oregon

Auto Rest Garage (1917)
Portland, Multnomah County, Oregon

Lumbermen's Building (1909)
Portland, Multnomah County, Oregon

Broadway Building (1913)
Portland, Multnomah County, Oregon

Mohawk Building (1903)
Portland, Multnomah County, Oregon

Corbett Brothers Auto Storage Garage (1926)
Portland, Multnomah County, Oregon

Morgan Building (1913)
Portland, Multnomah County, Oregon

Journal Building (1912)
Portland, Multnomah County, Oregon

Northwestern National Bank Bldg. (1913)
Portland, Multnomah County, Oregon

Kress Building (1928)
Portland, Multnomah County, Oregon

**Public Service Building and Garage
(1927-1928)**
Portland, Multnomah County, Oregon

If questions arise, National Register Coordinator Elisabeth Potter may be reached at 503/378-5001, ext. 226.

As always, we appreciate your attention to our affairs.

Sincerely,

James M. Hamrick, Deputy
State Historic Preservation Officer



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