

Historic  
Resource  
Inventory  
CITY OF PORTLAND, OREGON.



0-111-01320

1320 S.W. Broadway

Portland, Block 185

QUARTER SECTION MAP #: 3129

Downtown Community Association

ORIGINAL NAME: Oregonian Building

ORIGINAL FUNCTION: Office

DATE BUILT: 1947

STYLE: International Style

ARCHITECTURAL PLANS BY: Belluschi, Pietro

ORIGINAL OWNER: Oregonian Publishing Co.

TAX ASSESSOR'S ACCOUNT #: R-66771-8940

ZONING: C1Z

Rank II

SPECIAL FEATURES AND MATERIALS:

Exterior finish of polished granite and limestone with ribbon windows, forming smooth curtain wall. Asymmetrical roofline with setbacks.

AREAS OF SIGNIFICANCE: Architecture, Commerce, Development, in association with Ernest B. MacNaughton

Site, in association with William S. Ladd.

113

105



Commerce, Development, in association with Ernest B. MacNaughton: MacNaughton (1880-1960) was born in Cambridge, Massachusetts and graduated from Massachusetts Insititute of Technology in 1902. After arriving in Portland in 1903, he worked as an architect for Edgar Lazarus and then established his own firm in 1906. In 1911, he formed a property management firm with Robert Strong. In 1925, he organized the liquidation of the Ladd and Tilton Bank. He became a vice president of First National Bank and arranged its sale to California interests in 1929. He served as president of First National from 1932 to 1947, Chairman of the Board of the Oregonian Publishing Co. and arranged its sale to Samuel Newhouse, and as president of Reed College, 1948. He also served on the Port Commission and the Planning Commission.

*BIBLIOGRAPHY:*

City of Portland Buildings Bureau microform and card files.

Multnomah County Tax Assessor records, microform, automated data files, and card files (Portland, 1980).

Vaughan, Thomas and Ferriday, Virginia Guest, editors, *SPACE, STYLE AND STRUCTURE: BUILDING IN NORTH AMERICA* (Portland, 1974).

Belluschi, Pietro, *Oregonian Building, plans, 1946*, City of Portland Buildings Bureau Microfiche Collections.

Gaston, Joseph, *PORTLAND, OREGON: ITS HISTORY AND BUILDERS* (Chicago, 1911).

MacColl, E. Kimbark, *THE GROWTH OF A CITY: POWER AND POLITICS IN PORTLAND, OREGON 1915 - 1950* (Portland, 1979).

Present owner as of May 1981: Oregonian Publishing Co.  
MAILING ADDRESS: 1320 S.W. Broadway, Portland 97201

No Preservation Funding

Negative: 723-2, 121-5

Score - Design/Construction: 12  
Score - Historical:  
Score - Rarity:  
Score - Environment: 6  
Score - Integrity: 10  
Score - Intrinsic:  
Score - Contextual: 16  
Score - Total: 58



AREAS OF SIGNIFICANCE:

Site, in association with William S. Ladd. Site of Ladd residence, now site of the Oregonian Building.

*Commerce, Development, Transportation, in association with William S. Ladd: Ladd (1826-1893) was born in Holland, Vermont and educated in New Hampshire public schools. He arrived in Portland in 1851 and gained employment as a store clerk and soon owned the business which dealt in wines and liquors. He erected Portland's first brick building in 1853 and was elected mayor in 1854. In partnership with C.E. Tilton, he established the first bank in Portland in 1859.*

*Ladd was the principal promoter and investor of many large enterprises, including the Oregon Steam Navigation Company (1860); Oregon Telegraph Company (1862); Oregon Iron and Steel Company (1866); Oregon and Idaho Telegraph Company (1868); Portland Flouring Mills (1883); Portland Hotel (1887); and the Auburn Canal Company (1863). He built vast real estate holdings out of forfeited mortgages and defaulted loans, much of it located in East Portland. He was one of the original contributors to the Portland Library Association. He also established the Oregon Furniture Manufacturing Co. (1874).*