

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 instruction 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 classifications, 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 J.C. Penny Building

other names/site number Dixon Block

## 2. Location

street & number 516 E. First Street  not for publication

city or town Newberg  vicinity

state Oregon code OR county Yamhill code 071 zip code 97132

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X 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 X meets      does not meet the National Register criteria. I recommend that this property be considered significant      nationally      statewide X locally.

  
Signature of certifying official/Title - Deputy SHPO

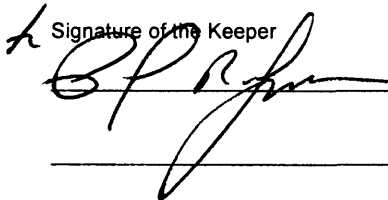
4-20-07  
Date

Oregon State Historic Preservation Office  
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

6/13/2007

J.C. Penny Building  
Name of Property

Yamhill Co., OR  
County and State

5. Classification

Ownership of Property  
(check as many as apply)

Category of Property  
(check only one box)

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

- private
- public - local
- public - state
- public - Federal

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

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)

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions  
(enter categories from instructions)

Current Functions  
(Enter categories from instructions)

COMMERCE/TRADE: Department Store

VACANT/NOT IN USE

7. Description

Architectural Classification  
(Enter categories from instructions)

Materials  
(Enter categories from instructions)

LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY  
AMERICAN MOVEMENTS: Commercial Style

foundation: CONCRETE  
walls: BRICK

roof: ASPHALT  
Other: CERAMIC TILE, WOOD

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

See continuation sheets.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 1

---

### PHYSICAL DESCRIPTION

The J.C. Penney building in Newberg, Oregon was built in 1927 during the ownership of Elmer P. Dixon and Ralph A. Butt. It sits in row of late 1920s commercial buildings, and was originally identified as part of the "Dixon triple-block." The building was constructed under the direction of S.E. Watkins during a time of prosperity in Newberg. J.C. Penney & Co. was the first nationwide chain department store to enter the local market.

The building is one of 13 "commercial with decorative masonry" style buildings in Newberg according to the 1984-85 Historic Resource Inventory (HRI). This commercial style was introduced in the early 20<sup>th</sup> Century, as ornamentation, such as medallions and tile work, began to be applied to buildings. These masonry buildings are "notable for retaining original features and materials, forming distinctive visual link on East First Street". (HRI p33)

### BUILDING EXTERIOR

The J.C. Penney building is an asymmetrical, one-and-one-half story masonry structure. It measures approximately 40X104 and has a partial basement. Penney's faces north, towards E. First Street, a busy thoroughfare. The rear of the building abuts an alleyway and adjacent public parking lot. Period commercial buildings sit on its east and west sides, respectively, thus no exterior descriptions of these facades are available.

The building's roof, which was covered with hot asphalt in 2001, slopes to the rear and has a slightly corbelled parapet. The upper section of the main façade is clad in stretcher bond brick and features a variety of belt-courses, all of which are painted a cream tone. This section is adorned with medallions and a board-formed cornice, painted in a contrasting salmon hue. The J.C. Penney & Co. name was originally displayed in large letters on an electric sign placed just below the cornice. According to a July 14 1927 article in the *Newberg Graphic*, "This sign contains twenty 50-candle power lights of the blue daylight type." The center section of the cornice was removed around 1990 to accommodate a business sign according to plans in the local building permit office.

The lower section of the main façade includes a recessed entry with two entry doors separated by a display case and flanked by large retail display window. The display windows feature recessed panels on the interior walls and ceiling, as well as removable track lighting. The entry is capped with a full-width 15 single-light transom window, whose windows alternate between hopper and fixed panes. Decorative turned mullions divide the windows, although nearly half are currently damaged or missing.

The lower portion of the building's front is faced with glazed yellow and black tile, which and article in the April 21, 1927 article in the *Newberg Graphic* described it as "a very attractive front." Tiles with decorative vents are spaced asymmetrically below the display windows. In 1971 the entrance to the store was remodeled and the tile entry flooring was covered with pebbled concrete. The lower section is currently painted the same cream color tone as the upper portion of the building and the transom matches the other decorative features; however, paint has been scraped away in small sections along the building's outer walls to reveal the original glazed tile facing. A park-style wood bench has been installed in front of the central display case.

The rear façade of the J.C. Penney building is asymmetrical, yet balanced in its elements. It is clad in stretcher bond brick with a stucco finish, which appears sprayed-on. The rear is coated is the same cream hue as the front of the building, with the window and door frames painted in the decorative salmon tone.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 2

---

The upper floor features six wood one-over-one, double-hung windows on slightly projecting sills, which are fairly evenly spaced apart. The windows are paired on the western end of the building and the eastern-most panes are somewhat smaller. These window features appear identically on the lower level of the building. A larger loading-dock-style winging door is located just east of the paired window. It rests about two feet above the ground and is balanced with one of the upper floor double-hung windows. The rear entrance is adjacent to the smaller window on the building's eastern edge and is nearly centered below another upper level window. The recessed entry features v-notch siding and is accessed by four interior steps. Alterations include the replacement door, step covering, and wood handrails.

### BUILDING INTERIOR

The interior of the J.C. Penney & Co. building is essentially one large room, which is broken into two levels at the rear by a mezzanine. The store boasts nearly 16' ceilings and features three large floor-to-ceiling capped, boxed posts, which are evenly spaced down the center of the store. The interior walls are clad in stucco and some have horizontal panels designed for retail display attached. The floors are primarily hard wood although some carpet is present below the mezzanine and in the balcony. The staircases are lined with faux wainscoting, which also appears around the retail counters.

A balcony runs along the front of the store and sits above recessed entry and display windows. This is where the original J.C. Penney offices and cashier's desk were located. The balcony is approximately 15' deep and is accessed by a private L-shaped staircase along the store's eastern wall. The balcony railing is composed of slightly recessed panels on capped base moldings. Both the stairs and the balcony floor are covered with carpet and commercial display racks line the outer walls.

The mezzanine is 7'8" in height and sits to the rear of the store. Its L-shaped staircase is located along the eastern wall, just south of the balcony's flight. An article in the July 21, 1927 *Newberg Graphic* described the mezzanine as being 24x40; however blue prints from the mid-1980's in the building permit office show its dimensions as 43.5x40. As the mezzanine was remodeled in 1952, with work estimated at \$4,000.00, this is likely when it was enlarged. Two smaller boxed posts, which mimic the three larger ones, are spaced evenly below the mezzanine and may have been installed during the remodel to support the increased load. A restroom and storage space lie along the eastern wall, while two dressing rooms are centered along its western side. The walls are primarily covered with horizontal display panels and the existing carpet is currently being removed from the hard wood floors.

Below the mezzanine are temporary moveable shelving units and a retail counter. Commercial display racks line the outer walls and the flooring is primarily hard wood, although some areas with carpet are NPS present. In its southeast corner, near the rear entry, are an original restroom and one altered to comply with ADA requirements, as well as the utility room, which includes the access to the basement. According to blueprints from the mid-1980's, the basement is 74' deep, measured from the rear of the property and 26' wide, moving west from the center wall. According to the July 21 1927 *Newberg Graphic*, the original steam-generated heater located in the basement heated the entire Dixon triple-block. This includes the building to the west at 512-514 E. First Street, which housed Skagg's Safeway Grocery and Boyd's Books. No signs of the steam heater remain. The basement storage space has a concrete floor and its walls are clad primarily in stucco.

Exterior alterations to the J.C. Penney building include the remodeled storefront and changes to the rear entrance. According to the *Newberg Graphic*, the store was constructed with skylights, which still existed at the time of the 1984-85 historic resource inventory. The Skylights have since been covered up or removed. On the interior of the building, the ceiling bears evidence of tract lighting and is host to a number of heating and cooking vent additions. Metal poles beneath

J.C. Penny Building  
Name of Property

Yamhill Co., OR  
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

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

# **National Register of Historic Places**

## **Continuation Sheet**

Section number   7   Page   3  

---

the mezzanine may be additional bracing from the time of its enlargement. Replacement linoleum is present in the bathrooms and storage areas and a wood shutter have been added to the paired windows on the first floor.

J.C. Penny Building  
Name of Property

Yamhill Co., 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).

Areas of Significance  
(Enter categories from instructions)

- 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.

COMMUNITY PLANNING AND DEVELOPMENT ARCHITECTURE

Period of Significance  
1927-1950

Significant Dates  
1927

Criteria Considerations  
(Mark "x" in all the boxes that apply)

Property is:

Significant Person  
(Complete if Criterion B is marked above)

- 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

Cultural Affiliation

Architect/Builder  
S. E. Watkins, builder

Narrative Statement of Significance  
(Explain the significance of the property on one or more continuation sheets)

**9. Major Bibliographical References**

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

- Previous documentation on file (NPS):
- preliminary determination of individual listing (36CFR67) 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: Local library

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number 8 Page 1

---

## SUMMARY OF SIGNIFICANCE

The J.C. Penney building was constructed in 1927 during a period of prosperity and economic growth. It was the first chain department store to establish a location in Newberg. After two decades without national competition, two other companies opened catalog shops within a block of the store. However, J. C. Penney was the only one to have an actual storefront with merchandise in the community during the historic period. It remained in its original location on E. First Street for over 50 years. As such, this building is significant under National Register Criterion A for its association with commercial development.

## GENERAL HISTORY OF NEWBERG

The city of Newberg is located approximately 20 miles southwest of Portland, Oregon, on the north shore of the Willamette River. Early settlers referred to this area as the "grubby end" of the Chehalem Valley, which is located in the northwest section of the larger Willamette Basin. Euro-Americans explorers and trappers were attracted to valley due to its abundance of game and berries since the early 1800s. However, it wasn't until 1848 that the first town plat was recorded at the land office of the Provisional Government. Joseph B. Rogers named this town Chehalem, which was sited on his 643-acre donation land claim. Rogers had emigrated from Canada to the valley under the auspices of the Hudson Bay Company in 1841. Unfortunately, Rogers died in 1855 without any records indicating he had sold any lots or constructed any buildings on the property other than his own house. In 1866, Peter Hagey purchased most of "the north half of the Rogers' claim," bound by First Street on the north and Main Street on the west. Hagey farmed his land, on which the J.C. Penney building is now located, until it was sold to Jesse Edwards in 1881. A few years later, Edwards, considered to be the "father of Newberg," constructed his own residence, the prominent Hoover-Minthorn House.

"The first mention of Newberg came with the establishment of the post office on November 5, 1869..." (Stoller, p.62) Sebastian Brutscher, its first postmaster, named the office after his hometown in Germany. This name was not reinforced until February 1881, when a pair trying to take advantage of the railroad purchasing rights of way, filed a plat for the town of Newberg. Their plan consisted of less than six entire blocks, from which Edwards purchased an entire block on First Street, and out of which only one other lot ever sold. As such, in 1883 Edwards platted his own town of Newberg on land in the original Rogers' claim, designating its northwest corner at the intersection First and College Streets. He is said to have moved a store to this site "around which the first village was started". (Edwards, p.65) In fact, McKenney's 1883-84 Pacific Coast directory identifies Newberg as a post office, with two general merchandise stores, one of which was co-owned by Edwards. Just two years later, the town would open its first bank and begin to display other signs of prosperity.

A few events were particularly influential in the growth of Newberg. The first was the arrival of William Hobson, a minister from Iowa, who moved to the Northwest in the late 1870s to establish a Friends Church. Following his prompting, "hundreds of Quakers joined Hobson (in Oregon) and rapid development followed". (Inventory p.12) The opening of the Friends Pacific Academy, in the fall of 1885, provided additional impetus for families to settle in Newberg. In addition, the presence of the college attracted educated professionals to the area. Equally important was the arrival of the railroad in 1887, which was to the west of Edwards' property. The many fruit and wheat growers lured to the region for its fertile valleys took advantage of the improved access to markets, and thus cultivation on a large scale began. The combination of these factors led to increases in population and prosperity, and the town began to grow between the sites of the railroad and the general store.

The December 11, 1888 edition of the Newberg Graphic described the community as having 15 business houses, five good sawmills, a flouring mill, three grain warehouses, two fruit drying houses and a brickyard. Sanborn Insurance Maps from 1891 indicate that most of the development was on Center Street, between First and Second. Maps from 1902 show

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 2

increased development along Blaine Street, down which the railroad tracks ran. By this time the city, which incorporated in 1889, had a city hall and fire department, and was growing in a linear fashion connecting the two ends of town. Businesses catering to the growing population, providing jewelry, notions, furniture, barber, hardware, a bank, harness shop and fish and poultry shop began to appear on First Street.

Commercial development in the early 1900s shifted from Blaine Street to First Street and its side streets. The Newberg Electric Light Plant, Newberg Creamery, skating rink, public school and Carnegie public Library were all located within a few blocks. In the early teens, the community's two primary industries were Spaulding Logging co. and Jesse Edward's Newberg Brick & Tile Co. Businesses expanded and multiplied so that by 1912 First Street was almost completely developed, ending the first period of major growth for Newberg.

The second period of development followed the introduction of the automobile and resulted in car-related businesses flanking the older commercial core. The Red Electric interurban rail, which arrived in Newberg in 1914, promoted the use of First Street as a primary corridor. Lines ran west on First, and trains ran five round trips to Portland per day. By 1917, however, Highway 99W, "the first paved highway built by the State highway Commission" (Inventory, p.17), had been completed. Businesses sprang up along the roadway that catered to the automobile. For example, between 1921 and 1927, the following were constructed: Ryan Motor Co., Palmer's Buick garage, Martin Motor Co. garage, hart's garage, Berrian Service Station, and the Motor Inn Service Station.

The late 1920s were considered prosperous times for Newberg. According to a March 27, 1927 article in the *Newberg Graphic* "There is now every reason to believe that Newberg will experience one of the best seasons this city has ever known." Industrial development included Spaulding's expansion of its logging interest to open a pulp and paper plant and the establishment of the Dundee Walnut packing plant. Commercial growth is reflected in the edifices constructed for the Palace Meat Market, Groth Electric Company, and Economy Cleaners & Dyers. Residential development was also booming. "New residences are being constructed in many parts of the city and it is a safe guess that there is not an idle carpenter in Newberg at the present time".  
(*Newberg Graphic*, 19 May 1927)

The introduction of national chain stores to Newberg occurred during this time. Interestingly, two of these were located in the 1927 Dixon triple block: the J.C. Penney & Co. department store and Skaggs-Safeway, said to be the largest retail food concern operating west of the Mississippi River. The tremendous growth of Newberg during the 1910-1930's is reflected in the amount of construction that occurred during that time. The local historic inventory indicates that 78% of the community's resources date from 1900-1936.

### BUILDING HISTORY

The subject property is part of the J.B. Rogers Land Claim, which was acquired by Walter Edwards from his father, Jesse Edwards, Newberg's "founding father." In December 1926, the heirs of Walter Edwards transferred this property as part of his estate. The 1/26/27 *Newberg Graphic* reported that C.J. Edwards received a consideration of \$10.00 for the 104x80.6 parcel, which originally included this lot and the one to the west.

The buyers, Elmer P. Dixon and Rose H. Dixon, his wife, soon acquired a mortgage in the amount of \$6,000.00. The loan helped finance the construction of the J.C. Penney space, which was part of the "Dixon triple-block." This included the two storefronts immediately to the west, the first of which was occupied by Skaggs-Safeway grocery. In June 1927, the Dixon's conveyed a one-half interest in this property to Ralph A. Butt and Edith Butt. Five years later, the Dixon's deeded their remaining interest to John C. Dixon and Grace M. Dixon, who in 1939 transferred the property to Alice Dixon.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 3

---

The property remained in the Butt and Dixon families until 1980, when Dixon entered into a Contract of Sale with M&M Partners. Within a few months, the contract was assigned to Jules Drabkin, Dan Corrigan, and Dan Tarlow. In 1987, they acquired the other one-half interest in the property from the estate of Edith Butt. The gentlemen sold the J.C. Penney building to Donna Wright and Wallace Wright in 1991. It was acquired by Jane Carlsen, its current owner, in February 2003.

The J.C. Penney building, part of the "Dixon triple-block", was completed in August 1927 under the direction of S.E. Watkins. The two-story masonry building, which sits in an area of early 20<sup>th</sup> century commercial architecture, was considered a quality mercantile establishment. The interior was lighted by the "most modern system", which included skylights and 300-candle power electric lights. Its fine oak furniture, counters, and showcases were designed and built especially for the site by a Grand Rapids, Michigan, firm. According to the *7/24/27 Newberg Graphic*, "The addition of the new J.C. Penney store to the business district will be a distinct advantage to Newberg people and give the commercial section of the city an added metropolitan appearance."

The store was constructed at a time of prosperity in Newberg and when nationwide chain department stores were first being introduced. The Newberg store was the 818<sup>th</sup> for the company, which was celebrating its 25<sup>th</sup> anniversary. At the time, J.C. Penney's neighbor to the east was Skaggs-Safeway Grocery, which had over 900 stores. It was the largest retail food concern operating west of the Mississippi River, with locations in 10 states.

At the time it opened, J.C. Penney's was one of two "dry goods" establishments in town according to the city directory. The other was Miller's Mercantile, located in the Union Block building at 616 E. First Street. These two merchants dominated the local domestic wares market for decades. It wasn't until 1950 that a second chain department store Montgomery Ward's, arrived in Newberg. The company opened a catalog-shopping store at 610 E. First Street, two doors west of Miller's.

In the early 1960's, the Mercantile went out of business, leaving J.C. Penney and Ward's to serve the local community. A few years later, these two companies were joined by a third national chain, when Sears' established a mail order outlet a block away at 504 E. First Street. Of the three companies, J.C. Penney was the only one in the community to have an actual store with merchandise. In 1980, upon the expiration of its current lease, J.C. Penney closed its doors in Newberg.

### STATEMENT OF SIGNIFICANCE

The J.C. Penney building is significant for its role in the commercial development of downtown Newberg in the early 1900's. It was the first national company to establish a department store in the community and its presence remained unchallenged for decades. The building was constructed in 1927 during a period of prosperity and economic growth. As such, the J.C. Penney building is significant under National Register Criterion A for its association with commercial development.

According to a March 27, 1927 article in the *Newberg Graphic*, "Newberg is just on the edge of a most prosperous season and of an incipient boom. There is now every reason to believe that Newberg will experience one of the best seasons this city has ever known." Also, "The principal activity in the building line outside of the paper mill is the new Dixon block which is going up on First Street and which will accommodate three stores, two of them being new business enterprises for Newberg." One of these new establishments was J.C. Penney, the first national department store to open a location in the community.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 4

---

The Newberg store was considered a quality mercantile establishment. Its fine oak furniture, counters, and showcases were designed and built especially for the site by a Grand Rapids, Michigan, firm. The interior was lighted by the "most modern system" with skylights and 300 candle-power electric lights. The exterior of the two-story brick building featured tile detailing and modern plate windows with daylight reflectors. The July 14, 1927 *Newberg Graphic* stated that the J.C. Penney building "gave the commercial section of the city an added metropolitan appearance".

Competition for the new store included the local Miller's Mercantile, located in the Union Block at 616 E. First Street. The second national chain did not appear until the mid-1950s, when Montgomery Ward's opened a catalog shop two doors down from Miller's. Unlike the two existing stores, Ward's did not have an actual storefront with goods. Customers were unable to see, feel and touch the merchandise. After Miller's Mercantile closed in the early 1960's, J.C. Penney was the only storefront in the community. A few years later, a Sears' mail order outlet opened a few buildings to the west at 504 E. First Street. In 1980, following the expiration of its latest lease, J.C. Penney shut its doors in Newberg. Its closure was a tremendous loss to the community, whose closest department store was not located in McMinnville.

During this period, thirteen commercial buildings along First Street were constructed in the "decorative masonry" style, of which the J.C. Penney is an excellent example. These buildings are fairly simple in design with decorative features that commonly include transoms, a flat roof with parapet wall, and contrasting brick courses. In fact, the use of brick in these buildings helps create a visual continuity along First Street. Most of which are notable for retaining their original features and materials, forming a distinctive visual link on East First Street. According to the local historic building survey, the J.C. Penney building is highly significant for establishing the historic character of this area.

The building is located in the two-block area where local retail and department stores are concentrated. J.C. Penney was the first national chain to establish a store in Newberg and it remained in its original location for over 50 years, from 1927 to 1980. For two decades, J. C. Penney was the only department store with merchandise in Newberg, although Montgomery Ward's and Sears' both had a catalog office within a block of the store. Its longevity, market dominance and location have made the J.C. Penney building a familiar and respected landmark within the community and a significant part of its commercial development and history.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 9 Page 1

---

### BIBLIOGRAPHY

City of Newberg, building permit records

City of Newberg, Historic Resource Inventory 1984-1985, which includes a historic overview of the community by Jane Altier Morrison and Julie Koler Pinger.

Clark, Rosalind, Oregon Style: Architecture from 1840 to the 1950s. Portland, OR: Professional Book Center, Inc., 1983

Edwards, C.J. "Newberg and its Beginnings", Old Yamhill: the Early History of it's Towns and Cities. Layfayette, OR: Yamhill County Historic society, 1976

GT&E Newberg Directory: 1967, 1978, and 1980

Jennings, Jan and Gottfried, Herbert, American Vernacular Interior Architecture 1870-1940. New York, NY: Van Nostrand Reinhold Company, Inc., 1988.

Johnson's Yamhill County Directory: 1974

McArthur, Lewis A., Oregon Geographic Names. Portland, OR: Oregon Historical Society Press, 1992.

Newberg Graphic, Newberg, Oregon: Articles date 1/6/27, 3/27/27, 4/21/27, 5/19/27, 6/30/27, 7/14/27, 7/21/27, 7/28/27, 8/11/27, 8/25/27, 9/22/27, and 8/19/48. Also, April 1939 50<sup>th</sup> Anniversary Edition.

Salisbury's McMinnville, Newberg & Yamhill Co. Directory: 1936, 1947, 1956, 1969, 1974, 1981 and 2001

Sanborn fire Insurance Maps, Newberg, Oregon: 1912 and 1929

Stoller, Ruth, "Newberg – Two Towns in One", Old Yamhill: The Early History of it's Towns and Cities. Layfayette, OR: Yamhill County Historic Society, 1976

West Coast Telephone company Newberg Telephone Directory: 1950, 1954, 1958, and 1964

Yamhill County deed records

Yamhill County tax assessment records

J.C. Penny Building  
Name of Property

Yamhill Co., OR  
County and State

## 10. Geographical Data

Acreege of Property Less than one (104'x40')

### UTM References

(Place additional UTM references on a continuation sheet)

1 10 502132E 5016085N  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_

4 \_\_\_\_\_

Verbal Boundary Description  
(Describe the boundaries of the property on a continuation sheet)

See continuation sheets.

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

See continuation sheets.

## 11. Form Prepared By

name/title Salley Wright, Historic Preservation Consultant

organization \_\_\_\_\_ date July 29, 2003

street & number 92 E. 35<sup>th</sup> Avenue telephone (541) 342-3144

city or town Eugene state OR zip code 97405

## 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 and accompanying continuation sheet.

Additional items: Bibliography, Photocopies of historic materials and maps

## Property Owner

name Jane Carlsen

street & number 8355 NE Parrett Mountain Road telephone (503) 625-5983

city or town Newburg state OR zip code 97132

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.460 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, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

J.C. Penny Building  
Name of Property

Yamhill Co., OR  
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number 10 Page 1

---

## VERBAL BOUNDARY DESCRIPTION

The nominated property is located in the Joseph B. Rogers Donation Claim No. 55, in Section 19, Township 3 South, Range 2 West of the Willamette Meridian, in Yamhill County, Oregon, and is described as follows: BEGINNING at a point on the south line of First Street in the City of Newberg, Oregon, 190 feet east of the east line of Howard Street, said point beginning also the northeast corner of land conveyed to Joseph T. Francis and wife by Deed recorded November 10, 1938, Book 114, Page 576, Deed Records; thence east along the south line of First Street, 40.90 feet to the northwest corner of land conveyed to W.J. Nottage and wife by Deed recorded July 26, 1926, in book 94, Page 432, Deed Records; thence south along the west line of said Nottage tract, 104 feet to an alley now there; thence west along the north line of said alley 40.90 feet to the southeast corner of said Joseph T. Francis tract; thence north along the east line of said Francis tract, 104 feet to the place of beginning.

## BOUNDARY JUSTIFICATION

The Boundary corresponds to the eastern portion of an 80.67-foot wide parcel deeded to John C. Dixon and Grace Dixon and Ralph A. Butt and Edith Butt in 1926. Dixon is responsible for the construction of the 1927 J.C. Penney storefront, which was built-out to the above-described boundary lines. The western portion of the property was developed by Dixon as a separate tax lot.

J.C. Penny Building  
Name of Property

Yamhill Co., OR  
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

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

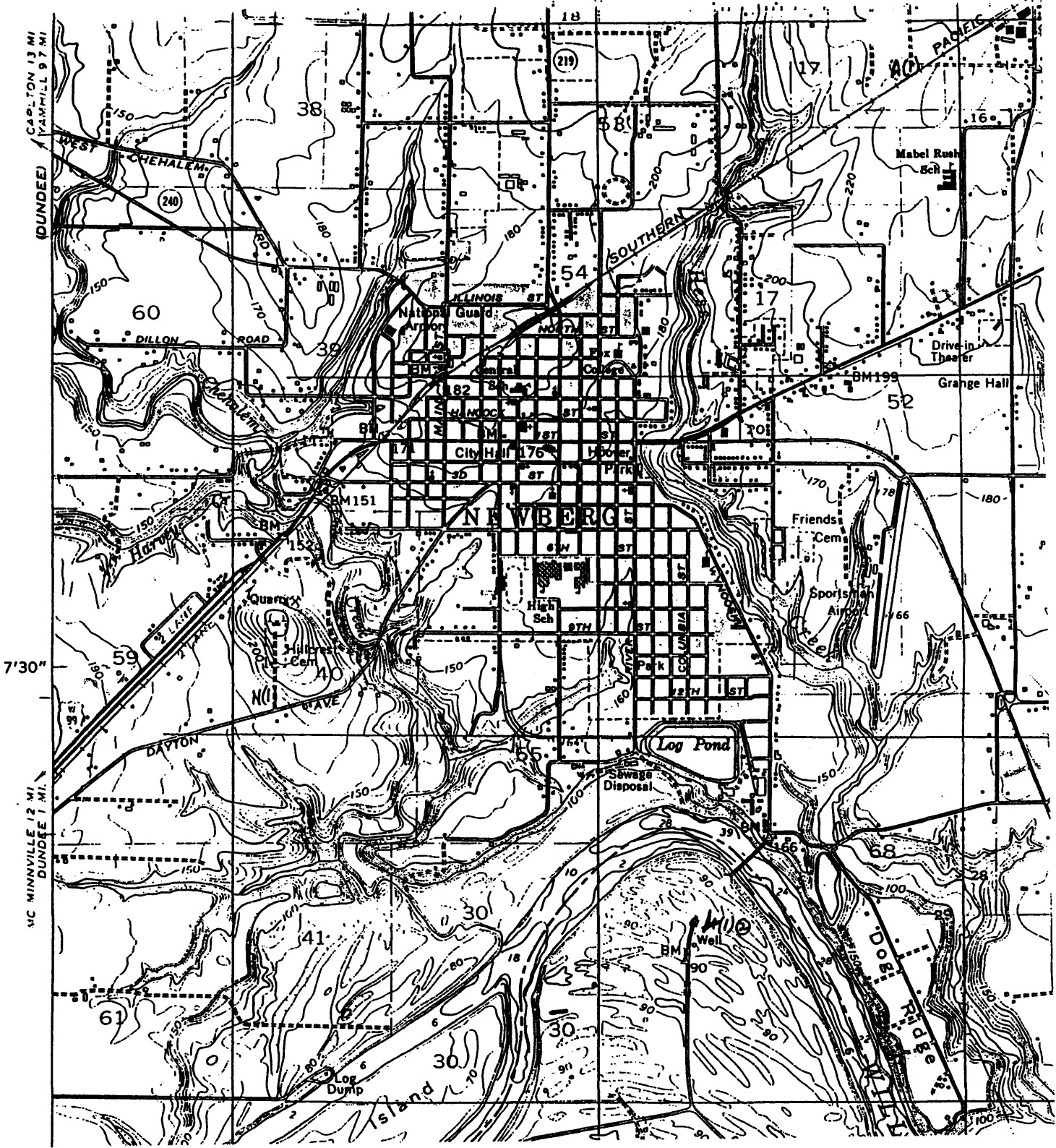
# **National Register of Historic Places Continuation Sheet**

Section number Attachments Page 1

---

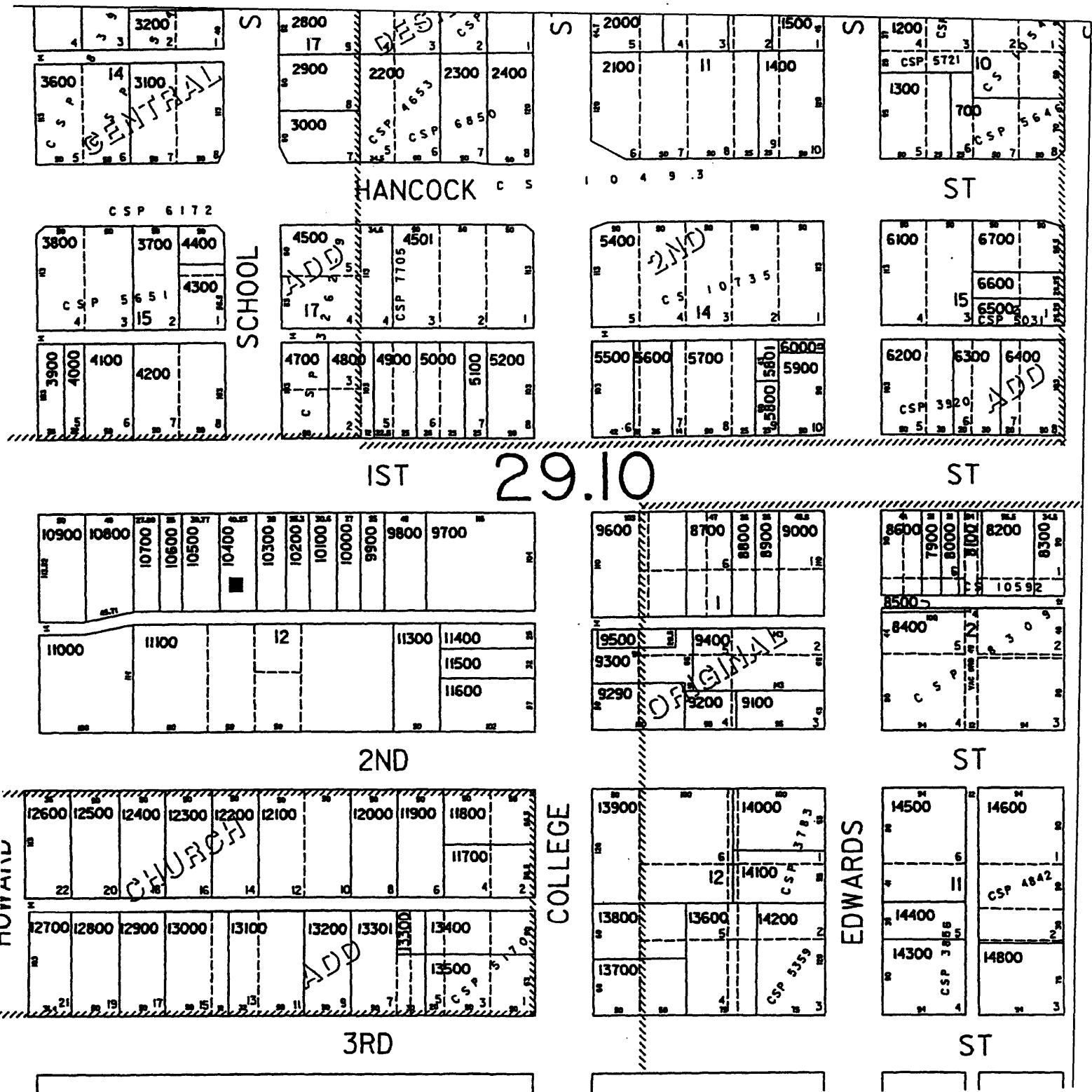
The following attachments are included:

1. USGS Map of Newberg
2. Assessor Parcel Map
3. 1929 Sanborn Fire insurance map
4. *Newberg Graphic* article, July 21, 1927 and July 28, 1927
5. 1948 parade image with building in background



J.C. Penney building  
516 E. First Street, Newberg  
Yamhill County, Oregon

USGS Map of Newberg

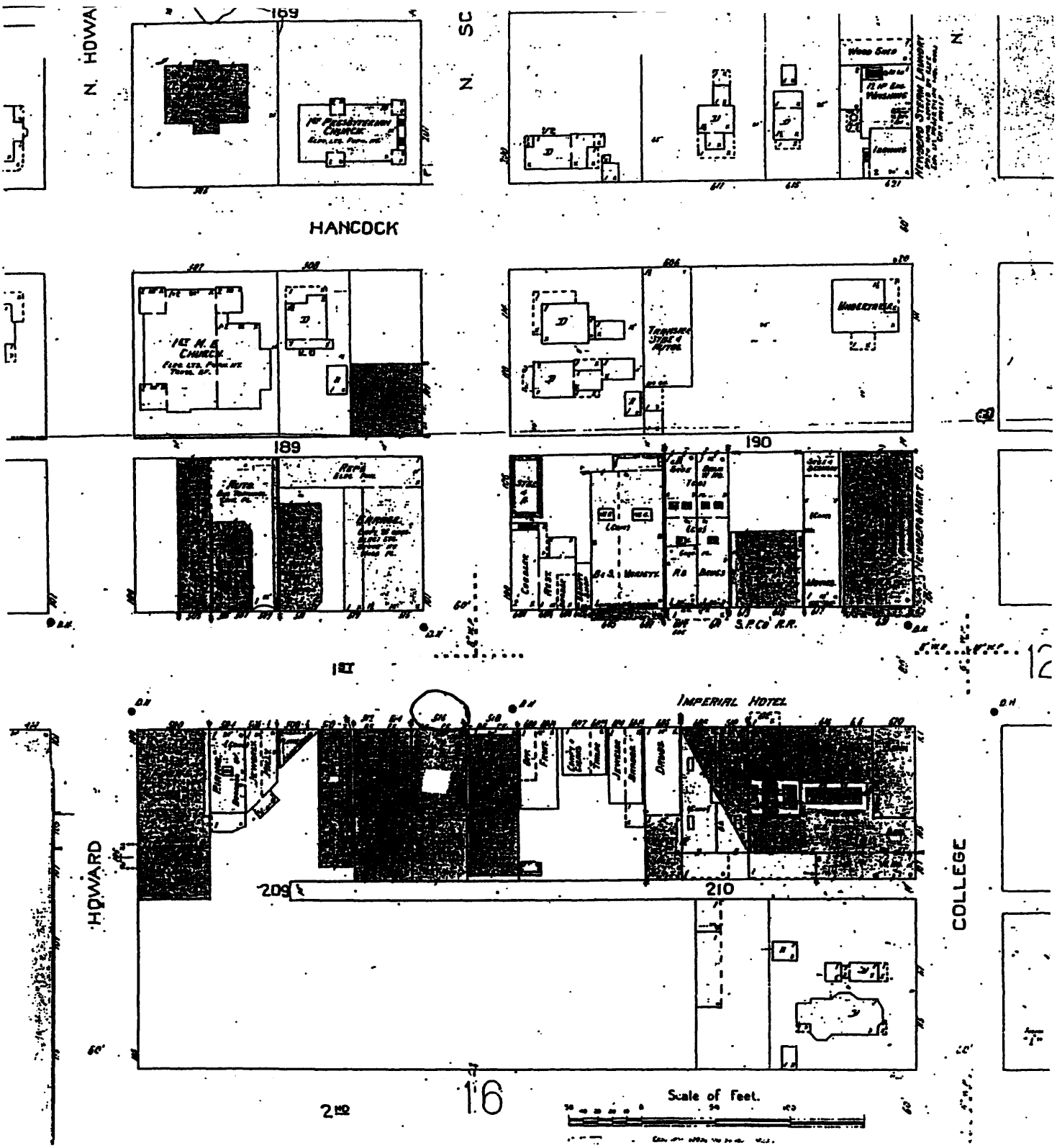


J.C. Penney building  
 516 E. First Street, Newberg  
 Yamhill County, Oregon

Assessor Parcel Map







J.C. Penney building  
 516 E. First Street, Newberg  
 Yamhill County, Oregon  
 1929 Sanborn Fire Insurance Map



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

# National Register of Historic Places Continuation Sheet

Section number Photos Page 1

---

Site: J.C. Penny Building  
Newberg, Yamhill Co., Or  
Date: July 19, 2003  
Photographer: Sally Wright  
Location of Negative: 92 E. 35<sup>th</sup> Avenue  
Eugene, OR 97405

- Photograph 1 of 12: Looking southwest on E. First Street at the J.C. Penney building and neighboring storefronts.
- Photograph 2 of 12: Looking south at the main façade. (Note where paint has been removed to expose original tile facing.)
- Photograph 3 of 12: Decorative detailing on the main façade
- Photograph 4 of 12: Entrance and display window in the western storefront.
- Photograph 5 of 12: Looking north at the rear façade of the J.C. Penney building.
- Photograph 6 of 12: Looking north toward the front of the building and onto E. First Street.
- Photograph 7 of 12: Front balcony located behind the transom windows on the main façade.
- Photograph 8 of 12: Looking south toward the rear of the building
- Photograph 9 of 12: Retail counters located toward the rear of the building, below the mezzanine.
- Photograph 10 of 12: Looking northeast from under the mezzanine toward restroom, basement access, and staircases.
- Photograph 11 of 12: Looking northwest across mezzanine from top of staircase.
- Photograph 12 of 12: Looking southwest across mezzanine from top of staircase, toward dressing rooms. (Note where original bricks have been exposed on south wall.)



#1

V.C. Brown,

150 N. First Street

Chicago, Ill., 1901



ONE WAY

3000

3000

1

V.C. Academy

116 N. First St.

Lawrence, Kansas, Mo., Pa.



#12

V. C. Perry

10 N. First St.

San Francisco, Calif.





SCHOOL  
RESTROOM  
REPAIRS

命、身、心、意、氣、神、精、血、肉、骨、髓、腦、筋、脈、絡、皮、毛、髮、爪、齒、舌、目、耳、鼻、口、喉、咽、膈、胃、脾、肝、膽、肺、大、小、腸、胃、膀、胱、腎、陰、陽、經、絡、奇、經、八、脈、五、臟、六、腑、三、焦、百、病、由、此、生、也、

此、經、之、功、能、也、

凡、人、之、身、體、

其、



\* 5

V. P. Reedy

510 E. First St.

Chicago, Ill. 10, 1907



Handwritten text, possibly a signature or name, written in cursive.

Handwritten text, possibly a signature or name, written in cursive.

Handwritten text, possibly a signature or name, written in cursive.

#6



#2

V.P. Ruddy

1/6 P. Ruddy

1/6 P. Ruddy, 1/6 P. Ruddy





EXIT

# 8

V.P. Ramesh

1/10 P. R. R. R. R.

1/10 P. R. R. R. R.



1. 1000

2. 1000

3. 1000

4



#6

V.P. Remy

5/6 P. 10/11/12

10/11/12, 10/11/12



✓ J. P. Deane

✓ J. P. Deane

✓ J. P. Deane

11





Handwritten text in cursive script, possibly a signature or name.

Handwritten text in cursive script, possibly a signature or name.

Handwritten text in cursive script, possibly a signature or name.

Handwritten text in cursive script, possibly a signature or name.