

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received AUG - 1 1983
date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Dolph Building
and/or common Berg, Charles F., Building

2. Location

street & number 615 SW Broadway N/A not for publication
city, town Portland N/A vicinity of Third Congressional District
state Oregon code 41 county Multnomah code 051

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	N/A in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	N/A being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name George Killian, Equities Northwest
street & number 4724 SW Macadam
city, town Portland N/A vicinity of state Oregon 97201

5. Location of Legal Description

courthouse, registry of deeds, etc. Multnomah County Courthouse
street & number 319 SW Fourth
city, town Portland state Oregon 97204

6. Representation in Existing Surveys

title Statewide Inventory of Historic Properties has this property been determined eligible? yes no
date 1979 federal state county local
depository for survey records State Historic Preservation Office
city, town Salem state Oregon 97310

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		_____ N/A _____

Describe the present and original (if known) physical appearance

The Charles F. Berg Building, home for many years of the famed Charles F. Berg women's apparel store, is a three-story structure located on a 50x100 foot lot at 615 Southwest Broadway in Portland, Multnomah County, Oregon. The structure was designed in 1929 by the Grand Rapids Store Equipment Company of Grand Rapids, Michigan in the Moderne, or Art Deco style of architecture. Gladding, McBean & Co. of Lincoln, California, produced the terra cotta; Ross B. Hammond was the general contractor; English, Baker Company (Fred C. Baker) supplied the lighting fixtures; Shearer & Sons did the plaster work; Oregon Door Company the millwork; Grand Sheet Metal Works the sheet metal work; and the Columbia Wire & Iron Works the ornamental iron work.

Setting

Situated on Lot 2 of Block 212 in downtown Portland, the Berg Building occupies the former site of the C. A. Dolph house. Prior to the demolition of the Dolph House, this section of Portland had grown as one of the city's most fashionable residential districts. As the business district of Portland moved west, the Dolph home was demolished and a three-story structure constructed, the Dolph Building.

As Portland continued to develop, Broadway became lined with many theatres and specialty retail space. For many years, the Dolph Building housed the Sweet Sixteen Shop. In 1929, Charles F. Berg leased the structure and improved the exterior and interior at a cost of over \$125,000.

Remodeled Exterior (1929-1930)

Designed in 1929 by the Designing Service of the Grand Rapids Store Equipment Company, the three-story facade facing east onto Broadway was described at the time as "a decided departure from the usual treatment of store fronts."

The facade is organized into three major bays, a central entrance bay and flanking side bays, divided by continuous, streamline-Moderne pilasters. The fire escape attached to the north bay dates from the 1930 remodeling. Fenestration of upper stories employes steel-framed industrial-type windows.

The main structural members of the facade are encased in black and cream terra cotta supplied by the Lincoln, California manufacturers, Gladding, McBean & Co., and accented with 18-karat gold. The Berg Building was the first structure in the Pacific Northwest so finished. The American Radiator skyscraper in New York and the Richfield Oil Company building in Los Angeles were the only other buildings in the country in which 18-karat gold was used for decoration at the time.

The spandrel panels are deep cream-colored terra cotta embellished with Art Deco motifs including peacocks, sunbursts and rain clouds. Uppermost panels are of marble with similar motifs in basrelief, and the parapet is finished with zig zag repeating ornament. At the storefront level, large single-paned display windows with decorative bronze grille-work in segmental arched top lights flank the main entrance, the top light of which originally contained the name of Charles F. Berg in stylized lettering.

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The original main entrance was treated as an ante-chamber to the store. Within this area there were four minor display windows and, later, a polygonal showcase.

Subsequent Exterior Changes

Today the exterior of the Berg Building is relatively intact and in good condition. As with any retail or merchandising company, decor changes with merchandising philosophy. In 1975, a major remodeling of the Berg Building occurred. It was at this time that the four display windows, display case and the grille work of the main entrance were altered. The ante chamber was eliminated and a pair of double-hung metal framed entrance doors with sidelights and transom were installed in the central bay. The letters, "Charles F. Berg", were relocated from the central entrance grille to the spandrel above.

Remodeled Interior (1929-1930)

When designed, the interior of the Berg Building was to introduce an entirely new merchandising system on the Pacific Coast with the introduction of the "shop within a shop" concept. This concept had proved successful by eastern merchants and Mr. Berg, known as an innovator in merchandising, brought this successful concept to Portland with the opening of his new structure on Broadway.

First and Second Floors

The original interior of the main floor was done in a mixture of brown tones. The fixtures were of walnut, the floor was rubber tiled in a russet brown marble effect and lighting fixtures were of bronze and frosted glass. To the rear of the first floor was the Chumley Sport Shop finished in brown enamel of a sunburn shade, with moldings of deep brown. The floor was covered here with a Modernistic carpet in beige and russet. Lighting fixtures in this section, as elsewhere on the main floor, were bronze with frosted glass. The second floor was finished in a soft jade green enamel with overtones of olive. Draperies and furniture carried on the Moderne, or Art Deco theme of the facade. The carpet was a large diagonal pattern varying in color from a light violet to mauve. Lighting fixtures on this floor were satin silver with frosted glass. The draperies were of silk and wool fabric in green with a silver thread.

Highlighting the second floor was the women's lounge, designed by George A. Mansfield, which used the theme of the submarine gardens of the Catalina Islands as seen through the bottom of a glass boat. The women's lounge was a small room. The room carrying out the sea garden concept had walls of pale sea green at the top, blending through deeper green to mauve blue at the base, and the underwater suggestion was repeated and accentuated by a plain blue-green carpet.

A low divan chair in plain mauve velvet and a vanity table suggested the colors of corals and other undersea growth. The furniture was finished in coral and silver lacquer.

The window was covered with a translucent hand-colored paper depicting a submarine scene with tropical fish and branching growth. The effect of this treatment was the illusion of being in an aquarium.

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Third Floor

The third floor was divided into three rooms. The fashion shop was at the front and had fixtures of light pistashio green and silvered moldings. The carpet was gray-green. The lighting fixtures matched those of the second floor.

The center room of the third floor opening off the elevators was known as the Chumley dress shop. The fixtures were of a light tan with chocolate moldings. The carpet was sienna brown. Lighting fixtures in this department were bronze with frosted glass to agree with the brown color scheme.

At the rear of the third floor was the coat shop. It was done in light orchid with silvered moldings. The carpet was in beige, gray and orchid. The lighting fixtures were again the same as on the second floor.

In all, the store had 17 fitting rooms throughout the store decorated in a similar fashion to the rest of the store. Overall, the store was a leader in introducing to Portland and the Northwest many ideas already which had proven successful on the East Coast.

The third floor connects with the building to the north. This space was originally used for the business staff and advertising office.

Subsequent Interior Changes

Today only remnants of the original interior are visible. The once busy second and third floors are empty, while the ground floor houses Mariposa's Women's Apparel. Mariposa's is a Canadian-based chain which purchased Charles F. Berg Inc., in 1979. Mariposa's extends the full length of the block from Broadway to East Park.

Most of the interior finishwork seen today dates from the 1975 remodeling.

Future Rehabilitation Plans

The new owners of the structure are planning a major rehabilitation of the structure which will provide retail space on the ground floor and office space above.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates c. 1902 and 1929–1930 **Builder/Architect** Grand Rapids Store Equipment Company Designing Service, Grand Rapids, Michigan, 1929

Statement of Significance (in one paragraph)

The three-story commercial building commonly known as the Charles F. Berg Store, is located at 615 SW Broadway in the heart of the central business district of Portland, Oregon. The structure was erected about 1902 for Cyrus A. Dolph on the site of the Dolph family home. In 1929 the building was leased by Charles F. Berg, and the interior and Broadway Street facade were remodeled according to plans in the Moderne, or Art Deco style provided by the Designing Service of the Grand Rapids Store Equipment Company of Grand Rapids, Michigan. The grand opening of the new store was observed in February, 1930. The store earned and long upheld its reputation as one of the fine ladies' apparel stores in the city. Berg was a local innovator of the "shop within a shop" merchandising technique. While unquestionably significant in Portland retailing, the store is primarily significant under National Register criterion "c" as the state's most widely known and most lavishly decorated example of Moderne architecture. The stylized decorative motifs of its facade, both angular and curvilinear, were directly influenced by Art Moderne ornament displayed at the Exposition des Arts Decoratifs held in Paris in 1925. The Berg Building is the only example of Modernistic architecture in Portland employing glazed terra cotta, and it is one of the few buildings in the city having a polychrome terra cotta exterior. With its bronze grille-work, its streamlined pilasters and zig zag parapet motif, its overall cladding of black glazed terra cotta accented by cream-colored terra cotta basrelief spandrel panels and textured gold of "18 karat fineness", it represents the ultimate development in the architectural use of terra cotta in Portland's commercial buildings in the early 20th century.

The following discussion of the architectural use of terra cotta in Portland's downtown between 1900 and 1930 is taken from Virginia Ferriday's theme group survey data compiled in 1979.

Between 1900 and 1930, major commercial development in Portland's downtown area shifted away from the strip of land along the Willamette River to border the principal street car routes on Morrison and Washington. As the street car system spread into outlying residential areas (Portland Heights, Willamette Heights, Ladd's Addition, Laureurst, etc.) it brought increasing numbers of workers and shoppers downtown. And as the demand for office and retail space increased, the construction of taller buildings became economically feasible. These taller buildings required a light weight and fireproof facing. Terra cotta met these requirements. It was also relatively inexpensive and could accommodate varying degrees of ornamentation, traits which fostered its use for public buildings of all heights. While unglazed terra cotta had been used for the Romanesque buildings constructed before 1900, the predominantly Classical buildings following 1900 featured terra cotta glazed either buff or cream to give the appearance of stone.

Upon its completion in 1930, the facade treatment of the Charles F. Berg Store was considered somewhat extreme. At that time there were only two other buildings in the country with

9. Major Bibliographical References

See continuation sheet

10. Geographical Data

Acreeage of nominated property less than one
Quadrangle name Portland, Oregon-Washington

Quadrangle scale 1:24000

UTM References

A

1	0	5	2	5	1	2	0	5	0	4	0	5	4	0
Zone			Easting					Northing						

B

Zone			Easting					Northing						

C

Zone			Easting					Northing						

D

Zone			Easting					Northing						

E

Zone			Easting					Northing						

F

Zone			Easting					Northing						

G

Zone			Easting					Northing						

H

Zone			Easting					Northing						

Verbal boundary description and justification The Charles F. Berg Building occupies Lot 2, Block 212 of the Portland Addition to the City of Portland, Multnomah County, Oregon.

List all states and counties for properties overlapping state or county boundaries

state N/A code county N/A code

state N/A code county N/A code

11. Form Prepared By

name/title John M. Tess, President

organization Heritage Investment Corporation date March 31, 1982

street & number 1220 SW Morrison Suite 1303 telephone (503) 228-0272

city or town Portland state Oregon 97204

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local


As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature 

title Deputy State Historic Preservation Officer date July 19, 1983

For NPS use only

I hereby certify that this property is included in the National Register

 Entered in the National Register date 9/1/83
Keeper of the National Register

Attest: _____ date _____

Chief of Registration

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18-karat gold decoration, the American Radiator skyscraper in New York City and the 12-story Richfield Oil Company in Los Angeles. In Mrs. Ferriday's words, the interior of the remodeled store expressed the essence of Art Moderne. Remarkable for its peculiarly deluxe modernity, its features included:

. . . elevator doors finished in a silver stippled lacquer with black enameled columns; an elevator cab designed by Tiffany with chromium-plated fixtures; rubber tile floors; lighting fixtures of bronze or satin silver and frosted glass; woodwork enameled in brown, jade green, or light orchid and silver; draperies with silver threads; carpets in a large diagonal pattern with color grading from light violet to full mauve. In the women's lounge, interior decorator George A. Mansfield used colors he had seen in the submarine gardens of the Catalina Islands, including blue walls, a mauve velvet divan, furniture finished in coral and silver, and a window covered in translucent hand-colored paper depicting a submarine scene with tropical fish.

Cyrus A. Dolph

Cyrus A. Dolph was born in Havana, New York, Schuyler County on September 12, 1840. He was of French ancestry which emigrated to this country very early to: "enjoy that liberty of conscience which was denied them in France".

His Grandfather Abda Dolph was born in Bolton, Massachusetts in 1740. Abda and other family members served in the Revolutionary War. Cyrus' father Chester V. Dolph was born in the state of New York in 1812. Chester married Elizabeth Vanderbilt, a native of New York and a descendant of the Vanderbilts of that city.

Cyrus A. Dolph was educated in Schuyler County and taught in the county from 1859 to 1861. In the spring of 1862 he enlisted in the Oregon Escort, a military unit which escorted emigrants crossing the plains. He was honorably discharged from this unit in October, 1862. He then moved to Portland and was admitted to the bar in 1866.

In 1874 he married Miss Eliza Cardinell, a native of Canada. They had three children.

During his career Cyrus A. Dolph served on various transportation companies boards of directors, and was the senior member of the law firm of Dolph, Bellinger, Mallory and Simon, established in 1883, and considered a very reputable firm at the time. Cyrus A. Dolph died on June 22, 1914.

Charles F. Berg, Inc.

Charles F. Berg, Inc. takes its name from its founder Charles F. Berg. The company was formed in 1921, an outgrowth of the Lennon Corporation, whose principals were A. J. Lennon and J. D. Loughrey. Lennon's was formed in 1906. Charles F. Berg joined the corporation in 1907 as a partner and opened a store at 309 Morrison Street in Portland.

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Lennon's was a specialty glove, hosiery and umbrella store with outlets in Portland, San Francisco and Seattle. When Berg dissolved his partnership with the parent company he retained the Portland outlets and changed the name of the firm to Charles F. Berg, Inc. Berg at this time also added women's apparel to his line of merchandise. The company grew quickly and in 1922 Berg's son Forrest, joined the firm.

Forrest was put in charge of the "Ready to Wear" line. This department grew quickly and after a short time Berg's was reported to be doing more ready to wear business per square foot of space than any other store in the country.

Business in the other departments was equally successful, so in February, 1929, C. F. Berg leased the Dolph Building from the C. A. Dolph Estate for a period of 15 years to expand operations. The building was formerly occupied by the Sweet Sixteen Store.

The lease on the building was to begin on February 1, 1930, even though Mr. Berg had two years remaining on his old lease. When Mr. Berg decided to move to Broadway, the fastest growing street in the city at the time, Mr. Berg announced to the contractor:

"It's (the new store) got to be ready the first of February and that's all."

The contractor, Ross B. Hammond, responded:

"It will be ready the first of February and that's all."

Hammond, in fact, was able to live up to his promise. Through careful coordination and cooperation the new Charles F. Berg store on Broadway opened its doors as predicted on February 1, 1930.

In September, 1932, Charles F. Berg died at the age of 61, of a heart attack. Forrest Berg then became general manager of the store until a merger with the Spokane-based Rusan's, an eleven-unit women's specialty chain. Forrest, then 74, remained chairman of the board of the subsidiary corporation.

Four years after the merger with Rusan's, Mariposa, a Vancouver, B.C., based retailer purchased Rusan's and its subsidiary, Charles F. Berg, Inc. Mariposa at the time operated 39 women's apparel stores in western Canada and wished to break into the United States market. Today, Charles F. Berg, Inc. remains a part of the Mariposa Company.

Charles F. Berg

Charles F. Berg was born in San Francisco July 14, 1871. He received his education in the San Francisco public school system. His first retailing experience was in his mother's neighborhood bakery and notions store. The store was opened by Berg's mother after she had been widowed and was the means of support for the family.

Berg continued to work at the family store until he was graduated from grammar school.

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He then took a position with Newman and Levinson as a cash boy at \$13.00 per month. He remained here for five years, working at different jobs and moving up in the company.

On April 9, 1890, Berg, then almost nineteen, took charge of the Glove House in San Francisco. The shop was owned by G. A. Kross and Steinberg & Kalisher. He remained there for twelve years when he left for Minnesota to open branch stores for the firm under the name Gamossi Glove Company. The Company sold gloved and umbrellas and had outlets in St. Paul and Minneapolis.

In 1907 Berg joined the Lennon Corporation as a partner and took over the Portland operations. Later in 1921 he bought out his remaining partner, Mr. Lennon, and founded Charles F. Berg, Inc. Charles F. Berg, Inc. grew rapidly and established an excellent reputation. With his son, he opened the store on Broadway.

Known as a master merchandiser, he was loved by his clientele. To most he was known as "Charlie" until his death in September, 1932. Berg was so well respected in the city of Portland that City Council passed a resolution following his death ordering flags to be placed at half mast on all City buildings for a day.

During his lifetime Mr. Berg was very active in civic affairs. Before his death, Mr. Berg belonged to some 38 civic groups. Berg was known as one of the prime movers in the business activities of the city and was involved in various kinds of work promoting the development of Portland.

Mr. Berg was married twice. His first wife, Dixon, died of tuberculosis when his son Forrest was only 18 months old. His second wife was Saides Rosenberg, with whom he had a daughter, Caroline.

Forrest Berg

Forrest Berg was born in San Francisco on January 5, 1901. He was the son of Charles F. and Dixon Berg, both of whom were born in San Francisco. Mrs. Berg died of tuberculosis when Forrest was only 18 months old. Forrest was then taken care of by a practical nurse in Berkeley until being taken in and raised by Mr. Berg's sister, who was married to Mr. Peter McDonough. As a youngster, Forrest was known as "Young Mac" and was considered by the McDonoughs as their son, as they had no children of their own.

Forrest attended Grant Grammar School and Lowell High School in San Francisco. He was president of his freshman class, enjoyed sports and excelled in running events.

After high school Forrest went to work for a dollar a day at a store called The Juvenile, a men's store and store for youth. From here he went to a large department store, the White House, where he worked for several years. After leaving the White House he went to work for Cluett and Peabody (now known as the Arrow Shirt Company). He eventually was put in charge of one of the firm's stores in San Francisco.

In the 1920s Forrest left San Francisco for Portland to join his father, who had just

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opened a store in Portland. Shortly after opening the store, C. F. Berg suffered a heart attack, which he survived. What prompted Forrest to join his father was a visit from C. E. S. Wood, a prominent Portland attorney practicing law in San Francisco. Mr. Wood informed Forrest that:

"your father needs you, he has just gone in business for himself and at the moment he needs someone who know retailing, and we think you know retailing."

Forrest came to Portland in 1922, then married to a former employee of the White House in San Francisco.

After working for his father for a year, Forrest decided that Portland lacked a store which catered to the youthful trade. In San Francisco he had learned and developed this trade. Youthful trade not only meant teenagers, but college and business women. Forrest then introduced a shirt which became known throughout the country and the Chumley Shirt. This shirt had the first name of the girl embroidered on the collar. Forrest then continued to introduce new lines of fashion to Portland.

Eventually the Chumley name was extended to an entire line of "Chumley Young Fashions". Chumley became a well-known brand in the Pacific Northwest. The Berg store, then, was developing as a youthful store with a clientele which would grow with it. As its clientele grew older, Berg's continued to provide fashions which would meet its needs.

Forrest, like his father, was very civic minded. At 24 he was the director of the Portland Ad Club. He ran on the slogan "Young but Ambitious." He belonged to the Portland Rotary Club; received the Boys Clubs of America's Bronze Award in 1935; was national director of the National Retail Association of America; was on the Retail Trade Bureau of the Chamber of Commerce; was director of the Chamber of Commerce; and belonged to various other civic organizations.

Forrest Berg still resides in Portland.

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Grand Rapids Designing Services, Charles F. Berg Building working drawings, 1929, City of Portland Buildings Bureau Microfilm Collection.

Ferriday, Virginia Guest, Portland Terra Cotta Historic District inventory data sheet, 1979.

"C. F. Berg Leases Broadway Building, Will Open Store", Oregon Journal, 3 February 1929.

"Modern Art Based On New Materials", Oregon Journal, 9 June 1929, Real Estate page 1.

"Berg's . . . A West Coast Exemplification of Modernism", unidentified clipping, c. January 1930.

"Young Man Pleased With Berg's Store", Portland Advocate, January 1930.

"Charles F. Berg", Shopping News, 31 January 1930.

"Charles F. Berg Opening Section", The Oregonian, 31 January 1930, Sec. 3, pages 1-8.

"Berg Store Will Open Tonight", News, 31 January 1930.

"An Invitation", Oregon Journal, 30 June 1930, page 3.

"Berg, Portland Merchant Dies", Seattle Times, 2 September 1932.

"Charles F. Berg, 61, Portland Merchant, Dead", Gazette Times, 2 September 1932.

"Heart Attack Fatal to Charles F. Berg", The Oregonian, 2 September 1932.

"Business and Civic Leaders Mourn for Charles F. Berg: High Praise Paid", The Oregonian, 3 September 1932.

"City Will Honor Charles F. Berg", Oregon Journal, 3 September 1932.

"Two to Succeed Berg", The Oregonian, 3 September 1932.

Portland Spectator, 3 September 1932.

"Charles F. Berg's Life Held Golden", The Oregonian, 5 September 1932.

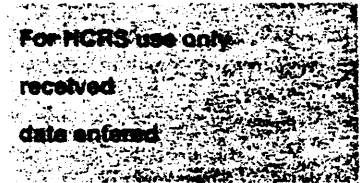
"City Resolution Honors C. F. Berg for Public Work", Oregon Journal, 7 September 1932.

"Council Will Adopt Resolutions Today in Memory of Berg", Oregon Journal, 7 September 1932.

"Berg Tribute Planned", The Oregonian, 8 September 1932.

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- "Funeral Services for Charles F. Berg Held Temple Beth Israel", Public Ledger, Portland, 8 September 1932.
- "Berg Will Filed, \$150,000 Estate Left to Family", Oregon Journal, 9 September 1932.
- "Berg Will Probated", The Oregonian, 9 September 1932.
- "Council Praises Berg", The Oregonian, 9 September 1932.
- "Charles F. Berg", The Oregon Voter, 10 September 1932.
- "Charles F. Berg Gone", The Advocate, 10 September 1932.
- "Berg's Store First Prize Winner in Summer Displays", Oregon Journal, 13 June 1935, page 12.
- "Berg OK's 10-Year Lease to Keep Broadway Store", The Oregonian, 13 November 1961, Sec. 3, page 2.
- "Date Marked By Berg, Inc.", The Oregonian, 30 April 1967, page 32.
- "Berg Denies Sale", The Oregonian, 14 November 1973, page 32.
- "Berg's Faces Possible Loss of Leased Site", The Oregonian, 26 June 1974, page 38.
- "February 1 Coincidental with Progress for Apparel Store", The Oregonian, 9 February 1975, 3M A25.
- "Berg to Merge with Spokane Store Chain", The Oregonian, 17 January 1975, page 1, col. 1.
- "Lease Spawns Seeds of Berg Merger", The Oregonian, 17 January 1975, page A9.
- "Berg's to Remodel", The Oregonian, 13 June 1975, 3M F9.
- "Fashion Group Previews New Look of Downtown Store", The Oregonian, 3 October 1975, page B1.
- "New Berg's Owner to Expand", Oregon Journal, 6 September 1979, page 13.

COAST TO COAST

Sweet Sixteen Co.

COAST TO COAST

Boats

Suits

WEDDING

LADIES WEARING APPAREL

Sweet Sixteen Co.

LADIES WEARING APPAREL

Sweet Sixteen Co.
LADIES WEARING APPAREL

Sweet Sixteen Co.
LADIES WEARING APPAREL

ASBURY

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 1 of 17
Angelus photo
Ground story front prior to remodeling
of 1929-1920.
Negative no. 66907

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



2155

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 2 of 17
Facade upon completion of remodeling,
1930.

Negative no. 66912

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 3 of 17
Street front display window south of
entrance, 1930.
Negative no. 66910

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 4 of 17
Display window, Broadway Street
entrance, 1930.
Negative no. 66922

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 5 of 17
Display window, entrance vestibule,
1930.
Negative no. 66921

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 6 of 17
First floor interior from entrance,
1930, looking west. Hosiery and
lingerie.
Negative no. 66920

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 7 of 17
First floor interior, 1930, looking
east toward entrance. Elevators and
stairway to upper floors on right.

Gloves and umbrellas.
Negative no. 66915

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 8 1f 17
First floor interior, 1930, looking
east toward street entrance from
Chumley Sport Shop. Hosiery and

lingerie.

Negative no. 66919

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 9 of 17
First floor interior, 1930, looking
north from stairway.
Negative no. 66916

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 10 of 17
First floor interior, 1930, Chumley
Sport Shop, rear of first floor.
Negative no. 66911

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 11 of 17
Second floor interior, 1930, looking
southwesterly at elevator.
Negative no. 66908

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 12 of 17
Second floor interior, 1930, looking
northwesterly.
Foundation garments.

Negative no. 66917

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 13 of 17
Second floor interior, 1930, looking
east. Millinery department.
Negative no. 66918

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 14 of 17
Third floor interior, 1930, looking
east. Chumley Dress Shop.
Negative no. 66909

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 15 of 17
Third floor interior, 1930, east end,
looking south. Fashion salong.
Negative no. 66906

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



THE COAT SHOP - THIRD FLOOR

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 16 of 17
Third floor interior, 1930, west end,
looking south. Coat salon.
Negative no. 66905.

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 17 of 17
Remodeled facade, ca. 1930, looking
west from Broadway.

McMath-Doyle Collection, Lot 72

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

1 or 7
Series B, current views
Broadway Street facade (east elevation)



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

2 of 7

Series B, current views
Broadway Street facade (east elevation)

CHARLES BERG

Charles f. Berg

OF
BUSINESS



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

3 of 7

Series B, current views
Close view of main entrance as
remodeled in 1975

CHARLES F. BERG

OUT OF
BUSINESS

Charles F. Berg



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

4 of 7

Series B, current views
Close view of main entrance as re-
modeled in 1975. Bronze letters of
building title are original.



CHARLES
F.
BERG

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

5 of 7

Series B, current views
Detail of upper facade, showing
polychrome terra cotta spandrels.

CHARLES
F.
BERG



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

6 of 7

Series B, current views
Detail of central terra cotta spandrel
panels with Art Deco ornament in
basrelief.



CHARLES
F.

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

7 of 7

Series B, current views
Detail of parapet showing zig zag
repeating ornament. Streamline-Moderne

pilasters of black terra cotta are
highlighted with gold.