

STATE OF OREGON INVENTORY  
 HISTORIC SITES AND BUILDINGS  
 State Historic Preservation Office  
 Oregon State Parks, Salem 97310

County Multnomah  
 Theme Glazed Terra Cotta  
 Name  
 (Common) Morgan Building  
 (Historic) + Morgan Building  
 Address 720 S.W. Washington  
Portland  
 Present Owner Morgan Park Inc.  
 Address 700 Jackson Tower, Portland, 97204  
 Original Use Office/Retail  
 Date of Construction 1913



75  
 SEP

Physical description of property and statement of historical significance:

This glazed terra-cotta building is one of approximately 50 constructed in Portland's downtown area between 1900 and 1930. During this period major commercial development 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 Laurelhurst, 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 Revival buildings following 1900 featured terra cotta glazed either buff or cream to give the appearance of stone. (con't)

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 continue or back if necessary

Recorded by Virginia Guest Ferriday Date March 1980

or  
 Please enclose map Township \_\_\_\_\_ N \_\_\_\_\_ E  
 \_\_\_\_\_ W Section \_\_\_\_\_

Sources Consulted: See below.

+ Primary

Designed by Doyle & Patterson and built for the Morgan-Bushong Investment Co. on land leased for 50 years from the Fechheimer Estate, this eight-story, half-block building was originally occupied predominantly by physicians.

The exterior is faced with red tapestry brick and decorated with cream-colored glazed terra cotta. The bracketed cornice is of sheet metal. The base is dark gray granite. Ornamental motifs include dentils, fleur-de-lis, palmettes, egg and dart, lamb's tongue, bead and reel, acanthus leaves, shells, Neptune's forks, and dolphins.

In 1966-67 the interior was extensively remodeled. The exterior remains essentially as built.

Albert E. Doyle (1879-1928), whose firm was responsible for the design of twelve glazed terra cotta buildings in downtown Portland, was apprenticed for twelve years to architects Whidden & Lewis. In 1903 Doyle left Portland for New York where he attended design classes at Columbia University and worked in the office of Henry Bacon. In the spring of 1906 he sailed for Europe to study and travel. Returning to Portland Doyle opened an office early in 1907. By 1908 he had taken on W.S. Patterson as a partner. J.G. Beach, an engineer, joined the firm for brief periods in 1913 and 1920.

W.L. Morgan (b. 1856), of Morgan-Bushong Investment Co., was a native of Tennessee. He came to Portland in 1896. Having worked for insurance companies in Tennessee, New York and Portland he graduated in law at the University of Oregon in 1903 and went into business for himself in 1904. An apartment house which he built in 1903 (the Jefferson on 16th and Jefferson) was said to have been the first in Portland. By 1913 when the Morgan Building was constructed he had built 35 apartment houses and a half-dozen business buildings. He was senior member of the firm of Morgan, Fliedner and Boyce and president of the Morgan-Bushong Investment Co.

W.A.T. Bushong was formerly of the Bushong Printing Co.

#### Sources Consulted:

The Pacific Coast Architect, Vol. 5, (April 1913), p. 40, 41.

Photographs, Oregon Brass Works, Portland (alterations only).

Photographs, Oregon Historical Society.

Portland Oregonian, Jan. 1, 1914, Sec. 1, p. 1.

Portland Oregonian, April 4, 1966.

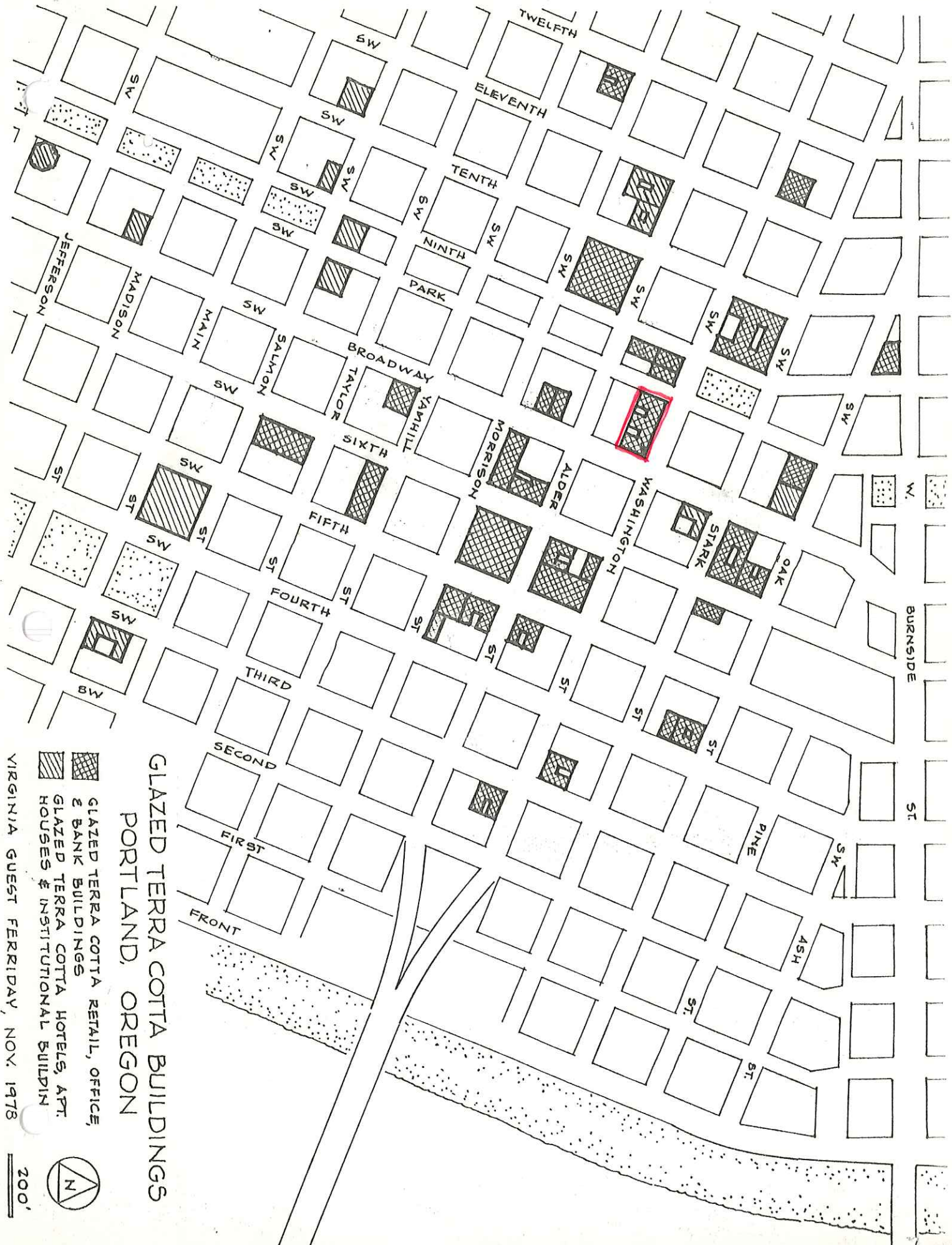
Portland Oregonian, Jan. 3, 1967.

Scrapbook 45, p. 171, Oregon Historical Society.


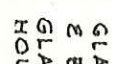
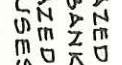
Vaughan, Thomas and Ferriday, Virginia Guest, Space, Style, and Structure; Building in Northwest America. Portland, 1974

Withey, Henry F. and Elsie Rathburn, Biographical Dictionary of American Architects (Deceased). Los Angeles, 1956.

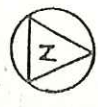
Working Drawings (alterations only), City of Portland Bureau of Buildings



GLAZED TERRA COTTA BUILDINGS  
 PORTLAND, OREGON

-  GLAZED TERRA COTTA RETAIL, OFFICE, & BANK BUILDINGS
-  GLAZED TERRA COTTA HOTELS, APT.
-  HOUSES & INSTITUTIONAL BUILDING

VIRGINIA GUEST FERRIDAY, NOV. 1978



200'