

**Historic  
Resource  
Inventory**  
CITY OF PORTLAND, OREGON

0-125-00067

67 W. Burnside Street

Couch, Block 9, Lots 1, 4, 5  
QUARTER SECTION MAP #: 2929.5  
Downtown Community Association

ORIGINAL FUNCTION: Factory (?)  
OTHER FUNCTIONS: Office, Warehouse

DATE BUILT: 1907

STYLE: Brick Utilitarian

TENANTS: Willamette Tent and Awning Company

TAX ASSESSOR'S ACCOUNT #: R-18020-0150  
ZONING: C1Z5

**DESIGNATION: National Register**

HISTORIC DISTRICT: Skidmore/Old Town

**SPECIAL FEATURES AND MATERIALS:**

Five-story reinforced concrete commercial structure. Burnside Street and Front Avenue facades faced with red brick. Front Avenue facade has diamond-shaped medallions where the concrete of the uprights shows through. Burnside Street facade has tile medallions similarly mounted.

**SPECIAL F/M - SIGNIFICANT ALTERATION:**

Fifth floor addition. Original storefronts and fenestration altered with construction of Burnside Bridge in 1926.



AREAS OF SIGNIFICANCE: Commerce, Industry in association with Max S. Hirsch

Commerce, Industry in association with Max S. Hirsch: Hirsch was born in Germany and came to this country in 1871 at the urging of his uncle Aaron Meier, of Meier and Frank. He worked his way up through the company, and resigned in 1906 to join the Willamette Tent and Awning Company, becoming president in 1908. The Hirsch-Weiss/White Stag companies were outgrowths of his business enterprises. The company manufactures sportswear and canvas products sold nationally.

BIBLIOGRAPHY:

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).

CAPITOL'S WHO'S WHO FOR OREGON (Portland, 1953).

Hirsh, Harold, information on, Portland Historical Landmarks Commission Files.

Engeman, Dick, recorded interview, Portland Historical Landmarks Commission Files

Heritage Investment Corp. Files (owner John Tess).

OLD PORTLAND TODAY, Vol. 3, No. 11, page 7.

OLD ADDRESS: 201-209 Burnside Street

Present owner as of May 1981: Direct Imports, Inc.

MAILING ADDRESS: 1 N.W. Couch Street, Portland 97209

No Preservation Funding

Negative: 132-19

Score - Design/Construction: 6

Score - Historical: 5

Score - Rarity:

Score - Environment: 6

Score - Integrity: 10

Score - Intrinsic: 11

Score - Contextual: 16

Score - Total: 44.5