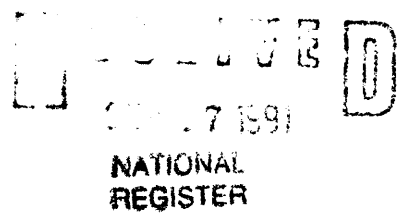


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Selling Building
other names/site number Oregon National Building

2. Location

street & number 610 SW Alder N/A not for publication
city, town Portland N/A vicinity
state Oregon code OR county Multnomah code 051 zip code 97205

3. Classification

| | | | |
|---|---|-------------------------------------|------------------|
| Ownership of Property | Category of Property | Number of Resources within Property | |
| <input checked="" type="checkbox"/> private | <input checked="" type="checkbox"/> building(s) | Contributing | Noncontributing |
| <input type="checkbox"/> public-local | <input type="checkbox"/> district | <u>1</u> | _____ buildings |
| <input type="checkbox"/> public-State | <input type="checkbox"/> site | _____ | _____ sites |
| <input type="checkbox"/> public-Federal | <input type="checkbox"/> structure | _____ | _____ structures |
| | <input type="checkbox"/> object | _____ | _____ objects |
| | | <u>1</u> | <u>0</u> Total |

Name of related multiple property listing: N/A
Number of contributing resources previously listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. See continuation sheet.
James M. Hamrick August 15, 1991
Signature of certifying official Date
Oregon State Historic Preservation Office
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:
 entered in the National Register. Entered in the National Register
 See continuation sheet. 10/17/91
 determined eligible for the National Register. See continuation sheet.
 determined not eligible for the National Register.
 removed from the National Register.
 other, (explain): _____
for Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Commerce/Trade: business, professional
office building, physician and dentists'
offices

Current Functions (enter categories from instructions)

Commerce/Trade: business, office
building

7. Description

Architectural Classification

(enter categories from instructions)

Late 19th and Early 20th Century
American Movements: Commercial Style

Late 19th and 20th Century Revivals:
Italian Renaissance

Materials (enter categories from instructions)

foundation concrete
walls brick
roof asphalt
other terra cotta

Describe present and historic physical appearance.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 2

SETTING

The Selling Building, located at 610 Southwest Alder Street, is located in the core of downtown Portland. Office buildings and retail store buildings are prevalent throughout the blocks surrounding the Selling Building. National Register properties in the immediate vicinity of the Selling Building include the Bedell Building, the Wilcox Building, Lipman, Wolfe & Co. Building, the Meier & Frank Company Building, and the Morgan Building.

THE DESIGN OF THE SELLING BUILDING

A.E. Doyle's 1910 design of the Selling Building was the first of the Downtown Portland office buildings executed in cream colored brick and white terra cotta. Whidden & Lewis's Wilcox Building followed in 1911, and the twin of the Wilcox, the Stevens Building in 1914. Whitehouse & Fouilhoux's smaller Platt building was completed in 1913. Doyle's own Northwestern National Bank Building was built in 1914.

Most shared similar concepts, generally a two story terra cotta base, with a shaft of cream colored brick, capped by a two story capital of terra cotta. The terra cotta ornament of all except the Selling Building is typically of Classical motif.

The Selling Building differs, in the simplicity of the detailing of the terra cotta base, and in the use at the top of the building of arched, Florentine windows, the characteristic of which is the pair of round headed windows within the larger arched frame. It is possible that Doyle owed a debt to Louis Sullivan for this feature, which Sullivan employed on his 1898 Bayard Building in New York. In Portland, this detail was used again on the 1914 Broadway Telephone Office at S.W. Park and Oak Streets, designed by eastern architect Edwin V. Cobby.

The Selling Building design is also interesting for its wide, equally spaced windows, which do not reveal the structural frame, and are well adapted to the small offices of the medical and dental tenants, for whom the building was specially designed.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

GLAZED TERRA COTTA

There are different types and uses of glazed terra cotta. The type of terra cotta used in Portland office buildings was architectural terra cotta. This type of terra cotta is a design of hollow blocks of baked clay which were pressed by hand into molds and used to decorate the exterior of buildings. Most of the terra cotta buildings are found around the downtown core of the city, but there are also residential and institutional buildings of glazed terra cotta architecture outside the city center. These buildings were constructed in Portland from 1905 to 1930 and the Selling Building is an excellent example of this type of building. The standard exterior structure of terra cotta buildings was a composition of four sections- the base, the attic, the shaft, and the cap. This exterior plan was common to most of Portland's terra cotta buildings. The use of architectural terra cotta in U.S. commercial and office buildings began in the 1890's. Use of terra cotta in Portland commercial buildings started around the same time. The period between 1907 and 1920 was the main period of building glazed terra cotta structures of the large commercial type in downtown Portland. The glazed terra cotta that was used on the Selling Building was made by Gladding, McBean & Co. This firm made most of the terra cotta ornamentation for Portland buildings. Gladding, McBean & Co. was based in California and they had supplied terra cotta ornaments in Portland as early as 1880.

The glazed terra cotta used in the Selling Building consisted of cream-colored glazed terra cotta facing on the lower three floors, glazed terra cotta on the columns and facings at the attic floor level, around the Florentine windows of the two highest stories and on the roof cornice. The original glazed terra cotta remains except for the cream-colored facing used on the ground floor.

EXTERIOR CHANGES

The Selling building is one of Doyle's best office buildings. Changes occurred in 1931 when the base of the building was remodeled for Lerner stores. The work was done by Pacific Coast Construction of Los Angeles, California. The remodeling was finished in the Art Deco style. Later, in 1937, Lerner remodeled and the original construction of the lower part of the building was covered with polished Carnelian granite. A bay east of the entrance remained unaltered by the remodeling; however, it had been remodeled in

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 4

1934 when a storefront was added by Oregon Brass Works. They supplied the travertine facing, bronze lettering on the windows, window and door frames and the door. Both the 1934 and 1937 plans were designed by Portland architect Harry A. Herzog.

INTERIOR

The lobby entrance was tiled with decorative inlaid tiles and there was marble wainscoting and decorative plaster work. There were six store spaces available on the ground floor facing Sixth street.

The next floor--terrazzo--had marble stairs, cast-iron stair case, and corridors with marble wainscoting. The stair window was made of leaded glass. The lobby had three electric elevators which had bronze doors. These original interior details have been removed. In 1937 and 1939, the lobby and elevators were remodeled--both projects were designed by Herzog. In 1948 Lerner installed a ventilation system in the basement and first floor. Alterations were also made to the storefront. The work was completed by Karel Paarde-Kooper of Los Angeles. In 1957 the interior was given a complete facelift. The project was estimated as costing \$500,000 and the plans were designed by Skidmore, Owings, & Merrill. Automatic elevators were installed and the halls and public areas of the building were remodeled. New vinyl floors were installed and treated, the walls were treated, hardwood doors were installed, a suspended acoustical ceiling was installed, new restrooms with bronze hardware were added, and a new lounge for the tenants of the building was constructed.

In 1966 the building was sold to Ralph Schlesinger and a modernization plan began. The lobby was remodeled, as were the fifth and twelfth floors. In 1969 the storefront was remodeled, new steps were installed. Plans were designed by the Lerner shops architectural department in New York. The restrooms were remodeled in 1973. In 1985 the second, third, and fourth floors were remodeled. In 1986 the offices on the twelfth floor were remodeled and during the next year the eleventh floor was remodeled. In 1988 a sprinkler system was installed and the ninth and tenth floors were remodeled. In 1989 the fifth and sixth floors were remodeled and the storefront building received a suspended ceiling. It was during the 1980's remodeling that the exterior of the building was also painted.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Architecture

Period of Significance

1910

Significant Dates

1910

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

A. E. Doyle

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

See continuation sheet

9. Major Bibliographical References

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) 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 # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreeage of property 0.20 Portland, Oregon-Washington 1:24000

UTM References

A

| | |
|---|---|
| 1 | 0 |
|---|---|

| | | | | | |
|---|---|---|---|---|---|
| 5 | 2 | 5 | 2 | 1 | 0 |
|---|---|---|---|---|---|

| | | | | | | |
|---|---|---|---|---|---|---|
| 5 | 0 | 4 | 0 | 5 | 2 | 0 |
|---|---|---|---|---|---|---|

 Zone Easting Northing

B

| | |
|--|--|
| | |
|--|--|

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

 Zone Easting Northing

C

| | |
|--|--|
| | |
|--|--|

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

D

| | |
|--|--|
| | |
|--|--|

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

See continuation sheet

Verbal Boundary Description

The nominated property is the easterly 70.3 feet of Lots 1 and 2 and the easterly 70.3 feet of the northerly 25 feet of Lot 3, Block 178, Portland Addition, Portland, Multnomah County, Oregon.

See continuation sheet

Boundary Justification

The nominated area measuring 70 x 125 feet encompasses the urban tax lot occupied by the Selling Building since 1910.

See continuation sheet

11. Form Prepared By

name/title John M. Tess, President, with Richard E. Ritz, FAIA
 organization Heritage Investment Corporation date March 1, 1991
 street & number 123 NW Second Avenue, Suite 200 telephone (503) 228-0272
 city or town Portland state Oregon zip code 97207

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 1

SUMMARY

The Selling Building, a twelve-story Commercial style office tower of steel frame construction with brick exterior, occupies a 70 x 125-foot site at the southwest corner of the intersection of Alder and Sixth Avenue in the heart of the central business district of Portland, Oregon. It was constructed for developers Ben Selling, C. S. Moore and Moses Blum in 1910 from plans by the local firm of Doyle and Patterson. This, the architects' first office tower, though not its first commercial building, is distinguished by fine detailing in the Florentine Renaissance manner that makes liberal use of cream-colored glazed terra cotta in trim elements.

The street facades are organized in the rational base-shaft-capital scheme that characterized commercial buildings inspired by the influential Chicago School. The building's vertical emphasis, the stacking of office compartments to a great height, clearly expresses the underlying function.

Originally, the base was composed of a terra cotta-clad retail floor with broad display windows superimposed by mezzanine levels. The fourth through the tenth stories, comprising the shaft, are demarcated at top and bottom by belt courses and by their frameless window openings. The topmost stories, enriched with terra cotta, are treated as a continuous two-story arcade in the Italian Renaissance mode capped by a full Classical entablature having a modillioned cornice. The deep red, rug-faced brick exterior of the shaft, regrettably, was painted after the historic period to match the creme-colored terra cotta entablature.

The Selling Building, together with such Doyle and Patterson retail blocks as the Meier and Frank Department Store Annex (1909), the Lipman and Wolfe Building (1910), and the Olds, Wortman and King Department Store (1910), represent a high point in the use of architectural terra cotta locally. AS an exemplar of technological type, and as the outstanding office building design from the had of one of Portland's leading architects, the Selling Building meets National Register Criterion C. In the early decades of the 20th Century, terra cotta was used widely for both cladding and decoration of commercial buildings because it was fire-resistant, lightweight and comparatively economical. A major supplier, Gladding McBean and Company, was located in northern California, at Lincoln, and was the supplier for this project.

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1A

In the first of a series of renovations of later years, the retail base of the Selling Building was entirely remodeled in the Art Deco mode for the Lerner Store in the 1930s. Harry A. Herzog designed a small shop front produced by the Oregon Brass Works in 1934, and in 1937 the entrance and lobby were redesigned by Herzog and fitted with bronze fixtures, including the handsome elevator doors with their Zig Zag Moderne motifs. Subsequent alterations were carried out in 1958 and in 1966. Surviving elements of the Art Deco base may be considered historic alterations, whereas the later alterations are not.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 2

SETTING

During 1910 and 1911 the City of Portland was very active in building. In 1910 Portland was fifth in the United States in spending money for construction and in 1911 even more building took place. The Selling Building was one of the buildings built during this time and is significant as being the first office building designed by A. E. Doyle and one of Portland's glazed terra cotta buildings.

HISTORY OF BUILDING

The Selling Building was constructed in 1910 by Ben Selling & Associates. In May of 1909, Ben Selling, Charles Moore and Moses Blum made one of the most expensive land purchases in Portland. For \$350,000 they purchased the corner lot at Alder and Sixth from William Ladd. The 70 x 125 ft. lot was held by the Title Guarantee and Trust company, who originally held the entire block. Each person received a one-third interest in the property. The block between Sixth and Seventh, bordered by Morrison and Alder, was known as the Marquam block. Several well-known Portland buildings were built on this block. There were two office buildings, one facing Morrison between Sixth and Seventh, and the other on the corner of Sixth and Alder. The Marquam Opera House was located on Alder between Sixth and Seventh.

Selling wasted no time in making the deal. He offered Ladd \$300,000, but Ladd wanted more. After ten minutes the deal was made for \$350,000. Selling planned to build an office building on the lot. In January of 1910, the building was planned as a ten story structure for either offices or a department store. Tenants of the Old Marquam office building were given a 60 day notice to vacate the building. It was not until June of 1910 that work began. The new plan was a design for a twelve story steel structure with brick and terra cotta. The cost of constructing the building was estimated at \$400,000. The contractor for the project was James Steward & Co. The architectural plans were designed by Doyle & Patterson.

The exterior of the building was completed in December of 1910. The format of the building was unique. The first and second stories were to be used as commercial space, floors three through seven were to be used for general tenants, and the top five floors were reserved solely for physicians and dentists. The upper floor offices were designed to be large and 32 spaces were planned for each floor. Special features for the top five floors included compressed air and electrical outlets to operate medical equipment such

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 3

as gas, drains, machines, and water systems. The medical profession showed great interest in the building even before construction began and by early December one-half of the building was leased.

OWNERS

Ben Selling & Associates purchased the lot and financed the building project. Ben Selling was born in San Francisco California in 1852. He came to Portland with his father in 1862. He attended the Portland Academy, but left school six months before graduation in order to work. He worked at his father's merchandise store and started his own business in 1880. He sold boots and shoes and later opened a clothing store. By 1893 he had accumulated a fortune and retired. He travelled in Europe and the Orient and came back to Portland. He opened the Moyer Clothing Company in 1897. After 46 years in the clothing business, Ben Selling was well-known throughout the northwest as a merchant. He owned a considerable amount of real estate.

Selling was also active in politics and public affairs. He was on the Port of Portland Commission and was a member of the Portland Dock Commission for ten years. He served in the State Senate for eight years and he also served in the state legislature. He was a successful business man, but he gave more back to the community. He was involved in numerous charitable associations. He sponsored the Waverly baby home, started scholarship funds at state and out of state universities, established soup kitchens during the depressions of 1893 and 1907, and he raised money for relief work at home and abroad. Selling was aware and active in improving Portland's social problems. It has been said that he "probably gave away more money in proportion to his income than any Oregon citizen since the state was founded." In 1928, Selling was voted as Portland's leading citizen by the Portland Realty Board. He was the first individual to be designated as Portland's first citizen. Selling died in 1931. He left a will providing that his interest in the Selling building be retained and not disposed of until fifteen years after the death of his widow.

Norris, Beggs, & Simpson, a Portland property management firm, managed the building from 1932 until 1966. Norris occupied about 80% of the office space in the building by 1966. In 1967 the Selling Building was renamed the Oregon National Building for the new tenants of building-Oregon National Life Company. This firm was founded in Salem in 1964. They moved to the building and occupied the fifth floor and the basement.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 4

The original tenant of the ground floor was Nau's Modern Prescription Drug Store. Frank Nau was born in New York in 1863. He graduated from the Chicago College of Pharmacy and managed several drugstores in Milwaukee and New York City before moving west. He sailed to San Francisco in 1888 and came to Portland shortly thereafter. He worked for Woodard-Clarke Drug company and then opened his own drugstore in 1890 in the Portland Hotel. He established a good clientele and in 1911 he moved into the Selling Building. During the period that the store was located in the building, business grew to "large and gratifying proportions." Nau started the first 24 hour pharmacy business in Portland. This service lasted until 1958. The drugstore became noted for its motto "We never close." He was involved in developing the pharmacy industry in Portland and established himself as a progressive and prominent Portland merchant. Nau died in 1915 and the pharmacy was then managed by his son. The business stayed in the Selling building until 1931 when it moved to 364 Alder and then in 1935 it moved to 519 Alder where it remained until it closed in 1970. Three generations of the Nau family operated the 90-year old business. Nau's son was the first president of the Portland Retail Druggists' Association, Inc. and a president of the Oregon State Pharmaceutical Association.

Lerner store for womens' clothing occupied the ground floor from 1931-to at least 1969.

In 1934 Wegert's Pharmacy was in the building.

By 1932 the floors above the ground floor were occupied mostly by physicians and dentists. The Selling Building had become one of Portland's leading medical buildings. Other stores occupying the ground floor at this time were Stetson Show Company, Tommy Luke florist, Columbia Optical Company, and Lerner Stores Corporation. By 1938 the tenants were still largely professional-doctors and dentists predominating.

Currently the building houses AT & T and cake/dessert shop on the ground floor and office tenants including the Multnomah County Tax Assessors office on the upper floors.

A. E. DOYLE

The Selling Building was A. E. Doyle's first office building. Doyle started his profession as an intern in the Portland architectural firm of Whidden & Lewis. This firm controlled much of Portland's building design for two decades. Doyle worked there for 12 years and during this time the firm designed styles that were heavily influenced by European

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 5

and east coast designs. The firm supervised the plans for the 1905 Lewis & Clark Exposition, which Doyle participated on until he left Portland for New York. He studied at the School of Architecture at Columbia University and the American School of Architecture in Athens, Greece. By 1907, Doyle had returned to Portland and established his own office just in time to participate in the boom of commercial and industrial building that took place in Portland between 1905 and 1929. Before his death in 1928, Doyle designed, mostly by himself but also with partners W.B. Patterson and James G. Beach, a great number of buildings in Portland, including Selling, Meier & Frank 1910, Oregon Hotel (Benson) 1911, Central Public Library 1913, Northwest National Bank (American Bank) 1913, Pittock Block, 1914, U.S. National Bank, 1917 and 1923, Morgan Building, 1913, the Broadway, Bank of California, 1924, Pacific Building 1926, the Terminal Sales Building in 1926, the Public Service Building, 1928, buildings at Reed College and residential designs. Certainly Doyle's buildings are a significant part of downtown Portland and it has been said that "no one else has had such a lasting or widespread effect on the Portland cityscape" as A.E. Doyle.

HARRY A. HERZOG

Harry A. Herzog drew the plans for the 1934 and 1937 additions/changes to the Selling Building. He was born in Texas and moved to Portland in 1908 when he was 15. Herzog went to Washington high school and graduated from the University of Pennsylvania School of Architecture. He helped design the Temple Beth Israel with Whitehouse and Morris and he designed the Hollywood Theater, the old United Artist and Liberty theaters, the Marculis Jewelry stores, the Sandy Crest Apartments, and several buildings on the Oregon State University campus in Corvallis.

COMPARISON WITH OTHER OFFICE BUILDINGS OF ITS PERIOD

The Selling Building was A.E. Doyle's first office building. He did not repeat himself in the nearly twenty years of his very full career which followed. Likewise, his office buildings are distinctive among the designs of other architects during the period.

Although Doyle's office building designs were in the mainstream of office building design prevalent throughout the United States, and one can usually find a prototype somewhere for each building, Doyle treated each project as a unique creation. He incorporated

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

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

special attention to detail and quality of construction, as well as unerring judgement on scale and proportion. These special qualities are what make Doyle's office buildings stand out from those of other architects of his day.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 2

BIBLIOGRAPHY

Carey, Charles Henry, History of Oregon, biographical, vol. II, 1922.

City of Portland, Historic Resource Inventory, 1983.

City of Portland Buildings Bureau microform and inspection card files.

Ferriday, Virginia Guest, Last of the Handmade Buildings-Glazed Terra Cotta in Downtown Portland, Mark Publishing Company, 1984.

Sanborn Insurance Maps.

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

"A Tribute to a Strong Man," Portland Retail Druggists' Association, Inc., Frank L. Nau, 1962.

"Ben Selling Dies; City is Mourning," The Oregonian (January 16, 1931), p.6.

"Ben Selling is Always on Top," Post-Intelligencer (June 1).

"Ben Selling Will Filed," The Oregonian (February 21, 1931), p.7.

"Buildings Are Pushed," The Oregonian (December 4, 1910), p.10, sec.4.

"Corner at Alder and 7th Sold," The Oregonian (December 29, 1909), p.10.

"Fine Weather is Help to Builders," The Oregonian (December 18, 1910), p.10, sec. 4.

"New Managers Names," The Oregonian (May 22, 1932), p.2, sec.2.

"Plans Are Ready," The Oregonian (May 1, 1910), p.4, sec.4.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 3

"Portland Honors First Citizen of '28, Ben Selling," Daily Journal of Commerce
(January 7, 1929), p.1.

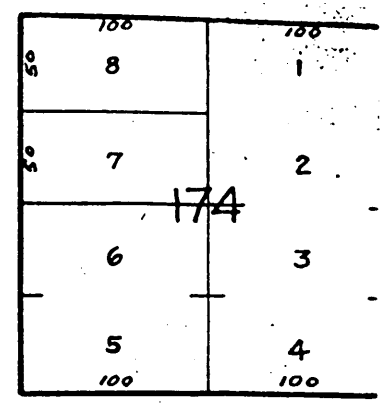
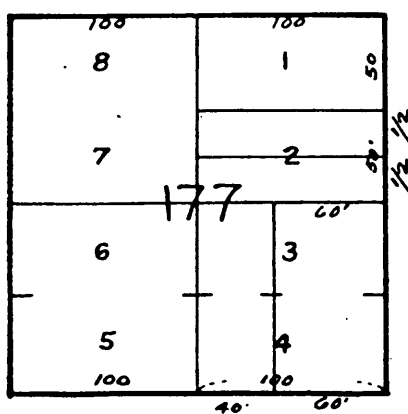
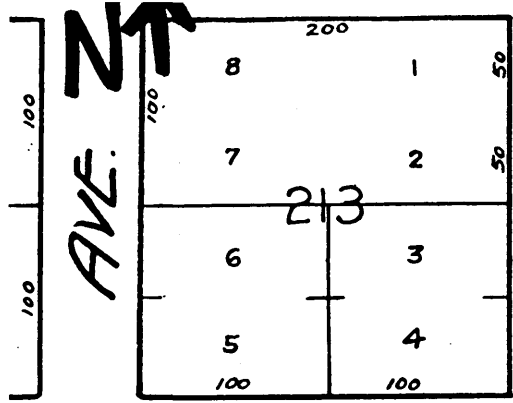
"Portland in 5th Place," The Oregonian (February 4, 1911), p. 2, sec. 5.

"Remodeling Due Building," The Oregonian (January 30, 1957), p.4, sec. 3, c.1.

"Selling Building Renamed," The Oregon Journal (January 12, 1967), p.7, sec. 3, c.4.

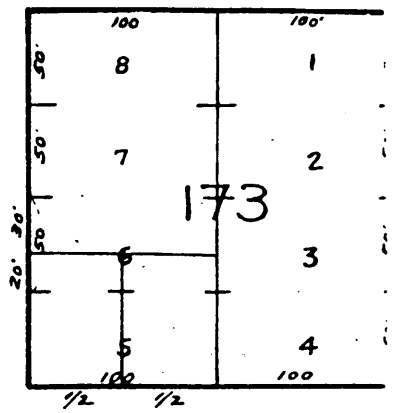
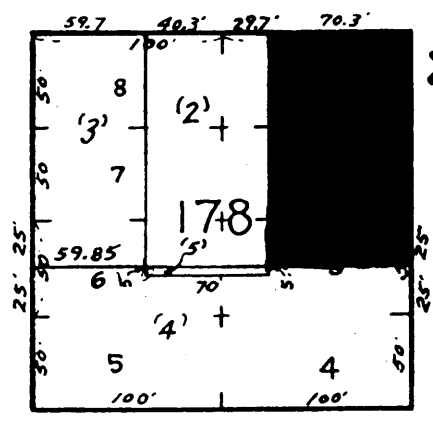
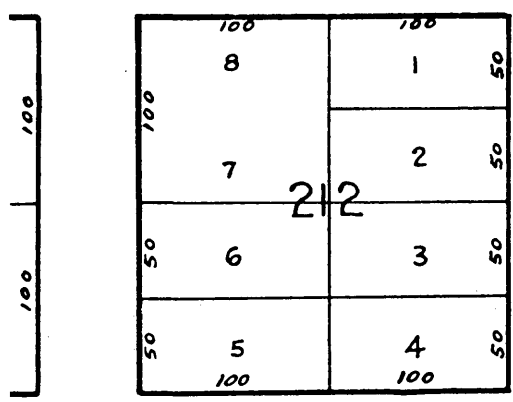
"Selling Building Sold, Modernization Planned," The Oregon Journal (July 15, 1966) p.7,
sec.3, c. 4.

"Selling Building to Be Ten Stories," The Oregonian (January 16, 1910), p.8, sec. 4.



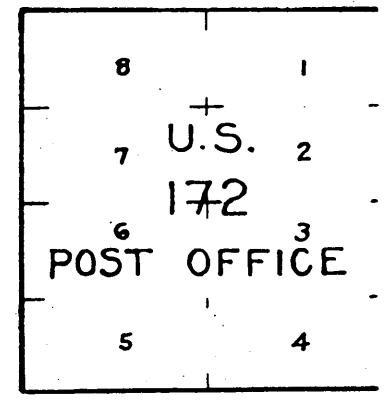
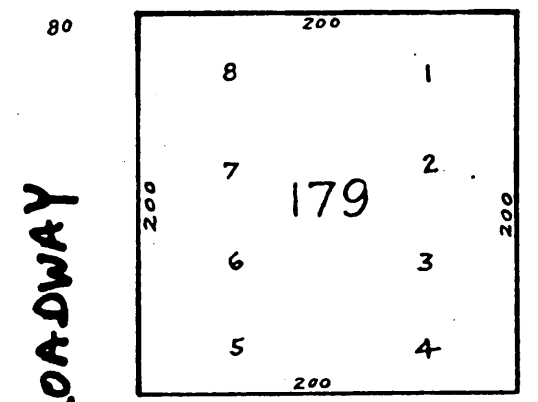
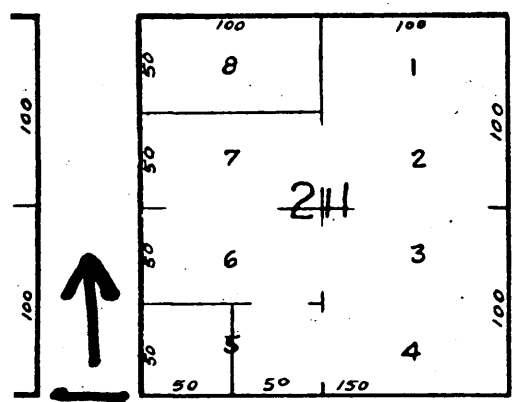
AVE. N

AVE.



Alder

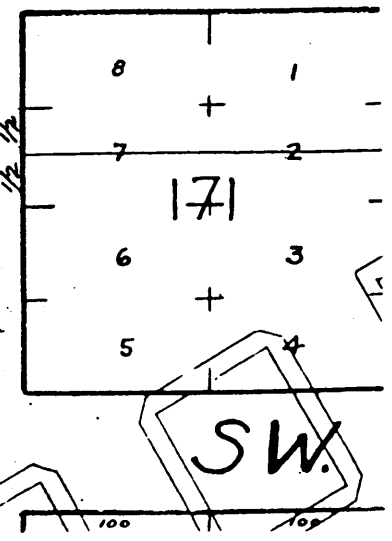
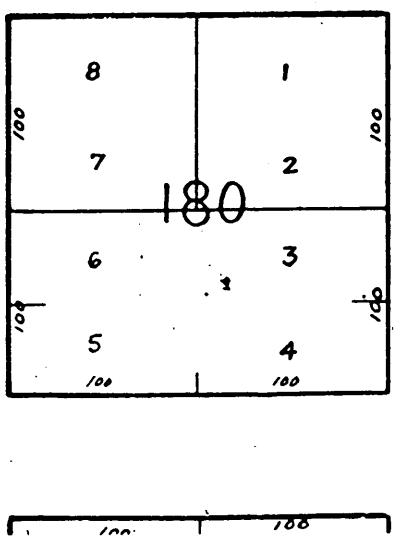
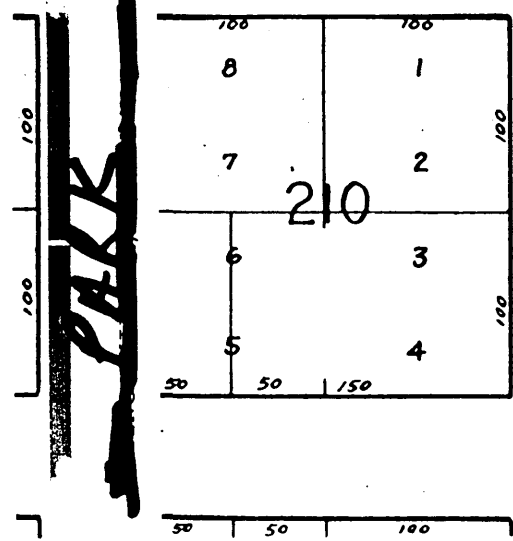
S.W.



BROADWAY

to

S.W.



PARK

S.W.

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

0-010-00610

610 S.W. Alder Street

Portland, Block 178, Lots 1-3
QUARTER SECTION MAP #: 3029.5
Downtown Community Association

ORIGINAL NAME: Selling Building
OTHER NAMES: Oregon National Building

ORIGINAL FUNCTION: Office, Retail

DATE BUILT: 1910

STYLE: Twentieth Century Classical, Twentieth Century Italian Renaissance

ARCHITECTURAL PLANS BY: Doyle and Patterson

ORIGINAL OWNER: Selling, Ben, Moore, C.S., Moore, R.S., Blum, Moses
TENANTS: Nau's Modern Prescription Drug Store

TAX ASSESSOR'S ACCOUNT #: R-66771-8220
ZONING: C1Z

Rank II

HISTORIC DISTRICT: Glazed Terra Cotta (potential)

SPECIAL FEATURES AND MATERIALS:
Buff-colored brick with cream-colored glazed terra cotta decoration.
Florentine windows at upper two stories. Double hung windows with wood sash below. Decorative glazed terra cotta roof cornice with modillions.



SPECIAL F/M - ORIGINAL REMOVED:

Terra cotta facing at ground floor. Shop fronts with prism glass above transom bar, plate glass and wrought-iron grilles below. Cast-iron and glass entrance marquee decorated with light bulbs. Marble wainscoting, ornamental plaster work, cast-iron stair with marble treads, leaded glass window, bronze elevator doors, and bronze lighting. Fixtures in building lobby.

AREAS OF SIGNIFICANCE: Architecture

Architecture: Glazed terra cotta was used as an exterior sheathing material and for individual decorative elements in buildings in Portland from about 1900 to 1930. Terra cotta blocks (which are similar in size and configuration to concrete blocks but have decorative glazed faces) were made by pressing fine clay into plaster molds. The clay blocks were then glazed, dried, and fired.

Because terra cotta was fireproof, lightweight and, compared to carved stone, inexpensive to produce, it was the favored material for the large commercial structures built during Portland's era of rapid growth. However, cast stone ornament (concrete), developed in the late 1920s, was even less expensive, and gradually gained popularity over terra cotta. Later, with the introduction of mass-produced aluminum and glass-wall systems, the use of decorative masonry ceased altogether.

Although most glazed terra cotta buildings in Portland are found in and around the downtown retail core, there are numerous schools and apartment buildings with glazed terra cotta decoration scattered throughout the metropolitan area.

The Selling Building was the first office building designed by the architectural firm of Doyle and Patterson. On a 70' x 125' lot at the southwest corner of Alder and Sixth, it was originally flanked by two Richardsonian buildings, the Marquam Building to the south, and the Oregonian Building across the street to the north. Developers were Ben Selling, C.S. and R.S. Moore, and Moses Blum. James Stewart and Company were the general contractors. The terra cotta was supplied by Gladding, McBean and Company.

The basic structure is a riveted steel frame with a concrete slab. A light court runs along the west wall. Nau's Prescription Drug Store was the original ground-floor tenant. The original street level windows were divided into two parts: a large pane of glass below and a somewhat smaller area of prism glass above. Small awning-type windows were set into the upper portion. Below the sidewalk windows were wrought-iron grilles. Columns and spandrels on the lower three floors were faced with cream-colored glazed terra cotta. The main body of the building is faced with buff-colored Normandy brick. Florentine style windows at the upper two stories are also executed in terra cotta, as is the roof cornice.

An unusually attractive cast-iron and glass canopy, decorated with light bulbs and with a large "S" on its face hung over the main entrance. This canopy had by 1934 already been removed. As originally built the lobby included marble wainscoting, ornamental plasterwork, and a cast-iron stair with marble

treads. The stair window was of leaded glass. Elevator doors were bronze, and bronze fixtures with red and glass ball lights indicated the elevator's direction of travel.

The building's corridors were lined with marble wainscotting. Partitions had glass relights and transoms. The Phillipine mahogany was supplied by Hanford and Sutthoff of Seattle.

In 1931 the entire retail base was redone in the Art Deco mode for the Lerner store. A subsequent remodeling for the same tenant completely obliterated the original construction. The entrance and lobby were first remodeled in 1937 under the direction of architect Harry A. Herzog. Herzog was also architect for the small 1934 shop front, produced by Oregon Brass Works, that is still in existence just to the left of the main entrance. In 1958 automatic elevators were installed and the corridors and other public spaces were renovated. The main entrance was remodeled again when the "modernization" was completed in 1966.

BIBLIOGRAPHY:

City of Portland Buildings Bureau microform and card files.

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

Gladding, McBean and Company job list, Gladding, McBean and Company Collection, Lincoln, California.

Portland Historical Landmarks Commission, inventory form.

Vaughan, Thomas and McMath, George, A CENTURY OF PORTLAND ARCHITECTURE (Portland, 1967).

Selling Building, alteration photograph, 1934, Oregon Brass Works Collection.

PORTLAND ARCHITECTURAL CLUB YEARBOOK, (1910, 1913).

Selling Building, exterior photographs, OHS Collection.

Doyle and Patterson, Selling Building working drawings, 1910, City of Portland Buildings Bureau Microfiche Collection.

OREGON JOURNAL, July 15, 1966, sec. 5M, p. 7.

Herzog, Harry A., Alterations and Additions to Selling Building, working drawings, 1937, City of Portland Buildings Bureau Microfiche Collection.

ORIGINAL BUILDING PERMIT #: 22710

0-010-00610

MAJOR ALTERATIONS: 1931

1934/Harry A. Herzog

1935/230987

1937/247148/Harry A. Herzog

Present owners, as of May 1980: Ralph D. and Bernice W. Schlesinger
MAILING ADDRESS: 01425 S.W. Mary Failing Drive, Portland 97219

No Preservation Funding

Negative: 122-19

Score - Design/Construction: 14

Score - Historical: 3

Score - Rarity:

Score - Environment: 8

Score - Integrity: 8

Score - Intrinsic: 17

Score - Contextual: 16

Score - Total: 75.5



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

1 of 9

North and east elevations looking Southwest



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

2 of 9

North and east elevations looking Southwest



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

3 of 9

Ground Floor Level Detail Looking Southwest



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

4 of 9

Exterior Detail Looking Southwest



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

5 of 9

Exterior Terra Cotta Detail North Elevation



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

6 of 9

Exterior Terra Cotta Detail Northeast Corner



THIS CAR UP

THIS CAR UP

THIS CAR UP



Selling Building

610 S.W. Alder

Portland. Multnomah County. Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

1 of 9

Lobby Detail



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

8 of 1

Historic Interior Stair Detail



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

9 of 9

Interior historic stair detail