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United States Department of the Interior
National Park Service

MAY 19 1989

National Register of Historic Places
Registration Form

NATIONAL
REGISTER

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 Shogren, Fred A., May and Ann, House
other names/site number N/A

2. Location

street & number 400 NE 62nd Avenue N/A not for publication
city, town Portland N/A vicinity
state Oregon code OR county Multnomah code 051 zip code 97213

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>2</u>	<u> </u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u> </u>	<u> </u> objects
		<u>2</u>	<u> </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.
Signature of certifying official [Signature] May 5, 1989
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.
 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:) _____

Amy Schlazel 7/3/89

Signature of the Keeper Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Domestic/single dwellingSecondary Dwelling/horse & carriage house

Current Functions (enter categories from instructions)

Domestic/single dwellingGarage

7. Description

Architectural Classification

(enter categories from instructions)

Late 19th and Early 20th CenturyAmerican Movements/Bungalow-Craftsman

Materials (enter categories from instructions)

foundation stonewalls wood: shingleroof asphalt: shingleother

Describe present and historic physical appearance.

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A visitor to the property discovers himself in "another world". An earlier day when houses had space, gardens and charm. The Arts and Crafts homes were made with comfort in mind and this is no exception. The 2 1/2 storied 7 bedroom shingle sided and wood framed residence has the look or feel of the English Country Cottage style. It sits in the center of a landscaped one acre lot. The acre is surrounded by Basalt stone walls on both street sides (62nd & 63rd) and is tree encompassed. Although several firs were lost in the 1965 Columbus Day storm, the lot remains park-like with its original native and planted trees, shrubs and beds.

There is a stone flanked ramp up the north bank to a circular drive with large Elms, Firs and Rhododendrons dominating the center. The grounds have stone paved paths and stairways leading to the sidewalks and streets. The paths have stepping stones with carved leaf designs.

The residence has a rubble stone and cement mortar foundation and its wood frame is entirely finished with shingle siding. The front (South) is dominated by the pergola covered entry and porch. The porch ceiling has exposed beams supported by three large rubble stone piers. Diamond paned windows flank the entrance door. On the east side of the front is a fourth stone pier which once held a roof over a terrace located off the dining room. Above the main level and porch is a row of double hung windows. The upper sashes are of multi-paned squares. The roof is gabled with a dormer on the third floor.

On the west side of the home there is a two story apsidal turret topped with a conical roof. The turret is of particular interest with its massive chimney rising above both stories. The chimney houses flues for fireplaces on both floors. The four upper story windows on this side are diamond paned and stairstep down the roof line. The lower two stories have casement windows on the turret.

The diamond paned windows are the primary interest on the back (North) side of the house. Three large long windows are displayed at the stairway landings. The intact fruit closet and pantry room at the N. E. corner of the home is a reminder of a day when indoor refrigeration was at a minimum.

On the east side of the house there are two balconies on the second level with access from the upper bedrooms. A section of the balcony has been removed but can be replaced from the evidence at hand. Multi-paned windows are again found on the third story. Down on the main level a terrace was laid in brick off dining room french doors.

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Entering through the main door leads to the front entry and central staircase which separates the living room from the dining room, morning room and kitchen. The living room features a rustic stone fireplace with a large scale wood mantle. The dark wood finish is echoed on both sides of the turret half-round living room beneath and surrounding the windows and in the large beams on the ceiling. The room is warm and inviting. It can be closed off with the natural dark finished fir pocket door.

The kitchen is large with windows along the entire east side. The main feature is a gas/wood burning stove, a 1934 model which is in excellent condition.

On the second story there are four bedrooms. Two of the bedrooms are on the east side and each have doors leading to the balconies. The main bath separates these two rooms. A large clawfoot tub and big porcelain sink are original 1906 fixtures. The walls have tile scored keen cement plaster wainscotting.

The master bedroom is in the turret or west side of the house and has a fireplace. It duplicates the plan of the living room below. A good view of downtown Portland can be seen from this room. A door from the master bedroom leads into an adjoining room, possibly planned as a nursery.

The large hall on the second floor contains a linen closet and entrance to the dumb-waiter (now used as a laundry chute). The stairway to the third floor is also accessed from this hall.

The top story has three rooms and a bath. Two rooms were used as bedrooms. The third has been converted into a kitchen. Evidence points to the third level being used as a rental apartment at one time. A clawfoot tub, just four feet long, characterizes this small bathroom with a sloping ceiling and tiny window.

In the days of horse-drawn carriages, prominent landowners built carriage houses. This house has its original carriage house, one of the few remaining in the Mt. Tabor area from the early Portland period when this was the city's Eastern edge. The carriage house, now used as a garage, was built on the S. E. corner of the lot, just north of the main driveway. It has two stories - the lower is a large open room where the carriage and horses were kept and the upper is where the hay was stored. There are two small rooms on the upper floor off the central area. A trap door in the center was used with pulley ropes to lower and raise the hay. There is a secondary door on the main level which is transomed located at the back of the house. The primary entrance at the front may have been replaced at one time. It is now a garage type large door on a counter balance system.

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)

Commerce

Period of Significance

1912-1934

Significant Dates

1912-1916

Cultural Affiliation

N/A

Significant Person

Shogren, May (1861-1928);
Shogren, Ann (1868-1934)

Architect/Builder

Unknown

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

See continuation sheet

9. Major Bibliographical References

M & A Shogren Account Ledgers, Oregon Historical Society manuscripts collection.
Osgood, Kim, "The Sweat Behind the Seams," Oregon Historical Society manuscripts collection.
Telephone interviews initiated by Kim Osgood:
Mary J. Breyette, Shogren seamstress, 6/21/81.
Mrs. William Quick, Shogren seamstress and receptionist, 6/24/81.
Gladys McKenzie Hug, Shogren niece who lived with her aunts at Mt. Tabor home, 6/24/81.
Mrs. Eugene Rockey, Shogren client, 6/23/81.
Marie L. Feldenheimer, Shogren client, 6/16/81.
Oregon Journal 5/17/13; 5/20/74; 2/26/88.
Oregonian 12/03/07; 7/20/28; 9/04/34; 10/22/58; 9/22/76.
City of Portland Directories.
Conversation with Lew Shogren, 12/11/88,

See continuation sheet

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 # _____

Primary location of additional data:

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

Specify repository:

Oregon Historical Society
1230 SW Park Avenue, Portland OR 97205

10. Geographical Data

Acreeage of property 1.10 acres Mount Tabor, Oregon-Washington 1:24000

UTM References

A

1	0	5	3	1	4	1	0	5	0	4	1	2	4	0
Zone		Easting				Northing								

C

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

B

Zone		Easting				Northing								

D

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

See continuation sheet

Verbal Boundary Description

The nominated property is comprised of Lots 2, 3, 4, 5, 6, 25, 26, 27, 28 & 29, Block 8, Orchard Homes Addition, City of Portland, Multnomah County, Oregon.

See continuation sheet

Boundary Justification

The nominated area of slightly over one acre encompasses the entire urban tax lot presently associated with the house and carriage house built for Fred A. Shogren in 1906 and occupied by his sisters, May and Ann, from 1912 onward. Owing to the loss of the Shogrens' shop in downtown Portland, the residential property is that which is most importantly associated with the celebrated dressmakers today.

See continuation sheet

11. Form Prepared By

name/title Julie Biornstad
organization owner of property date December 15, 1988
street & number 400 NE 62nd telephone (503) 231-9677
city or town Portland state Oregon zip code 97213

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The house built for Fred A. Shogren about 1906 is located on 62nd Avenue, near Glisan Street, in the Mt. Tabor district of northeast Portland. It is oriented to the south, situated on a rise of land and occupying a wooded parcel slightly over an acre in size. The mature conifers which surround the place give an air of seclusion to the property which was engulfed by later residential development.

The boxey, two and a half story, shingle-clad house is a straightforward expression of Craftsman-style architecture. It has a gable roof, wide, overhanging eaves on exposed rafter ends and purlins, a large front dormer, multi-paned windows and recessed corner porch framed by a pergola with stone piers. The most distinctive feature of the house is a two-story, apsidal bay with conical roof on the west elevation to which is attached a towering outside end chimney of native stone.

The grounds are developed with a circular driveway system, a fine, ashlar gateway and retaining walls, a rose garden, and informal plantings, and an expanse of lawn. A separately contributing feature is the one and a half story carriage house with porte cochere which lies to the southeast of the main building and which is finished in the Craftsman style with shingle siding, multi-paned double-hung windows, and knee-braced gables.

The interior of the main house is finished in the Arts and Crafts tradition with dark-stained woodwork, paneled wainscoting, beamed ceilings, and a stone fireplace with a bold corbeled mantelpiece.

The architect of the house is as yet unknown. While A. E. Doyle is known to have designed a cottage or two for the family at North Beach in Washington, nothing in the Doyle papers provides evidence of his having designed the house on NE 62nd Avenue.

The property is significant under Criterion B because of its association with the remarkable Portland dressmakers, M. and A. Shogren. During the period in which they were active, the Shogren sisters were indispensable to fashionable women of Portland society. While they occupied the subject property only the last six years of their productive careers, the Shogrens are most importantly linked to the nominated property. The shop at SW Tenth Avenue and Yamhill where they so long conducted their business, no longer stands. Fred Shogren, an artist and photographer for The Oregonian, moved to Mosier to become a fruit grower in 1912. It was at this time that his sisters, May and Ann, took up residence in the house with their widower father. Their father, Henry Shogren, a Swedish-born patternmaker for Willamette Iron Works, had emigrated from Minnesota and settled his family in East Portland in 1872.

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May and Ann Shogren were without peer as dressmakers and tailors to Portland's social elite from 1889 to their retirement in 1918. May was the "modiste" who traveled regularly to Paris and New York to secure the latest and finest in fabrics and accessories for the expensive high-fashion garments produced by a corps of 50 to 100 seamstresses. Ann was the manager of the business known as M. and A. Shogren, Importers, Dressmakers and Ladies' Tailors. The shop was maintained at several downtown locations over the years. The Victorian house at 141 SW Tenth Avenue, which was their base from 1905 onward, no longer stands.

The firm's business ledgers, recently discovered in the house on 62nd Avenue, have been deposited in the collections of the Oregon Historical Society. The Society's central holdings on Park Avenue in Portland now encompass the site of the Madison Park Apartments of 1908, which was the Shogrens' investment property. The collections of the Society include numerous dresses, gowns and riding habits fashioned over nearly 30 years by the sisters Shogren.

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The residence (originally No. 98 E. 62nd N.) was first inhabited in 1906 or 1907 by Fred A. Shogren, a long time employee of The Oregonian as an artist and photographer. He also was an associate of C. L. Smith and Fred A. Routledge. Shogren and his sisters, May, Ann, Ruth and Elizabeth were children of Oregon pioneers Henry and Sophia Shogren. The family arrived in Oregon in 1872 from Minnesota. They settled in East Portland and raised their family at 229 Grand Ave. Henry, a native of Sweden, was a patternmaker.

In 1912 Fred Shogren moved from Portland to Mosier, Oregon. There he became a fruit grower. Two sisters, May and Ann, took up residency at 62nd with their widowed father, Henry. Lew Shogren, whose father was a cousin of the ladies, visited them in their home while on college vacation in 1927. They gave him a grand tour of the house which he says was very elegant and used extensively for entertaining.

May and Ann Shogren were well known for their dressmaking business at 141 S. W. 10th. M. & A. SHOGREN, IMPORTERS, DRESSMAKERS AND LADIES' TAILORS. According to an article in the Oregon Journal (Feb. 26, 1968) May and Ann were the modistes who dressed the social leaders of the city. They were the "arbiters elegantiae" for 35 years from the 1880's through World War I. A Shogren dress cost approximately \$150.00 in the days when 80 cents would buy a pair of fine white kid party slippers and \$4.75 a double fox scarf. The gowns were works of art and were the rage of every special occasion. Ann attended to the details of the business and May, who had a sweet face and disposition, simply told her customers what they ought to wear. May travelled to Paris and New York twice a year to bring Portland the latest in fashion and fabrics. Both were very discriminating with excellent taste in all matters. The business employed 80 to 100 seamstresses. Account ledgers were found in the house and given to Oregon Historical Society. Among the clients listed in these ledgers were Madame Ernestine Shumann-Heinke, world famous Wagnerian opera star and Sara Winchester, eccentric heir to Winchester Rifle fortune. Locally, Meier, Frank, Davis and MacKenzie are just a few names which appear. Also found in the house were wood cabinets thought to have been used to store fabric.

With the proceeds of their enterprise real estate was purchased in downtown Portland and North Beach. The sisters had the Madison Park Apartments built in 1908 on Park Ave. (located next to the Oregon Historical Society). They were destroyed by fire in 1972. The sisters owned property at North Beach, Washington, where they commissioned a cottage design from prominent Portland architect Albert E. Doyle.

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The home was occupied by Shogrens from the time it was built, 1906, until Ann's death in 1934. It was vacant for approximately one year before it was purchased by Webster Kincaid, a real estate appraiser. In 1943, it was sold to C. Arthur Sargent, a pipefitter. Sargent sold the home in 1944 to Rudolf and Hilde Schmoll.

Rudolf Schmoll was a master violin maker who was apprenticed at 17. He was born in Hanover, Germany and trained at Markneukirchen in Saxony, a center for instrument making since the 1700s. He continued there for five years then went to Ithaca, New York in 1926 to study under a violin maker. He returned to Germany to complete his examinations and received his Masters Certificate. Then he returned to the U.S. moving to Portland in 1931. He was a violinist with the Portland Chamber Orchestra. As his reputation for craftsmanship spread, Mr. Schmoll found less time for violin making than repairing, including the instruments of Isaac Stern, Alexander Schnider, Adolph Busch and Charles Treger. His shop was located at 510 S.W. 5th in Portland. Mr. Schmoll died in 1976.

After living in the home for 44 years, Mrs. Schmoll sold it to it's present owners, William and Julie Biornstad.

Although several attempts have been made to determine the architect, he is still unknown. However, the workmanship is excellent and the esthetics pleasing. In 1906, Mt. Tabor was a growing neighborhood and this house was one of the first early large homes. Now, of course, it is highly populated. Because the property was owned and inhabited so long by the Shogrens, this one acre lot has not been developed beyond the house and carriage garage.

The shingle house is distinctive in its architecture. The apsidal turret roofed west end, pergola covered porch and stone chimney are just a few interesting characteristics. The many diamond paned and double hung sash multi-paned windows are complimentary to the natural site and rustic, suburban landscaping.

Neighboring homeowners have great interest in this acre. One indicated the trees are their breakfast room view. The friends of this house have feared it's destruction for years because so many demands are made for multiple family structures in the area. Several older homes on the block have been razed for this very reason. Other shingle style homes built in the early 1900s in the area have been lost.

In 1889, Portland's most prestigious fashion house was born. May Shogren, drawing on her natural abilities and skills learned as forewoman at Henry B. Litt's establishment, teamed with her sister, Ann, to open her own door to the fashion world. That door was first opened at 35 Portland Savings Building. As the sisters honed their skills, business moved twice before settling in the famous Victorian house at 141 10th St. in 1905.

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At the peak of their popularity, "M & A Shogren" advertised as "Importer, Designer of Evening, Street and Tailored Gowns / Hand Embroidered Blouses, Lingerie Frocks / Evening Coats and Wraps." They served the most prominent society matrons: Mrs. J. C. Ainsworth, Mrs. F. J. Cobb, Mrs. H. J. Corbett, Mrs. J. Failing, Mrs. J. Frank, Madame Ernestine Schumann-Heink, Mrs. Chas. / Wm. / T. / J. W. Ladd, Mrs. A. J. Meier, Mrs. J. B. Montgomery, Mrs. Chas. Stimson and Mrs. Isom White. Some would arrive in horse-drawn hack rigs. Each customer spent thousands each year on garments at "M & A Shogren". Their daughters would have ballgowns, wardrobes for eastern boarding schools, bridal gowns and trousseaus made. Alterations and remodeling were also done, but only on clothing carrying their own label.

No amount of detail was spared. These were the finest garments sewn in Portland. Often Miss Ann would say "we can't do that" and Miss May would say "yes, we can" and it was done. Finished dresses were delivered to homes wrapped with an enormous amount of tissue and delicately placed in special boxes. The gowns could be hung or worn immediately without ironing.

The garments were made with exquisite fabrics and trims brought to Portland from Fifth Ave. New York and Paris. Ann made the purchases of materials and design sketches twice yearly. Patterns were never used. Patrons would select a sketch from books of fashion plates and May suggested the fabric and alterations of design befitting the clients shape. Gowns were expensive, ranging in price from \$150.00 to \$500.00.

"M & A Shogren" employed between 50 and 100 seamstresses, each a specialist in one particular aspect of dressmaking. The workers, all unwed or widowed women, could move up to a more prominent position upon proving their excellent skill. A tailor, Mr. Summerfelt, was employed to work on coats. The sisters were known to be wonderful to work for, never raising their voices or making inappropriate decisions.

It is said that May and Ann were charming, gentlewomen who were respected in and out of their shop. Both were avid horsewomen and rode weekly at Jim Nichol's Riding Academy with many of their clients. In fact, one specialty of their business was making riding habits. They had a headless horse dummy on which patrons could be fitted side-saddle.

As their clientele grew, so did their financial status. Investing in apartment buildings, land and an apple orchard in Mosier were a few ventures they undertook.

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Certainly, until retirement in 1918, the Shogrens attained prominence as the modistes who dressed the social circles of Portland and beyond. May's and Ann's success was made through hard work, an eye for the finest of detail and business manners above reproach.

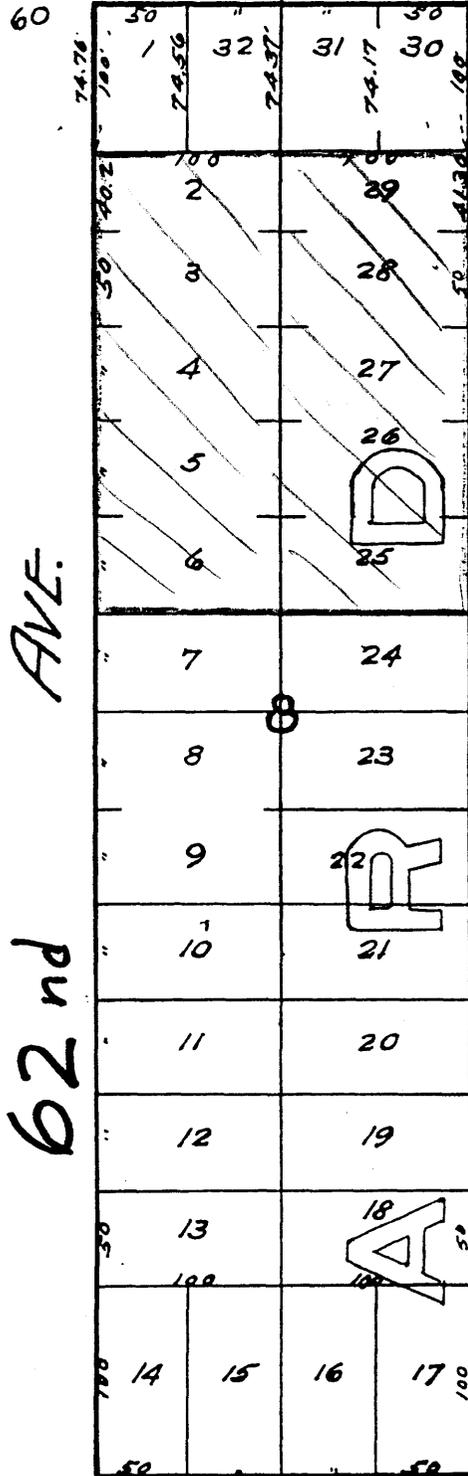
A large collection of Shogren dresses and gowns is held by the Oregon Historical Society. It forms the basis of a major exhibition of historic fashions scheduled for June, 1989 at the Society's center in Portland.

PARKHURST ADD.

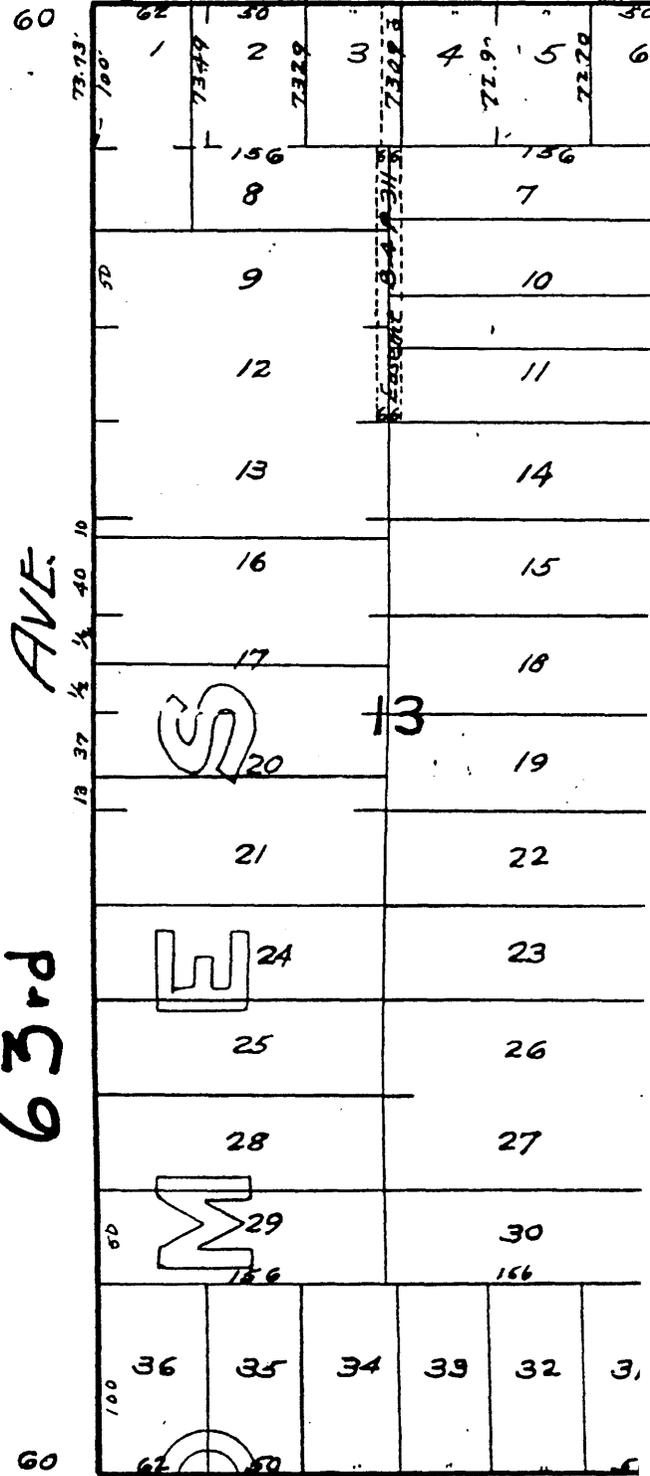
ACR

N.E. GLISAN

VILLO AVE

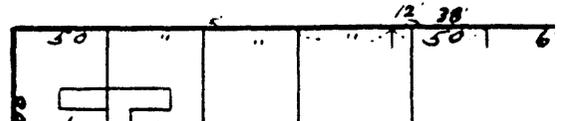
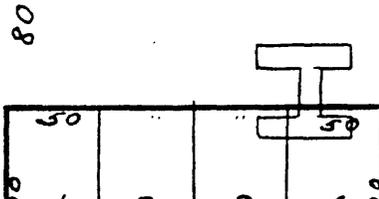


62nd AVE.

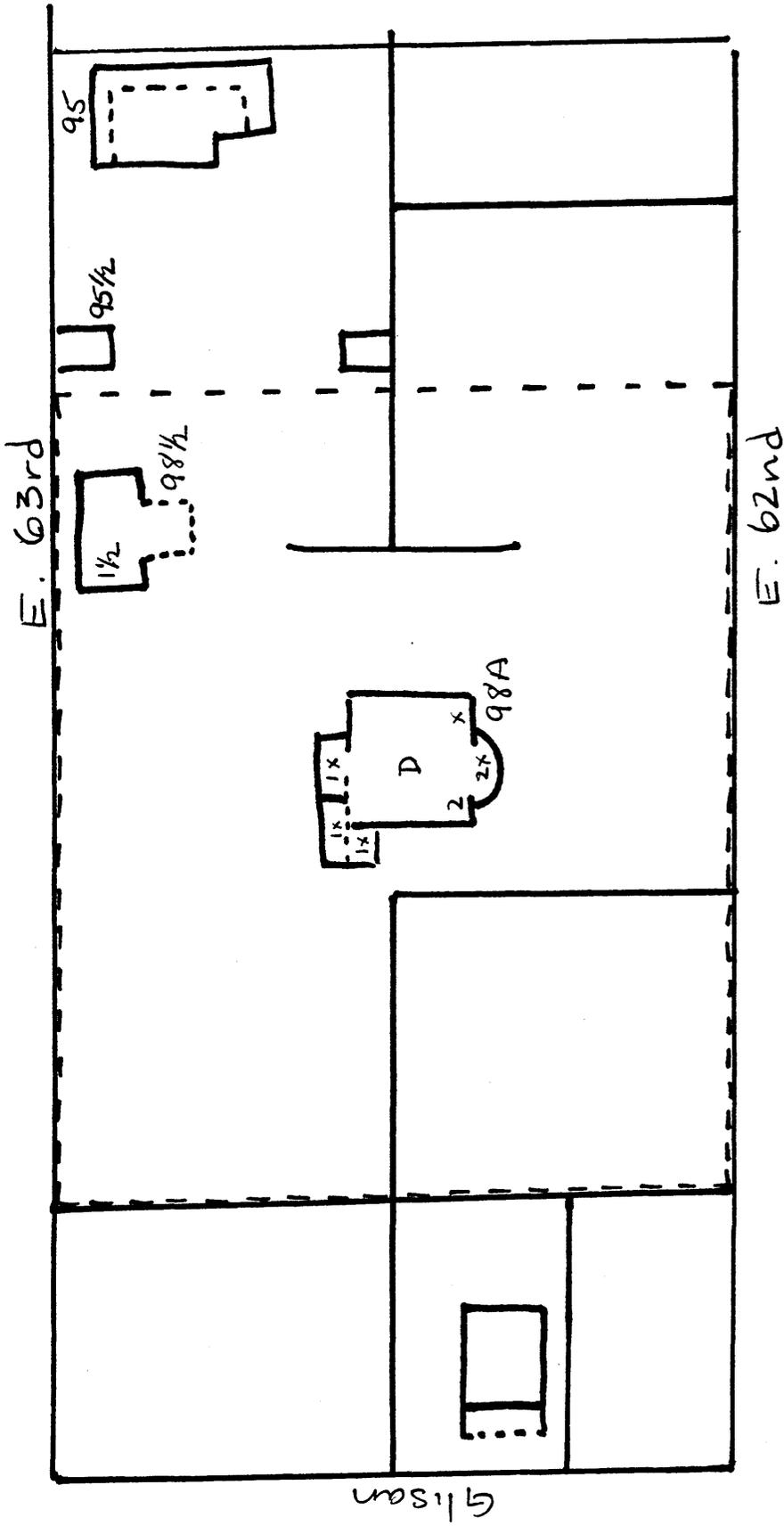


63rd AVE.

N.E. DAVIS



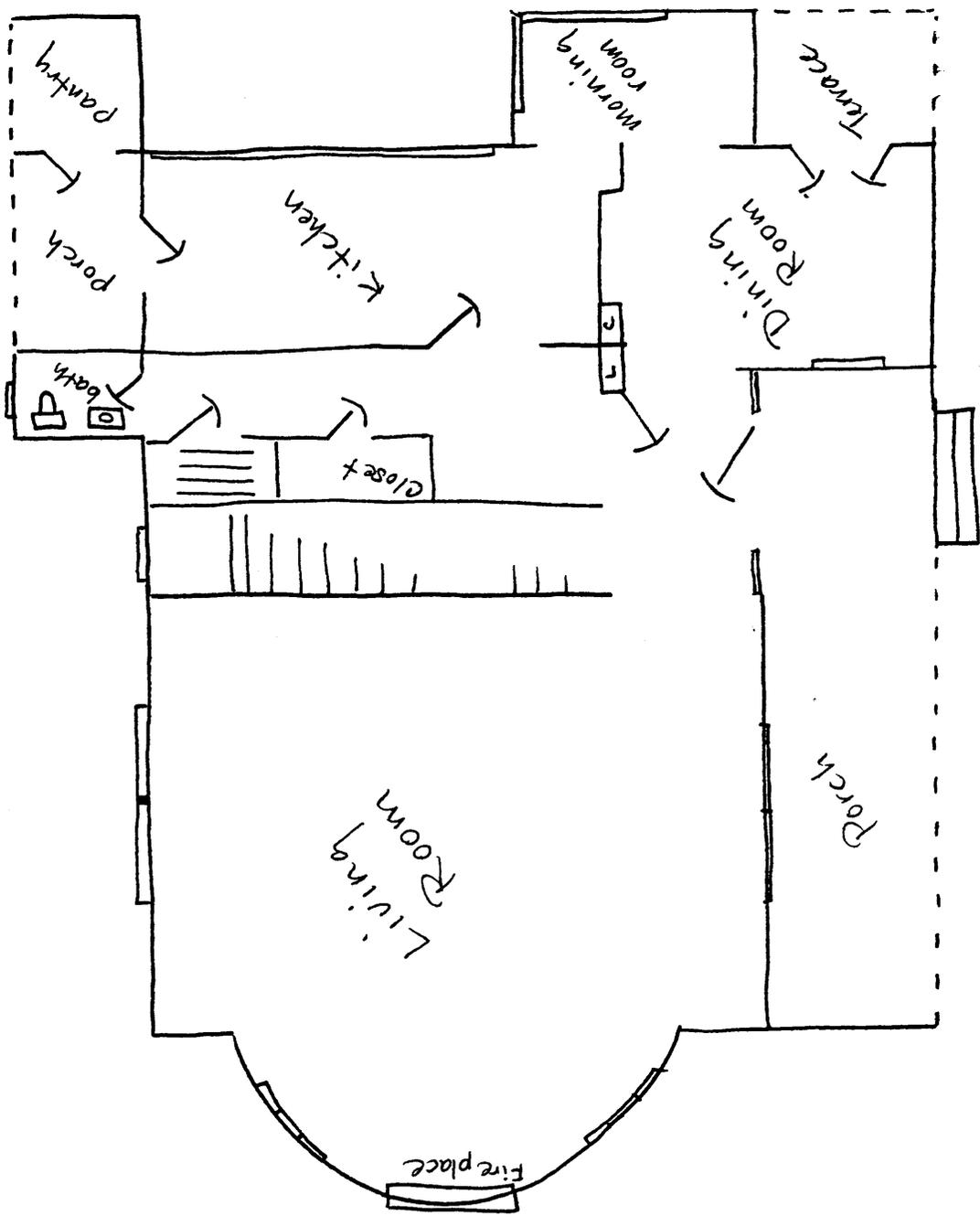
Copied from Sanborn Map
Portland 1909 - corrected to 1923
Volume 4 E. Hawthorne to E. Halsey



Area outlined in broken lines
is the nominated Property

N
4

L - Laundry chute
C - chimney for
wood/gas stove



Front Entrance