

United States Department of the Interior
National Park Service

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National Register of Historic Places
Registration Form

DEC 20 1993

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Telegram Building

other names/site number _____

2. Location

street & number 1101 SW Washington Street N/A not for publication

city or town Portland N/A vicinity

state Oregon code OR county Multnomah code 051 zip code 97205

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

James Jamrich December 15, 1993

Signature of certifying official/Title Deputy SHPO Date

Oregon State Historic Preservation Office
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the 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:)

PT Signature of the Keeper Entered in the
Gregory Lapsley National Register Date of Action
1/28/94

Telegram Building

Name of Property

Multnomah County OR

County and State

5. Classification

Ownership of Property (Check as many boxes as apply)

- private, public-local, public-State, public-Federal

Category of Property (Check only one box)

- building(s), district, site, structure, object

Number of Resources within Property (Do not include previously listed resources in the count.)

Table with columns: Contributing, Noncontributing, buildings, sites, structures, objects, Total. Values: 1, 1

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions (Enter categories from instructions)

Industry: Communications facility (newspaper plant)

Current Functions (Enter categories from instructions)

Domestic: Hotel (youth hostel)

7. Description

Architectural Classification (Enter categories from instructions)

Late 19th and Early 20th Century Revivals: Georgian Colonial

Materials (Enter categories from instructions)

foundation concrete, walls brick, roof metal, other trim: glazed terra cotta

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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The Portland Telegram Building, located at the northwest corner of SW Washington Street at SW 11th Avenue, was constructed in 1922 for J. N. Barde, a Portland industrialist, to house the newspaper, an evening daily, which had been founded 45 years before in 1877.

Barde leased the building to the Telegram for 25 years, and the building, designed by the engineering firm, Rasmussen Grace Company of Portland, was especially planned to accommodate the newspaper, including production plant.

EXTERIOR

Rasmussen Grace's design may generally be described as in the Georgian Colonial Style. The design was competently done, although not inspired. The 100' x 100', three story and basement building has its corner cut at a 45 degree angle, with the entrance located at the corner, and the clock tower and cupola situated on the diagonal, at the corner over the entrance. The red face-brick of the street fronts is laid in common bond with 1/4 inch joints of white mortar. The arched opening of the building entrance is surrounded by glazed white terra cotta, and an elaborate fan light is over the entrance doors. At the second floor line is a terra cotta belt-course, and there is a terra cotta cornice at the roof line. Above the cornice is a white terra cotta balustrade, set between brick piers.

The tower is constructed in three levels. The first level is brick, with window openings all around. A white terra cotta cornice caps the brick wall. Above the cornice, a light steel frame faced with wood houses the clock face and mechanism. A wood cornice, painted white, caps this section of the tower, and terra cotta urns are set above this cornice, spaced around the tower. Above the clock section is an octagonal cupola of wood, also painted white.

The second floor window openings have round heads, with white terra cotta keystones and impost blocks. Sills are also terra cotta. The third story window openings have square heads with terra cotta keystones and sills. At the third-floor line, rectangular decorative panels of terra cotta are set in the brickwork at intervals, four at each street front, and one at the corner.

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Windows are wood, double hung sash with wood muntins, having nine lights to upper and lower sash, except at the second floor, where the upper sash have additional lights at the top, of irregular shape to accommodate the arched window heads. At the street level, retail spaces originally had wood sash and entrances. Today, the street level openings have white marble trim and wood and plaster panels, installed with little consideration to their design, which detract from the harmonious appearance of the rest of the building.

INTERIOR

The structure for the building includes concrete foundations and basement walls, and concrete columns and beams under the street front masonry walls. There are no structural basement walls at the rear of the property lines, the walls of the adjacent hotel's basements forming the enclosure. The interior structure is heavy timber, mill construction. A construction photograph from 1922 shows that the wood interior construction was all built before the enclosing brick walls at the street were erected.

The basement was made very deep to accommodate the rotary presses used to print the newspaper. The pits for the presses still exist, although now floored with wood. A part of the paper conveyer is still in place, but all of the printing machinery and the equipment of the stereo department, also in the basement, have been removed. The basement extends under the sidewalk.

The business office of the newspaper was on the first floor, accessed from the street by stairs to the corner entrance. At street level were retail spaces. The Editorial Department occupied the second floor, and the third floor housed the Mechanical Department. The Art Department was located in the tower.

At the rear of the building are narrow light wells, shared with the adjoining hotel buildings. A stairway near the center of the building, and serving all floors, was wrapped around the building's single elevator. A second stairway, also serving all floors, was located near the northeast corner of the building. A dumbwaiter also once served all floors. The dumbwaiter would have been used for sending copy and galley proofs between the second and third floors, and for sending mats from the Mechanical Department to the Stereo Department in the Basement. The shaft remains, although the dumbwaiter itself today is

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not functional.

The exterior of the building is in all original condition, except for the store fronts. Inside, very few original partitions remain. These may have been generally dwarf partitions of wood and glass, considering the high ceilings and high windows, which provide excellent natural light. The ceilings and enclosing walls are plastered. The original hardwood flooring has been covered with plywood to receive asphalt tile, probably in the 1950s. The entire building is protected by automatic fire sprinklers.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- Criteria A, B, C, D with checkboxes and descriptions.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- Criteria A through G with checkboxes and descriptions.

Areas of Significance

(Enter categories from instructions)

Architecture

Communications

Period of Significance

1922-1931

Significant Dates

1922

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Rasmussen Grace Company

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- Checkboxes for documentation types: preliminary determination, previously listed, National Historic Landmark, Historic American Buildings Survey, Historic American Engineering Record.

Primary location of additional data:

- Checkboxes for data locations: State Historic Preservation Office, Other State agency, Federal agency, Local government, University, Other.

Name of repository:

Telegram Building
Name of Property

Multnomah County OR
County and State

10. Geographical Data

Acreage of Property 0.23 acres Portland, Oregon-Washington 1:24000

UTM References

(Place additional UTM references on a continuation sheet.)

1

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Zone Easting Northing
2

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3

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Zone Easting Northing
4

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See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title John M. Tess, President, and Richard E. Ritz, FAIA
organization Heritage Investment Corporation date June 1, 1993
street & number 123 NW Second Avenue telephone 503/228-0272
city or town Portland state OR zip code 97209

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Oregon Council of American Youth Hostels
street & number 1101 SW Washington Street telephone 503/223-1873
city or town Portland state OR zip code 97205

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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SHPO SUMMARY

The Telegram Building, a three-story brick building on full basement and concrete foundation, occupies a 100-foot-square lot at the northwest corner of the intersection of SW Washington Street and Eleventh Avenue on the westerly edge of the central business district in downtown Portland, Oregon. Designed by the Portland engineering firm of Rasmussen Grace Company, which specialized in industrial work, the building was opened in 1922 as headquarters and production plant of the Portland **Evening Telegram**, third-ranked among the city's four daily newspapers of the day. The building has a heavy timber frame and brick exterior walls. Street elevations are detailed in the Georgian Colonial style with trim of white glazed terra cotta. The building's prominence at the intersection is heightened by its beveled corner entrance bay surmounted by a clock tower in the image of the belfry of the old Pennsylvania statehouse better known as Independence Hall [spire added by William Strickland in 1828].

The building's investor was J. N. Barde, who had prospered in the scrap metal business after brokering government surplus steel, ships and munitions at the end of the First World War. The Telegram Building appears to have been his main investment in real estate. The project was specially engineered for the original tenant based on a 25-year lease.

Externally, the Telegram building is a conventional multi-story commercial volume whose scale and mass are very unlike Colonial archetypes. Its historic spirit is conveyed by the lantern-topped clock tower, a roof deck balustrade and tall keystone windows having double-hung wood sash with six-over-six lights. Windows are flat-arched on the third story and arcuated on the second story where tracery divides the lights above the springing line. The handsome Doric portico of terra cotta is archeologically detailed from stock order elements and consists of engaged columns, entablature, a surround edged with staggered quoins, a Roman-arched portal with coffered recess and over-door fanlight.

Retail spaces on the ground story were an integral part of the investment scheme. Their fronts have been modified to varying degrees. Interior construction is suggestive still of the building's function, although all original machinery and equipment excepting the sprinkler system have long since been removed. Press pits remain in the basement, boarded over. The business office occupied the center of the main floor, and in this space column cap

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moldings, wall paneling and a curvilinear staircase with wrought-iron railing remain. In upper floors, where various departments of the newspaper were housed, few partitions are standing. It is believed that on these floors dwarf partitions were typical to allow the free flow of natural light from generous street front openings. The paper's art department occupied a room in the brick base of the clock tower.

The property meets National Register Criterion C as an example of industrial/commercial architecture that followed a convention of the age for daily newspaper headquarters in its identifying symbol, the clock tower. The building's distinction in the Portland streetscape is that it is one of two surviving newspaper headquarters of historic vintage. Of buildings which housed the four major dailies 50 years ago or more, only the Journal Building, adapted as the Jackson Tower, remains. The location of the Telegram Building on the fringe of the central business district relieved its owners from pressure for redevelopment more greatly felt elsewhere in the downtown. Renovation is in progress for the building's adaptive use as a youth hostel under auspices of the Oregon Council of American Youth Hostels, the current owner.

The Telegram Building also is significant under Criterion A in the area of communications. The period of significance begins in 1922 with construction for the tenant John E. Wheeler, owner of the **Portland Evening Telegram**, and ends after a chequered financial history when, in 1931, a subsequent owner, E. W. Scripps, acquired the paper, merged it with the **News** and consolidated operations of the **News-Telegram** at Fifth and Main.

The **Portland Evening Telegram** had been founded in 1877 by Henry L. Pittock, owner of the leading daily, the **Oregonian**. In 1914, the **Telegram** was sold to lumberman John Wheeler, who effected the move to a building specially engineered for production. Together with his associate, Emery Olmstead, president of the Northwestern National Bank backed by the Pittock family, Wheeler became increasingly entangled in ill-founded financial dealings which resulted in the collapse of the bank and bankruptcy of the **Telegram** in 1927. A San Francisco combine sought to revive the paper with increasingly sensational editorial policy, but was foiled by the stock market crash in 1929. After its acquisition and merger by Scripps, the **News-Telegram** for a time benefited from the combination of the respective papers' Associated Press and United Press wire services. The **News-Telegram** finally ceased publication in 1939, a casualty of the Depression.

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HISTORY OF THE BUILDING

In 1922, J. N. Barde built the two story brick building on the northwest corner of 11th and SW Washington. The architectural plans were developed by the engineering firm of Rasmussen and Grace. The building cost \$300,000 and was constructed by W. D. Andrews Construction Company. The Telegram Building was designed specifically for the Telegram, which signed a twenty-five year lease. The corner clock tower is unique in the city, reflecting a tradition of giving newspaper buildings distinctive forms which symbolized their roles as important public institutions.

In 1931, E. W. Scripps, owner of the Portland News, purchased the Telegram and merged the two companies. The Telegram staff moved to the News offices at 5th and Main. The Telegram Building remained vacant until 1938.

In that year, radio station KXL moved into the facility as its broadcasting center and office. They renamed the building the KXL building and remained for three years.

Again, the building lay vacant, from 1941 to 1943. In 1943, the KXL Building became headquarters to the Oregon Automobile Club. They remained in the space until 1956. For two more years, the Telegram Building was vacant.

In 1959, Payless Drug Stores moved in, sharing the building with the Commercial Fidelity Corporation, a detective agency. Over the next two years, Payless expanded until they occupied the entire building. They remained until 1964.

In June, 1963, eighteen months later, Barde's widow and brother sold the Telegram Building to the Hogg Brothers Furniture Company in exchange for the Hogg Brothers store property in Salem, valued at about \$200,000.

In 1967, the building was once again renamed for its new tenants, the Franklin Institute of Sales. They remained until 1980. When they left, the building again was vacant.

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J. N. BARDE

J. [Jacob] N. [Nat] Barde was born January 29, 1888 in St. Paul, Minnesota. Three years later, his parents moved to Portland and the young Barde attended Harrison School. At that age of 14, however, despite his parent's best efforts, Barde left school. He began working in his father's second-hand metal business as a bookkeeper. By 1928, he would be President of the enterprise, growing it to annual sales of \$2.5 million.

Barde brokered in scrap. During the 1906 San Francisco Earthquake, at the age of 18, Barde traveled south to head up a wrecking business. He remained three years, meeting and marrying Edith Gordon while there.

Following World War I, Barde bought government surplus steel, ships, munitions. At one point, he bought 340 wooden vessels from the government as surplus and sold them as merchant ships. On another occasion, he bought from the government 10,000 rifles, 500 revolvers, and ammunition.

He was known for developing sweetheart arrangements for buying scrap cheap. At least three times, he pushed the envelope of ethics leading to public outcries, although he did not break any laws. By the end of his life, he headed up Barde Steel, Barde Wire Rope, Pacific Steel Warehouse (in Boise), and Moore Steel Service (in Eugene, Medford and Roseburg).

As his wealth grew, so did his notoriety. Beginning in about 1923, he became increasingly active in civic issues. He was chairman of Portland's Housing Authority and Mass Transportation Committee. He was chairman of the National Conference of Christians and Jews, a 32nd degree Mason, member of the Al Kader Temple, Willamette Lodge No. 2 AF&AM, Woodmen of the World, Lang Syne Society, Congregation Beth Israel, Temple Men's Club and Tualatin Country Club.

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For most of his early life, Barde lived in hotels, including the Multnomah and Sovereign. In 1926, Barde and his family moved into a Carl Linde-designed Spanish Revival home at 2400 SW Park Place, where he lived the rest of his life. The Park Property is on the National Register and a Portland Landmark. Barde died on December 8, 1961. He was survived by his wife, son and two daughters.

The Telegram Building is Barde's only known venture into real estate. He developed it at the age of 34 and held the property throughout his life. His widow sold the property in the year following his death.

RASMUSSEN GRACE COMPANY

The Telegram Building was designed by the civil engineering firm of Rasmussen Grace.

The engineering firm was more of an association of two associates working out of their homes. Rasmussen Grace never had a formal office. The two principals were Harald Rasmussen and Richard J. Grace. Rasmussen served as President, while Grace was Vice President.

Of the two, Grace is better known. He was born on May 25, 1879 in Liverpool, England. In 1888, at the age of 9, he came with his parents to New York where he attended school. In 1906, at the age of 27, Grace immigrated to Portland. For the next 38 years, he established a private practice, designing industrial building including coal docks, dams, paper mills, woolen mills and power plants. In 1944, he joined the Portland Office of the US Army Corps of Engineers as the head of the Real Estate section. Five years later, he returned to private practice and semi-retirement.

The Telegram Building was designed when Grace was 43.

Grace died on February 11, 1956. For most of his life, he lived at 460 Chapman Street. Surviving him was his wife, Rose, two daughters and one grandchild. He was a member of the Society of American Military Engineers, the Oregon Historical Society and the Trails Club.

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THE PORTLAND TELEGRAM

The first number of the Portland Evening Telegram appeared on April 16, 1877. It was founded by Henry L. Pittock, who had founded the Oregonian only 16 years earlier. Through its early years, it experienced a number of editorial and management changes, as staff used the Telegram as a stepping stone especially to the more established and leading Oregonian. The paper's editorial reputation with the public also reflected the Pittock-Oregonian connection. Nonetheless, the paper grew from a measly four pages to 16 to 24 pages.

In 1914, Pittock sold the Telegram to John E. Wheeler. Wheeler had come to the west after graduating from Yale in 1900. He invested family funds in timberlands. His family, like many others coming to Oregon at the time, had invested successfully in natural resources back East in more settled areas and were looking for new venues. Wheeler had acquired 31,000 acres worth of redwood timber in Northern California, one of the largest stands in the world. He also acquired 20,000 acres 45 miles west of Portland, called the Task Stand.

With family money and early success in lumber, Wheeler found ready acceptance in Portland. Listed among his friends was Emery Olmstead, manager of the Portland Trust Company. In 1913, when Pittock and his son in law organized the Northwestern National Bank, they named Olmstead as president. An aggressive banker, Olmstead grew the assets of Northwestern quickly and creatively.

In 1914, Olmstead arranged for the bank to loan Wheeler sufficient funds for Wheeler to purchase the Telegram. By October, 1914, the Telegram announced plans to move into the Pittock Block, owned by the Northwestern Electric Company (which in turn was owned by Herbert Fleishhacker), by the first of the year. The Telegram would occupy two first-floor store rooms, the basement underneath and mezzanine. Their lease was to run for ten years.

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Eight years later, in the summer and fall of 1922, Wheeler moved the Telegram to a new home at the corner of 11th and Washington Streets. The basement was arranged to accommodate the press room and stereotype departments. The first floor featured the business office and retail shops. The upper floors were used for editorial, news and circulation departments. The Art Department was located in the tower.

The newspaper in this time was considered the city's third, after the Oregonian and after the Journal, but ahead of the News. Though a member of the United Press wire, the newspaper leaned toward the sensational. Headlines often featured sports or crime stories. Typical headlines included "Portland Man Gored By Bull"; "Boy Murders Man; Kills Self", "Man Lives 3 Hours with Top Off Head". It sold on subscription for \$0.03. To boost subscriptions, the newspaper offered incentives. For 10 subscriptions, you received a turkey, for 15, a 75 Jewel radio receiving set, and for 4 a football. On trains, outlying areas and from newsstands, the cost was a nickel.

An aggressive banker, Olmstead was perhaps too entrepreneurial. In 1924, the Pittock family interests attempted to remove Olmstead, but were unsuccessful. They were upset, in part, because Wheeler had established a history of overdrafts and wanted Olmstead to stop the practice. The Pittock interests however only controlled 43% of the bank's stock. Olmstead had seen that Wheeler and others had acquired interests in the bank. He also secured the backing of San Francisco banker Herbert Fleishacker. Olmstead remained.

In February, 1925, Wheeler endorsed some \$40,000 US National Bank notes that proved uncollectible. Olmstead chose to write them off rather than make a public fuss. For the next two years, Wheeler's debts continued to mount and he was having a difficult time keeping ahead. Through the McCormick Lumber Company, Wheeler borrowed heavily to buy logs. But a slump in the lumber market made it impossible for him to repay his debts.

Wheeler's financial wheeling and dealing continued. By using eastern banks, with Olmstead's approval, Wheeler was able to kite millions of dollars in checks. In so doing, his balance at Northwestern seemed ample, allowing him to withdraw funds for both business and personal use. Together, Olmstead and Wheeler were able to manipulate the system for months.

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In November of 1926, to shore up his increasingly fragile financial health, Wheeler attempted to sell the Telegram to the Oregon Journal. Given that Henry Pittock controlled the Oregonian, it was obvious why he didn't approach him. The Journal offered \$600,000 cash. Wheeler refused and went to San Francisco "to get a better offer from Hearst". He failed.

On February 28, 1927, the roof fell in. A bank examiner discovered an \$800,000 cash shortage at Northwestern. The Pittock estate prevented the bank's closure by making good on the shortage. Olmstead was fired. Despite good efforts, over \$2 million in bad loans were found and a quiet run on the bank began to occur in March, 1927. By the end of the month, the two major banks--US National and First--guaranteed Northwestern's deposit, but the bank was liquidated.

The Telegram went into receivership following the run on the Northwest National Bank. On April 20, the Telegram filed bankruptcy, listing debts of \$492,000 and assets of \$1,007,204. By the end of May, 1927, the Portland News, a competing afternoon paper owned by E. W. Scripps, made an offer of \$200,000. Considerably lower than the \$706,000 determined by the bankruptcy court, the Creditors rejected the offer. A month later, the creditors agreed to sell the paper for \$226,000 to David E. Lofren, who was acting as agent for Herbert Fleishhacker and Carl Brockhagen of San Francisco.

Wheeler and Olmstead went to trial in January, 1928 for bank fraud. They were found guilty on 22 counts. Wheeler was sentenced to three years, but got out in two after President Herbert Hoover pardoned him. Wheeler removed himself to California and died in 1943.

Fleishhacker had long-standing ties to Portland, dating back to 1911 when he established the Northwest Electric Company and developed the Pittock Block. Under the influence of George Joseph, attorney for Meier & Frank, the new owners of the Telegram launched the paper into an era of greater sensationalism--often at the expense of some prominent reputations. Unfortunately, the timing of the venture was poor. With the stock market crash of 1929, the paper could not survive.

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In May, 1931, Fleishhacker sold the Telegram to the Portland News owned by E. W. Scripps. The resulting merger produced the Portland News-Telegram. The merger made sense. It reduced the number of city papers from four to three (excepting the Daily Journal of Commerce which had begun publication by this time), and combined the Associated Press wire of the Telegram with the United Press wire of the News. At that time, given the overcrowding of the News headquarters at Fifth and Main, Scripps had no specific intention of moving the Telegram from their home at Eleventh and Washington beyond a general desire for consolidation. Nonetheless, the paper eventually transferred all staff to the News Building, leaving the Telegram Building vacant.

Despite good intentions, the expanded News-Telegram folded on August 20, 1939. According to the newspaper's president,

increasing production and operating costs, prices of materials and multiple taxes--local, national and the new security taxes, have so greatly added to our burden ...[that we] have been forced to suspend [operations].

The Telegram had signed a twenty-five year lease with Barde and the Telegram Building had been built specifically for the newspaper. It is not known whether the newspaper had been paying rent on the Telegram Building. Nonetheless, as the combined News-Telegram headed toward failure, and with almost over fifteen years left on the lease, the building's owner, J. N. Barde, sued the lessors, Herbert Fleishhacker, for rents due. Fleishhacker in turn sued the Portland News-Telegram, who countersued based on fraud between advertisers and the previous Telegram newspaper. Because of the failure of the News-Telegram, the suit quietly died.

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KXL

KXL occupied the Telegram Building from 1938 to 1941.

Commercial radio began in the early 1920s. Westinghouse made the first broadcast in 1920 and in 1926 the Radio Corporation of America (RCA) created the National Broadcasting System. KXL began operation in 1927, located at 121 Lownsdale. The next year, it moved to the Bedell Building, and in 1929, moved to the Multnomah Hotel.

In 1938, KXL moved to the Telegram Building and renamed it the "KXL Building". In 1941, it left to broadcast facilities in the Orpheum Building at 743 Broadway and adjacent to the Orpheum Theater. Given the tendency of radio to broadcast live musical and other performances, the move made sense.

In the 1950s, with the rise of television, KXL fell on hard times. Les Smith bought the station and in 1957, sold a half interest to Frank Sinatra for \$1.25 million. It was Sinatra's first venture into radio. Smith also changed the radio's format from entertainment to all music, using name disc jockeys (DJs).

OREGON AUTOMOBILE ASSOCIATION

The Oregon Automobile Association occupied the Telegram Building from 1943-56.

The Oregon State Motor Association, a forerunner of the American Automobile Association, started in 1905 as a cooperative organization of motorists working to advance all the elements that would advance the cause of the automobile. Specifically, the association focused on good roads, safety, transportation legislation and highway financing.

Automobile associations in general started as social clubs. The first club was the Automobile Club de France, started in Paris in 1895. Similar groups formed in Great Britain and Belgium shortly thereafter. In the United States, the American Automobile Association was established in 1902, just three years before the Oregon Association.

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It was in the early 1950s that America blossomed into the automobile society. Forced wartime savings, pent-up demand, retooled/redesigned cars, and a population explosion led to the rise of suburbs, a rush to buy cars and a world where the car became a necessity. With that, the Oregon Automobile Association, offering quality trip planning and road service, along with its lobbying efforts, grew rapidly.

By the mid-1950s, the organization had outgrown the Telegram Building and began formulating plans for its new headquarters building located at 600 SW Market.

HISTORY OF TERRA COTTA IN PORTLAND BUILDINGS

There are different types and uses of glazed terra cotta. Portland office buildings generally used architectural terra cotta. This type is a design of hollow blocks of baked clay hand-pressed into molds and used to decorate the exteriors of buildings. Most of the terra cotta buildings are found in the downtown core of the city, but there are also residential and institutional examples outside the city center. These buildings were constructed in Portland from 1905 to 1930 and the Telegram Building is a strong example of the use of decorative terra cotta.

Although dating back centuries, architectural terra cotta became popular as an overall facing in the 1890's, with the first example in Chicago. Use of terra cotta in Portland commercial buildings started around the same time. The period between 1907 and 1920 was the main period of buildings glazed of the large commercial type in downtown Portland. Its popularity resulted from the popularity of steel framed skyscrapers; these large commercial structures needed a protective, yet lightweight and economical facing. Terra cotta answered these needs. Molded and glazed, it also gave the architect an economical, creative source for decorative exterior treatments.

Architectural terra cotta is of hard-baked, fine-grained clay. It is similar to brick, but made of a finer grade of clay and fired at a higher temperature. Generally, it is manufactured in hollow blocks, 4 inches deep with faces typically 12x18 inches.

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Given the decorative nature of the facing, terra cotta ornamentation begins with a set of shop drawings translated from the architect's drawings. These drawings outline each individual piece of terra cotta, with details including how it is to be secured. From the drawings, sculptors employed by the terra cotta firms make plaster and clay models; the plaster for the main body and the clay for the detail. In interpreting the relatively simple shop drawings, the model makers also had to supply their own sense of proportion, scale and texture to any ornamentation. In addition to the detailing required, terra cotta firms must also plan for shrinkage when the clay is baked; shrinkage would vary according to the clay used but could be as much as 10%. From the models, the manufacturers created plaster molds. From there, grog (ground-up, previously burnt clay) is added to the clay to control plasticity and firing behavior. The mixture is wetted, blended, aged up to 24 hours and then hand-pressed into the molds. Carefully pressed, the clay is left in the mold for several hours. After which, the presser removed the clay and cleans off any imperfections. The terra cotta is then placed on a drying rack for about 24 hours. The piece is then glazed accordingly and fired. To allow the piece to warm and cool gradually, firing generally stretches from days to a week. Subsequently, the pieces are checked for size in the fitting room and shipped.

The dominant firm manufacturing handmade architectural terra cotta for the Portland market was Gladding, McBean and Co. of San Francisco. In the 1880's, Charles Gladding, visiting from Chicago, convinced his midwestern partners to establish a plant in Lincoln, California after sending them samples of the clay. Initially, Gladding, McBean and Co. manufactured sewer pipe, but almost immediately began producing architectural terra cotta for buildings in Portland and elsewhere on the west coast. Other terra cotta firms active in Portland during the period were N. Clark & Son and Washington Brick, Lime & Sewer Pipe Company.

Masons installed the terra cotta from scaffolding while working from drawings. They attached the terra cotta to the building's skeleton using metal anchors. Generally, anchors were made of wrought iron before 1930. Preservation of such terra cotta is often difficult as water seeps in and eventually rusts the anchors; the weathering eventually explodes the terra cotta. Once in place, the masons would saturate the terra cotta with water, rake out the 1/4 inch joints about 1/2 inch and point.

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THE ARCHITECTURE OF NEWSPAPER BUILDINGS

The exterior appearance of the building owes its character to the use of Georgian Revival architectural vocabulary, and to the concept, prevalent in the United States for about 50 years, that a major city daily newspaper should be housed in a building with a clock tower. This concept had been used in Portland for the newspaper plant of the Oregonian in 1891, and again for the Oregon Journal in 1912. Numerous newspaper plants in major cities all over the country had followed the same formula. The Oregonian Building design expressed this concept using Richardsonian Romanesque detailing, and the Oregon Journal Building (now known as the Jackson Tower) was a wedding cake design utilizing Classical Revival details.

The Telegram Building was, however, past its time at the time of construction. By that time, newspaper plants were generally being built without clock towers, and looked like office buildings or industrial plants. Examples include the News in New York City, and the Daily News in Chicago--both of which were office buildings in the Art Deco style.

Today, very few newspaper plants from the early development of big city dailies have survived. Both their office space and their printing plants became inadequate in size, as the cities and the newspapers grew, and the old buildings, because of their specialized nature, did not adapt well to re-use for general purpose. One reason the Telegram Building has survived to this day is that the newspaper left the building after only nine years of occupancy, and did not have time to outgrow the facility. The building was also located outside the growth area of downtown Portland, where there have been no pressures to maximize return on the real estate.

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COMPARISON WITH OTHER PORTLAND NEWSPAPER BUILDINGS

The Portland Telegram Building is unique for Portland in architectural style, the Georgian Style being a rarity, and generally confined to institutional buildings here. It is the only Georgian Revival commercial building in Downtown Portland. It is one of only two surviving historic newspaper plants in the city. The old Oregonian Building was demolished in the early 1950s, and the Portland News Building was demolished in 1961 for the construction of the Standard Plaza Building. The Oregon Journal's original home in the Goodnough Building disappeared with the construction of Pioneer Place. The Journal's next home (now Jackson Tower) survives as an office building and garage, but its last home, the waterfront Public Market Building, has been demolished. The distinctive appearance of the Telegram Building with its corner clock tower has long made it a visual landmark of downtown Portland.

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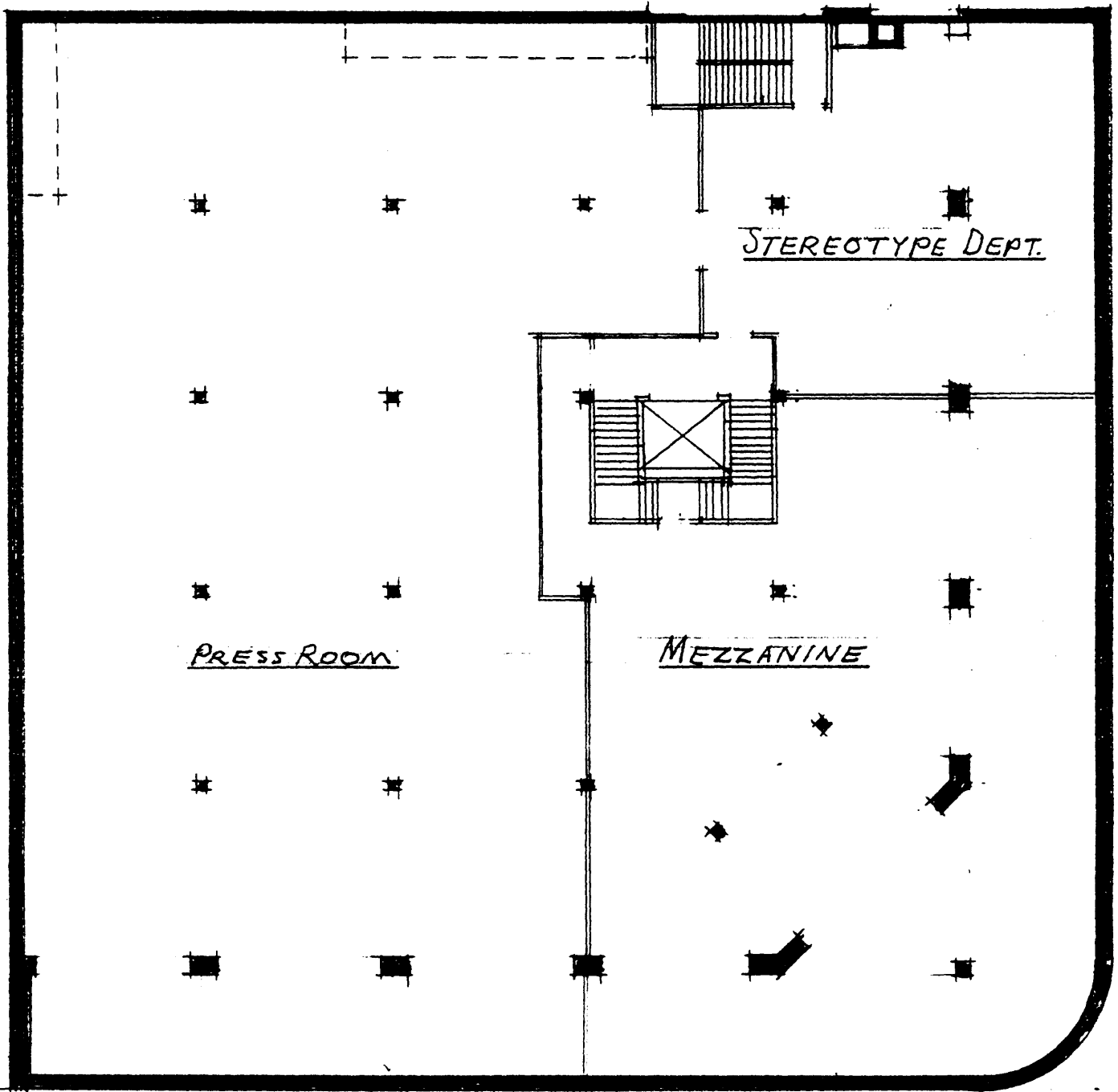
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VERBAL BOUNDARY DESCRIPTION

The Telegram Building is located on Lots 3 and 4, Portland block 255, Portland, Multnomah County, Oregon.

BOUNDARY JUSTIFICATION

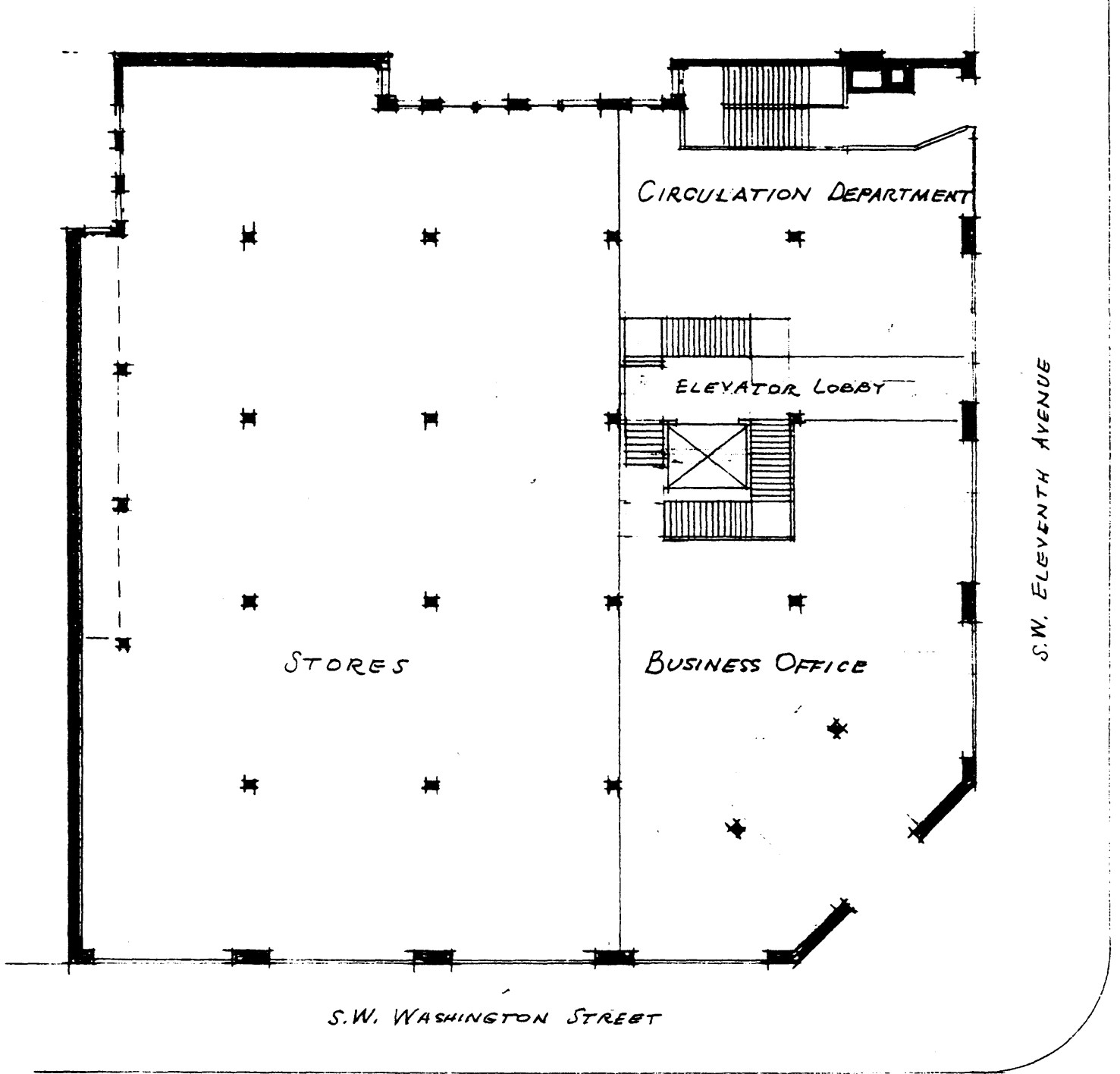
The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.



BASEMENT PLAN SCALE: $\frac{1}{16}'' = 1'-0''$



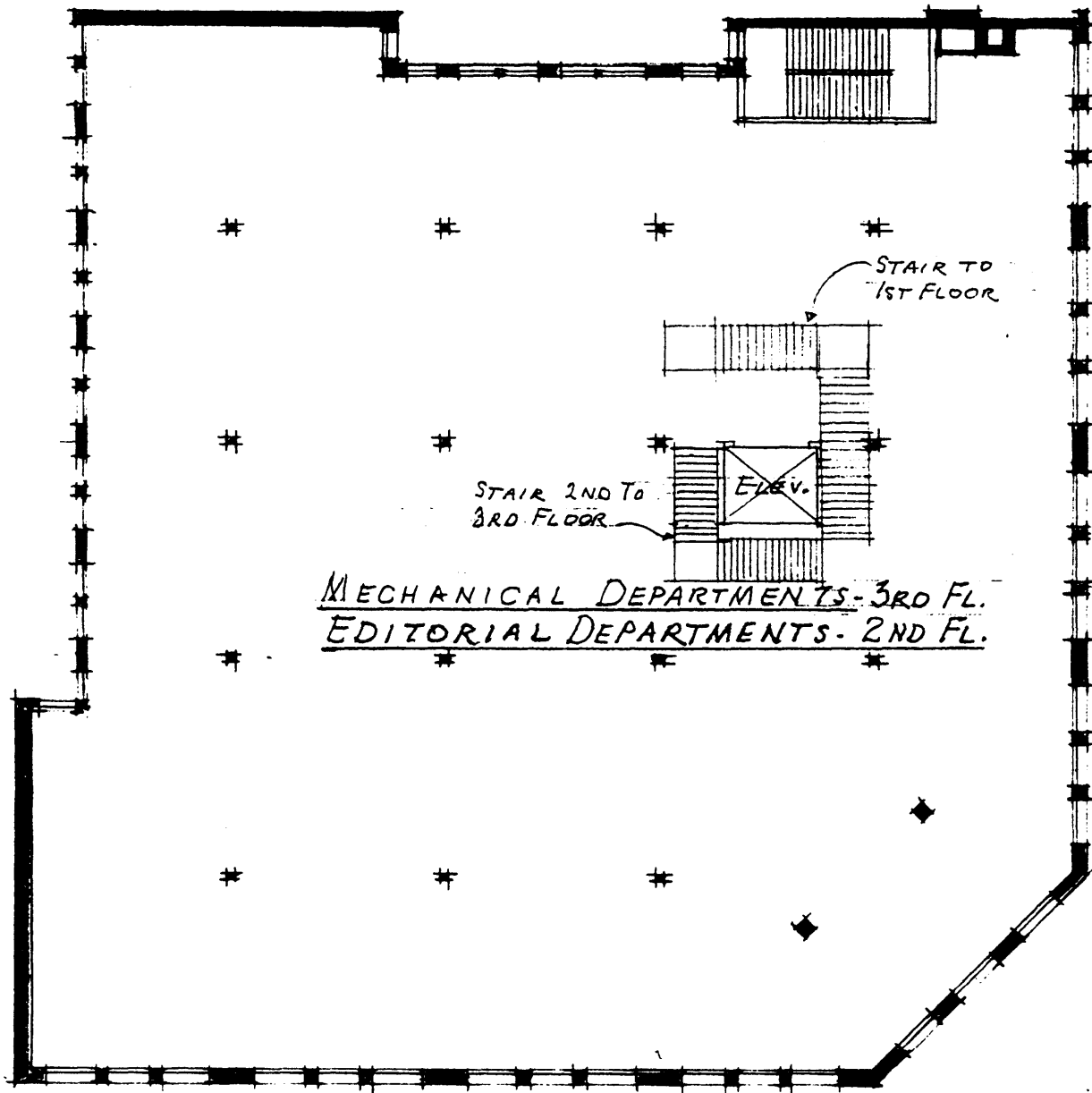
PORTLAND TELEGRAM BUILDING



FIRST FLOOR PLAN SCALE: 1/16" = 1'-0"



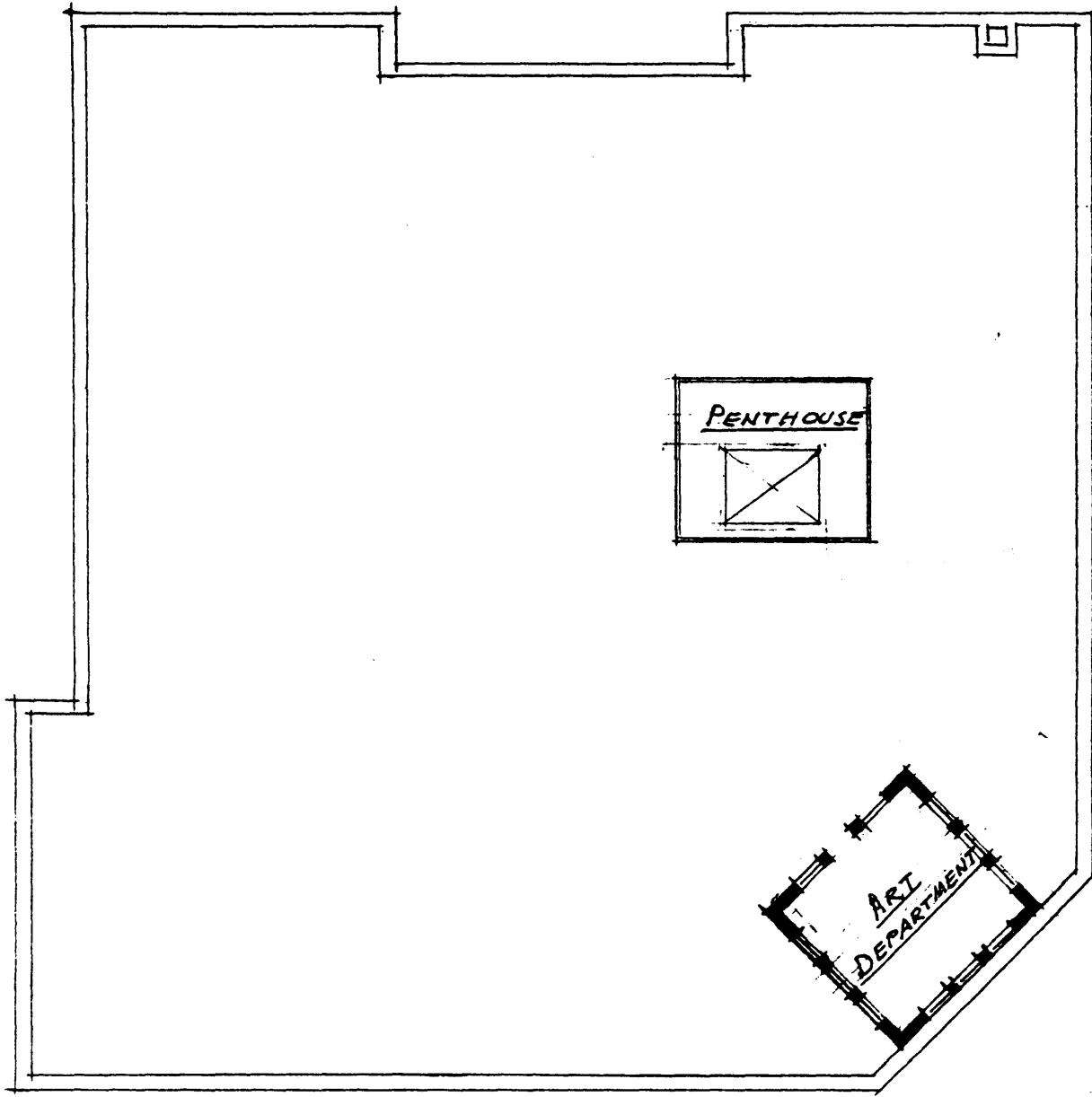
PORTLAND TELEGRAM BUILDING



MECHANICAL DEPARTMENTS - 3RD FL.
EDITORIAL DEPARTMENTS - 2ND FL.

SECOND & THIRD FLOOR PLANS SCALE: 1/16" = 1'-0"

PORTLAND TELEGRAM BUILDING



ROOF PLAN SCALE: 1/16" = 1'-0"

PORTLAND TELEGRAM BUILDING

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AVE

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212

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