

COAST TO COAST

Sweet Sixteen Co.

COAST TO COAST

Boats

Suits

Blouses

LADIES WEARING APPAREL

Sweet Sixteen Co.

LADIES WEARING APPAREL

Sweet Sixteen Co.
LADIES WEARING APPAREL

Sweet Sixteen Co.
LADIES WEARING APPAREL

APR 1917

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 1 of 17
Angelus photo
Ground story front prior to remodeling
of 1929-1920.
Negative no. 66907

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



5218

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 2 of 17
Facade upon completion of remodeling,
1930.

Negative no. 66912

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 3 of 17
Street front display window south of
entrance, 1930.
Negative no. 66910

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 4 of 17
Display window, Broadway Street
entrance, 1930.
Negative no. 66922

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 5 of 17
Display window, entrance vestibule,
1930.

Negative no. 66921

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 6 of 17
First floor interior from entrance,
1930, looking west. Hosiery and
lingerie.
Negative no. 66920

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 7 of 17
First floor interior, 1930, looking
east toward entrance. Elevators and
stairway to upper floors on right.

Gloves and umbrellas.
Negative no. 66915

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 8 1f 17
First floor interior, 1930, looking
east toward street entrance from
Chumley Sport Shop. Hosiery and

lingerie.

Negative no. 66919

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 9 of 17
First floor interior, 1930, looking
north from stairway.
Negative no. 66916

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 10 of 17
First floor interior, 1930, Chumley
Sport Shop, rear of first floor.
Negative no. 66911

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 11 of 17
Second floor interior, 1930, looking
southwesterly at elevator.
Negative no. 66908

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 12 of 17
Second floor interior, 1930, looking
northwesterly.
Foundation garments.

Negative no. 66917

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 13 of 17
Second floor interior, 1930, looking
east. Millinery department.
Negative no. 66918

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 14 of 17
Third floor interior, 1930, looking
east. Chumley Dress Shop.
Negative no. 66909

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 15 of 17
Third floor interior, 1930, east end,
looking south. Fashion salong.
Negative no. 66906

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



THE COAT SHOP - THIRD FLOOR

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 16 of 17
Third floor interior, 1930, west end,
looking south. Coat salon.
Negative no. 66905.

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Series A, Historic views, 17 of 17
Remodeled facade, ca. 1930, looking
west from Broadway.

McMath-Doyle Collection, Lot 72

Oregon Historical Society
1230 SW Park Avenue
Portland, OR 97205



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

1 or 7
Series B, current views
Broadway Street facade (east elevation)



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

2 of 7

Series B, current views
Broadway Street facade (east elevation)

CHARLES BERG

Charles f. Berg

OF
BUSINESS



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

3 of 7

Series B, current views
Close view of main entrance as
remodeled in 1975

CHARLES F. BERG

OUT OF
BUSINESS

Charles F. Berg



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

4 of 7

Series B, current views

Close view of main entrance as re-
modeled in 1975. Bronze letters of
building title are original.



CHARLES
F.
BERG

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

5 of 7

Series B, current views
Detail of upper facade, showing
polychrome terra cotta spandrels.

CHARLES
F.
BERG



Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

6 of 7

Series B, current views
Detail of central terra cotta spandrel
panels with Art Deco ornament in
basrelief.



CHARLES
F.

Berg, Charles F., Building
615 SW Broadway
Portland, Multnomah County, Oregon

Heritage Investment photo, 1983
1303 Terminal Sales Building
Portland, OR 97205

7 of 7

Series B, current views
Detail of parapet showing zig zag
repeating ornament. Streamline-Moderne

pilasters of black terra cotta are
highlighted with gold.