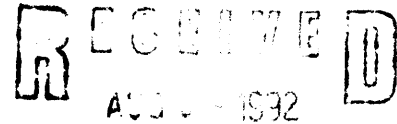


United States Department of the Interior
National Park Service



National Register of Historic Places
Registration Form

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 Hub Department Store Building

other names/site number Irving Block and Jones Building

2. Location

street & number 125 Central Avenue not for publication

city or town Coos Bay vicinity

state Oregon code OR county Coos code 011 zip code 97420

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 Hamrick August 25, 1992
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:)

for Signature of the Keeper Entered in the National Register Date of Action 10/2/92
Stephen Rapsley

Hub Department Store Building
Name of Property

Coos, Oregon
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.)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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)

Commerce/Trade: department store

Commerce/Trade: business

Commerce/Trade: professional

Current Functions
(Enter categories from instructions)

Commerce/Trade: business

7. Description

Architectural Classification
(Enter categories from instructions)

Modern Movement: Moderne

Late 19th and 20th Century Revivals: Mediterranean/Spanish Colonial

Materials
(Enter categories from instructions)

foundation concrete

walls brick, stucco

roof clay tile/asphalt: built up

other terra cotta

Narrative Description

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

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.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Commerce

Period of Significance

1914-1941

Significant Dates

1914

1926

1936

1941

Significant Person

(Complete if Criterion B is marked above)

Kohler, A. S. (1882-1939)

Cultural Affiliation

N/A

Architect/Builder

Architect: W. G. Chandler/Emmett Stack

Contractors: Wright & Nason/Pat Tulley

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):

- 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

Name of repository:

Hub Department Store Building
Name of Property

Coos, Oregon
County and State

10. Geographical Data

Acreage of Property 0.23 acres

Coos Bay, Oregon

1:24000

UTM References

(Place additional UTM references on a continuation sheet.)

1

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4	0	1	7	9	0
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4	8	0	2	1	8	0
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Zone Easting Northing

3

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Zone Easting Northing

2

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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 Steve L. Clay and Carl Sandstrom, Jr.

organization Crow/Clay and Associates, Architects date April, 1992

street & number 833 Anderson Avenue telephone (503) 269-9388

city or town Coos Bay state Oregon zip code 97420

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 Crow/Clay and Associates, Architects

street & number 833 Anderson Avenue telephone 503/269-9388

city or town Coos Bay state OR zip code 97420

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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DESCRIPTION

OPENING STATEMENT

The Irving Block/Hub Building was constructed at the southwest corner of Central and Broadway in 1914. This building represented one element of a fundamental shift in the Marshfield business community away from the waterfront. This two story brick masonry building was designed by architect W. G. Chandler and constructed by contractors Wright and Nason. The original building exterior clearly exhibited the influence of the Classical Revival as it had in the Coke Building northwest of this structure and later in the Bugge Bank Building at the intersection of Second and Central to the west.

The adjacent Jones Building was constructed adjacent and south of the Irving Block in 1919, again, designed by W. G. Chandler and constructed by Pat M. Tulley, contractor. The building addition was specifically designed to provide additional space for the growing Hub Department Store enterprise.

The Kohlers purchased the Irving Block from the Chandler Investment Company in June 1926. Being aware that architect Weary Chandler had designed the structural members to support a five story structure, the Kohlers decided to construct (in 1934) a residence on top of the Irving Block. After consulting with architect Emmett Stack, they decided to construct the house in the Spanish Colonial Revival style perhaps seen in fashionable homes during some of their buying trips to California. They constructed the 2,800 square foot house (on the roof of the Irving Block) which provided three bathrooms, five bedrooms, living room, dining room, breakfast nook, kitchen, two patios (the west one enclosed with glass - reference historic photos), laundry room and generous storage areas.

In 1941, Bud Kohler commissioned an exterior facelift for the Hub Building. When completed, the exterior was sheathed in terra cotta panels from the building's base to the original belt course under the second floor windows. At the same time, wall areas above the terra cotta were stuccoed on the Irving Block.

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After further expansions into the adjacent Chandler Building to the west, additional space needs required a second story addition on the Jones Building in 1951. The roof was removed and bowstring trusses added to the structure which gave the second floor a clear span and a generous ceiling height. This effort was the last major addition to the Hub Building.

For the purposes of this writing, the Hub Building will be described as follows: 1) Irving Block - North one-half of the Hub Building, 2) Penthouse - Third floor of Irving Block, 3) Jones Building - South one-half of the Hub Building and 4) The Hub Building - Includes 1-3 above.

Today, the building is unoccupied except for a record store in the northeast corner of the main level and an archery store in the south half of the main floor. The building is structurally sound but requires renewal of most interior finishes (except at the penthouse) and renovation of HVAC, electrical and plumbing systems.

The Hub Building was (and is) a key architectural and economic component in the new downtown business district of Marshfield. This business district represented a shift away from the waterfront and a trend toward multi-story fire resistant masonry and concrete construction. This trend began with construction of the Chandler Hotel (National Register Property) in 1908 and continued with the First Trust and Savings Bank Building (1908-1909), the Coke Building (National Register Property - 1909-1910), the Chandler Hotel Annex (National Register Property - 1913), the Elks Temple (National Register Property - 1919-1920) and the Coos Bay National Bank Building (National Register Property - 1924). These buildings were all constructed within one block of the intersection of Central Avenue and Second Street in downtown Marshfield and together developed a geographic architectural and political focus for Marshfield's emerging business community.

As these six historic buildings are restored and/or rehabilitated, the City of Coos Bay (formerly Marshfield) is removing "mall" canopies established when the city created a downtown pedestrian mall in the late 1960's and early 1970's. The City of Coos Bay recognizes the significance of these venerable structures and has created a plan to reintroduce pedestrian and vehicular traffic into the downtown core area. The Hub Building and its

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neighboring historic structures have played and will play pivotal roles in the future redevelopment of the downtown.

It should also be noted that concurrent with this effort, the City of Coos Bay is designing and constructing a waterfront interpretive center and boardwalk project directly across Broadway from the Hub which is scheduled for construction in 1992. The Hub Building is seen as an important link between the redevelopment of Central Avenue and the waterfront because of its physical and visual impact on both of these areas. The city's action will, in some ways, bring the downtown back to the waterfront. The city's vision for Central Avenue and the waterfront is directly rooted in and focused on the history of the community represented by the core of buildings discussed above.

GENERAL DESCRIPTION

The site of the construction of the Irving Block was Lot 1, Block 18, Plat of the Town of Marshfield (now Coos Bay), Coos County, Oregon. The original building occupied the entire lot and measures approximately 50' x 100'. Its longer axis runs east and west and the west end of the building has a common wall with the adjacent Chandler Annex (constructed almost simultaneously). The building contained two floors. The Jones Building addition was constructed on Lot 4, Block 18, Plat of the Town of Marshfield. This building also occupies the entire lot and measures approximately 50' x 100', running parallel with the Irving Block, with its north wall common to the Irving Block's south wall. The building was a single story with the second story added in 1951.

The exterior walls, which are double wythe brick are approximately 16" thick with red brick used on both the exterior and interior faces. The Irving Block's interior framing consists of posts and beams which transfer the interior loads to a piling foundation. The Jones Building has piling undergirded post and beam support of the first and second floors. However, the bowstring truss roof structure clear spans the 50' width bearing on the north and south walls. The exterior and party walls of the buildings are bearing.

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A stairwell from the ground floor to the second floor was constructed in the center of the Irving Block and entered from Central Avenue. However, a passenger elevator was never constructed. In approximately 1955, a freight elevator was installed just behind the main entrance doors at the north elevation and remains in this location today. It thoroughly impedes traffic through the historic lobby and has damaged some of the historic ceramic tile on the lobby floor. The Jones Building currently has a stair at both the east and west ends of the building accessing the second floor. Both the northeast and northwest retail spaces in the Hub Building have single stairways to mezzanine levels above. (Reference floor plans following.) The building's main entrance at the center of the north elevation opens into a short lobby/hallway leading to the main stair which, after 1934, continued up to the entrance door of the penthouse on the third level.

The roof consists of a new built-up membrane over plywood sheathing at the perimeter of the Irving Block and a similar roof (though approximately ten years old) on the penthouse. The Jones Building is also covered with built-up roofing but it is nearing the end of its useful life.

The building was heated with steam generated by a boiler located in a partial concrete basement. At the time of the building's construction, the Coos Bay area was both a substantial wood producer and an active coal exporter. The original boiler was fueled with either wood or coal as evidenced by a coal/wood chute in the basement. Over the years, steam heat was retained, but the boiler became oil fired.

SALIENT EXTERIOR FEATURES

With the exception of: 1) the second floor windows being infilled at the Irving Block in approximately 1955; 2) decades of deterioration; 3) a lonely bull elk hanging from the face of the Jones Building; and 4) the mall canopies removed, the exterior of the Hub Building is remarkably unchanged from its appearance after the facelift in 1941. The base of the building continues to display the black, diagonally articulated, ceramic tile which is found in the photographs taken just before the facelift. The existing storefront appears to be the Kawneer system which was installed during the facelift and as can readily be seen (except

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for the green paint), the terra cotta remains intact, though damaged, on the surface of the building. At the date of this writing (April 1992), the condition or appearance of the brick beneath these materials is not known. The stucco finish at the penthouse is somewhat fissured but is very repairable and does not have any major leak problems at this time.

The transom windows connected with the second floor of the Jones Building appear to remain intact. Remarkably enough, all the window frames at the second floor level of the Irving Block are intact behind the stucco infill which was placed over them. Most of the 1 over 1 double hung sash have been removed and are not available, except for a two which provide patterns for restoration efforts. A few of the window panes in the penthouse are broken, a few muntins require replacement and all glass will require reglazing, but overall the windows are in excellent condition.

The red tile roof over the penthouse living room, though nearly sixty years old, does not leak and it appears to be reasonably sound.

It is the owner's intention to meet with the City of Coos Bay officials and with State Historic Preservation Office staff to formulate a plan for the exterior facade. Prior to this planning effort, sampling of the existing stucco and terra cotta areas will be accomplished at the first and second floor level exteriors to determine fastening systems, integrity, etc. One of the main goals for rehabilitation and/or restoration work will be to reestablish the window openings in all elevations.

Between the Jones Building and the Irving Block, there is a light well which will allow the reopening of relieving arched windows in the south wall of the second floor of the Irving Block. The bottom of this light well has a skylight which may be reopened to illuminate portions of the Jones Building interior.

The west and south elevations of the Hub Building are common with adjacent buildings.

While the original architecture of the Irving Block and Jones Building were not particularly difficult to classify, the exterior of the Hub Building (excepting the penthouse) is fairly nondescript and therefore difficult to pronounce a style attendant to it. When the designers

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for the Kawneer window company designed this facelift, the designer and/or architect apparently took cues from the then popular styles of the Modern Period touching on the International and Art Moderne. These styles, of course, used the plain stucco or plaster surfaces, metal windows, an absence of cornice or projecting eaves, rounded corners, flat roofs and smooth wall finishes which coincide with the features found on the existing Hub Building. The transom articulation, however, at the Jones Building is still visible above the Kawneer storefront. Perhaps one could say that the Spanish Colonial Revival style of the penthouse now blends more thoroughly with the remainder of the building upon which it rests than before the facelift. In any case, the penthouse with its red tiled gabled roof, asymmetrical shape and casement windows with small divided lites were all components of this style. In addition, the arcuated corble at the south patio and the enclosed nature of the south and west patios combine with the exterior stucco finish to further define the style. An added touch which repeats the use of the red tile material is the faux canales at the gables of the penthouse living room. These appear to be placed in this location specifically for decoration and to break up the large stucco surface at the living room gable.

SALIENT INTERIOR FEATURES

Repeated alterations over the years have removed the original interior fabric on the main floor, but the major spatial divisions remain intact. Although some of the original interior finishes on the second and third floors have been removed or altered, some of the finishes, spatial divisions, relights, doors, transoms, trim and hardware remain.

There is a mezzanine level over the main floor in the Irving Block. The mezzanine west of the main stair is open to the main floor below via an opening approximately 15' x 35'. This mezzanine is connected to the main floor below via a stair in the southwest corner. East of the main stairway, the mezzanine connects to the main floor below by only a stair in the southeast corner.

On the second floor in the Irving Block, a hallway runs the length of the building east to west with offices (converted to storage space for stock) accessible from this corridor. All of

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the walls and ceilings on this floor were finished in lath and plaster. The original floor finish was tongue and groove fir, now covered with miscellaneous floor coverings.

The second floor in the Jones Building has floor level changes at approximately its third points east to west. In the northwest corner, toilets installed in the 1950's still remain and are in good condition. The finishes which remain here are suspended acoustic ceilings, carpeting and lath and plaster wall finishes.

There is significant historic fabric remaining in the main stair in the Irving Block where the railings, balusters and newell posts are extant, except at the main floor entry lobby.

The penthouse (constructed in approximately 1934) is a very bright spot in the structure with respect to historic fabric. With the exception of garish colors in some areas and surface applied electrical conduits and heaters, the interior plan and finishes remain as original and in good condition and in some areas excellent condition. It is a wonderfully daylighted and airy place with exceptional views of downtown and the bay.

The penthouse is accessed from the second floor by an extension of the main stairway in the Irving Block. At the first landing, there is a double closet which was used for coats, boots and suitcases for the Kohlers' extensive travel. At both ends of the stairwell are 15-lite oak French doors with beveled glass and original fleur-de-lis hardware in brass and chrome. Upon arriving at the penthouse floor level, through the doorway, the main corridor of the house extends both to the right and to the left. (Reference floor plans following.) To the right is the living, dining, kitchen and master bedroom areas and to the left are two bathrooms, three bedrooms and the laundry room. In the more formal areas to the right (east of the stair), most of the trim, doors and floor material are all high quality stained oak finishes. West of the stair, the same materials are painted fir. Throughout the house, the walls are plaster with either paint or wallpaper used as finish. The wallpaper is limited to the dining room, kitchen, breakfast room, hallways and a bedroom.

As you proceed to the east along the corridor, you pass a short corridor to the right which leads to the master bedroom, master bath and storage closets. The master bedroom has a view of Coos Bay to the south and access to the south deck. In addition, it connects to the

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master bathroom which is finished in square and hexagonal pink and peach ceramic tile with some art deco appointments which are found throughout the residence, including light fixtures, lavatory legs, mirrors, trim articulation, etc. Continuing eastward down the hallway, there is a coat closet fitted with umbrella racks, etc. Directly to the south from the end of this corridor, one enters the living room which is a stunning space done in select oak paneling topped by a full oak entablature. The ceiling, springing from the entablature, is articulated by plaster between exposed oak beams and purlins with teardrop oak pendants under the ridge beam where it intersects the rafter beams. The south wall has two French doors, connecting with the south patio, each with two sidelites. The doors repeat the 15-lite design which is used throughout the house. The sidelites have panes corresponding to the module in the door. The east wall has centered in it four 6-lite casement windows with the quartet bracketed by a pair of 3-lite casement windows. The north wall of the living room is articulated by oak book shelves and mantle surrounding a stone fireplace with art deco relief and scoring in the stone over a green and red tile hearth flush with the oak floor. In the northeast corner of this room, a panelled passageway leads to the dining room which repeats the oak paneling, but at wainscot height under a lightly dentilated oak cap. Again the ceiling is exposed oak beams with plaster revealed between the beams. The east and west two beam bays are sloped while the middle two bays are flat giving the room a particular sense of scale and intimacy. Continuing westward through the west wall of the dining room, one passes through the breakfast room into the kitchen, both of which rooms remain in nearly original condition.

Returning to the main corridor and proceeding west, a bedroom is located almost opposite the stair landing to the north. It interconnects with a bathroom to the west, also accessible from the hallway. Proceeding further down the hallway, storage closets face the hall and in the northwest corner of the penthouse, the laundry room is found. The laundry room has a door to the rooftop patio to the west. Historic photos show a glass enclosure over this patio. Apparently both patios were used extensively for entertainment by the Kohlers.

At this point, the corridor bends to the south and accesses three bedrooms (one accesses the west patio) and an additional bathroom. This bathroom is exceptional for its tiled shower entered through a tile archway where one finds a convection type heating system and five shower heads within.

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The penthouse has skylights in the two bathrooms furthest west.

Preliminary plans for this space are to remodel for architectural offices. It is the architect's intent to disturb the existing as little as possible during the work. A preliminary design for this office follows this writing. The major demolition would occur in the laundry/bath area in the northwest corner of the penthouse. In addition, a corner of one of the bedrooms will be taken for the elevator shaft which will be required by new ADA and UBC handicapped requirements. The proposed work will be carefully coordinated with the State Historic Preservation Office.

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SHPO SUMMARY

The large, two-story commercial building with its 100-foot square footprint and penthouse addition that occupies the southwest corner of Central Avenue and Broadway in downtown Coos Bay, Oregon has a complex structural history that is reflected in its somewhat incoherent exterior. Yet, by sheer dominance of an important intersection and by the strength of its role in the town's commercial development, the Hub Building, home of the principal dry goods store on the southern Oregon coast in the historic period 1914-1941, meets National Register Criterion A.

Albert S. Kohler, the founder-manager of the store, believed in customer service and in keeping well stocked with a wide selection of quality merchandise offered at reasonable prices. The business principles and acumen leading to his preeminent success are considered to have contributed significantly, if not singularly, to Coos Bay's emergence as a regional shopping center by the time of the Second World War. The applicant places the Hub in the context of community development as well as commerce, pointing out how, in an important port that was nonetheless comparatively isolated in the early years of the 20th Century, the store was one of the cornerstones of a development scheme to move the business district west along Central Avenue from its origins on the waterfront. In its heyday, the store was a force in generating foot traffic which, in turn, stimulated other business enterprises.

The Hub Building evolved from the nucleus of a 50 x 100-foot, two-story brick Commercial style building at the corner of Central and Broadway that was the inspiration of W. S. Chandler, local financier and chief promoter of real estate investment in the downtown. Chandler's son, W. G. "Weary" Chandler, was the architect of the Irving Block, completed in 1914. The new business block was immediately occupied by Albert S. Kohler (1882-1939), a native of Pennsylvania who had come to Coos Bay in 1912 and, with a partner, opened the "Hub Clothing and Shoe Company." Forward-looking with regard to potential development, the Chandlers had provided the Irving Block sufficient strength to support additional stories. In 1919, the Chandlers erected another two-story brick Commercial style building (the Jones Building) adjacent to the Irving Block on the south. In 1926, Kohler acquired the adjoining buildings, and the incremental transformation to a department store of imposing proportion and modern aspect began soon after.

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First to come was the gable-roofed penthouse addition to the Irving Block which was designed by Emmett Stack in the Spanish Mediterranean style and completed as the residence of the storeowner in 1936. In the following year, the adjoining buildings were integrated by comprehensive interior remodeling, which provided a light court, or well at the center. Because the store and its penthouse together make up the property most importantly associated with the outstanding career of Coos Bay merchant Albert S. Kohler before his death in 1939, the Hub Building is significant also under Criterion B in the area of commerce.

Following Kohler's death in 1939, the store continued in the tradition of its founder under management of Kohler's son and associate, Albert H. "Bud" Kohler. In 1941, the old Irving Block facade was remodeled in the Moderne style without sacrifice of the black ceramic tile bases or the regularly-spaced storefront bays. The exterior was clad with a sheer facing of glazed terra cotta to the second story and stucco to the parapet. Columns of ground story structural bays were given a bowed profile and faceted planes characteristic of Modernistic architecture. At this stage, the Hub Building achieved its present appearance: a prominent Moderne corner volume dominated by its Mediterranean penthouse encircled by ribbon window banks, and a somewhat less visually integrated two-story volume - the old Jones Building - on the south.

The post war era was a period marked by expansion of store operations into leased space in ground floors of neighboring buildings, beginning with the Chandler Hotel Annex in 1948.

In 1951, the Jones Building component was modified by rebuilding of the roof support system with bowstring arch trusses to provide a clear-span upper story. The store served its purpose vigorously through the time Albert Kohler the younger died in 1974. It finally closed in 1979.

Modifications to the building since the last major renovation in 1951 include infill of second story windows in the Hub's corner volume in 1955 and installation of a freight elevator in the historic main lobby, with consequent impact on tile flooring. Little historic fabric remains on the main floor interior, although round columns with fluted bases are traceable to the modernization of the 1930s. The penthouse is intact with its traditional interior decorative scheme in the Tudor vein featuring a lavishly

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paneled and beamed living room in which the focal feature is a chimney piece with Tudor-arched firebox. In the rehabilitation scheme proposed by current owners, the penthouse would be converted to architectural office and studio space. A major objective of the project is to restore window openings on all street elevations.

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STATEMENT OF SIGNIFICANCE

SUMMARY OF STATEMENT

The Hub Building is significant under National Register Criterion A because it is associated with events which have made a significant contribution to the broad patterns to the Coos Bay area's history. This Statement describes events in the Coos Bay area from shortly after the turn of the twentieth century until the present time, including events during the period of the Hub Building's significance, 1914-1941. From the time of the first building construction in 1914 until the Hub business closed in 1979, the Hub was more than simply associated with events which contributed to the area's history -- it directly caused many of them. Its relocation to the southwest corner of Central and Broadway in 1914 provided major impetus for the continuing shift of the Marshfield business community away from the waterfront. Its existence was one of the major reasons for the Coos Bay area's emergence as a regional shopping market for southwest Oregon. It also was the principal unifying force which generated shopping foot traffic and stimulated other downtown commercial development. Although the Hub was directly involved in a "cause-effect" relationship with the community throughout its existence, during the period of the building's significance 1914-1941, it established its position of dominance in the local business community.

The Hub Building is also significant under National Register Criterion B because it is associated with the lives of persons significant in the Coos Bay area's history. Four individuals played designer, creator, developer, entrepreneurial and managerial roles in the Hub's history. W. S. Chandler, the financier responsible for the shift of Marshfield's business community away from the waterfront, financed and built the original building housing the Hub at the corner of Central and Broadway. His son, architect W. G. Chandler, designed the original building and an adjacent structure constructed later for Hub use. W. G. Chandler also designed two other buildings for his father in the new business district. A. S. Kohler founded the Hub business and guided its development from a single storefront to southwestern Oregon's preeminent department store. Since Marshfield was an isolated community, he recognized the need, and provided a local outlet, for a wide selection

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of quality merchandise at reasonable prices. He set the Hub's standard for customer service and fairness. His son, A. H. Kohler, ran the business from his father's death in 1939 until his own death in 1979. He continued and expanded his father's traditions of service, quality, selection, fairness and civic responsibility.

This Statement continues with a description of Marshfield, Oregon just after the turn of the century to provide the background in business for events leading up to the Hub's creation. This is followed by biographical sketches of the four men who played significant roles in the Hub's history. Since the Chandlers have been discussed extensively in previous National Register nominations, the discussion of their activities will be summarized. Biographical information for the Kohlers will be expanded. The story of the Hub business is presented next: how it grew, what it built and what it sold. The Kohlers' business philosophy is then examined, describing their personalities, standards of conduct and goals. The Hub's impact on the local community is discussed last because it brings together both the impact of the Hub as a business and the impact of the Kohlers as businessmen and women.

MARSHFIELD AFTER THE TURN OF THE CENTURY

The town of Marshfield, Oregon developed along the waterfront of Coos Bay, the largest harbor on the Pacific Coast between San Francisco and the Columbia River. At the time of its establishment, and during the period of its early growth, roads were nonexistent in the area. Marshfield did not have a reliable, all-weather road to the "outside" until The Depression era road and bridge construction programs of the 1930's were completed. Water served as the only means of transportation from Marshfield to the outside world and from Marshfield eastward to its market area in the Coos River system. During the early years of the twentieth century, Marshfield's two major exports beyond the local area, lumber and agricultural products, were transported by ocean-going vessels. Manufactured goods and supplies not obtainable locally were imported by the same means of transportation.

In response to its dependence on water transportation, the original town of Marshfield was platted along the waterfront north of Mill Slough and west of the bay. Mill Slough was located approximately where Anderson Avenue is today. This slough and other low-lying

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areas in Marshfield and around the bay were later filled in with suction dredge spoils in the early 1900's. When the town of Marshfield began to form, construction was on pilings adjacent to the bay or on bits of dry land which were surrounded by water at high tide. Nearly all of Marshfield's principal commercial, retail and manufacturing facilities were initially housed in wood-frame buildings (many pile-supported) along the waterfront from the present location of Front Street west to the present location of Broadway, now the southbound couplet of U. S. Highway 101.

When construction began in 1908 on the Chandler Hotel on the southeast corner of Second and Central, the movement of Marshfield's business district away from the waterfront commenced. Between 1908 and 1924, seven modern substantial masonry buildings were constructed within one block of the intersection of Second Street and Central Avenue. The Chandler Hotel (National Register Property) is a five story masonry structure named for W. S. Chandler and in which W. S. Chandler had a substantial ownership interest. A two story annex, designed by his architect son, W. G. Chandler, was added to the east side of the hotel in 1913.

The First Trust and Savings Bank building, a two story masonry structure was constructed, probably in 1908-1909 on the northwest corner of Broadway and Central. The Coke Building (National Register Property), a three story pile-supported masonry structure was constructed by W. S. Chandler and John S. Coke between 1909 and 1910 at the northeast corner of Second Street and Central Avenue. The building was designed by architect W. G. Chandler and built by day labor under his direct supervision. The Elks Temple (National Register Property), a two story pile-supported masonry structure was constructed on the northeast corner of Second Street and Anderson Avenue, adjacent to the Chandler Hotel. The building was built by the Coos Bay Elks Lodge No. 1160 in 1920 and was financed by a \$66,000 loan from W. S. Chandler to the lodge. This building was also designed by Chandler's architect son, W. G. Chandler. The Coos Bay National Bank Building ("Bugge Bank Building" - National Register Property), a two story concrete structure on a pile-supported foundation, was constructed during 1923-1924 on the southwest corner of Second Street and Central Avenue, across the street from the Chandler Hotel. It acquired the Coke Building in 1931 when the financial institution which owned the building became insolvent.

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The Irving Block was constructed in 1914 between the annex to the Chandler Hotel and Broadway, shortly after the annex was completed. The building was commissioned and financed by W. S. Chandler and designed by his architect son, W. G. Chandler. It is a two story masonry building constructed on a pile-supported foundation. W. S. Chandler's recent success with leasing space in the multi-purpose Coke Building and his continued optimism for the future of Marshfield prompted his investment in the creation of this building. The Irving Block was designed to house general commercial tenants on the first floor and professional offices on the second floor. The Hub Department Store became a tenant in this building immediately upon its completion.

The Jones Building, a single story pile-supported masonry structure, was constructed specifically for use of the Hub, just south of and adjacent to the Irving Block, in 1919. The building's exterior was designed to match the Irving Block. The building was constructed on land owned by the Jones Brothers, owners of Coos Bay's Steam Laundry. This building was also designed by W. G. Chandler to blend with the architecture of the original Irving Block. In 1951, the Hub added a second floor to this building.

THE DEVELOPERS OF THE HUB

W. S. Chandler

William S. Chandler, the son of a wealthy San Francisco businessman, was a mining engineer who came to the Coos Bay area in 1898 and began the opening of the Beaver Hill Coal Mine for its owners, the Spreckles Company of San Francisco. In 1907, the mine was sold and Mr. Chandler left Marshfield to return to San Francisco. After 1907, he commuted frequently between his winter home in San Francisco and his summer home on Coos River. During this period, he acquired a financial interest in the Chandler Hotel Company, helped build the Coke Building, built the Irving Block and may have had a financial interest in the First Trust Building and the Chandler Hotel annex. In addition, his large loan to the Elks Lodge was instrumental in creating the Elks Temple. He began the movement of Marshfield's business community away from piling-supported, wooden waterfront structures to substantial masonry buildings in a new business district. Because of his investments and

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his inherited wealth, he was considered, at the time of his death, to be the most wealthy man in the Coos Bay area.

W. G. Chandler

William G. ("Weary") Chandler, the second son of William S. Chandler, was graduated from the University of Oregon in 1907 with a B. S. degree in Engineering. In 1919, when the State of Oregon began its registration and licensing of architects, he was the fourth architect registered in the state. His first design work was the Coke Building in 1909 and it was constructed by day labor under his direct supervision. In 1913, he designed the annex to the Chandler Hotel and this was immediately followed by the design of the Irving Block. In 1918, he designed the Jones Building and began work on the Elks Temple the following year. He probably also designed the remodel work for the First Trust Building in the early 1920's. The Elks Temple was his last major work associated with Marshfield's new business district. In 1925, he moved to Los Angeles and practiced there for the remainder of his professional career.

A. S. Kohler

Albert Sylvester ("Al") Kohler was born in Meadville, Pennsylvania on October 21, 1882. He received a strong invitation from a friend, A. J. Mendel, to visit the Marshfield area. Mendel was the proprietor of a men's store on Front Street in Marshfield. Kohler made his visit to Marshfield while on a trip from his boyhood home in Meadville to South America. Mendel had told Al that Marshfield was going to boom in the future and also had many attractions for the outdoorsman. Since Al liked to hunt and fish, he readily agreed with his friend's opinion about the community. It was "love at first sight" between Al Kohler and the Marshfield area. Al either cut short or canceled his South American trip because he settled in Marshfield permanently in the same year he made his first visit. He formed a partnership with Mendel and together they opened a ladies ready-to-wear store in the O'Connell Building, a wood-framed structure just west of Broadway on Market Street. In 1913 or 1914, they added a dry goods line to the store and some records indicate they also added a small men's clothing line about the same time.

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In 1914, when the Irving Block was completed, the partnership moved its store there. By this time, the business was known as the "Hub Clothing and Shoe Company". About 1920, Albert Kohler and F. A. Laise purchased Mr. Mendel's interest. They continued to run the business as partners until Laise's death in 1927 when Al purchased his holdings from his heirs and founded The Hub, Inc. Al served as president of The Hub, Inc. and manager of the business for the remainder of his life.

On October 16, 1915, Albert married Emma W. Ericksen. The Ericksens originated in Norway. About the time of Albert and Emma's marriage, the wife of Emma's brother, Eric S. Ericksen ("Uncle Eric"), was killed in an automobile wreck in an auto which Albert was driving. Albert and Emma invited Eric and his young son Wayne to share their home and they did so until Emma moved to Portland following Albert's death. Eric Ericksen was employed by the Hub as merchandise manager in the 1920's and 1930's, and young Wayne grew up as a "brother" to Albert and Emma's only child, Albert Henry ("Bud") Kohler.

Emma Ericksen came to work for the Hub in 1914, shortly after it relocated to the Irving Block. She and her employer Al fell in love and were married a year later. Although Emma only had an eighth grade education, she was trained to be a seamstress and she had a natural aptitude for business affairs. In addition to overseeing the women's and other departments of the Hub from time to time, she was vice president of the Hub corporation and the Hub's principal merchandise buyer in the San Francisco, Los Angeles, Chicago and New York markets. Albert and Emma were more than just marriage partners -- they were true business partners also. They discussed all of the Hub's affairs, sought each other's advice and made joint business decisions.

Albert and Emma established their first residence at the corner of Commercial and Third Streets in Marshfield, now the vacant lot behind the Hall Building. This house was crowded with residents and sometimes very noisy. Besides Albert, Emma and their young son A. H. ("Bud"), Uncle Eric and his young son Wayne lived there and Emma provided board and room for several Norwegian workers in the area. One member of the Kohler family has said jokingly that the main reason the Hub was a success was because the bedlam in the house drove Albert out to put in long hours at the store! In 1933, the Kohler family began to look for an alternative residence and Albert and Emma thought a penthouse residence atop the

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Hub business (Irving Block Building) would make sense since they already owned the space. Despite criticism of the idea from their son and others, they went ahead with their plans and moved into the penthouse living quarters in 1934.

On August 29, 1939, Albert became seriously ill and was rushed to St. Vincent's Hospital in Portland on the advice of his Marshfield physician. Two days later, on August 31, 1939, he died on the operating table following major surgery for cancer. He was only 57 years old. Al's death was a terrible shock for Emma and she spent a year recovering from it.

About 1940, Emma Kohler opened an exclusive sports store in the Portland Hotel called "Kohler's Sportswear". Shortly afterwards, she and her new husband, Don Masters, opened a second store for women's ready-to-wear located at 733 S. W. Morrison between Broadway and Park and known as "Kohler's". In the meantime, Wayne Ericksen had gone off to school. His father, Eric, and an Elks Lodge employee, Emil Gabrielsen, continued to maintain bachelor quarters in the penthouse until their deaths in the early 1950's. In 1954, the penthouse became a lunchroom and lounge for Hub employees.

A. H. Kohler

Albert Henry ("Bud") Kohler was born in Marshfield, Oregon on October 25, 1916. He worked in the Hub while growing up, even as a little boy. His nickname "Bud" was given to him as a young man and he was widely known in the community by that name. He secretly hated the name "Bud" but his feelings were not widely known. His wife Roberta always called him "Al". However, in this nomination, he will be referred to as "Bud" to distinguish him from his father, previously referred to as "Al". Bud graduated from Marshfield High School and received a bachelor's degree from Stanford University. Following Stanford, he enrolled in the graduate school of business administration at Harvard University. He was back in Marshfield on a summer vacation between his first and second years at Harvard when his father died unexpectedly. The responsibility of Hub management was thrust upon his shoulders and he did not return to Harvard that fall. Later in his life, Bud speculated with his wife about what his future might have been had his father not died. He had been promised a retailing job with Macy's Department Store in New York following the award of his master's degree from Harvard. However, he told

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his wife he had no regrets about the course of events in his life. Had he settled in New York, he would have never met her and would not have had an opportunity to participate in the growth of the Coos Bay area.

Bud married Roberta Buckingham on September 10, 1941. Roberta was born in Marshfield in 1919, the sixth child in a family of eight children. She became employed by the Huggins Insurance Company of Marshfield immediately following high school graduation. Since she came from a large family, her parents could not provide a college education for her. Bud had only been general manager of the Hub for two years when he was called to active duty in August 1942 as a member of the U. S. Naval Reserve. He did not return home until December 1945. During this period, the Hub had to pretty much run itself without him. It did this well, however, because the employees were dedicated and well-trained and his mother Emma was on-call for major decisions.

During Bud's lifetime, he guided the business through a series of important modernizations and expansions. In 1941, the entire exterior of the store was remodeled and significant interior improvements were made. The Hub expanded into a large portion of the ground floor of the Chandler Hotel in 1948. In 1951, a second story was added to the Jones Building, the entire second floor of the resulting structure was remodeled and additional space was acquired in the Chandler Hotel annex. In 1954, the Hub opened a ladies ready-to-wear shop in space leased from the Elks Lodge at the corner of Second Street and Anderson Avenue. This expansion was followed in 1957 by additional lease space in the Chandler Hotel annex, by leased space in the Coke ("American") Building and Belson ("First Trust/First National") buildings across Central to the north of the main building. These changes will be discussed in more detail in a later section of this Statement.

Bud's father's untimely death at the age of 57 had impressed him with the uncertainty of life. He kept his financial affairs and estate planning up-to-date and told his wife that if he could make it past 57 years of age, he would "have it made". On February 2, 1974, at the age of 57, he died of an aneurysm at the Village Green south of Eugene while he and Roberta were on their way to purchase store merchandise in San Francisco.

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After a five month search for an appropriate buyer for the Hub, Roberta Kohler and Sheldon Steinberg, principal owner of the Seattle based Tri-North Department Stores, announced on Tuesday, July 16, 1974, Tri-North's acquisition of the Hub, the South Coast's largest department store. Mr. Steinberg indicated all of the then employed personal would be retained in their usual capacities and "existing lines of merchandise and Hub services would be continued to the point that...the transfer of ownership" would not be "visible to the community."

However, something was lost without Bud Kohler and without Karl Gehlert, longtime comptroller for the Hub (since 1948), who retired shortly after the sale. The Hub was not the same. Some in the community said "a light had flickered out" in downtown Coos Bay and things did change in the Hub (or at least in the public's perception of the Hub). Finally, after a struggle of almost five years, the Hub closed its doors in 1979. From that point until the writing of this nomination, the Hub has been mostly unused, except for tenants who have from time to time occupied spaces on the lower floor of the building.

A great outpouring of condolences and sadness was made to Bud Kohler's widow Roberta. Today, she still retains a large cardboard box filled with cards, letters, church pledges and newspaper articles sent to her at the passing of her husband. Len Farr (an old time family hardware store operator in Coos County) wrote her, "In the 25 years or so that I have known Bud, no businessman has been more of an influence on me than he has - and, I suspect he did not even know it. I admired his generosity, his thoughtfulness, his dedication to progressive purpose, his devotion to family, and his religious faith. We loved him, too, and we will miss him."

There was no less sorrow about the passing of the Hub as the friendly department store where everyone loved to go and shop. Sometime after Bud's death, a community member (Janet Nelson) wrote an ode to the Hub in the opinion page of The World newspaper. She entitled it, "The Spirit of The Hub". She wrote about some of the "archaic" merchandising techniques the Hub used which no one else did. "At a time when most of the merchandising in this state (and nation) has become impersonal, computerized, selling goods of uncertain quality, The Hub has retained the old fashioned values of courtesy, service and high quality. No other small town in Oregon has a department store to equal The Hub, and we tend to

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take it for granted - that is, until we shop elsewhere. Then we realize that we have as great a selection of name brand merchandise at fair prices as any place in the state, which is a great boon to the people of Coos and Curry Counties, even more so in this gas-less era."

For reasons to be discussed later in this Statement, Bud avoided political office. He was active in the Marshfield Chamber of Commerce, Rotary Club and his church, Emmanuel Episcopal. Like his father, he enjoyed duck hunting at the family cabin on the sand hills north of Coos Bay in what is now the Dunes National Recreation Area. Building upon the legacy thrust upon him by his late father, he guided the Hub business to a position as one of the half dozen largest department stores in Oregon outside the Portland area. At the time of this death, he was considered by many to be the "heartbeat" of the community and was the most highly respected businessman in the Coos Bay area.

THE STORY OF THE HUB

This section of the Statement recites, in chronological order, the significant events in the Hub's history. The story of the business is also the story of the Irving Block, the Jones Building, W. S. Chandler, W. G. Chandler, A. S. Kohler and A. H. Kohler. Information about the structures and individuals will, therefore, be woven into the story of the business.

The story of the Hub actually begins before there was a Hub. A local newspaper article in early September 1911, reported negotiations for the sale of the M. P. Gulovson Corner, a vacant lot at the southwest corner of Broadway and Central, had been closed. This lot measured 50' x 100', with the long axis on Central Avenue. The purchaser of the lot was C. S. Winsor, the cashier of the Bank of Oregon at North Bend. Sale price for the lot was reportedly to be \$23,500. The article went on to speculate what Mr. Winsor might do with the lot, whether he was buying it for himself and the likelihood of any unknown associates in the venture. A few days later, on September 9, 1911, W. S. Chandler announced Winsor purchased the lot for him. It is likely W. S. Chandler feared the recent construction and successful operation of the Chandler Hotel, First Trust Building and the Coke Building would drive up the price of vacant land in the area if he attempted to buy more in his own name and so it is likely he used Mr. Winsor as his agent. W. S. Chandler announced he had

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already taken steps to erect a five-story brick building on the corner and work would probably start in the fall of 1911. He stated work would also begin on the Chandler Annex at the same time. Mr. Chandler telegraphed his architect son, W. G. Chandler, in San Francisco, urging him to come at once and draw up plans for both buildings. According to Mr. Chandler, the building on the corner (Irving Block) would be built for stores and offices, and three firms had already made applications for long term leases on the first floor. Mr. Chandler also acknowledged he had wanted to purchase this lot for a long time because of its prime location and development potential.

The story now shifts momentarily to the activities of A. S. ("Al") Kohler. In 1912, he visited Marshfield at the strong invitation of his friend, A. J. Mendel, and decided within a short period of time to settle in the community. In 1912, Al opened a ladies ready-to-wear and dry goods store in partnership with Mendel at the O'Connell Building on Market Street.

In August of 1912, W. S. Chandler announced his architect son had arrived from San Francisco, plans and specifications for the two new buildings were to begin immediately and he hoped to have the pile-supported foundations in place by the fall. The pile foundations may not have been placed until the contracts for building construction were awarded the following year, however. In February of 1913, the Chandlers revealed the building plans and announced they would go out to bid soon. Architect W. G. Chandler estimated the cost for both buildings at approximately \$70,000. The corner building (Irving Block) would be two-stories high with a red rustic brick exterior laid in a Flemish Bond pattern. The building would have a white marble base on its front and a galvanized cornice around its top. The building would incorporate tile prism lights 4-1/2' wide above the first floor awning pockets. The first floor of the building was planned to have a 45' x 50' retail space on the corner of Central and Broadway, an arcade entrance and stairway to the second floor in the middle and two 21-1/2' x 50' retail spaces on the west portion. The second floor was planned for 16 professional offices.

In April 1913, W. S. Chandler announced he had selected contractors for the corner building, Mr. Wright and Mr. Nason, and they would start work within a week. He also disclosed that all of first floor retail spaces and a large portion of the second floor offices had been leased. The building was named the Irving Block to honor W. S. Chandler's wife's

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family name. Mrs. Chandler's maiden name was Nellie Irving, and Mr. and Mrs. Chandler's eldest son was named Irving Chandler.

Construction of the Irving Block was completed in 1914, and Al Kohler and Mendel immediately moved their store from the O'Connell Building to the choice 50' x 45' retail space on the ground floor corner.

About 1917, W. S. Chandler began restructuring his investments, apparently for reasons of health and advancing age. Many of his business properties in downtown Marshfield were transferred from the personal ownership of he and his wife to ownership of the Chandler Investment Company. The Irving Block was one of these properties.

Also in 1917, Fredia Hagelstein, a widow residing in San Francisco, sold Lot Four of Block 18 to J. C. and J. D. Jones and their wives. This lot, located just south of the Irving Block, had a 50 foot frontage on Broadway with its long axis parallel to the Irving Block. The sale price of the lot was not disclosed, but Mrs. Hagelstein did take back from the Jones' a \$11,200 mortgage on the lot with four equal annual installments commencing two years from the date of sale. On October 4, 1919, a local newspaper reported that Pat M. Tulley had been awarded a contract for construction of a one-story brick building to be erected on the "Jones' brothers' property" on Broadway just south of the Irving Block. The building was estimated to cost \$15,000. Mat Klockers of North Bend had been awarded the contract for the pile-supported foundation and he had already commenced work. W. G. Chandler was named as the architect for the building. The newspaper article went on to state the property belonged to James C. and John D. Jones, owners of the Steam Laundry in Coos Bay, and the completed building would be occupied by the Hub to accommodate their growing business. The financing of this building poses an interesting little mystery which will probably never be solved. Who owned the building and who financed it? It was built on a lot owned by the Jones brothers and it was called the Jones Building, but never was it reported as owned by the Jones brothers. The Jones brothers were apparently not wealthy or they would not have resorted to mortgage financing of the lot acquisition just two years previously. The Jones Building's architect was W. G. Chandler, the architect of the Irving Block. The Jones Building exterior matched the Irving Block exterior in every detail and the building was constructed specifically for the Hub's use. Did W. S. Chandler or A. S. Kohler

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provide the financing for the building? It is a definite possibility, but it is not known at this time.

The decade of the 1920's witnessed several important events in the Hub's history and provided the foundation on which the business was to expand rapidly in the future. About 1920, Al Kohler and F. A. Laise purchased the interest of Al's former business partner, A. J. Mendel. On July 12, 1923, J. C. and J. D. Jones and their wives sold Lot 4 to the Hub business. The actual sale price is not known. Following the practice, in that era, consideration for the transfer was recited as "\$10 and other valuable consideration". About 1925, most, if not all, of the professional tenants on the second floor of the Irving Block were removed and the Hub business expanded into the second floor with its shoe department and business offices. On June 14, 1926, the Chandler Investment Company sold Lot 1 (the Irving Block) to the Hub business. Again, the actual sale price was not recorded. The following year, 1927, Mr. Laise died and Al Kohler purchased his holdings from his heirs. Al and his wife Emma immediately formed an Oregon corporation, The Hub, Inc., to own the property and operate the business. Photographs at the end of the decade show the Hub Corporation property: the two-story Irving Block and the one-story Jones Building, both with their original matching exteriors.

With the exception of the 1933-34 penthouse residence construction, the only major change in the building during the decade of the 1930's was a complete remodeling of the interior of both buildings in 1937, under the personal direction of Al Kohler. Some or all of any remaining second floor professional tenants may have been removed during this remodeling project. At the time of Al's death in 1939, and the assumption of managership by his son Bud, the business occupied the entire ground floor of both buildings and most, if not all, of the second floor of the Irving Block.

On June 24, 1941, the Hub announced a large "modernization sale" to celebrate the completion of substantial renovations. White terra cotta ceramic veneer had been affixed to the main floor of both buildings, and the second floor of the Irving Block was covered with white stucco. Awnings, fixed to roll into the wall and be covered by louvers when not in use, were installed on the exterior. Aluminum trim was added, and florescent lighting was installed for interior showcases and window displays. Two large, lighted "Hub" signs were

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affixed to the Central and Broadway sides of the building, and a new filtered ventilation system was installed in the entire structure. J. L. Hansen of Marshfield was the contractor for the exterior work. Kawneer Manufacturing Company, a designer of modern store fronts, formulated the exterior design and featured the Hub in its national advertising program. According to Kawneer, the Hub had one of the most modern store fronts in the United States. No major changes occurred to the Hub business during the period 1942-45 when Bud Kohler was on active duty with the U.S. Navy.

The Hub's post-war expansion began on April 29, 1948, with the opening of a 4,000 square foot addition into space leased from the Chandler Hotel. The project was conceived by Bud Kohler and designed by Sam Rink, a Portland store architect. The Hub's expansion included space formerly occupied by the Chandler Hotel dining room, kitchen, grill room, and owner's office under the provisions of a long term lease between the Hub and the Chandler Hotel. The remodel work included cutting through from the present Hub building at the rear of the women's shoe department into the Chandler Hotel kitchen, creation of a third Hub entrance on Second Street leading through the former owner's office and construction of a stairway leading up to the former Hotel dining room. The building changes and space addition permitted a complete modernization of the infant, pre-teen girls and boys departments; enlargement of the piece goods, drapery and domestic departments; new women's hat and glove department; a complete costume jewelry department; enlargement of the men's department and addition of infants and playroom furniture, glassware and new gifts. The Hub also gained a freight basement and alleyway. As a result of the work, the Hub became 200 feet long, at that time one of the few stores in Oregon which reached a whole block in length.

The second substantial post-war addition to the Hub occurred in 1951. A second-story was added to the Jones building, and the entire second floor of the resulting structure was completely remodeled. In connection with the second floor remodel, the Hub also occupied space in the Chandler Hotel Annex formerly occupied by the Mills Jewelry Store. The new second floor provided space for the girls shop, bedding department and toy department. The men's ready-to-wear and luggage departments were housed in the former J. H. Mills Jewelry spaces. Shortly after this remodeling, the Hub gained a small amount of additional

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space in the penthouse when Eric Eriksen and Emil Gabrielson changed residences and the penthouse could be used for an employee lounge and lunch room.

The Hub made its third post-war expansion on September 17, 1954, when it opened a women's shop in a main floor space leased from the Elks Lodge at the corner of Second Street and Anderson Avenue. This store, known as the "Fashion Corner", added 2,100 square feet, bringing the Hub's total retail space to 25,000 square feet. The new storefront featured extensive uses of glass and Roman travertine marble. The firm of Dugan and Heins of Portland was the architect and R. O. Gallia of North Bend was the general contractor. Although it was not physically connected to the rest of the Hub retail space, the new store was an immediate success. The new shop carried women's suits, coats, dresses, hats and related items. The former women's ready-to-wear department at the corner of Broadway and Central was used for other merchandise and departments. The new addition increased the Hub's staff to 65 regular employees. This level of employment, together with the business' 25,000 square feet of retail space, made it one of the largest retail businesses in Oregon outside of Portland.

The Hub's next major expansion occurred on April 6, 1957, when it opened a new women's and children's shoe department in the Chandler Hotel Annex space formerly occupied by the Smokehouse Tavern. This acquisition also enabled the size of the Hub's stockroom area to be tripled. The new shoe department featured the extensive use of glass on the exterior, interior walls of rough-sawn redwood and a quarry rock wall with one tapestry featuring a shoemaker. The project was designed by Mario Gaidano, a San Francisco architect, and was constructed by Harold L. Grappe, a local general contractor.

During the decade of the 1960's, the Hub opened annexes in leased space on the ground floors of the Coke ("American") and Belson ("First Trust/First National") buildings across Central Avenue to the north of the main store. This brought the total retail space and support space to 51,000 square feet in downtown Coos Bay.

On February 2, 1974, Bud Kohler died unexpectedly. In accordance with his wishes, the Hub business was offered for sale by the bank trust department serving as executor of his estate. On July 16, 1974, the announcement was made that the Hub was sold to Tri-North

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Department Stores of Seattle. Tri-North was a wholesaler who had a long business relationship with the Hub and was aware of its excellent reputation. Unfortunately, Tri-North did not have the approach or marketing skills which were part of the Kohler tradition. Unfortunately, the Hub failed under their ownership and they closed its doors in 1979. However, the Hub name still lives on: despite their failure in Coos Bay, Tri-North was able to later establish a successful chain of Hub department stores throughout the western United States.

At the time of this writing (April 1992), the main Hub Building (the Irving Block and the Jones Building) is in the process of being sold by Tri-North to the Coos Bay architectural firm of Crow/Clay and Associates. This firm plans to relocate its professional offices to the penthouse and engage in substantial exterior and interior remodeling and restoration work to accommodate retail and professional tenants.

THE KOHLER BUSINESS PHILOSOPHY

The business philosophy of the Kohlers derived from their own personal goals for success, the high ethical standards they set for themselves and their commitment to serve the community. For nearly a half century, they set the standard of retail conduct for other businesses in the Coos Bay area. For them, a successful business:

1. Provided quality service,
2. Sold merchandise which the public needed and wanted,
3. Operated in attractive quarters,
4. Had direct owner involvement,
5. Sold at fair prices,
6. Was willing to invest in the future of the community it served and
7. Participated in community affairs.

From its very inception, the Hub prided itself on customer service. Employees were trained intensively to provide customer service, even before such training was considered necessary in the general business community. The Hub had courteous employees, a comprehensive

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return/exchange policy, a lay-away program, special order facilities and a liberal credit policy. One isolated instance of Hub service will illustrate this point. Following World War II, when domestic production of ladies hosiery was resumed, the Hub spent many dollars in newspaper advertising and initiated a mail order program to ensure the fair distribution, on a "first come - first served" basis, of hosiery among its customers.

The Hub worked constantly to provide merchandise which its customers needed and wanted. The Coos Bay area was, and still is to some extent, isolated from the retail markets of large cities. The Hub provided to the local community what was formerly available only by mail order or travel. Karl Gehlert, comptroller for the Hub, related in an interview that, "Even size 48 Munsingwear teeshirts were available at the Hub. In fact, size 48 was stocked in just about everything." The business made frequent buying trips to the San Francisco, Los Angeles, Chicago and New York markets. This determination to provide current and expanded lines of merchandise with a full range of sizes available was one of the principal reasons for the business' continuing expansions, remodels and establishment of annex shops.

The Kohlers believed merchandise should be sold in attractive, contemporary quarters. This was the second principal reason for the continued remodeling and alterations in physical quarters. For example, the exterior of the buildings was renovated in 1941 to give them the appearance of a contemporary retailing facility.

The Kohlers were directly involved in the business and with their customers. Al Kohler liked to be able to walk down the street and call people by their first names. Although Bud Kohler was not this proficient with names, he never forgot a face. The Hub business was a family affair. Emma Kohler was a "working executive" alongside her husband during the business' formative years. Bud started working in the store as a boy and continued throughout his tenure as general manager. He particularly liked to work during big sales. He would come home late at night after a sale, tired but with a look of satisfaction on his face and proudly inform his wife, "Honey, the Hub can sure still bring them in!"

The Hub offered merchandise at fair prices. Its day-to-day prices were competitive with the Portland retail market. Sales prices were meaningful percentage reductions of normal prices, not reductions of inflated "list" prices. The Hub had two major annual sales, January and

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July. To celebrate his acquisition of the entire business, Al lowered prices an average of 50% during his January 1928 sale. Major sales to commemorate the 1925 expansion to the upstairs of the Irving Block and the 1941 exterior modernization cut normal prices from 20% to 40%. The Hub made price reductions of 20% to 40% in its sales throughout the remainder of its existence. All merchandise on sale was regular, stocked merchandise, not merchandise acquired specifically for the sale.

The Hub had a history of investing in the community it served and from which it profited. This willingness to "gamble" on the future of the community began when Al Kohler left his family on the East Coast of the United States and started a business in a tiny, far away community. It continued when Bud Kohler gave up the Harvard Graduate School of Business and a promising retail career with Macy's in New York and assumed responsibility for the Hub. This willingness to invest was also apparent when Al Kohler became the first principal tenant in W. S. Chandler's new building, and continued through the Hub's massive capital investments to create over 51,000 square feet of retail and related ancillary space in an isolated market and make it one of a half dozen largest retail operations in Oregon outside the Portland area.

The Hub, its owners and its employees participated actively in community affairs. The Hub gave merchandise for shows, charitable fund raising events and promotions by other organizations. Al Kohler was active in his church and the Marshfield-North Bend Chamber of Commerce. Although he shunned any political office which might make him the object of controversy, Bud Kohler was active in his church, Rotary, Chamber of Commerce, Elks, Eagles and Moose. Bud did encourage his employees to be active in local service clubs as well as politically active. Many were. Karl Gehlert, long time Hub comptroller, exemplified this community participation. He was well known and respected in the community and was active in civic affairs. His contribution to the success of the Hub after his arrival in 1948 is second only to that of the Kohler family.

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THE HUB'S IMPACT ON THE COMMUNITY

The Hub's impact on the Coos Bay area may be viewed from two perspectives: the impact of the Hub as a business and the impact of the Kohlers as business people.

The Hub as a business impacted the area in several important ways. First, as noted earlier, it set the standards for service, quality and selection for retail businesses in the community. As other businesses emulated the Hub's practices and scheduled promotions in conjunction with the Hub, the entire business community was strengthened.

Second, the Hub was probably the single most important reason for the Coos Bay area's emergence as the retail trade center for the southwestern Oregon market area. Its diversity of quality merchandise, usually found only in large cities, attracted customers on regular shopping trips from great distances throughout the sparsely settled market area. At the time of Al Kohler's death in 1939, it was southwestern Oregon's largest store and one of the half dozen largest retail stores in Oregon outside the Portland area. Hub sales were known as legitimate price reductions and attracted crowds of people. At one sale, so many customers lined up in front of the Broadway entrance prior to opening that their weight caused the concrete sidewalk to collapse into an underground service tunnel!

Third, the Irving Block and the Jones Building played an important role in accelerating the movement of downtown commercial development westward away from the waterfront. After the movement was substantially complete, the Hub was the catalyst which held the new "downtown" together. It did this by generating both auto and pedestrian traffic in the core area. It managed to continue generating pedestrian traffic after the ill-conceived pedestrian mall project of the late 1960's and early 1970's closed Central Avenue to automobiles and disrupted traffic flows. Between 1974 and 1979, the Hub faltered and so did downtown. When the Hub closed in 1979, downtown was dealt a blow from which it has not yet recovered. One of the projects of a second urban renewal district formed recently is the removal of many of the mall structures and opening of Central Avenue to automobile traffic between Broadway and Second Street. The elimination of the mall's negative impact, together with the restoration and existing national register listing of four structures in the historic business district, should have a positive impact on the reemergence

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of the downtown business community. The City of Coos Bay has hopes a restored Hub Building (the Irving Block and Jones Building structures) will make a significant contribution to this rebirth of the city's historic business district.

Fourth, the Hub's continuing program of expansion and remodel -- in 1925, 1937, 1941, 1946, 1948, 1951, 1954, 1957 and the 1960's -- kept the business and its structures, the Irving Block and the Jones Building, abreast of contemporary design and merchandising techniques. This was a powerful incentive for other businesses in the area to do the same.

The Kohlers as business people had a significant impact on the community also. After they had the room to do so in the penthouse residence, Al and Emma entertained the Hub employees and their friends frequently. Al was visible in his business and in the community. He prided himself on being able to walk down the streets and call his customers by name. Al was a charter member of the Rotary and an active member of the Marshfield-North Bend Chamber of Commerce. At the time of his death, he was spearheading a Chamber of Commerce railroad rate survey in an effort to lower freight rates for the Coos Bay area. Al's stature in the community and with his employees was uniquely demonstrated when he died. His body returned to Marshfield from Portland by train. All of the Hub's male employees met the body at the depot and escorted it on foot in a solemn procession through downtown to the mortuary. The Hub closed for two days in his memory and most downtown businesses also closed.

Bud Kohler continued his father's example of service to his customers and the business community. In 1941, he led a bitterly-fought, though losing, battle in opposition to the installation of parking meters in the downtown core. His substantial and continuing investment of personal capital in the downtown core area, resulting from his faith in the area's future, insured the viability of this area until his death. One civic leader referred to Bud as the "heartbeat" of the community.

At the time of his death, Bud was generally considered to be the most highly respected businessman in the area. Exactly the same words were used to describe Al Kohler and W. S. Chandler a generation and two generations earlier. The dreams and accomplishments of these three men -- spanning three generations and over a half century -- were combined in

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the Jones Building, the Irving Block and the business they nurtured: The Hub, Inc., southwestern Oregon's largest and greatest store.

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Coos Bay Times for:

January 1, 1928

September 1, 1939

June 24, 1941

February 18, 1943

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March 16, 1946
November 26, 1947
April 28, 1948
June 23, 1951
September 17, 1954
April 5, 1957

Southwestern Oregon Daily News for:
July 24, 1925

National Register of Historic Places Nomination Forms For:
Chandler Hotel (1908) and Annex (1913)
Coke, J. S. Building (1910)
Elks Temple (1920)
Coos Bay National Bank Building (1922)

Peterson, Emil R. and Powers, Alfred, A Century of Coos and Curry, Portland: Binfords
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Continuation Sheet**

Section number 10 Page 1

VERBAL BOUNDARY DESCRIPTION

The nominated area is located in SE 1/4 SW 1/4 Section 26, Township 25S, Range 13W, Willamette, in Coos Bay, Coos County, Oregon and is legally described as Lots 1 and 4, Block 18, Town of Marshfield, Dean Halls Plat. It is otherwise identified as Tax Lot 4200 at said location.

BOUNDARY JUSTIFICATION

The nominated area is the property historically occupied by the Hub Department Store as it was constructed in 1914 and expanded in 1926.

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The following information is submitted for all the photographs (excepting historic photographs):

Property: The Irving Block/Hub Building

Address: 125 Central Avenue
Coos Bay, Oregon 97420

Photographer: Peter Turowski

Date: April 1992

Negatives: Steve L. Clay
833 Anderson Avenue
Coos Bay, Oregon 97420

Historic Photographs:

Photo #1: Looking southwest across intersection of Broadway and Central. View of the Irving Block.

Date: early 1920's.

Photo #2: This view is thought to be looking west inside the Jones Building prior to the addition of the second floor in 1951. Pictures appear to have been taken in the 1920's.

Photo #3: View west down Central Avenue from the intersection of Broadway and Central.

Date: early 1930's.

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- Photo #4: View to the southwest from the intersection of Central and Broadway. View of Irving Block with penthouse addition, including glass enclosed patio on its west end.
Date: 1940-1941 (just prior to facelift).
- Photo #5: View to the west inside of glass enclosed patio on west end of penthouse. This kind of gathering was not uncommon on Sundays during residence in the penthouse by the Kohlers.
Date: late 1930's.
- Photo #6: View of the north elevation of the Hub at the completion of the 1941 facelift. The people pictured here are all Hub employees and the photograph was taken to send to Mr. and Mrs. Kohler who were out of the country.
Date: 1941-1942.

Exterior Photographs:

- Photo #7: East elevation of the Jones Building.
- Photo #8: East elevation of the Irving Block and penthouse.
- Photo #9: Hub Building looking southwest from the intersection of Central and Highway 101.
- Photo #10: North elevation of the Irving Block and Hub, east end.
Note: Canopy roofs being removed in foreground.
- Photo #11: North elevation of Irving Block and penthouse, west end.
- Photo #12: View of bronze plaques at northeast corner of building commemorating Al and Bud Kohler.

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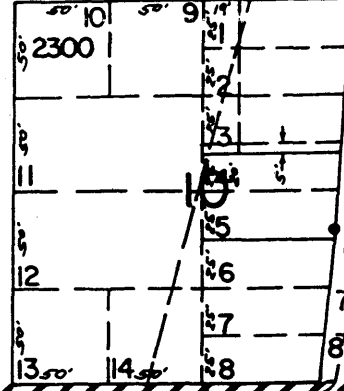
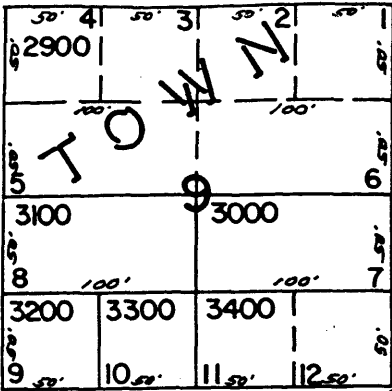
Section number Photos Page 3

- Photo #13: Interior view toward north (Central) storefront at northwest corner of building.
- Photo #14: View toward Broadway toward storefront from west end of Jones Building.
- Photo #15: View toward Central Avenue storefront from south wall of record store in northeast corner of the main floor.
- Photo #16: View to the east storefront from the west wall in the record store at the northeast corner of the Irving Block.
- Photo #17: View through the main entrance doors at the main level, north elevation. Beyond is freight elevator and original stair and ceramic tile floor.
- Photo #18: View up oak stair to penthouse upper entry door.
- Photo #19: View eastward down corridor from entry in penthouse.
- Photo #20: View of the southeast corner of the living room in the penthouse.
- Photo #21: View of the north wall of the living room in penthouse.
- Photo #22: View of southeast corner of dining room in penthouse.
- Photo #23: View from dining room through breakfast nook to archway into kitchen in penthouse.

MARKET (A)

AVENUE

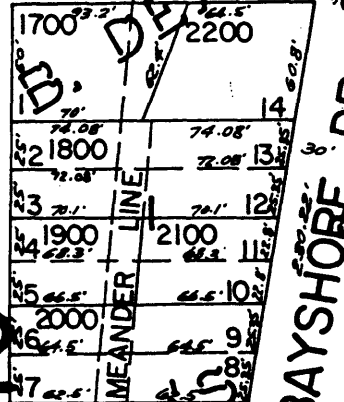
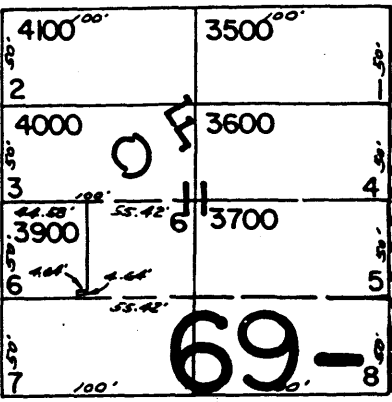
STREET



COMMERCIAL (B)

AVE.

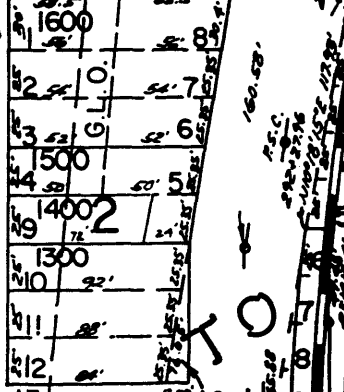
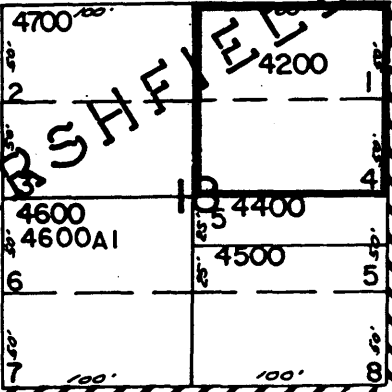
2ND



CENTRAL (C)

AVE. CO.

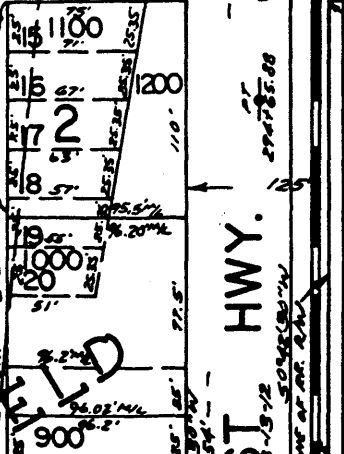
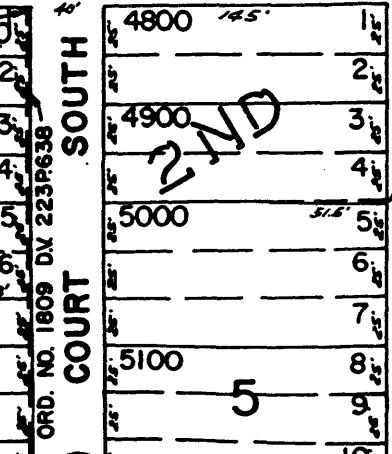
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PERSON (D)

AVENUE

COURT



69-62

DEAN

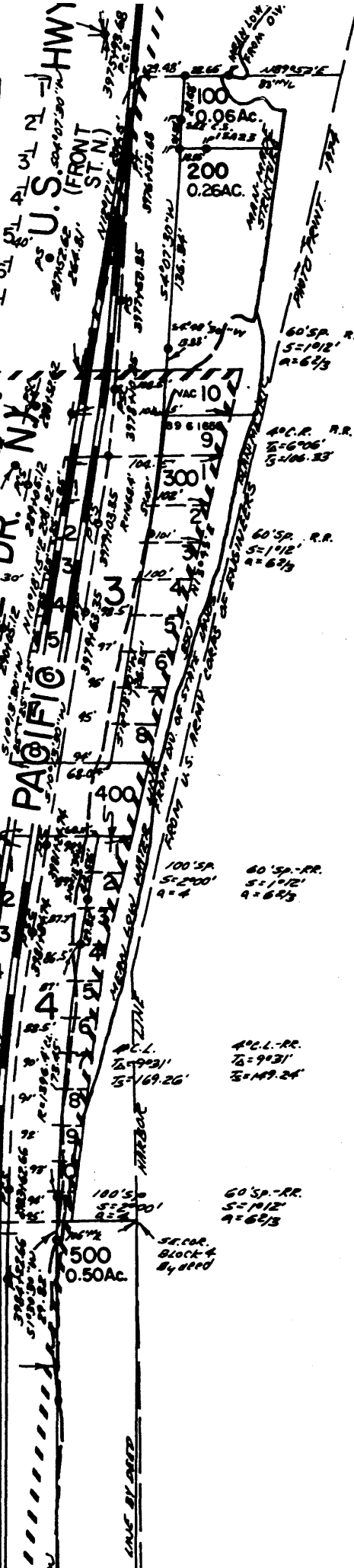
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PACIFIC

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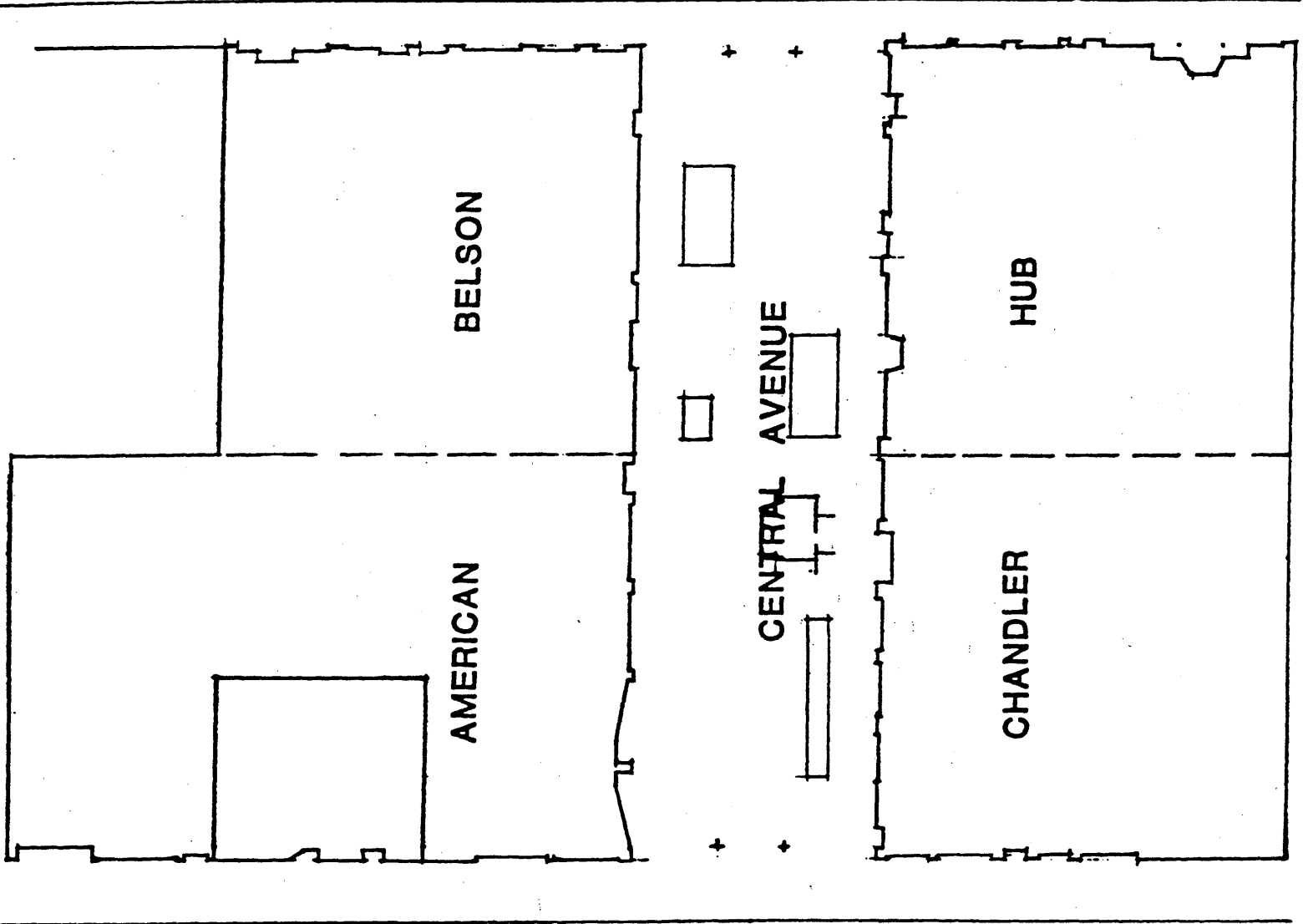
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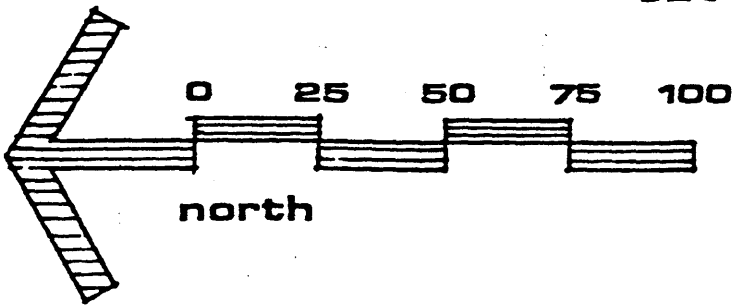


BROADWAY

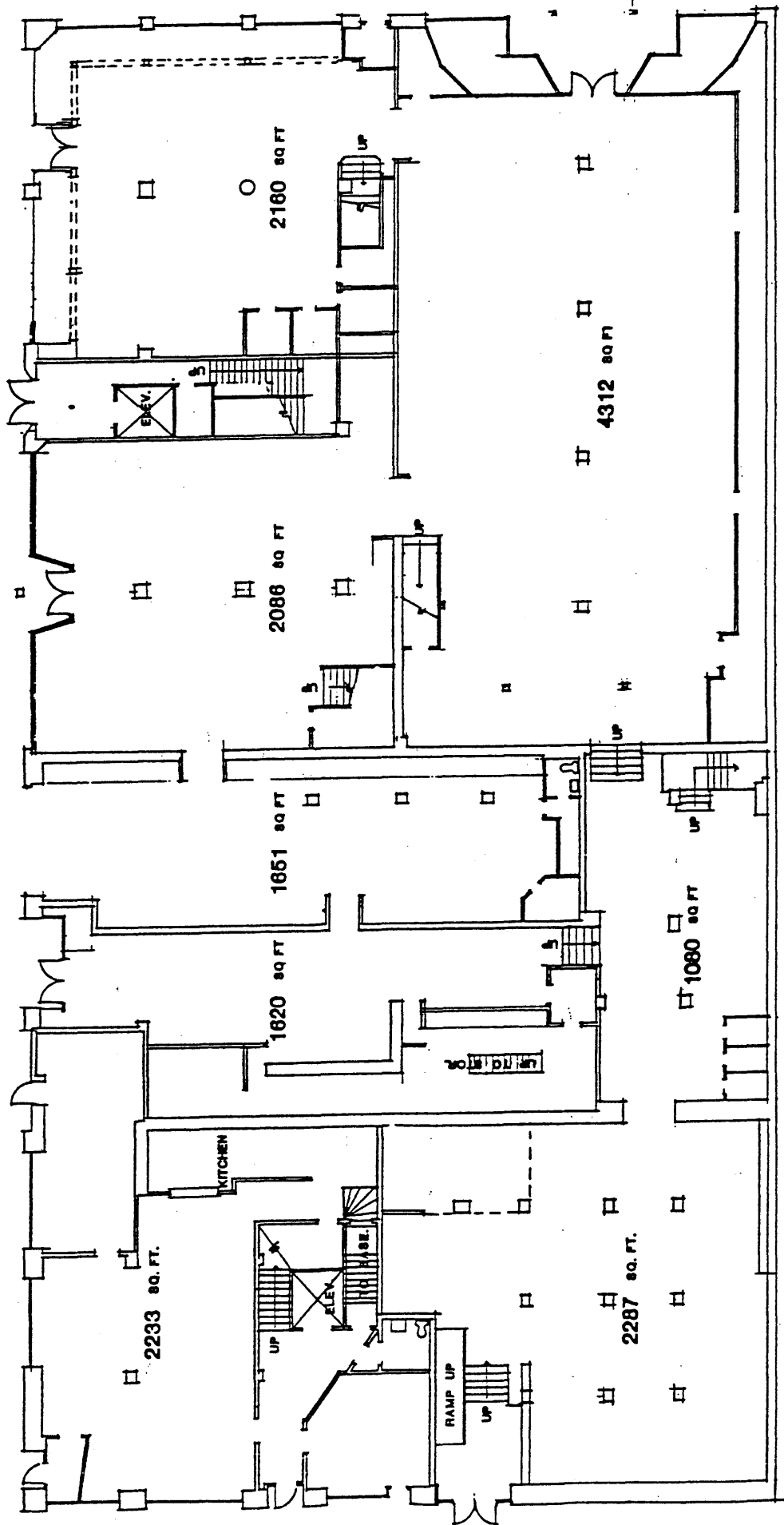
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SECOND STREET



CENTRAL AVENUE

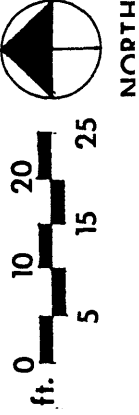


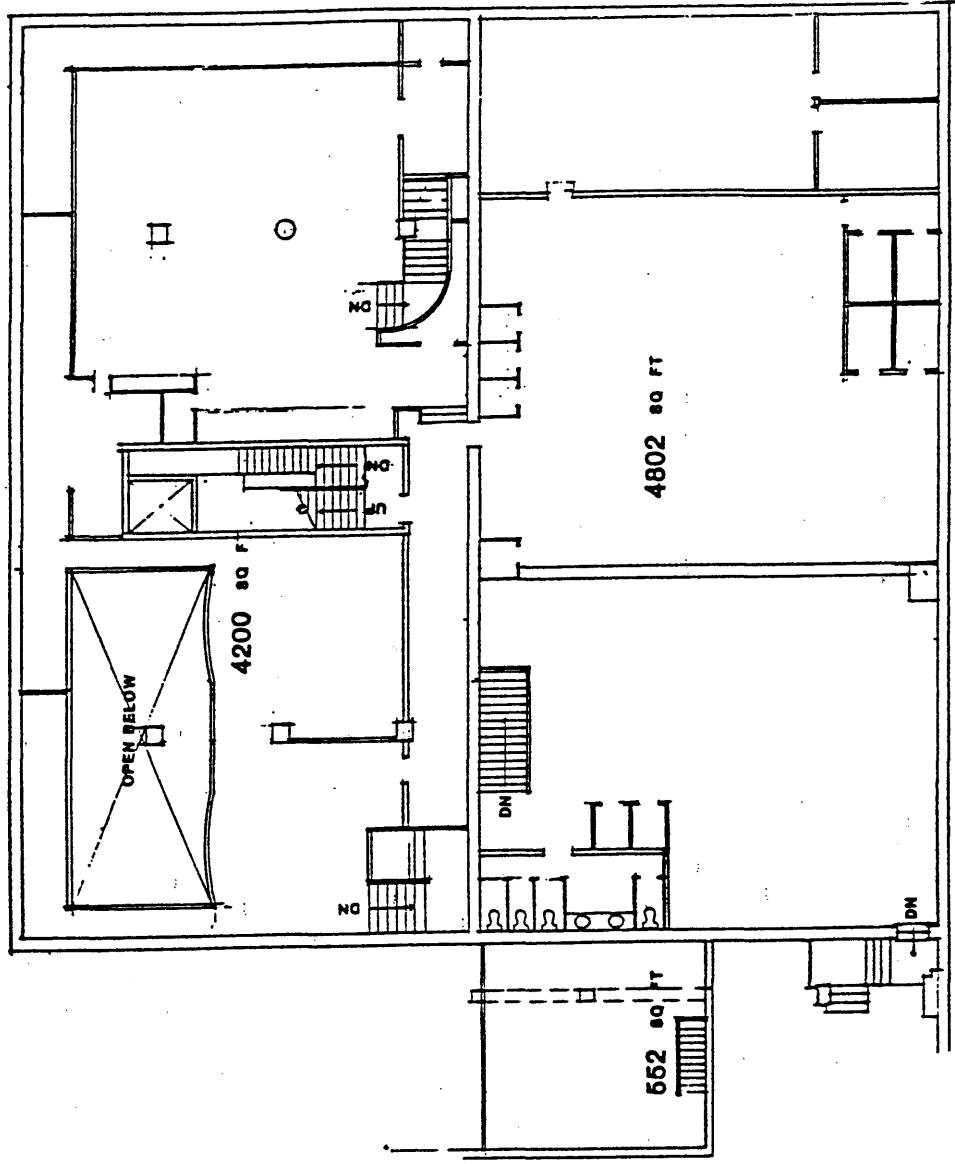
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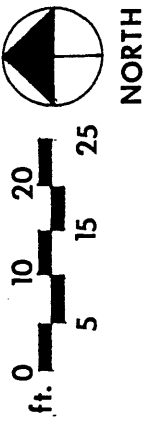
HUB BUILDING

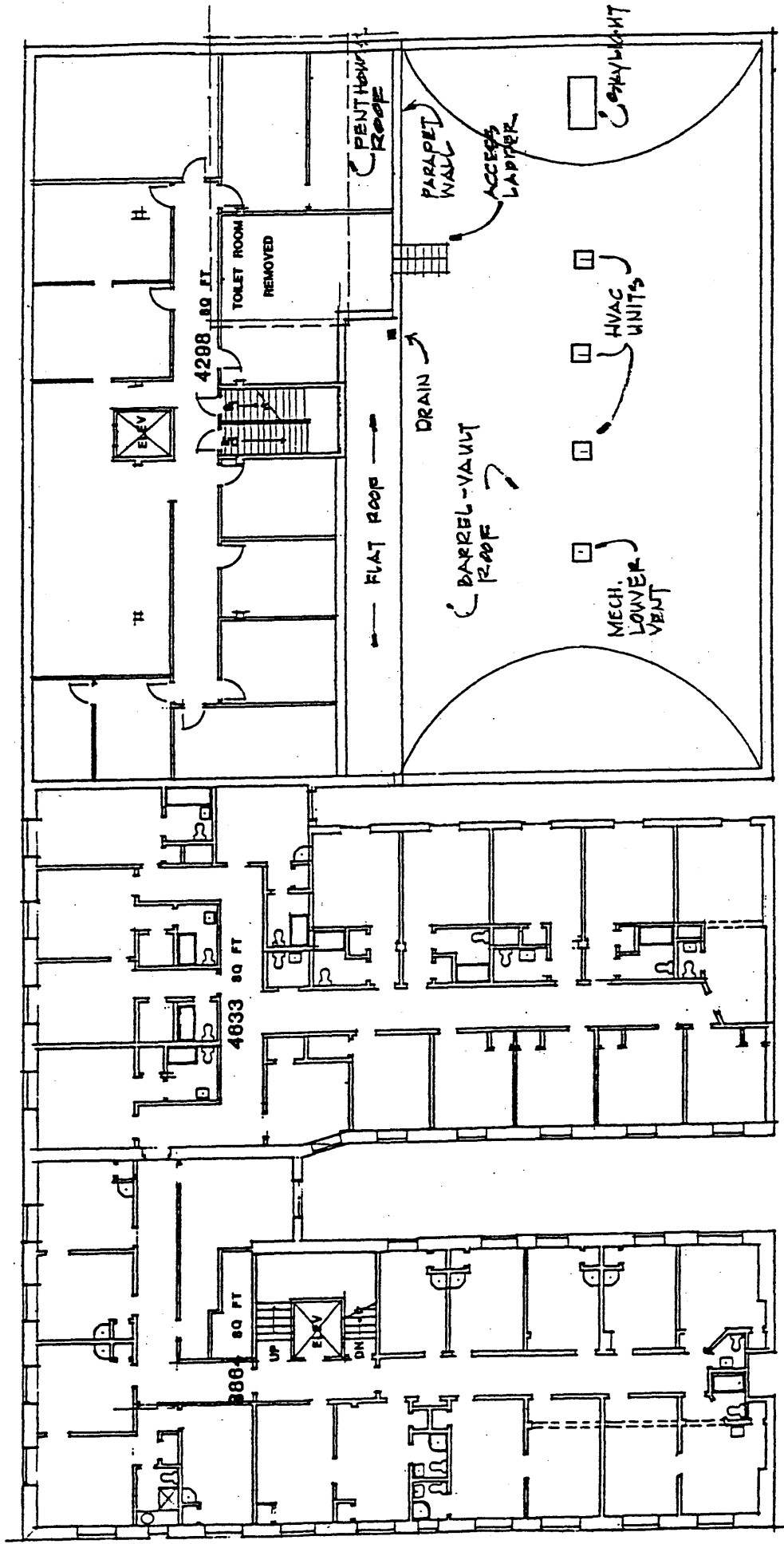
CHANDLER BUILDING
MAIN FLOOR





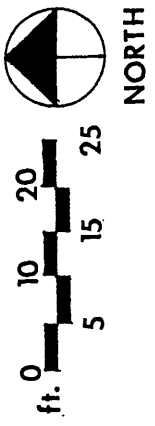
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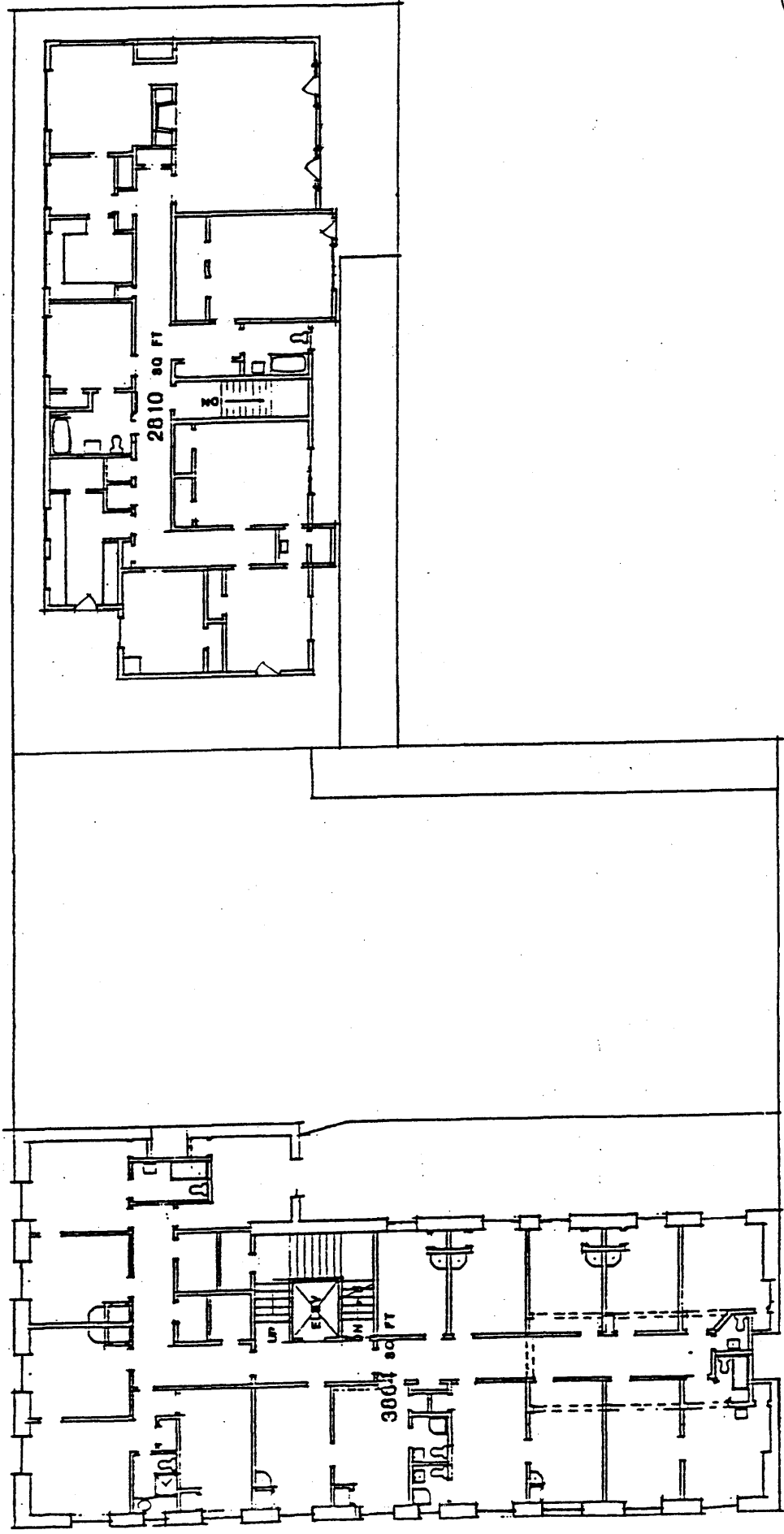




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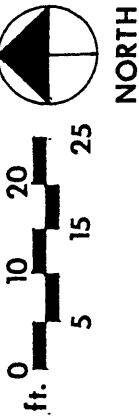
CHANDLER
2ND FLOOR

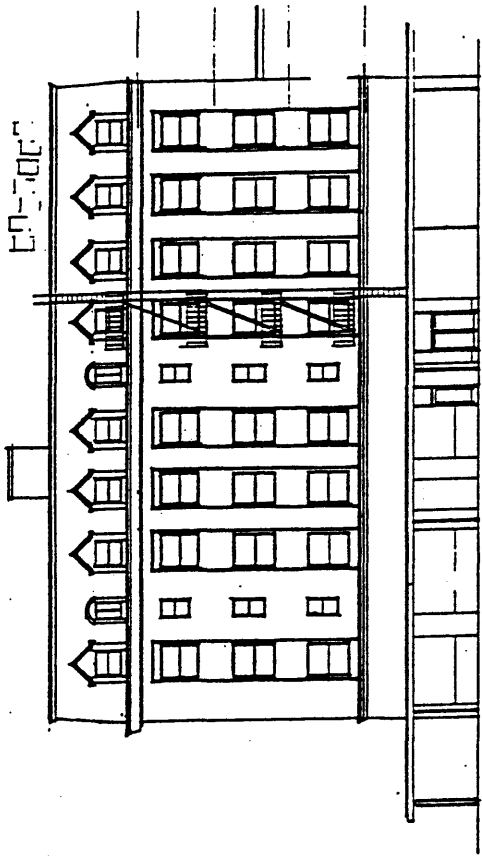




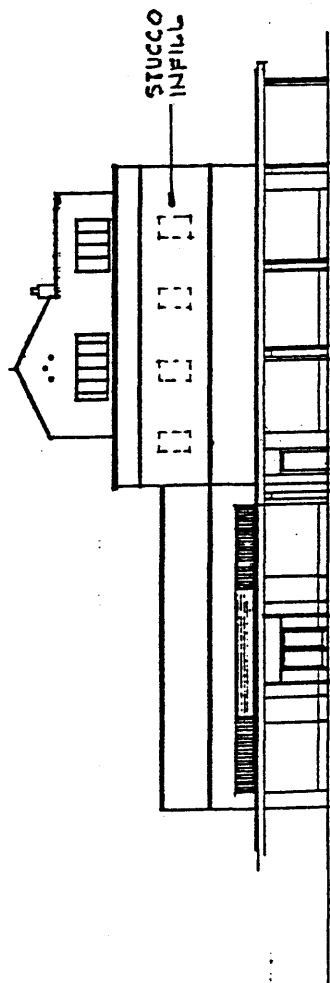
CHANDLER 3RD FLOOR

HUB PENTHOUSE

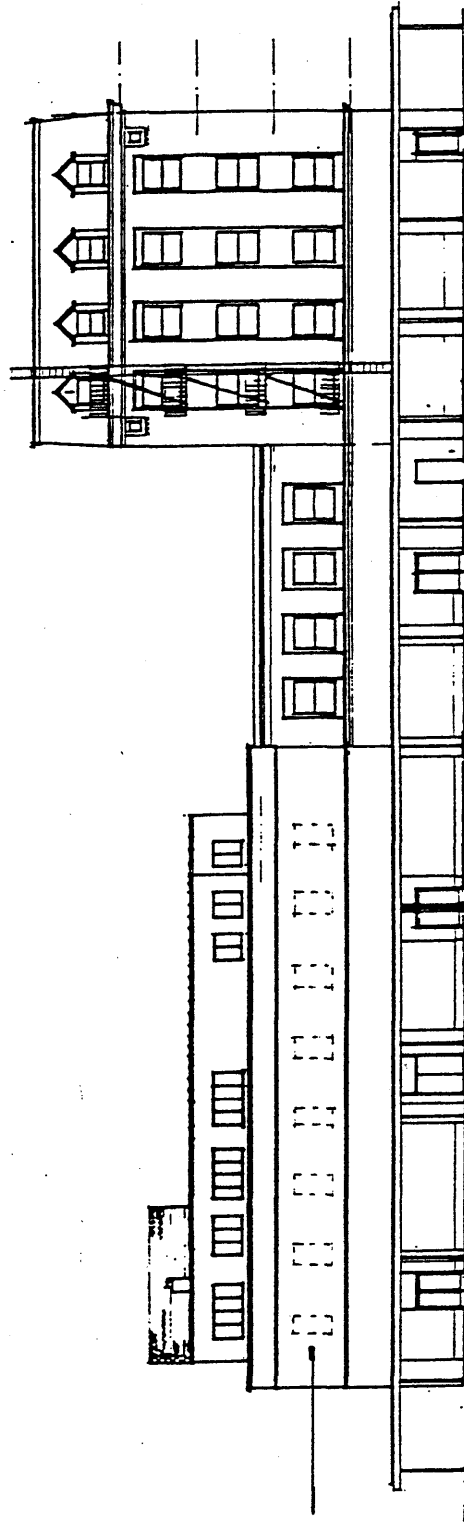




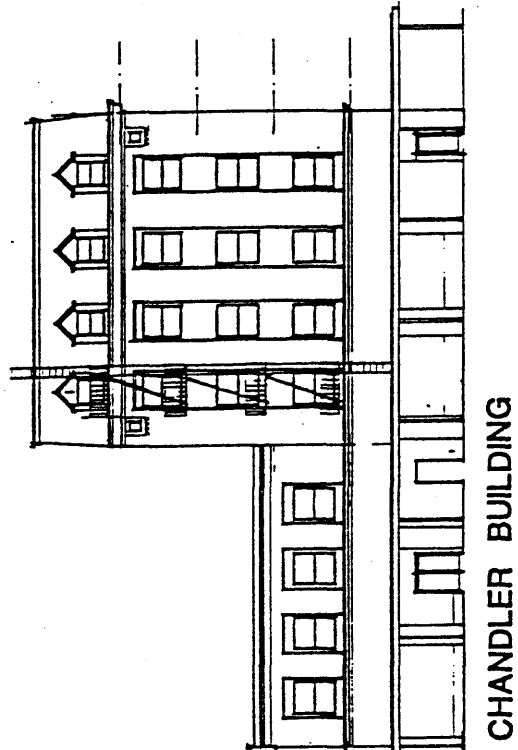
CHANDLER BUILDING
WEST ELEVATION



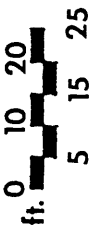
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EAST ELEVATION



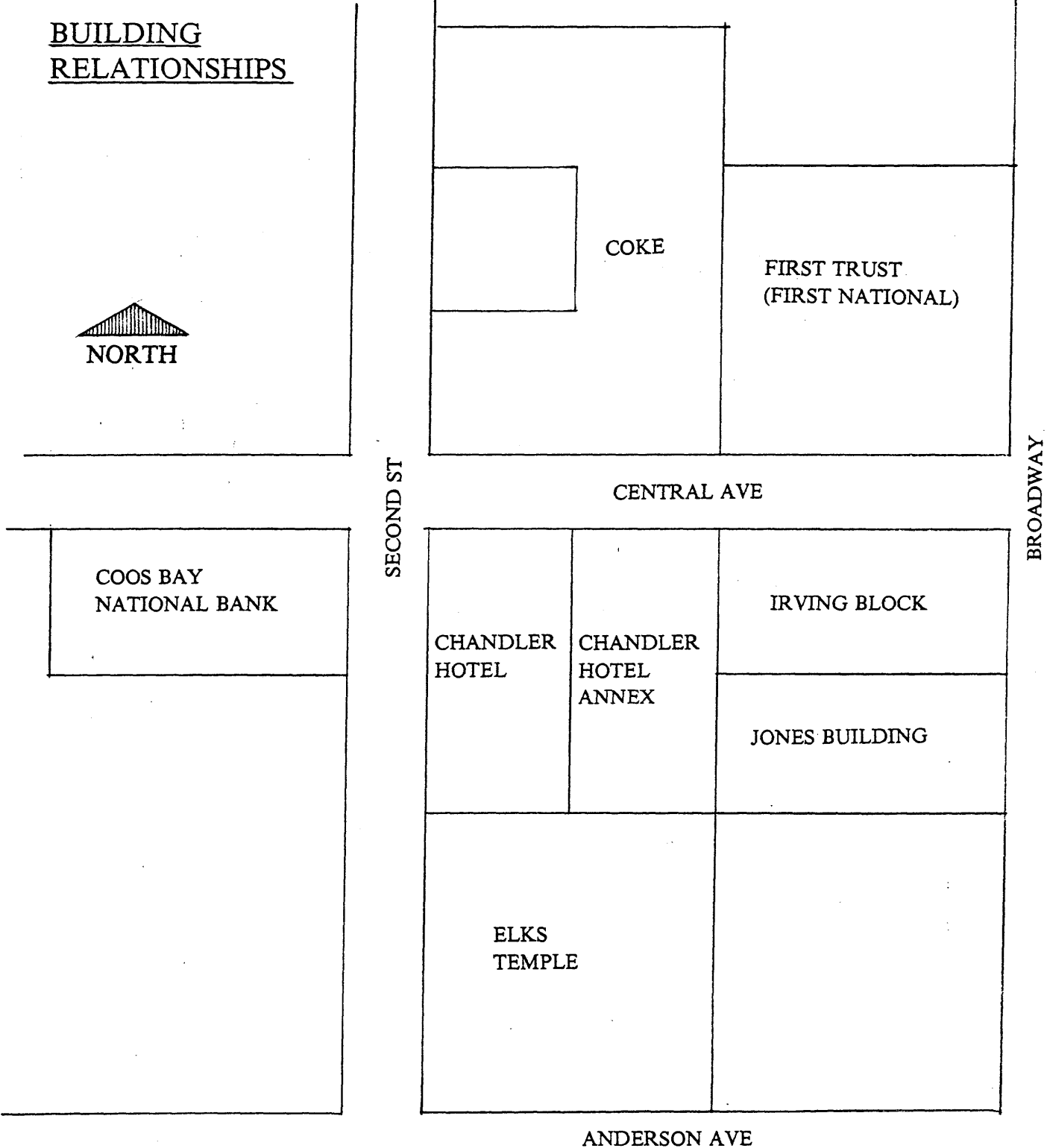
HUB BUILDING
NORTH ELEVATION



CHANDLER BUILDING
NORTH ELEVATION



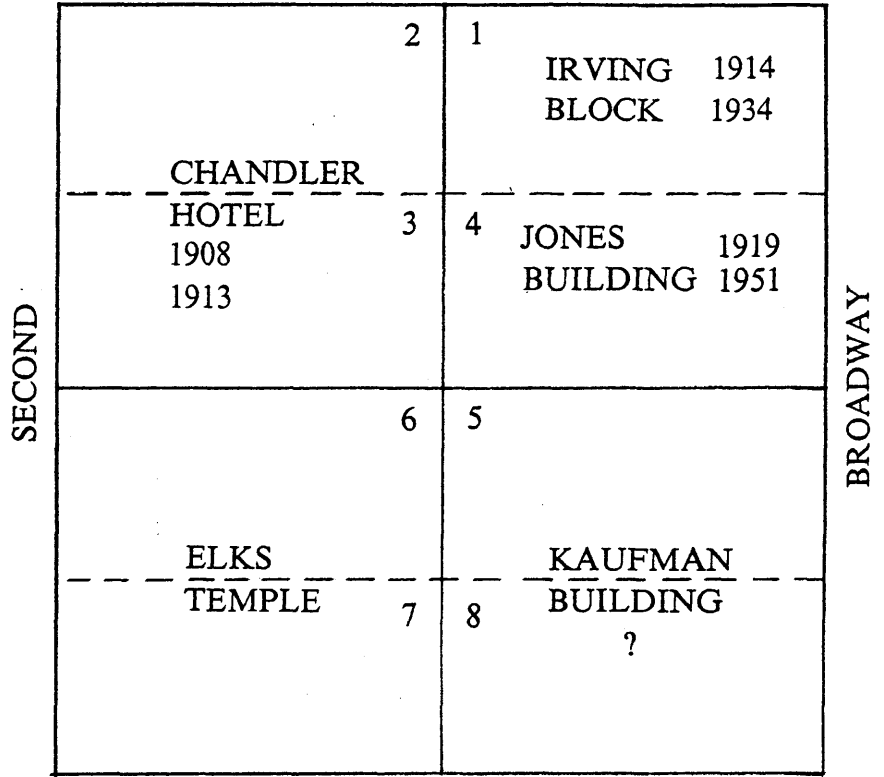
BUILDING
RELATIONSHIPS





BLOCK 18, TOWN OF MARSHFIELD

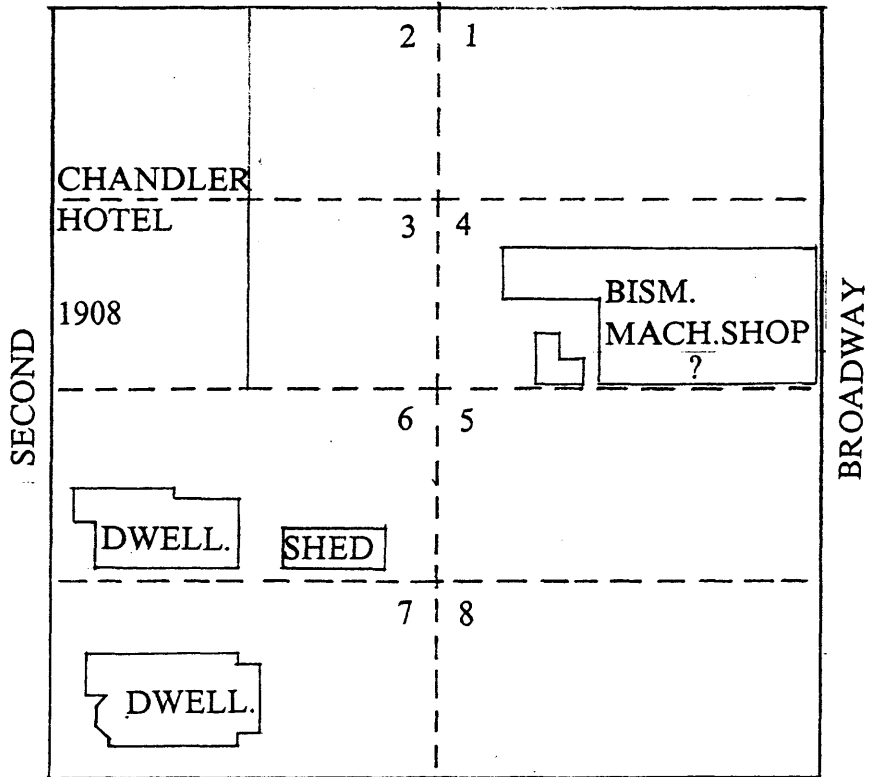
CENTRAL



SOMETIME
AFTER 1920
BUT BEFORE
1924

ANDERSON

CENTRAL

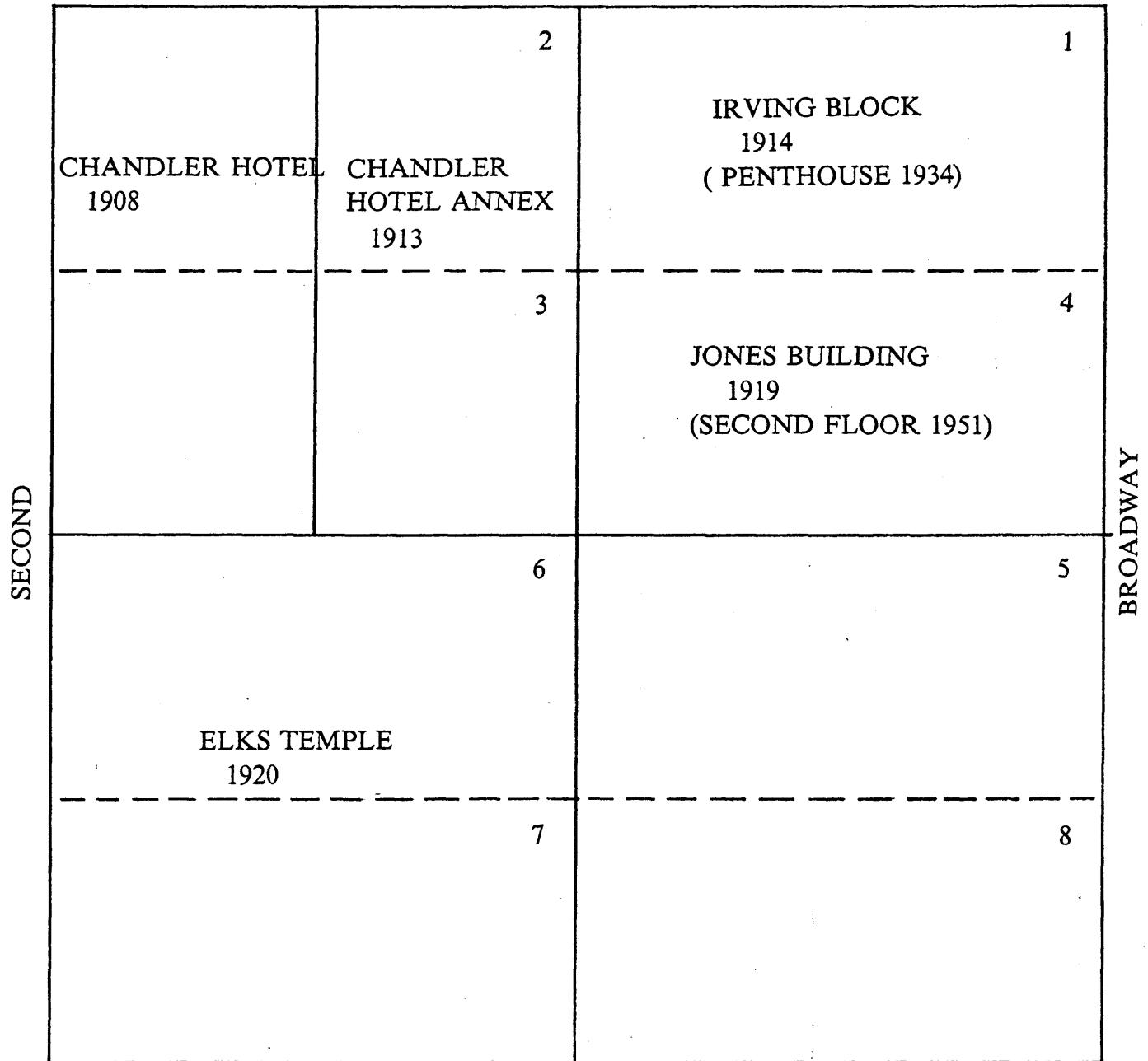


SOMETIME
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BUT BEFORE
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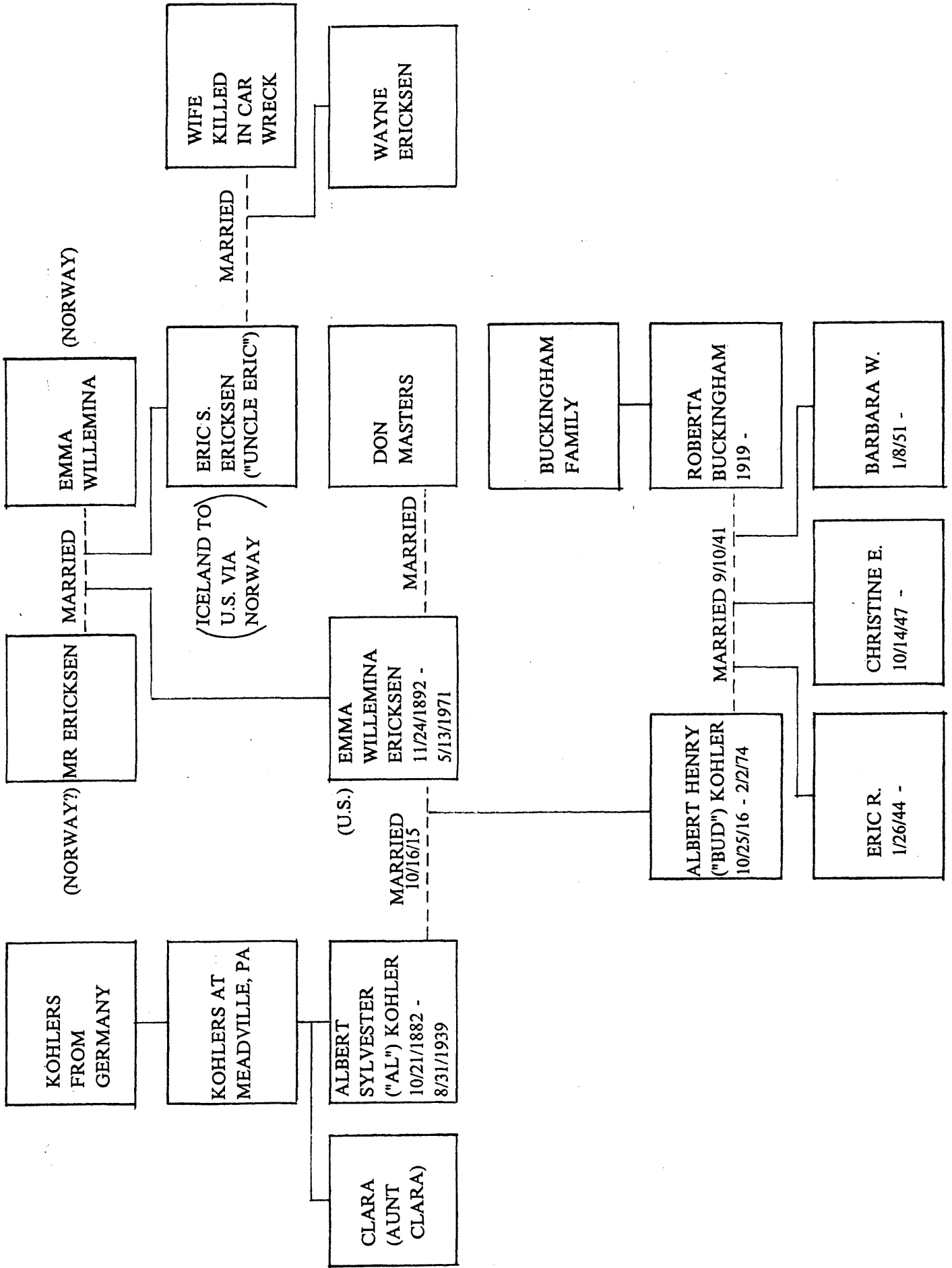
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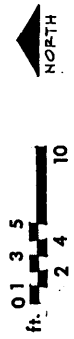
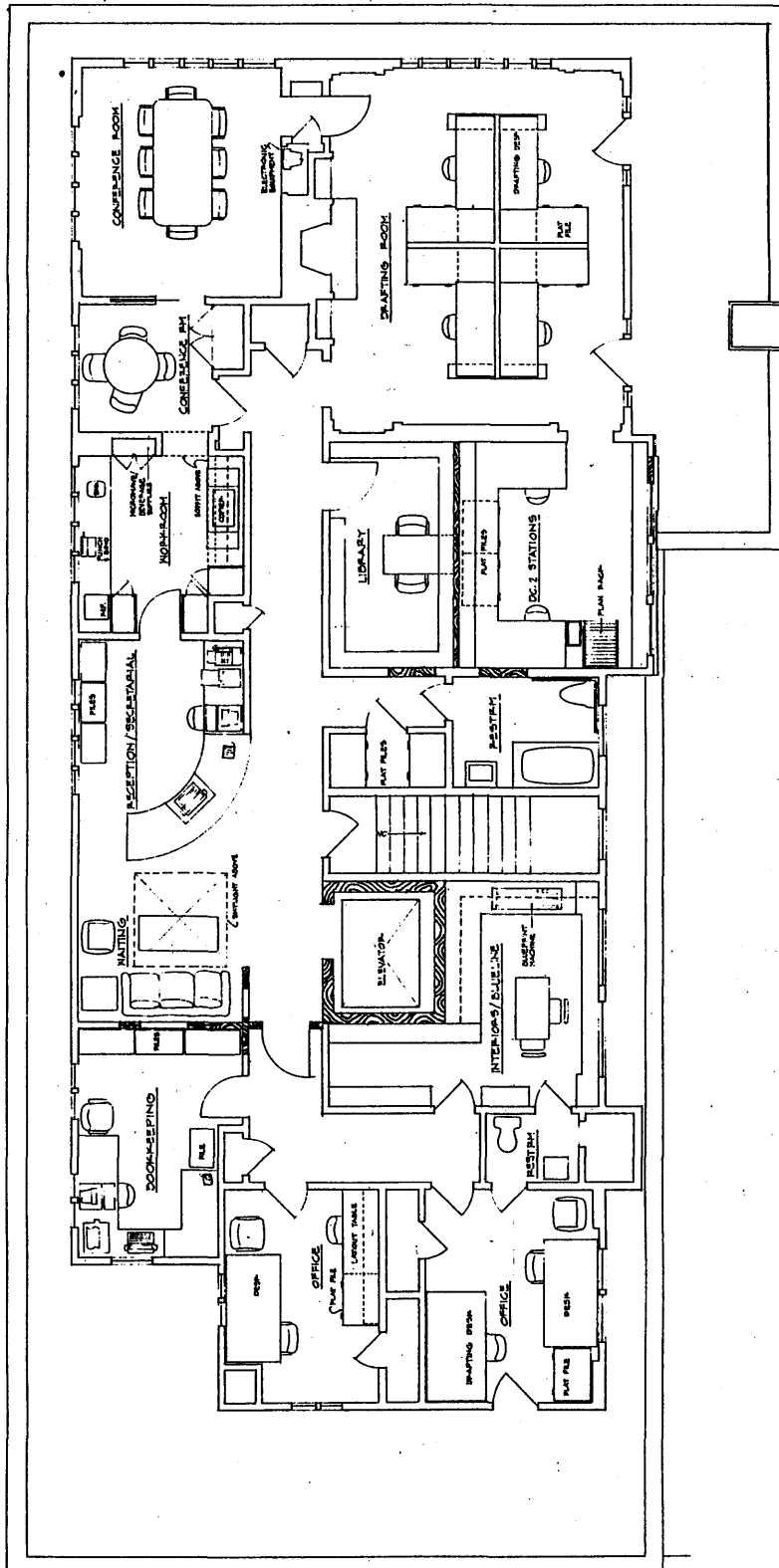
CENTRAL



ANDERSON







THIRD FLOOR PLAN

--- NEW CONSTRUCTION