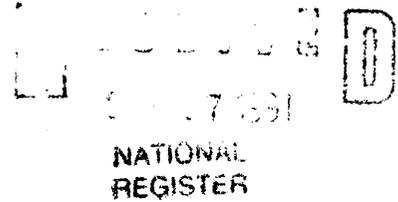


1555

United States Department of the Interior National Park Service

National Register of Historic Places Registration Form



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

1. Name of Property

historic name Terminal Sales Building
other names/site number Terminal Sales Plaza

2. Location

street & number 1220 SW Morrison Street
city, town Portland
state Oregon code OR county Multnomah code 051 zip code 97205

3. Classification

Ownership of Property: [X] private, [ ] public-local, [ ] public-State, [ ] public-Federal
Category of Property: [X] building(s), [ ] district, [ ] site, [ ] structure, [ ] object
Number of Resources within Property: Contributing 1, Noncontributing 0, Total 1

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

4. State/Federal Agency Certification

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

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria. [ ] See continuation sheet.
Signature of commenting or other official:
Date:
State or Federal agency and bureau:

5. National Park Service Certification

I, hereby, certify that this property is:
[X] 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:)
Entered in the National Register: 10/17/91
Signature of the Keeper: Helene Byers
Date of Action:

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**6. Function or Use**

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Historic Functions (enter categories from instructions)

Commerce/Trade: business, wholesale  
market  

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---

Current Functions (enter categories from instructions)

Commerce/Trade: business, office  
building  

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**7. Description**

---

Architectural Classification

(enter categories from instructions)

Modern Movement: Modernistic  

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---

Materials (enter categories from instructions)

foundation concretewalls stucco  

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roof asphaltother \_\_\_\_\_  

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Describe present and historic physical appearance.

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The Terminal Sales Building is located at 1220 Southwest Morrison on the westernmost edge of the Portland downtown core. Most of the surrounding buildings are much lower, thus the building plays a prominent role in the Portland skyline. Just to the west of the building is the I-405 freeway. The most notable landmark buildings located in the immediate area are the Galleria (Olds, Wortman and King Department Store) and the First Presbyterian Church.

## THE DESIGN OF THE TERMINAL SALES BUILDING

The Terminal Sales Building was designed in the office of A.E. Doyle immediately following the design of the Pacific Building. The Terminal Sales Building was Doyle's first and only departure from his use of the Classical Revival Style in his commercial building designs. Whereas Charles Greene was Doyle's designer on the Pacific Building, Doyle entrusted the Terminal Sales design to Wilfred Frank Higgins. Pietro Belluschi, who had joined Doyle's office in 1925, remembers Higgins as a pipe smoker, and confirms that he was the designer of the building.

Donald J. Stewart, who worked in the Doyle office in the early 1920s, remembers Higgins well, although he was away from Portland at the time that the Terminal Sales was being designed. Also involved in the design of the building was Robert G. Biederman, whose initials are on many of the construction drawings.

The design is an early use of architectural concrete, and its style is Neo-Gothic Art Deco, with its vertical emphasis, although it has no zigzag detail, and depends entirely on its massing, and on light and shadow for its decoration.

A reproduction of the architect's rendering, published in March 1926, reveals how the building was intended to look, showing an identical ~~nine~~-story wing at the west side of the central tower. The resemblance in concept and detail to the famous Merchandise Mart in Chicago is startling. This building by Graham, Anderson, Probst & White was not completed until 1929, but it is possible that its design was already complete, and was seen by Doyle or Higgins. Doyle's building appears to be the better design of the two.

**United States Department of the Interior  
National Park Service****National Register of Historic Places  
Continuation Sheet**Section number 7 Page 3**DESCRIPTION OF TERMINAL SALES BUILDING/ORIGINAL**

The \$500,000 13-story Terminal Sales Building provided Portland with one of the largest commercial blocks in the northwest. The building offered new and unique features at the time that it was built. The display room and office concept used in the building was new to commercial building design. Display cases were used extensively throughout the building and 2,300 lineal feet of plate glass was installed in the building. A 14 foot-wide auto driveway ran along the arcade of the buildings and a loading dock was constructed. A gasoline station and garage was designed by the Doyle office and was constructed on the northwest corner of the site. In accord with the city beautiful movement, Doyle was very careful in making the massive structure look interesting and appealing. He spent three months investigating the type of paint to use on the building. He was in Europe when he decided that terraconin would be the best. This method, new in the west at the time, was a combination of waterproofing and paint that was applied with a high air pressure gun. The benefits of the terraconin method were greater protection of the cement walls from moisture, easier application, and less glare of the paint on the surface. Two shades of brown were chosen to use on the building. Doyle wired his instructions from Europe and he apparently made a wise decision as the building was not re-painted until the fall of 1957. At that time Joe Hull, son of Stephen Hull and manager of the building, spent over a year with Frank Roehr of Church, Newberry & Roehr, deciding what to do with the exterior of the building. The coating they chose was similar to the original coating. 100,000 square feet of Gun-Tex coating was used to paint the building.

The interior of the building also had several unique features--one being a clubroom--something new to office building design. The clubroom was to be used by tenants and visitors and was described at the time as "luxurious." There was a garage in the basement for free storage of cars owned by tenants and visitors. The exterior of the building featured off-set columns, a 23 foot arched doorway of travertine and terra cotta, and a fueling station was established on the corner.

In 1928 Stephen Hull hailed the success of his building after a number of national companies had moved into the Terminal Sales Building, filling it to capacity. Several of the companies that moved into the building were serving large areas of the Pacific coast and Rocky Mountain regions. It was hoped that out of state buyers would come to Portland and advance the city's position as a commercial center. Hull stated that the "building has been more of a success even than I expected." However, the original interior design of the building as a wholesale market was short lived. The Depression

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came and severely damaged any hopes that wholesale selling and buying in an outlet store would prosper in this building or anywhere. The building was slowly converted into an office building and has remained as such today.

### INTERIOR CHANGES

There have been numerous remodeling jobs and work done to the interior of the building. During the past six decades most of the interior construction has involved the removal or installation of partitions and walls which separate the individual office spaces.

In 1937 work was done to remodel the elevator machine room and the penthouse. In 1939 there was a remodeling job of the lobby. During the 1940's and 1950's, most of the interior work dealt with partition arrangements. In 1960 the second floor annex (addition built in 1937) was remodeled into a private office. The plans were designed by Stewart & Richardson. Also during 1960, United Airlines spent \$40,000 to design its 7th floor office space. The lobby and first floor were remodeled, plans by Bloodworth & Hawes of Portland. New store fronts were constructed in 1962, and in 1963 a restaurant on the ground level was remodeled. In 1966 the 8th and 9th floors were renovated, and in 1967 the 7th and 8th floors were remodeled. In 1970 the corridors and restrooms on the 5th and 8th floors were remodeled, and new elevators were installed. In 1971 remodeling continued, a new heat and air conditioning system was installed and the ceilings of various floors were renovated. In 1972 the lobby was remodeled. In 1974 the 5th floor was upgraded, in 1975 the 6th floor, and in 1977 the 7th and 8th floors. In 1979 more work was done on the 7th floor and in 1980 a new office was installed on the 1st floor. In 1987 the 6th and 7th floors were remodeled, and in 1988 the 8th and 9th floor were improved. A teller machine was installed in 1988 and in 1989 the 5th and 6th floor were renovated, the entire 2nd floor and 2nd floor annex and the 9th floor received some remodeling work.

### EXTERIOR CHANGES

In 1937 additions and alterations were made to the Terminal Super Service Station. The station was designed by Doyle and built when the building was completed, sometime in 1926 or 1927. It stood on the northwest corner of the lot, on Morrison and 13th. The addition was designed by A.E. Doyle and Associates and the L. Hoffman construction company performed the construction work. The cost of the addition was \$13,000. The

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addition added a second story to the existing one story structure and extended it out to meet the facade of the building which faced Morrison street. The annex was styled in the same design as the main building.

In 1957 the exterior of the building was repainted and in 1976, fiberglass was added to the roof.

In 1940 the Mead Estate purchased the remainder of the block, the south half. This area was used as a parking area. A gas and oil station was added sometime after 1940. In the fall of 1973 the service station was removed and excavation of the lot began. The building now standing behind the Terminal Sales Building, the Dant & Russell Building at 1221 Yamhill, was construction in 1973 at a cost of \$800,000. The building was constructed by University Mechanical & Engineering contractors of Los Angeles, California. The 7 story building, 4 stories of office space and 3 stories of parking, was completed in 1974. Interior remodeling jobs took place in 1984 on the fourth floor, and in 1985. The two building together form the Terminal Sales Plaza.

The Terminal Sales Building is still a prominent and outstanding building. When it was completed in 1926 it stood as the dominant structure of the expanding downtown area. It is the only major representative building of the "modernistic style" which was prevalent in other major cities.

**8. Statement of Significance**

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

nationally     statewide     locally

Applicable National Register Criteria     A     B     C     D

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

Areas of Significance (enter categories from instructions)

Architecture  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance

1926  
\_\_\_\_\_  
\_\_\_\_\_

Significant Dates

1926  
\_\_\_\_\_  
\_\_\_\_\_

Cultural Affiliation

N/A  
\_\_\_\_\_  
\_\_\_\_\_

Significant Person

N/A  
\_\_\_\_\_

Architect/Builder

A. E. Doyle  
\_\_\_\_\_

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

See continuation sheet

## 9. Major Bibliographical References

### Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

See continuation sheet

### Primary location of additional data:

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

Specify repository: \_\_\_\_\_

## 10. Geographical Data

Acreeage of property 0.92 Portland, Oregon-Washington 1:24000

### UTM References

A 

1	0	5	2	4	7	2	0	5	0	4	0	6	1	0
Zone				Easting				Northing						

B 

Zone				Easting				Northing						

C 

Zone				Easting				Northing						

D 

Zone				Easting				Northing						

See continuation sheet

### Verbal Boundary Description

The nominated area of slightly under an acre is Lots 1 through 8 inclusive, South ½ of Block H, Portland Addition, Portland, Multnomah County, Oregon.

See continuation sheet

### Boundary Justification

The nominated area includes all urban lots (encompassing a full city block) occupied by the Terminal Sales Building and its interconnected additions both historic and non-historic. The Dant and Russell addition of 1973 which occupies the southernmost portion of the block is a non-contributing addition.

See continuation sheet

## 11. Form Prepared By

name/title John M. Tess, President with Richard E. Ritz, FAIA

organization Heritage Investment Corporation date March 1, 1991

street & number 123 NW Second Avenue, Suite 200 telephone (503) 228-0272

city or town Portland state Oregon zip code 97207

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## SUMMARY

The Terminal Sales Building, a thirteen-story skyscraper of reinforced concrete with varied massing and set backs, was built for the Stephen Mead Estate in 1926. As expanded by later additions, it occupies an entire block at SW Twelfth and Morrison, adjacent to the I-405 freeway on the westerly edge of Portland's central business district. In a departure from the Classical idiom customarily chosen for commercial projects, the architectural firm of A. E. Doyle provided a design in the Modernistic style. Wilfred F. Higgins is credited as chief designer for the project.

The building, as initially projected, would have had nine-story wings on either side of the 13-story tower block, a scheme that bore marked resemblance to the better-known Chicago Merchandise Mart of Graham, Anderson, Probst and White. The Chicago building was not erected until 1929, however, so it is presumed the plans were published before that time. As realized, the Terminal Sales Building is amassed as a nine-story volume filling the northeast quarter of the block and a 13-story tower block rising from a retail base on the west. To this original configuration were added an historic two-story addition at the northwest corner and a seven-story parking and office structure of 1973 that occupies essentially the southerly half of the block. Because the Dant and Russell Building is interconnected construction making up what is today known as the Terminal Sales Plaza, the non-historic development is counted a non-contributing addition.

Built as a wholesale market place to which an adjoining automobile fueling station was added at an early date, the development incorporated basement parking and clubroom for tenants and liberal installation of plate glass display cabinetry. The concrete building face was organized in the Modernistic style with projecting piers rising without interruption to the roofline. Recessed between primary and secondary piers are multi-light windows, vertical in proportion, and unadorned spandrel panels. Surface articulation depends largely on the play of light and shadow over the reveals and a gathering of stylized ornament at the parapets. Above the second story, spandrels are coffered as a foil to the otherwise plain base. The building has its main entrance on Morrison Street. The colossal round-arched portal has a coffered soffit of travertine and terra cotta. The original paint treatment, thought to have been selected by A. E. Doyle, the principal of the architectural firm, represented one of the early

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applications in the Pacific Northwest of terraconin, a durable paint combining the properties of water repellency that was applied by a high-pressure hose technique.

The building's significance under National Register Criterion C derives from its scope at the high point of Portland's period of upbuilding before the Great Depression. On its completion in 1926, it was the tallest building in the central business district and it had required a special construction permit. It also is considered the major representative of Modernistic architecture on Portland's West Side. Had the building functioned long as originally envisioned, it also might be eligible under Criterion A as a forward-looking experiment in the consolidation of exhibiting and buying facilities for wholesalers and retailers adjacent to the downtown. However, the onset of the Depression spoiled the building's prospects as an important regional wholesaler outlet, and the first of a number of interior remodelings to adapt the building for office use was undertaken in 1937 under the direction of Doyle's successors in the firm A. E. Doyle and Associate (the principal had died in 1928). Even so, the Terminal Sales Building was one of the major ventures calculated to direct the growth of the metropolitan core in the coming automobile age.

The property was included in the Portland Historic Resource Inventory with a rating of Rank II.

Stephen A. Hull, general manager of the Terminal Sales Building in Seattle, was the organizer of the Portland project on behalf of the Mead Estate, and Frederick H. Strong, as manager of the Estate of Stephen Mead, supervised development of the investor's property. The completed building was leased to the Terminal Sales Building Company, of which Hull was a principal stockholder. The property continued under management of Frederick Strong, his successors and the heirs of Stephen Mead through the 1960s.

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**BUILDING'S FUNCTION**

The Terminal Sales Building was originally designed to be used as a wholesale marketing outlet. At the time it was one of four buildings of its kind. Stephen Hull, operator of the Terminal Sales Building in Seattle, had considerable knowledge and experience in the retail/wholesale industry and he worked to bring the latest merchandising trends of the east coast, to the west coast. With the growing industry of retail business in America during the 1920's, manufacturers were beginning to experiment with methods of distribution.

One method was the placement of branch sales offices and merchandise warehouses in large commercial cities. New York, Chicago and Seattle had large buildings where manufacturers could display and distribute their goods quickly to retailers. Merchandise that normally would be found in retail stores would be displayed in the Terminal Sales Building by manufacturers and wholesalers. Public use of the building would be minimal if at all, as retail buyers would primarily come to the building, buy merchandise and have the goods delivered from the building; making it more convenient for the buyer and the seller and save shipping and ordering time. Hull conducted surveys of the marketing techniques being used across the country and found that a centralized buying headquarters building was the most efficient.

Plans were made so the building could accommodate the individual merchandising companies and also for groups of companies to be arranged according to the type of industry so retailers would have an easier time buying merchandise. Tenants were allowed to design their own space with partitions, so when constructed the floors were open and not separated into offices.

Hull fashioned the design and concept of the Terminal Sales Building on the Bush Terminals in New York and London, and the Furniture Mart in Chicago. Certainly innovative for Portland, the Terminal Sales Building represented a new concept in the merchandising/commerce industry. Hull explained that Portland was an ideal city for this type of building because of three factors--water transportation, hinterland (a region beyond the city that supports the city) and a progressive community-progressive in spirit, culture, order and beauty.

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### HISTORY OF BUILDING

The Terminal Sales Building was built at the height of commercial building in downtown Portland. There had been significant growth in Portland during the early 1900's and the city had failed to provide a workable plan to guide the development of the downtown area. In 1918 the Portland City Planning Commission was formed. With the advent of the automobile, the downtown changed rapidly. By the 1920's the city was in need of upgrading due to increasing traffic, dilapidating buildings, and the inability of the city to develop a plan to control downtown growth. The "City Beautiful" movement was an attempt to save the downtown from its rapid growth. By 1925 there was a surge in real estate buying and development, and public investment was becoming more common.

In 1926 Stephen A. Hull, a Seattle developer and general manager of the Terminal Sales Building in Seattle, organized the building project for the Mead Estate. Frederick H. Strong, a Portland property manager and financier, initiated the project in Portland. Strong, a Portland native, (son of well-known Portland doctor Curtis C. Strong and grandson of pioneer Judge William Strong) had established himself as a successful businessman in Portland. He grew up in Portland and attended the Portland Academy. He completed his studies at Yale University in 1902 and started a career in the banking industry at the Ladd & Tilton Bank in Portland. He eventually became president of the Ladd Estate Company, which he co-purchased in 1927. Strong was also the manager of the Stephen Mead Estate which owned a significant amount of property in downtown Portland. One piece of property owned by the Estate was the lot between 12th and 13th Street on Morrison. This lot was selected as the site for the Terminal Sales Building. The Estate financed the project supplying the land and construction costs of the building. Strong became a part of the Terminal Sales Building Company and he supervised the building project.

### HISTORY OF THE STEPHEN MEAD ESTATE

Stephen Mead was a financier from a wealthy New England family. He had entered into a partnership with his nephew, William S. Ladd, in the Ladd & Tilton Bank. Ladd was born in Vermont in 1826. He arrived in Portland in 1851. One of many Oregon companies that Ladd established during his life, the Ladd and Tilton bank, was the first bank in the territory. He and C.E. Tilton opened the bank in 1859. Stephen Mead was a silent partner in the venture. Mead died on December 9, 1875, leaving a will that issued his estate to his grandchildren, with his children acting as trustees. William S. Ladd was named as an executor of the estate.

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Mead's partnership interest in the Ladd & Tilton Bank was a major asset of the estate and he requested that it be sold when Ladd no longer controlled the Bank. Mead's will directed that the funds from his partnership interest were to be used for investment in improved and unimproved land on the Pacific Coast, specifically in Portland or San Francisco. The executors followed the instructions of the will and sold Mead's partnership interest when Ladd retired from the bank. The money was invested in improved and unimproved land mostly in Portland. Unfortunately the will did not provide income to maintain or improve the properties. Soon the properties began to lose money. In 1893 Stephen Mead's son, J.R. Mead, was concerned about the "unsatisfactory conditions" of the estate properties and during the next year he assumed management of the estate in Portland.

By the early 1900's, the Stephen Mead Estate owned about 23 pieces of property in Portland. Two buildings were providing some income, but the other 21 properties were failing. In 1916 a bill was drafted by the Oregon legislature that allowed for the alteration of a trust if the trust, as established, was causing a complete loss in the value of the trust. Under this statute, ORS 128.110, the trust was altered to allow for money generated by the properties to be invested back into the properties. Stephen Mead's only surviving child by this time was Stella Mead. She came to Portland and employed Frederick H. Strong to manage the estate. With the approval of Miss Mead, Strong sold off unproductive properties, unified the existing properties and supervised the construction of the Terminal Sales Building and the conversion of the Mead Building.

Strong travelled back east to confer with representatives of the estate in Feb/March of 1926. On April 10, 1926 the Terminal Sales Building Company was formed with Stephen Hull acting as president, Frederick Strong as vice-president and E.V. Littlefield as secretary. With financing and the downtown property from the Mead Estate, construction on the site began with the wrecking of the Norton hotel and several residences. A special building permit was required because of the building's height. The construction of the Terminal Sales Building began in April and was completed by December, 1926, giving Portland its tallest building. The concrete building had a nine story wing and a 13-story tower. A one story concrete garage and a filing station were constructed on the corner of 13th and Morrison sometime after 1926. The initial interior construction was finished by July of 1928 when the last open space in the building was leased and partitions were installed.

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**A. E. DOYLE**

The Terminal Sales Building and filling station were designed in the office of Albert Ernest Doyle, prominent Portland architect. One of his tallest designs, the other being the 15 story Public Service Building which was built in 1928, the Terminal Sales Building is representative of the Gothic skyscraper common in New York and other large eastern cities. The building is the only major structure in Portland representative of this modernistic style of architecture. The architecture of the Terminal Sales Building was viewed at the time of its construction as being unique and massive. Doyle started his profession as an intern in the Portland architectural firm of Whidden & Lewis. This firm controlled much of Portland's building design for two decades. Doyle worked there for 12 years and during this time the firm designed styles that were heavily influenced by European and east coast designs. The firm supervised the plans for the 1905 Lewis & Clark Exposition, which Doyle participated on until he left Portland for New York. He studied at the School of Architecture at Columbia University and the American School of Architecture in Athens, Greece. By 1907, Doyle had returned to Portland and established his own office just in time to participate in the boom of commercial and industrial building that took place in Portland between 1905 and 1929. Before his death in 1928, Doyle designed, mostly by himself but also with partners W.B. Patterson and James G. Beach, a great number of buildings in Portland, including the Selling Building, Meier & Frank, 1910, Oregon Hotel (Benson) 1911, Central Public Library 1913, Northwest National Bank (American Bank) 1913, Pittock Block, 1914, U.S. National Bank, 1917 and 1923, Morgan Building, 1913, the Broadway, Bank of California, 1924, Pacific Building 1926, the Terminal Sales Building in 1926, the Public Service Building, 1928, buildings at Reed College and residential designs. Certainly Doyle's buildings are a significant part of downtown Portland and it has been said that "no one else has had such a lasting or widespread effect on the Portland cityscape" as A.E. Doyle.

**WILFRED FRANK HIGGINS**

Wilfred Frank Higgins practice in Portland for about fifteen years, from 1919 to 1934. Higgins worked in the office of A.E. Doyle in Portland from 1919 to 1926. The recollection of architect Donald J. Stewart, who worked in Doyle's office in the early 1920s, is that Doyle encountered Higgins when he was working on a job for a Portland contractor. Higgins had no formal architectural training, but Doyle recognized his talent and offered him a job. Stewart recalls that Higgins had great ability as a renderer, making most of the renderings in the office. He also designed several brick and timber houses while in the office.

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Higgins last major project for Doyle was his design of the Terminal Sales Building. In 1927 Higgins formed a partnership, Higgins & Biederman, with Robert G. Biederman, who had worked on the Terminal Sales Building drawings with him in the Doyle office. Higgins & Biederman designed a number of houses in Portland, and in Vancouver, Washington, an auditorium addition to the high school, as well as a bank.

Higgins partner, Biederman died in 1931. Higgins continued in practice in Portland until 1934, when he apparently left the city. Frank Higgins came to Portland with his father from eastern Canada as a teenager. His date of birth and death are not known.

**HAWLEY HOFFMAN, BUILDER**

The builder on the project was L. Hawley Hoffman, son of Lee Hoffman, an early Portland developer and bridge builder who worked with Charles F. Swigert. L. Hawley received his education at Harvard and after working as an architect, he started his own construction firm in 1922. Building mostly garages and apartment houses for three years, the Terminal Sales Building was his first major building contract. Hoffman obtained many building contracts for large and significant structures to be built in Portland, such as the Heathman Hotel, the Portland Theater, Pacific Properties Garage, the Wentworth Irwin building, and the Public Service Building--all of which were completed by 1928. With the help of his sons, the construction company became a major northwest firm.

**OWNERS OF THE BUILDING**

The Mead Estate built the Terminal Sales Building and leased it to the Terminal Sales Building Company for 25 years--from July 1, 1926 to December 31, 1951. The principal stockholders in the company were Stephen Hull and later his son Joseph. The Mead Estate also remained as stockholders in the leasing company. Frederick Strong remained manager of the estate until 1950 when he retired and William L. Brewster assumed that position. Joe Hull was employed by the Mead Estate to manage the building in 1952. In 1957 Stella Mead, the surviving child of Stephen Mead, died and the surviving grandsons of Stephen Mead, Frank L. Mead and C. Shepard Lee, each received a one-half interest in the estate. The Mead Estate sold the building to Ralph Schlesinger around the year 1970.

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- "Terminal Rooms Leased," The Oregonian (30 Feb. 1927), p.23, sec.1.
- "Terminal Sales Building Gets First Painting," The Oregon Journal (8 Sept. 1957), 10B, c.2.
- "Terminal Sales Building To Be Started Monday," The Oregon Journal (9 May 1926), p.2, sec.2.
- "Terminal Sales Building Turned Over to Owners," The Oregon Journal (26 Dec. 1926), p. 2, sec.2.
- "Terminal Work to End," The Oregonian (19 Dec. 1926), p.2, sec.2.
- "Tower Roof Completed," The Oregonian (10 Oct. 1926).

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

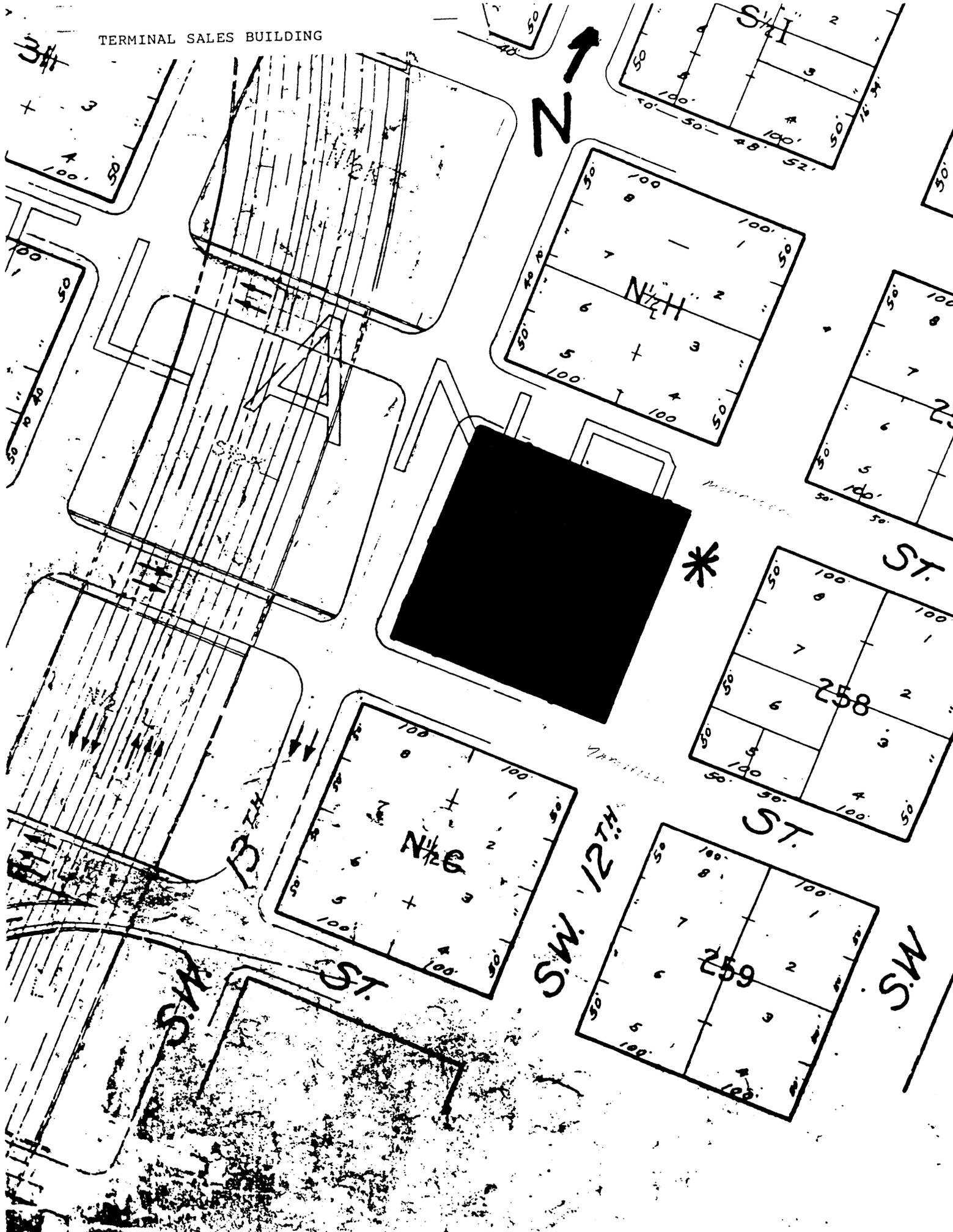
**National Register of Historic Places  
Continuation Sheet**

Section number 10 Page 1

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The Terminal Sales Building is located at 1220 Southwest Morrison and occupies the S 1/2 H block, lots 1-8 of the Portland Addition to the City of Portland, Multnomah County, Oregon. The building was constructed in 1926 with an auto driveway along the arcade of the building, and a gasoline station and one story garage, which occupied the northwest corner of the lot. In 1937 additions and alterations were made to the gasoline station, then known as the Terminal Super Service Station. The addition was designed by the office of A.E. Doyle and Associates and it added a second story to the existing one story garage structure, extending it out to meet the north facade of the building and matching the existing design of the building facade. The gasoline station was demolished at this time. In 1973 the Dant & Russell Building was constructed behind the Terminal Sales Building and was interconnected to the building. Together the two buildings are known as Terminal Sales Plaza.

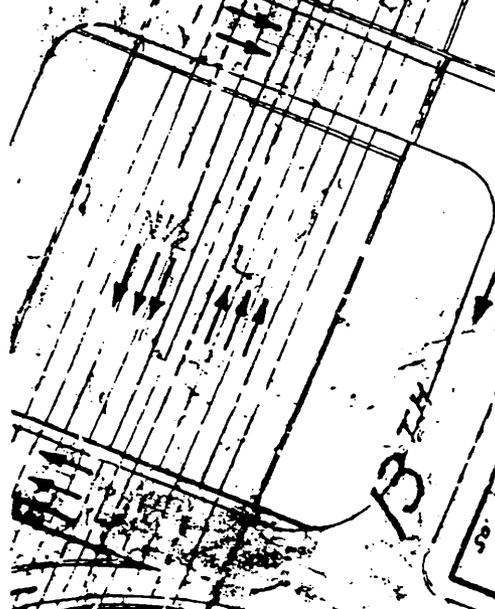
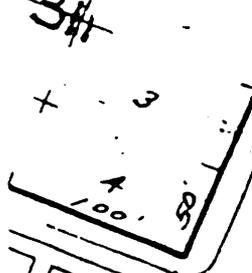
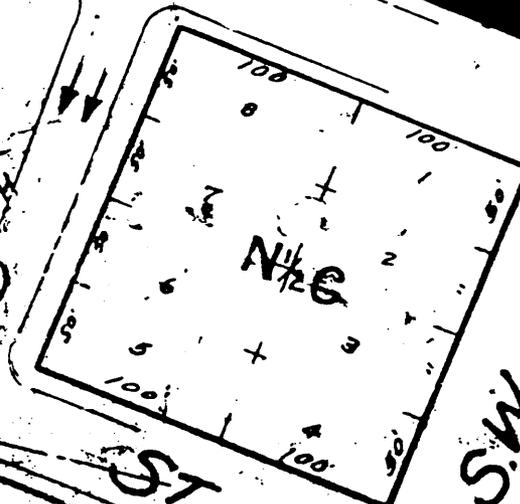
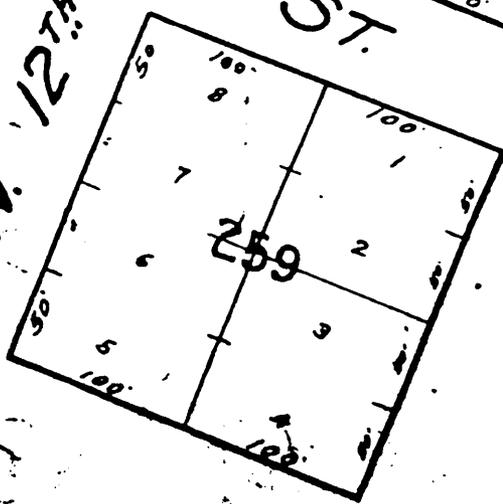
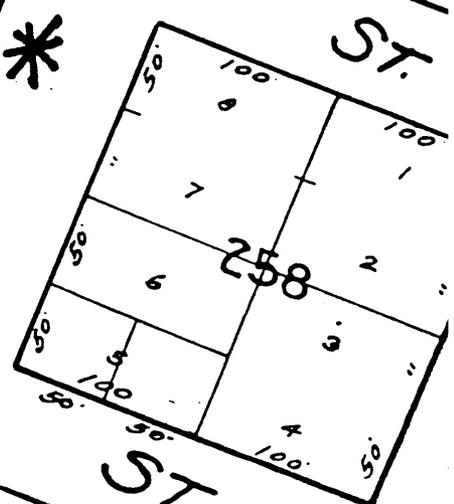
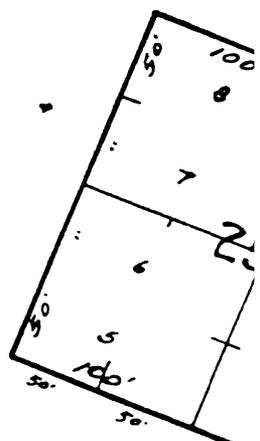
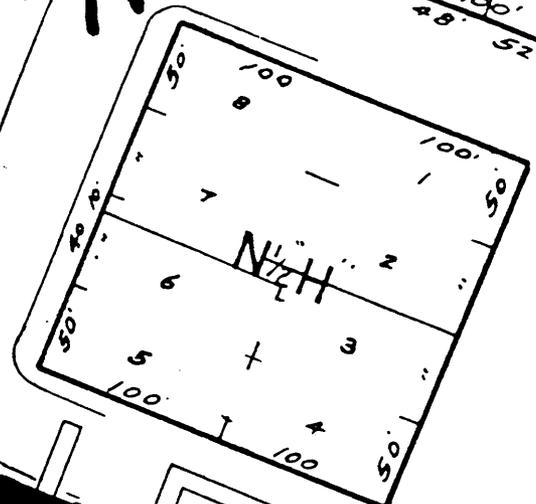
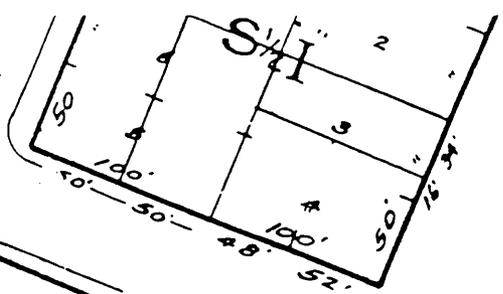
TERMINAL SALES BUILDING



S.W. 12TH ST.

S.W. 13TH ST.

S.W. 14TH ST.



S.W. 15TH ST.

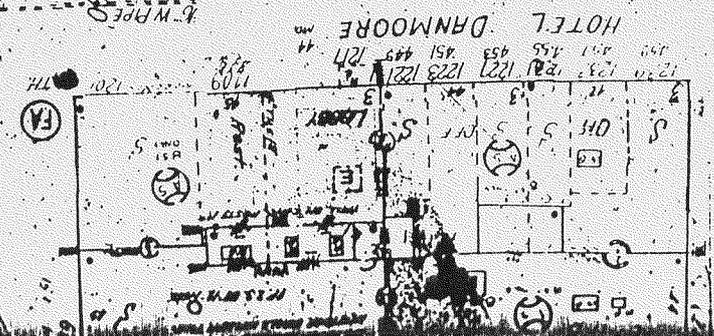
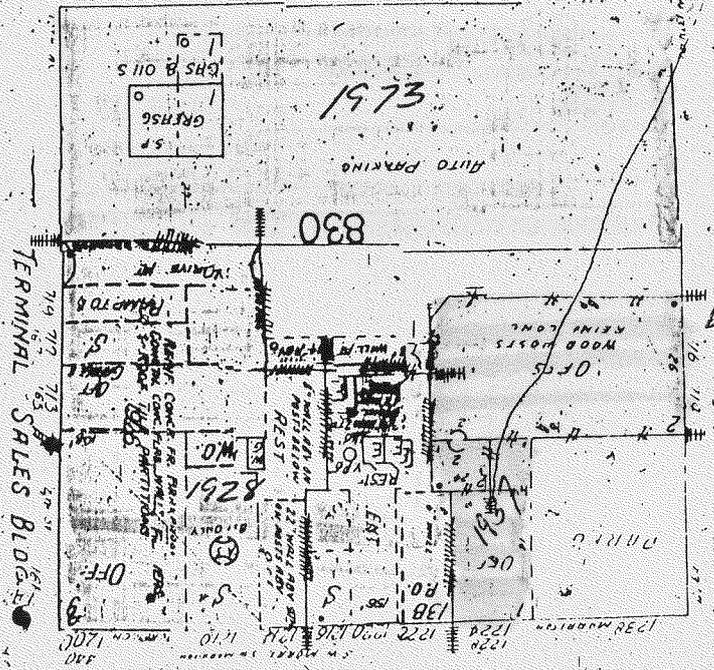
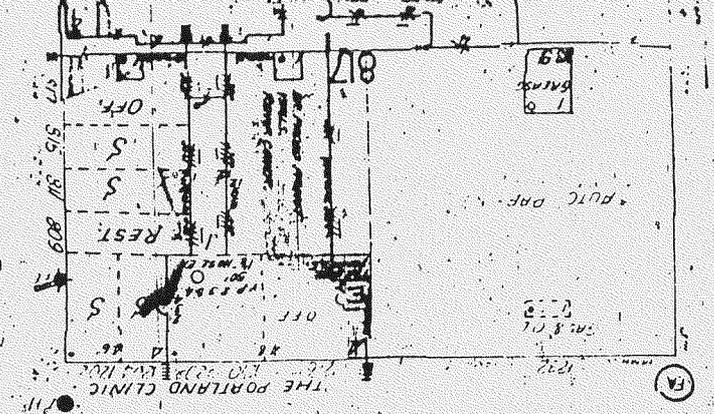
ORIGINAL  
GAS STATION  
ADDITION  
1937 GAS STATION  
CONVERTED TO  
OFFICE  
1973  
PAINT

108

AV (ST)

12TH

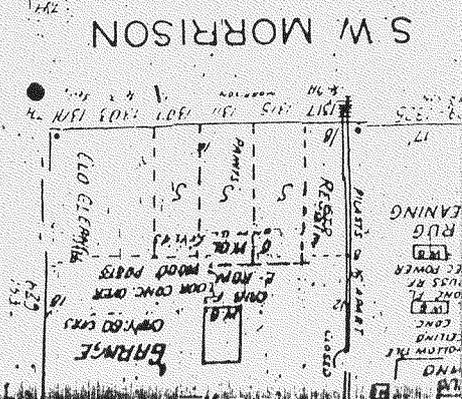
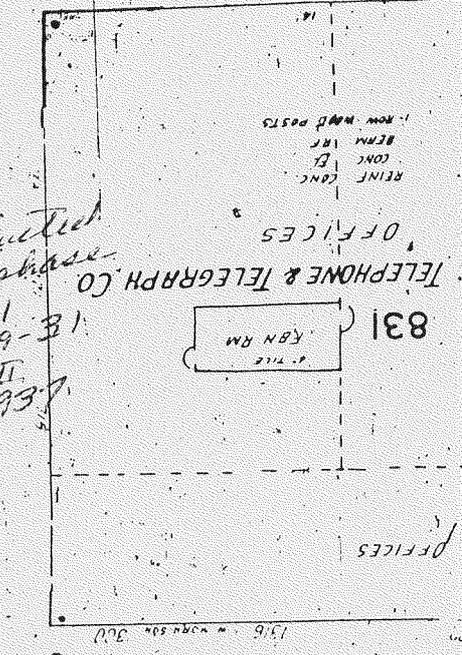
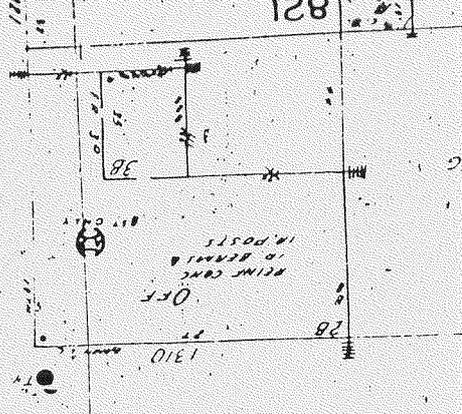
S W



Constructed  
in 2 phases  
Phase I  
1929-31  
Phase II  
1937

W 13TH

AV (ST)

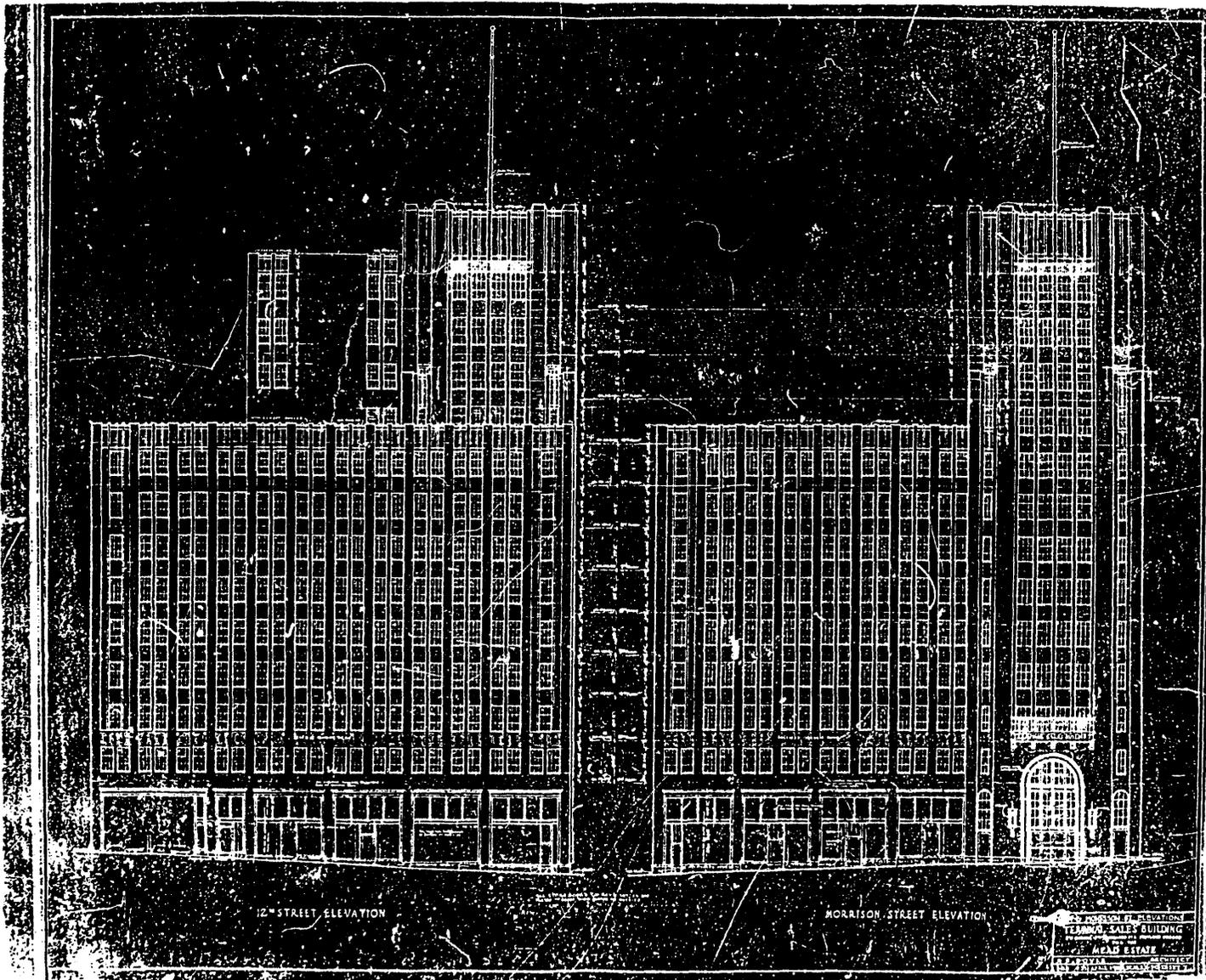


S W YAMHILL

S W MORRISON

1200 22 SW MORRISON

169718 8-1



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

0-630-01220

1220 S.W. Morrison Street

Portland, South 1/2 of Block H, Lots 1-8  
QUARTER SECTION MAP #: 3028  
Downtown Community Association

ORIGINAL NAME: Terminal Sales Building

ORIGINAL FUNCTION: Office

DATE BUILT: 1927

STYLE: Zig-zag Moderne

ARCHITECTURAL PLANS BY: Doyle, A.E.

ORIGINAL OWNER: Mead Estate

TAX ASSESSOR'S ACCOUNT #: R-66773-6640  
ZONING: RXZS

Rank II

**SPECIAL FEATURES AND MATERIALS:**

Reinforced concrete commercial building. Twelve stories with setbacks. Projecting piers rising to roofline. Round-headed entry with coffered architrave of travertine and terra cotta.

**SPECIAL F/M - SIGNIFICANT ALTERATION:**  
Alterations to lobby, 1937.



AREAS OF SIGNIFICANCE: Architecture, Commerce, Development, in association with J.O. Elrod

Commerce, Development, in association with J.O. Elrod: Elrod was born in Ringgold County, Iowa in 1875 and assisted his father in the lumber business in Minnesota and in raising wheat in Sherman County, Oregon. He moved to Portland in 1905 and engaged in the lumber business and real estate development. He owned two large lumber mills in Southern Oregon but devoted most of his efforts to ventures in Portland. He organized the Multnomah Drainage District No. 1 which included 8,000 acres of land along the Columbia River. This area now includes Portland International Cargo, various country clubs, industries and homes. He served on the board of the Northwestern National Bank and joined the Wilcox Investment Co. in developing the Willamette River frontage of the old North Pacific Lumber Co. into the Oregon Terminals warehouse and cold storage facility and also served on the dock commission and was one of the organizers of Ross Island Sand and Gravel Co.

**BIBLIOGRAPHY:**

City of Portland Buildings Bureau microform and card files.

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

Doyle, A.E., Terminal Sales Building, plans, 1926, City of Portland Buildings Bureau Microfiche Collection.

Lockley, Fred, HISTORY OF THE COLUMBIA RIVER VALLEY (Chicago, 1928).

MacColl, E. Kimbark, THE GROWTH OF A CITY: POWER AND POLITICS IN PORTLAND, OREGON 1915 - 1950 (Portland, 1979).

ORIGINAL BUILDING PERMIT #: 169718

MAJOR ALTERATIONS: 1937/235702/A.E. Doyle and Associate

Present owner as of May 1981: Bernice W. and Ralph D. Schlesinger

MAILING ADDRESS: 610 S.W. Alder St., Portland 97205

No Preservation Funding

Negative: 772-2, 111-14

Score - Design/Construction: 10

Score - Historical: 2

Score - Rarity: 5

Score - Environment: 8

Score - Integrity: 10

Score - Intrinsic: 12

Score - Contextual: 23

Score - Total: 65