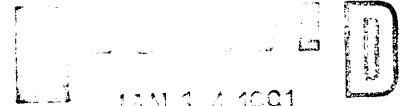


United States Department of the Interior  
National Park Service



National Register of Historic Places  
Registration Form

NATIONAL  
REGISTER

This form is for use in nominating or requesting determinations 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 Olds, Wortman and King Department Store  
other names/site number Rhodes Department Store  
Galleria

2. Location

street & number 921 SW Morrison Street N/A not for publication  
city, town Portland N/A vicinity  
state Oregon code OR county Multnomah code 051 zip code 97205

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u>    </u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u>    </u>	<u>    </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u>    </u>	<u>    </u> structures
	<input type="checkbox"/> object	<u>    </u>	<u>    </u> objects
		<u>1</u>	<u>0</u> Total

Name of related multiple property listing:  
N/A

Number of contributing resources previously listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria.  See continuation sheet.

James M. Hamrick January 3, 1991  
Signature of certifying official Date

Oregon State Historic Preservation Office  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  See continuation sheet.

\_\_\_\_\_  
Signature of commenting or other official Date

\_\_\_\_\_  
State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.  
 See continuation sheet.

determined eligible for the National Register.  See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

**Entered in the National Register**

Richard Byers 2/20/91  
Signature of the Keeper Date of Action

**6. Function or Use**

Historic Functions (enter categories from instructions)

Commerce/Trade: department store

Current Functions (enter categories from instructions)

Commerce/Trade: specialty stores

business

parking

**7. Description**

Architectural Classification

(enter categories from instructions)

Late 19th and Early 20th Century American  
Movements: Commercial Style

Materials (enter categories from instructions)

foundation concrete

walls terra cotta

roof asphalt, built-up

other

Describe present and historic physical appearance.

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**Setting**

The Olds, Wortman & King Building occupies the entire 200' x 200' parcel between S.W. Morrison and S.W. Alder and S.W. 9th and S.W. 10th Avenues. The building is specifically situated on Lots 1 through 8, Block 217, Portland Addition to the City of Portland. The building has been identified as contributing to a potential terra cotta historic district in downtown Portland and is situated in the retail and downtown banking districts. Other National Register properties in the immediate vicinity of the Olds, Wortman & King Building include the Pittock Block, the Seward Hotel, the Old Elks Temple, Jakes, U.S. National Bank and the Benson Hotel.

**Description**

The 1910 Olds, Wortman and King Department Store Building, was designed by Seattle architect Charles Aldrich for the Trustee Company. Architectural classification for the building is the Late 19th and early 20th Century American Movements--Commercial Style. The building is a five-story steel framed structure, with basement, clad in a white terra cotta. Despite three major renovations, the building is in good condition and retains a high degree of original integrity.

Early in 1908, Olds, Wortman & King, one of Portland's leading department stores, announced that a new five story and basement building would be constructed for them on the Pennoyer Block at a cost of more than \$800,000. The site had been occupied by the mansion of former Oregon Governor and Portland Mayor, Sylvester Pennoyer. Olds, Wortman & King had been doing business in Portland since 1856; first as John Wilson's stores; then in 1878 as Olds & King, and finally in 1900, as Olds, Wortman & King.

The building was being constructed for the department store by the Trustee Company of Portland, a group of investors, and was leased to the store for 50 years. The architect hired by the Trustee Company to design the building was Charles R. Aldrich of Seattle, who moved to Portland for the project, and opened an office in room 522 of the new Corbett Building at 5th and Morrison. Aldrich was assisted on the project by G.A. Hunt. No information on the career of either Eldrich or Hunt has been uncovered.

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Construction was under way early in 1909, with excavation in progress by march of that year. Olds, Wortman & King occupied the store in the spring of 1910.

The building was designed with a steel frame of columns, beams and girders, which were encased in concrete for fireproofing. Floors were reinforced concrete slabs, supported by reinforced concrete beams spaced about 5' -0" apart, and spanning 21' -10" in the square structural bays. Concrete reinforcement was square bars. At the center of the building was a large light well, which would today be called an atrium, measuring 33 feet by 53 feet, with the long dimension running east and west. Over this light well was a large steel and glass skylight, covering the entire area of the light well.

Within the light well was a large monumental stairway from the main floor to the second floor. The original drawings show the stairway at the west end of the light well, with two stairs facing 10th Street, at either side of the light well, and leading up to a central landing, from which a central flight of stairs reversed direction to reach the second floor at the west end of the light well. However, the stair was not built that way. Instead, it was located at the east end of the light well, with a broad monumental flight at the center, facing the light well, and ascending to a landing from which two flight rose, at right angles, to either side of the light well on the second floor. Under this stair, a stair also went down to the basement.

This revised stair arrangement was an improvement for circulation, since Morrison Street was to be as important an entrance as 10th Street. It is interesting to note that the original drawings, and earliest photographs, show an entrance marquee at 10th Street, but none at the Morrison Street entrance. By the 1920s, however, there was a marquee at Morrison Street, where it still exists today. The marquee is no longer at the 10th Street entrance, and it is not known when it was removed.

The passenger elevators were the marvel of the store, and the most exciting shopping experience that a small boy could imagine. Again, although the original drawings showed only four elevators, six were actually installed. These were located in banks of three, facing the bay adjoining the light well to the north. The shafts were enclosed in open ironwork cages, and the elevators were hydraulic powered. They rose and descended on shining steel pistons, visible through the ironwork, travelling with great speed,

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which was accentuated by the open cages. They made the most delightful whooshing sound as they travelled up and down. The elevators were operated by men, a necessity, as it required considerable strength to operate the controls, which opened and closed the hydraulic valves by a mechanical linkage.

The interior furnishings and casework for the entire store were designed for Olds, Wortman & King by Portland's leading architects, Doyle, Patterson & Beach, who were also supervising architects for the building construction. It is speculated that Doyle was probably selected because William Parker Olds was at the time a Trustee of Reed College, for which Doyle was then designing the new campus. In May of 1910, soon after the new store opened, there was an announcement in the newspaper of a proposed addition of five more stories, which had been designed by Doyle, Patterson & Beach. Nothing further came of this proposal.

The main floor, although shown on the drawings to receive maple flooring, was actually floored with gray marble. The other floors of the building received wood flooring, laid on wood sleepers with cinder fill. Treads on all the stairways were also marble.

The store had four street entrances, those on Morrison, Alder and 10th being located at the center of the block in each case. The West Park Street entrance was located south of center. At this entrance, because of the slope of the block, one enters at a landing half a flight down from the main floor. Another flight leads down to the basement store, and in the same enclosure a stair descends from the top of the building.

The Morrison and 10th Street entrances are at sidewalk level. At the Alder Street entrance, because of the street grade, the arrangement was similar to the West Park entrance with a stair to the base, except there was no stair from the upper floors.

Other interior stairs are located at the north end of West Park Street, and on 10th Street from the 5th to the 2nd floor, where it was originally necessary to cross on the 2nd floor to the monumental stair at the center. This now connects to a new stair to the main floor. Two hydraulic freight elevators are also located at West Park Street.

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Large public toilet rooms for women were located on the 2nd and 4th floors, with smaller toilet rooms for women employees adjoining. A large spiral steel package chute was located near the freight elevators, where customer's packages were loaded onto the store fleet of delivery vehicles, which in 1910 were mostly horse drawn.

On the exterior of the building the elevations expressed the nine structural bays, with columns and spandrels clad with white terra cotta of a relatively simple pattern. Columns at street level are rusticated. At the second floor line is a wide projecting belt course, and again at the fifth floor line, a narrower belt course. A wide projecting cornice, with dentils and a plain architrave, tops the exterior facade. Spandrels at the 3rd and 4th floor levels are divided into three panels; a wide panel in the center, flanked by two small panels. Standard steel fire escapes are mounted one bay from each end on both Morrison and Alder Streets.

Windows at the 3rd, 4th, & 5th floors are double hung, one-over-one wood sash, of uniform size, and four to a bay. At the second floor, Chicago windows are used, with a large, fixed, central plate glass light flanked by double hung sash matching those above.

At the street level the bays are filled with display windows, except for the north end of West Park. Over the window are pockets for retracting canvas awnings, and above that, small transom lights, 6 to a bay.

At the roof, a tall flag pole is located at each corner, and in between the flag poles were originally 8 slender metal light standards, on each of which were mounted 5 electric lamps enclosed in round glass globes. At one time, perhaps only for opening festivities, strings of lights were suspended from the roof at alternate columns.

In 1946 and 1947, Olds, Wortman & King engaged Portland's prominent architect, Pietro Belluschi, to design new passenger elevators, and escalators to serve the first, second and third floors. In this remodelling, the light well was closed up, and the old elevators and monumental stair removed. New Otis escalators in a scissor arrangement and three new Otis passenger elevators were installed in new shafts against the west wall, just north of the 10th Street entrance. Also at this time the Women's restroom was remodelled, with women's urinals installed, and flowered wallpaper on the ceiling. The new restrooms created a minor sensation at the time.

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After World War II, the store changed its name to Olds & King, and was later sold to the California based Rhodes Department Store chain. In January of 1974, Rhodes closed its doors, and the building was vacant and forlorn, after almost 65 years of vigorous life.

In 1976, William and Sam Naito purchased the old building, giving a new lease on life as the Galleria. Their concept was to use the 1st, 2nd and 3rd floors for a collection of specialty shops and restaurants, with the basement converted to parking, and the 4th and 5th floors to house garment trade shops and manufacturer's representatives who were being displaced by the demolition of the Royal Building down the street to make way for the new Nordstrom store.

The Naitos engaged SERA architects to design the remodelling, in which the light well was re-opened, as well as the bays adjoining it to the north and south, creating an exciting volume of space, which tied the three merchandising floors together. The Alder Street entrance was replaced by a driveway to the basement parking, and a new corner entrance was constructed at the 9th and Alder corner. A few years later, when the new city parking garage was constructed across Morrison Street, a pedestrian bridge was constructed, connecting the garage to the Galleria at the third floor.

Today after almost fifteen years, the Galleria continues its vigorous new life as a vital part of the Downtown Portland retail scene. The eighty year old building appears little changed on the exterior; and inside, a contemporary version of the original light well imparts new life and vigour to this retailing center, which is so rich in Portland history.

**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  
Commerce  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance

1910-1925  
1910-1925  
\_\_\_\_\_

Significant Dates

1910-1925  
1910-1925  
\_\_\_\_\_

Cultural Affiliation

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

Significant Person

N/A

Architect/Builder

Charles R. Aldrich, architect  
\_\_\_\_\_

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 acres Portland, Oregon-Washington 1:24000

UTM References

A 

1	0	5	2	4	9	8	0	5	0	4	0	6	0	0
Zone		Easting					Northing							

B 

Zone		Easting					Northing							

C 

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

D 

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

See continuation sheet

Verbal Boundary Description

The nominated area is the entire city block historically occupied by the Olds, Wortman & King Department Store Building that is bounded by SW Morrison, SW Alder, SW 9th and SW 10th streets. It is legally described as Lots 1 through 8, inclusive, Block 217, Portland Addition to the City of Portland, Multnomah County, Oregon.

See continuation sheet

Boundary Justification

The nominated area of just under one acre corresponds precisely to the legally recorded lot lines of the property developed in 1910 for the Olds, Wortman and King Department Store.

See continuation sheet

**11. Form Prepared By**

name/title John M. Tess, President with Richard E. Ritz, FATA  
organization Heritage Investment Corporation date March 15, 1990  
street & number 123 NW Second Avenue Suite 200 telephone (503) 228-0272  
city or town Portland state Oregon zip code 97209

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The Olds, Wortman and King Department Store Building occupies an entire block on Morrison Street at SW Tenth Avenue in downtown Portland, Oregon. It was constructed in 1910 for the Trustee Company founded by out-of-state interests to develop real estate in principal cities on the West Coast. Plans dated 1908 were provided by Seattle architect Charles R. Aldrich. Local supervising architects were Doyle, Patterson and Beach. The local firm designed the original interior fixtures.

In 1909, Doyle and Patterson had re-designed the ten-story Annex to the old Meier & Frank Building at SW Sixth and Alder in glazed white terra cotta at the request of Sigmund Frank, who had been impressed by Adler and Sullivan's Carson, Pirie, Scott and Company store, completed in Chicago in 1904. The point was made by George McMath in his 1982 application for the Meier & Frank Building that white terra cotta became closely identified with department store architecture after 1905 owing to the influence of the Chicago School. Concurrently with the Olds, Wortman and King project, Doyle and Patterson's ten-story terra cotta-clad building for the Lipman & Wolfe Company was erected on half a block across the street from the Meier & Frank Building. The canniness of Portland's leading retailers in anticipating the growth of the city was responsible for re-directing the retail core along Morrison and Alder, westward of the waterfront. Among those relocated businesses that aimed to capture greater trade by expanded facilities, the Olds, Wortman and King Store represents the extreme in both scale and in placement at the western edge of the core. While only five stories in height, as opposed to ten, its ground plan encompassed a full city block and had the calculated potential for vertical expansion that was never realized.

The five-story, Commercial style building has a steel frame clearly expressed on each exterior elevation in nine structural bays twenty-one feet wide. Columns, beams and girders were encased in concrete for fireproofing. The exterior is clad with off-white terra cotta detailed in the Classical style. The facades are organized in the rational base-shaft-capital scheme that characterized commercial buildings of the Chicago School architects, and they display the horizontality that expresses the mercantile function. As Leland Roth has pointed out in his Concise History of American Architecture, the requirements of a modern department store differed from those of an office building where compartments are vertically stacked. The retailer required broad

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open spaces in which to display merchandise. Accordingly, the base is composed of the broad display windows between square columns articulated as rusticated masonry. The second through fourth stories, comprising the shaft, are demarcated by belt courses, and the topmost story is capped by a full Classical entablature with cornice of sheet metal. Spandrels are decorated with raised rectangular panels divided by decorative, truncated pilaster strips. Fenestration typically consists of a bank of four double-hung wood window sash in each bay, but second story windows are the distinctive three-part Chicago School assemblies in which double-hung sash flank a wide, fixed pane. The exterior decorative program is dignified but decidedly restrained.

The Olds, Wortman and King Building meets National Register Criterion C and was determined eligible for listing by the State Historic Preservation Office in the course of federally-assisted light rail project review in 1980. It represents a high point in the use of architectural terra cotta locally. For a period of twenty or thirty years after the turn of the century, terra cotta was widely used as cladding for commercial buildings because it was fireproof, yet lightweight and comparatively economical. Eventually it was superseded by cast stone and, after the 1940s, by glass and aluminum curtain wall systems, as is well illustrated by Virginia Guest Ferriday in her treatise entitled Last of the Handmade Buildings: Glazed Terra Cotta in Downtown Portland.

The store meets National Register Criterion A also as the ultimate home of an institution that helped shape the direction of commercial development in the downtown. The retail firm, one of the longest-continuing in Portland, traced its beginning to 1878 when McLaren Brothers mercantile was acquired and restyled Olds and King by William Parker Olds and his partner/step-father Samuel W. King. In 1890 a part interest was acquired by John Wortman, and the firm, Olds, Wortman and King continued to grow and prosper. In 1909 the firm laid plans to complete its incremental move westward from the riverfront district by arranging to lease the block at Tenth and Morrison. When the business was sold some 16 years later, in 1925, it was sustaining a payroll for 1200 employees and was one of the major mercantile operations in the city.

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The focal point of the building interior was a central light well, or atrium, with its grand staircase leading from the ground story to the second level. The interior was renovated in 1926 and in 1946-1947. The later remodeling, directed by Pietro Belluschi, resulted in re-design of the atrium, removal of the hydraulic passenger elevators and grand staircase, and installation of Otis escalators. Subsequent alterations were carried out in 1959 and 1976. The marquise installed at the Morrison Street entrance in the 1920s is still in place.

After its sale by the founding company in 1925, the store continued under the firm name, or variations of the old name, until it was sold to the California-based Rhodes Department Store. When the Rhodes store closed its doors in 1974, the building was vacant for a time. It was acquired by William and Sam Naito in 1976 and renovated for mixed use, including parking and specialty shops. The light well was re-opened and the Alder Street entrance was converted to an entryway to the basement parking area. Subsequently, a pedestrian bridge was constructed to connect a municipal parking structure on the south side of Morrison Street to "The Galleria" at the third story level. National Register guidance allows for the drawing of boundaries of nominated areas through insubstantial construction such as sky bridges.

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**History of Olds, Wortman & King**

Olds, Wortman & King was one of the main merchandising businesses in the northwest when it made its final move in 1910. The forerunner of the Olds, Wortman & King store was the first merchandise store in Portland. This store was founded by Henry Corbett in 1851. Corbett purchased a supply of dry goods in New York and had it shipped to Portland. He rented an unfurnished building on the sw corner of Front and Oak streets where he operated the business as proprietor, bookkeeper, salesman, and clerk. After returning to New York, Corbett continued to ship goods to Portland. He shipped them to McLaren's store at Front and Taylor streets. The McLaren Brothers store was operated by Robert and Finley McLaren. John Wilson, a young clerk at the store, purchased the dry goods shop in 1856. In 1868 the store moved to Front street near Morrison. In 1869 a young school teacher by the name of William Parker Olds, started to work as a clerk at John Wilson's general store. In 1878 Olds and his stepfather S.W. King purchased the store.

William Olds was born in Washington county in 1857. His father, George Olds, had travelled from New York and arrived in Oregon in 1852. George died in 1869 and his son William left school at age 12 to work at John Wilson's general store in Portland. In 1878 Olds, with his stepfather Samuel Willard King, purchased the store from Wilson calling it Olds & King. King was born in Vermont in 1837 and had worked as a teacher and a farmer. He arrived in Portland in, 1859 and began teaching school. He moved to Idaho and purchased a hotel there, which he managed for two years. King returned to Oregon in 1863 and eventually married the widow of George Olds. In 1873 he was elected as the first superintendent of Portland public schools. He resigned from this position in 1878 to go into business with his stepson. On September 2, 1878 they started their business. Samuel's son Charles W. King, started as a delivery boy at the store in 1878.

The store was located at 147 3rd street in 1878. In 1881 it moved to 186 1st street, and then across the street to Taylor-196 1st- in 1887. In 1890 Samuel W. King sold his interest in the business to John Wortman. In 1891 the firm moved to 5th and Washington- the old Exchange Building. Also during this year C.W. King was made vice-president Olds & King, Inc. Hardy C. Wortman also purchased into the firm and the store was renamed to Olds, Wortman & King in 1901.

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Due to growth of the store, plans were started for a larger building in 1908. It was estimated at this time that the store needed twice as much space as it already had. Over a three day period, the company moved all its saleable items from its store on Washington into the new building. The new store opened on the 30th of July. The growth of store and the various moves of its locations are representative of the growth of the Portland commercial area. The commercial area of the city was concentrated on the river and moved westward. Both moves by the store in 1891, and 1910 were considered too far from the commercial center. But the commercial center expanded and soon took over these two areas. H.C. Wortman predicted the westward growth of the retail center of the city during the planning stages of the new building and he believed that the Penoyer block would soon be the central location of the downtown area.

In March of 1911 the controlling interest of the company was sold to Aaron and Max Holtz of New York City. The sale included the department store, building and ground leases, stables, warehouses and other properties owned by Olds, Wortman & King. It was one of the largest transaction ever to occur up to that time on the Pacific Coast; the sale was estimated between 3 and 4 million dollars. Olds, Wortman & King still retained a substantial financial interest in the business. The lease on the property was for 50 years.

In 1925 ownership of the store was transferred to B.F. Schlesinger and his sons Lee and R.L. of San Francisco and James L. of Los Angeles. Lee Schlesinger became manager of the store after March 1. H.C. Wortman remained on the Board of Directors. William Olds left the store. He served as president of Portland Woolen Mills Company and was later as president of Union Savings and Loan Association. He died in 1935. C.W. King also left the store in 1925, but he returned to the firm in 1933 to serve as a member of the board of directors. He died in 1942.

In 1936 Olds, Wortman & King, Inc. purchased the store from the Portland Building Company. The building was still in control by the estate of the original firm members. This transaction in 1936 was one of the major real estate transactions of the year in the city of Portland. It only included the store building, not the land. William S. Pendleton was the acting vice-president and manager of Olds, Wortman & King.

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In 1944, the firm legally dropped the Wortman name-known then as Olds & King. By 1951 the store was owned by Western Department Stores. Western owned other stores in California-Oakland and Washington-Tacoma. The president of the organization was John J. Reilly, Harry A.D. Smith was vice-president and store manager. The Western Department Stores Corporation was formed in 1935. In 1956 Western Department Store opened a outlet Rhodes store in Gateway. In 1960, Western Department Stores decided to unify their stores by giving them all the same name-Rhodes. The Corporation by this time had nine stores in three states-CA, OR, and WA. In September of 1960, Rhodes signs were placed on the building. The signs for the downtown store were supplied by Oregon Sign and Neon Corporation. In 1969, AMFAC Merchandising Corporation, parent of the Liberty House store chain, took over the Rhodes stores. At this time there were 13 stores operated by Rhodes Western and AMFAC controlled five Liberty House Department stores and 32 J. Magnin stores. At the end of January, 1974, the downtown Rhodes store was closed for good. The department store had continuously operated in the building on Morrison for almost 64 years.

In 1975, Bill and Sam Naito purchased the building from ARV, Inc. for less than one million dollars-565,000. The building had been vacant since February 1974. The building was restored and converted into a indoor shopping mall called the Galleria. The grand opening of the Galleria occurred on October 1, 1976 with thirty merchants leasing space in the building. By 1977 48 merchants occupied the building making it a full house. The Galleria is significant for its architecture and its role in Portland's history of commerce. It was one of the first historic buildings in Portland to be renovated for commercial use.

Over the long history of the Olds, Wortman & King store, 1851-1974, the Portland community received many innovative commercial benefits from the store's operation. The store had always been active in sponsoring and advertising community events. The first circus in Portland was sponsored by McLaren's store in the 1850's. In 1858 the store celebrated the first overland mail run and other events such as the end of the Civil War, and after Olds and King took over, the last spike to be driven in the Northern Pacific Railroad-1883, the Lewis and Clark Exposition in 1905, and various Red Cross and Community Chest drives. Long known as "the store" in Portland, it introduced many "firsts" to the city in terms of merchandising. The first store of Corbett's was the only general merchandise store in Portland and the first store to take gold dust

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in exchange for goods. In 1878 it was the first store in the city to order telephones. In 1898 it was the first store in introduce the shirtwaist in Portland. When the new building opened in 1910, it offered many new merchandising firsts. One was a telephone credit system that was used to give a customer instant credit at the time of his or her purchase. The store offered a variety of special services, such as a beauty parlor, nursery, play area for children, tea room, automatic cash registers and a roof-top garden.

**History of the Building**

This five story steel frame building was constructed in 1910 by The Trustee Company for the Portland department store of Olds, Wortman & King. The block that the building occupies was formerly known as the Pennoyer Block. In this block was the home of Sylvester Pennoyer-mayor of Portland, and governor of Oregon. Plans for the Olds, Wortman & King building project were started in 1908. An agreement to construct the building was reached between The Trustee Company and Olds, Wortman & King in March of 1908. Under the direction of Charles R. Aldrich of Seattle, architectural and building department director for the Trustee Company, plans for the building were started. Once plans for the building were established, land values in the area greatly increased. It was predicted at the time that Morrison street would be the "greatest thoroughfare from 21st street to Mt. Tabor." The move to this area by Olds, Wortman & King was seen at the time as too far from the downtown district to be successful, but such was not the case.

The Trustee Company was founded by A.L. Hawley of New York and Judge W.D. Wood of Seattle. The Company had financed real estate projects in Spokane, Seattle and Los Angeles. In 1907 the Company had acquired leases on the Pittock and Pennoyer Blocks in Portland. This lease was assigned to W.D. Wood and then to the Portland branch of the Trustee Company.

A branch of The Trustee Company was formed in Portland to supervise the Olds, Wortman & King building project. This company was controlled by local Portland citizens. The first organization of the Trustee Company of Portland was headed by president James B. Meikle, vice-president and treasurer A.L. Hawley, and secretary J. Couch Flanders. The Trustee Company held the land owned by the Pennoyer estate under a 50 year lease. The building was to be sub-let to Olds, Wortman & King for 25 years(actually it leased the building for 50 years).



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In the spring of 1909 excavation work began. By June the steel work was in place for the basement and the first story. By August the entire steel frame of the building was completed. The columns, supports and foundations of the building were constructed to support a ten-story building. In November of 1909 it was reported in the Oregonian that The Trustee Company expected to build an additional five stories to the building several years after it was completed. The architecture of the building is 20th Century Classical. The exterior of the building was finished with white glazed terra cotta. The Terra cotta was supplied by the firm of Gladding, McBean & Co. The type of terra cotta used in Portland office buildings was architectural terra cotta. This type of terra cotta is a design of hollow blocks of bake clay which were pressed by hand into molds and used to decorate the exterior of buildings. Most of the terra cotta buildings are found around the downtown core of the city. These buildings were constructed in Portland from 1905 to 1930. The Olds, Wortman and King building makes use of terra cotta decoration in the rustication at the base, the raised spandrel panels, the capitals at the columns, fluting and the dentils at the cornice. The cornice of the building was of galvanized iron. Five-ball light posts were erected around the edge of the roof(they no longer exist) and the ground-floor windows had awnings.

By May of 1910 work started on the interior of the building. The design of the interior of the building featured a wide staircase in the middle of the first floor. It had a galleria or atrium which consisted of a skylight at the top of the building directly above an open area in the middle of the building. Department stores with tiered galleries were built across the U.S. The word galleria is an Italian word meaning glass covered gallery. Galleria-type architecture goes back to Greek and Roman designs. Perhaps the oldest arcade of this type was built in London in 1818-the Burlington archade. Milan and Naples both have gallerias-built in 1877, and in 1890, respectively.

Doyle and Patterson were the architects for the interior fixtures of the building. The expected cost of the fixtures was estimated at \$200,000. The interior of the building was highlighted by a 75 foot atrium in middle of the store. A large staircase was constructed up to the second floor in the central light well. The floors were of hardwood, maple on the first floor and fir on the upper floors, placed on cement foundations and the staircases were made of cement.

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On July 30, 1910 the store held its informal opening. Some of the buildings features at that time included; in the basement, a soda fountain/light refreshment area with mahogany counters on marble bases, locker room, shipping room, power plant, restrooms, and a phonograph room; on the first floor, accommodation department, showcases, shoe department, and clothing departments; on the second floor, a nursery and sickroom, fitting rooms, showcases, and display areas; on the third floor, clothing departments and fitting rooms; on the fourth floor, auditorium, Tearoom, serving room, play area for children with sand boxes, slides, miniature merry-go-round, and a see-saw, offices, toys, grocery department with fruit trays and displays, phone order room, and house cafeteria; and on the fifth floor, reserve stock rooms, work rooms, fitting rooms, and offices. On the roof there was a garden. A rather new invention was the display cases which were illuminated with hidden lights. The Tearoom was officially opened on August 27, 1910. It could accommodate 200 people and the furniture was described as elaborate and artistic. The floor was carpeted and chairs were finished in soft grey material. Honduras mahogany was used in the lobby of the tearoom. The room had tapestry, mirrors, and lattice in mosaic and white.

There have been three major alterations to the building. The first was in 1926 by T. Ronnesberg. During this remodeling job, the hardwood floor in the main isles on the first floor was replaced with marble-cost of \$10,000. Other work was done-2,000.

The second alteration occurred in 1946 when a five year improvement project began. It was estimated that it would cost 1 million dollars. The plan provided for new automatic elevators, escalators, modernization of the exterior, entrances, and the interior, new fixtures on the first and second floors with a total redesign of both floors, a new lighting system, modernization of the public restrooms, installation of a new beauty salon on the fourth floor, and modernization of the restaurant. A staircase was built to the basement connecting with the newly installed escalators. The architect on the project was Pietro Belluschi and the contractor was Ross B. Hammond, both of Portland. Fixture work was provided by Grand Rapids Store Equipment Company of Portland.

In 1959 \$500,000 was spent in a remodeling project of the interior of the store. The design was developed in order to better handle increased traffic throughout the store, to aid the buyer in selecting merchandise, and to give the downtown customer the

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simplicity of shopping in the suburbs. On the main floor a new lowered, luminous ceiling was installed, the aisles were widened, and each department had its own design theme and decor. Wall murals were painted on the main floor depicting the four seasons. The artist of the murals was Ray Jacobs, a Los Angeles artist who graduated from Chouinard's Art School. The project which began in 1958, was completed in 1959 and designed by the Los Angeles architectural firm of Chaix & Johnson.

In 1976 the third major alteration of the building began. The designs were made by the firm of Colburn, Sheldon & Kaji. A complete interior remodeling of the building occurred and the building was restored to have some of its original features: a 75 foot atrium, stained glass windows, moldings, window framings and lights. The atrium space had been closed in 1949 during the remodeling job which had begun in 1946. The cost of restoring the atrium was quite costly. Each floor had been filled in the middle with steel beams and reinforced concrete. The balconies and marble floors remained unchanged, escalators replaced the original stairs and the exterior has remained virtually the same. P & C Construction Company of Gresham did the construction work during this renovation. The interior space planning was designed by Eunice Noell-Carol Edelman and the landscapers were Warner, Walker & Macy.

### Architects of the building

The architect of the building was Charles Aldrich of the Trustee Company and the original interior architecture designed by A.E. Doyle.

1926 Remodel by T. Ronnebert

1946 Remodel Pietro Belluschi

Belluschi was born in Ancona, Italy. He served in the Italian army during World War I. He attended the University of Rome and moved to the United States to continue his education at Cornell. He received a degree in civil engineering from Cornell and moved to Idaho in 1924 to work as an electrician's helper in the Kellogg mines. In 1925 he moved to Portland and worked for A.E. Doyle as a draftsman. Belluschi helped design the Pacific building and the Public Service Building. In 1928, when Doyle died, Belluschi and the other architects of the firm took over the business. In 1943

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Belluschi acquired the interests of the firm. He designed all three phases of the Portland Art Museum, the Oregonian Building(1948), the Equitable Building(1948), Finely Mortuary, U.S. Bank Headquarters, Central Lutheran Church(1950), Zion Lutheran Church(1950), First Presbyterian Church in Cottage Grove(1951), St. Thomas More Chapel, St. Philip Neri, and over three dozen residences. By 1950 Belluschi's office was the biggest and busiest office in Portland. In 1951 he began working as Dean at the MIT School of Architecture and Planning. He held this job until 1965. During the time he was at MIT he worked on several projects, such as the Bank of America building in San Francisco, the Pan American Building and the Juillard School of Music in New York. He remained back east for eight years and then returned to Portland in 1973. He is internationally known for his architecture and has designed several buildings abroad. In 1972 he received the gold medal from the American Institute of Architecture, their highest honor.

1976 Remodel SERA Achitects

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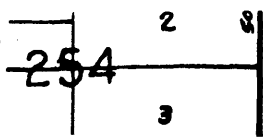
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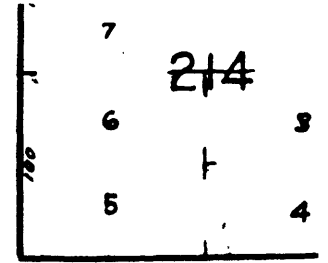
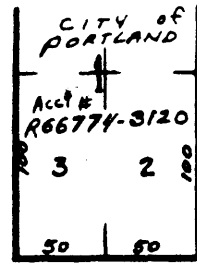
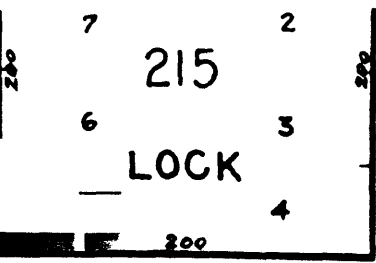
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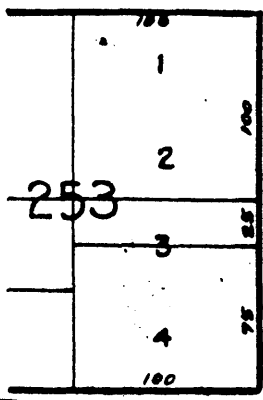


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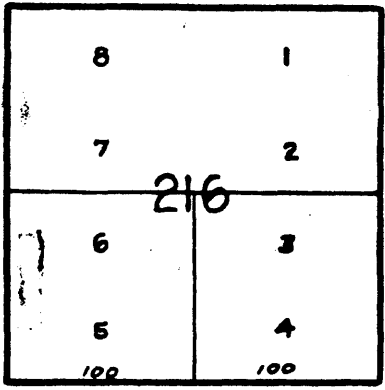


OLDS, WORTMAN & KING BUILDING

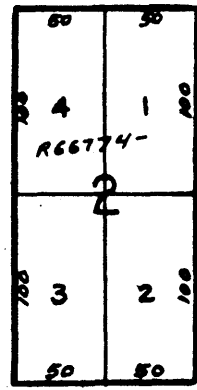
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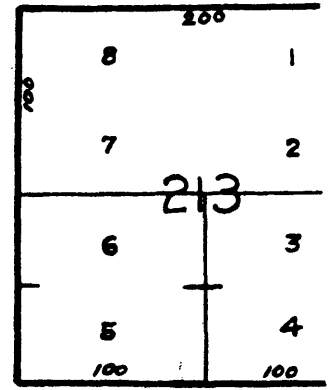
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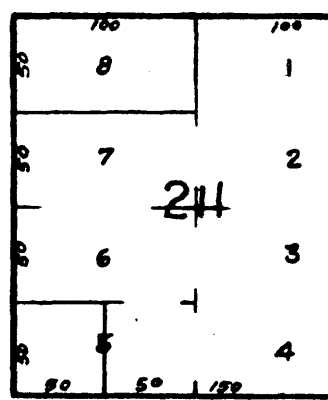
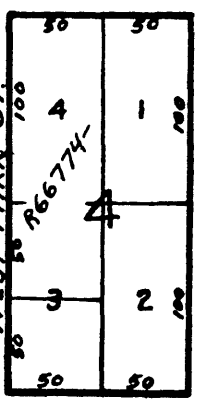
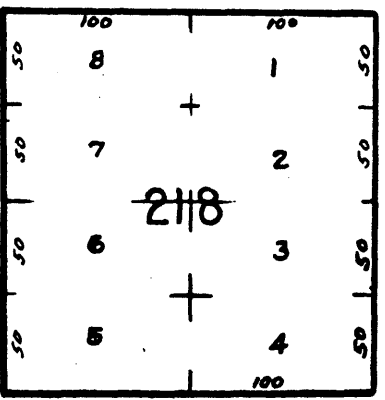
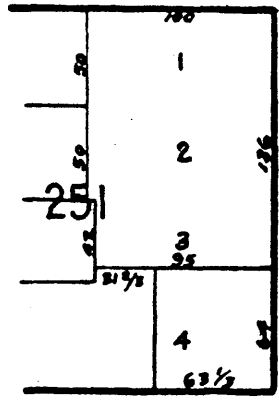
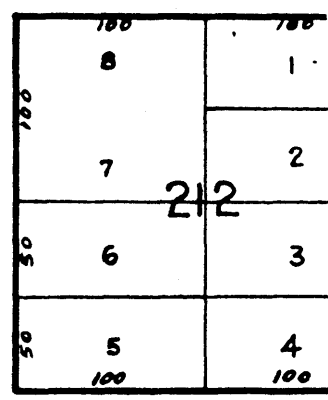
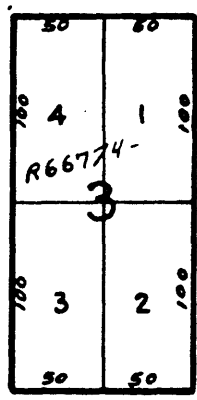
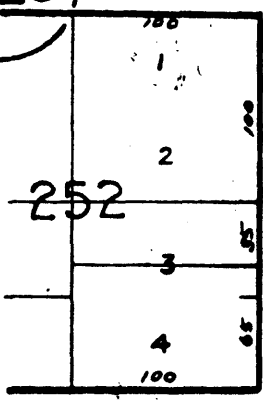


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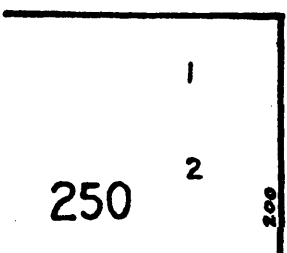


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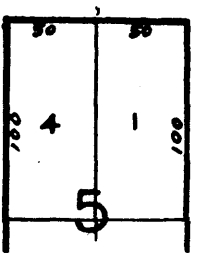
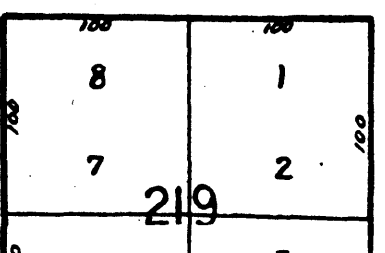
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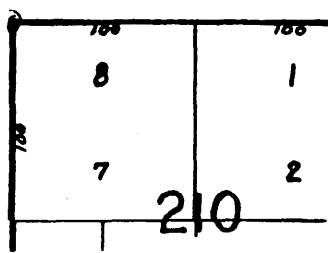
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**Historic  
Resource  
Inventory**  
CITY OF PORTLAND, OREGON



0-630-00921

921 S.W. Morrison Street

Portland, Block 217, Lots 1-8  
QUARTER SECTION MAP #: 3029.5  
Downtown Community Association

ORIGINAL NAME: Olds, Wortman and King Department Store  
OTHER NAMES: Rhodes Department Store, Galleria

ORIGINAL FUNCTION: Retail

DATE BUILT: 1910

STYLE: Twentieth Century Classical

ARCHITECTURAL PLANS BY: Aldrich, C.R.

ORIGINAL OWNER: Trustee Company  
TENANTS: Rhodes Department Store

TAX ASSESSOR'S ACCOUNT #: R-66772-3220  
ZONING: C12

Rank IX

HISTORIC DISTRICT: Glazed Terra Cotta (potential)

SPECIAL FEATURES AND MATERIALS:  
Steel-frame structure clearly expressed on exterior with windows filling the twenty-one foot wide bays and off-white terra cotta sheathing columns and spandrels. Roof cornice of sheet metal. Spare ornamentation includes slight

rustication at base, panels, fluting, and dentils. Windows are a combination of fixed and double-hung with wood sash. Original entrance marquees hang over the Morrison Street and Tenth Avenue entrances.

**SPECIAL F/M - ORIGINAL REMOVED:**  
Light standards originally lined roof.

**AREAS OF SIGNIFICANCE:** Architecture, Commerce

**Architecture:** Glazed terra cotta was used as an exterior sheathing material and for individual decorative elements in buildings in Portland from about 1900 to 1930. Terra cotta blocks (which are similar in size and configuration to concrete blocks but have decorative glazed faces) were made by pressing fine clay into plaster molds. The clay blocks were then glazed, dried, and fired.

Because terra cotta was fireproof, lightweight and, compared to carved stone, inexpensive to produce, it was the favored material for the large commercial structures built during Portland's era of rapid growth. However, cast stone ornament (concrete), developed in the late 1920s, was even less expensive, and gradually gained popularity over terra cotta. Later, with the introduction of mass-produced aluminum and glass-wall systems, the use of decorative masonry ceased altogether.

Although most glazed terra cotta buildings in Portland are found in and around the downtown retail core, there are numerous schools and apartment buildings with glazed terra cotta decoration scattered throughout the metropolitan area.

The five-story Olds, Wortman and King building was constructed in 1910 by the Trustee Company to house the Olds, Wortman and King Department Store. The block had previously been the site of Sylvester Pennoyer's home. The Trustee Company, which was founded by A.L. Hawley of New York and Judge W.D. Wood of Seattle, dealt in real estate in Spokane, Seattle and Los Angeles, and in 1907 was negotiating leases on both the Pittock and Pennoyer blocks.

On February 27, 1907, the OREGONIAN reported that both leases were closed, and the Trustee Company also held options to lease or purchase one half-block, six quarter-blocks, and two lots in the same area. On August 16, 1908 the OREGONIAN reported that excavation for a building to be occupied by Olds, Wortman and King would begin in February of 1909 (which it apparently did). Construction, as well as architectural work, was to be done by the Trustee Company's own force as soon as other buildings were complete in Seattle and Los Angeles. Hawley was quoted as saying that Portland property was cheaper than similarly situated property in Seattle, Spokane, or Los Angeles. By early 1910 the structural concrete was in place, and Olds, Wortman and King moved in later that year.

Local supervising architect was A.E. Doyle.

Determined eligible for listing on the National Register.

Commerce: The Olds, Wortman and King Department Store originated as McLaren Brothers. This firm was sold to John Wilson, who in 1878 sold the business to employee William Parker Olds. Olds' original partner was his stepfather, Samuel Willard King, and the name was changed to Olds and King. In 1890 John Wortman bought part interest and in 1901 it was renamed Olds, Wortman and King.

Successive locations of the store are illustrative of the move of the commercial area from the river: 1852 at Front and Taylor, 1868 to Front and Morrison, 1870 to Third and Morrison, 1878 to Third between Morrison and Alder, 1887 to First and Taylor, 1891 to Fifth and Washington, and 1910 to the Tenth Avenue location. In 1916 Olds, Wortman and King was said to be the only retail store in the Northwest occupying an entire city block. In 1925, when the business was sold, it had 1200 employees.

William Parker Olds (b. 1857), a native of Washington County, was president after 1897. John Wortman's brother, Hardy C., worked for McLaren Brothers. Charles Willard King, a native Oregonian, and son of Samuel Willard King, was educated in Portland. He began carrying parcels for the store in 1878. In 1891 he was admitted to the firm.

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0-630-00921

ORIGINAL BUILDING PERMIT #: 15278

MAJOR ALTERATIONS: 1926/165483/T. Ronneberg

1946/Pietro Belluschi

1976/497936/Colburn, Sheldon and Kaji

Present owners, as of May 1980: Direct Imports, Incorporated  
MAILING ADDRESS: 55 W. Burnside Street, Portland 97209

No Preservation Funding

Negative: 122-12

Score - Design/Construction: 10

Score - Historical: 2

Score - Rarity:

Score - Environment: 10

Score - Integrity: 10

Score - Intrinsic: 12

Score - Contextual: 20

Score - Total: 62