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United States Department of the Interior  
National Park Service

AUG 24 2005

# National Register of Historic Places Registration Form

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

### 1. Name of Property

historic name Jones Cash Store

other names/site number \_\_\_\_\_

### 2. Location

street & number 111 S.E. Belmont Street (previously 122 S.E. Morrison Street)  not for publication

city or town Portland  vicinity

state Oregon code OR county Multnomah code 051 zip code 97214

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant  nationally  statewide X locally.

[Signature] 8.16.05  
 Signature of certifying official/Title Deputy SHPO Date

Oregon State Historic Preservation Office  
 State or Federal agency and bureau

### 4. National Park Service Certification

I hereby certify that the property is:

Action  entered in the National Register Edson R. Beall 10.4.05  
 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): \_\_\_\_\_

Signature of the Keeper Date of

Jones Cash Store  
Name of Property

Multnomah, Oregon  
County and State

**5. Classification**

Ownership of Property  
(check as many as apply)

- private
- public - local
- public - state
- public - Federal

Category of Property  
(check only one box)

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

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

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

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

"Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938" 0

Number of contributing resources previously listed in the National Register

**6. Function or Use**

Historic Functions  
(enter categories from instructions)

COMMERCE/business  
INDUSTRY/manufacturing facility  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Current Functions  
(Enter categories from instructions)

WORK IN PROGRESS/warehouse  
and office  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

Architectural Classification  
(Enter categories from instructions)

LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY  
AMERICAN MOVEMENTS/Commercial Style  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Materials  
(Enter categories from instructions)

foundation: concrete  
walls: concrete  
roof: \_\_\_\_\_  
Other: \_\_\_\_\_  
\_\_\_\_\_

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

See continuation sheets.

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# National Register of Historic Places Continuation Sheet

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## INTRODUCTION

The Jones Cash Store Building is located at 111 SE Belmont Street (previously 122 SE Morrison Street) in Portland, Oregon. The property is comprised of Lots 1-4 of Block 45 in the East Portland Addition. This area is one of Portland's historic industrial districts and the subject property is surrounded by other historic buildings that are industrial in character as well as use. The building is also located within the boundaries described in multiple property listing—"Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938."

This three-story, 60,000 square-foot, Commercial Style building was designed by the architecture firm of Houghtaling & Dougan in 1920 for the Jones Cash Store—the Pacific Northwest's first mail-order company, established in 1882. The main entrance is located on SE Morrison Street and the shipping/loading functions are off of SE Belmont Street. The west façade fronts the railroad right-of-way on SE 1<sup>st</sup> Ave.

The building is constructed of reinforced concrete with an interior wood post and beam system. It originally had a combination of steel and wood sash industrial windows. These windows were removed in 1943 when the building was converted to cold storage. At the writing of this nomination the current owners were reinstalling windows appropriate to the character of the building based on historical research. The interior of the building conveys its utilitarian function—expansive warehouse spaces with exposed concrete walls, columns and beams, and wood floors.

The building is in good condition and will continue to undergo a major rehabilitation in 2005. The restoration of the windows has brought this building back to a high level of historic integrity.

## SITE

The Jones Cash Store Building is located at 111 SE Belmont Street in the Central Eastside Industrial District of Portland, Oregon. The district consists of 680 acres of relatively flat land between the Willamette River to the west, SE 12<sup>th</sup> Avenue to the east, Interstate 84 to the north, and the Ross Island Bridge to the south.

The building occupies a half block bound by Morrison Street on the north, Belmont Street on the south, and 1<sup>st</sup> Avenue on the west. Its eastern wall is shared with another property, City Liquidators.

The area immediately surrounding the subject property is densely developed, with loading docks lining many of the streets. A rail line still operates on SE 1<sup>st</sup> Avenue and Interstate 5 runs above the waterfront, two blocks west of the building. The construction of the Eastbank Esplanade beginning in 1998 has revitalized the river front, which at one time was a critical transportation source for industry in this area.

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When the Jones Cash Store Building was constructed, the Morrison Bridge was a simple bridge structure connecting downtown with Portland's eastside. In 1958, a new bridge was built to link Morrison Street, Belmont Street, and Water Avenue on the eastside with Washington, Alder, and Front Streets on the westside. Three years later a series of ramps were added to connect Interstates 5 and 84 to the bridge, making it a major transportation corridor. Today these ramps flank the north and south sides of the building at the third floor level.

The Jones Cash Store building is surrounded by other large industrial buildings and warehouses just as it was during its period of significance. Sanborn Fire Insurance Maps from 1924 depict the industrial character of the neighborhood three years after the building was complete. Adjacent to the east was Mitchell-Lewis & Staver Co., which manufactured agricultural implements. At 2<sup>nd</sup> and Morrison was W. Adhams & Co.—a wholesale grocer. Starr Fruit Products Co. was located on Yamhill between 1<sup>st</sup> and 2<sup>nd</sup>. Fairbanks-Morse Co. was on the corner of Taylor and 1<sup>st</sup>. Along Water Street were businesses such as the International Harvester Co., the Pacific Bridge Co., the Tacoma Brewing Co., Warren Brothers Asphalt Plant, Great Western Smelting & Refining, and American Belting & Hose Company. In 1924 the Southern Pacific tracks were located on 1<sup>st</sup> Ave and the Oregon Washington Railroad had tracks on 2<sup>nd</sup> and 3<sup>rd</sup>, including many rail spurs.

Although Portland's east riverfront looks much different today than it did in 1924 (the docks and industrial buildings have been replaced by a raised freeway and public esplanade), the industrial character that was established in the 1910s and 1920s remains largely in tact around the Jones Cash Building today.

### EXTERIOR

The Jones Cash Store Building is a three story, reinforced concrete building with a rectangular footprint and a nearly flat, built up roof. It has a full basement with a concrete foundation and the interior structure is wood post and beam. The building is 200 ft long and 100 feet wide—60,000 square feet not including the basement. Designed in the Commercial Style, the building's utilitarian appearance conveys its intended use as a retail/warehouse/shipping facility.

The main entrance to the building is located on the north side, along Morrison Street. Before the Morrison Bridge was rebuilt in 1958 to connect with Interstate 5, this was a major thoroughfare for both the streetcar line and automobile traffic. Today Morrison has a sidewalk and on-street angle parking on both sides of the street. The building has a zero lot line—there is no setback or landscaping.

### North Facade

All facades are broken into approximately 16-foot bays, giving the building a strong rhythmic order. The north façade is six bays wide and was designed to be pedestrian-oriented with a continuous storefront façade system, including a recessed entry vestibule with double commercial doors in the center and a side door in the far

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eastern bay giving access to a stairwell. This storefront included large three-section panels of glass topped by seven transom windows—the end two being hopper lights. Beneath each section of the storefront were four fixed wood-sash basement windows with eight lights each. Some changes were made to the storefront over time including the addition of a garage door to the far west bay. This door gives vehicular access to the basement via a ramp. The original storefronts were changed with subsequent owners, though they have recently replaced with a historically compatible, aluminum-clad wood system based on the original plans for the building and historical photographs. The garage door remains and the side entrance has been replaced with a double commercial door.

Focusing on the second and third floors of the north façade, there were originally two different types of windows. The four center bays had multi-light industrial steel sash windows. Each window unit was comprised of three sections. Measuring 13 ½ feet wide and seven feet tall, these window units give the building a strong horizontal emphasis. The two end bays, however, have vertically oriented windows—originally a pair of six-over-six wood sash windows (for emergency egress) and a pair of twelve-light steel sash pivot windows. To further call attention to their verticality, this grouping of four windows is visually tied together by an incised arch in the concrete around the windows and topped with a Grecian face, garland, and medallion motif within the arch. At the writing of this nomination, new windows were being installed in the original openings. They are aluminum-clad wood windows with thin muntins that convey the character of the original industrial windows. Additionally, they are the same scale and have the same configuration of lights as the original windows.

As a whole, the building has a classically-inspired composition and demonstrates the design and technical abilities of architects Leigh Dougan and Chester Houghtaling. Dougan, in particular, was known for his expertise in this area (Downs 1943). However, the architects also employed a purposeful minimalism appropriate to the industrial use of the building. The horizontality of the building is strongly emphasized. A three-and-a-half foot concrete band wraps around the building, dividing the ground floor from the upper two floors. This band breaks up the vertical pilasters, which divide the building into equal bays. Projecting just slightly from the parged concrete wall, these pilasters are minimally articulated, but they include the suggestion of a base and capital. Acanthus scroll brackets at the roofline further punctuate the rhythmic placement of the pilasters. Between the windows are flat spandrel panels. The north and south façades give the suggestion of a heptastyle classical portico with their seven pilasters and slightly pitched gable roof.

Across all three facades, the building features cast concrete ornamentation at the roofline. These include the Grecian faces and garlands used on the end bays, floral medallions that punctuate each of the horizontally oriented center bays, the acanthus brackets, and centered on the north and south facades—a large shield flanked by mermaids.

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### West Façade

The west façade is this building's most character-defining façade—essentially a 200-foot stretch of windows. This façade featured prominently in advertisements for the building, which touted the building's natural light (Oregonian 1921).

At the ground floor, the first bay featured a storefront system (same as described above), as it was a corner office for the owner of the business, Henry Ottenheimer. The storefront was removed around 1943 and filled with clay tile; however, this bay was recently restored with a storefront to evoke the character of the original.

Running the length of the basement level were fixed wood sash windows with six lights each. Between the basement and ground floor is a wide spandrel panel. When the basement window openings were filled in 1943, they were seamlessly connected to spandrel panel with a parge coat.

As built, the ground floor windows were large multi-light steel sash units, similarly divided into three sections. The second and third floors repeat a pattern of windows identical to the one described in the discussion of the north façade—the central bays originally featured horizontal steel sash windows and the end bays had vertically oriented pairs of wood and steel sash windows. The new windows are the same as the description under the north façade. They maintain the scale, proportion, and look of the original windows.

Reading from north to south, bay 11 on the west façade originally included an elevated platform and rail car loading area. This platform had a large door to a basement chute that allowed goods coming off the train to be quickly and easily moved to the basement for inventory or storage. In the 1940s Northwest Ice & Cold Storage removed this loading area.

### South Façade

The south elevation facing Belmont Street was the primary loading and shipping area when the building was constructed and still serves that function today. Two bays were given over to a large, recessed loading area for trucks. Today there are metal roll-up doors that cover the openings of these two bays. Originally, next to this shipping bay was a chute that allowed goods to be sent down to the basement level; this has been closed off.

Reading left to right, bay five has had a large concrete loading dock added onto it and a metal door installed. The southeast corner bay features a single door giving access to the first floor and stairwell. The pattern and type of window systems on the second and third floor are identical to the north façade.

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### INTERIOR

The Jones Cash Building was built with one major interior bearing wall, dividing the building in half from east to west. This wall was constructed of tile and the original doors between the two sections of the building were tin clad—all to enhance fire safety in the building.

The building has a full basement, with a ceiling approximately 15 feet tall. Large regularly spaced wood posts and beams are located approximately 16 feet on center. Originally this space was used for storage, though it also included a small office, single bathroom, boiler room, and catalogue and mailing room. The partitioned office and mailing room have since been removed. Access to the basement is via two staircases—one in the northeast corner and one in the southeast. The staircases have simple square balusters and rectangular newel posts and caps. There are also two elevators—a freight elevator in the southeast corner and one in the center of the building near the west wall. Only the elevator shaft in the southeast corner is original to the building. When built, there was a small passenger elevator in the center of the building that has since been removed. Today, the basement is little changed, except that a garage door was added in the northwest corner along with a short ramp, giving automobiles access to the basement area.

According to original blueprints, the ground floor of the Jones Cash Store building housed many of the administrative functions of the business, as well as a reception and retail area. Across the front of the building were offices for the owners of the business—Henry and Sigmund Ottenheimer—and the bookkeeper. There were larger “offices” along the west wall, most likely to accommodate employees processing the mail-orders; however, they did not have partitioned walls—only rails and gates like one might find in a bank. Similarly, there were reception areas for the “country customers,” also designated with rails and gates. Some other original amenities to note include an “information” area immediately off the main entrance, a drinking fountain, men’s and ladies coat rooms, a large vault, and four restrooms.

Original plans also indicate how goods and people moved through the building. Not only were there the two enclosed staircases and two elevators, the building was equipped with a system of chutes, slides, and a dumbwaiter all located in the south half of the building. These mechanisms allowed goods that did not need to be transported via the freight elevator to be sent from any floor down to the first floor or basement.

During the ownership period of Northwest Ice & Cold Storage (approximately 1934 to 1994), the interior wood partitions and waiting areas were removed. They also removed the small passenger elevator and installed the freight elevator at the west wall. Later when the property was occupied by Grand & Benedicts beginning in 1994, the tenant renovated the ground floor for partial retail use. The heavy timber posts and beams in this area were sandblasted at that time. They also added a plywood floor over what is presumed to be tongue-and-groove. There is some metal sheathing over the plywood in the loading areas at the south end of the building. In 1995 they added a partitioned office in the northwest corner, two bathrooms along the bearing wall, and

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another bathroom in the southeast corner next to the stairwell. The large concrete vault still exists along the west wall. They also added an additional open staircase in the southwest corner.

As built, the second and third floors were large, open warehouse spaces with few partitions. From the original plans it appears that on both floors the north halves of the building were designated as “public” areas, meaning these were areas where customers were shopping and browsing. The south half of each of these floors was designated for shipping and packing, as this was where the chutes, slides, and dumbwaiter were located. The third floor featured ten large skylights measuring four feet by fourteen feet.

Northwest Ice & Cold Storage reinforced the floors with cribbing on both the second and third floors in the 1930s. Additional beams were also added on the first and second floors to increase the building’s load-bearing capacity. During this time, the company dismantled the system of chutes and slides and covered over those openings. Two years later they built some small partitioned offices on the second floor. It is unknown when the skylights were covered over—likely sometime in the 1940s when the windows were removed.

In 1995, Grand & Benedicts built five partitioned offices in the southwest corner of the second floor, as well a balcony connecting with the new first-floor staircase.

The third floor has one office partition in the center of the floor.

As built, the Jones Cash Store Building was a remarkably well-planned building designed to accommodate multiple functions of a growing business under one roof. On the exterior, its character is best defined by the horizontal orientation of the building allowing easy display, storage, and movement of goods; minimalist details inspired by the language of classicism; and the large multi-paned windows. The character of this important industrial building is further reinforced by its relationship to the surrounding environs—the railroad, freeway, loading areas, and the other industrial buildings. Interior character-defining features include the open warehouse spaces, large windows giving the building abundant natural light, and the exposed structural materials.

### PLANS FOR REHABILITATION

This year the building will be fully rehabilitated by the current owners. Plans include converting the basement to a parking area, maintaining the ground floor as warehouse space, and turning the second and third floors into work lofts. The building needs entirely new plumbing, electrical, and HVAC systems, as well as structural reinforcement. It is hoped that the rehabilitation of the Jones Cash Store will aid in the effort to revitalize this area, while keeping the industrial feel.



Jones Cash Store  
Name of Property

Multnomah, Oregon  
County and State

**8. Statement of Significance**

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

Areas of Significance  
(Enter categories from instructions)

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

COMMERCE  
INDUSTRY

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Period of Significance

1920-1923

Significant Dates

\_\_\_\_\_  
\_\_\_\_\_

Criteria Considerations  
(Mark "x" in all the boxes that apply)

Property is:

Significant Person  
(Complete if Criterion B is marked above)

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

Cultural Affiliation

\_\_\_\_\_  
\_\_\_\_\_

Architect/Builder

Houghtaling, Chester  
Dougan, Leigh

Narrative Statement of Significance  
(Explain the significance of the property on one or more continuation sheets)

**9. Major Bibliographical References**

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

- Previous documentation on file (NPS):
- preliminary determination of individual listing (36CFR67) has been requested
  - previously listed in the National Register
  - previously determined eligible by the National Register
  - designated a National Historic Landmark
  - recorded by Historic American Buildings Survey
  - recorded by Historic American Engineering Record

- Primary location of additional data:
- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: \_\_\_\_\_

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### INTRODUCTION

The Jones Cash Store Building, located at 111 SE Belmont Street in Portland, Oregon, is proposed for nomination under Criterion A, because of its significant association with growth and development of the Jones Cash Store—the first mail-order house in the Pacific Northwest. The building represents the pinnacle of success for this business. The property is also significant for its role in the development of Portland's eastside industrial area in the early 20<sup>th</sup> century. The building is being nominated under the multiple property document (MPD) entitled "Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938," which may be referenced for further contextual information. The MPD identifies commercial buildings as a property type, and states that a property eligible under this MPD must have been built between 1862 and 1938; must retain sufficient integrity to evoke the character of its style or function type; and should be one of the best or most characteristic examples typifying that style or function. The Jones Cash Store building meets all these requirements.

Franklin A. Jones established the Jones Cash Store in 1882. Seven years later, the mercantile business was well-known for outfitting expeditions to the Yukon during the Klondike Gold Rush. The business grew to include a mail order component in the 1890s. In 1908, brothers Henry and Sigmund Ottenheimer bought the business and developed this modest retail operation and fledgling mail-order house into the biggest independent mail-order business in the Pacific Northwest, as reflected in the design and construction of the subject property. In 1920, they partnered with prominent Portland businessman, H. R. Everding, to build the 60,000 square-foot retail and mail-order warehouse on one of his properties conveniently situated on the rail line and close to the central business district.

The rapid expansion of the Jones Cash Store coincided with the major development of mail-order houses across the nation, most notably Montgomery Ward and Sears Roebuck. At the same time Jones Cash Store was expanding in Portland, so was Montgomery Ward. Montgomery Ward eventually bought out the Pacific Northwest-based business in 1923. The building was purchased by Northwest Ice & Cold Storage in approximately 1934. Over the years they converted the building to a cold storage operation. Beginning in 1994 the building housed Grand & Benedicts—a warehouse/retailer of department store fixtures. In 2005, the property was purchased by Arthur DeMuro and Michael Menashe with the intent to rehabilitate the building and create warehouse and creative industrial spaces.

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### DEVELOPMENT OF THE MAIL-ORDER HOUSE IN THE U.S.

Although goods could be purchased by mail since colonial times, what could accurately be called modern mail-order houses were first established in the U.S. 1870s and 1880s. These businesses developed to tap the vast market for goods among isolated American farmers who did not have access to quality merchandise at reasonable prices (Fite 2004).

In 1872, Aaron Montgomery Ward launched his mail-order business from a small rented room in Chicago. Montgomery Ward & Company is considered the first mail-order house in the U.S. Ward developed his idea for the business while visiting small towns in the rural Midwest, observing that general stores often had a poor selection of goods that were expensive. Concluding that the system for distributing goods was outdated, he conceived the idea of consumers selecting goods from a catalog and ordering from a centrally located store that would buy in large wholesale lots, thus keeping prices reasonable (Latham 1972).

Ward's one-page catalog published in 1872 listed 163 items and was advertised primarily in farm periodicals. The first year of business was slow—his partners gave up and Ward continued to support himself by working in a dry goods store. The slow start did not last long—in 1874 the company sold \$100,000 worth of merchandise and issued its first bound catalog 24 pages in length. His first big order came from the National Grange, which purchased stock from Ward for their cooperative retail stores. For many years, much of Montgomery Ward's business continued to come from farmers, especially those who were members of the grange movement. By the early 1890s, Montgomery Ward was distributing a 280-page catalog advertising some ten thousand items (Latham 1972; Heritage 1984).

It was Richard W. Sears, however, who established the most successful mail-order house in U.S. history. In 1886, Sears began selling watches by mail from Redwood Falls, Minnesota, and hired A. C. Roebuck as a watch repairman. He sold this business in 1889 and organized a mail-order firm to sell jewelry and watches. In 1894 he incorporated Sears, Roebuck and Company—a general mail-order house—and set up business in Chicago. Richard Sears was a master advertiser and salesman. In his catalog, which was sent to thousands of farm homes, he emphasized the variety, style, and low prices of his goods. The 1897 Sears catalog included just about anything a farm family might need, from hunting supplies to dry goods; farm tools to plumbing equipment; buggies and harnesses to crockery and kitchenware; work and dress clothing to furnishings for the home. All 786 pages of the catalog were carefully indexed. By 1900 the company was selling about \$10 million worth of merchandise by mail a year, surpassing Montgomery Ward (Hoge 1988).

Farmers found that mail-order houses had several advantages over local merchants. The larger selection of goods included the latest models and styles, and many items in the catalog were not available at all in country stores. Farmers also preferred the convenience of shopping by mail. A trip to town, often ten or more miles away, took several hours by horse and buggy. Ordering by mail saved time that could be spent working the

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land. By far the most attractive feature of buying from a mail-order house was the cheaper prices. Sears boasted in his 1897 catalog that the company could provide "the best goods at lower prices than they can be had elsewhere." Improved selection, convenience, and better prices won Sears and Montgomery Ward a huge volume of farm business in the late nineteenth and early twentieth centuries. By 1915 the two companies were selling nearly \$200 million worth of merchandise annually.

Rural free delivery of mail began in the 1890s, and parcel post in 1913, making it even more convenient to order by mail. Mail-order houses profited accordingly. Farmers and small-town residents could place their order in the mail and have all but the largest items delivered by carrier in a matter of days. In 1925 Sears was selling over 95 percent of its merchandise by mail. Other mail-order houses in the late nineteenth century included the National Cloak & Suit Company, which sold women's clothing out of New York, the Chicago Mail Order House, and Spiegel, which began selling by mail in 1904 (Fite 2004). None of these companies, however, approached the success of Sears and Montgomery Ward.

Mail-order houses had an important influence on farm and rural living. Farmers, often portrayed as poorly dressed and living in backward conditions, could now turn to mail-order houses for stylish goods and modern conveniences. This not only contributed to their comfort, but their ability to buy goods by mail helped break down farm isolation and played a major role in homogenizing American society.

Mail order also had a tremendous impact on the distribution methods of goods. In 1906 Sears moved into a new 40-acre plant in Chicago. At the time this was the biggest place of business in the world—"a huge complex of buildings designed with incredible detail to be integrated as one enormous distribution machine" (Hoge 1988: 53). Railroad tracks went through the building and into underground tunnels where the freight cars were loaded. Conveyors, chutes, moving sidewalks, and pneumatic tubes connected the various departments and allowed for the utmost efficiency in the processing of customer orders. Sears used an assembly line approach to processing these orders, adding one item after another to a moving belt. Their success with this system was widely publicized and Henry Ford based his assembly line on the Sears model, reducing the time it took to assemble a Model T chassis from twelve and a half hours to 33 minutes (Boorstin 1974).

The efficient internal processing and scheduling systems used by Sears and Montgomery Ward were integral to their success. However, the buildings themselves were an important aspect of their self-promotion (Hoge 1988). These structures seemed the very symbol of the new technology and efficiency of the new century. Journalists who toured the complexes wrote about them with great enthusiasm. The Sears and Montgomery Ward buildings were the pride of Chicago. An 1899 plate of the Montgomery Ward headquarters shows a sectional view of the "busy bee-hive," describing the multitude of functions and activities taking place in the building (Hoge 1988). Although price and selection were the major factors that established Sears and Wards' huge customer base, their buildings were also important in establishing the image of a great American institution.

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The relative importance of mail-order houses started to decline in the late 1920s, as Americans' shopping habits began to change. From 1872 to 1920, mail-order customers were generally those in isolated rural communities to whom they could offer the shop-by-mail alternative. After 1910, Americans were becoming increasingly mobile due to the automobile and farm truck. Instead of waiting for merchandise to come to them, customers often would drive to the store, order from catalogs there, and even return if necessary to pick up the goods ordered. Automobiles and improved roads made it easy for rural residents to travel long distances to shop. To adjust to this development, Sears and Montgomery Ward began establishing retail stores in 1925 and 1926, respectively, to tap the growing business in larger towns (Latham 1972). Sears catalog sales had dropped to only 54 percent of the firm's total business by 1930. Fast and cheap transportation changed farm and small-town buying habits so drastically that though Sears and Montgomery Ward continued to do mail-order business, they placed greater emphasis on retail during the years to come.

### **PORTLAND: A PACIFIC NORTHWEST MAIL-ORDER HUB**

Located 75 miles inland from the Pacific Ocean where the Columbia and Willamette Rivers converge, Portland began as a convenient rest stop for travelers making the journey between Fort Vancouver and Oregon City in the mid-1800s. When local leaders realized that the site of the present-day city was the farthest east deep-water ships could travel up the Columbia, land claims were made and development ensued.

The city grew rapidly—from 700 people in 1850 to 90,400 in 1900. By establishing itself as the head of ocean-going navigation, Portland gained control of trade between the Willamette Valley and California. Expansive growth between 1900 and 1930 was largely the result of the completion of the transcontinental railroad to Portland in 1883, the extension of the Oregon-California line, and the deepening of the Columbia's shipping channel. Portland's downtown developed on the west side of the Willamette; however, hills along the western edge of the city created a substantial barrier to growth, so Portland developers turned to the unobstructed space of the eastside, much of which was farmland and orchards. In addition, the construction of bridges across the river and the installation of streetcar lines allowed for rapid expansion of the eastside, where the Jones Cash Store Building is located.

The east side of Portland developed as a separate city called East Portland. After expansive growth related to the development of the railroad, East Portland was incorporated in 1870. In June 1891, East Portland was annexed to Portland—a move supported by the majority of East Portland leaders and businesses. Prior to the turn of the century, the eastside waterfront was dominated by a few major industries, including Abram & Hogue's Sawmill, the Standard Box Company, and the Wolff & Zwicker Iron Works. They were housed in large wood-frame buildings that included wharves and trestles along the waterfront (Zisman 1989).

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Portland grew to become a larger and more economically stable city in the early 1900s as expanding lumber and agricultural industries brought increased population throughout the state. Despite this growth, Portland's primacy as the Northwest's major city was threatened by Seattle's rapid expansion following the Klondike Gold Rush of 1898. To promote Portland's attributes and to maintain preeminence in the Northwest, city leaders proposed an exposition in celebration of the centennial of the Lewis & Clark expedition (Abbott 1983). The Exposition opened in 1905 and served as a catalyst for what would be Portland's greatest period of growth to date. Between 1905 and 1910, the population grew from 110,929 to 207,214. Many businesses were displaced from downtown because of rising real estate prices and relocated to the relatively abundant and inexpensive land on the inner east side. The marshy areas along the river were filled, opening up large tracts of land with easy rail access.

In the boom years of the early 20<sup>th</sup> century, Portland's eastside provided the open space necessary for rapid development of industrial complexes. Combined with proximity to shipping points both by rail and boat, this area grew into one of the city's major industrial districts. In addition to laying the foundation for Portland's industrial growth, these industries also provided jobs for the expanding population, many of whom made their homes in the residential neighborhoods of the inner eastside. Around World War I the automobile began its tremendous influence on Portland. By 1915 all the primary arterials on the east side had been paved and sidewalks built. During the 1920s many of the landmark buildings on the eastside were constructed, including the Olympic Cereal Mill at First and Washington, the Weatherly Building at Morrison and Grand, and the Grand Central Public Market at Morrison and Ninth Streets (Zisman 1989).

Given its location on the Columbia and Willamette Rivers and prime rail access, it is no surprise that around the turn of the century Portland became the Pacific Northwest's mail-order hub. Jones Cash Store is considered to be the first mail-order company in the region. The business was established in 1882 by Franklin A. Jones and his business partner, Harold G. Rice. Their original store was located on Front Street at Alder. A photo dated ca. 1898 depicts Jones, Rice, and their employees in front of the store. Across the building large sign reads: "Jones Cash Store: The Alaska Outfitter!" Indeed the early growth of the business was fueled by the Klondike gold rush and the outfitting of many expeditions north.

It is unknown exactly when the Jones Cash Store added mail order to its retail enterprise, but likely it was sometime in the 1890s when rural free delivery of mail began. During the first few years of its operation the mail-order business served only nearby farming communities. Mail deliveries were made infrequently and were "attended with considerable hazard" (Oregon Journal 1920). Nevertheless, the venture was successful and the business had outgrown the Front and Alder building. In 1904, they constructed a three-story commercial structure at the southeast corner of Front and Oak Street, which included a large glass storefront and a loading dock on the side of the building. Large signs called out: "Yes, this is the place. Jones Cash Store" and "Jones. He pays the freight."

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In approximately 1903 Jones and Rice dissolved their business partnership. Rice went on to establish his own mail-order company—Rice & Phelan—with his brother Louis M. Rice, and with William H. Phelan. Their operation was located at 1<sup>st</sup> and Oak and city directories list them as a wholesale supply house. Little is known about Rice & Phelan except that, like Jones Cash Store, it was a very early mail-order outfit in the region.

Brothers Henry and Sigmund Ottenheimer, originally from San Francisco, purchased the interest of Jones on October 12, 1908. With Henry as president of the company and Sigmund secretary/treasurer, the two brothers catapulted Jones Cash Store from a small retail and mail-order operation in the Portland area to a major catalog business that served the entire Pacific Northwest region, including Oregon, Washington, Idaho, Montana, Nevada, Northern California, and Alaska (Lockley 1928). (Henry Ottenheimer to be discussed in more detail later.)

On March 8, 1915 the Jones Cash Store building at Front and Oak was gutted by a fire and their entire inventory was lost. It is a testament to the strength of the business that they were able to survive this blow and continue to grow at such a fast pace. During the reconstruction of the building, the firm was briefly located at East Burnside and Union Avenue. Five years later the Ottenheimer brothers partnered with Portland businessman and prominent citizen Henry R. “Hy” Everding to build a new headquarters for the Jones Cash Store.

Hy Everding was the son of Henry Everding, who was “among the honored pioneers of Oregon who contributed to the upbuilding of Portland” (Carey 1922). In 1864, Henry Everding Sr. came to Portland and opened one of Portland’s earliest grain, feed and produce businesses at Front and Taylor. He passed away in 1914. Hy, his brother Richard, and their business partner Sylvester Farrell established Everding & Farrell—a produce and general merchandise supplier located on Front Avenue. Hy Everding surely knew F. A. Jones and the Ottenheimer brothers, and watched the Jones Cash Store business grow from a small enterprise to a major household name in the Pacific Northwest. No doubt this success inspired Everding to partner with the brothers to build a major new building for the Jones Cash Store.

In approximately 1920, Jones Cash Store bought out Rice & Phelan—the mail-order house started by F. A. Jones’ original business partner, Harold Rice. This consolidation strengthened their buying power and management, and no doubt was part of the reason they were able to move forward and build the new store at 111 SE Belmont. They began publishing a consolidated catalog that featured names of both businesses in an effort to capture Rice & Phelan’s customer base (Oregonian 1921). What was an 80-page catalog with a small distribution in 1908 became 400-plus page catalog “crowded with bargains” that was mailed to more than 50,000 farm homes in 1920 (Oregon Journal 1920).

Construction of the new building began in June 1920 and Jones Cash Store was occupying the space by February 1921. The cost of erecting the new Jones Cash Store building was \$125,000. Everding hired the firm of Houghtaling & Dougan to design the building. The recent completion of their design for the Elks Temple in

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1920 helped cement the firm's favorable reputation in Portland and no doubt their high-profile status at the time made them an attractive choice for the Jones Cash Store project (Bosker 1985).

Clearly Jones Cash Store considered themselves a major competitor in regional mail-order business as indicated by the research and thought that went into designing their new headquarters. Henry Ottenheimer was quoted as saying: "The new building was planned after careful study of the best equipped mail-order houses of the United States. It will be served by spur trackage from the main line of the Southern Pacific and a modern system of gravity chutes and conveyors will insure prompt handling of incoming and outgoing shipments of merchandise. The three stories and basement of the new building will afford ample floor space for the rapidly increasing business of the firm" (Oregon Journal 1920). The company ran large ads in the Oregonian around that time encouraging customers to visit the store and to order a copy of their expanded catalog (Oregonian 1921). These advertisements touted the large stock of goods available in the store and by mail order. Items included groceries, clothing, domestics, drugs, confections, furniture, hardware, fencing, garden tools, machinery, and automotive accessories.

While construction was underway at 111 SE Belmont, another major mail-order company was building a new warehouse in northwest Portland. The planned expansion of Montgomery Ward's Portland operation was noted in major newspapers beginning in December 1919. The building was completed in September 1920, giving them 569,000 square feet of state-of-the art warehouse space. It cost \$1.5 million to construct and was modeled after a Montgomery Ward warehouse and retail operation built in Kansas City in 1917 (Heritage 1984).

In July 1913, Montgomery Ward built their first West Coast warehouse at NW 18<sup>th</sup> Avenue and Upshur Street in Portland. This warehouse was to service customers in Oregon, Washington, Idaho, Nevada, and California, and did not have any retail component. Goods were shipped by rail to the town nearest the customer, as most customers were in rural areas at this time. In 1913, Montgomery Ward's store managers stated: "We are not competitors of any firm now doing business in Portland. We do no retail business in Portland. Our patrons live outside the big cities" (quoted in Heritage 1984). While the mail-order side of Jones Cash Store also served customers outside the city, they always had a retail presence in Portland.

In 1919, Montgomery Ward announced plans to build a bigger warehouse in Portland at 2741 NW Vaughn Street. They had good reasons to expanded operation: being centrally located, Portland provided timely and cheap shipping rates, good methods of shipping by water and by major railroads, as well as interurban feeder lines. Portland was also noted for the stability of its labor conditions. Business had been good for Montgomery Ward between 1913 and 1919 and this encouraged the construction of the new warehouse. The company issued one million shares of stock to raise the \$1.5 million necessary for construction. Management also announced that in addition to the territory it was already serving, the new Portland warehouse would begin shipping to Alaska and Hawaii. They further intended to develop foreign trade with the Pacific Rim countries. Early estimates stated that between 2,000 and 3,000 Portlanders would eventually be employed at the building (Heritage 1984).



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Despite having a beautiful new, modern building and a central location, the Jones Cash Store could not compete with the expanded Montgomery Ward. In 1923, Jones Cash Store was very quietly bought out by the national firm (Lockley 1928). There is no reference to the transaction in any major Portland newspapers at the time. Although the record is not conclusive, it does not appear at Montgomery Ward took over the building. The Ottenheimers had signed a ten-year lease with Hy Everding; however, it is unknown how the termination of this lease was resolved when the Jones Cash business dissolved. The building stood vacant for some time until it was occupied by Northwest Ice & Cold Storage in the 1930s. Over a period of about fifteen years, the building was modified into a full-fledged cold storage operation. The windows were infilled with clay tile, sawdust was added as insulation, and the first and second floors were reinforced with additional beams. Northwest Ice sold the building in 1994.

Montgomery Ward continued to have a strong presence in Portland. Even after the turmoil of the Depression and war years, the company continued to pursue mail-order, but management realized future growth would be in the retail area, as more and more of their customers were coming from urban and suburban areas. By 1933, they had added limited retail service to their Portland warehouse, which they continued to expand through the 1940s. As suburban malls and chain stores began attracting more and more shoppers, Montgomery Ward decided to close the Vaughn Street store in 1976.

### **HENRY J. OTTENHEIMER**

Henry J. Ottenheimer was a prominent Portland businessman and civic leader who brought the Jones Cash Store business to the pinnacle of its success between 1908 and 1923. Ottenheimer was born in San Francisco in 1868 to William and Caroline Ottenheimer. His parents were engaged in the mercantile business first in Yreka and later in San Francisco. After finishing high school, Henry went to work for a firm of hop dealers. This line of work brought him to Oregon in 1894 where he worked as a hop buyer in Aurora. He relocated to Salem in 1902 and continued working as a hop buyer. He eventually purchased a ranch near Salem, on which he raised hops on a large scale, while also acting as the buying and selling agent for the Lilienthal Brothers of New York City (Lockley 1928; Oregon Journal 1929).

In 1906, Ottenheimer sold his ranch and moved to Portland during the rush of newcomers following the Lewis & Clark Centennial Exposition. Sources are unclear as to when he first became involved in the mail order business (some indicate 1906); however, the *Oregon Journal* states that Henry and his brother, Sigmund W. Ottenheimer, purchased the interest of F. A. Jones in October 1908. The brothers "directed the affairs of the company during the period of its greatest growth," expanding the mail-order business to serve an area roughly 75,000 square miles (Oregon Journal 1920)

When the Ottenheimer brothers were bought out by Montgomery Ward in 1923, Henry Ottenheimer purchased the D.B. McBride Company in 1924. He owned and operated this business until his death in 1929. His success

in the mail-order business and later as a dealer of woolen goods lead him to establish the Ottenheimer Realty and Investment Company, of which he served as president.

Henry Ottenheimer was director of the Portland Chamber of Commerce from 1921 until his death in 1929. He also held positions as board secretary and treasurer for the Chamber over the years. Ottenheimer was prominent in civic affairs in Portland, serving as director of the Community Chest for some time. He served as chairman

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of the board of trustees of Congregation Beth Israel and it was during his tenure that the new temple at 1972 NW Flanders was built (completed 1927). He devoted much of his time to supervising construction. After suffering from depression for some time, Ottenheimer took his own life on December 11, 1929 (Oregon Journal 1920).

### HOUGHTALING & DOUGAN

Although this property is not being nominated under Criterion C due to the fact that there are better examples of the architects' industrial buildings, it is worth elaborating on the quality of this firm, if only as further evidence of Jones Cash Store's business success and the owners' desire to have a landmark building. It should be noted that the new building featured prominently in their advertising campaigns and was used as a means of attracting customers to the store.

Chester Houghtaling was the senior partner in the firm. Born October 27, 1882 in Cleveland, Ohio, he studied engineering at the Lewis Institute of Chicago. He worked for various engineering firms in the Pacific Northwest and Canada before moving to Portland and opening his own office in 1913. Houghtaling was the design engineer for the Burnside Bridge and the Ross Island Bridge. He passed away on March 31, 1940 (Ritz 2002; Carey 1922).

Leigh Dougan was born in Princeton, Indiana on July 28, 1883. He studied architecture at the Armour Institute of Technology in Chicago, and also studied art and architecture at the Art Institute of Chicago, though he withdrew in his junior year to take a job in Tulsa, Oklahoma. Some sources note that while in Chicago he briefly worked as an office boy for both Frank Lloyd Wright and Louis Sullivan. It is unclear when Dougan came to Portland—some sources say 1903, some say 1911. In any case, he did work briefly with A. E. Doyle and Aaron Gould in 1911, as well as a number of construction firms before partnering with Houghtaling in 1914 (Ritz 2002; Bosker 1985; Downs 1943; Carey 1922).

Dougan was considered the designer of the firm. His artistic abilities were well recognized not just in terms of architecture, but also for his watercolors and oils of birds and animals of the Pacific Northwest. The 1943 Encyclopedia of Northwest Geography identified Dougan as "one of the most versatile and talented figures in Portland life." Dougan also gained a reputation for his authoritative scholarship, which enabled him to draw upon the classical styles for usage in large-scale designs as well as detailed ornamentation.

Multiple sources note that the firm of Houghtaling & Dougan was "held in high esteem." They were a versatile team and designed many different types of buildings ranging from industrial warehouses to schools to major civic buildings such as the Elks Temple. Their partnership dissolved in 1925. Dougan practiced independently, designing such notable buildings as the Studio Building, the Monastery at the Sanctuary of Our Sorrowful

Jones Cash Store  
Name of Property

Multnomah, Oregon  
County and State

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Mother, and the Medical Dental Building—all in Portland, and the Oregon State Tuberculosis Hospital in Salem. In 1946, Dougan formed a new partnership with Bernard Heims and Morton Caine. He passed away October 9, 1983.

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National Park Service

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Jones Cash Store  
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Photo Files, Oregon Historical Society.

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Jones Cash Store  
Name of Property

Multnomah, Oregon  
County and State

### 10. Geographical Data

Acreage of Property less than one acre

#### UTM References

(Place additional UTM references on a continuation sheet)

1 10 526286 5040227  
Zone Easting Northing  
2 \_\_\_\_\_

3 \_\_\_\_\_  
Zone Easting Northing  
4 \_\_\_\_\_

#### Verbal Boundary Description

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

#### Boundary Justification

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

### 11. Form Prepared By

name/title Jessica Engeman

organization Venerable Group, Inc. date 2/28/05

street & number 322 NW 5<sup>th</sup> Avenue, Suite 301 telephone 503-224-2446

city or town Portland state Oregon zip code 97209

### Additional Documentation

Submit the following items with the completed form:

Continuation sheets

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs: Representative black and white photographs of the property.

Additional items (check with the SHPO or FPO for any additional items)

### Property Owner

name Venerable Group, Inc.

street & number 322 NW 5<sup>th</sup> Avenue, Suite 301 telephone 503-224-2446

city or town Portland state OR zip code 97209

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

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

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## VERBAL BOUNDARY DESCRIPTION

The Jones Cash Store Building is located on Lots 1 through 4 of Block 45, East Portland Addition to the City of Portland, Multnomah County, Oregon. Boundaries are indicated on the accompanying tax map.

## BOUNDARY JUSTIFICATION

The above described boundary contains the property historically associated with the nominated parcel.



# PortlandMaps

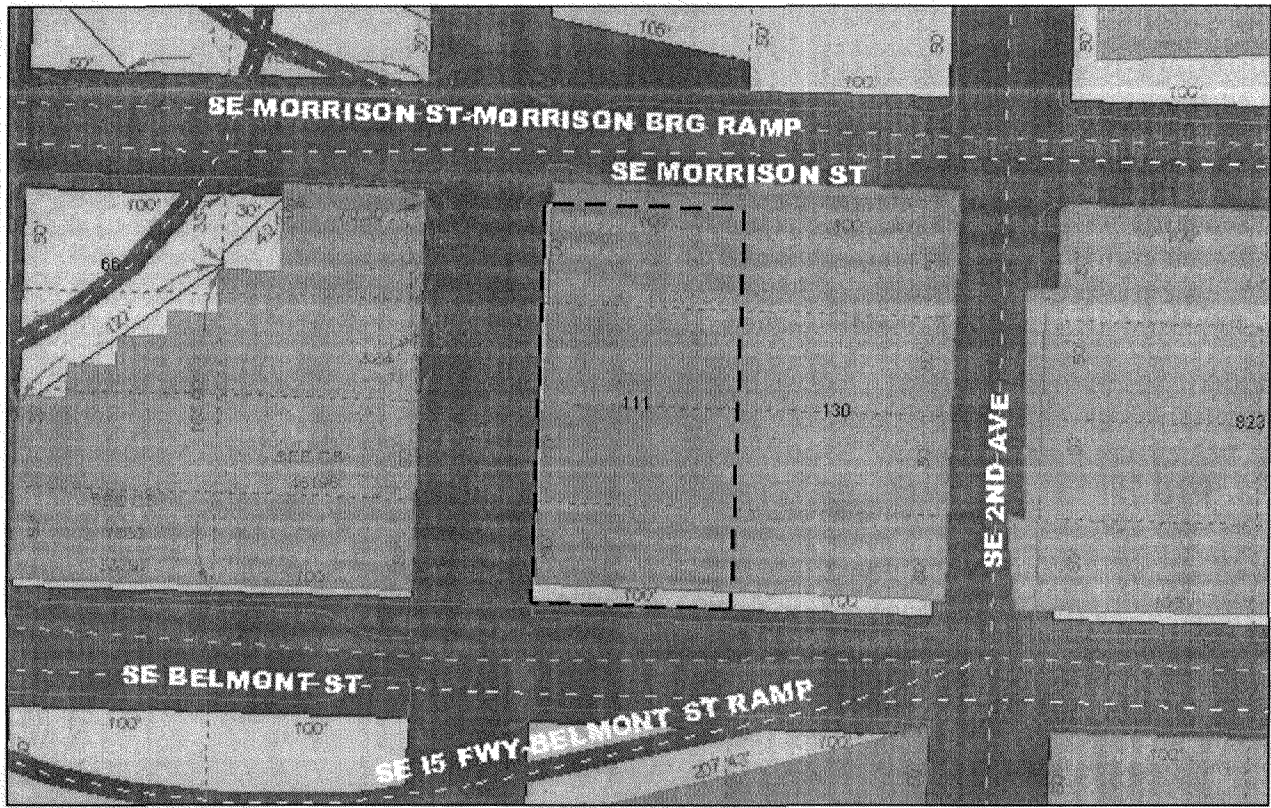
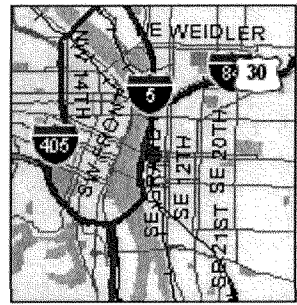
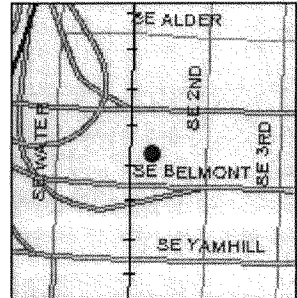
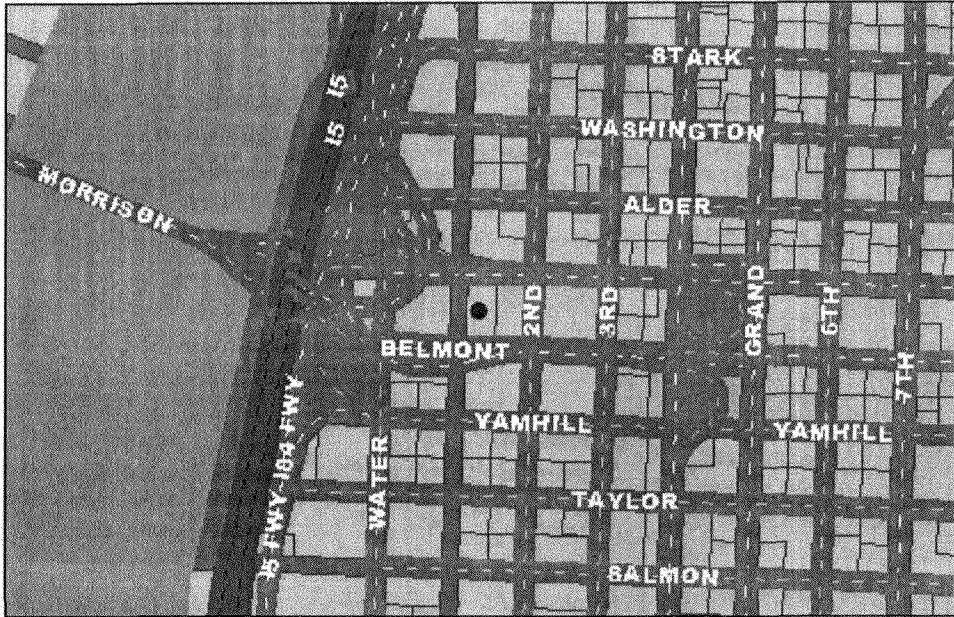
[New Search](#) | [Mapping](#) | [Help](#)

111 SE BELMONT ST - BUCKMAN - PORTLAND

[Explorer](#) | [Property](#) | **Maps** | [Crime](#) | [Census](#)

[Summary](#) | [Elevation](#) | [Garbage](#) | [Hazard](#) | [Photos](#) | [Property](#) | [Water](#) | [Sewer](#) | [T...](#)

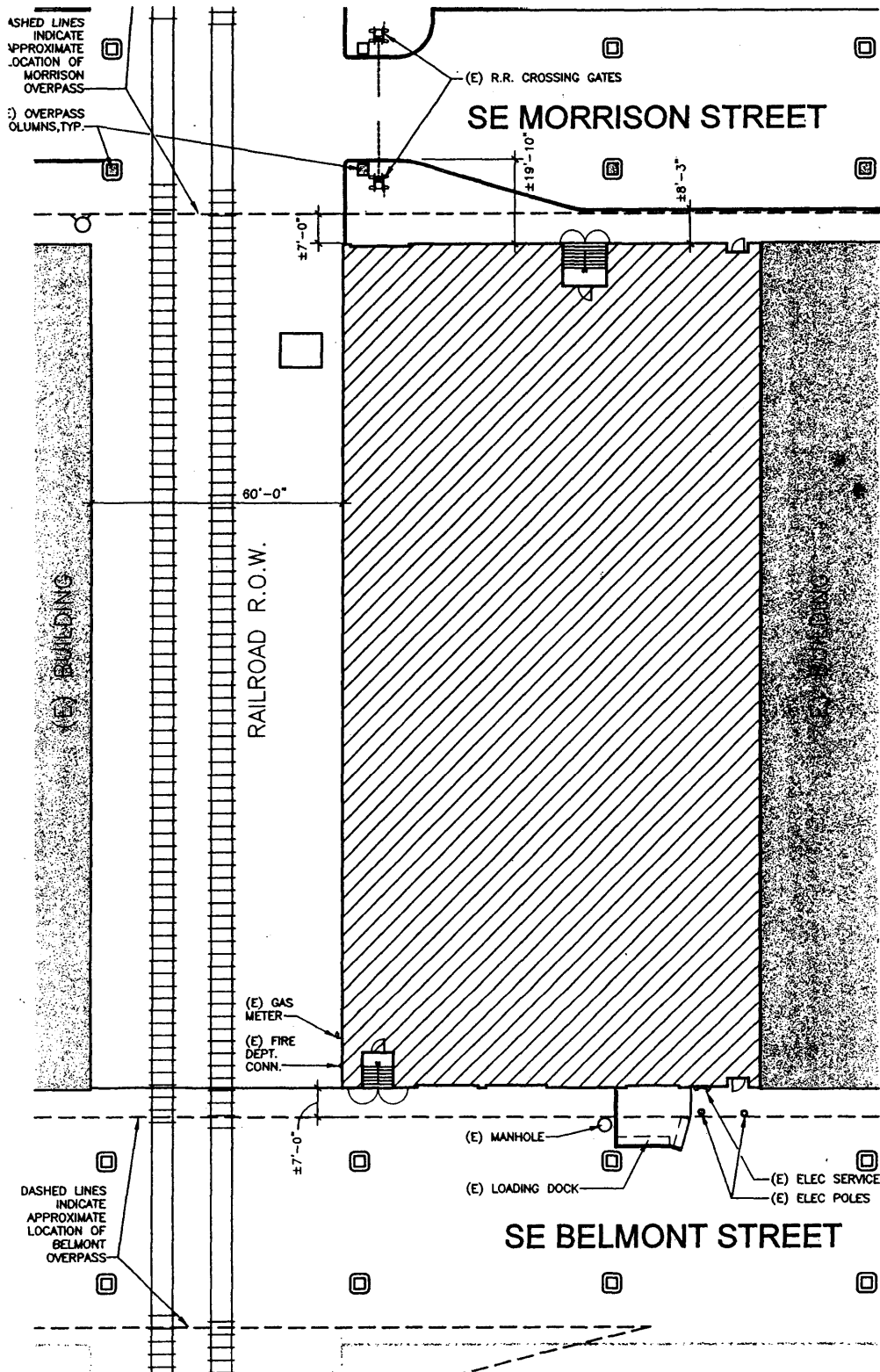
## Property & Location



City of Portland, Corporate GIS

7/28/2005

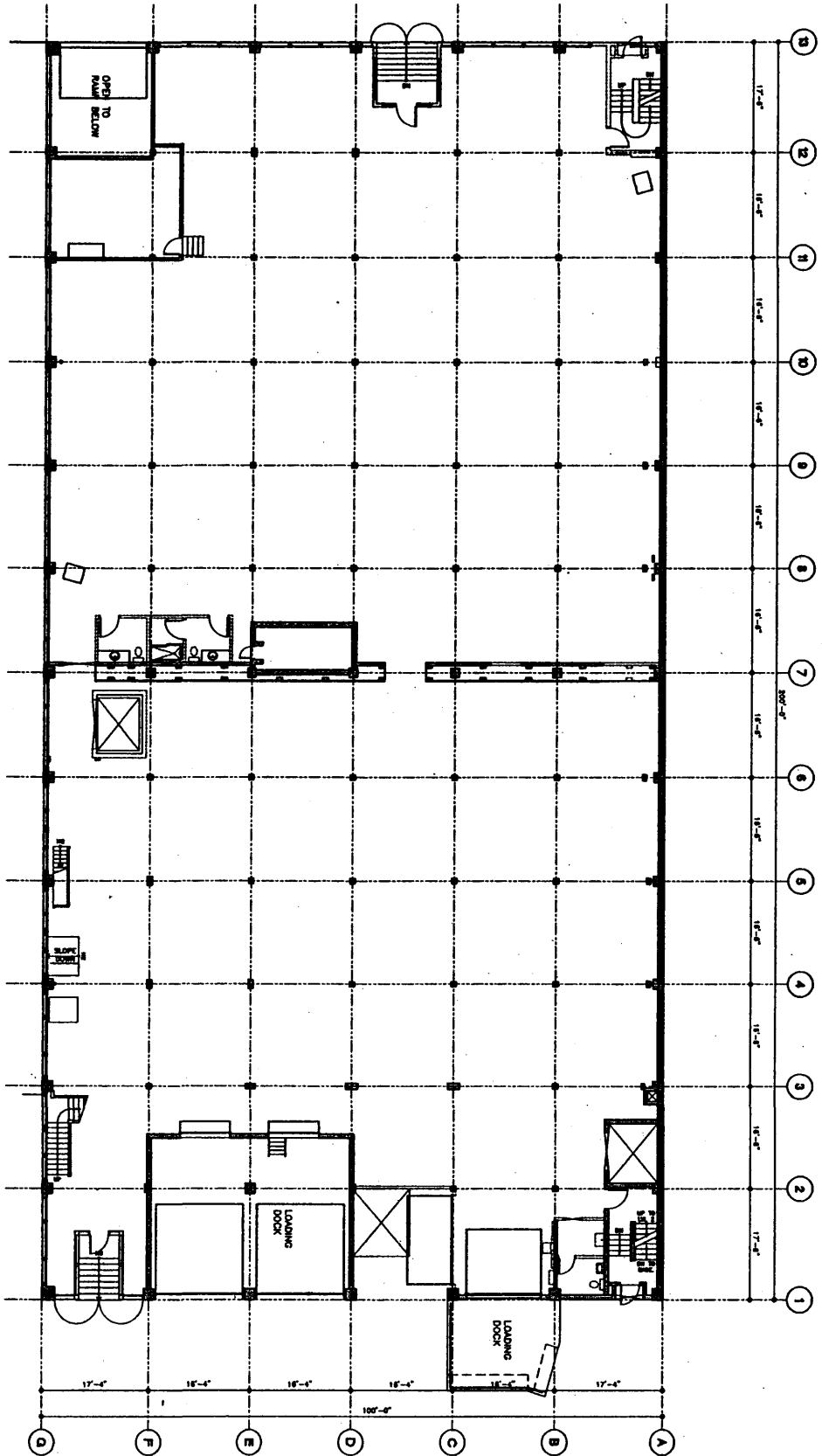
PURPOSE: THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY ERRORS, OMISSIONS, OR INACCURACIES IN THE INFORMATION PROVIDED REGARDLESS OF HOW CAUSED. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY DECISIONS MADE OR ACTIONS TAKEN OR NOT TAKEN BY THE USER OF THE APPLICATIONS IN RELIANCE UPON ANY INFORMATION OR DATA FURNISHED HEREUNDER. TO BE SURE OF COMPLETE ACCURACY, PLEASE CHECK WITH CITY STAFF FOR UPDATED INFORMATION.



Site Plan



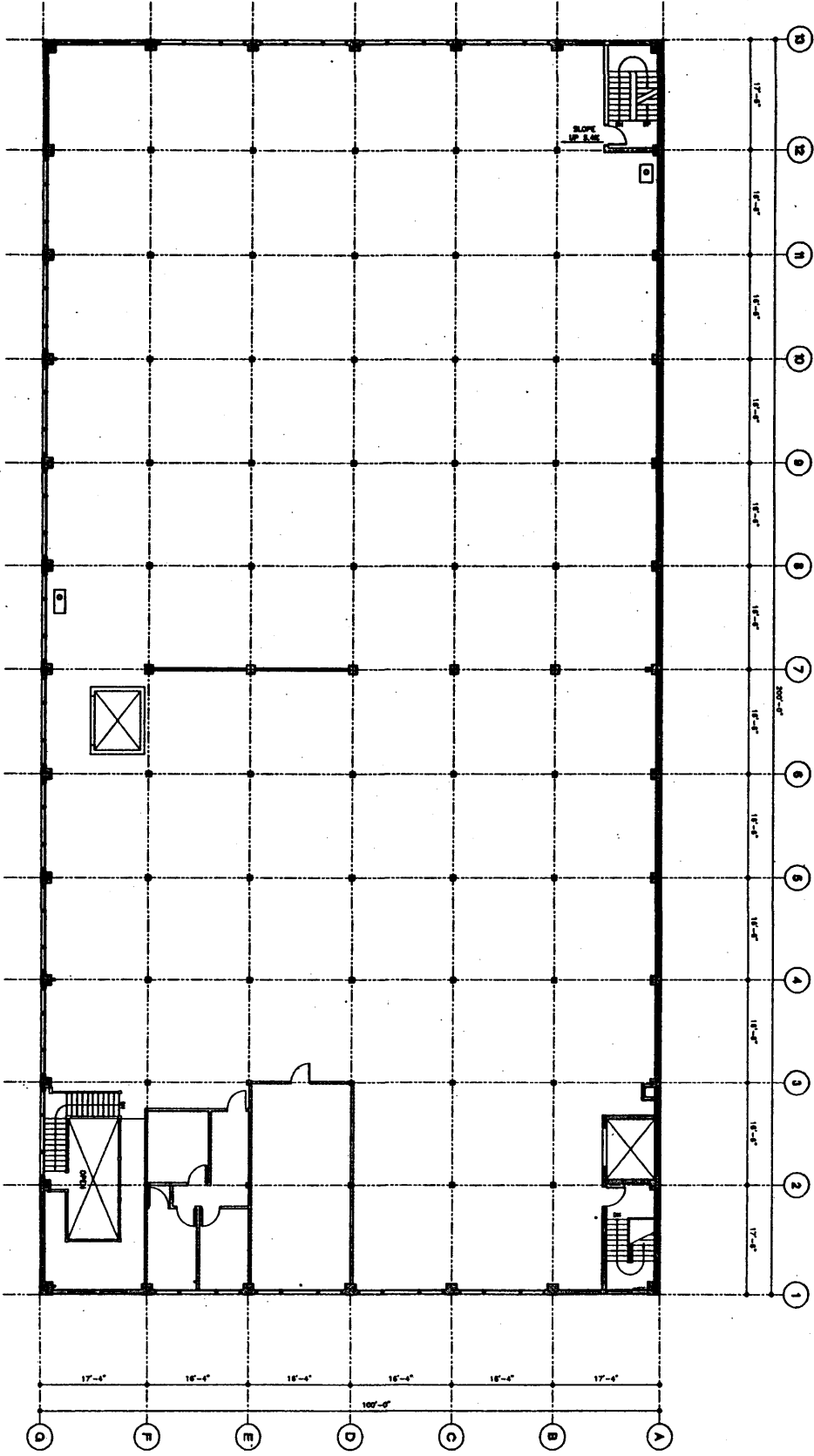
Jones Cash Store  
Multnomah County  
Portland, Oregon



First Floor Plan



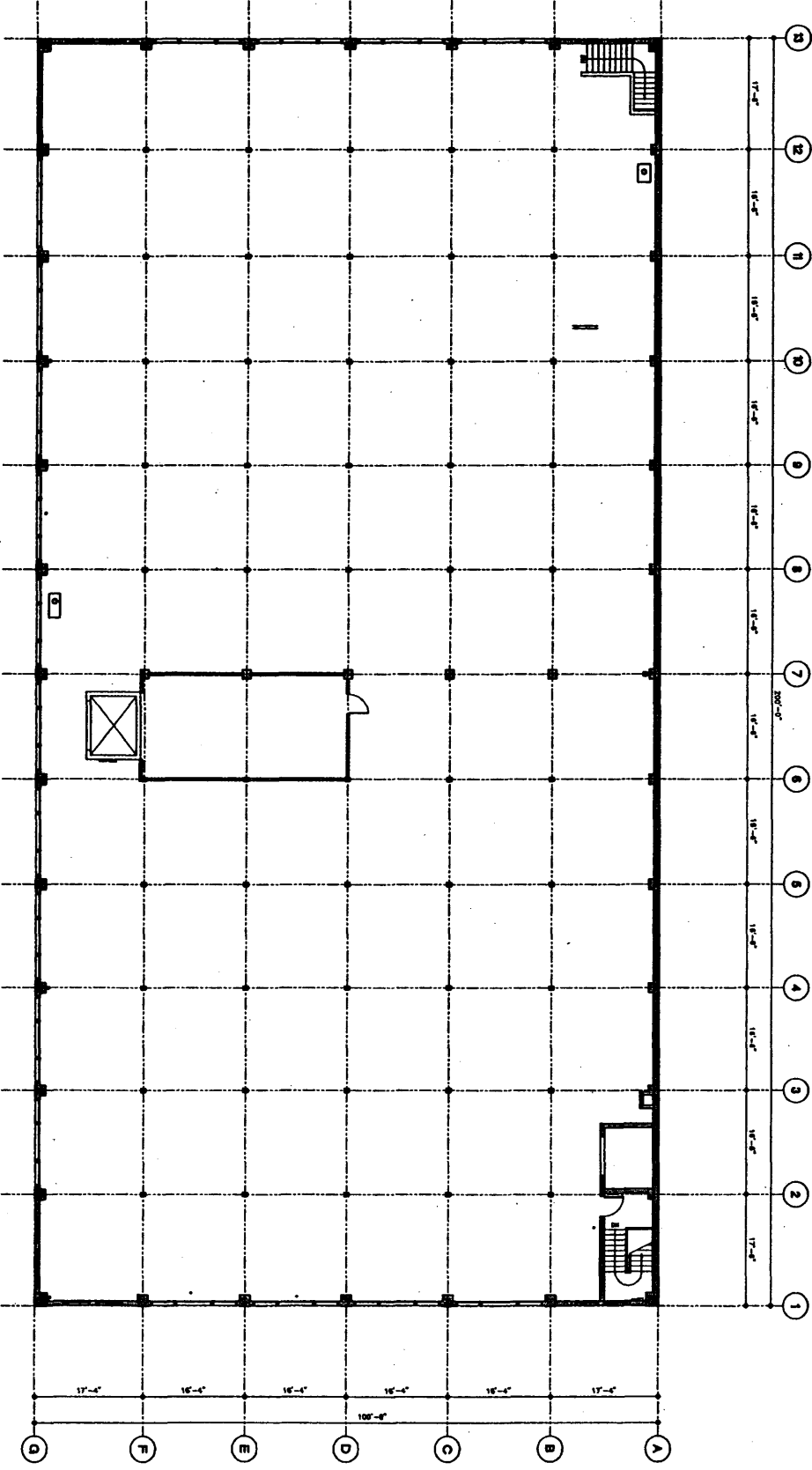
Jones Cash Store  
 Multnomah County  
 Portland, Oregon



**Second Floor Plan**

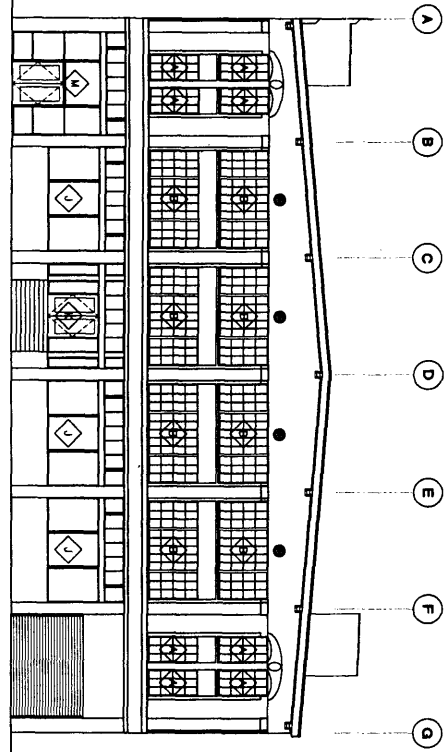


Jones Cash Store  
Multnomah County  
Portland, Oregon

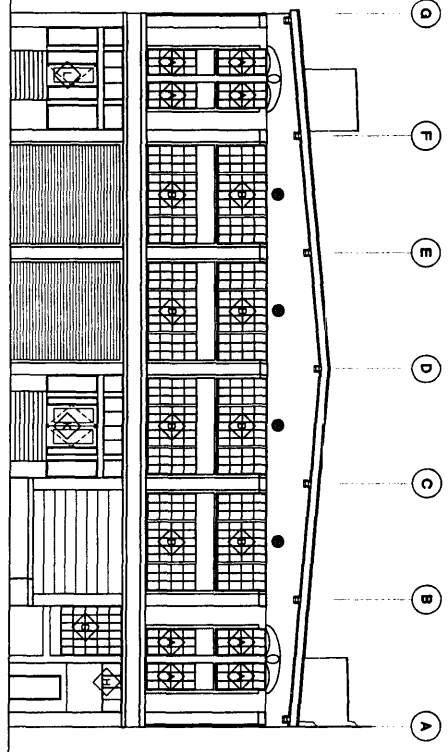


Third Floor Plan

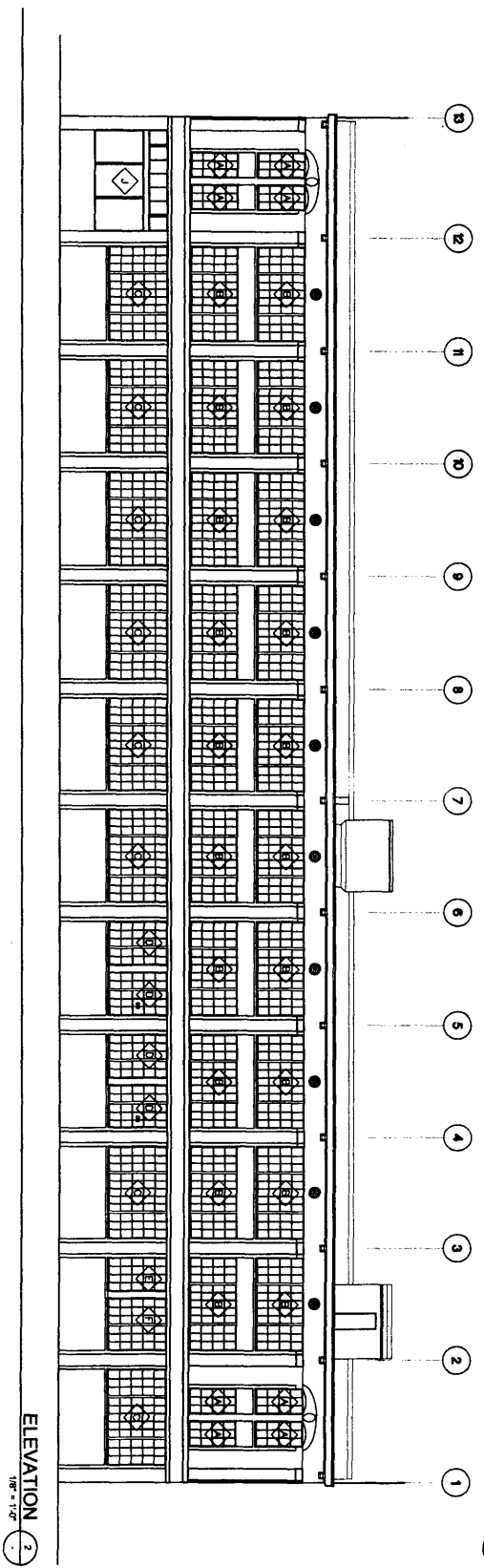




NORTH ELEVATION  
1/8" = 1'-0"



SOUTH ELEVATION  
1/8" = 1'-0"



ELEVATION  
1/8" = 1'-0"

# JONES CASH STORE

122 SE MORRISON STREET  
PORTLAND, OR 97214

**PRELIMINARY**  
NOT FOR CONSTRUCTION

NUMBER: 10001  
DATE: 11/11/11  
**SARA**  
SARA ARCHITECTS  
1221 NW SECOND AVE.  
PORTLAND, OREGON 97208  
TEL: 503.445.7338  
WWW.SARAARCHITECTS.COM

EXTERIORS  
ELEVATIONS  
SHEET  
**A300**

Jones Cash Store  
Name of Property

Multnomah, Oregon  
County and State

NPS Form 10-900-a

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## PHOTOGRAPHS

All photographs taken by Jessica Engeman on 7/1/05

Original negatives located at:

Venerable Group, Inc.  
322 NW 5<sup>th</sup> Avenue, Suite 301  
Portland, OR 97209

### Exterior

1. Surrounding neighborhood, looking south along railroad tracks/SE 1<sup>st</sup>
2. North façade
3. West façade looking north
4. South façade

### Interior

5. Basement looking north
6. Ground floor looking south
7. Second floor looking north
8. Third floor looking west
9. Southeast stairwell, third floor