

212

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

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

1. Name of Property

historic name Pacific Coast Biscuit Company Building

other names/site number _____

2. Location

street & number 1101-1129 NW Davis Street N/Anot for publication

city or town Portland N/Avicinity

state Oregon code OR county Multnomah code 051 zip code 97209

3. State/Federal Agency Certification

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

James Hamrick January 16, 1998

Signature of certifying official/Title Deputy SHPO Date

Oregon State Historic Preservation Office
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
 - See continuation sheet.
- determined eligible for the National Register
 - See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

Bo
Signature of the Keeper
Elson H. Beall

Date of Action
3-5-98

Pacific Coast Biscuit Company & Factory
Name of Property

Multnomah, OR
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

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

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

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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

n/a

Number of contributing resources previously listed in the National Register

-0-

6. Function or Use

Historic Functions
(Enter categories from instructions)

INDUSTRY-Factory

Current Functions
(Enter categories from instructions)

TRANSPORTATION-Road-related, auto storage

7. Description

Architectural Classification
(Enter categories from instructions)

LATE VICTORIAN-Romanesque Revival

Materials
(Enter categories from instructions)

foundation Stone

walls Brick

roof Asphalt

other _____

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

- Criteria A, B, C, D with checkboxes and descriptions of property significance.

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions of property characteristics.

Areas of Significance

(Enter categories from instructions)

INDUSTRY
ARCHITECTURE

Period of Significance

C. 1891-1912

Significant Dates

c. 1891
1905

Significant Person

(Complete if Criterion B is marked above)

N/A Herman Wittenberg (noteworthy as company founder, but Criterion B not applicable)

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- Criteria for previous documentation on file (NPS) including preliminary determination, National Register status, and survey records.

Primary location of additional data:

- Criteria for primary location of additional data: State Historic Preservation Office, Other State agency, Federal agency, Local government, University, Other.

Name of repository: Oregon Historical Society

Pacific Coast Biscuit Company & Factory
Name of Property

Multnomah, OR
County and State

10. Geographical Data

Acreege of Property less than 1 acre (20,000 sf.) 0.46 acres

UTM References
(Place additional UTM references on a continuation sheet.)

Portland, Oregon - Washington 1:24000

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

3 | | | | | | | | | | | | | | |
Zone Easting Northing
4 | | | | | | | | | | | | | | |

See continuation sheet

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

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

11. Form Prepared By

name/title John M. Tess, President
organization Heritage Investment Corporation date July 26, 1997
street & number 123 NW 2nd Avenue, Suite 200 telephone (503) 228-0272
city or town Portland state OR 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

(Complete this item at the request of SHPO or FPO.)

name Davis Street Investment Co.
street & number 921 SW Washington, Suite 760 telephone _____
city or town Portland state OR zip code 97205

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

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

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 3 Page 1

PACIFIC COAST BISCUIT COMPANY BUILDING (c. 1891, 1905)
1111 NW Davis Street
Portland, Multnomah County, Oregon

COMMENTS OF THE STATE HISTORIC PRESERVATION OFFICE

The Pacific Coast Biscuit Company Building occupies the south half of a block, or just under half an acre at NW Davis and Eleventh Avenue in a section of northwest Portland, Oregon where industrial leads from the Northern Pacific's main line served manufactories and warehouses. One such spur, along Twelfth Avenue, served the baked goods company as well as the Blitz-Weinhard Brewery which stands immediately to the south. The Pearl District, as the neighborhood is known today, is in transition. Once the center of warehousing and light industry, it is now in mixed use for office, retail and housing adaptations.

The nominated building rises on its slightly sloping site from a partially daylighted basement as a three and four-story masonry construction built in two distinct episodes. The first volume, dating from about 1891, is a 100-foot-square block on the east half of the property. It was joined by an annex of equivalent size at a high point of company expansion in 1905.

The Pacific Coast Biscuit Company Building meets National Register Criterion C as a fine example of late 19th-early 20th century industrial architecture expressed in load bearing brick masonry construction with heavy timber framing reinforced by cast iron elements. Anchor plates for tie rods are visible on the exterior of the original volume. The quality of brick work is especially fine. The exterior has been embellished from early years with painted signs and symbols, such as the swastika in the south gable. The latter, a more-or-less universal ornament of good luck prior to the rise of Adolph Hitler, is presently, in an era of emerging Neo-Nazism, an object of public controversy and is likely to be eradicated.

The original volume of the building has the traditional form of 19th century factories on the East Coast, although its plan type is more foreshore than longitudinal. It is characterized by low gable ends with raking corbel tables, and regular arcuated fenestration. Window openings were made generous by pairing double-hung wood sash having four-over-four lights under semi-circular headed fanlights. Window trim consists of rowlock brick and arched drip molding and stone sills. Centered under the gable in the Davis Street facade is a bull's-eye ventilator. A large entrance in the east face has a semi-elliptical arch head. The 19th century volume has a ground

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 3 Page 2

course of random range ashlar rubble. The exterior expresses a static, utilitarian spatial organization for the hierarchy of manufacturing, packing, and storage functions, and, whereas the accompanying documentation relates the factory to Richardsonian Romanesque buildings in Portland of a slightly later date, the building is essentially a conservative type that has more in common with the Lombard Romanesque Revival which was at its height on the East Coast in the middle of the 19th century. In addition to round arches, the defining characteristic of the Romanesque Revival is the arcaded cobel table under raking eaves of a gable. A good, and even earlier example of this conservative industrial type in Portland is the 1887 portion of the Portland Cordage Company Building at NW Marshall and Thirteenth, which was listed in the National Register in 1993. The 1897 Oregon Cracker Company Building, which had a shared history with the nominated property beginning in 1901, is more expressive of the influence of Henry Hobson Richardson's interpretation of Romanesque architecture. It was listed in the National Register in 1979.

The 1905 annex was designed to be visually of a piece with the parent block. Its roofline, however, is straight, and its ground story fenestration was varied for offices to include Palladian, or three-part groupings on the west face and extra large casements on the south. The flat parapet has no terminating feature at present. There is no historic water storage superstructure on the building today.

In 1955, the building as a whole was adapted as a parking structure. The interior was gutted, except for framing and floors; ramps were installed, and widened openings were provided for automobile access.

The Pacific Coast Biscuit Company Building is significant under National Register Criterion A in the context of industrial development in northwest Portland. It is important as the administrative headquarters and parent plant of what eventually would become the third largest cracker manufacturer in the country, renowned for its "Snowflake" brand.

The Pacific Coast Biscuit Company was founded by Herman Wittenberg (1859-1912), son of German immigrants who had settled on the east side of the Willamette River in Portland in 1862. From his beginnings in the grocery and retail baking business, Wittenberg exercised the discipline and acumen it took to build the wholesale baked goods company he started as the Portland Cracker Company in 1886 into the leading corporation of its kind in the region. Through a succession of mergers and buy-outs, Wittenberg expanded his holdings up and down the West Coast and into the interior. By 1899, when the Portland Cracker Company merged with the Pacific Coast Biscuit Company, the company had opened regional offices in San Francisco

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

**National Register of Historic Places
Continuation Sheet**

Section number 3 Page 3

and Los Angeles and had expanded its trading area to the Rocky Mountain region, Alaska, and Mexico. Among the operations taken over by Wittenberg was the Oregon Cracker Company, which maintained a Richardsonian Romanesque plant of about 1897 at NW Glisan and Sixth Avenue. After its purchase in 1901, the former Oregon Cracker Company factory continued under Wittenberg's banner, was enlarged, and produced macaroni and confectionery goods as a subsidiary of the plant at NW Davis and Eleventh.

Wittenberg died in 1912 at the age of 52. At the height of the Pacific Coast Biscuit Company fortunes under his aegis, in 1905, the rapid expansion called for enlargement of the parent plant on NW Davis. A machine shop, loading and storage sheds on the west side of the factory were demolished, and the brick masonry annex was erected. At this point the company maintained offices and factories up and down the west coast and in Salt Lake City, employed over 100 traveling salesmen and 2,000 factory workers, and its market area extended along the Pacific Rim to Japan and the South Pacific Islands.

After Herman Wittenberg's death, the founder's successors continued the mode of expansion. By 1919, the company was among the largest of its kind in the United States. In 1930, it was taken over by the giant National Biscuit Company, which operated under the trade name of Nabisco from 1941 onward. In 1954, Nabisco closed its outdated factory at Eleventh and Davis and shifted operations to a new plant on Portland's east side. Shortly thereafter, in 1955, the abandoned factory and its annex were adapted for automobile parking.

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

SETTING

The Pacific Coast Biscuit Company and Factory are located in the Pearl District of northwest Portland. It is to the west of Old Town/Chinatown and to the south of the emerging River District. It is adjacent to the NW 13th Avenue National Register Historic District at the west.

The surrounding area is changing from a warehouse, distribution and light industrial neighborhood to a neighborhood of mixed uses in which older and historic buildings have been adapted for modern uses. Immediately to the west is the Fuller Company Warehouse/Cold Storage Building, currently being adapted as a Historic Preservation Tax Act project from warehouse use to office. Immediately to the south is the Blitz-Weinhard Beer manufacturing complex. To the north are several warehouses being adapted for residential use, including the North Bank Railroad Buildings, Modern Confectionary Building and Chown Pella Lofts. The McKenzie Lofts are currently being constructed as a new residential building.

Davis Street is a secondary traffic arterial which is two-way. Eleventh Avenue is a one-way primary traffic arterial which runs south. Twelfth Avenue is a secondary one way traffic arterial with railroad tracks leading to the Blitz-Weinhard building.

EXTERIOR

The Pacific Coast Biscuit Company and Factory are located on the south half of block 79. The parcel is flat with an approximately 10% grade rising from the north to south. The building is built to the lot lines; there are no landscaping features, indigenous or otherwise.

The original building is located at the southeast corner of the parcel. It measures 100 by 100 feet with primary facades on 11th Avenue and Davis Street. The building is three stories with a full daylight basement and a slightly gabled room which runs north and south. The exterior is constructed of unreinforced masonry, with red brick laid on stone foundation in common bond with natural colored mortar sitting on an ashlar stone base. The structure is heavy timber post on a concrete floor.

Though an industrial structure, the building is strikingly handsome in its sense of proportion and balance. The ashlar base rises to one half the height of the basement level windows, providing a level base for the remaining design. The Davis Street facade is quite simple in form, nearly square

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

rising to a front gable. The facade is divided into four identical equal bays. The fenestration defines the character. Each window opening is arched with a molded brick hood mold. Within are paired four over four double hung wood sash windows, capped with a semicircular fixed multipaned wood window. Window sills are block stone. Above the fourth floor, at the center, is a round window with a pronounced brick surround. The cornice line is corbeled rising to a flat, rectangular pediment.

Off center at the ground level of the Davis Street facade between the first and second bay on the east is a hooded arched doorway which has been bricked over. Based on Sanborn Maps, this likely was the original entry; the office was located on the first floor at the southeast corner.

The 11th Avenue facade is equally striking. It is divided into five equal size bays, again using the fenestration to define the facade. The facade varies from the Davis Street pattern only at the office location on the first level, and on the ground level. At the office, the building has a Palladian-style tripartite arched windows with brick hoods and block stone sills. At the ground floor, in the second bay from the north, the opening is elongated, obviously for vehicular access; in association, the first bay at the ground floor is false. The second bay from the south has been opened, also for vehicular access, but the alteration clearly is not sensitive and likely was completed at a later date. A square opening with slightly arched head was cut between the first and second bays on the north to allow for a ventilation fan.

In approximately 1905, the factory was expanded and the office moved to the addition. This structure nearly doubled the size of the original. To a large extent, it carries forward many of the architectural elements of the original, but clearly more utilitarian. Like the original, the addition is approximately 100 feet square with two major facades, one on Davis and a second on 12th Avenue. It is three stories on a full daylight basement rising to a flat cornice line. It is of heavy timber construction with a concrete floor and red **face brick** with natural color mortar.

The Davis Street facade is complicated with a heavier horizontal articulation. It is defined vertically into five bays; at the top two levels, these bays are identical with the standard arched window of the original building repeated. The first level however has a loading dock in the first two eastern most bays, each with groupings of three double hung wood sash four over four windows above a metal shed awning. This line is balanced on the west where the offices are located; it features a pair of oversized fixed single pane windows with double pane transoms. Centered is a doorway with concrete steps leading up to the first level.

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

On 12th Avenue, the facade is again divided into five bays with the upper two floors carrying forward the fenestration pattern found elsewhere on the building at that level. It also repeats the fenestration pattern found on the ground level of the original building. The first floor however repeats the Palladian style window found in the office area of 11th in the first and third bays from the east. On the interior, these spaces again were used for offices--hence a consistent logic. On the ground level in second bay an opening was cut in 1955.

The party wall clearly is utilitarian with flat unadorned walls with windows on the second and third levels. The windows are four over four double hung wood sash paired with brick sills and slightly arched heads.

INTERIOR

The original interior featured a concrete basement floor with heavy timber columns supporting wood beams. The building was adapted for parking in 1955. This adaptation involved gutting the interior of all character-defining features and creating ramps for access. Given the industrial nature of the preceding use, the floors were strong enough to support the parking.

MAJOR ALTERATIONS

Given the industrial nature of the building and the transition to automobile parking use, the number of exterior alterations is surprising limited to the ground floor openings cut on the east and west facades. The overall condition of the structure is good, though there is evidence of neglect at the downspout and windows.

The interior has been stripped of character defining features beyond the heavy timber construction. Given that the building was reconfigured numerous times as manufacturing modernized, and that the offices were also modernized to adapt to modern office technology, it is questionable how much original material still existed in 1955.

National Register of Historic Places Continuation Sheet

Section number 8 Page 3

Couch's Addition

The Pacific Coast Biscuit Company and Factory is located on Couch's Addition to the City of Portland, originally part of Capt. John H. Couch's land claim. Couch was a Massachusetts seaman who first came to Oregon in 1840. Portland was not much more than a simple clearing in the wilderness at that time. He returned to the area in 1845 and claimed an area of land bounded by the Willamette River and NW Twenty-first, Ankeny and Thurman-Donation land Claim #52. Couch chose this territory because he felt it had the greatest potential for the shipping and commercial industries. The total claim was perfected in 1849 to include 640 acres. In 1850, Couch sold one-half of his interest in the claim to George Flanders.

The Couch family settled in the claimed area and set aside 13 acres for the Couch estate and orchard. The first residential houses were built north of A and B streets. The commercial district was located near the water in the 1850's and later expanded northward. The first residential district was centered along 4th and 5th streets. Couch decided to move west as the city began to grow. Large, double blocks were given to the Couch children and the area between 16th and 26th began to develop into a neighborhood of elegant homes. People moving into the area were the successful merchants, doctors, and other professionals who had taken advantage of the opportunities that existed in the young city of Portland. The Nob Hill neighborhood was an isolated area of the city and the Couch family created their own New England style niche in the neighborhood.

Between the river and the Nob Hill area, the downtown became increasingly commercial, reflecting Portland's growth as a seaport. Portland's population grew from 800 in 1860 to 8,300 in 1870 to 80,000 by 1900. Front Avenue north was lined with wharfs and warehouses. 1868 saw the first dredging of the Willamette River and the beginning of the railroad. By 1883, Henry Villard completed Portland's first transcontinental rail connection with the Northern Pacific road, running along Front Avenue and connecting with the Oregon Steam Navigation (OSN) terminals. By 1885, the Northern Pacific Terminal Company controlled 39 blocks of land adjacent to the freight yards as far west as 9th Avenue and as far south as Hoyt, while OSN controlled the waterfront. Located just outside were enterprises such as George Weidler's Willamette Steam Mills Lumbering and Manufacturing Company (Portland's largest lumber mill of the time) and other lesser factories.

Up until 1889, the block on which the Pacific Coast Biscuit Company would build contained a single two story wood frame dwelling located at the center of a 40,000 sf. square block parcel. The surrounding blocks were also predominately residential. Within a decade, the area would become

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

transformed.

Herman Wittenberg & The Pacific Coast Biscuit Company

It is the growth of this industry that supplies Oregon and lower Washington and foreign markets with biscuits, cakes and candies that is one of Portland's greatest industrial romances. *The Portland Telegram, November 29, 1919*

The Pacific Coast Biscuit Company was the creation of Herman Wittenberg and was an example of the rags to riches vision held by many emigrating west in the last half of the 19th century.

Wittenberg was born in Leveanworth, Kansas on September 15, 1859 to David and Caroline Wittenberg. David and Caroline had emigrated from Germany and moved to Kansas after celebrating their marriage in Detroit, Michigan. In 1854, they settled on a farm within the government reservation at Leveanworth. But in 1862, David gathered his family to a covered wagon with oxen and traveled five months along the Oregon Trail to The Dalles, Oregon. From there, they traveled by paddle wheeler to Portland, where he established a farm on the east side of the Willamette River.

Herman Wittenberg was three years old at the time of the journey. He was schooled in a log schoolhouse until the age of twelve. From then on, he worked a succession of jobs. He started as a water boy for the Northern Pacific Railroad, then constructing a line between Portland and Tacoma. He later worked as a farm hand in Washington County, then moved on to work in the gold mines of eastern Oregon.

By 1879, the now twenty-year-old Wittenberg had returned to Portland and opened a grocery store in East Portland. Within a year, he married Mary Alice Shaver, daughter of the President of Shaver Transportation Company. He focused his business energies on retail baking. In 1882, he became half owner, and then later full owner, in the German Bakery. On April 8, 1886, he formed the Portland Cracker Company with the Nicolai family; the enterprise was located at Second and Davis. Wittenberg served as the Vice President and manager. A year later, he sold the German Bakery and focused his full attentions on the new business.

Within five years, Wittenberg expanded and bought out the Oregon Steam Bakery. At this time, the company's capitalization was raised to \$500,000. He closed the retail business at 2nd and Davis and

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

concentrated solely on wholesale baked goods. He built the quarter-block three story/full basement 40,000 sf. factory at Davis and 11th Avenues. The utilitarian building with an impressive Romanesque facade was designed for storage on the ground (basement) level, manufacturing on the second level, packing on the third, and storage on the fourth. The enterprise was busy enough to occasionally run night shifts.

In this same year, 1891, the business reorganized and merged with the Tacoma Cracker Company (Tacoma), Northwestern Cracker Company (Seattle) and the Queen City Cracker Company (Seattle). At this time, a factory was established in Spokane under the name Washington Cracker Company. The next year, Wittenberg bought out the Seattle Steam Candy Company and the Bernheim-Alisky Candy Company of Portland; these were the two largest confectionary manufacturers in the Pacific Northwest. In 1894, Wittenberg opened regional offices in San Francisco and Los Angeles, while he traded throughout the Rocky Mountain states, Mexico and Alaska.

With this expansion, the Portland headquarters were revamped with new equipment. Baking facilities and flour storage were located on the first floor. Packing was on the second and third floors with the fourth floor reserved for storage. A machine shop was added to the west, along with a loading shed and a two story wood storage building for old machinery.

On September 15, 1899, the Portland Cracker Company merged with the Pacific Coast Biscuit Company, with Wittenberg continuing to serve as Vice President and General Manager. The new business had a capitalization of \$3 million and eventually acquired the Oregon Cracker Company (Portland), Seattle Cracker and Candy Company, Sweet Candy Company (Portland), Western Superior Cracker and Candy Company (Seattle), Tacoma Biscuit-Candy Company (Tacoma), Capital Candy Company (Sacramento), L. Saroni & Company (San Francisco), Western Baking Company (San Francisco), Southern California Cracker Company (Los Angeles), and Los Angeles Cracker Company.

In 1905, Wittenberg expanded the Portland facility, doubling its size. The buildings on the west were demolished and a companion 3 story with full basement structure was constructed. The basement of the addition contained the machine shop and the ground level housed the expanded offices and storage. In conjunction with the machine shop, the Portland plant also produced the fancy tins used for packing at all facilities. The second floor was for shipping, while the third floor was used for packing. Candy manufacturing was conducted primarily on the fourth floor.

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

The manufacturing process involved mixing ingredients grown in the region by machinery into dough. The dough then set for 18 hours and was rolled for three hours before kneading, cutting, stamping and baking. The ovens are akin to Ferris wheel: one revolution carries the dough past the heated surface of the back oven and deposits it baked back at the oven door. Here bakers removed it and sent it off to packing. Typically, packing employed women who secured the goods in wax wrapping.

Herman Wittenberg died in 1912. At that time, offices and factories were running in Portland, Tacoma, Seattle, Spokane, San Francisco, Los Angeles, Sacramento and Salt Lake City. The firm employed over 100 traveling salesmen and over 2,000 factory workers. Trade covered not only western United States, but Alaska, British Columbia, China, Japan, South America and the South Pacific Islands.

He died at his home on Council Crest Drive on January 17, 1912 after an eight-month illness at the age of 52. During his life, he was an active member of the Mason Lodge, where he reached the 32nd degree. He was an active supporter, fund-raiser and contributor for the Lewis & Clark Exposition. He was a member of the City Council, Board of Education, and the Chamber of Commerce.

The Post-Wittenberg Era

After Wittenberg died, the company was headed by Moritz Thomsen and assisted by L. A. Dodge, both headquartered in Los Angeles. They recruited Andrew Bale to served as General Manager for the Portland division. He was born in Baleville, New Jersey on January 18, 1881. At the age of 21, he was working for Armour & Company. Subsequently, he moved to Kansas City, Missouri where he became Manager of the Louis Wild Biscuit Company. He assumed the reigns of the Pacific Coast Biscuit Company in 1912 at the age of 31.

Thomsen continued Wittenberg's tradition of rapid expansion and hard work. By 1919, the company was one of the three largest makers of biscuits, cakes and candies in the United States. He focused work into eight plants (Portland, Seattle, Tacoma, Spokane, Sacramento, Los Angeles and two in San Francisco). He also concentrated name brand identification on "Pacific Coast Biscuit Company".

On June 9, 1930, the National Biscuit Company acquired the Pacific Coast Biscuit Company. National Biscuit was formed in 1898, the result of a merger among the American Biscuit Company (itself a conglomerate of 40 individual bakers), the New York Biscuit Company (formed from eight

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

bakeries), and the United States Baking Company. At the time, with 114 bakeries, it held a virtual monopoly in baking outside the west coast. Historically, the firm had operated under the initials N.B.C., but in 1941 adopted its popular nickname: Nabisco. Popular early products included "Uneeda Biscuit", "Animal Crackers", "Oreo" cookies and "Lorna Doones". Following World War II, the company modernized facilities. It closed the outdated bakery on Davis Street and built a new plant on the east side. Nabisco abandoned its Davis Street property in 1954.

In 1955, the building was adapted for use as a parking garage.

19th CENTURY INDUSTRIAL RESOURCES IN PORTLAND

Historically, Portland's industrial activity has located along its transportation corridors. In the 19th century, water transportation played a defining role. By the 20th century, water was supplemented and in some ways supplanted by rail transportation. The intertwining of the two created a powerful incentive for industrial development. Yet, Portland's population and physical growth exploded in the years that followed the Lewis & Clark Exposition. Because of this, the number of 19th century industrial heritage resources are exceedingly few. The National Register and Historic Resources Inventory of Portland identifies several resources in and around the 1905 era, mostly relating to the railroad. These include Northwest 13th Avenue Historic District, the North Bank Railroad Buildings, Spokane, Portland and Seattle Railway Building, Honeyman Hardware Building, and International Harvester Building. The National Register also recognizes larger, later industrial enterprises, such as the Montgomery Ward, U.S. Steel, and American Can Complexes, but these all date to the 1920s. There are no other industrial structures built as early as the Pacific Coast Biscuit Company and Factory, among Portland resources, to have been listed in the National Register to date with the exception of the 1887 portion of the Portland Cordage Company plant.

ROMANESQUE ARCHITECTURE IN PORTLAND

Beginning in the 1840s, a revival of the round-arched medieval style gained popularity. By the 1850s and 1860s, it was especially popular among new churches and public buildings. Beginning with the works of Henry Hobson Richardson in the 1870s, the revival style gained both new interpretation and greater popularity. Stellar works include the Trinity Church in Boston, Massachusetts, the Allegheny County Courthouse and Jail in Pittsburgh, Pennsylvania, and the Marshall Field Wholesale Store in Chicago, Illinois. Under Richardson's hand, the style was applied to houses, libraries, courthouses, town halls, university buildings and railroad stations.

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

As interpreted by Richardson, Romanesque became uniquely American. Present were round arches framing window and door openings, but Richardson's buildings were more horizontal and rough in texture. Heaviness was an ever present characteristic of the style with rough-surfaced stone facing, and arches, lintels and other elements of a different stone or brick. The assemblage creates a sense of weight and massiveness, which is emphasized by arched windows and columns.

Portland has several good examples of Richardsonian Romanesque buildings. The earliest is the New Market Annex, built in 1889. The 1892 Dekum Building, designed by McCaw and Martin, is Portland's most elaborate example. Other good non-residential examples of the style are the West Hall at the University of Portland (1891; McCaw and Martin), the First Baptist Church (1892-94; Warren G. Hayes.), the Haseltine Building (1893) and the Vintage Plaza Hotel (1894; F. Manson White). Built c.1891, the Pacific Coast Biscuit Company and Factory is among the earliest examples, a high quality industrial application in the city.

National Register of Historic Places Continuation Sheet

Section number 9 Page 2

BIBLIOGRAPHY

Abbott, Carl. Portland: Planning, Politics and Growth in a Twentieth Century City. (Lincoln: University of Nebraska, 1983).

Blumenson, John J. G. Identifying American Architecture. (Nashville, TN: American Association for State and Local History, 1977).

Bosker, Gideon and Lencek, Lena. Frozen Music. (Portland, OR: Western Imprints, 1985).

City of Portland Buildings Bureau microform and card files.

Corning, Howard McKinley, Dictionary of Oregon History. (Portland, OR: Binford and Mort, 1956).

Ferriday, Virginia Guest, et al., Historic Resource Inventory. (Portland, OR: City of Portland, 1984).

Heritage Investment Corporation, "Northwest 13th Avenue Historic District: National Register Nomination" (Portland, OR: unpublished, 1986).

Labbe, John T., Fares, Please: Those Portland Trolley Years. (Caldwell, ID: The Caxton Printers, 1980)

MacColl, E. Kimbark. Merchants, Money and Power. (Portland, OR: The Georgian Press, 1988)

MacColl, E. Kimbark. The Shaping of a City: Business and Politics in Portland, Oregon, 1885-1915. (Portland, OR: The Georgian Press, 1976)

MacColl, E. Kimbark. The Growth of a City: Power and Politics in Portland Oregon, 1915-50. (Portland, OR: The Georgian Press, 1979)

Multnomah County Tax Assessor records, microform, automated data files and card files.

Oregon Historical Society, Vertical Files.

National Register of Historic Places Continuation Sheet

Section number 9 Page 3

The Oregonian

The Oregon Journal

Polk's Portland, Oregon City Directory. (Portland, OR: Polks).

Sanborn Fire Insurance Maps for Portland, Oregon.

Vaughan, Thomas and Ferriday, Virginia Guest. Space, Style and Structure: Building in Northwest America. (Portland, OR: Oregon Historical Society, 1974).

Vaughan, Thomas and McMath, George A., A Century of Portland Architecture. (Portland: Oregon Historical Society, 1967).

Whiffen, Marcus. American Architecture Since 1780: A Guide to Styles. (Cambridge: The MIT Press, 1969).

National Register of Historic Places Continuation Sheet

Section number 10 Page 2

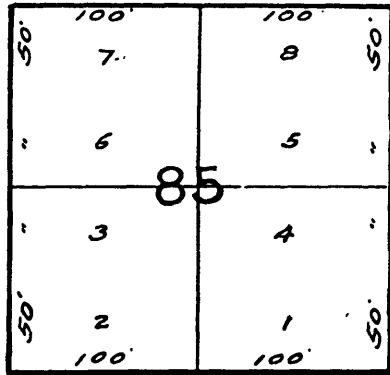
VERBAL BOUNDARY DESCRIPTION

The Pacific Biscuit Company is located on Lots 1-4 of Block 79 of Couch's Addition to the City of Portland, Multnomah County, Oregon.

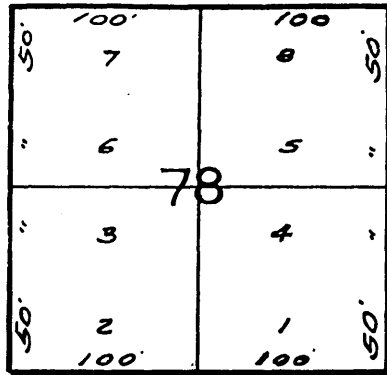
BOUNDARY JUSTIFICATION

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

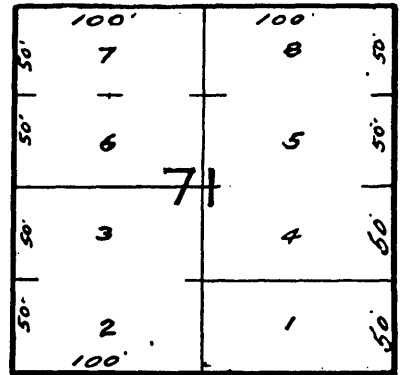
ST.



AVE.

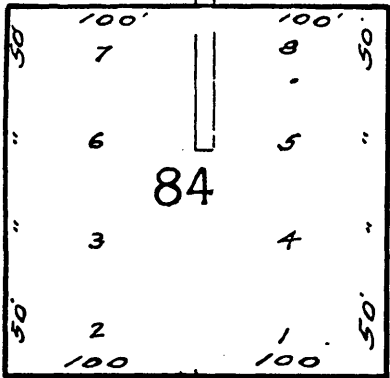


AVE.

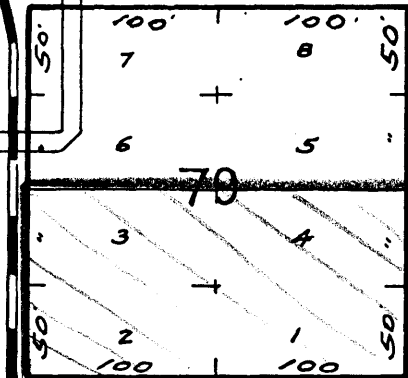


AVE.

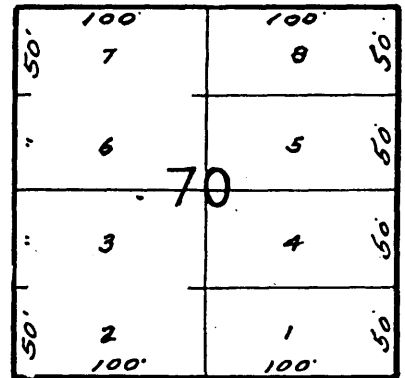
ST.



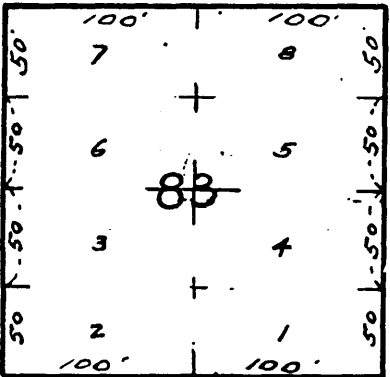
Everett



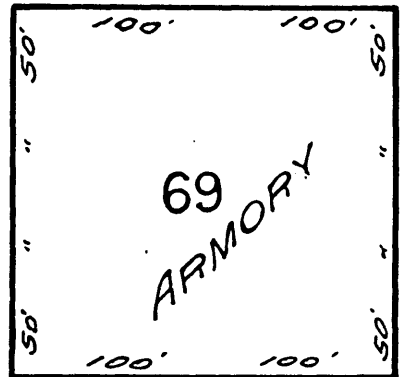
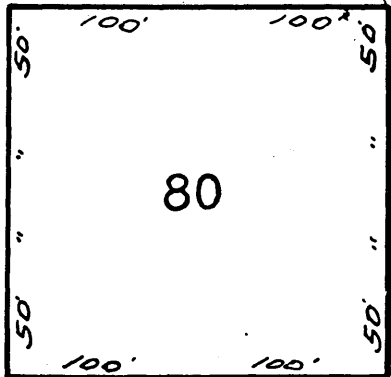
NORTH



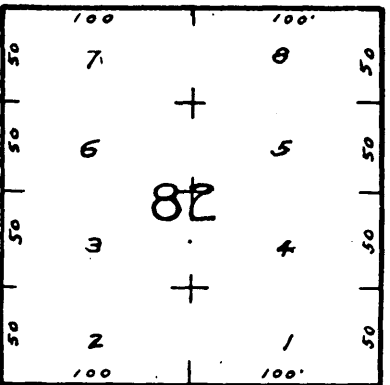
ST.



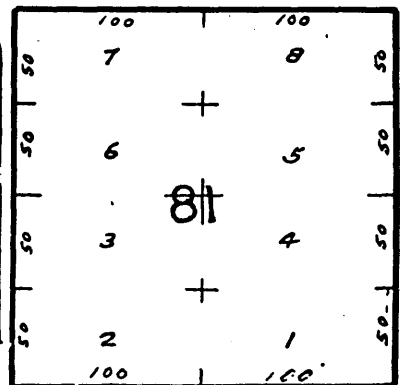
Davis



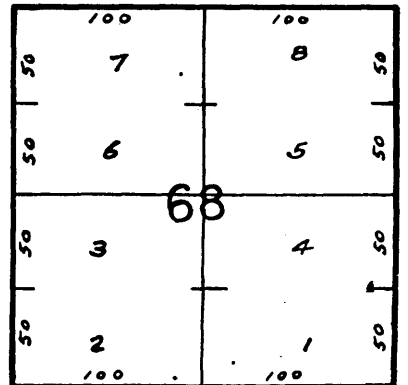
ST.



N.W. 12TH

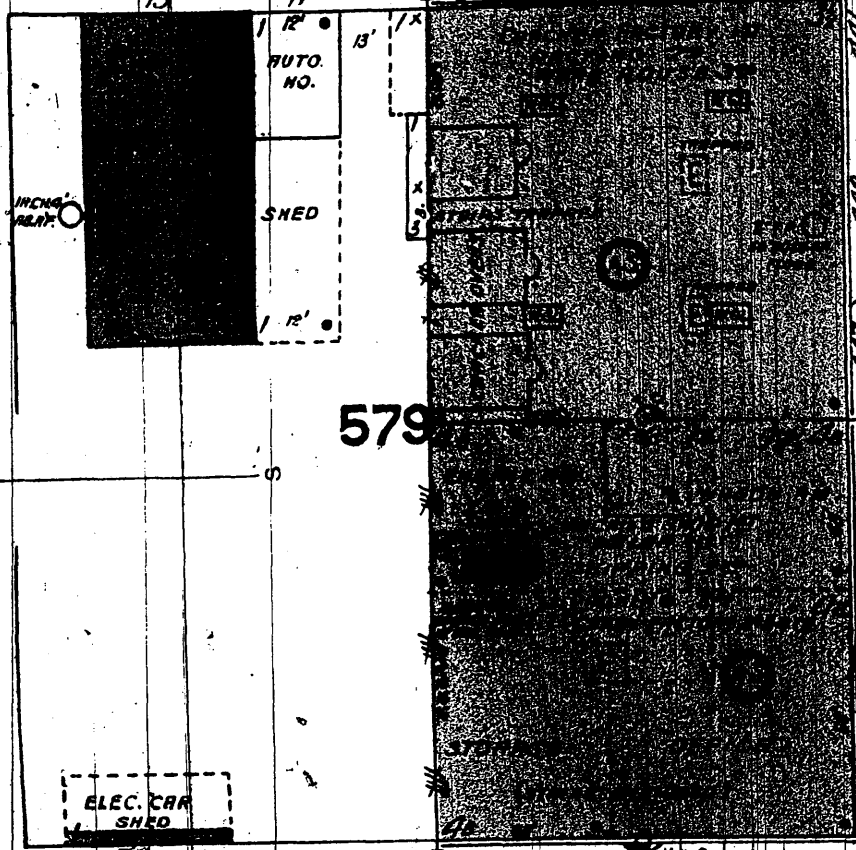
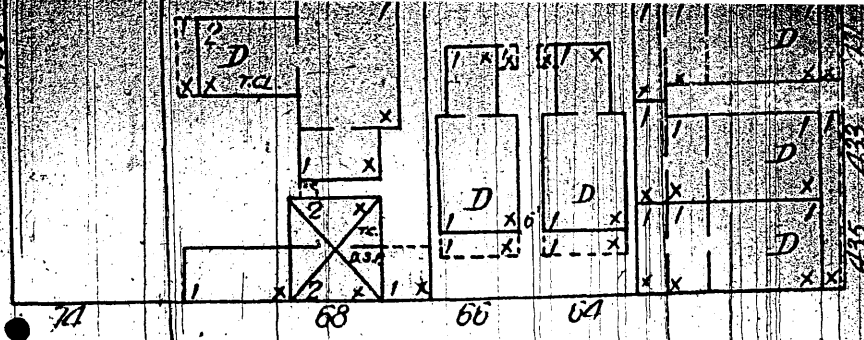
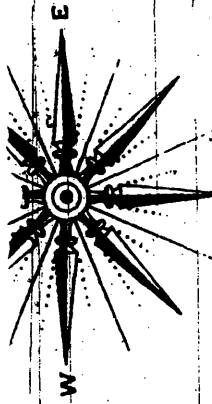


N.W. 11TH



N.W. 10TH

3028



PACIFIC COAST BISCUIT CO.

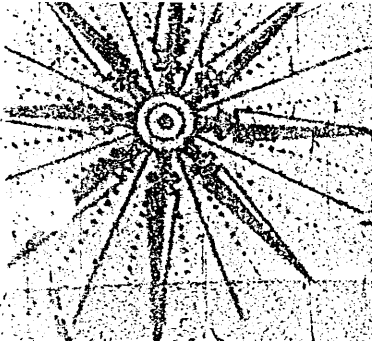
BRETT

DAVIS

SAUBORN MAPS
COLLECTED TO 1908

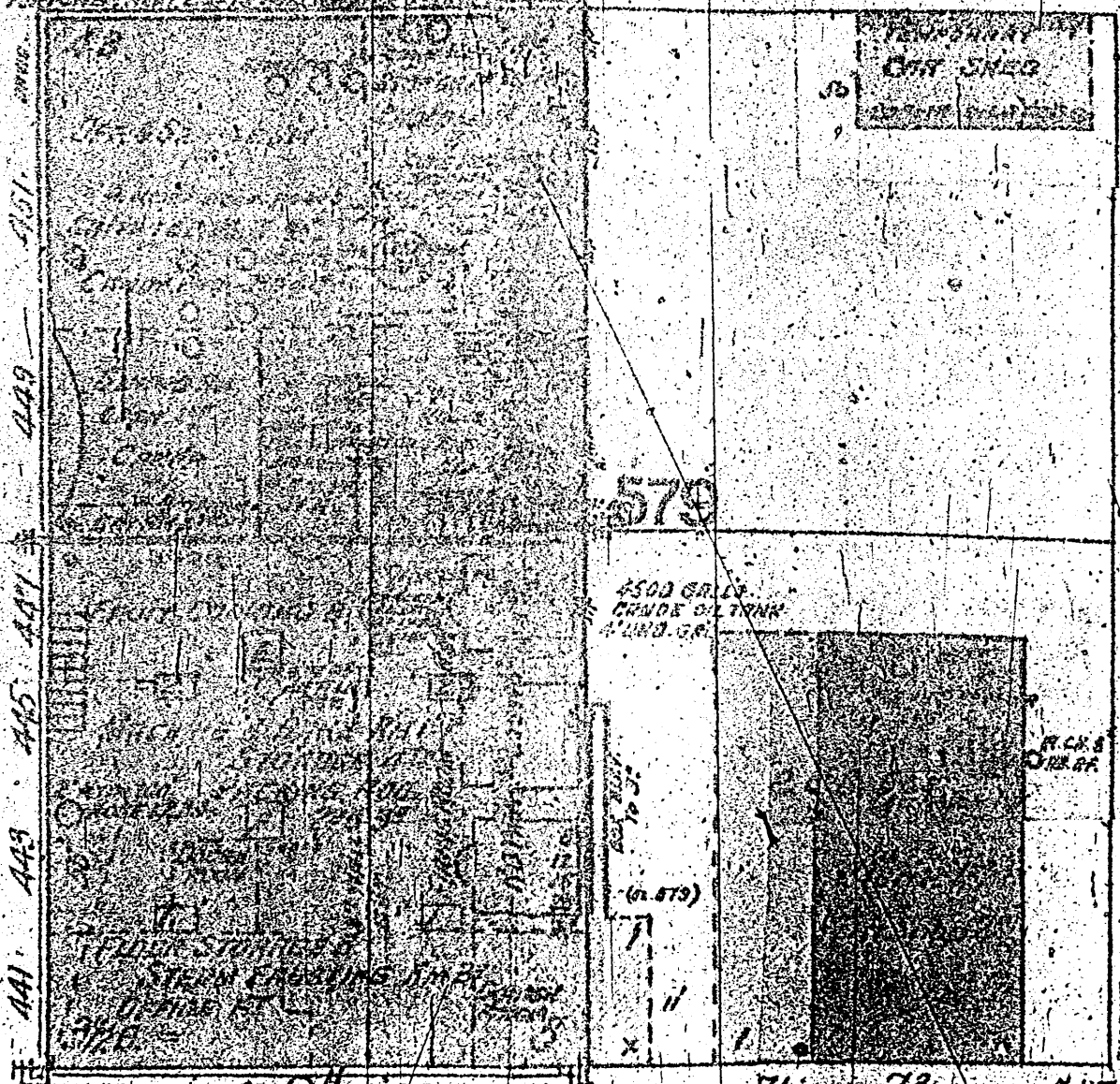
584

SANBORN MAPS
CORRECTED TO 1908



NIGHT WATCHMAN - CITY WATER, V.P. WITH HOSE EACH FLOOR.
ST. STEAM - FUEL: WOOD & COKE - POWER & LIGHTS: ELECTRIC.
OUTSIDE V.P. & LADDER TO ROOF - ELEVATORS & STAIRWAYS TRAPPED.
AUTO. SPRINKLERS, 100 HEADS PER FLOOR 8' X 8', 6 EXTRA HEADS UNDER
CRACKER BENCH 20' - 10,000 SPR. TANK 20' ABOVE N.W. COR. OF MAIN BLDG.

PACIFIC COAST BISCUIT CO. COMPANY



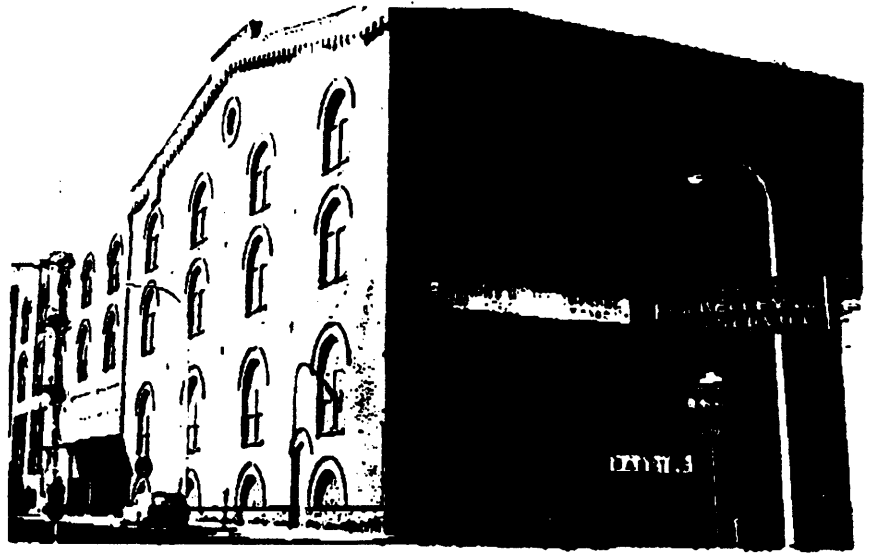
60' 6" W. PIPE

PACIFIC COAST BISCUIT CO.
NIGHT WATCHMAN - CITY WATER, V.P. WITH HOSE EACH FLOOR.
ST. STEAM - FUEL: WOOD & COKE - POWER & LIGHTS: ELECTRIC.
OUTSIDE V.P. & LADDER TO ROOF - ELEVATORS & STAIRWAYS TRAPPED.
AUTO. SPRINKLERS, 100 HEADS PER FLOOR 8' X 8', 6 EXTRA HEADS UNDER
CRACKER BENCH 20' - 10,000 SPR. TANK 20' ABOVE N.W. COR. OF MAIN BLDG.

60' 6" W. PIPE

64 66

**Historic
Resource
Inventory**
CITY OF PORTLAND OREGON



2-205-01101

1101 N.W. Davis Street

Couch's, Block 79, Lots 1, 4
QUARTER SECTION MAP #: 3028

ORIGINAL NAME: Portland Cracker Factory
OTHER NAMES: Portland Biscuit Company

ORIGINAL FUNCTION: Factory, Warehouse
OTHER FUNCTIONS: Garage.

DATE BUILT: ca. 1890

STYLE: Brick Utilitarian

ORIGINAL OWNER: Portland Cracker Factory
OTHER OWNERS: Pacific Biscuit Company

TAX ASSESSOR'S ACCOUNT #: R-18020-7260
ZONING: MXZ

Rank II

SPECIAL FEATURES AND MATERIALS:

Corbel brick table at gabled roof. Bull's eye window at gable peak.
Segmental arched windows with brick hood molds and rowlocks. Palladian type
window motif at first floor on East face. Stone foundation at basement level.

AREAS OF SIGNIFICANCE: Architecture, Industry, Commerce

2-205-01101

Industry, Commerce: The Pacific Biscuit Company, whose vice-president and chairman of the executive commission was Herman Wittenberg, either bought out or evolved from the Portland Cracker Factory, whose physical plant it occupied around 1905. The company had factories and offices in Tacoma, Seattle, Spokane, San Francisco, Los Angeles, and Sacramento, in addition to Portland. An ad in the 1905-06 GAZETTEER claimed the company was "successor to Portland Cracker Company, Portland, Oregon; Queen City Candy Company, Seattle, Washington; Oregon Cracker Company, Portland, Oregon; Portland Cracker Company, Seattle, Washington; Sweet Candy Company, Seattle, Washington; and Washington Cracker Company, Spokane, Washington." They made "fine candies, cakes, confectionary."

BIBLIOGRAPHY:

City of Portland Buildings Bureau microform and card files.

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

Sanborn Insurance Map, 1895, 1898, 1908, 1928.

OREGON WASHINGTON GAZETTEER AND BUSINESS DIRECTORY (1905-06).

Northwestern Electric Company, map of Portland Business District, 1917, OHS Collection.

Present owner as of May 1981: Davis Street Investment Company

MAILING ADDRESS: 823 Pittock Block, Portland 97205

No Preservation Funding

Negative: 407-2, 3

Score - Design/Construction: 13

Score - Historical:

Score - Rarity:

Score - Environment: 6

Score - Integrity: 10

Score - Intrinsic:

Score - Contextual: 16

Score - Total: 61.5

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



2-205-01129

1129 N.W. Davis Street

Couch's, Block 79, Lots 2, 3
QUARTER SECTION MAP #: 3028

ORIGINAL NAME: Pacific Biscuit Company Candy Factory
OTHER NAMES: Pacific Biscuit Company

ORIGINAL FUNCTION: Factory

DATE BUILT: ca. 1905

STYLE: Brick Utilitarian

TAX ASSESSOR'S ACCOUNT #: R-18026-7260
ZONING: MXZ

Rank III

SPECIAL FEATURES AND MATERIALS:

Round arched windows with brick rowlocks and hood molds. Palladian-type window motifs on west face first story. Flat roof. This was an addition to the existing Pacific Coast Biscuit Company building at 1101 N.W. Davis Street.

AREAS OF SIGNIFICANCE: Architecture, Industry, Commerce

Industry, Commerce: The Pacific Biscuit Company, whose vice-president and chairman of the executive commission was Herman Wittenberg, either bought out or evolved from the Portland Cracker Factory, whose physical plant it occupied around 1905. The company had factories and offices in Tacoma, Seattle, Spokane, San Francisco, Los Angeles, and Sacramento, in addition to Portland. An ad in the 1905-06 GAZETTEER claimed the company was "successor to Portland Cracker Company, Portland, Oregon; Queen City Candy Company, Seattle, Washington; Oregon Cracker Company, Portland, Oregon; Portland Cracker Company, Seattle, Washington; Sweet Candy Company, Seattle, Washington; and Washington Cracker Company, Spokane, Washington." They made "fine candies, cakes, confectionary."

BIBLIOGRAPHY:

City of Portland Buildings Bureau microform and card files.

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

Sanborn Insurance Map, 1895, 1898, 1908, 1928.

Northwestern Electric Company, map of Portland Business District, 1917, OHS Collection.

OLD ADDRESS: 449 Davis

MAJOR ALTERATIONS: 1926/175209/Columbia Wire and Iron Works

Present owner as of May 1981: Davis Street Investment Company

MAILING ADDRESS: 823 Pittock Block, Portland 97205

No Preservation Funding

Negative: 406-3

Score - Design/Construction: 10

Score - Historical:

Score - Rarity:

Score - Environment: 6

Score - Integrity: 10

Score - Intrinsic: 35

Score - Contextual: 16

Score - Total: 51