

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For HCRS use only

received NOV 28 1979

date entered FEB 1 1980

See instructions in *How to Complete National Register Forms*

Type all entries—complete applicable sections

1. Name

historic Adolph Block

and/or common

2. Location

street & number 360-372 State Street _____ not for publicationcity, town Salem _____ vicinity of _____ congressional district 2ndstate Oregon code 41 county Marion code 047

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other: recreation

4. Owner of Property

name See continuation sheet

street & number

city, town _____ vicinity of _____ state

5. Location of Legal Description

courthouse, registry of deeds, etc. Marion County Clerk (Recorder)street & number Marion County Courthousecity, town Salem state Oregon 97301

6. Representation in Existing Surveys

title Statewide Inventory of
Historic Sites & Buildings has this property been determined eligible? yes nodate 1971 federal state county localdepository for survey records State Historic Preservation Officecity, town Salem state Oregon 97310

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

Adolph Block

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CONTINUATION SHEET

ITEM NUMBER 4 PAGE 1

1. 360-362 State Street -- James A. and Dorothy L. Henery
338 Dennis Lane N.
Salem, OR 97303

2. 370-370½ State Street-- Sam Adolph Trust
% Robert D. Adolph, Trustee
3593 Westridge Place S.
Salem, OR 97302

3. 372 State Street -- William Beard and Woody Lovelace
% Bill Beard Sporting Goods, Inc.
372 State Street
Salem, OR 97301

Purchasing on contract from: Mr. Fred Paulus
528 Cottage Street NE
Salem, OR 97301

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Adolph Block is situated in the heart of the original business district of the capital city, easterly of the alley bisecting the block south of State Street, between Commercial and Liberty Streets. It shares a common wall and staircase with the J.K. Gill Building on the west, which property also has been proposed for nomination to the National Register. Earlier, these neighboring buildings were threatened with adverse impact by proposed construction of a publicly-funded parking structure. One alternative would have resulted in the demolition of the buildings; another would have called for partial demolition; and the former alternative was to have been mitigated by reconstruction of the building facades on a new concrete structure using some original elements. Each of the alternatives has been abandoned by the City in recent months.

The Adolph Block is a two-story brick masonry building, rectangular in plan, measuring 75½x80'. The State Street frontage is organized into three separate stores, each 22½' wide, and a stairway bay 7' wide at the westernmost end. Another stairway giving access to the second level from the street is incorporated at the west side of the east storefront.

A simpler example of the High Victorian Italianate commercial style, the Adolph Block has been attributed to J.S. Coulter, local builder/architect. Its shop fronts were separated by slender cast iron columns and piers, and were capped with a continuous bracketed cornice, most likely of galvanized sheet metal. Second-story fenestration was arcuated, with one segmental-arched opening on either side of a round-arched window in each of the three sections. A single opening lights the second story of the west end stairway bay. The openings are fitted with double-hung sash with one over one lights and are trimmed with deep moldings with ornamental keystones with crocket crestings. The paramount bracketed cornice matched that of the ground story in detail, but was larger and related to the upper facade by four colossal brackets which "sprang" from the capitals of the four cast iron pilasters apportioning the second story facade into three sections. The brick parapet was crowned with an elaborate central pedimented crest. Crest and corner posts of the parapet were surmounted by large ball finials. Sometime after the turn of the century, possibly in response to new building codes, the overhanging galvanized sheet metal cornices and features above the parapet wall were removed. The paramount cornice was replaced with a frieze with swag motif in relief and a restrained cornice carried by modillion blocks. The new cornice assembly--somewhat Neo-Classical in character--has been pared away from the center and west section, but it is intact on the east facade section. Otherwise, the upper story remains unaltered. As is typical throughout the older business district, ground story shop fronts were "modernized" in later years, though each has a traditional central entry recessed between conventional shop window bays. Facade face brick has been painted since the building's completion in 1880.

Among original finish work to be seen in the building are an embossed tin ceiling in the east store (372 State Street) and banisters with turned balusters at the heads of the two stairways. At some early date, a small mezzanine shop level was added at the front of the east store. The upstairs, subdivided for office space with hallways to provide access, is unoccupied at present, except for storage and occasional use. Single story additions to the rear of the building have been the point of access between shop levels from time to time.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1880 **Builder/Architect** J.S. Coulter

Statement of Significance (in one paragraph)

Salem dates its development to 1840, at which time the principal station of the Methodist Mission in Oregon was relocated on Mill Creek in North Salem. In 1851 the Oregon Legislature named Salem the Territorial Capital, but the designation did not become fixed until 1855. With the advent of statehood, in 1859, Salem was the undisputed capital. The town was incorporated in 1860.

Early growth owed to the town's situation on the Willamette River. Flour and woolen mills were among the earliest manufactories. Business enterprises grew up along Commercial Street, which parallels the east bank of the river.

Always a waypoint along the main corridor of travel up and down the Willamette Valley, Salem was connected by rail to points north and south upon completion of the Oregon and California Railroad in 1871. A new era of commercial growth attended the coming of the railroad.

Despite several notable losses in recent years, including, for example, loss of the old Chemeketa Hotel of 1868-69 to fire, the City's central business district still contains a significant concentration of early commercial architecture. Buildings dating from the late 1860s (only three or four) through the 1890s and into the early 20th century are united by a general cohesiveness of material (brick) and scale (normally, two stories). The predominant architectural character is one of brick masonry construction with cast iron and galvanized sheet metal decoration. Of primary buildings falling within the boundaries of a 3½-block area once proposed as an historic district, the Bush-Breyman Block (1889), Reed Opera House (1869), and the Starkey-McCully Block (1867) have been entered into the National Register. Latest among properties of primary significance within the suspended historic district proposal to be nominated on an individual basis are the Adolph Block (1880) and its neighbor on the west, the J.K. Gill Building (1868). The Adolph Block and Gill Building each have strong associations with historic Salem business enterprises. In addition, these adjoining buildings form an ensemble which provides important linkage for properties along the State Street axis between Commercial and Liberty Streets.

Architecture

The Adolph Block is representative of the town's earlier two-story brick masonry buildings with cast iron facades in the Italianate mode embellished with galvanized sheet metal decoration. Its ground story shop fronts have been modernized over the years, but cast iron columns marking off the easternmost of the three stores are intact, as are columns separating the stores at the second story. Below the cornice line, in fact, the facade—with its rhythmic pattern of segmental and round-arched openings—remains unchanged. The original bracketed cornice with central pedimented crest and ball finials was replaced early in the 20th century by a frieze with raised decoration in a swag motif and a cornice on modillions. This later cornice treatment is wholly intact on the east facade section and could provide the pattern for reduplication for the central and west sections. The designer of the building has been identified through contemporary newspaper reports as J.S. Coulter, builder/architect who was at work in Salem by 1879, at least, but about whom little else is known as yet.

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Commerce

Samuel Adolph, proprietor of the building, was a German Jew who emigrated from the outskirts of Berlin, arriving in the United States in 1855. He enlisted in the Regular Army, and served eight years--rising to the rank of Lieutenant. He was stationed in the West most of the time. In 1867, he came to Salem from Idaho and entered into the brewery business with John Brown. He also tried his hand at commercial baking and farming. By 1868, he was an independent brewer and had laid the foundation for later investments. He served on the City Council and built several business blocks in downtown Salem, of which this is the best preserved example. The home which Adolph built in the Italian Villa Style at 2493 State Street on the outskirts of town in 1878 is a National Register property.

When the building was being completed in December 1880, Smith & Millican, butchers, had already moved into their store, and Sam Adolph, brewer, was getting ready to open a saloon in another. The third store was for rent. In the sources that come readily to hand, it is possible to identify several types of businesses which have occupied the building for long periods:

- 1889-1893 - J.C. Barr, jeweler, was at 362 State.
- 1906-1911 - S.W. Thompson & Co., watchmaker and jeweler, was at 372 State, succeeded in 1915 by Oliver R. Feist.
- 1889-1926 - E.C. Cross, later the Cross Meat Market, was at 370 State, while in 1889 Angevine & Jefferson were at 372 State.
- 1891-1893 - Hamilton's saloon was at 372 State
- 1902 - Neckerman's saloon occupied 372 State.
- 1905-1924 - The White House Restaurant, operated by Wm. P. George and Sons, was at 362 State.

Three-seventy-two State Street has been occupied by a series of sporting goods stores since 1917, including such firms as Hauser Brothers, Cliff Parker, Maple & Keene, Howard D. Wicklund, and, since 1960, Bill Beard Sporting Goods, Inc. The proprietors include at least three legendary figures in Oregon sports: Howard Maple, Roy "Spec" Keene, and Bill Beard.

The upper story of 362 State Street was the home of the State Democrat in 1889. The paper was published by Rogers and Thompson. Printers such as R. Porter Conger and Krapps & Long occupied the space in the 1930s. Cooke's Stationery has been at 370 State since 1940, and in recent years the business expanded into the ground story of the westerly portion numbered 362 State Street.

9. Major Bibliographical References

Oregon Weekly Statesman, June 18 and 25, 1880.

Oregon Daily Statesman, June 25, July 23, Oct. 7, Nov. 27 and Dec. 31, 1880.

Advertisements for J.S. Coulter, Aug. 22, 1879-Dec. 31, 1880.

10. Geographical Data

UTM NOT VERIFIED

Acreeage of nominated property less than one (74½x149')

Quadrangle name Salem West, Oregon

ACREAGE NOT VERIFIED

Quadrangle scale 1:24000

UMT References

A

1	0	4	9	6	9	9	0	4	9	7	6	0	9	5
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification Fraction of Lots 1 and 2, Block 34, original plat of Salem; beginning at a point 67½' west of the NE corner of Lot 1, thence west along north lot line 74½'; thence south 149'; thence east 74½'; thence north 149' to point of beginning, excepting easement of 4' on easterly lot line for a staircase on the J.K. Gill Building.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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11. Form Prepared By

name/title David C. Duniway, with editorial additions by Elisabeth Walton Potter

organization _____ date January 15, 1978

street & number 1365 John St. S telephone 503/581-2338

city or town Salem state Oregon 97302

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature David C. Duniway

title State Historic Preservation Officer

date November 13, 1979

For HCRS use only

I hereby certify that this property is included in the National Register

Sally G. Oldham

date 2/1/80

Keeper of the National Register

Attest: Kristin O'Connell

date 1/4/80

Chief of Registration

FHR-8-300A
(11/78)

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Marion County Deed Records
Salem Directories, 1880, 1886
Polk and Co Directories, 1889-1965.