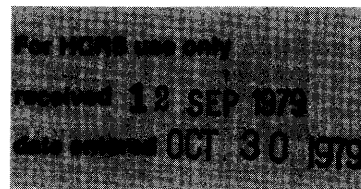


**United States Department of the Interior
Heritage Conservation and Recreation Service**

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

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections



1. Name

historic Schaefers Building

and/or common

2. Location

street & number 1001 Willamette Street not for publication

city, town Eugene vicinity of congressional district 4th

state Oregon code 41 county Lane 039 code

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

4. Owner of Property

name Schaefers Brothers (title of firm)

street & number 1601 Willamette Street

city, town Eugene vicinity of state Oregon 97401

5. Location of Legal Description

courthouse, registry of deeds, etc. Lane County Courthouse

street & number 125 E. 8th Avenue

city, town Eugene state Oregon 97401

6. Representation in Existing Surveys

title has this property been determined eligible? yes no

date _____ federal _____ state _____ county _____ local

depository for survey records _____

city, town _____ state _____

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 Schaefers Building of the SE corner of 10th Avenue and Willamette Street in Eugene, Oregon is a commercial building intended to serve as a bowling alley on its second level and to accommodate a variety of businesses in its street level spaces. It also has a full basement. It is rectangular in plan, about 80x160', with an eight-foot bevel at the NW corner. It is of brick and timber construction: timber framing and trusses, brick bearing walls.

On the north and west facades, the brick bearing walls are faced with pressed brick of pale yellow-orange. Here decorative details are carried out in cast concrete (now painted yellow at the eave), raised yellow brickwork in chevron motifs, and darker brick in vertical lines. Brick piers (12 on the north and 6 on the west) may serve to reinforce the bearing walls, but also constitute a unifying decorative theme, each being decorated above the level of second story window openings by brickwork chevrons and three cast concrete arched bands. The piers divide the two facades into eleven and five bays, respectively, and, together with these bays, form the vertical organization of the building. The north and west facades are organized horizontally by the "broken" parapet, the uppermost course of zigzag brickwork, the band of concrete lintels, the tripartite windows with their transom bars, the brick belt course at the sill line of second story windows, and the concrete lintel band of ground story openings, which originally varied rhythmically around the two sides of the building but now is obscured by metal "awnings" and tile facings on all but four bays at the east end of the 10th Avenue facade. The east end bay is the only unaltered example of the stepped cast concrete "arch" decorated by an overall pattern of volutes. The opening between the stepped diagonals has vertical divisions regularly marked by vestigial tendrils. The strong pattern of the stepped diagonal is echoed by the diagonal motif of other decorative elements (ie, the "shouldered" lintels and the brickwork chevrons). Linear motifs in intaglio decorate the shouldered lintels. Stepped brick crests and arrow motifs in brick which "break" the parapet wall re-affirm the verticality of end and central bays of either facade.

The south and east elevations are of common brick in common bond and are terminated by a flashed parapet. Their strongest feature is the plain concrete of the lintels, perhaps cast in place, and the windows with panelled operating steel sash in which the central panels pivot horizontally. The east elevation faces an alley and contains a service door which appears to be in its original condition. The south wall adjoins a newer one-story building. Above this building the Schaefers Building appears as original except for a worn coat of silver paint over the entire surface. At the eave of both south and east elevations, and extending down about three feet, there is a heavier and more recent coat of silver paint.

On the exterior there is a lively balance between vertical and horizontal motifs, all handled with the restraint appropriate to the overall simplicity of the buildings scheme. The design expresses a strong interest in clear statements about structure and in organizing bands of material to express the building's totality. Decorative elements are properly subordinate to this major concern.

The Schaefers Building today still seems a fine and substantial structure which, in spite of Eugene's new core-area pedestrian/shopping mall, holds its own as a significant architectural contribution.

The stairway hall: The south entry on the west facade gives access to a featured flight of stairs leading to the second floor bowling alley. The stairs are faced, on risers and treads, with tiles of regularly varying sizes in shades of earth colors. The risers have 3x3" variously patterned tiles alternating with plain tiles. There are approximately six different intaglio patterns. Above an eight-inch tile base is a four-foot painted wood wainscot dividing into panels and capped by 1x2" wood strips. The total hallway is pleasingly proportioned and of generous dimensions.

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The outside entryway floor, which continues into the enclosed recessed vestibule, is of small tiles (of more emphatic colors than the stairway tiles) organized into interlocking hexagons and squares. The whole is bordered by a pattern of chevrons. The south side of the entryway wall is faced with tiles.

INTERIOR

The basement, which runs almost the full extent of the building, has its principal divisions running east/west. The mid east/west section has a new ceiling, probably of sheetrock. The foundation walls are of concrete.

The street level is now divided to accommodate five businesses. The four bays at the east end of the north facade each contain a separate business. The remaining seven north bays, the bevel bay, and the two northern bays on the west front all belong to one business, most recently the Ellingsworth men's clothing store. The remaining three bays of the west facade belong to Odyssey Records. As tenants, these businesses have not been permitted to make drastic structural changes, but original interior surfaces have been covered rather thoroughly. The remodeling covers a long period--starting with that of the 1940s and extending to that just recently completed by the record store, a wholly professional contemporary design job, but surface mounted.

The second floor: A 1929 photograph of the building shows that the upstairs bowling alley was in operation before the street level spaces were completed. This is not surprising, for the main purpose was to establish a bowling alley. This second floor level remains as an open space with two new reinforcing beams of laminated wood running east/west. The original structural system is evident and functioning, though with this help. This system divides the space into these east/west bays, the trussed beams supported by four 8x8" posts. The girders are 2x8", 16 inches on center. The original floor of the front section (which has served as a foyer and "fountain" restaurant space) is floored by 1x3" tongue and groove fir. The rear area, which contains the bowling alleys, takes up 2 3/4 bays and is floored with laminated 1x2" maple. There are twelve alleys running east/west. Of the original bathroom, only the floor tiles (small white hexagons) and the bases of fixtures remain. The entry stairwell is cut off from the main second floor area by a wall and doorway.

ORIGINAL AND PRESENT CONDITION

A comparison of current views with photographs of 1929 and 1938 establishes the fact that the Schaefers Building is essentially intact. The greatest change is that brought about by the tile and metal facings of the Ellingsworth store and the wooden facing of the Odyssey Records "renovation". These facings destroy the rhythmically varying first floor lintel line with its regularly-placed stepped arches marking main entrances in the original building.

Any prospective restoration would be simplified by the use of unaltered bays as a guide; by the survival of architectural renderings; and by the surface nature of remodeling. Repair work must include work on the parapet and on the roof. A decision about the future use of the large unoccupied upstairs space is in the offing.

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 1929 **Builder/Architect** Truman Phillips, architect, Stein Brothers, contractors

Statement of Significance (in one paragraph)

Designed in 1929 by Truman Phillips, a recent graduate of the University of Oregon School of Architecture, the Schaefers Building in Eugene is significant as a rare full-blown adaptation of the international Modernistic style of ornament to a two-story business block in a smaller western city. It is the only example of the Modernistic Style applied to commercial architecture in Eugene, and it is among the very few pure examples of the style locally produced anywhere in Oregon. Essentially intact, the building also demonstrates a fifty-year continuity of ownership and operation. Along with other properties at the intersection of 10th Avenue and Willamette Street, the building is currently maintained by the heirs of the builders and is still contributing vitally to the economic life of the community.

The Schaefers Building was completed at the end of 1929, the year of the stock market "crash". The December 31st front page headlines of the Eugene Register Guard proclaimed: Eugene Enjoys Prosperous Year; \$800,000 building program for past year." The January 1, 1930 front page features pictures of four building projects, including the Schaefers Building.

The Schaefers brothers had owned the nominated parcel at 10th and Willamette, across the street from their Ax Billy department store, for about two years when they were approached by a nationwide bowling chain. The subsequent development plans for the parcel were a result of the chain's offer. However, because of the stock market failure, the national company failed, and G.F. Schaefers ran the alley.¹ There have been an array of long-term tenants for the street level spaces including, in the major corner location: a men's wear store, a bank, and another men's wear store (Ellingsworth's). Other spaces have been occupied by a barber, a wine and specialty foods shop, a jeweler, a music store, a variety store, an assortment of small restaurants, and the Odyssey Records store.

Hunzicker and Smith, architects, who had their office over Seymour's Cafe (another Schaefers' property on this intersection) produced the design for the Schaefers Building. This firm was long active in Eugene and was responsible in 1929 for several other downtown buildings. The firm's other major commission that year was the Producers Market, now demolished. Truman Phillips was the designer employed for both the Schaefers Building and the Producers Market.²

Phillips was a recent graduate of the University of Oregon's School of Architecture and Allied Arts³ and is remembered as having been an "efficient student who produced a lot." He was "awarded a diploma of honorary mention as a mark of excellence for an architectural plan entered in the third Pan American Exposition of Architecture, Construction, Arts and Decoration held at Buenos Aires, Argentina" in 1929.⁵ In using a recent graduate for design work, the firm of Hunzicker and Smith was following time-hallowed tradition--which, in this case, meant that the Schaefers Building constituted a town/gown success.

The Stein Brothers were responsible for the construction of the building. Wilma Stein Guthrie, daughter of Albert Stein, describes her father and her uncle Roy as working for the Schaefers "all the time" and said that, when the Stein Brothers were hired to do the Schaefer Building there was no written contract but that the various brothers simply "shook hands on the deal." Some of the Stein Brothers' working drawings are at the Lane County Pioneer Museum.⁶

9. Major Bibliographical References

Eugene Register-Guard (Nov. 1, 1929). Note on Schaefers Brothers property development on each of four corners at 10th and Willamette.

Eugene Register-Guard (May 8, 1929). Page 3 contains Architect's rendering of Schaefers Building proposed for construction beginning in June, 1929.

10. Geographical Data

(see continuation sheet)

Acreege of nominated property less than one (80.32x160')

Quadrangle name Eugene East, Oregon

Quadrangle scale 1:24000

UMT References

UTM NOT VERIFIED

A

1	0	4	9	2	6	9	0	4	8	7	7	0	7	0
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

Lot 2, Block 17 of Mulligan's Donation to Eugene, as platted and recorded in Volume A, Page 122, Deed Records of Lane County, Oregon. (Tax Lot 12500)

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

state	code	county	code
-------	------	--------	------

state	code	county	code
-------	------	--------	------

11. Form Prepared By

name/title Dorothy M. Dole

organization _____ date November 1978

street & number 930 E. 21st Avenue telephone 503/345-2598

city or town Eugene state Oregon 97405

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 Stalbot*

title State Historic Preservation Officer date August 27, 1979

For HCRS use only	
I hereby certify that this property is included in the National Register	
<u><i>Carol Skell</i></u>	date <u>10-30-79</u>
Keeper of the National Register	
Attest: <u><i>Kristin J. O'Connell</i></u>	date <u>10/30/79</u>
Chief of Registration	

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As a successful ante-Depression building project, the Schaefer Building is of significance to the City of Eugene, but it is also significant because it demonstrates the geographic extent of national responsiveness to international stylistic trends in architecture. This building is the single example of the Modernistic Style in Eugene, and it is one of few examples of the Style on the Northern Pacific Coast.

Truman Phillips, the designer, as a recent graduate of the School of Architecture, was in a position to be susceptible to current architectural thinking. Phillips proceeded to practice in Portland, where he worked with John E. Tourtelotte and, later, was a principal in the firm of Wolff and Phillips. Phillips was responsible for much of the design work executed in the Portland area by Kaiser Steel Co. during the Second World War.

In addition to the contribution made by the Schaefer Building to the full representation of stylistic evolution in architecture both locally and regionally, the building has importance because of what it represents socially. The Schaefer brothers were an outstanding example of the business people who have contributed to the development of the Northwest. They were members of the continuing wave of business people who moved West for greater opportunities. The Schaefer brothers called themselves "merchants," and their pride in that fact is characteristic of American cultural attitudes. Of a family of nine siblings, five brothers came to Eugene from Clermont, Iowa. Of these five, four were business partners: Frank "F.X.", George G, Charles J, and Albert T. They arrived in 1908 and started out in a small general merchandise store on Broadway called the Ax Billy Store.⁷

In 1910 they moved this business to a large new building at 10th Avenue and Willamette Street, the Ardel Building, where they erected the city's first electric sign, a feature on Willamette Street for 20 years.⁸ Their business interests expanded rather rapidly. Schaefer's items take up some five pages in the pertinent volume of Index of Lane County Records, and the Eugene Register-Guard mentions them from time to time as having "large holdings".⁹ The Schaefer name has been connected with the four corners of Eugene's 10th Avenue and Willamette Street crossing for many years. Starting with the Ax Billy Store located on the NE corner, they expanded with the building which for years housed Seymour's Cafe and other businesses on the NW corner. Then they, with other partners, built the MacDonald Theatre building on the SW corner. The completion of the Schaefer Building in 1929 meant that all four corner buildings were, in some way, the Schaefer's buildings.¹⁰ Of these, three buildings remain and are essentially unchanged: the MacDonald Theatre Building, the Ardel Building, the Schaefer Building. These three buildings embody an unusually intact contribution to the economic and social history of the community, and each has architectural merit. The Schaefer's heirs have perpetuated a strong sense of responsibility in the maintenance of these buildings. There is no comparable street crossing development in Eugene.

1. Conversation with F.S. Schaefer
2. Eugene Register-Guard, May 8 and June 12, 1929
3. Eugene Register-Guard, June 22, 1929
4. Conversation with W.S. Hayden
5. Eugene Register-Guard, June 22, 1929

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

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-
6. Conversation with W.S. Guthrie
 7. Conversation with F.S. Schaefers and J.F. Brorby
 8. Eugene Register-Guard, July 2, 1929
 9. Eugene Register-Guard, November 1, 1929
 10. Eugene Register-Guard, November 1 and May 11, 1929, and conversation with F.S. Schaefers.

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"Pictorial Review of Building Progress Here," Eugene Register Guard (Jan. 1, 1930), 1.
Obituary article, Charles J. Schaefers, undated, from company records.

Personal Interviews, August of 1978:

Catherine Schaefers Brorby, 260 W. 23rd Avenue, Eugene, Oregon.
Daughter of Charles J. Schaefers, and one of 13 members of the
family's second generation in Oregon.

J.F. Brorby, 1601 Willamette Street, Eugene, Oregon. Manager
of Schaefers Brothers properties and husband of Catherine Brorby.

Richard Bryson, 1565 Oak Street, Eugene, Oregon. Schaefers
Brothers attorney, whose father was lawyer for original Schaefers
Brothers.

Wilma Stein Guthrie, 1800 Lakewood Court, Eugene, Oregon.
Daughter of Albert Stein of Stein Brothers, contractors.

Wallace Hayden, 1086 E. 21st Avenue, Eugene, Oregon.

Glenn Mason, Lane County Pioneer Museum, 740 W. 13th Avenue,
Eugene, Oregon.

Marion Dean Ross, 1389 Pearl Street, Eugene, Oregon.

George F. Schaefers, 1970 Ridge Way Drive, Eugene, Oregon. Son
of Frank "F.X." Schaefers and for many years manager of Schaefers
Brothers properties.