

## NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: Washington
COUNTY: Spokane
FOR NPS USE ONLY
ENTRY DATE <b>FEB 24 1975</b>

### 1. NAME

COMMON NAME: The Review Building

AND/OR HISTORIC:

### 2. LOCATION

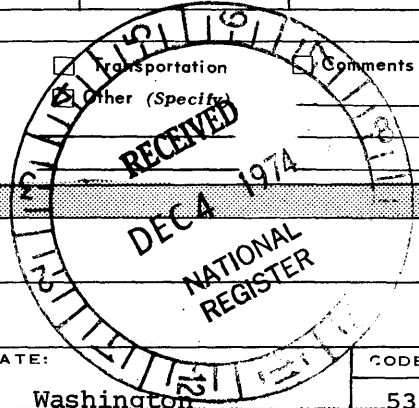
STREET AND NUMBER: S.E. Corner of <sup>S</sup> Monroe Street and Riverside Avenue

CITY OR TOWN: Spokane CONGRESSIONAL DISTRICT: #5 - Honorable Thomas S. Foley

STATE: Washington CODE: 53 COUNTY: Spokane CODE: 063

### 3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress	Yes: <input checked="" type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input type="checkbox"/> No
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <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 (Specify)



### 4. OWNER OF PROPERTY

OWNER'S NAME: The Cowles Publishing Co.

STREET AND NUMBER: 940 West Riverside Avenue

CITY OR TOWN: Spokane STATE: Washington CODE: 53

### 5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.: Spokane County Courthouse

STREET AND NUMBER: West 1116 Broadway

CITY OR TOWN: Spokane STATE: Washington CODE: 53

### 6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY: None

DATE OF SURVEY:  Federal  State  County  Local

DEPOSITORY FOR SURVEY RECORDS:

STREET AND NUMBER:

CITY OR TOWN: STATE: CODE:

SEE INSTRUCTIONS

STATE: Washington  
COUNTY: Spokane  
ENTRY NUMBER: **FEB 24 1975**  
DATE: **FEB 24 1975**  
FOR NPS USE ONLY

7. DESCRIPTION

CONDITION

(Check One)

Excellent     Good     Fair     Deteriorated     Ruins     Unexposed

(Check One)

Altered     Unaltered

(Check One)

Moved     Original Site

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Completed in 1891, the Review Building is a six story brick and terra cotta bearing wall structure measuring 68 by 137 feet. It is located in Spokane's central business district on a corner lot where the intersection of Riverside and Monroe Streets form a fairly acute angle, due to the gentle curvature of Riverside Avenue where it deviates from the rectangle platting for one block. The building rises directly from the sidewalk to its full height, conforming to the concave frontage along its narrower Riverside facade. The smaller adjoining building continues down the block with a similar curvature.

The Review Building is an eclectic Romanesque design with arcaded facades and such features as a corner tower reportedly intended to resemble a minaret. This tower seems to rise from the ground at the intersection of the two streets as suggested by the rounded corner of the building at this point. Above the upper stories the tower continues with the same radius of curvature although partially engaged to a shorter rectangular tower that serves as a buttress behind it.

The following is part of a much longer description that appeared in the Spokane Morning Review upon dedication of the building October 25, 1891:

"In style of architecture the Review Building is of French Renaissance, and as viewed from a position showing both of its frontages it is truly an admirably proportioned structure. Its massive piles of granite and bright red pressed brick, constructed into ranges of prostyles arched with obsidian brick, and the belt courses of ornamental terra cotta extending around the walls, add to its appearance a striking and attractive effect. In height it is very majestic and imposing although from a view of simply the Riverside Avenue frontage it may seem somewhat slender, yet this effect is counterbalanced by the massive columns along the first story, the enormous arched windows on the second story and the cornice belt along the top of the fifth story, together with the roof cornice and other trimmings. The first story of the Riverside Avenue frontage consists of four octagon and two semi-octagon columns of obsidian brick. Each is fourteen and a half feet in height. They are supported by large polished octagon blocks of granite, and at the top each is ornamented with a terra cotta cornice cap. The spaces are taken up respectively by the display window of the store at the east end of the building, the granite steps of the corner entrance, the window of

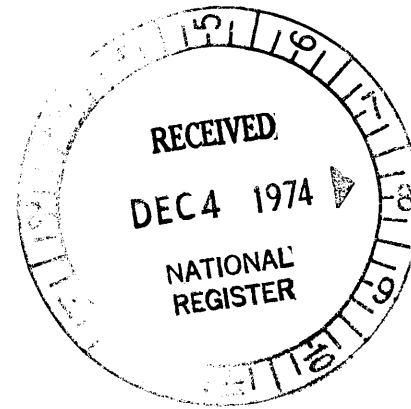
SEE INSTRUCTIONS

Continuation Sheet

#7 - Description  
The Review Building (1)

the business office of the Review and the semi-circular granite steps leading to the beautiful vestibule of the same. These columns support this frontage of the main building and tower. At the point where the wall rests upon them there is an elaborately carved cornice built of terra cotta with the words "The Review" over the carved entrance to the business office, and also over the corridor entrance. The first story of the Monroe Street frontage is notable for its plainness, it comprising simply seven columns each four feet square and a narrow wall containing two arched windows at the tower portion of the structure. The spans are occupied by the three enormous windows of the business office, the entrance to the corridor on this frontage by way of granite steps and the display windows of the two stores at the southern extremity of the building, together with the entrance to the same. Over the corridor entrance of this frontage is also a belt of terra cotta on which are carved the words "The Review" and terra cotta moldings constitute the sills of the windows. There are two entrances leading to the areas along the side walk of this frontage, and for protection to pedestrians, iron railings extend around each one, while at the basement windows light grates have been embedded in the sidewalks. The second story throughout both frontages is decidedly characteristic and probably the most beautiful feature of the exterior. It is formed by the continuance of the columns from the first story which terminates at this point by a chain of seven massive arches on the Monroe Street frontage, and three on the Riverside Avenue frontage. These arches are eleven and a half feet in diameter, the entire span of each being taken up by the windows of the rooms on this floor of the interior. They are constructed of obsidian brick, trimmed with a terra cotta label mold, and extend continuously along both frontages to the tower portion of the building. The spring of the arches is united by carved keys of terra cotta, while the spandrels terminate with a terra cotta belt course extending around both frontages and from here commence the following three stories. It is quite noticeable that there is no treatment at the curve with any arched work until the top of the fifth story is reached, this work being omitted in order to insure to this part of the building unquestioned strength for supporting the massive tower.

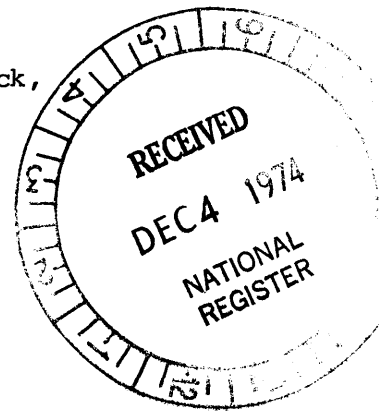
The third, fourth and fifth stories consist of a series of columns extending around both frontages. These columns are square and the same in design as those on the Monroe Street frontage of the first and second stories,



Continuation Sheet

#7 - Description  
The Review Building (2)

excepting they are smaller in dimension, and instead of the spans being of the same width each is sub-divided by the addition of another column, appearing as if to rest upon the crown of the large arches in the second story. At the top of the fifth story the columns are connected by a chain of arches extending continuously throughout both frontages. They are all constructed of obsidian brick, and in design are similar to the arches below, with the exception of being smaller in diameter. The spandrels are of fancy red brick of the same pattern as those of the second story, and terminate with a cornice belt of terra cotta, from where begins the sixth story. The heads of the window openings between the columns are of handsomely carved terra cotta friezes, while the sills are of terra cotta moldings.



The sixth story is rather striking and attractive, in as much as the style varies somewhat from the remainder of the exterior, although the column system again predominates among both frontages, but noticeably void of any arches. The columns are also square and more in number than on any of the other stories, owing to the space being doubly subdivided. They extend through the entire height of the story and support the main cornice of the building. This cornice is four feet in depth, constructed of terra cotta molding with brackets made of obsidian brick, and extends around the whole of the exterior, terminating against the bay pinnacle at the corner of the building on Riverside Avenue. This pinnacle rests upon a handsomely carved terra cotta bracket, and is ornamented at the top by a fancy copper finial. The Monroe Street frontage is further beautified by three dormer windows that furnish light to the attic, and also afford to the slated pitched roof, together with its copper furnishings, an attractive decoration. The body of these windows is constructed of red pressed brick with obsidian brick and terra cotta trimming, while the roof of each is adorned by copper cornices and finials. The circular tower commences with the sixth story and is very graceful in appearance. Its walls from the base to the top of the the third story slightly taper, in order to insure the safety of the upper two stories which are perpendicular. Around each story is a belt of obsidian brick while the window openings are decorated with terra cotta friezes and moldings. In both the round and square portions of the tower the column system again prevails, and at the top of the last story of each the columns also terminate with arches of obsidian brick and spandrels of red brick. In the round portion, like that of the square, the spandrels

Continuation Sheet

#7 - Description  
The Review Building (3)

are surmounted by a heavy terra cotta cornice, and from here the conoidal slate roof with its copper finial and weathervane rises to a height of thirty-three feet.

The first floor is devoted to the handsome business office of the Spokane Review, the main quarters of the building, one store on Riverside Avenue and two storerooms in the rear of the building on Monroe Street. The business office occupies the tower room of this floor, including the space between the corridors and both frontages of the building. The corridors are very handsome and one of the attractive features of the interior. They extend from both streets to the center of the building meeting at a point about midway of the interior, where the elevator and the main stairway are located. Each corridor has a vestibule which is gained from the sidewalk by way of five granite steps. The vestibule on Riverside Avenue is about seven by eleven feet in dimension while that on Monroe Street is about seven by five feet in dimension. The floors of both are of block marble while the walls are float finished in a gray tint and ornamented at the lower portion by a paneled cherry-wood wainscotting four feet in height. The ceilings are the same as the walls in finish and suspending from the center of each is a very handsome chandelier possessing both gas and electric light attachments. The interior of the corridors is gained from the vestibule by way of massive cherry-wood doors, swinging on double hinges. The lower part of the doors is of a panel design, above which is a single pane of fancy etched glass. The interior of the corridors is impressively commodious, being eleven feet in width and thirteen feet in height. The floors are laid with encaustic tiling arranged in a basket pattern. The body, representing wicker work, is of a light gray color decorated with salmon colored square dots, and the border consisting of buff, light gray, chocolate, and salmon colors is laid in a design to indicate molded work. The characteristic feature of this tiling is the notable scarcity of very bright colors usually found in such work. The figure is also of an uncommon nature, and very beautiful and effective over such a broad expansive flooring.

But one of the most admirable features of these corridors is the effulgence derived from a light well,



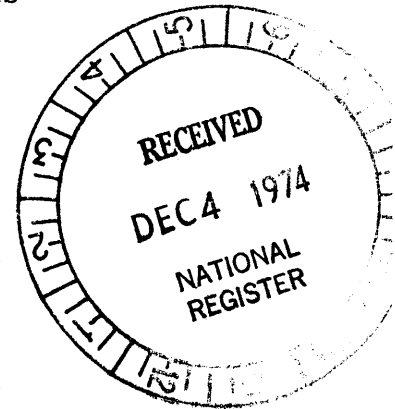
Continuation Sheet

#7 - Description  
The Review Building (4)

which commences from the second floor and extends to the attic of the building. This light well is eleven feet wide and seventeen feet long. From its unique and beautiful ceiling it is particularly striking and novelistic. This ceiling, or canopy as it might properly be called, is located in the attic, and of sufficient size to cover the whole of the light well. It is constructed entirely of art glass of the softest and most delicate tints blended in the most charming manner. Looking upward at this canopy from the second floor it slightly resembles a massive kaleidoscope. The light, reaching it from the sky light in the roof, is mingled into myriads of rays of many colors, all of which are soft and delightful to the eye. Balustrades about four feet in height, of a pattern corresponding with the stairway, extend around the floor openings of the corridors through the light well, in accordance with the artistic arrangement of this feature of the interior, neither expense nor effort has been spared to attach to each office and corridor on the several floors as many innovations as decorative skill would permit in a building of this kind. At the rear of the interior is also another light well twelve feet in length and six feet in width, extending throughout the floors from the second to the seventh. It not only supplies the rear part of the building with light but also serves as a ventilating medium; as is thus of special advantage to the toilet rooms, located one over the other on several floors at this locality. Special attention has been given to the fitting up of the fixtures of these rooms in order that they may be perfect from a sanitary standpoint. The plumbing has been done in a most substantial manner, and all the pipes exposed to view are nickel plated. The tops of the lavatories and urinals are of marble, while the trimmings are of red and cherry-wood.

The interior of the square portion of the tower is partly occupied by the stairway, the steps and risers of which are constructed of Washington fir, while the newels, balusters and rails are of red oak ornamented by fancy moldings. Every floor of the tower is devoted to a single room, therefore giving to each a great commodiousness both in dimension and height. These rooms are finished in the same manner as the offices of the building, but possess the special advantage of overlooking the city and its environs for miles in all directions."

Both major facades begin at the sidewalk with a two story arcade with windows in recessed panels. Above this is a small continuous sub-cornice from which rises a three story arcade with half the interval of the lower one. There are alternately major and minor piers with the

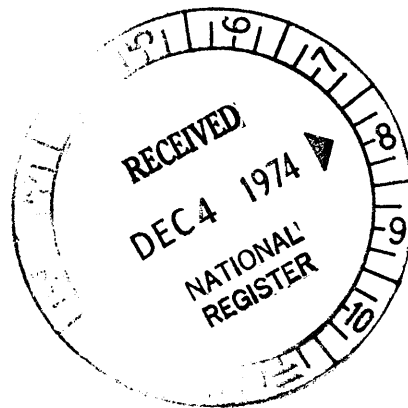


Continuation Sheet

#7 - Description  
The Review Building (5)

larger of these placed directly over the piers of the arcade below and the smaller set centered above the arches. This arcade is also completed overhead with a continuous sub-cornice upon which rests the square window openings for the top floor. These are in groups of three with piers in between that are effectively continuations of the larger piers that rest ultimately on the ground. Thus it appears that the main cornice and roof loads are carried directly to the foundation, and between the piers (which are in fact vertically continuous except for decorative brick work) there is one window at the lower floors, two on the intermediate floors and three on the top floor. Two pilasters on the Monroe Street facade under the tower are much wider, ostensibly to provide extra support for the additional stories.

The lavish interior on the ground floor has been preserved with very little alteration so that it remains basically unchanged from its original condition. However, the light wells have been bridged and the upper floors have been extensively rearranged to accommodate modernized equipment and the needs of an expanding newspaper. With the exception of relocating an entrance and adding a loading dock on the Monroe Street side, the exterior is unaltered.



**SIGNIFICANCE**

PERIOD (Check One or More as Appropriate)

- |  |                                       |  |                                       |
|--|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Pre-Columbian | <input type="checkbox"/> 16th Century | <input type="checkbox"/> 18th Century            | <input type="checkbox"/> 20th Century |
| <input type="checkbox"/> 15th Century  | <input type="checkbox"/> 17th Century | <input checked="" type="checkbox"/> 19th Century |                                       |

SPECIFIC DATE(S) (If Applicable and Known) 1891

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Aboriginal                | <input type="checkbox"/> Education              | <input type="checkbox"/> Political           | <input type="checkbox"/> Urban Planning        |
| <input type="checkbox"/> Prehistoric               | <input type="checkbox"/> Engineering            | <input type="checkbox"/> Religion/Philosophy | <input type="checkbox"/> Other (Specify) _____ |
| <input type="checkbox"/> Historic                  | <input type="checkbox"/> Industry               | <input type="checkbox"/> Science             | _____  |
| <input type="checkbox"/> Agriculture               | <input type="checkbox"/> Invention              | <input type="checkbox"/> Sculpture           | _____  |
| <input checked="" type="checkbox"/> Architecture   | <input type="checkbox"/> Landscape Architecture | <input type="checkbox"/> Social/Humanitarian | _____  |
| <input type="checkbox"/> Art                       | <input type="checkbox"/> Literature             | <input type="checkbox"/> Theater             | _____  |
| <input type="checkbox"/> Commerce                  | <input type="checkbox"/> Military               | <input type="checkbox"/> Transportation      | _____  |
| <input checked="" type="checkbox"/> Communications | <input type="checkbox"/> Music                  |  |  |
| <input type="checkbox"/> Conservation              |   |  |  |

STATEMENT OF SIGNIFICANCE

Prior to the development of electronic media, newspapers were the only regular source of current information available to the public other than word of mouth. Newspapers performed an essential social business and governmental communications service, so that the editors and publishers of a successful paper became powerful and influential citizens. As a consequence, the competition of rival newspapers vying for the same readership frequently resulted in spectacular and sometimes expensive efforts at catching and holding public interest. The Review Building is essentially the successful result of one such attempt.

In 1883 when Frank Dallam came to Spokane from California, the city was a small, crude, pioneer trading post with a population of 1,500. There was one newspaper already in circulation, a weekly paper called the Chronicle, which had been founded on June 29, 1881. Dallam tried to buy the paper but without success. He had given up all hope of starting a paper when he was approached by a group of citizens interested in publishing a Republican newspaper in opposition to the Democratic Chronicle. Dallam started the weekly Review on May 19, 1883 in nearby Cheney, as Spokane had no printing press that he could use. After a few issues, his own equipment arrived and he located his office in an old schoolhouse. The extreme isolation of Spokane, situated among mountain ranges, as well as bad roads and paper shortages made publishing a weekly paper an extremely difficult challenge. Dallam did the work of several men including all the gathering, writing and printing of the news. The hard work paid off and his paper's popularity soon exceeded that of the Chronicle.

In the fall of 1883, Andrew Pritchard, the first man to discover gold in the Couer d'Alene region, arrived at Dallam's office carrying his samples. Dallam, convinced of their authenticity, placed a story about Pritchard's discovery in the next issue. This issue sold quickly throughout the west and as far east as St. Paul. As a result of the discovery there was a population boom in Spokane, and in June 1884, Dallam, taking advantage of the situation, changed his weekly paper into an evening daily and moved from the schoolhouse into an office on the second floor of the Union Building.

SEE INSTRUCTIONS



**9. MAJOR BIBLIOGRAPHICAL REFERENCES**

Dyar, Ralph E. News for an Empire. Caxton Printer Ltd. 1952.  
Spokesman-Review. Spokane, Oct. 24, 1891.  
Spokesman-Review. Spokane, April 8, 1913.  
Spokane and the Inland Empire, Vol 1. N.W. Durham, Spokane, 1912.

**10. GEOGRAPHICAL DATA**

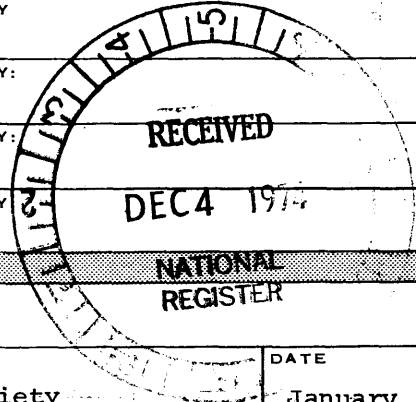
LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	° ' "	° ' "		47 ° 39 ' 28 "	117 ° 25 ' 30 "	
NE	° ' "	° ' "				
SE	° ' "	° ' "				
SW	° ' "	° ' "				

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521140  
05

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: Less than one

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE



SEE INSTRUCTIONS

**11. FORM PREPARED BY**

NAME AND TITLE: William H. Trogdon

ORGANIZATION: Eastern Washington State Historical Society DATE: January, 1970

STREET AND NUMBER: West 2316 First Avenue

CITY OR TOWN: Spokane STATE: Washington CODE: 53

**12. STATE LIAISON OFFICER CERTIFICATION**

As the designated State Liaison 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 National Park Service. The recommended level of significance of this nomination is:

National  State  Local

Name: Charles H. Odegaard  
 Charles H. Odegaard

Title: Director-Washington State Parks and Recreation Commission

Date: Nov. 26, 1974

**NATIONAL REGISTER VERIFICATION**

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

A. Ruontonen  
 Director, Office of Archeology and Historic Preservation

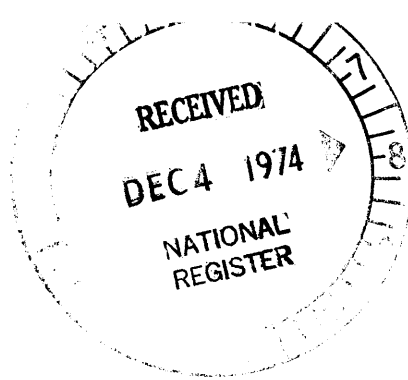
Date: 2/24/75

ATTEST:  
George F. Emery  
 Keeper of The National Register

Date: Feb 21, 1975

Continuation Sheet

#8 - Significance  
The Review Building (1)



Another outcome of Spokane's rapid growth was an attempt by a few individuals to establish another newspaper in the city. Dallam, in an attempt to counter his competition, spent \$5,000 in 1886 to buy an Associated Press franchise. However, to help pay for the franchise he found it necessary to take on two partners, H. T. Brown and H. W. Greenburg. Dallam, due to some misunderstanding with the new partners, sold his interest in 1887. In April 1888, Brown and Greenburg sold out to four men who were staff members of the Portland Oregonian. The Review's new owners, in an attempt to build up the newspaper, purchased a lot for \$21,000 at the corner of Monroe Street and Riverside Avenue for a new office building. Later that year, Harry T. Brown returned to Spokane with two men from Chicago to start a paper with Spokane residents as its owners, in opposition to the Portland owner Review. On March 9, 1890, the first issue of the Spokesman was published. It differed from the Review in that it contained special columns such as fashion news, gossip, literary reviews, and other new features and novelties.

In 1891, the owners of the Review were putting the finishing touches on their new office building, while the Spokesman was in deep financial trouble. As the Spokesman suffered the Review building opened with a tremendous fanfare. Over 8,000 people visited the new building opening day, and as they toured the magnificent edifice they were treated to live music and delicious refreshments. That evening the Review published a special edition in which they described their new quarters in great detail and congratulated themselves for achieving superiority over all other newspapers in the Inland Empire. "On all sides were heard the heartfelt wishes for the Review's continual success, and all were generous in their expression of pride that Spokane boasted a newspaper so typical in every respect of the city which it serves." The paper may have been only typical, but the new building was the most prominent structure in the city. A view from its tall tower provided an unobstructed panorama of the area. Throughout the great building period in Spokane following the fire of 1889, the Review Building maintained its status as the most impressive and imposing building in the city.

The feud that developed between the two dailies grew so heated that there wasn't an issue of either paper that didn't attack the other. Finally the expense of competition became so costly that if either were to survive, it would be necessary for them to merge. In this way the new Spokane Morning Review was founded under the management of Harvey Scott, H. L. Pittock, W. H. Cowles and Anthony Cannon. The paper was beginning to show a profit when, in the summer of 1893, a country-wide panic closed hundreds of the nation's banks. The panic had a drastic effect on the paper and it was at this time that W. H. Cowles, part owner of the Spokane Morning Review, left his

Continuation Sheet

#8 - Significance  
The Review Building (2)

Chicago office and came to Spokane in an attempt to salvage the newspaper from the financial debris left by the panic. He quickly acquired all the stock until he had 100% control of the paper and created a newspaper called the Spokesman Review, which in reality was the Spokane Morning Review with a new editor and a new name.

Cowles from the very first guided and controlled every phase of the paper's editorial service; he shaped editorial policy and clearly communicated to its staff his journalistic standards. For fifty years Cowles was "at the helm" of the Spokesman Review, and under his leadership the paper achieved great success. Cowles not only influenced the citizens of Spokane, his advice was also solicited by Theodore Roosevelt, Herbert Hoover, and William Howard Taft. Theodore Roosevelt met with him periodically and wrote 20 letters to Cowles in the period from 1908-1918.

Cowles character is best exemplified by his long list of accomplishments. He was director of the Associated Press for thirty-three years, a member of the Spokane Chamber of Commerce (which he created along with six other men on July 14, 1889), regional director of the Boy Scouts, and, in 1949, he was selected as one of the sixty-five men in the "Editors of America Shrine" by the Press Club of San Francisco. He also donated a camp to the Boy Scouts as well as a library to Whitman College in memory of his wife. Herbert Hoover said of Cowles on August 25, 1948:

"Mr. Cowles was my loyal friend over many years. We had many opportunities to discuss national problems. His intense patriotism, his keen insight and good judgement were most helpful in public matters. He never asked me for a personal service nor a political appointment of anybody and refused to be used by persons seeking such things. His passing was a great loss not only to Washington, but to the whole country."

The Spokesman Review has presently the largest circulation of any newspaper in Spokane and it is still published from the Review Building, which derives its significance in part from a continuing contribution to the image and success of this newspaper. The building itself is a dramatic and well executed showpiece with a generosity and style that make it an important architectural asset.

