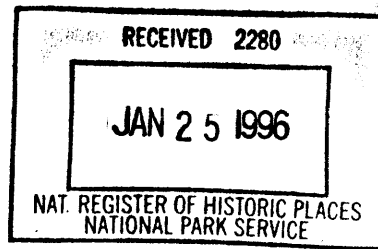


United States Department of the Interior
National Park Service

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 Neighbors of Woodcraft Building

other names/site number _____

2. Location

street & number 1410 SW Morrison Street N/A not for publication

city or town Portland N/A vicinity

state Oregon code OR county Multnomah code 051 zip code 97205

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 5, 1996
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:)

Signature of the Keeper Edson B. Beal Date of Action 2/22/96

Entered in the
National Register

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

0

buildings

sites

structures

objects

1

0

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

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

Social: meeting hall

Current Functions

(Enter categories from instructions)

Social: meeting hall

Commerce/Trade: specialty store
restaurant

7. Description

Architectural Classification

(Enter categories from instructions)

Modern Movement: Modernistic

Materials

(Enter categories from instructions)

foundation concrete

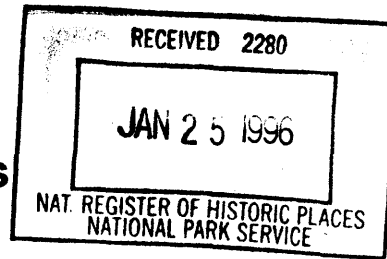
walls brick

roof asphalt, built-up

other terra cotta trim

Narrative Description

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



National Register of Historic Places Continuation Sheet

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The Neighbors of Woodcraft Building is located at 1402-1411 SW Morrison Street, Portland, Oregon. The building is specifically located on Block 310, Lots 1, 2 and the north 40 feet of Lot 3, Portland Addition to the City of Portland, Multnomah County, Oregon. The Neighbors of Woodcraft fraternal society commissioned the building as a national headquarters/clubhouse. It was constructed in 1928 designed by Frederick A. Fritsch and Frederick Aandahl of the architectural firm, Sutton & Whitney.

The building may be categorized as MODERN MOVEMENT--Moderne. The Neighbors of Woodcraft Building is eligible for listing in the National Register under Criteria "A" as the national headquarters of the Neighbors of Woodcraft from 1928 to 1993. It is also eligible under Criteria "C" as the work of the Portland architectural firm, Sutton & Whitney, and particularly a superior example of its designers, Frederick Fritsch and Frederick Aandahl. The building is listed in the Historic Resources Inventory of Portland.

The building is in overall good condition.

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Site

The Neighbors of Woodcraft Building was constructed on a 100-foot by 140-foot parcel at the southwest corner of SW Morrison and SW 14th Avenue. This is a large building comprising more than 100,000 square feet of enclosed floor area on ten levels. The cost of construction was approximately \$350,000 when it was built in 1928. At that time, the Westside Freeway had not been built between 13th and 14th Avenues, and Morrison Street carried the tracks of the Willamette Heights Streetcar Line. Across Morrison Street, in former years, had been the old Portland High School, replaced in 1911 by the new Lincoln High School constructed in the park blocks. In the 1930s, the 60-foot x 100-foot property behind this building on the southeastern corner of the block was occupied successively by a miniature golf course and a beer garden.

Structure

The structure of the building is an interesting combination of reinforced concrete and structural steel. Foundations are reinforced concrete spread footings under columns, and under exterior walls, except at the west wall where the existing apartment building at the property line required the use of a cantilevered footing which is tied by concrete struts to the adjoining row of interior columns. Within the reinforced concrete exterior walls is a frame of structural steel columns, beams and girders, extending from the footings to the seventh floor level. This frame is four columns long in the north/south direction by five columns wide in the east/west direction. At the fourth and seventh floor levels, deep girders, built up of riveted plates and angles 6'2" deep, span 67 feet in the north/south direction over the Dining and Lodge Rooms at the second floor, and over the Auditorium at the fourth floor. Floor construction is pan-joists. Concrete beams and girders connect the steel frame to the concrete exterior walls at each floor level. Fireproofing of the structural steel is poured concrete. Above the seventh floor level, all structure is reinforced concrete. The structural engineer was Miles K. Cooper, a prominent consulting engineer in Portland from 1919 to the 1960s. His many designs include the Montgomery Ward Building and the Equitable Building.

Exterior

The exterior of the building is faced with brick veneer, accented with terra cotta having a clear glaze. The brick, manufactured by Gladding McBean, is fair broad range of colors, from light tan

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to orange\brown, laid in common bond. Most joints are struck flush and not tooled, having a rough texture and colored to match the lightest colored tan brick. The base of the building is rusticated with a course of split bricks every seventh course and having deeply raked joints. Pilasters at the corners project slightly and have deeply raked joints also. Terra cotta gargoyles project from the wall above the large arched windows at the street level, and terra cotta voussoirs ornament the large arched opening of the main entrance on Morrison Street. On the east wall at the second and third floor levels are large windows trimmed with terra cotta and glazed with pale yellow cathedral glass. These light the two-story Lodge Room. Belt courses at fourth, sixth and seventh floor levels reduce the apparent height of the walls, and a brick cornice projects slightly at the roof line.

The exterior of this building is a work of art, the brick, mortar and terra cotta trim creating a completely harmonious appearance difficult to achieve in so large a building.

It is interesting to note the careful relationship of the building to the Highland Apartments adjoining to the west. The apartments were built in 1905 in a style somewhat related to the work of Louis Sullivan and Frank Lloyd Wright. Many of the details of the Neighbors of Woodcraft Building echo the details of the apartment building, including the large round arched openings--making the modest two-story apartment quite comfortable in relationship with its eight-story monumental neighbor.

Interior

On the original construction drawings, the floors above the second floor were designated as second floor mezzanine; third floor; third floor balcony; third floor mezzanine; fourth floor and fifth floor. These designations have been changed to third floor, fourth floor, fifth floor, sixth floor, seventh floor and eighth floor. These present designations will be used throughout this descriptions to avoid confusion.

The building originally housed the offices and printing plant of the Daily Journal of Commerce on the first floor and in the basement in the space fronting on 14th Avenue. Two small store spaces also front on Morrison at either side of the building entrance. The one at the 14th Avenue corner has been a restaurant or deli since the opening of the building. At the second floor is a 50-foot by 90-foot space built as a dining room, and a 50-x 60-foot space built as a lodge room. Both are

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

two stories high. The third floor (mezzanine) housed coat rooms and toilet for men and women. On the fourth floor is an auditorium with a stage; it is a three-story space. The seating area measures 83 feet by 90 feet with a horseshoe shaped balcony. There is fixed seating on risers around the flat seating floor accommodating about 300 and about 350 seats on risers at the fifth floor balcony level. Removable seating on the flat floor at the fourth floor is calculated at 600 seats today, for a total of 1,250 seating capacity; but was originally arranged to accommodate 750 for a total capacity of 1,400. This auditorium was also used for dances, and in the 1950s and 1960s was used by the Saturday night dancing class for grade school children. The balcony seating provided an excellent place for parents to observe the classes.

Mens and Women's lockers were located at the fifth floor also. The sixth floor was used for the stage. On the seven and eighth floor were the offices of the Neighbors of Woodcraft Lodge. On both of these floors were private and general offices, as well as reception areas and large fireproof vaults. At the roof level was a penthouse with a sloping clay tile roof, which concealed the elevator machinery and was used for storage. A large skylight at the center of the roof provided natural light to the eighth floor offices.

There are three elevators. Two passenger elevators, opening off the main entrance lobby serve from the basement to the fourth floor where the auditorium is located. The east elevator terminates at the fourth floor, but the west elevator continues up to serve the eighth floor. A freight elevator at the southeast corner of the building serves from the basement to the eighth floor, with a rear opening to a service alley at street level.

Because of its use as an assembly building, there are five stairways which extend to the fourth floor; two located at the southeast and southwest corners; two opening onto the main lobby, adjoining the passenger elevators, and one at the east wall near the northeast corner of the building. Above the fourth floor, only the east wall stair and the westerly lobby stair extend to the eighth floor, with the lobby stair offsetting to the west wall where it goes up to the penthouse and roof.

The interior spaces of the building are beautifully designed and consistent in materials and detail throughout. The floors of all lobbies and the main stairs to the fourth floor are terrazzo with designs inset of square ceramic tiles and marble worked into the pattern. At the first floor entrance lobby, a large circular cast-brass medallion is set into the terrazzo floor. The scene

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Section number 7 Page 6

depicted includes the sea and the sky, a sunset, a sailing ship, a mountain, a fallen tree and a stump with crossed axes in the foreground. The inscription around the border reads: "Grand Circle Neighbors of Woodcraft - Alis Volat Propriis."

With the exception of the main entrance doors, which are oak, all doors and paneling are vertical grain Douglas fir. Stair handrails are oak, and railing balusters are wrought iron. The floors of the dining room, lodge room and auditorium are all of oak. Between the lodge room and the dining room are folded wood doors suspended from an overhead track, which permits opening these two rooms together as one space, or closing them off as separate rooms.

Alterations

With the exception of the 7th and 8th floor office space, and the former Daily Journal of Commerce space at street level, the building is in virtually original condition.

At an undetermined date the Neighbors of Woodcraft installed a tall neon vertical sign at the northeast corner of the building. Roughly five stories tall, it read: "Neighbors of Woodcraft." A second back lit vertical sign reading "Life Insurance with a Heart" was attached to the building at this time as well. In 1975, the Neighbors removed the sign, citing repair and operating costs, and replaced it with the simpler back lit sign box that is there presently.

The Daily Journal of Commerce moved to new quarters about fifteen years ago, and its space remodeled about to house the Cromwell Tailors in 1980. The only outward change was the addition of a metal and glass marquee, and brick paving at the entrance, which fit in with the building design so well that they appear to be original. The architects for this remodeling were Zaik/Miller.

In the late 1980s, when City College occupied the seventh and eighth floors of the building, the upper floor windows were replaced with fixed single lights.

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.

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions.

Areas of Significance

(Enter categories from instructions)

Architecture

Social History

Period of Significance

1928

1928-1945

Significant Dates

1928-1929

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Sutton and Whitney; primary design attributed to Frederick Fritsch and Frederick Aandahl

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).

Primary location of additional data:

- Criteria for primary location of additional data.

Name of repository:

Oregon Historical Society

Neighbors of Woodcraft Building

Name of Property

Multnomah County, Oregon

County and State

10. Geographical Data

Acreage of Property 0.32 acres

Portland, Oregon-Washington 1:24000

UTM References

(Place additional UTM references on a continuation sheet.)

1 10 524590 5040670
Zone Easting Northing

3 Zone Easting Northing
4 Zone Easting Northing

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, Richard Ritz, FAIA, and Robert Mawson

organization Heritage Investment Corporation date July 25, 1995

street & number 123 NW Second Avenue, Suite 200 telephone 503/228-0272

city or town Portland state Oregon zip code 97209

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

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

name Weston Holding Company, L.L.C.

street & number 2154 NE Broadway telephone 503/284-2147

city or town Portland state Oregon zip code 97212

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 8 Page 1

NEIGHBORS OF WOODCRAFT BUILDING (1928)

1410 SW Morrison Street
Portland, Multnomah County, Oregon

COMMENTS OF THE STATE HISTORIC PRESERVATION OFFICE

The eight-story building which occupies slightly over a quarter of a block at the southwest corner of the intersection of SW Morrison Street and 14th Avenue at the westerly edge of the central business district of Portland, Oregon, was built as a national headquarters and clubhouse for the Neighbors of Woodcraft. Construction was completed in 1928, and the building was opened for use in 1929. The plans were provided by Frederick Fritsch and Frederick Aandahl, a brilliant design team atuned to the currents of international Modernism. The designers worked in association with the noted regional firm of Sutton and Whitney. The firm produced a number of important buildings for religious, fraternal and social institutions in Portland in addition to this one.

The building meets National Register Criterion C as an outstanding local example of early Modernistic architecture of monumental scale in which designers noted for their advanced and elegantly understated buildings in the Modern vein, very successfully resolved special program requirements and blended a taut, finely-wrought decorative scheme in the Romanesque idiom with a solidly-engineered tall building.

The building is constructed of reinforced concrete with a steel framework. The street elevations are clad with varicolored brick with terra cotta accents and trim. Facing materials were supplied by the quality manufacturers, Gladding McBean and Company of northern California. The street elevations are organized as three main vertical sections, including a base of three stories having a ground course subtly rusticated with bead moldings. The base also is composed as a monumental arcade of Roman and segmental-arched openings which, historically, lighted the offices of the Daily Journal of Commerce, as opposed to retail stores. The upper two sections of the building mass, subtly graduated by set back, are demarcated by flat string courses, a frieze of zig-zag patterned brick, and a minimalized crowning cornice. Vertical divisions are expressed by thinly projecting pilaster strips of contrasting brickwork. Terra cotta is used for archivolt of the monumental portal and double lunettes centered in the north face, for fanlight accents and other historical motifs such as gargoyles. The designers knowingly achieved a rich pictorial quality through intaglio and low relief decorative elements and the deep reveals of frameless, flat-arched windows.

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 2

This nomination provides a valuable discussion of the evolution and workings of the Sutton and Whitney partnership. It usefully fixes the dates of founding (1912), death of the first principal, Albert Sutton (1923), the arrival and departure of the gifted Fritsch (1919, 1929), and the year Harrison Whitney accepted the Scandanavia-trained Frederick Aandahl in full partnership (1933) in the firm of Sutton, Whitney and Aandahl.

The building exterior and interior display original hand-crafted art glass, wrought iron and cast brass fittings and fixtures, massive paneled oak entrance doors, and stair railings of wrought iron and oak. The interior consists ground story retail space remodeled after the Daily Journal of Commerce moved elsewhere in 1980. The two-story lodge room on second and third stories and the three-story auditorium on floors four through six are intact with most of their historic finishes. The seventh and eighth floors contained the Neighbors of Woodcraft general and private offices. The main lobby is a marble-wainscoted, barrel vaulted space containing the floor-mounted cast brass fraternal medallion with insignia and motto in relief. The building was vacated by the order in 1993. Thereafter, it became a commercial conference/hospitality center.

The building also meets National Register Criterion A in the area of social history as the national headquarters from 1928 onward of an influential mutual-aid fraternal organization. In time, as the Neighbors of Woodcraft developed charitable holdings in northwestern Oregon, the building on Morrison Street evolved as a regional headquarters, and the national headquarters was moved to Oregon City. The period of significance is drawn to 1945, which marked the beginning of a sharp decline, albeit not a permanently injurious one, in the organization's fiscal affairs. The building's usefulness to the Neighbors of Woodcraft as an administrative center would not come to a close for another 48 years.

The site was acquired and developed for a national headquarters by the Neighbors of Woodcraft beginning in 1927. The order has its origins in the Woodmen of the World, one of many mutual-aid societies formed in America in the later 19th Century to protect members from risk of incapacitating illness or death and a resulting loss of income to their families. The Woodmen were organized in the nation's heartland, in Iowa, in 1883. After a women's auxiliary, the Women of Woodcraft, reorganized along regional lines, a permanent headquarters for the western states was established in Portland in 1905. In 1917, with the growing involvement of men in the auxiliary, the name was changed to Neighbors of Woodcraft. The preparers cite a July 27, 1929 article in the Portland Oregonian as the source for disclosing that by the 1920s, when a national headquarters for the spin-off organization was being projected for Portland, the Neighbors of Woodcraft was the second largest fraternal insurance society in America with a membership of 85,000.

National Register of Historic Places Continuation Sheet

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History of the Building

On October 27, 1927, the Neighbors of Woodcraft [NOW] announced plans to erect a new national headquarters building on the corner of Morrison and 14th Avenue. The 100-foot x 140 foot site contain two frame dwellings and had been purchased from Augusta Hegele for \$70,000. NOW hired the prominent Portland architectural firm of Sutton & Whitney to built a five story, \$300,000 building worthy of their successful enterprise.

By the Spring of 1928, Harrison Whitney, Frederick Fritsch and Frederick Aandahl had designed a stunning five-story lodge/headquarters building that was the equivalent of an eight story building. It would also house some first floor shops, anticipated to be the Portland Printing Company [publishers of the Daily Journal of Commerce] which was then leasing space from NOW at the current headquarters. Using a range of tan color brick with terra cotta trim, the new lodge headquarters was described by the Oregonian as "pleasantly distinctive and an outstanding example of modern design with a touch of Northern Italian Romanesque influence." To pay for this elaborate structure, the budget had grown to a half million dollars. Construction began on May 20, 1928 with the Lorenz Brothers serving as general contractors. Completion was scheduled for January 1, 1929.

The project did not proceed as quickly as NOW wished, but the organization nonetheless persevered. On October 21st, Annie Hawkins with a chorus of 100 children lay the building's cornerstone. It was filled with historical data from the organization. Construction was completed in May 1929. In total, the building contained over 1.7 million cubic feet of space and featured an auditorium with seating for 1600. The Oregonian pronounced it "one of the finest structures of its kind in the west."

Architect Whitney described the project in detail:

The building was one of the most interesting problems we have ever been called on to solve. The peculiar requirements of the plan called for large windows on the second floor to denote the lodge room, while the balance of the exterior rooms on the second floor, second floor mezzanine, and the rooms surrounding the auditorium on the third floor, third floor balcony and third floor mezzanine are used largely as coat and retiring rooms, store rooms, etc. where small rooms are

National Register of Historic Places Continuation Sheet

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used to express the plan. The top two floors contain the offices of the organization where large windows were necessary. We were fortunate in having no stores on the first floor for which to provide a maximum of light and thus were able to have an adequate base for the building.

In the last week of July 1929, NOW dedicated the building with six days of celebrations. Programs included a parade of drill teams from 32 cities through the downtown. Music was provided by the KGW Concert Trio and pleasant comments provided by Portland's then Mayor George Baker. The only disappointment was the failure of Governor I. L. Patterson to make good on a promised appearance.

In the ensuing 6+ decades, the building has remained largely intact. The Neighbors of Woodcraft left the building in 1993 when it was sold to the present owner. The building is presently used primarily for meeting and reception space.

Neighbors of Woodcraft

The Neighbors of Woodcraft is a fraternal organization with roots dating to the late 19th century and the Woodmen of the World organization. The concept of a fraternal organization, otherwise known as a mutual-aid or friendly society, is that of a group formed voluntarily to protect members against debts incurred through illness, death or old age. These societies arose in the 17th and 18th centuries, but were most prosperous in the 19th century. Their origins date to the burial societies of ancient Greece and Rome. In the Middle Ages, the guilds of Europe and England extended the idea of mutual assistance to other circumstances of distress, such as illness. The friendly societies went a step further by attempting to define the magnitude of the risk against which it was intended to provide and how much the members should contribute to meet that risk. Comparable organizations include the Woodmen of the World, the International Order of Odd Fellows (IOOF), and the Freemasons.

The beginnings of the Neighbors of Woodcraft date to Joseph Cullen Root, who started the Modern Woodmen of America in Lyons, Iowa on January 5, 1883. In 1890, Root met with F. A. Falkenburg, John T. Yates and others in a series of meetings to reorganize the society into several jurisdictions which hopefully would stimulate communication and growth. The reorganized group was known as the Woodmen of the World Life Insurance Society. An all-male enterprise, the

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wives of the Woodmen started a companion, "ladies' auxiliary," organization, christened the "Mystic Circle" with individual chapters called "Groves."

Continued growth again led to communication problems and poor financial performance. As time passed, especially members from the western states called for a separate jurisdiction. By the 1896 convention, records showed a \$22,000 balance in unpaid death claims and a monthly income of only \$2,000. The general fund was only \$400. At that convention, the ladies auxiliary attempted to amicably withdraw and formed a separate jurisdiction to cover the nine western states. These states included Washington, Oregon, California, Nevada, Idaho, Montana, Arizona, New Mexico and Colorado. Failing to amiably withdraw, the western delegate formed a separate organization named "Pacific Circle, Women of Woodcraft." In August 1897, the group officially adopted the name of "Women of Woodcraft."

The new organization faced severe administration problems in the early going. The Grand Guardian [or President] maintained her office in Pendleton, Oregon. The Grand Clerk [or Secretary/Treasurer] maintained her office in Leadville, Colorado. In 1905, to resolve the problem, the Grand Circle [Board of Directors] established its permanent headquarters in Portland. Temporary offices were located in a one story wooden building on the East side at 370 East Morrison. A permanent appropriate headquarters structure was being built at the corner of SE Taylor and 10th Avenue. A decade later, in 1917, in response to the growing involvement of men in the order, the name was changed to "Neighbors of Woodcraft."

The society existed to provide assistance and comfort in cases of illness among its members, to administer sympathy to those bereaved by death; and to extend not the hand of charity, but of mutual protection to the families of the members. Membership came in five forms: Benefit, Junior Benefit, Social, Junior Social and Family Affiliate. Revenues came through membership dues, life insurance policies and NOW bonds. The "ladies auxiliary" proved to be quite adept at their enterprise. By the 1920s, Neighbors of Woodcraft were the second largest fraternal insurance society in America, with 85,000 members (Oregonian, July 27, 1929).

In the same year as the name change, the organization formally resolved to find a permanent Woodcraft Home for its members. The home would be a place where elderly members could come to live out their years. NOW would pay for the facility through undispersed death benefits where there was no living relative to whom the insurance may be paid. NOW also provided that

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any member could modify her insurance plan to provide for life estate at the Woodcraft home.

The idea started as a seed in Los Angeles in 1905. In 1920, the seed grew into fruition: NOW purchased a 45-acre home in Riverside, California for \$53,500 (with \$10,000 down). The parcel had two structures: a 3-story, 22 room residence with big rooms and high ceilings, and a six-room bungalow. To renovate the property, the NOW sold bonds of \$100,000 in \$10 denomination. In 1921, organization bought 20 more acres and constructed a hospital. The facility was dedicated in 1927, the year the group announced its plans for a new headquarter building in Portland. Subsequently, in 1934, NOW purchased 75 additional acres and built a four-story dormitory. Occupancy rose from 35 guest in 1926 to an average of 114-137 by the 1940s.

In the 1930s, the laws governing fraternal organization memberships changed. No longer could fraternal groups as NOW simply assess members annual fees to cover operating. Under the new laws, a fraternal insurance program needed to create a legal reserve to cover promised benefits. As many of these organizations had not adequately provided for promised benefits, the attendant publicity severely hurt fraternal organization. The new law also severely restricted operating income.

By the end of the 1940s, NOW began to face severe financial problems. The Riverside Home had not flourished to the level anticipated. It had a capacity of 360, but never had more than 137 residents. Annual operating costs, which were only \$60,000 in 1926, had nearly tripled to \$165,000. By contrast, annual income had dropped from \$110,000 to \$80,000. Real estate taxes alone had gone from \$2,000 to \$20,000 over the 25-year period. Residents were paying \$30 per month to live at the home but cost NOW \$103 per month. Its surplus fund gradually shrank from a peak of \$1 million in 1926 to a mere \$200,000 in 1949.

To resolve the problem, NOW purchased the Columbia Gorge Hotel in 1952, closed the Riverside Home and transported 84 of the oldsters by train to Hood River. The next year, NOW sold the Riverside Home for \$1 million to the Southern Baptist College. Subsequently, NOW sold the Columbia Gorge Hotel in 1977 for a new home in Gresham.

Until 1993, NOW maintained a regional office at Morrison Street and a facility for its family education benefits in Southwest Portland. The national headquarters in located in Oregon City.

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Sutton & Whitney

The Neighbors of Woodcraft Building was designed by the architectural firm of Sutton & Whitney. Harrison A. Whitney was the architect of record, though the design may be credited to Frederick Fritsch and Frederick Aandahl.

In the 1910 and 1920s, Sutton & Whitney ranked among the leading architectural firms of the Northwest. The firm of Sutton & Whitney was established in 1912 by Portland architect Harrison A. Whitney and Albert Sutton. The firm grew quickly and established offices in both Portland and Tacoma. As described in 1922 by C. H. Carey, "Their excellent work and thoroughly reliable and progressive business methods have secured for them a large and constantly increasing patronage, so that they have become well known as leading architects throughout the Pacific northwest." As the firm grew, Whitney headed up the Portland branch while Sutton chose to reside in Tacoma and head that office.

In 1923, Sutton died suddenly. The firm however continued to operate under Sutton & Whitney until 1933 when the name of the firm was changed to Sutton, Whitney & Aandahl. In 1950, the name again changed to Whitney, Hinson & Jacobsen.

Harrison A. Whitney

The firm's Portland principal, Harrison A. Whitney, was born on March 20, 1877 in Osage, Iowa. He attended public school in Adrian, Michigan after which he attended the Armour Institute of Chicago. Subsequently, he attended the Massachusetts Institute of Technology, graduating in 1904. Whitney thereupon moved to Portland. Initially, he worked as a draftsman for Whidden & Lewis. One of his first large assignments was to supervise construction for several of the Lewis and Clark Exposition buildings. Of note is the Oregon Forestry Building, the largest log house ever built. In 1912, Whitney joined into partnership with Albert Sutton.

On October 10, 1905, Whitney married Hazel Paulus of Portland. The couple had two daughters, Jeannette and Ruth. He was a charter member of the Oregon chapter of the American Institute of Architects, having helped organize the chapter in 1911. He was active in the Portland Chamber of Commerce, the City Club, Rotary, Scottish Rite, the Masons (where he attained the 32nd degree), Rosarians, Al Kader Shrine and Salvation Army. He was an avid singer, participating in the

National Register of Historic Places Continuation Sheet

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Portland Symphony Chorus, the Trinity Episcopal Church Choir, and as a soloist at Grace Episcopal Church. Whitney died of heart disease on Saturday, August 18, 1965.

Up to Sutton's death, the firm's major commissions included the Multnomah County Infirmary (which costs \$1 million to build), the Meier & Frank Warehouse (also costing \$1 million to build), the Scottish Rite Cathedrals in Portland and Tacoma, the Davidson Baking Company, the Ballou-Wright Warehouse, the Leon Hirsch Residence, and the Hood River Library.

Frederick Fritsch

By the time of NOW selected an architect, Sutton & Whitney had strengthened its reputation not only as a premier Portland firm, but also with a specialty in institutional and especially lodge buildings. In 1923, Sutton & Whitney designed the old Shriners Hospital at 8200 NE Sandy Boulevard. The next year, they designed the Beth Israel School at 1230 SW Main. In 1927, they designed the Masonic Temple at 1119 SW 9th. The driving force in Sutton & Whitney's designs was Frederick Fritsch, regarded as one of Oregon's most influential and significant architects of the 1920's.

Frederick Armbrust Fritsch was born in Portland on April 7, 1891. His parents were of German and French descent, and his grandfather, F. J. Fritsch, a painter and engraver by profession, came to the United States from Germany about 1841, making his living by preparing colored engravings of historical American scenes. Fred Fritsch's father, Charles Fritsch, a skilled upholsterer and cabinetmaker, came to Portland about 1883.

Fritsch finished his formal education upon graduation from high school, working as a helper in his father's upholstery shop, and also was employed as a clerk for the Mutual Life Insurance Company and for the Blumauer-Frank Drug Co. After he graduated from high school, he worked as an apprentice of the architectural firm of Whidden & Lewis, Portland's leading architects at the time. From 1911 to 1917 he worked on and off as a draftsman and designer with another prominent architectural firm, Whitehouse & Fouilhoux.

In 1917 Fritsch joined the staff of Dean Ellis F. Lawrence at the Architectural Department of the University of Oregon at Eugene. During World War I he served in the University of Oregon Medical School Unit of Medical Corps in the U.S. Army. He received an honorable discharge in

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1919.

Fritsch then moved to Portland and joined the firm of Sutton & Whitney, where he was chief designer, and after the death of Albert Sutton in 1923, an associate of the firm. He worked for the firm from 1919 to 1929 and during this time he produced his finest work. In 1922 Fritsch's design won the competition for the proposed Scottish Rite Cathedral of Oregon, which was, however, never built. In 1924 another competition was won by Fritsch's design, this time to be constructed in 1927 as the Masonic Temple. The project of the Masonic temple occupied most of Fritsch's time from 1924 to 1927. The building is considered to be one of the best examples of Fritsch's work.

In 1928, Fritsch married Margaret Goodin, also an architect. In 1929, ill health, from which he had suffered since 1924, caused him to leave Sutton & Whitney to seek medical treatment in Philadelphia, where he and his wife collaborated on the design of the Delta Delta Delta sorority house at the University of Pennsylvania, his last job. Too ill to work, Fritsch and his wife returned to Portland where he seldom left his home because of his illness. On October 27th, 1934, discouraged by his apparently incurable illness, Fritsch took his own life at the age of 43, a sad loss to the Portland architectural profession.

Frederick Aandahl

The second half of Sutton & Whitney's design team was Frederick Aandahl.

Born in Norway in 1887, Aandahl came to Portland in 1919 after working in architects' offices in New York City. Upon arrival, he joined the firm of Sutton & Whitney. He worked with Fred Fritsch on the firm's designs until Fritsch left the firm. Subsequent, Aandahl was responsible for design in the firm entirely. His first major assignment was the Ballou-Wright Warehouse on NW 10th Avenue. In 1934, he became a partner in the firm. Active in the American Institute of Architects, he served as secretary of the Oregon chapter from 1928-30, director from 1937-39, vice president from 1931-32 and president from 1935-36. He also was active on the Oregon board of architect examiners and the Oregon State Board of Health's Hospital Survey and Construction Advisory Council. He died May 11, 1950 at the age of 63. He was survived by his wife and son.

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Comparative Analysis of Sutton & Whitney's Architecture

The Neighbors of Woodcraft Building was designed by the important Portland Architectural Firm of Sutton & Whitney. At the time that this building was designed, Albert Sutton had been dead for several years and Harrison Whitney was active principally as a salesman for the firm. The design work was carried out by Frederick A. Fritsch and Frederick Aandahl, both associates in the firm who worked as a design team. This building shows strongly the Scandinavian Modern influence contributed by Aandahl, who had been born in Norway and received his architectural training in Scandinavia.

The Sutton & Whitney firm executed a large number of major commissions in the 1920s, including many warehouses as the Ballou & Wright Building (1920), two Meier & Frank warehouses (1922 and 1927); and the McKesson & Robbins warehouse (1924). They also designed the J. K. Gill Building (1923) and the Weatherly Building (1928); two parking garages: The Imperial (1923) and the Bates Motoramp (1928); the Multnomah County Hospital (1923), Hollywood Arcade (1928), Fruit and Flower Mission (1928) and the Shriners Hospital (1923).

Most closely related to the design of the Neighbors of Woodcraft Building are the Beth Israel School (1924), the Masonic Temple (1927), and the Bates Motoramp (1928). All of these incorporate in their design the Scandinavian Modern influence, as well as superb achievements in the combination of fine brickwork with terra cotta and cast-stone trim and detail. In addition, the Masonic Temple provided the architects with invaluable experience in combining major assembly spaces with small ancillary spaces.

In the Neighbors of Woodcraft, the architects created a deceptively simple appearing resolution of the complex design problem of combining commercial space, monumental entrance, three major assembly rooms and two floors of offices in the same building in an efficient, logical and beautiful solution.

Sutton & Whitney, particularly during the 1920s, was a dominant, creative force in institutional designs in the city of Portland. Their works include a large number of major commissions. Their works also include some very creative approaches. Regardless, the Neighbors of Woodcraft represent a singular architectural achievement, distinguished in its attention to detail, facile design and state of integrity.

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National Park Service

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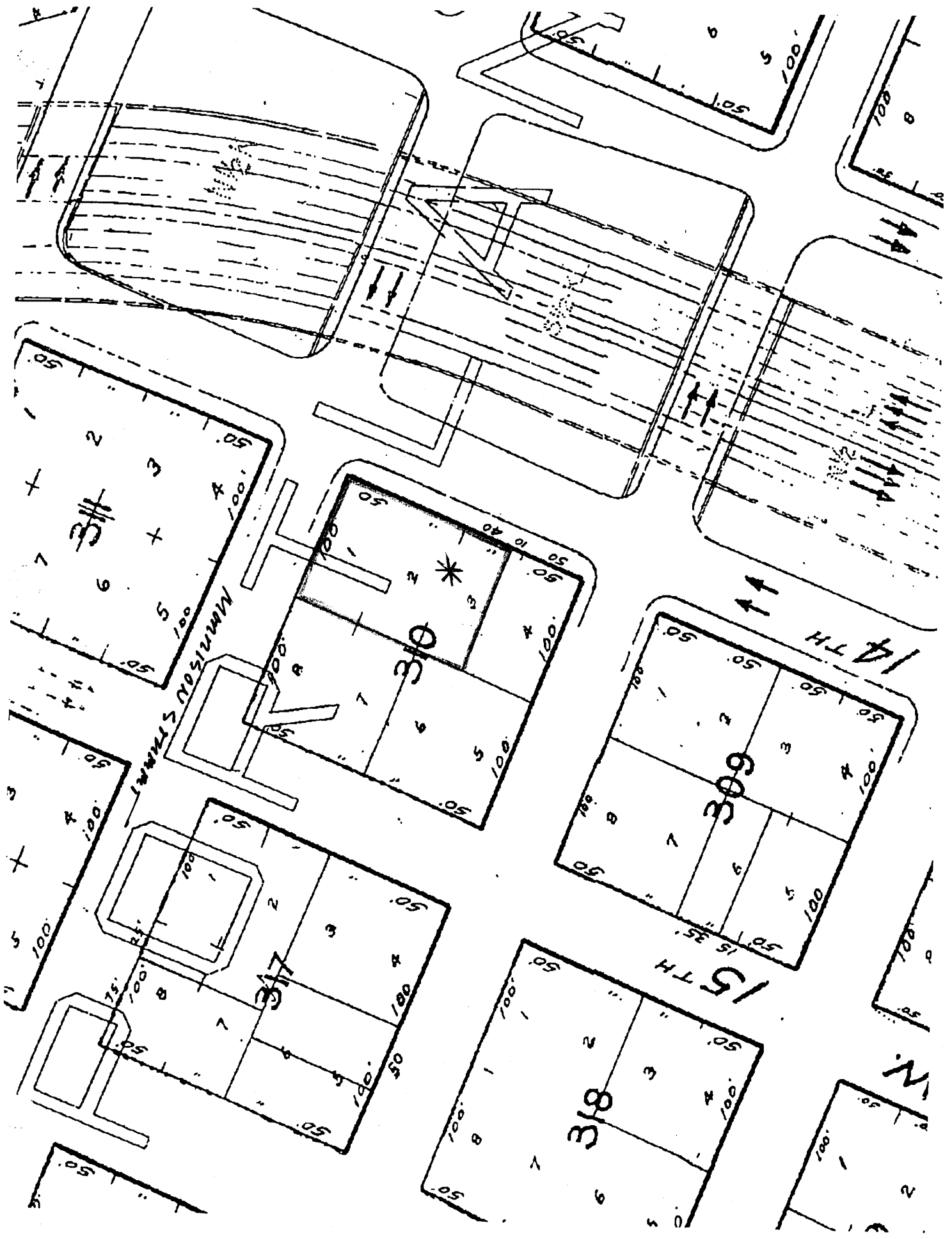
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VERBAL BOUNDARY DESCRIPTION

The Neighbors of Woodcraft Building is located on Lots 1, 2 and the North 40 feet of Lot 3, Block 310 of the Portland Addition, 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.



14TH STREET

14TH

15TH

15TH

310

309

318

317

311

