

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



99-65

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *How to Complete the National Register of Historic Places 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 WILSON-SOUTH HOUSE

other names/site number _____

2. Location

street & number 2772 NW Calumet Terrace n/a not for publication

city or town Portland n/a vicinity

state Oregon code OR county Multnomah code 051 zip code 97210

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x 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 x meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide x locally. (See continuation sheet for additional comments.)

James Hamrick / Deputy SHPO December 22, 1998
Signature of certifying official/Title Date

Oregon State Historic Preservation Office
State or 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 this 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:)

Edson H. Beall Signature of the Keeper Date of Action

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Wilson-South House, Portland, Multnomah County, Oregon

COMMENTS OF THE STATE HISTORIC PRESERVATION OFFICE:

The Wilson-South House, built in 1929, in a one-and-one-half story wood-frame Norman Farmhouse style structure. It is located in the King's Heights Addition of Northwest Portland, a heavily wooded area with terrace-like roads that meander throughout the neighborhood. A high stucco wall extends from the building's east side and encloses a patio and garden planted with boxwood and small trees. Two tall iron gates with a quatrefoil pattern are at the entrance. A rubble wall, steps, and pathways are used throughout the lot.

This Norman-Farmhouse style structure is built on a steep slope and has a full-light basement. It has a concrete foundation and incorporates a series of steeply pitched hipped roofs. The exterior finish is of stucco and large machine-grooved cedar shakes. Other character-defining features include the irregular massing, the tower, and the multi-light windows. On the interior, spiral wood stairs in the tower column descend to the basement and open into a storage area. The main floor reflects the typical plan of the period style house in which rooms were designed so that one would walk through one room to get to another, often through arched openings. The dining room fireplace, which was remodeled, has a carved wood mantle. Built-in glass cabinets remain in the kitchen and dining room. Niches and plaster and wood wall trim exist throughout the house. The upstairs hall traverses the length of the house and leads to two bedrooms and a bathroom.

The house was designed for R.W. and Mary R. Wilson in 1929, but they sold the house in 1930 for unknown reasons. Possibly they lost money or jobs during the stock market crash of 1929. Dr. F. Floyd South and his wife, Frieda, were the next owners of the house. Mrs. South was a music teacher in the Portland public schools. Dr. South, a urologist, was a member of the Oregon Health Sciences University faculty and had an office in the Medical-Dental Building in Portland. Mrs. South died in 1937, after which Dr. South continued to own the property until 1958 when he sold it to Gertrude and David McFarland. They lived here until 1973. Dr. Joseph Meurer bought the house in 1982, and he and his wife, Dr. Theresa Clayton, are the current owners.

This house is a good example of the kinds of homes constructed by design/build contractors. The period style benefitted designers such as Harold Uppinghouse because it attracted many clients. Uppinghouse began his career by designing company houses for a Spokane, Washington lumber firm c.1915. He then moved to Denver, Colorado and designed houses there. He began Oregon Home Designers, a design and plan book company, when he moved with his family to Portland in 1925. Uppinghouse drew stock plans for historic period style houses and marketed them in the newspaper. He was the first designer to publish house plans as a regular feature in a Portland newspaper. He took great pride in his work, balancing the historic details of the traditional architectural styles with modern conveniences and technological advancements. His son, Leonard, recalls that his father wanted to provide new homeowners with the best architectural design and well-organized, largest possible floor plan for the least amount of money. By publishing his plans, Uppinghouse no doubt influenced the small house market in the area. He continued to operate his business until 1941 and died in Beaverton in 1969.

The Wilson-South House is significant under Criterion C as one of the best remaining examples of the Norman Farmhouse style in Portland. A survey of Portland indicates that only 19 houses constructed in this style remain. Period style houses were popular in America between WWI and WWII and include designs based on revivals of older styles such as Tudor, Georgian and Norman Farmhouse. This house is also

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significant under Criterion C as a work of a master builder and designer whose work influenced the appearance of homes during the 1920s and 30s in Portland. Speculators built many period style middle class houses in the then new suburban developments. A comprehensive study has not been conducted and it is unknown how many of Uppinghouse's designs were constructed. However, his influence in the Portland area is significant. As one of the only identified buildings associated with Harold Uppinghouse, this house helps to describe this period of builder-designed period revival style homes.

Wilson-South House
Name of Property

Portland, Multnomah County, Oregon
City, County, and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

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

Category of Property
(Check only one box)

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

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

Contributing	Non-contributing	
<u>1</u>	<u>0</u>	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	<u>0</u>	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)

DOMESTIC: Single dwelling

Current Functions
(Enter categories from instructions)

DOMESTIC: Single dwelling

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY REVIVALS:
Norman Farmhouse

Materials
(Enter categories from instructions)

foundation CONCRETE
walls STUCCO/SHINGLE
roof ASPHALT
other _____

Narrative Description

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

X See continuation sheet(s) for Section No. 7

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Wilson-South House, Portland, Multnomah County, OR

Narrative Description

The Wilson-South House, built in 1929, is a one and one-half story wood-frame Historic Period Style Norman Farmhouse with attached garage located in the King's Heights Addition of Northwest Portland. King's Heights is a heavily wooded, attractive neighborhood that has two National Register houses and many houses listed on Portland's Historic Resources Inventory. Earlier construction of trolley lines into the neighborhood encouraged the building of houses for the upper-middle class on steep lots carved into the hillside during the 1920s (Staehli 1975). Portlanders considered this neighborhood very desirable because of its beautiful setting with varied topography, proximity to downtown Portland, its West Hills location and Willamette River and Mt. Hood views. The Wilson-South House, facing north, occupies a lot that is 159.33' X 62.67'. Harold Davis Uppinghouse, a Portland designer and the sole proprietor of Oregon Home Designers, designed the house. The permit issued by the Inspector of the City of Portland Bureau of Buildings verifies the 1929 construction date.

Of platform frame construction, the Wilson-South House rises as a tall hipped roof volume with a prominent conical-roofed tower located near the middle of the front elevation. Although one and one-half stories in front, the house is two and one-half stories at the rear elevation; its location on a steep hillside allows the addition of a daylight basement. A smaller hipped roof volume is located on the east side of the main volume. The west hip of the roof cascades down to the garage and culminates in an eyebrow hip that returns to the front of the garage. Wall materials are stucco and large machine-grooved cedar shakes. Staggered wood shingles that simulate the slate used on Norman farmhouses cover the roof of the house and tower. The house has a concrete foundation with a cement plaster veneer and a ground plan of 57' x 31-1/2'.

The Wilson-South House displays the characteristics of an Historic Period Style Norman Farmhouse, the most striking of which is a tower (Clark 1983; Walker 1981). Other characteristics are irregular massing (usually one and one-half stories tall), steeply pitched roofs, and various building materials (often shingles and stucco). Additional characteristics are windows with small panes, a few well-chosen details from the decorative vocabulary of the replicated traditional style, and an intimate "doll house" quality in the architecture (Clark 1983; Poppeliers et al 1983).

The picturesque tower with its four windows is the house's architectural focal point. It also separates a residential and a professional business entry. The residential entry on the tower's west side has a brick porch covered by a hipped roof. The larger business entry on the tower's east side also has a brick porch and repeats the roof shape. The house has a two-story projecting bay, a bay window in the eating nook and a recessed balcony off the dining room on its south side. There is a large picture window and a large multi-paned window in the living room. The many fixed and casement steel-sash windows with small panes add light and distinction and personify the Norman Farmhouse Style.

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Wilson-South House, Portland, Multnomah County, OR

The front and basement doors, made of vertical planks, have a small, one-light window. Multi-lighted steel-sash French doors with pivot hinges surrounded by sidelights in the dining room lead to the balcony; multi-lighted French doors in the den lead to the patio. The door to the business entrance has one carved panel and twelve lights. One large central brick chimney with stucco veneer to the eaves has a brick stack and two terra cotta chimney pots. There is a hipped roof dormer with a double-leaf casement window on the north side of the house. The long shed-roof dormer on the south side has six multi-lighted fixed and casement windows that provide light to the second floor. Decorative elements include a wrought-iron balustrade on the balcony.

The Wilson-South House's open plan is typical of the Period Style house. The design of the main entry hall follows architects' early ideas about the open plan. The narrow hall guides the visitor directly towards the living room; the fireplace, placed near the living room entrance, serves as the room's focal point. The professional business entry opens into a room designed to function separately as an office.

The main floor reflects the typical plan of the Period Style house; designers planned rooms so that people had to walk through one room to get to another. The upstairs hall traverses the length of the house and leads to two bedrooms and a bathroom. Spiral wood stairs in the tower column descend to the basement and open into a storage area; a bedroom is located on the east side of the house.

The spiral tower staircase with its curving wrought-iron balustrade brings elegance to the interior. The fireplace in the dining room has a carved wood mantel with pilasters and a marble surround. Wood cabinetry adds beauty and efficient storage to many rooms. A paneled wood china case located between the kitchen and dining room has glass shelves and doors; the niche in the upstairs hall has scrolled trim. Pilasters flank the French doors in the dining room and the arched entry between the dining room and living room. Louvered and carved operable shutters throughout the house contribute an important note of craftsmanship and reflect the architecture of a Norman farmhouse. Original cut-glass pendant chandeliers hang in the dining room, den and tower; original cut-glass fixtures hang in the main entry hall and bedrooms.

Set close to NW Calumet Terrace, the winding lane that passes in front of it, the Wilson-South House hugs the hilly landscape and perfectly suits its peninsula-shaped lot. A long, graceful lawn stretches down the west side of the property. From the westernmost point of the lot, the observer looks east toward the variety of massing that comprises the house. Following the Norman Farmhouse Style, the west roof extends towards the ground and merges into the landscape. This achieves the effect so sought after in English landscape architecture of viewing a country house from a grand sweep of lawn (Tipping 1925).

A high stucco wall extends from the house's east side and travels along the northeast and north side of the property. It encloses a patio and beautiful garden planted with boxwood and small trees. Two tall iron gates with a quatrefoil pattern provide entrances. The south side of the house provides a territorial view of Portland.

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Wilson-South House, Portland, Multnomah County, OR

A rubble wall extends the length of the property and secures the steep hill on the house's south side. Rubble steps and paths lead from the southern edge of the lot to the house.

The Wilson-South House retains its historic integrity. There have been no significant changes to the exterior or interior. The fireplace was remodeled in the 1960s and a new mantel and raised hearth were added. Portland landscape architects Huntington and Roth redesigned the landscape in 1961 and the current owners replaced the paths and rubble steps in 1997.

Harold Uppinghouse designed the house for R. W. and Mary R. Wilson in 1929 but the Wilsons sold the house in 1930. No further record remains of the Wilsons in Portland; possibly they lost money or jobs during the stock market crash of 1929 and decided that they could not stay in the city. The Wilsons sold the house to Dr. F. Floyd South and his spouse Frieda K. South. Mrs. South was a music teacher in the Portland public schools; Dr. South, a urologist, was a member of the Oregon Health Sciences University faculty and had an office in the Medical-Dental Building in Portland. Mrs. South died in 1937; Dr. South continued to own the house until 1958 when he sold it to Gertrude and David McFarland, who owned the home until 1973. During their ownership the McFarlands had the landscape redesigned and altered the fireplace. Dr. Joseph Meurer bought the house in 1982; he and Dr. Theresa Clayton, his spouse, are the current owners.

Wilson-South House
Name of Property

Portland, Multnomah County, Oregon
City, County, and State

8. Statement of Significance

Applicable National Register Criteria Areas of Significance
(Mark "x" on one or more lines for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" on all that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1929

Significant Dates

1929

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Harold D. Uppinghouse

X See continuation sheet(s) for Section No. 8

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):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Multnomah County Public Library

X See continuation sheet(s) for Section No. 9

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Wilson-South House, Portland, Multnomah County, Oregon

Narrative Statement of Significance

The primary significance of the Wilson-South House lies in Criterion C in architecture. It meets National Register criteria because it is a fine example of a Period Style Norman Farmhouse designed by Harold Davis Uppinghouse, whose talent as a designer made him a locally known craftsman of consummate skill. The period of significance is 1929 when the Wilson-South House was built.

Historic Period Style houses were popular in America between World War I and World War II--a time that has been called "the era of the Period house" (Walker 1981). The Historic Period Style includes revivals of older styles such as Tudor, Georgian and Norman Farmhouse that had proven worth and popular appeal. Although derived from historical precedents, Poppeliers et al. in *What Style Is It?* describe the Historic Period Style as "a distinctive architectural development that was basically American" (Poppeliers et al. 1983). Individual houses reflect distinct design heritages (such as Norman Farmhouse) but Historic Period Style houses also share characteristics in plan, site orientation and scale.

Richard Morris Hunt (1828-1895), along with other members of the American Renaissance movement, laid the groundwork in the late 19th century for the early 20th century popularity of the Historic Period Style (Clark 1983). Schooled in the Beaux Arts academic tradition, trained architects such as Hunt designed mansions in several styles for wealthy clients. These architects were eager to display their ability to apply historic details of different traditional styles (Clark 1983).

Following in the architects' footsteps, designers without academic training such as Harold Davis Uppinghouse also embraced the Historic Period Style that was so popular among new home buyers. Prior to the 1900s fewer Americans owned their own homes; many of the middle class people who did lived in farmhouses they built themselves. After World War I the prosperous 1920s created a boom in the small house market in cities throughout America, including Portland. The number of small houses built as single-family dwellings for the middle class expanded rapidly in new suburban housing developments. Besides rising incomes, the market for small homes grew because of the desire for the modern conveniences that new houses offered.

Speculators built many Period Style houses in these new suburban developments. Placed on large lots in planned subdivisions, Period Style houses suited their setting admirably. Because they shared similarities of site orientation, scale and building materials, they could be built in one subdivision and still create a cohesive architectural image. Period Style houses allowed new homeowners to choose among many traditional architectural styles within one suburban development in the area in which they chose to live. The Period Style clearly benefited designers such as Harold Uppinghouse because it attracted more clients by offering more choice.

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Wilson-South House, Portland, Multnomah County, Oregon

The Wilson-South House is a fine example of the pattern of features common to an Historic Period Style Norman Farmhouse. It has the asymmetrical massing--usually one and one-half stories -- typical of the Norman Farmhouse Style. A key element of the style is a tower and the Wilson-South House tower is presented as a counterpoint to the house's rectilinear qualities. The roof is steeply pitched with one slope extending close to the ground like other houses of this style; the seven roof pitches of the house reduce its mass and volume. Like other Norman Farmhouse Style houses, a large central stucco chimney with chimney pots and windows with small panes are important features. Varied building materials (primarily shingles, shakes, stucco and brick) also are characteristic (Clark 1983; Walker 1981); the Wilson-South House is clad in machine-grooved shakes and stucco. The Norman Farmhouse Style also may have English and French country house elements, including Tudor arches, half-timbering and French towers (Clark 1983).

The Wilson-South House illustrates the characteristics of plan, scale and site orientation that were common to all Historic Period Style houses (Poppeliers et al. 1983). Typical Period Style houses have an open plan with larger rooms than most 19th-century houses. As in many Period Style residences, a dining area at one end of a large living room replaces the formal small dining room. This plan, as well as rooms arranged for convenience and efficient home management, reflect the adaptation of the Period Style house to the new servantless and informal style of life in the 1920s.

Period Style houses were designed to fulfill the desire for the modern conveniences that new houses could offer in the 1920s. They had attached garages, multiple bathrooms and rooms arranged for easy home maintenance. The Wilson-South House has all these features. Indoor access to the basement is near the kitchen and the attached garage is accessible through the kitchen. The kitchen perfectly illustrates the goals of convenience and time-saving. It is an example of the newly popular U-shaped kitchen developed during the 1920s to promote time-saving in food preparation. The inclusion in the kitchen of an eating nook, the generous use of built-in cabinets and indoor access to the basement and garage all lessen the number of steps necessary to perform tasks.

Period Style houses also were designed as miniature versions of grander traditional styles and the Wilson-South House gracefully illustrates this smaller scale. Careful consideration was given to the site orientation of the best Period Style houses (Poppeliers et al. 1983). The Wilson-South House reflects this characteristic. Narrowed to suit the narrowest point of the site, the house widens at the site's widest part. The attached garage, a relatively new feature in 1920s domestic architecture, is placed at the lowest part of the house to meet the street grade. This effectively subordinates the importance of the garage and the automobile to the people of the house. The living room and dining area are oriented to the Willamette River and Mt. Hood views. Also characteristic of Period Style houses, the Wilson-South House has two yard areas (a formal front yard and informal back yard) and stucco walls enclosing a patio (Poppeliers et al. 1983).

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Wilson-South House, Portland, Multnomah County, Oregon

As an Historic Period Style Norman Farmhouse designed by a master craftsman in a new suburban neighborhood, the Wilson-South House is a fine example of the best architecture of its type. The house is representative of the best Period Style houses in these suburban developments that were built to meet the expanding middle-class home market of the 1920s.

The Wilson-South House is superior to many of the other Norman Farmhouse Style houses in Portland in its craftsmanship, materials and detailing. The careful craftsmanship of the Wilson-South House stands out. Because there is no excessive use of trim, materials are custom-cut and joints are minimized. The stucco work has no cracks and the steel-sash windows are very well made. The Wilson-South House has the variety of building materials that is a key feature of the Norman Farmhouse Style. The majority of the other Norman Farmhouse Style houses are finished in wood shakes and have no stucco.

The Wilson-South House also displays more of the features that characterize the Norman Farmhouse Style. They include asymmetrical massing, a tower, steeply pitched roofs, small paned windows and a large central chimney with chimney pots. The Wilson-South House is the only one of the Norman Farmhouse Style houses in Portland that has the tower feature.

The Wilson-South House also is an example of the scale and site orientation that are essential characteristics of the Historic Period Style. These houses were designed as miniature versions of grander traditional styles. The Wilson-South House expresses this doll house quality far better than the other Norman Farmhouse Styles in the area. The intimate connection with the landscape and careful site orientation that marks Period Style houses also is illustrated best in the Wilson-South House. In terms of size, the Wilson-South House is bigger than some of the smaller houses and equal in size to the larger houses.

The Wilson-South House also meets Criterion C because Harold Davis Uppinghouse's talent as a designer made him a locally known craftsman of consummate skill. Uppinghouse designed many types of Historic Period Style houses and consistently demonstrated a natural sense of architectural composition, proportion and balance. Uppinghouse conscientiously emulated the traditional styles that Historic Period Style houses patterned themselves after and exercised wise restraint in ornamentation. He also demonstrated meticulous craftsmanship when designing interiors. Plans are carefully considered to maximize efficiency and low maintenance; cabinetry, doors and finishes were very carefully designed to be beautiful and practical. Uppinghouse understood the importance of site orientation too; the Wilson-South House demonstrates his ability to make structure and site enhance each other.

Besides drawing unique plans for clients such as the Wilsons, as the sole proprietor of Oregon Home Designers, Uppinghouse drew stock plans for Historic Period Style houses and marketed his plans in the newspaper. He was the first designer to publish house plans as a regular feature in a Portland newspaper. By publishing his plans, Harold Uppinghouse contributed to the development of the marketing of well-designed small house architecture and greatly increased the general public's appreciation of good small house design.

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Wilson-South House, Portland, Multnomah County, Oregon

Biographical material about Uppinghouse is limited. Many of his original drawings and personal papers were destroyed. Fortunately, approximately 175 drawings including perspective sketches of the front elevation and floor plans of Uppinghouse's houses are preserved in the newspaper. Harold Davis Uppinghouse was born in New Canton, Illinois in 1892. Like many other designers of this era, he did not have a college degree and was not a professional architect, but he did have a strong a natural sense of design.

Like trained architects who designed in the Historic Period Style, Harold Uppinghouse took great pride in accurately applying the historic details of traditional architectural styles. He also took pride in incorporating the modern conveniences in plan and features that he knew people wanted. His son Leonard Uppinghouse remembers that his father wanted to provide new homeowners with the best architectural design and plan for the least amount of money (Uppinghouse 1998).

Harold Uppinghouse began designing company houses for a Spokane, Washington lumber firm ca. 1915. Later he moved to Denver, Colorado and designed houses for a lumber company there. He started Oregon Home Designers, his design and plan book company, when he moved with his family to Portland, Oregon in 1925. Uppinghouse recognized the huge market for small houses and designed homes to meet it. His first office was in the Abington Building in downtown Portland; later he had offices in the Davis and McKay buildings.

Uppinghouse provided two kinds of services. He created unique designs for clients, such as R. M. and Mary Wilson who wanted to build a Norman Farmhouse Style residence at 2772 NW Calumet Terrace; he also published plan books with Historic Period Style house plans for the larger stock plan market. Beginning in 1925, he published his plans as a regular feature in the Real Estate section of the *Sunday Oregonian*. A delightful perspective sketch and an article describing the house accompanied each plan.

The 1920s was the "era of the Period House." People wanted houses reflecting rural architectural traditions. The most popular houses were the medieval English Cottage and Norman Farmhouse Styles that reflected these traditions; speculators built millions of them in cities and suburbs (Poppeliers et al. 1983). A *Sunday Oregonian* article published on November 18, 1928 that described one of Uppinghouse's plans for a Norman Farmhouse Style house pointed out the appeal: "Much of the pleasing architectural effect is obtained by use of the tower suggestive of the ancient French farm houses." An article accompanying Uppinghouse's plans for an English Cottage Style house published on February 7, 1926 observed: "A quaint little English cottage, delightfully proportioned and unusual in type...should appeal to those interested in the better class of homes."

The convenience and efficiency that Historic Period Style houses represented attracted buyers too. The *Oregonian* article accompanying Uppinghouse's French Farmhouse plan emphasized that "Within the house convenience is supreme." The article for the English Cottage stated that "a downstairs lavatory and screened-in back porch are convenient fixtures...the attached garage is a convenience and a marked improvement over the separate garage." Period Style houses also appealed to buyers because they were designed to be affordable. Most, like the Wilson-South House, were less than 2,000 square feet to keep costs down. The *Oregonian* article on the Norman Farmhouse Style stated that it had "an air of distinctiveness attained without [an] unduly large expenditure of money" and that "the home was planned to live in with a maximum of economy, comfort and convenience."

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Wilson-South House, Portland, Multnomah County, Oregon

Knowing the popularity of Period Style houses, Uppinghouse began marketing his plans in the real estate section of the Sunday *Oregonian* in 1925. By publishing his plans Uppinghouse helped develop the marketing of small house architecture. Publishing house plans was not a new practice, but Uppinghouse was the first to make his house plans a regular feature in the *Oregonian*. The plans also were part of a larger advertising effort. Along with the articles describing the attributes of Uppinghouse's houses, were additional articles advertising events of interest to potential and current homeowners.

Uppinghouse contributed to the nation-wide expansion of the marketing of small house architecture to middle class and upper middle class Americans. An important source of that expansion in the 1920s was the American Home Beautiful movement, developed by the Home Owners Service Institute (HOSI). Although not directly associated with the Home Owners Service Institute, through his publication of his plans in the *Oregonian*, Uppinghouse used the same successful marketing plan that HOSI used.

National manufacturers of home building materials established the Home Owners Service Institute in 1921. Henry Atterbury Smith (1872-1954), a prominent New York architect, played an important role in the development of HOSI. Atterbury was the editor of the Books of a Thousand Homes, a collection of small house plans published by the Home Owners Service Institute in 1923. The Home Owners Service Institute was a marketing tool for the home building industry. It conceived of itself as an educational service providing people with all the information they needed to buy or construct a small house: sketch plans, working drawings, specifications, product information and advice on building problems.

The Home Owners Service Institute linked hands with the *New York Tribune* in the early 1920s to create a new marketing strategy. Although syndicated plan services were not new, HOSI and the *Tribune* created a feature page devoted to small house architecture called the "Small House Page." HOSI plans appeared on this page along with articles prepared by HOSI members. Soon HOSI and the *New York Tribune* Syndicate were contracting with other newspapers to publish this feature page. If a newspaper bought the "Small House Page," the *New York Tribune* would provide the money to build a model home from HOSI plans in the newspaper's city. One model home patterned after the Long Island residence of John Howard Payne, the author of "Home Sweet Home," was built near the White House in Washington D.C. in 1923 (Atterbury 1923).

In association with the HOSI inspired American Home Beautiful movement, Home Beautiful expositions were held in American cities in the 1920s. They were trade shows where producers for the home building market displayed their wares. The Portland Realty Board sponsored the first Home Beautiful exposition in Portland in 1921 and sponsored an annual exposition until at least 1927. Home Beautiful expositions were week-long events; the one at the Municipal Auditorium in 1925 attracted 156,000 people.

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Wilson-South House, Portland, Multnomah County, Oregon

Uppinghouse and the *Oregonian* contributed to the 1920s' development of marketing small houses by publishing house plans and articles similar to those HOSI published. Readers poured over Uppinghouse's plans along with the articles on his houses; it is possible that he sold approximately 200 house plans per year. Plan prices varied over the years; in 1925, for example, two sets of house plans cost \$15. It is impossible to know how many houses he built because there is no method of tracing the houses he designed. When the market for new homes dried up during the Great Depression, Uppinghouse's Oregon Home Designers declined. He continued to operate the business until 1941. Harold Davis Uppinghouse died in Beaverton, Oregon in 1969.

The Period Style architecture that Uppinghouse created was by definition derivative, but Uppinghouse excelled in applying the principles of good design. He was especially skilled at combining the asymmetrical shapes into balanced compositions and in using restraint in design and ornamentation; he also exercised meticulous craftsmanship when designing the interiors. By publishing his plans in the *Sunday Oregonian* he advanced the marketing of small house architecture and greatly helped to increase the general public's appreciation of good design.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section No. 9 Page 1

Wilson-South House, Portland, Multnomah County, Oregon

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- Reisinger, Hester Alway. The home beautiful. San Jose, California: The Mae Wright Printing and Publishing Company, 1929.
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Government Documents

- Multnomah County Department of Assessment and Taxation. Tax Records, 1929-Present.
- Bureau of Planning, Portland, Oregon. Historic Resources Inventory, City of Portland, Oregon: Selected Properties, 1984.

Newspaper Articles

- New York Times. 2 July 1998, B1.
- Oregon Journal. 30 June 1969, 2M.
- Oregon Journal. 9 November 1937, p.6.
- Oregonian. 5 August 1940, p.5.

Interviews

- Uppinghouse, Leonard (son of Harold Davis Uppinghouse). Interview by Ann Fulton, February 20, 1998 and October 22, 1998; transcript located in Portland Oregon..

10. Geographical Data

Verbal Boundary Description

The nominated area is located in Section 32, Township 1 North, Range 1 East of the Willamette Meridian, in Multnomah County, Oregon ; it is otherwise identified as Tax Lot #1 located in Block 13 of the King's Heights Addition.

Wilson-South House
Name of Property

Portland, Multnomah County, Oregon
City, County, and State

10. Geographical Data

Acreage of property .23 acres

UTM References

(Place additional UTM references on a continuation sheet.)

A 1/0 5/2/1/4/0/0 5/0/4/1/1/0/0
Zone Easting Northing

B / / / / / / / / / / / / / /
Zone Easting Northing

C / / / / / / / / / / / / / /

D / / / / / / / / / / / / / /

Verbal Boundary Description

(Describe the boundaries of the property.)

The nominated area is located in Section 32, Township 1 North, Range 1 East of the Willamette Meridian, in Multnomah County, Oregon; it is otherwise identified as Tax Lot #1 (159.33 x 62.67) located in Block 13 of the King's Heights Addition.

See continuation sheet(s) for Section No. 10

Boundary Justification

(Explain why the boundaries were selected.)

The boundaries are those that were historically and continue to be associated with the building.

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Ann Fulton, President
organization Cultural Resources Management date October 1998
street & number 1549 SW Davenport St. telephone 503-274-2106
city or town Portland state OR zip code 97201-2230

Additional Documentation

Submit the following items with the completed form:

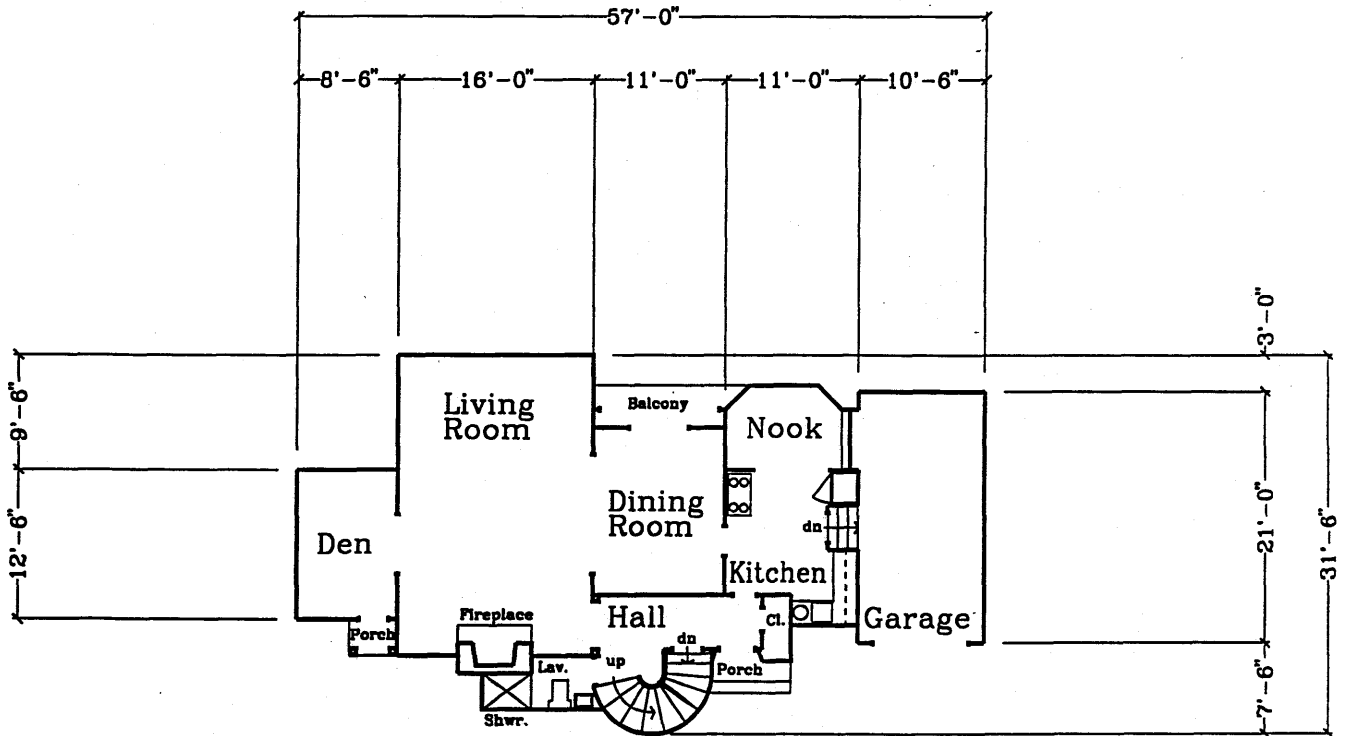
- Continuation Sheets
- Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.
A Sketch map for historic districts and/or properties having large acreage or numerous resources.
- Photographs: Representative black and white photographs of the property.
- Additional items (Check with the SHPO or FPO for any additional items.)

Property Owner

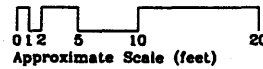
name Dr. Joseph Meurer and Dr. Theresa Clayton
street & number 2772 NW Calumet Terrace telephone 503-242-9817
city or town Portland state OR zip code 97210

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.

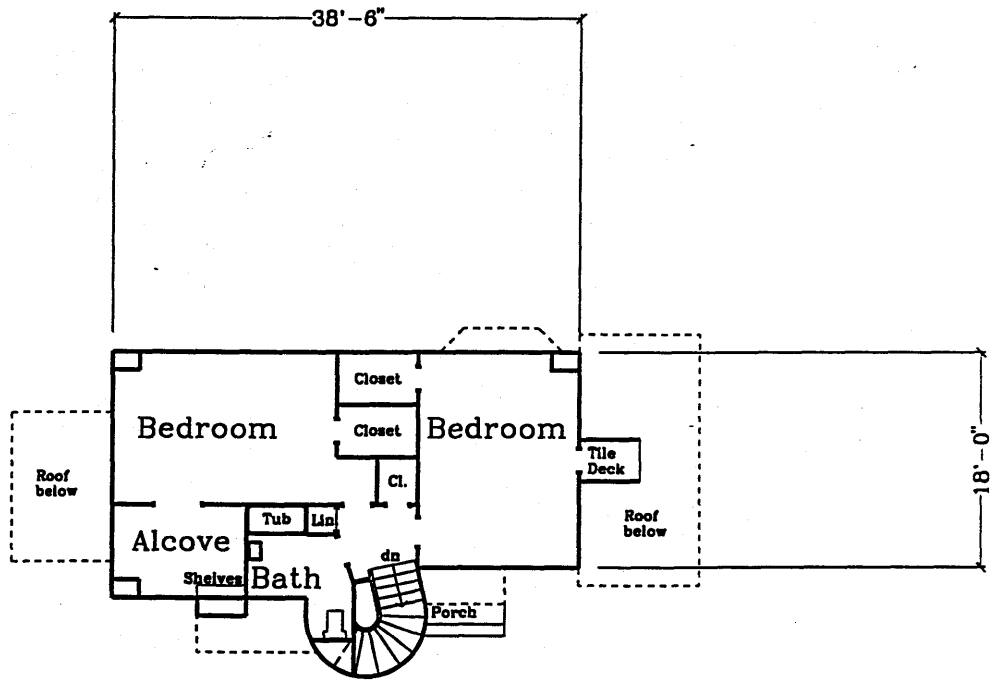


First Floor Plan 1032 sf.
 Wilson Residence
 2772 N.W. Calumet
 Portland, Oregon



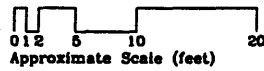
Area Summary

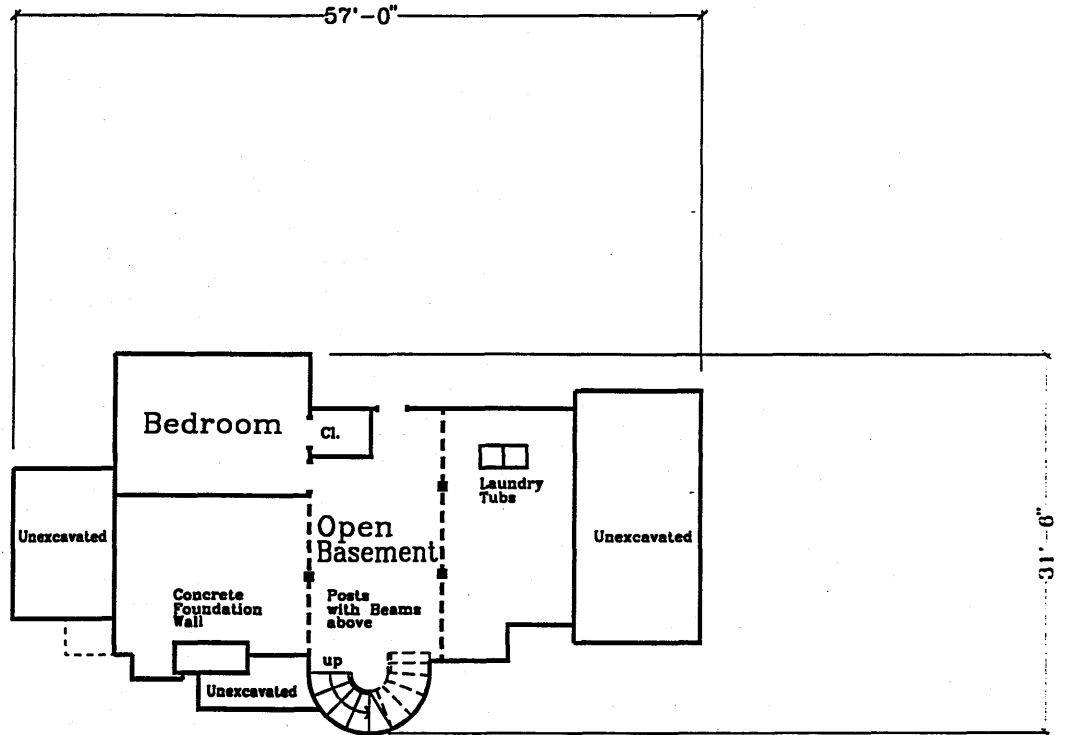
First	1032	sq ft
Second	784	sq ft
Total	1816	sq ft
Basement	911	sq ft
Garage	233	sq ft



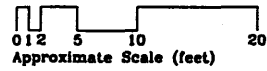
Second Floor Plan 784 sf.

Wilson Residence
 2772 N.W. Calumet
 Portland, Oregon





Basement Plan 911 sf.
 Wilson Residence
 2772 N.W. Calumet
 Portland, Oregon



United States Department of the Interior
National Park Service

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Section No. PHOTOS Page 1

Wilson-South House, Portland, Multnomah County, Oregon

Common Label Information:

1. Wilson-South House
2. Portland, Multnomah County, Oregon
3. Photographer: Ann Fulton
4. Date: 7/1/98
5. Negative on file at site

Photo No. 1:

6. Northeast elevation of building. Camera facing southwest.

Photo No. 2:

6. Northwest elevation of building. Camera facing southeast.

Photo No. 3:

6. South elevation of building. Camera facing north.

Photo No. 4:

6. Northeast elevation of building. Camera facing southwest.

Photo No. 5:

6. West side yard. Camera facing east.

Photo No. 6:

6. Stair tower. Camera facing northwest.

Photo No. 7:

6. Bay window, dining nook. Camera facing south.