

United States Department of the Interior
National Park Service

JAN 23 1989

National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Bedell Building
other names/site number Cascade Building

2. Location

street & number 520-538 SW 6th Avenue N/A not for publication
city, town Portland N/A vicinity
state Oregon code OR county Multnomah code 051 zip code 97205

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	_____ buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	_____	_____ sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	_____	_____ structures
	<input type="checkbox"/> object	_____	_____ objects
		<u>1</u>	_____ Total

Name of related multiple property listing:
N/A

Number of contributing resources previously listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.

[Signature] January 17, 1989
Signature of certifying official 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.

Signature of commenting or other official Date

State or Federal agency and bureau

5. 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:)

[Signature] Entered in the 2/23/89
Register

Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Commerce/Trade: department store

Current Functions (enter categories from instructions)

Commerce/Trade: office building

7. Description

Architectural Classification

(enter categories from instructions)

Late 19th and Early 20th Century American
Movements: Commercial style

Materials (enter categories from instructions)

foundation concrete

walls steel framed, terra cotta

roof built-up asphalt

other

Describe present and historic physical appearance.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 1

SETTING

The Bedell Company Building stands on a 100'x100' lot on the southwest quarter of Block 174 on lots 5 and 6, Portland Addition to the City of Portland. The building is bounded by S.W. Alder Street to the south and by S.W. Sixth Street to the west and shares party walls with the Exchange Building located on the north side of the building, and with the Lipman-Wolfe Company Building located on the east side of the building.

When constructed, the area that the building is located in had become the commercial center of the city. The commercial district of Portland had previously been located closer to the waterfront but Portland's great fires of 1872 and 1873 combined with annual Spring flooding spurred the commercial sector to move west away from the river. The building was also part of a twenty year building boom, which was responsible for the construction of many fine commercial institutions throughout the city, prompted by the Lewis and Clark Exposition of 1905.

The Bedell Company Building was constructed in 1925 for the woman's clothier A.M. Bedell. According to the 1908 Sanborne Fire Insurance Maps, the two parcels of land upon which the building stands were previously occupied by the Concordia Night Club, a bank and a restaurant (all of which were located within the same building) prior to the construction of the Bedell Company Building. The Hansen & Hammond Company completed the Bedell Building in September, 1925 and turned it over to A. M. Bedell, president of the Bedell Company, and to the Strong & MacNaughton Trust Company, through which office leases were negotiated. According to the Morning Oregonian, the Bedell Building was rated as "one of Portland's most distinctive business structures."

EXTERIOR DESCRIPTION

The basic lines of the Bedell Company Building follow the basic design pattern of the early skyscraper era and the building's ornamental details reflect upon the Classic architecture of the ancient Greeks and Romans, but are simplified in the Art Deco manner popular in the 1920s and '30s. The building is vertically comprised of a base, attic, shaft and capital, which is similar in configuration to many of Portland's terra-cotta buildings.

The primary facades of the Bedell Building are the west elevation, which faces Sixth Avenue, and the south elevation, which faces Alder Street. These two elevations are similar in style but have different dimensions. The west elevation (from the third floor to the twelfth floor) is divided into seven vertical bays which extend

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 2

a height of twelve stories and the south elevation is divided into eight bays for these same twelve stories. However, the bay system in the base is different, each elevation having five bays. The five bays on the west are nearly equal, the two corner bays being approximately 18'-0", and the three center bays approximately 21'-0" wide. On the south the two corner bays are approximately 14'-0", and the three center bays 24'-0" wide. The remaining elevations, the north and the east, abut the Exchange Building and the Lipman-Wolfe & Company Building respectively.

According to the Morning Oregonian, the structure was built of fireproof construction approved by underwriters and had a structural framework of steel. Seventeen hundred thirty-five tons of steel were used to construct the frame of the Bedell Building. The ore from which it was made was mined in the Chilean Andes, shipped by boat to Philadelphia and then transported to Bethlehem, Pennsylvania where it was smelted. To make the 1,735 tons of steel required approximately 5,783 tons of iron ore, coke and limestone. The limestone and coke had their origin in the hills of Pennsylvania.

Construction work on the building began at midnight March 1, 1925 and from then on an average of 144 men were employed on each of two shifts daily for 78 working days. These 288 men worked a total of 132,620 man hours to complete the building. There were 75 carpenters, 80 common laborers, 30 steel workers, 12 plumbers, 12 electricians, 15 bricklayers, 12 lathers, 20 excavators, 6 steamfitters, 10 finishers, 6 miscellaneous and 10 pan men on the job site besides the superintendent, Robert MacVie, and the two architects, George Schonewald of New York and Albert E. Doyle of Portland.

West Elevation

Originally, the main office entrance to the building was at the center of the west elevation, which faces Sixth Avenue. On the base level of this elevation was a two story arched entranceway flanked by display windows. This archway, which originally accessed a two story atrium on the interior of the building, has subsequently been removed and replaced by new storefront windows and matching terra cotta infill. The display windows on the first level are vertically separated by two story fluted pilasters. The capitals of these pilasters are decorated with volutes and wreaths.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 3

Above these pilasters rest an entablature and cornice which separate the base from the attic and shaft of the building. Originally the windows located on the second floor of the base had three large fixed panes of glass, the middle having an arched top, with small fixed transoms above.

The attic and shaft have similar architectural characteristics and are formally divided by a belt course located between the third and fourth floors. The two outermost bays, which extend from the base into the capital of the building, have the effect of corner towers. This effect is produced by the fact that the interior bays are slightly recessed. Located within these "towers" at the third, fourth, fifth and sixth stories are "brown" casement windows with a transom window above. At the seventh, eighth, ninth, tenth, eleventh and twelfth stories the windows are similar with the exception that the transom is absent, owing to the lower story height. These windows are all constructed of rolled steel. The "brown" windows, also used in the Public Service Building, constructed at about the same time, are unique. The windows have full height operating sections which fold outward when opened, providing chimney effect ventilation, and permitting washing of the exterior from the inside. Spandrels at the "tower" windows are single, plain panels.

Located within the interior recessed bays are five pairs of double hung windows at each floor. Separated by a mullion, these windows are all constructed of rolled steel sections. The spandrels in this window grouping have paired panels decorated with vertical striations.

The two story capital is the most architecturally significant aspect of the building. Similar to the attic and the shaft of the building, the interior five bays are recessed from the two outside bays. The ornament, however, is much richer than elsewhere. The two outside bays have windows similar in style to those in the seventh through tenth floors, and are flanked on either side by two story pilasters. The spandrels in these outside bays are relief panels decorated with a medallion flanked by draped swags.

Within the five recessed bays of the capital and resting upon the belt course which separates the shaft from the capital of the building are four two story engaged Doric columns which divide equally the five bays of the capital. The windows, which are

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 4

located between the engaged columns, are similar in style to the windows located in the recessed bays of the attic and the shaft. Resting upon the engaged columns and "towers" of the capital is a plain entablature and a decorative cornice.

South Elevation

The south elevation is identical in character to the west elevation, the only difference being that the south elevation has an additional bay and two additional entrances. Instead of having one two story entrance, the south elevation had three one story arched entrances. These entrances directly accessed the Bedell store. With the exception of these noted differences, the south elevation fits the above description of the west elevation

East Elevation

The east elevation of the building is a party wall shared with the 1912 Lipman-Wolfe & Company building.

North Elevation

The north elevation of the building is a party wall shared with the 1904 Olds, Wortman & King's Sixth Street Annex. Since the adjacent building stands only five stories, the upper floors of the Bedell Building are exposed on this elevation. Within this exposed section of the north elevation is a vertical row of double hung windows located in the bay closest to the street. The remainder of the exposed elevation is simply a wall.

Exterior Alterations

With the exception of the alterations to the first and second story storefronts, the exterior of the building remains intact in its original form. As noted earlier, the arched entrances of the building have been altered since the original construction of the building. These alteration were due to the division of the first floor tenant space into smaller areas. The first floor of the building was converted from the old Bedell store into a number of smaller tenant spaces and as a result, the entrances to the building were altered. Currently there are entrances located in the first and second bay (from the north) of the west elevation and in every bay of the south elevation. The primary entrance to the

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 5

office space in the upper floors of the building is still on the west elevation but has been relocated in the first bay (from the north). The existing pilasters are original to the building and matching cream-colored terra-cotta has been used as infill where the original arched entrances were removed. A new awning presently extends over the first floor storefronts.

In the second story, the original windows were replaced by new single paned fixed windows.

With the exception of the noted alterations, the remainder of the building remains in its original condition.

INTERIOR DESCRIPTION

The building underwent major remodeling in 1949 costing \$150,000 and in 1960 costing the company \$500,000. Since 1960 continued changes have occurred as tenants changed. Today remnants of the original interior spaces remain.

The offices, located in the floors above the Bedell store, were designed especially for commercial tenants and provided approximately 40,000 square feet of space. Every office had an outside light, with a maximum of ventilation, and was equipped with modern lighting units of the most approved type for elimination of glare and resultant eyestrain.

The main office building entrance was on Sixth Street and was entirely separate from the entrances to the Bedell Shop. Tenants and their clients were served by three high-speed express elevators located in the Sixth Street lobby. Day and night elevator service was maintained in keeping with the general dispatch and thoroughness which was characteristic of the Bedell organization.

The office building lobby was finished in marble and Philippine mahogany. All of the corridors are marble-based, the entrance doors and elevator doors were constructed of bronze and the elevator cabs constructed of mahogany. At the time of its construction the building was located in the heart of the shopping district and within easy access of leading banks.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Architecture
Commerce

Period of Significance

1925

Significant Dates

1925

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

George A. Schonewald, New York, designer
Albert E. Doyle, supervising architect

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

See continuation sheet

9. Major Bibliographical References

See attached 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 # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreeage of property 0.23 Portland, Oregon-Washington 1:24000

UTM References

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Zone Easting Northing

B

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Zone Easting Northing

C

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--	--	--	--	--	--

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Zone Easting Northing

See continuation sheet

Verbal Boundary Description

The nominated property is comprised of Lots 5 and 6 of Block 174, Portland Addition, City of Portland, Multnomah County, Oregon.

See continuation sheet

Boundary Justification

The nominated area consists of the entire 100 x 100-foot lot in downtown Portland, Multnomah County, historically developed for and occupied by the Bedell Building from 1925 onward.

See continuation sheet

11. Form Prepared By

name/title John M. Tess, President

organization Heritage Investment Corporation date August, 1988

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

city or town Portland state Oregon zip code 97209

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1B

THE BEDELL COMPANY

In 1924, the Bedell Company of New York City, owned and founded by Alfred M. Bedell, bought a 100'x100' plot of land at the intersection of SW Sixth Avenue and Alder Street in Portland, Oregon for \$650,000. After clearing the site of the Concordia Night Club, a bank and a restaurant, the Bedell Company built a 12-story building and opened their store on September 9, 1925. Similar to their other stores, Bedells of Portland was preliminary to the sale of Paris-made dresses, hosiery and underwear to women. Soon after its opening, the store became identified as one of Portland's leading women's specialty shops. Bedell boasted that American women were "the best dressed in the world" and it was the Bedell Company's goal to keep them up to date with high fashion clothing.

Prior to the opening of their Portland store, the Bedell Company operated west coast stores in Los Angeles and Oakland, California and were planning to open a store in Seattle, Washington. In 1924, the Bedell Company was doing over \$25 million worth of business per year and with the addition of the Portland store the company increased its revenues by \$5 million.

In the years after World War II the store was owned by A.M. Bedell's daughter, Mildred Bedell, because of his frequent health problems. Under her ownership, the chain began to sell off its assets. By the time the Bedell family retired from the business in 1959, the Portland store was the last of the multimillion dollar chain.

In January, 1959, the Portland Bedell store was sold to Nathan Lipman and Harry B. Hill. At the time of the purchase Hill had a background of more than 22 years in department store retailing in Southern California. Hill had lived in Beverly Hills, California where he was president of the H.S. Webb & Company department store in Glendale, California and had previously presided as vice president and general manager of J.J. Haggarty, Inc., which operated four women's specialty stores in the Los Angeles area. Lipman's experience included previous employment as merchandising manager of the H. Liebes & Company, a leading San Francisco specialty store, and ten years as acting merchandising manager for the Bedell Company store. The two businessmen hoped to expand Bedell's fashion lines with regular purchasing in both American and European markets while also expanding its sale of Oregon-made products.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 2

under the new ownership Hill became president and treasurer of the corporation and Lipman became vice-president and secretary of the corporation. The new corporation, the Bedell Store, Inc., negotiated a long-term lease (25 years) with Mark Melvin and family who bought the building in 1958 from the Bedell estate for a reported \$5 million.

Hill and Lipman operated the store under the Bedell name for six years until the Bedell Store, Inc. filed for bankruptcy on June 8, 1965. The bankruptcy schedules showed that Bedells had debts of \$304,132 and assets of \$301,988. These schedules reported a drastic change from the \$42 million corporation the store had once operated under. Creditors were given notice that sealed bids for the store's clothing stock, furnishings and equipment opened on June 29, 1965. The largest unsecured creditors were the Foundation Garments Company of San Francisco (\$17,504) and the Oregonian Publishing Company of Portland (\$12,819).

The filing of bankruptcy signaled the end of a prominent forty year history for Bedell's in Portland and according to the Morning Oregonian "caught most Bedell employees and the Portland business community by surprise". Harry Hill blamed the store's demise "on the growth of shopping centers in outlying areas which took business away from the downtown area". Hill also noted that the store had been losing money for three years.

Despite the fact that the Bedell store was forced into bankruptcy, another Portland business group who "had faith in the downtown area" bought the defunct store for a price of \$65,000. The group of businessmen, joined under the name of Harco Investment Corporation and headed by Harry Bergman, owner of Jacqueline Stores, contemplated using the Bedell name but settled on reopening the store under the Harco name. The new owners did, however, rehire the 63 employees who were working for Bedells when it filed bankruptcy and also rehired Nathan Lipman to manage the store.

ALFRED M. BEDELL

Alfred M. Bedell was born in 1881 and raised in New York City. Bedell's father owned a retail women's apparel store on Fourteenth Street in New York City. After graduating from Public School 88 in New York City, Bedell learned the trade of women's apparel and opened his first store when he was twenty-two. With this store and his father's store, A.M. Bedell expanded the business to include 20 stores in many of the leading cities throughout the nation.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 3

Once entering the retail business, Bedell remained there for most of his 70 years. He was known, however, to engage in a real estate operations and to breed show horses. At the peak of his career, Bedell was the head of a \$42 million corporation with buildings and equipment valued at more than \$20 million.

When asked why he chose to invest in Portland by the Morning Oregonian in 1926, Bedell stated:

It was decided by our management a few years ago that we should expand our activities to the Pacific Coast. St. Louis having been our most westerly store up to that time, it became my duty to visit the important Pacific coast cities and I spent a week in each. When I had finished my tour of observation, the two cities that stood out above all others were Portland and Los Angeles...in Portland I found solid business institutions, a substantial social quality among its citizens, with inherent respect for law and order, wonderful civic pride, and above all, great home loving characteristics...the location is ideal and we felt that nothing less than the finest building that we could erect would be worthy of the site. Our architects planned, therefore, to express our thought that we should surpass even the beautiful buildings that Portland already had.

Being one of Bedell's favorite cities, he was a frequent visitor to the city from September 1925, when the Portland store opened, until ill health overtook him in the late 1940s. Bedell retired in 1949 and left active management of the enterprise, which at that point consisted of only the Portland store, to a daughter Mrs. F.G. Tasker, known as Mildred Bedell in the business community. Alfred M. Bedell died in New York on July 14, 1951.

GEORGE A. SCHONEWALD - ARCHITECT

Born in 1888, George A. Schonewald was raised and educated in New York City. After graduation from high school, he attended New York University and completed his architectural studies in Paris, France. Schonewald returned to the United States in 1914 and set up practice in Manhattan where he maintained an office in the Grand Central Terminal Building. His practice was of a general nature, including both business and commercial structures, and he designed buildings for clients nationwide. He was a member of the Architectural League of New York, the Mamaroneck Order and the

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 4

Masonic Order. At the age of fifty-one, Schonewald died in New York City on March 10, 1939.

ALBERT E. DOYLE - ARCHITECT

Born in California in 1877, Doyle arrived with his family in Portland five years later. Educated in the city's public schools, he also learned a great deal about construction from his father who was a carpenter and building contractor. When he was 17, Doyle went to work as an apprentice in the architectural firm of Whidden & Lewis. At the time (1894), William Whidden and Ion Lewis had been partners for only three years but had already responsible for the design of many of the city's fine classical buildings. While Doyle was with the firm, the company produced structures such as the Public Library (1891) and the Packer-Scott Warehouse (1891-92). After ten years with the firm Doyle attended the College of Architecture at Columbia University for approximately two years. His interlude in New York City also included employment in the office of Henry Bacon, the designer of the Lincoln Memorial. After his training at Columbia, Doyle spent time at the American School of Architecture in Athens where he reflected upon the ruins of classical Greece and Rome. Doyle then returned to the office of Whidden & Lewis in 1906 to watch the rise of Portland's first skyscraper, the Wells Fargo Building (which is now part of U.S. National Bank).

Doyle opened his own office in 1907 and within a year had taken on as his partner W.B. Patterson, a construction supervisor. It was then that Doyle received his first major commission: a ten-story addition to the Meier & Frank department store. Originally, he designed the addition to match the old building but the owner of the store talked Doyle into changing the design to match the white terra cotta commercial palaces found in Chicago. Identical Doyle-designed additions were built in 1915 and in the early 1930s to complete the present block. This building is presently listed on the National Register of Historic Places.

Portland's downtown skyline was largely influenced by Doyle's office over the next ten years, which produced buildings such as the Selling Building (listed on the National Register of Historic Places), 1910; the Oregon Hotel (Benson Hotel), 1911; the Central Public Library, 1913; the Northwestern National Bank (American Bank) Building, 1913; the Morgan Building, 1913; Pittock Block (listed on the National Register of Historic Places), 1914; and U.S. National Bank, 1917 and 1925.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 5

Doyle's office went through a number of corporate name changes during this period, first to include Patterson and then to include engineer J.G. Beach. Beach had become a partner at the time the Oregon Hotel project began. By 1915, both Patterson and Beach had left the office and Doyle began operating under his own name.

Of Doyle's designs during this early period, the Benson drinking fountain has been one of the most influential. Northwest Magazine states that "a Benson fountain is an epitome in miniature of Doyle's design talent: wholly practical, timeless in its traditional motif, and a balanced, tasteful work of art." These bronze fountains, first designed in 1913, are still being cast by the city for new locations.

On his own, Doyle's designs continued to influence Portland's skyline. Buildings such as the Broadway, Portland's grandest theatre of the time; the Terminal Sales Building, 1926; and the Bank of California Building (listed on the National Register of Historic Places), 1926, are among these. Outside of Portland's center city Doyle designed the shingled beach cottages at Neah-ka-h-nie, and "Lakecliff", which is west of Hood River, Oregon, and the Tudor style buildings found on the campus of Reed College.

Doyle died in 1928 just as the long building boom was about to end, but not before he had made a permanent mark on Portland's architecture. As a result of his apprenticeship with Whidden & Lewis, classroom training at Columbia, and travel in Europe, Doyle had become a master at designing buildings in the classical architectural styles. His love of traditional design, however, did not exclude new building materials; for instance, the Benson Hotel, American Bank Building, and Morgan Building all featured the popular new building material of the time, glazed terra cotta. Most of Doyle's buildings have survived to this day and it is fair to say that no one else has had such a lasting or widespread effect on Portland's cityscape.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 1

"Bedell Building," promotional pamphlet, Multnomah County Library Collection.

Bedell Building, photograph of rendering, OHS Collection.

Schonewald, G.A., Bedell Building working drawings, 1925, City of Portland, Buildings Bureau Microfiche Collection.

Withey, Henry F. and Rathburn, Elsie, editors, Biographical Dictionary of American Architects (Deceased). Los Angeles: 1956.

NEWSPAPERS

"Bankruptcy Schedules Filed by Former Apparel Store," The Oregonian, June 18, 1965.

"Bedell Alters Departments," The Sunday Oregonian, March 1, 1942.

"Bedell Building Finishes; Ready for New Tenants," The Oregon Daily Journal, September 20, 1925.

"Bedell Drives Final Rivet in Huge Building," The Oregon Daily Journal, June 8, 1925.

"Bedell Store Closes Doors," The Oregonian, June 9, 1965.

"Bedell Store Founder Dies in New York," The Oregonian, July 15, 1951.

"Bedell Store Shifts Hands," The Oregonian, January 15, 1959.

"Bedell's Goes Bankrupt, Closes," The Oregon Daily Journal, June 8, 1965.

"Defunct Bedell Store Launched by Easterner," The Oregonian, June 9, 1965.

"Dress Shop Owner Buys Bankrupt Store's Stock," The Oregonian, June 30, 1965.

"New Bedell Store Owner Has 22-Year Background," The Oregonian, January 15, 1959.

"Oregon-Made Garments Are Store Feature," The Oregonian, March 23, 1928.

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

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 2

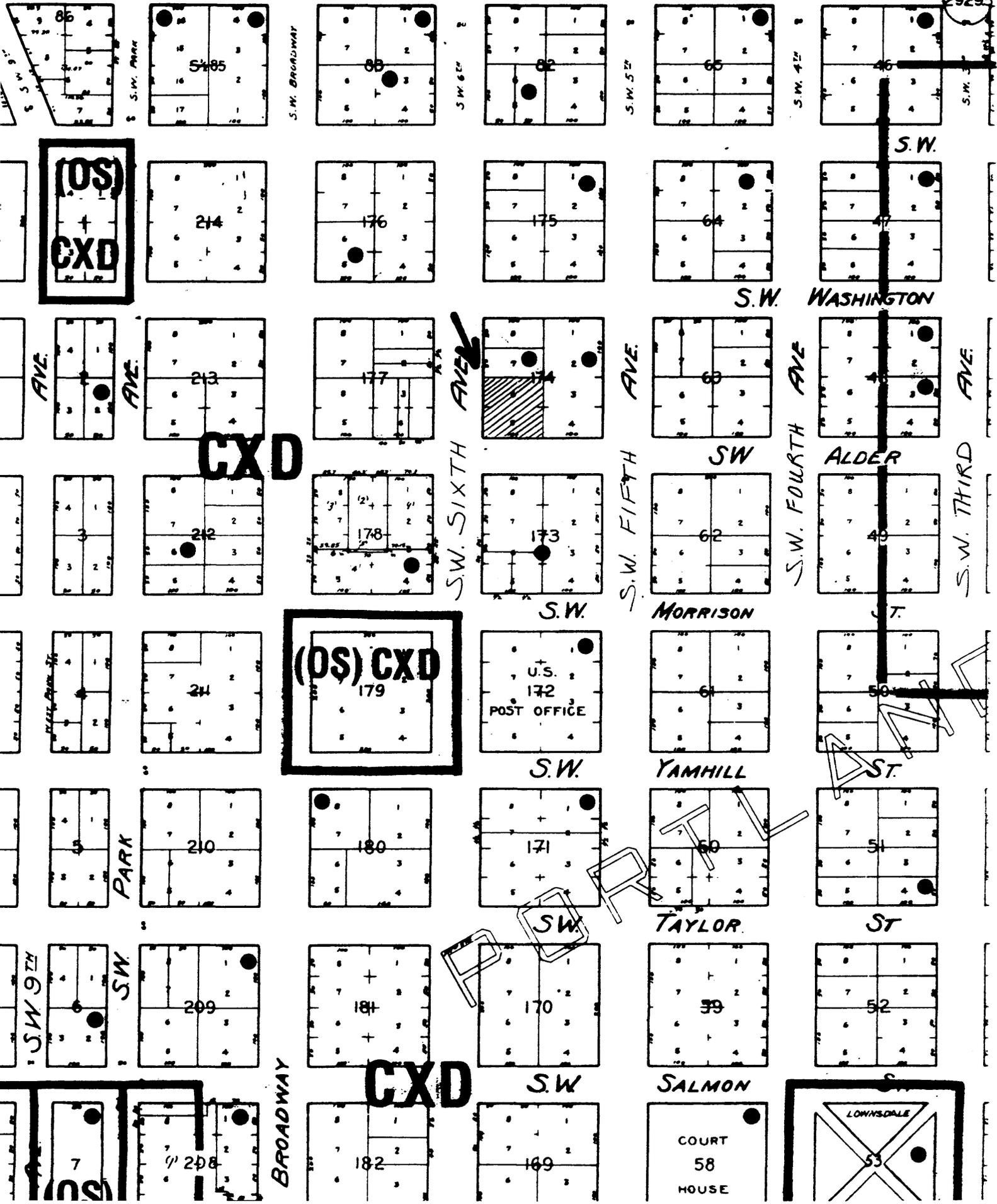
"Portland Pair Buy Bedell Store," The Oregon Daily Journal,
January 14, 1959.

"Portland Should Have Fast Train, Bedell Declares," The Oregon
Sunday Journal, February 20, 1927.

"Three Portland Merchants Buy Bedell's," The Oregon Daily Journal,
June 30, 1965.

BEDELL BUILDING

29295



(OS)
CXD

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S.W. SIXTH AVE

S.W. FIFTH AVE.

S.W. FOURTH AVE

S.W. THIRD AVE

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WASHINGTON

S.W.

SW

ALDER

S.W.

MORRISON

ST.

S.W.

YAMHILL

ST.

SW

TAYLOR

ST

S.W

SALMON

LOWYSDALE

COURT
58
HOUSE

53

S.W. 9TH

S.W. PARK

S.W. BROADWAY

S.W. 8TH

S.W. 5TH

S.W. 4TH

S.W. 3TH

AVE.

AVE.

W. 11TH

PARK

S.W. 9TH

SW

BROADWAY