

United States Department of the Interior  
National Park Service



482

# 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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

### 1. Name of Property

historic name Woodlark Building

other names/site number \_\_\_\_\_

Name of Multiple Property Listing \_\_\_\_\_

(Enter "N/A" if property is not part of a multiple property listing)

### 2. Location

street & number 813-817 SW Alder Street  not for publication

city or town Portland  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 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 at the following level(s) of significance: \_\_\_ national \_\_\_ statewide X local

Applicable National Register Criteria: X A \_\_\_ B X C \_\_\_ D

 \_\_\_\_\_ Date 6-19-14

Signature of certifying official/Title Deputy State Historic Preservation Officer

Oregon State Historic Preservation Office  
State or Federal agency/bureau or Tribal Government

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria

Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government

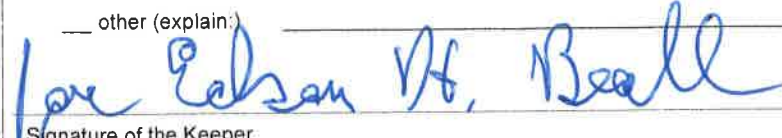
### 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register  determined eligible for the National Register

determined not eligible for the National Register  removed from the National Register

other (explain): \_\_\_\_\_

 \_\_\_\_\_ Date of Action 8-8-14

Signature of the Keeper

Date of Action

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**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

**Category of Property**  
(Check only **one** box.)

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

- private
- public - Local
- public - State
- public - Federal

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

Contributing	Noncontributing	
1		buildings
		site
		structure
		object
1	0	<b>Total</b>

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Business; Specialty Store

COMMERCE/TRADE: Business; Office Building

COMMERCE/TRADE: Business; Professional

**Current Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Business; Specialty Store

COMMERCE/TRADE: Business; Office Building

COMMERCE/TRADE: Business; Professional

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY

AMERICAN MOVEMENTS: Commercial

Style

**Materials**

(Enter categories from instructions.)

foundation: CONCRETE

walls: STEEL (frame, concrete encased)

BRICK (vener)

roof: Asphalt

other: TERRA COTTA

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### **Narrative Description**

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

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### **Summary Paragraph**

The Woodlark Building is located at the southwest corner of SW 9th and SW Alder streets, occupying all of Lot 3, Block 2, of the Portland Park Blocks. A nine-story steel and concrete-encased steel framed structure with brick and terra cotta veneer, the building is 50 x 100 feet in size. The Woodlark Building was designed by the Doyle, Patterson and Beach architectural firm in the early 20<sup>th</sup> century Commercial Style with strong Beaux Arts influence in the elaborate cornice and other detailing. The building was constructed by the Hurley-Mason Company. The developers and longtime occupant/owner was the Woodard, Clarke Drug Company. Construction began in November 1911 and the building was completed and ready for occupancy by August 1912. Originally occupied by a retail pharmacy, with related wholesale operations on the upper floors, the building was converted to office use in 1924.

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### **Narrative Description**

#### **SETTING**

The Woodlark Building is located in a dense urban context in downtown Portland, sited within an area developed as the Portland Park Blocks, a series of "half-blocks" (100 x 200 feet) within the city's already dense development pattern of small, 200 foot square blocks. Formally part of the Park Block Addition to Portland, this area was developed in the early 20<sup>th</sup> century as an expansion of the city's downtown commercial district and is generally referred to the Midtown Blocks to differentiate it from the open space/park blocks further south. The area surrounding the Woodlark Building consists of multi-story commercial developments to the south and east, including the immediately adjacent Cornelius Hotel (1907-08, NRIS #86000286) to the east and the Stevens Building (1913, NRIS #98000213) to the north. The block west of the building, across SW 9<sup>th</sup> Avenue, is currently occupied by surface parking and a developed food cart use. Other structures of note within the area include the Governor Hotel, Morgan Block, Pittock Block (NRHP), the Galleria (NRHP), and the Esquire Hotel (NRHP). O'Bryant Park is located one block to the north, between Washington and Stark streets.

#### **EXTERIOR DESCRIPTION**

The exterior elevations of the Woodlark Building are organized in the typical three-part design of late 19th and early 20th century commercial blocks, rising from the base of the somewhat modified main floor/mezzanine levels, past a projecting terra cotta belt cornice to the main six floor shaft, all clad in cream face brick. The uppermost floor is defined by terra cotta, arched, moldings that spring from terra cotta capitals atop brick-clad pilasters that divide the elevation into regular bays, each with two window openings. A classically-inspired projecting cornice and entablature highlight the parapet level. Significant surface detail further decorates the exterior elevations, with small brick-formed intermediate divisions, recessed panels, and projecting sills flanking the window openings on all

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upper floors. At the cornice level, mixed dentil bands and copings create a complex design, all in terra cotta.

Original one-over-one-light, wood sash windows remain on all floors above the mezzanine level, with the second floor ganged into a three-part design with a fixed upper transom level. Windows are individually set, but artfully spaced in groups of two within the pilaster-defined bays of the exterior.

The storefront retail and mezzanine levels, as is typical, exhibit a higher degree of modification than the upper building floors. Original wood entry and metal-frame storefronts (see Figure 8) and multi-light leaded transom glazing has been removed, along with an elaborate, chain-supported projecting canopy that was an element of the original design. Original brick-clad columns remain, although the lower portions have been modified with a white marble panel veneer on the first floor level. Black aluminum and glass storefront glazing fills the majority of ground floor bays, with a black spandrel glass system between the first and mezzanine floor levels. A large fixed glass panel is located at the southeast corner, above the large, arched, terra cotta entryway that identifies the structure as the Woodlark Building via incised lettering. Surface mounted roundels are centered on the columns below the belt cornice, assumed to be mounting points for the original projecting canopy (see Figures 3-4 and 7). The primary entry to the upper floors is via a terra cotta arched opening at the SE, a 1924 alteration designed by Portland architect Emil Schacht, which was constructed in response to the end of the original use and conversion of the building to professional office space as detailed below. The use of slightly varied brick color above that arch may date from 1924, or from the subsequent window modification above.

## INTERIOR DESCRIPTION

As originally constructed, the Woodlark Building was designed for what amounted to a single occupancy, the paired retail and wholesale pharmacy operations owned by Louis G. Clarke and William F. Woodward. The basement, ground floor and mezzanine levels houses the retail location, accessed via a recessed central entry with a tile clad floor facing Alder. A freight elevator, located in the northwest corner provided access to the basement and upper floor wholesale areas. The main floor consisted of a large open space with a centrally located stairwell and an open, full height, well to the mezzanine levels. Elevators were located where they are today, near the building's midpoint along the eastern wall.

Little information exists as to the original design or character of the interior, although the upper floors are assumed to have been largely open, warehouse and service areas related to the wholesale drug operation. Floors are concrete, assumed to have been originally exposed, with plaster walls and ceilings. The main floor, with its mezzanine, was of note:

*The first floor store room in the building is unique, having a clear ceiling of 21 feet, with a mezzanine floor extending all around the building. The entire basement is used for retail purposes, giving to the store practically ten selling floors.<sup>1</sup>*

<sup>1</sup> *Druggists Circular*. "Remarkable Growth of a Pioneer Drug Store," March 1913, p179.



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Upon their sale of the drug business, Clarke and Woodward retained ownership of the Woodlark Building as an investment. The first floor and basement were leased to the Stout-Lyons Company; however the upper floors were remodeled for office use, an action that prompted the creation of the present arched entryway facing SW Alder. In August 1924 permits were obtained to build "partitions on floors above 2nd floor," and to "...erect tile and glass partitions around the elevator and stair lobby" and other work at the direction of "Architect Schacht."<sup>2</sup>

In 1924 the main floor space was apparently converted into a showroom for Sherman Clay and Company, a piano store, with an elaborate design by architect W. R. Grant of Seattle, WA that included wood wainscot, wall treatments and internal dividers. The remaining marble and wrought iron stairwell located adjacent to the elevator core may be original, or may date from the 1924 renovation, as does the coffered ceilings of the entry lobby.

Over the past 80+ plus years since conversion from its original design, the interiors have been significantly altered and upgraded with new partitions of drywall and frame, dropped acoustic-tile ceilings, modern lighting, doors, and trim. Limited original or early-appearing material is evident, from either the 1913 design or the 1924 renovation.

## **CONSTRUCTION & OWNERSHIP**

In May 1911 the newspaper reported under the headline "Big Drug Firm Plans New Home," that Woodard, Clarke & Company had purchased the lot at the corner of West Park and Alder for \$150,000 and planned to begin construction of a new building before the year. "Except that it is to be of fireproof construction, seven stories high, with full basement, nothing has been determined about the building."<sup>3</sup> Plans were made to demolish the wood-frame dwelling and small brick store on the site, then leased to Mr. Cornelius, proprietor of the hotel to the east. In early November a sketch of the building designed by Doyle, Patterson and Beach, now grown to eight floors plus a basement, was published and clearing the site was completed. Hurley-Mason Company had secured the construction contract. "The cost of the building has not been announced but it will probably be about \$200,000."<sup>4</sup> The Hurley-Mason Company obtained a building permit for the project on 29-December-1911 for the construction of an "8 story fireproof concrete store building," valued at \$100,000.<sup>5</sup> On New Years' Day the Woodlark Building was prominently featured in a report about the \$40 million being spent on new construction since 1910.<sup>6</sup> Two days later, on January 3, 1912, the first floor had been poured and the city approved it. By summer 1912, as projected, the Woodlark Building was complete and ready for occupancy. "The structure is of modern reinforced concrete construction, fully fireproof, and is considered one of the finest buildings erected in the upper part of the retail district."<sup>7</sup>

*What is considered one of the most modern and complete buildings of its kind is the new home of Woodard, Clarke & Co., which occupies the northeast corner of Alder and West Park streets.*

<sup>2</sup> City of Portland Building Permits #144310 and 143197.

<sup>3</sup> *Oregonian*, 9-May-1911, 5:3)

<sup>4</sup> *Oregonian*, 5-November-1911, Sec. 3, 8:405. See also Figure 2.

<sup>5</sup> City of Portland Building Permit #32968.

<sup>6</sup> *Oregonian*, 1-January-1912, Sec. 3, 2:1-8.

<sup>7</sup> *Oregonian*, 2-June-1912, Sec 4., 10:2-5.

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*The structure contains eight floors and double basement and with the mezzanine floor it is virtually a ten story building. It has been named the Wood-Lark building.<sup>8</sup>*

Upon the sale of the drug companies in 1924, the building underwent a series of changes for conversion to upper floor office spaces. In 1933 the Metzger-Parker Company, a commercial leasing concern, moved into "commodious quarters" in the Woodlark Building. "The entire second floor of the Woodlark Building has been completely remodeled to provide a well-equipped and modern office with space for the various departments of the real estate firm."<sup>9</sup> The newspaper reported that new elevators and lobby modernization also would occur as part of the work. In 1946 the Metzger-Parker firm purchased an interest in the building, the remaining portion of which was still owned by Elizabeth L. Clarke, Louis' widow.<sup>10</sup> By that time, Metzger-Parker had expanded to occupy two full floors of the building, which was described as "...a modern office building, with modern appointments throughout."

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<sup>8</sup> *Oregonian*, 25-August-1912, Sec. 4, 10:11-1-3. The building was apparently originally called the Wood-Lark, with the hyphen, and period advertisements for the drug company use that form. By 1924, when the building entry was remodeled, Clarke and Woodward had dropped the hyphen, using the Woodlark form.

<sup>9</sup> *Oregonian*, 3-November-1933, 1:7.

<sup>10</sup> *Oregonian*, 10-November-1946, 1:4.

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**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.)

- 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" in all the boxes 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 old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions.)

Architecture

Commerce

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Period of Significance**

1912-1924

\_\_\_\_\_

**Significant Dates**

1912 (Construction/Opening)

1924 (End of Clarke-Woodward occupancy)

\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation** (if applicable)

N/A

\_\_\_\_\_

**Architect/Builder**

Doyle, Patterson & Beach (Architect)

Mason-Hurley Co. (Builder)

\_\_\_\_\_

**Period of Significance (justification)**

The project was completed and opened to the public in 1912 and remained the home of the Woodard and Clarke retail pharmacy and the Clarke-Woodward wholesale pharmacy until their sale and the retirement of the original owners in July 1924.

**Criteria Considerations (explanation, if necessary) N/A**

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Woodlark Building was completed in August 1912 as the home of the pioneer Portland drug and pharmacy concerns operated by Woodard, Clarke & Company and the Clarke-Woodward Drug Company.<sup>11</sup> The building is among the earliest “skyscrapers” to be built in Portland’s Midtown Block area and helped to establish a center of medical offices in this area. Designed by the notable firm of Doyle, Patterson & Beach, the Woodlark Building has strong connections to the history of pharmacy in Oregon and remains an excellent example of the fireproof office buildings that were constructed west of the Portland’s traditional downtown during the expansion of the business district during the first quarter of the 20th century. The Woodlark Building is significant under Criterion A, for its association with the history of pharmacology in Oregon, and under Criterion C, as an exemplar of early fireproof high-rise design and construction in downtown Portland, both at a local level of significance.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

#### **PHARMACY IN OREGON: THE DEVELOPMENT OF THE WOODARD AND CLARKE COMPANIES**

“The first drug stores in Oregon were opened by the pioneer physician who hired an assistant whom he apprenticed to compound his prescriptions.”<sup>12</sup> During the 19th century, especially in the new towns and cities of the western United States, the drug store was a very different sort of establishment from those of today. Pre-packaged medicines were few, with raw materials purchased in bulk and “compounded” into prescriptions as needed, based on the doctor’s skill. Drug stores sold a wide variety of the materials beyond those related to health, ranging from stationary and paints (which were also not yet available pre-mixed) to candy and eventually, photographic equipment.<sup>13</sup> Because pharmacies were used to compounding minerals, they were often the first locations in town to offer sodas and “fountain” drinks, from sarsaparilla to “phosphates,” and eventually modern sodas.<sup>14</sup> The “Drug Store” was a key element of small town America, with the pharmacist often playing the dual role of respected professional and shopkeeper.

Portland’s first drug store was probably that of Dr. A.W. Kaye, in partnership with Dr. Prestly Welch, established in 1850.<sup>15</sup> Among the earliest wholesale drug houses in Oregon was the firm of Hooper,

<sup>11</sup> Confusion between the retail and wholesale business names is compounded by the similarity of the Louis Clarke’s two business partners. First joining with Charles WoodARD, the retail business would remain known as the Woodard Clarke Company. The wholesale firm, however, was named Clarke, WoodWARD, after Mr. Clarke’s second business partner, William F. Woodward.

<sup>12</sup> Griffenhagen, George & William C. Felter. *The Oregon Trail of Pharmacy*. Madison, WI: American Institute of the History of Pharmacy, 1952, p19.

<sup>13</sup> During 1910, at least, Clarke-Woodward also bottled Cla-Wood Bourbon, guaranteeing purity and quality in all of its “medicinal liquors.” Half-pints sold for \$3.00 per dozen, while a dozen quart bottles could be purchased for \$10.50 (See *The Pacific Drug Review*, July 1910, p11).

<sup>14</sup> It is the stuff of legend that Coca-Cola was developed by Dr. John Pemberton and Asa Griggs Candler, two Georgia pharmacists. “Dr. Pepper” was developed by Charles Aderton, a pharmacist work at Morrison’s Old Corner Drug Store in Waco, Texas. Pepsi-Cola’s history begins with Caleb Bradham, a pharmacist in New Bern, North Carolina.

<sup>15</sup> *Oregon Spectator*, 22-August-1850, 3:4.

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Snell & Company, established in 1851, that soon evolved into Snell, Heitshu and Woodard. The Snell company sold a variety of products that ranged from surgical instruments and compounded medicines to patent medicines, artist's paints, window glass, and dyestuffs throughout Oregon and beyond until 1897.<sup>16 17</sup>

In 1866, although apparently retaining some interest in the wholesale drug firm that bore his name, Charles H. Woodard formed a second partnership with physician William Quivey. Woodard and Quivey purchased an existing retail drug store from L. Gross that was housed on Front Street between Morrison and Yamhill streets.<sup>18</sup> Dr. Quivey died in 1869 and Woodard continued to operate the retail firm on his own. Louis Gaylord Clarke, trained at the Philadelphia College of Pharmacy, became a clerk at the store in 1878 and two years later, in 1880, joined with Woodard to form Woodard, Clarke & Company, a retail drug concern.<sup>19</sup>

In 1882 William Finch Woodward started work at the Woodard, Clarke & Company as a "...messenger and chore boy."<sup>20</sup> The firm was formally incorporated in 1900, and four years later, in 1904, Charles Woodard retired from the business.<sup>21</sup> Soon thereafter, in 1906, Louis Clarke and William Woodward formed a second venture to serve the wholesale drug trade, complimenting their retail business that was still operated under the Woodard, Clarke & Company banner. The wholesale firm, somewhat confusingly, would operate under the name Clarke-Woodward Company.<sup>22</sup>

The Clarke-Woodward Company incorporated and announced plans to build a new building at the corner of 9th and Hoyt streets in downtown Portland for the wholesale business. "We have been much hampered and restricted for want of room...Our business has grown in such leaps and bounds that our present space is entirely inadequate."<sup>23</sup> The wholesale drug company alone employed almost 300 people in Portland, with a large number of traveling salesman that represented its wares through the "...entire territory from Northern California to Alaska and east into Montana."<sup>24</sup> The new structure, completed in 1907, was named the "Clawood Building," being a contraction of the owners' surnames.<sup>25</sup> The six-story building was designed by Hendricks & Tobey. "No detail was forgotten that would add to the effectiveness and ready dispatch of the business, which is situated near the Union depot with a railroad spur at its doors so that both freight and express matter can be

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<sup>16</sup> Griffhagen & Felter, p28.

<sup>17</sup> In 1903 the Snell, Heitshu and Woodard building at Sixth and Burnside was leased to the US Government as temporary space during remodeling of the city's post office. See *Sunday Oregonian*, 1-March-1903, 1:3-5.

<sup>18</sup> Griffhagen & Felter, p22.

<sup>19</sup> *Druggists Circular*, p179.

<sup>20</sup> Gaston, Joseph. *Portland, Oregon: Its History and Builders*. Chicago, IL & Portland, OR: The S. J. Clarke Publishing Co., 1912, v2, p493. Various stories report that Woodward, arriving in Portland, inquired as to the location of his brother's office and was mistakenly directed to the drug store. A friendship between the three men, Woodard, Clarke and Woodward, began and he was hired to work in the store.

<sup>21</sup> *Oregonian*, 18-March-1900, 7:2. Charles H. Woodard died at age 77 in 1909, see *Oregonian*, 13-March-1909, 16:2.

<sup>22</sup> Gaston, Joseph. *The Centennial History of Oregon 1811-1912*. Chicago, IL: The S. J. Clarke Publishing Co., 1912, vIV, p498.

<sup>23</sup> *Oregonian*, 17-April-1906, 9:2.

<sup>24</sup> Op cit.

<sup>25</sup> Historically this was sometimes spelled as "Cla-Wood. See *Oregonian*, 23-February-1913, Section 3, 7:1).

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handled with remarkable celerity.”<sup>26</sup> Apparently the retail firm occupied leased quarters at 4th and Washington streets.

Clarke and Woodward’s firms continued to expand, and they apparently outgrew the Clawood Building in less than a decade. When the cost of the lease on their downtown Portland retail operation was to be raised, the partners determined to consolidate the two operations into a single location.<sup>27</sup> In 1911, the firm purchased a prominent corner location at SW 9th and Alder streets and announced plans for a new, larger structure. “The building is to be designed especially for our use and 36 years in the business have given Mr. Clarke and myself a pretty good idea of what the store should be like,” Woodward told *The Morning Oregonian*.<sup>28</sup> The wood-frame dwellings on the site were demolished by November 1911 and construction on the new building began thereafter. “It is declared that there are but few buildings in the country occupied by drug firms that will equal this structure.”<sup>29</sup> Construction of the building, again named with a contraction of the owners’ surnames, The Woodlark Building, was completed and the companies opened in it in late August 1912. William F. Woodward was quoted at length in *The Oregonian* report on the new location.<sup>30</sup>

*This house was the first to carry dental, surgical, and photographic supplies in the Northwest. It has pioneered in a score of lines. The members of our firm have always been identified with the city’s true growth, and in purchase this site and erected our own building along the modern lines we have shown material evidence in our greatest faith in Portland’s future.*<sup>31</sup>

Already one of the oldest and most respected pharmaceutical companies in the Pacific Northwest, the construction of the Woodlark Building, along with Oregon’s growth in the early 20th century, made the Clarke and Woodward retail and wholesale firms among the most successful in the regional industry. In August 1911 the Clarke-Woodward wholesale company became one of the first major firms in the industry to shift entirely to mail order sales, eliminating much of its traveling sales force and concentrating on shipping goods throughout the region. The firm’s new building was a major step in this new and innovative business model.<sup>32</sup> “There can be no debate or argument over the mail order method. It seeks to do with a postage stamp what is otherwise done by means of expensive railroad fares, hotel bills, and incident ‘expense’ account which never be accurately gauged but which, of necessity, must be added to the cost of doing business and be paid for finally by the consumer.”<sup>33</sup>

<sup>26</sup> Gaston, 1911:V2:479.

<sup>27</sup> *Oregonian*, 9-May-1911, 5:3. Clarke and Woodward sold the Hoyt street property in 1922 for \$150K (see *Oregonian*, 16-July-1922, 14:2). In 1989 the building, as The Clarke-Woodward Drug Company (Clawood) Building, was individually listed on the National Register (NRIS# 89000121). Determined to be dangerous and condemned, a demolition permit was issued by the City of Portland in 1994 and the building was removed by 1997. The property was delisted from the NRHP in August 2000.

<sup>28</sup> *Oregonian*, 9-May-1911, 5:3.

<sup>29</sup> *Oregonian*, 5-November-1911, 8:4-5.

<sup>30</sup> The name of the building was originally the “Wood-Lark,” although the hyphen was dropped by 1924 if not earlier. The firm apparently retained the Cla-Wood Building following construction of the new store and retained it for storage and manufacturing, see *Druggists Circular*, p180.

<sup>31</sup> *Oregonian*, 2-June-1912, Sect 4, 10:305.

<sup>32</sup> *The Pacific Drug Review*, August 1911, p26.

<sup>33</sup> *Ibid.* July 1912, p25.

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In the years before World War I, Woodard, Clarke & Company advertised itself as "...the largest retail drug store in America," and whether this is hyperbole or truth is unknown. Sharing the full volume of the Woodlark Building with the Clarke-Woodward Drug Company, the partners certainly ran the largest such establishment in Portland, and likely in the state. "And their wholesale trade ranks among the largest in the West."<sup>34</sup> The company's soda fountain, an innovation that swept the pharmacy business during this period, was located in the basement. Charles Woodard is credited with establishing the first soda fountain in the Pacific Northwest by 1865. The company discontinued that service in 1895 but resumed with completion of the Woodlark Building. The company also sold fountains under the "Cla-Wood" brand to pharmacies throughout the west.

*Woodard, Clarke & Co. make their own syrups...Three department stores in Portland have their soda fountains in the basement, but Wood-Larks' ...is the first drug store to make this innovation....Most ordinary drinks are 10 cents; a few phosphates and the like are the only 5-centers.*<sup>35</sup>

Among Portland's best known businessmen, the two principals of the companies behind the construction of the Woodlark Building were also highly-regarded community leaders, with a far-reaching involvement in civic affairs beyond their real estate and business roles.

### **LOUIS G. CLARKE (1855-1943)**

Louis Gaylord Clarke was born in Zanesville, Ohio in 1855, a fifth-generation descendent of Abraham Clarke, a New Jersey delegate to the Continental Congress and a signer of the Declaration of Independence. After graduating with a degree in pharmacy in Philadelphia, Clarke migrated to Portland in 1876 and within two years' time became a partner in Woodard, Clarke and Company, a retail drug concern. In 1891 Clarke married Elizabeth Church.

Clarke helped organize and served as president of the Oregon State Pharmaceutical Association, was the first president of Oregon's State Board of Pharmacy, served on several local charitable boards, and as a police commissioner.<sup>36</sup> He was long active in the Masonic lodge, serving as the statewide leader and additionally held many other positions. Clarke was a founding member of the Oregon Tuberculosis Association and played a leading role in the development of Oregon's fight against the disease, serving for eight years as president of the state association. Upon his passing, *The Oregonian* published an editorial under the title "Louis G. Clarke Led the Fight." "It is well to you, perhaps, that Louis Gaylord Clarke was a businessman and pharmacist of note...His benefactions and public services were many, and his long life was excellently lived."<sup>37</sup>

### **WILLIAM F. WOODWARD (1863-1940)**

William Finch Woodward was born in Rochester, MN and arrived in Oregon 1881. After beginning work as messenger at Woodard, Clarke & Company, he purchased an interest in the company in 1889 and became a named partner in 1904, remaining as Secretary-Treasurer until the company's sale in

<sup>34</sup> *Oregonian*, 4-May-1913, Sec. 5, 10:1-3.

<sup>35</sup> *Druggists Circular*, p180.

<sup>36</sup> *Who's Who in Oregon. Who's Who in Oregon*, Vol. 1, 1929-1930. Oregon City, OR: Oregon City Enterprise, 1929., p56.

<sup>37</sup> *Oregonian*, 17-December-1943, 10:2.

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1924. Woodward married Sue Stevens in 1899 and the couple had five daughters.<sup>38</sup> Unlike his partner Clarke, Woodward was not trained as a pharmacist, but was a successful marketer of the firm's retail business, expanding lines and maintaining a strong public presence for the firm. Woodward played many roles in the community. He served on the board of the Portland Library Association, served multiple terms on the Portland School Board, including service as its Chairman, was on the Board of Selection during World War I, and was involved in many other civic works such as the committee that oversaw the funding and construction of Vista House on the Columbia River Highway. Typically described as a "business leader," Woodward was a frequent member of various Chamber of Commerce or city committees appointed to address the issues of the day, from education to transportation and taxation. His statements on such matters frequently appeared in the local newspapers. Woodward served multiple terms in the Oregon House of Representatives (1923-1932), as well as a term in the Oregon Senate, from 1931 to 1933. As a representative, he was a leading proponent of the state's Compulsory Education Bill, for which he received the support of the Ku Klux Klan, yet he does not appear to have subscribed to that organization's views.<sup>39 40</sup>

*Woodward was a maverick of complex motivation. He strongly opposed private schools, he was a staunch patriot, and yet he favored equal treatment for Negroes. In 1925 he was to be one of the sponsors of the amendment which finally removed the state constitutional provision denying Negroes suffrage and legal standing...<sup>41</sup>*

Of note in the context of historic preservation, when Portland's city engineer recommended the demolition of the Pioneer Post Office (now Pioneer Courthouse) in 1933, there was considerable public outcry over the potential loss of the building. Woodward played a pivotal role in ending the controversy and ultimately saving the structure, now a National Historic Landmark.

*The matter simmered...until the powerful and prestigious Metropolitan Association under the leadership of the venerable William F. Woodward published a strong endorsement of persevering and restoring the pioneer structure."<sup>42</sup>*

Toward the end of his life Woodward played a typically pro-business role in supporting changes to the Portland street system and the construction of Harbor Drive along the Willamette River. But he also broke with virtually the entire Portland business establishment by supporting efforts to develop public power on the Columbia and he was the only member of the Portland Chamber of Commerce's so-called blue ribbon "Bonneville Committee" to do so.<sup>43</sup> At Woodward's death *The Oregonian* editorialized on his impact under the headline "Farewell to a Citizen."

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<sup>38</sup> *Who's Who*, p238.

<sup>39</sup> Johnston, Robert D. *The Radical Middle Class: Populist Democracy and the Question of Capitalism in the Progressive Era Portland, Oregon*. Princeton, NJ: The Princeton University Press, 2003, p229.

<sup>40</sup> The Compulsory Education Act required all students to attend public school and was, essentially, an element in the Anti-Catholic focus of Oregon Governor Walter M. Pierce and the state's Ku Klux Klan organization. The law, which passed in the state, was declared unconstitutional by the United States Supreme Court in the ruling of *Pierce v. Society of Sisters* (268 U.S. 501), in June 1925.

<sup>41</sup> MacColl, E. Kimbark. *The Growth of a City: Power and Politics in Portland, Oregon 1915 to 1950*. Portland, OR: The Georgian Press, 1979, p154.

<sup>42</sup> MacColl, p507.

<sup>43</sup> MacColl, p448.



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*There have not been many outstanding builders of this city, in all the years a handful or so. But he is among them, heart, soul and memory. There were three things he held in long affection, and the first of these was good citizenship. Then there were Oregon and this city. For either of the three, or all, he never was one to hesitate while he counted the odds against him. And all around [us] is his monument.<sup>44</sup>*

## THE COMMERCIAL AND BEAUX ARTS STYLES

The “Commercial Style” of architecture refers to a series of related approaches to design that grew out of architect’s explorations of new materials, including reinforced concrete and structural steel, that allowed larger, especially taller, construction in the late 19<sup>th</sup> and early 20<sup>th</sup> century. Exterior shells were typically clad with a variety of materials, including coursed brick and stone, but especially glazed terra cotta panels. Terra cotta, a fired clay product, could be formed into highly decorative shapes both as surface decoration and projecting elements such as corbels and keystones, and then glazed in multiple colors to create highly decorative and durable surfaces.

*The ubiquity of glazed terra cotta facework in Portland architecture during the early 1900s is perhaps best explained by its unique functional and aesthetic properties...Terra cotta belt cornices, cluster-column capitals and spandrels choking with foliate extravagance offered Portland buildings a richness and variegation not easily achieved — at an equivalent cost — with other materials available at the time.<sup>45</sup>*

Beaux Arts, referring to classically-inspired decorative schemes, was a popular influence on the Commercial Style. Sometimes called “American Renaissance” or even the American Academic Reaction, the Beaux Arts influence in Portland can be traced to the design of many of the Lewis and Clark Exposition buildings and was further promoted by the Portland Architectural Club, formed in 1907.

*The American Renaissance...began as a conscious reaction against the picturesque movement and called for a return to disciplined order based on classical precedent, either ancient or Renaissance. It coincided with the nation’s period of industrial supremacy and sense of empire...<sup>46</sup>*

## DOYLE, PATTERSON & BEACH: ORIGINAL DESIGN

The Woodlark Building was designed by the office of Doyle, Patterson & Beach, one of the several firms headed by Albert Earnest Doyle. A.E. Doyle has been called, “...Portland’s leading architect for 20 years, early in the twentieth century.”<sup>47</sup> Born in 1877, Doyle started working as an apprentice in the Portland-based Whidden & Lewis firm at age 14 and opened his own firm, Doyle & Patterson, in 1907, returning to Portland after attending school at Columbia and working for several prominent

<sup>44</sup> *Oregonian*, 8-October-1940, 6:2.

<sup>45</sup> Bosker, Gideon and Lena Lencek. *Frozen Music: A History of Portland Architecture*. Portland, OR: Western Imprints: The Press of the Oregon Historical Society, 1985, p40.

<sup>46</sup> Clark, Rosalind. *Architecture Oregon Style: Architecture from 1840 to the 1950s*. Portland, OR: Professional Book Center, Inc., 1983, p125-26.

<sup>47</sup> Ritz, Richard Ellison. *Architects of Oregon: A Biographical Dictionary of Architects Deceased, 19<sup>th</sup> and 20<sup>th</sup> Centuries*. Portland, OR: Lair Hill Publishing, 2002, p.111.

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firms on the east coast. William B. Patterson was a construction superintendent and had also worked for Whidden & Lewis. "The Doyle and Patterson firm was immediately successful."<sup>48</sup> James G. Beach, an engineer joined the firm as a partner in 1911. Beach left the firm two years later, after the completion of the Benson Hotel, which was being developed by his father-in-law, Simon Benson. Patterson broke with the Doyle firm in 1916, establishing his own practice and continuing until 1929.<sup>49</sup>

As part of several firms, Doyle's designs include most of the major structures in Portland built in the first quarter of the 20th century, including the Lipman & Wolfe Department Store, the Selling Building, the Pittock Block, The Benson Hotel, Meier & Frank, US National Bank, the Public Service Building, Broadway Theatre, the Central Public Library, and the original structures at Reed College. Doyle died at the age of 50 in 1928 and the firm under the name A.E. Doyle and Associate (later Associates), continued under the leadership of others, including Pietro Belluschi, until 1942.

Despite its short duration, multiple buildings in Oregon are believed to have been designed during the short-lived Doyle, Patterson & Beach partnership between 1911 and 1914, including several that have been previously listed on the NRHP. These include the East Portland Branch Public Library, the Hotel New Oregon (Benson), and the Morgan Building, all in Portland, the Oregon Electric Railway Passenger Station, in Eugene, and the Mary Frances Isom Cottage, in Manzanita.

### **EMIL SCHACHT: ARCHITECT, 1924 ENTRY REMODEL**

Born in Germany and arriving in Portland about 1883, Emil Schacht had established his own firm by 1885 and was among the more prolific architects in the city during a long and productive career. Holder of Oregon Architecture License No. 34, Schacht designed the 1904 Astoria City Hall, the wood-shingle Gearhardt Hotel, considered a pioneering example of the Shingle Style on the West Coast, and numerous residential commissions in a wide variety of architectural styles throughout Portland. He also designed hundreds of commercial buildings in Portland, including the Buchanan Building, the Magely-Tichnor Building and the Golden West Hotel, a modest structure for "colored" travelers completed in 1909 and expanded three years later. "With the outbreak of World War I, Schacht's practice dwindled, perhaps because of prejudices at the time against people of Germany origin."<sup>50</sup> Schacht died suddenly, collapsing while touring a potential project, in March 1926.

### **HURLEY-MASON COMPANY: BUILDERS**

The Woodlark's builders, the Hurley-Mason Company of Portland, also operated branches in Seattle, Tacoma and Spokane, Washington and were among the region's leading construction firms in the early 20th century. Charles B. Hurley arrived in Portland in 1904. "Starting when reinforced concrete was in its infancy, this company has grown up it that particular line of work."<sup>51</sup> George C. Mason, who founded the company with Hurley, was trained as an engineer. Together, in addition to the Woodlark Building, the company built the Lipman, Wolfe & Company building, the Board of Trade,

<sup>48</sup> Ritz, op cit.

<sup>49</sup> Ibid, p310.

<sup>50</sup> *Oregonian*, 6-March-1926, 15:4, see also Ritz, 2002:349-51.

<sup>51</sup> Bulletin of the Associated General Contractors. *Who's Who in Construction*, March 1921, p55.

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Lewis and Lumbermen's Building, the Carleton Hotel, and many others. In Washington state the company was responsible for construction of the veterans hospital at American Lake, the Northern Pacific Depot in Tacoma, and the original buildings at Fort Lewis. The Hurley-Mason Company was dissolved in 1928 and George Mason established a consulting engineer practice that continued until his death the following year.<sup>52</sup> Charles Hurley died in 1932.<sup>53</sup>

## MID-TOWN BLOCKS AND EXPANSION OF THE BUSINESS DISTRICT

The construction of the Woodlark Building fits within the early 20th century pattern of expansion of Portland's downtown business district to the west of its original confines.<sup>54</sup> The city grew significantly, in terms of population, during the first decade of the 20th century, engendered at least in part by the success of the Lewis and Clark Centennial Exposition." The fair hosted more than 1.5 million attendees and played an important role in boosting awareness of Portland nationally, if not throughout the world

*The people of Portland think very well of themselves and their town [and] they have a good deal to be proud of. I do not know of any other city in all the world of similar age that is so cultured, so rich, and so complete.<sup>55</sup>*

*They are enterprising out there...and the number of person who went from the East is surprising. Most of them came back enthusiasts all over the country and it is asserted that new capital in great quantities has poured into [Portland]. This is as it should be.... Our best congratulations to the enterprising, fearless, people beyond the Rockies, who know their own worth and are not afraid to proclaim it throughout the world.<sup>56</sup>*

Portland's population more than doubled between 1900 and 1910, from 90,426 to over 207,000, with the result being a major building boom.<sup>57</sup> By 1910-1912 much of the commercial growth in downtown had shifted toward the west, to what are generally called the "Midtown Blocks." "At the turn of the century, midtown blocks that were previously used for single and multi-family residences or low-density commercial development were increasingly redeveloped as multi-story office or large retail buildings."<sup>58</sup> This natural expansion away from the river was enhanced by Portland's expanding streetcar and trolley system.<sup>59</sup> Changes in building technology, along with the adoption of Portland's first building code, also created some pressure for new construction, as the city's earliest

<sup>52</sup> *Oregonian*, 11-March-1929, 12:1-2.

<sup>53</sup> *Oregonian*, 1-February-1932, 10:1.

<sup>54</sup> The significance of Portland's downtown business development during the period after the Lewis and Clark exposition has been documented in the *Historic Resources of Downtown Portland, Oregon 1906-1914 MPS*, which lays out the framework for similar resources to the subject property. Despite including the general area, the Woodlark Building apparently did not fit under this context due to its original function and so it is not listed among the resources identified as eligible (see Tess, John. *Historic Resources in Downtown Portland, Oregon 1906-1914 MPS*, April 2004).

<sup>55</sup> *Watertown [NY] Daily Times*, 12-Nov-1904, 12:4.

<sup>56</sup> *Philadelphia [PA] Inquirer*, 18-Oct-1905, 8:3.

<sup>57</sup> Portland, on the western side of the Willamette consolidated with the cities of East Portland and Albina after a vote of the people in June 1891, See Lansing, Jewel. *Portland: People, Politics, and Power 1851-2001*. Corvallis, OR: Oregon State University Press, 2005, pps 197-98 and also State of Oregon. *Bluebook and Official Directory 1913-1914*. Salem, OR: State Printing Department, 1914, p147..

<sup>58</sup> Nelson, Donald R., *Midtown Blocks Historic Assessment*. Portland, OR: Portland Bureau of Planning, Sept. 2004, p16.

<sup>59</sup> Labbe, John T. *Fares, Please! Those Portland Trolley Years*. Caldwell, ID: The Caxton Printers, Ltd., 1980, pps118-19.

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“skyscrapers” were built as fire-proof, steel-framed buildings and heights of up to 15 stories were allowed. The decade following the Lewis and Clark Exposition led to a growth spurt that also produced a significant group of Portland’s glazed terra cotta buildings.<sup>60</sup>

*Steel framed buildings ushered in a significant height increase in the westward drifting downtown and towered over the three-to-four store buildings at the city’s waterfront. The Midtown Blocks steel-framed skyscrapers helped form the western edge of what was Portland’s first high-rise district.*<sup>61</sup>

As a result of these trends, by early 1911, when Clarke and Woodward purchased property for their new building in Block 2 of the Park Blocks between SW 9th and Park Avenue, the Midtown Block area was experiencing significant growth and transformation from its prior residential and low-rise commercial character.

*This transfer is another evidence of the westward trend of retail business and indicates recognition of the constantly growing importance of Alder Street as a retail business center. Complete transformation of the appearance of the street between Seventh and Tenth is involved in the improvements now underway and projected.*<sup>62</sup>

The Clarke and Woodward companies were additionally an element in the growing concentration of specialized professional offices, especially medical offices, which relocated and expanded into new construction within the Midtown Block area. Established firms like Woodard, Clarke & Company had the capital, and the need, to erect and fully occupy multi-story structures on a scale not previously seen. “The Midtown Blocks displayed two of Portland’s earliest modern commercial skyscrapers, the Stevens and the Woodlark...which incorporated some of the most dramatic changes in modern commercial buildings — fire-resistant reinforced steel frame construction, non-load bearing curtain walls and passenger elevators.”<sup>63 64</sup>

*[The Woodlark Building] is of modern reinforced concrete construction, fully fireproof, and is considered one of the finest buildings erected in the upper part of the retail district.*<sup>65</sup>

## **1924-END OF CLARKE AND WOODWARD OCCUPANCY**

In 1924 Louis Clarke and William Woodward sold their interests in the drug companies they operated, ending more than four decades of business under the Woodard, Clarke & Company name.

<sup>60</sup> Ferriday, Virginia Guest. *Last of the Handmade Buildings: Glazed Terra Cotta in Downtown Portland*. Portland, OR: Mark Publishing Company, 1984, p5.

<sup>61</sup> Nelson, p15.

<sup>62</sup> *Oregonian*, 14-May-1911, 9:1.

<sup>63</sup> Nelson, p18, emphasis added.

<sup>64</sup> The Stevens Building, located immediately north of The Woodlark Building at 812-820 SW Washington, was constructed in 1913-1914, shortly after The Woodlark Building and originally provided medical and dental offices. Actually occupied by Clarke, Woodward for a short time in the 1920s, the Stevens Building was individually listed on the NRHP in 1998 (NRIS #98000213).

<sup>65</sup> *Oregonian*, 2-June-1912, 10:2-5.

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The retail side of the firm was sold to the Stout-Lyons Drug Company while the wholesale business, the Clarke-Woodward Drug Company, was sold to another early Portland firm, the Blumauer-Frank Drug Company. "At the same it was announced ...that [Woodward and Clarke] had given the Stout-Lyons company a ten-year lease on the ground floor and basement of their eight story building at West Park and Alder streets, and that they would convert the remainder of the structure into a modern office building."<sup>66</sup>

*Negotiations leading up to the sale of the business and the retirement of two of Portland's best known business men have been under way for several months, and were due to their desire to give more of their time to semi-public work in which they are deeply interested [Clarke and Woodward] declared.*<sup>67</sup>

In 1946, part ownership in the Woodlark Building was transferred to Walter W. McMonies, president of the Metzger-Parker Company, a real estate brokerage firm that had relocated to the buildings' second floor more than a decade earlier.<sup>68</sup> Elizabeth Church Clarke, Louis Clarke's widow, retained possession of the remaining half until her death in 1960. "A major item in the estate is the Woodlark Building, at 813 SW Alder Street, in Portland, where the Woodard-Clarke Drug Co. was formerly located."<sup>69</sup>

## SUMMARY

The Woodlark Building, completed in August 1912, was constructed to house the pharmaceutical businesses operated by Louis G. Clarke and William F. Woodward. Designed by Doyle, Patterson and Beach, the building was an important element in the expansion of the downtown business district to the west, within the Midtown Blocks, that occurred in the years following the Lewis and Clark Exposition. The building is strongly associated with the development of the pharmaceutical industry in Oregon, and one of its most significant pioneering firms, Woodard, Clarke & Company, which operated in Portland from 1880 until 1924. That concern, along with its sister organization, the Clarke-Woodward Drug Company, were the sole occupants of the structure from its completion until the sale of the business to others.

Built of steel and concrete-encased steel framing, the Woodlark Building is considered to be one of Portland's earlier "modern" skyscrapers and is a key element of a significant group of structures in the city's Midtown Blocks. In 2004, the City of Portland evaluated the structures in the Midtown Blocks for historic significance and found the Woodlark Building to be significant for its association with the Clarke and Woodward companies, for its architectural design, and as an important example of new fireproof building technology. The building retains high integrity and continues to relate both its original design and the associations that make it significant under Criteria "A" and "C" for listing in the National Register of Historic Places.

As summarized by historian Ann Fulton in *Mid-Town-Blocks Reflect Portland's Golden Age* in 2001, the Woodlark Building is among a group of structures that:

<sup>66</sup> *Oregonian*, 9-July-1924, 1:5.

<sup>67</sup> *Op cit*.

<sup>68</sup> *Oregonian*, 15-January-1946, 1:4, see also *Oregonian*, 3-September-1933, Sec 2, 1:7.

<sup>69</sup> *Oregonian*, 23-April-1960, 1:6.

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*[R]eflect the characteristics of Portland's affluent, new downtown. They are proud testimonies to the central business district's greatest economic boom, to a major change in its location and size, and to a dramatic modernization of the type and style of its commercial buildings.<sup>70</sup>*

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<sup>70</sup> From Fulton, Ann. *Mid-Town-Blocks Reflect Portland's Golden Age*, presented on January 28, 2001, as quoted in Falsetto, Paul., *Portland's Midtown Blocks*, Portland, OR: Fletcher, Farr, Ayotte, PC, 2002.

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**9. Major Bibliographical References**

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

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**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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: City of Portland

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Historic Resources Survey Number (if assigned): N/A

**10. Geographical Data**

**Acreeage of Property** Less than one acre  
(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

1	<u>45.520627</u>	<u>122.680230</u>	3	_____	_____
	Latitude	Longitude		Latitude	Longitude
2	_____	_____	4	_____	_____
	Latitude	Longitude		Latitude	Longitude

**Verbal Boundary Description** (Describe the boundaries of the property.)

The nominated area includes all of Lot 3, Block 2, of the Park Blocks Addition to the City of Portland, as shown on Multnomah County Assessor's Map 1N1E34CC, an area 50' x 100' located at the NE corner of the intersection of SW 9th and SW Alders streets in downtown Portland, Oregon.

**Boundary Justification** (Explain why the boundaries were selected.)

The nominated area is the entire parcel purchased by Louis G. Clarke and William F. Woodward for the construction of the Woodlark Building in 1911 and continuously associated with that structure for more than a century.

**11. Form Prepared By**

name/title George Kramer, M.S., HP date 7-April-2014  
organization Kramer & Company telephone 541-482-9504  
street & number 386 North Laurel email george@preserveoregon.com  
city or town Ashland state OR zip code 97520

**Additional Documentation**

Submit the following items with the completed form:

- **General Location Map**
- **Specific Location Map**
- **Tax Lot Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).



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**Photographs:**

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

**Photo Log**

**Name of Property:** Woodlark Building  
**City or Vicinity:** Portland  
**County:** Multnomah **State:** OR  
**Photographer:** George Kramer, Kramer & Company, Ashland  
**Date Photographed:** February 2014

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photo 1. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0001)  
South Façade (Right) and West Façade (Left), camera facing NE, from SW Park Street
- Photo 2. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0002)  
South Façade, camera facing NW, from Alder (Cornelius Hotel at Right)
- Photo 3. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0003)  
West Façade (Left) and South Façade (Right), camera facing east, from top of Governor Hotel
- Photo 4. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0004)  
West Façade, camera facing E, from top of Governor Hotel (Stevens Building at Left)
- Photo 5. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0005)  
DETAIL, South Façade Entry, camera facing NE, from SW Alder Street
- Photo 6. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0006)  
South Façade, camera facing N, from SW Alder Street
- Photo 7. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0007)  
Storefront Level, South (Right) and West (Left) camera facing NE
- Photo 8. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0008)  
DETAIL, cornice, SW corner, camera facing East
- Photo 9. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0009)  
INTERIOR, Elevator Lobby, camera facing NW, from entry
- Photo 10. of 10: (OR\_Multnomah\_WoodlarkBuilding\_0010)  
INTERIOR, Stairwell\_Typical

**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.460 et seq.).

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**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

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N/A

Name of multiple listing (if applicable)

Section number Additional Documentation Page 23

### List of Figures

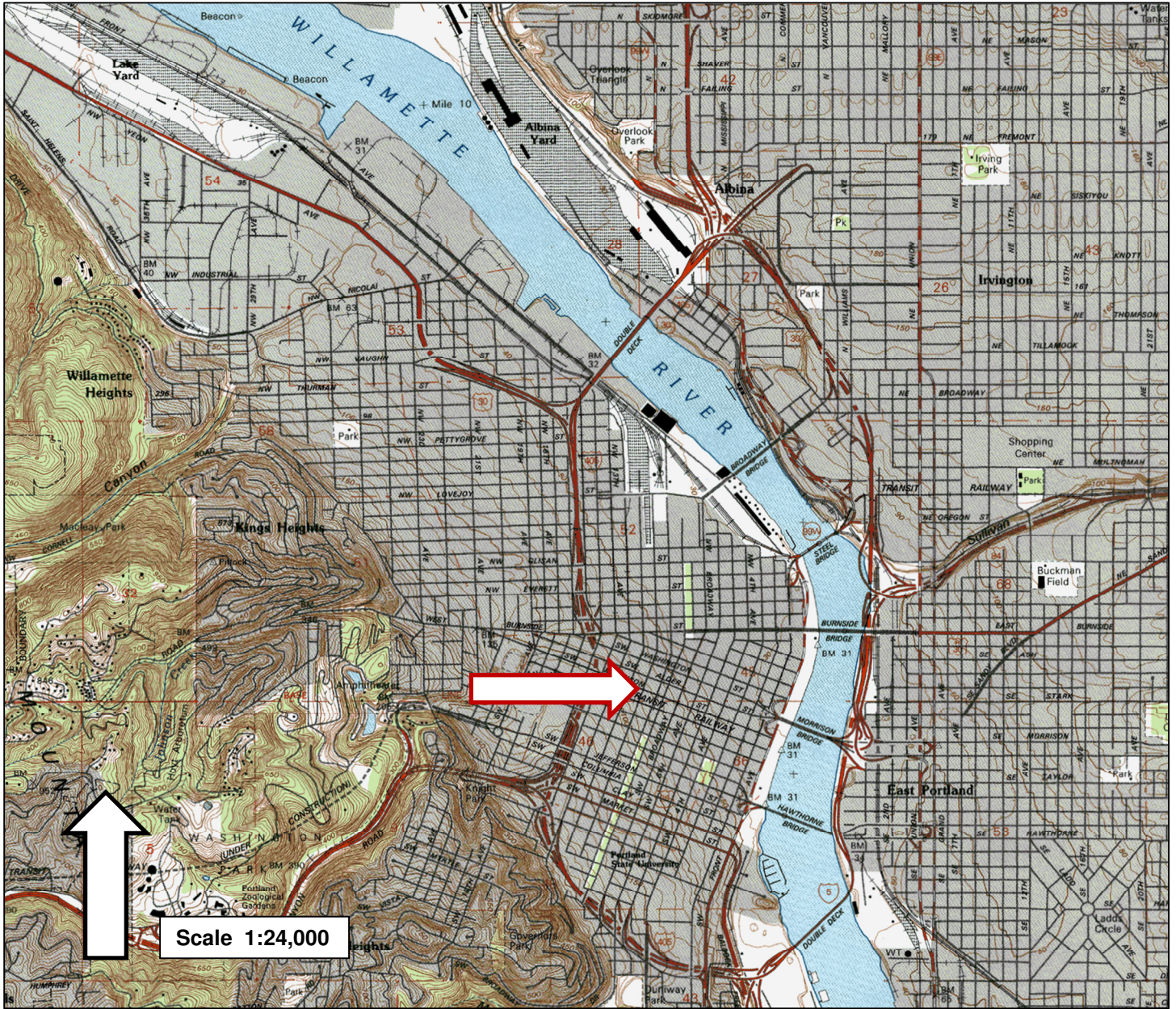
(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all document should be inserted with the top toward the top of the page.)

- FIGURE 1:** Regional Vicinity Map (Terrain NavigatorPro)
- FIGURE 2:** Tax Lot R-66774-3220 Portland, Park Blocks Block 2, Lot 3 (PortlandMaps, 2014)
- FIGURE 3:** Aerial View; Woodlark Building and surroundings (The National Map, 2014)
- FIGURE 4:** Proposed New Building for Woodard & Clarke, *The Morning Oregonian*, 5-Nov-1911
- FIGURE 5:** Store Building for Woodard Clarke (Doyle, Patterson & Beach, Architects), OHS BB011296
- FIGURE 6:** Woodlark Building, Construction, early 1913 (OHS 57484 (1873)
- FIGURE 7:** Woodlark Building Construction, April 2, 1912 (OHS bb011290)
- FIGURE 8:** Woodlark Building ca 1913 (OHS BB011293)
- FIGURE 9:** Wood-Lark Building, Pharmacy Entryway c1917, (OHS BB011287)
- FIGURE 10:** Woodlark Building, Woodard Clarke Drug Store Interior View (*The Pacific Drug Review*, October 1912)



**Woodlark Building**  
**Portland, Multnomah County, OR**

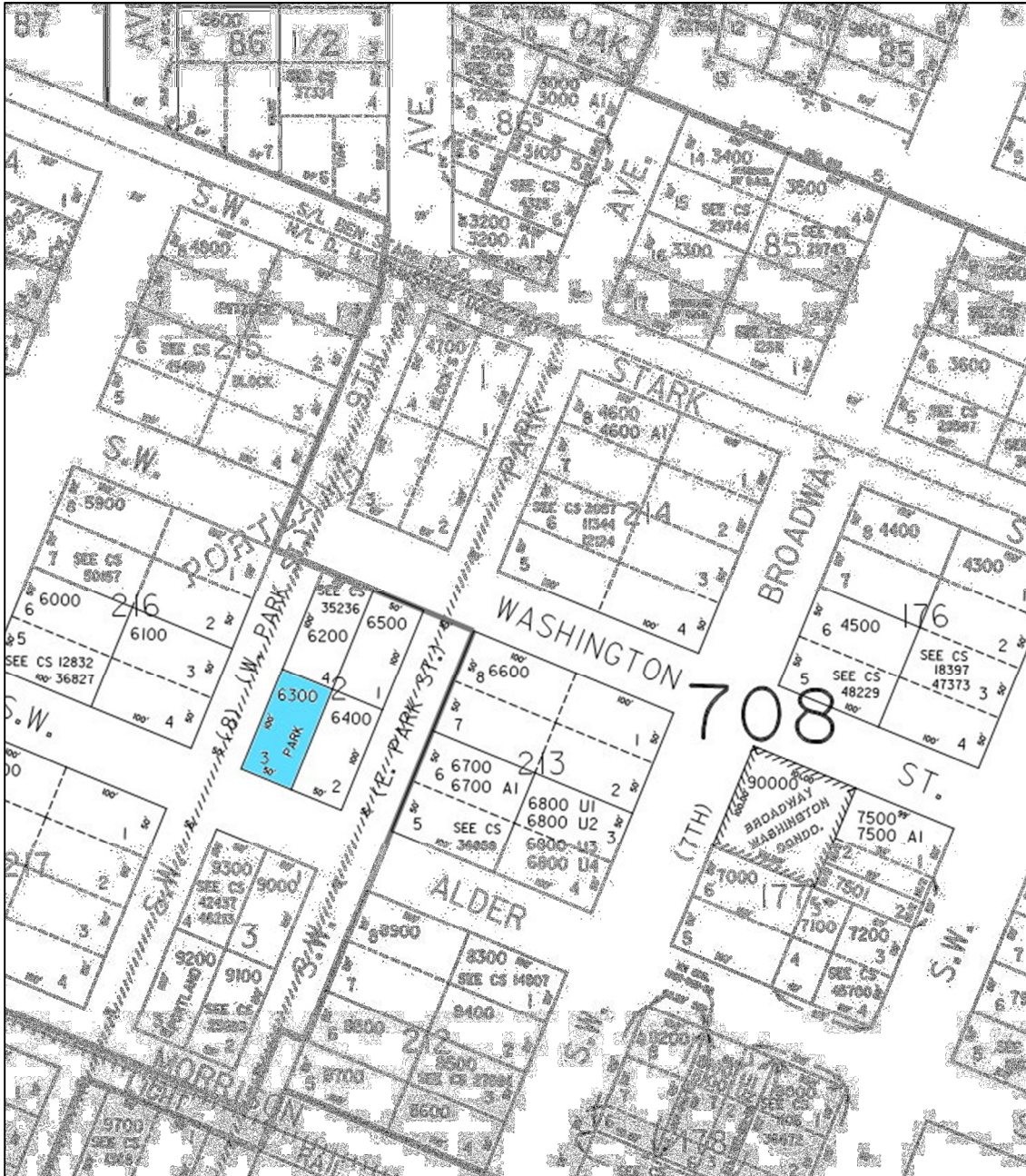
**FIGURE 1:** Regional Vicinity Map  
Latitude 45.520629; Longitude 122.680230





**Woodlark Building**  
**Portland, Multnomah County, OR**

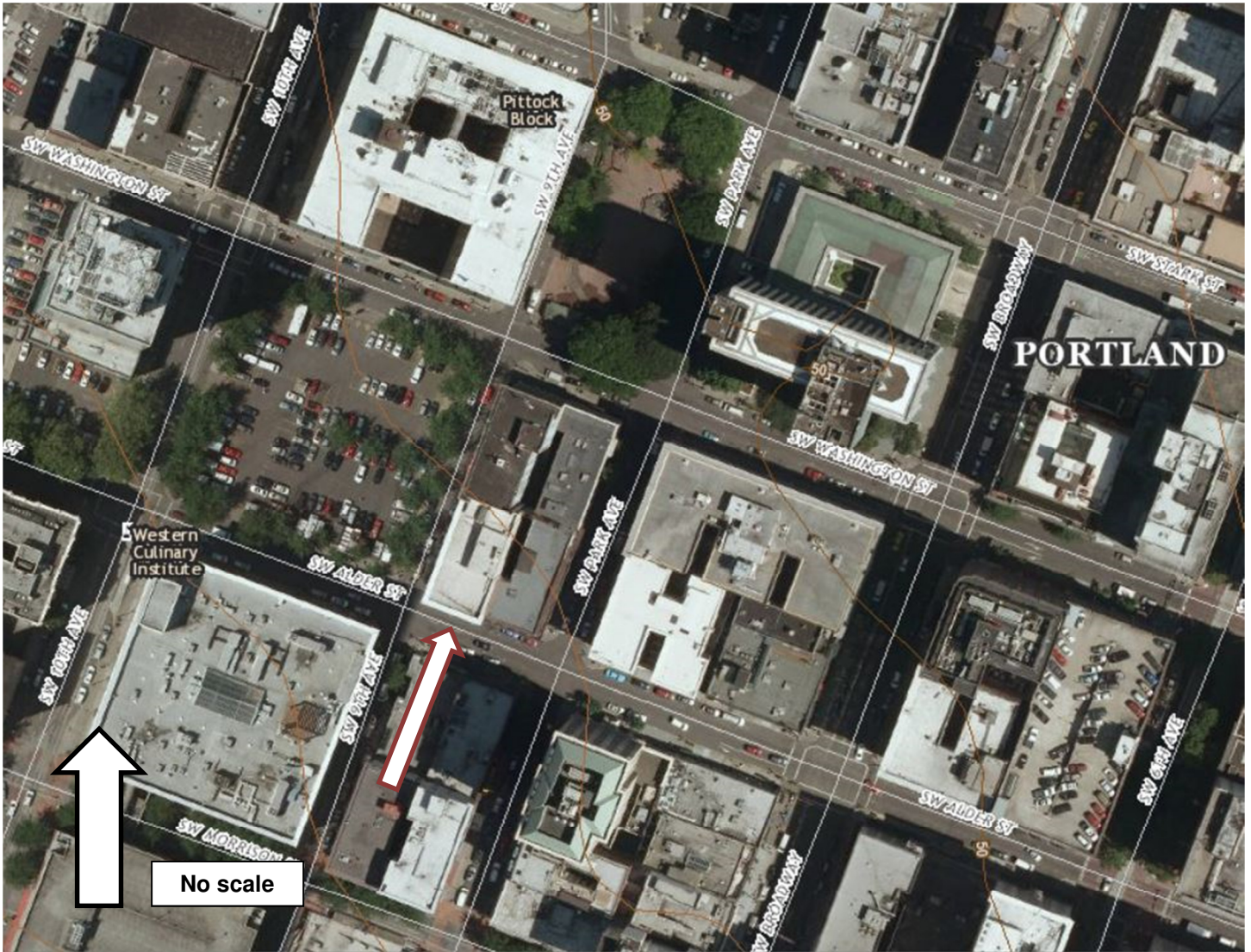
**FIGURE 2:** Tax Lot R-66774-3220 Portland, Park Blocks Block 2, Lot 3 (PortlandMaps, 2014)  
Latitude 45.520629; Longitude 122.680230





**Woodlark Building  
Portland, Multnomah County, OR**

**FIGURE 3:** Aerial View; Woodlark Building and surroundings (The National Map, 2014)  
Latitude 45.520629; Longitude 122.680230







**Woodlark Building**  
**Portland, Multnomah County, OR**

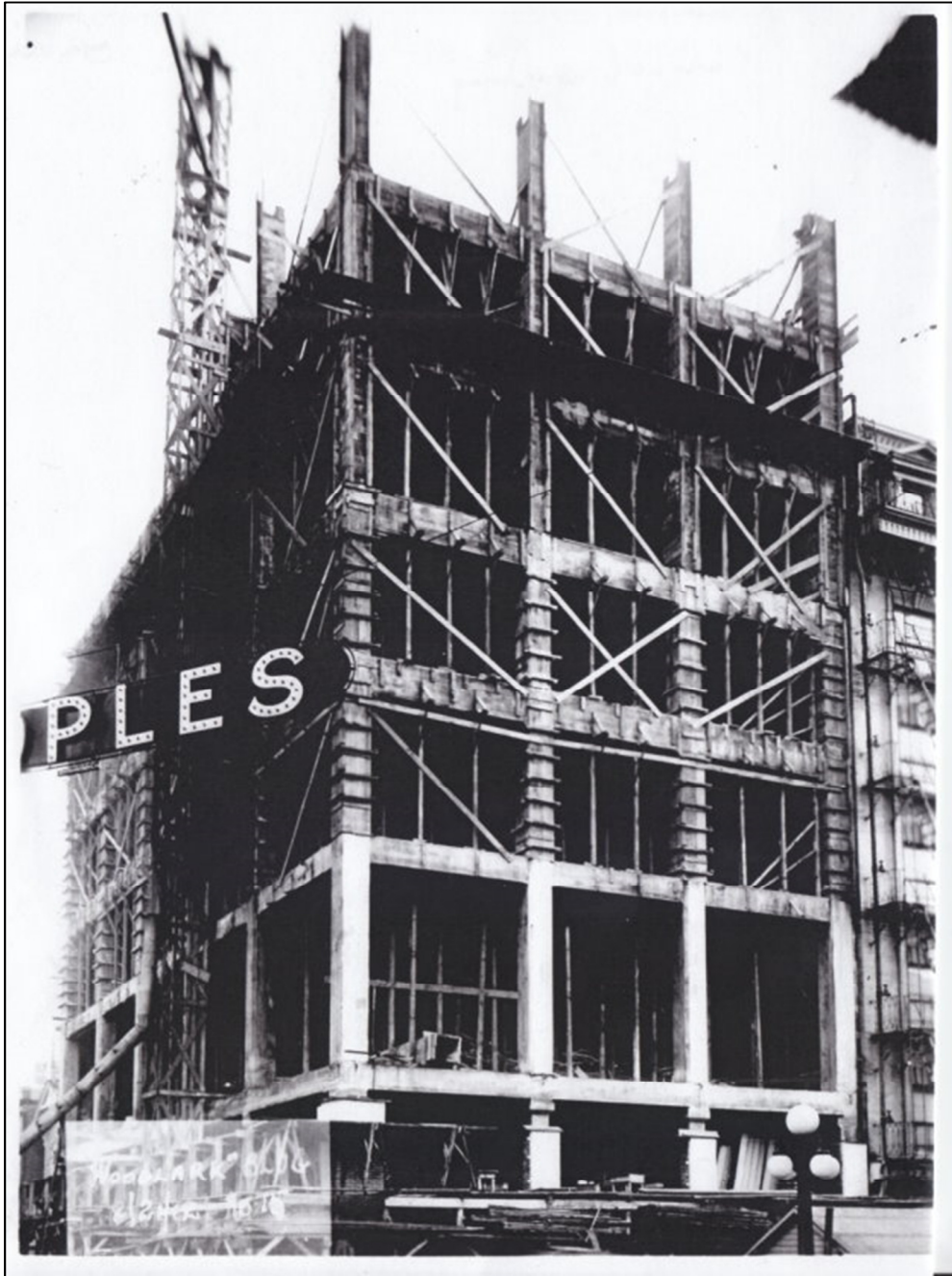
**FIGURE 5:** Store Building for Woodard Clarke (Doyle, Patterson & Beach, Architects), OHS BB011296





**Woodlark Building  
Portland, Multnomah County, OR**

**FIGURE 6:** Woodlark Building, Construction, early 1913 (OHS 57484 (1873))



**Woodlark Building  
Portland, Multnomah County, OR**

**FIGURE 7:** Woodlark Building Construction, April 2, 1912 (OHS bb011290)



**Woodlark Building**  
**Portland, Multnomah County, OR**

**FIGURE 8:** Woodlark Building c1913 (OHS BB011293)





**Woodlark Building  
Portland, Multnomah County, OR**

**FIGURE 9:** Wood-Lark Building, Pharmacy Entryway c1917, (OHS BB011287)



**Woodlark Building  
Portland, Multnomah County, OR**

**FIGURE 10:** Woodlark Building, Woodard Clarke Drug Store Interior View (*The Pacific Drug Review*, October 1912)



Interior View New Woodard, Clarke & Co. Store, Portland, Ore. Fixtures Made and Installed by the Spady Mfg. Co., Portland.





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