

United States Department of the Interior
National Park Service

National Register of Historic Places
Date Listed 01/27/2012
NRIS No. 11001063
Oregon SHPO

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 Brick House Beautiful
other names/site number Anderson, Joseph H., House

2. Location

street & number 4005 NE Davis Street not for publication
city or town Portland vicinity
state Oregon code OR county Multnomah code 051 zip code 97232

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

[Signature] Signature of certifying official/Title Date 12-6-11

Oregon SHPO
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:)

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	1	buildings
		district
		site
		structure
		object
1	1	Total

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

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

DOMESTIC: single dwelling

DOMESTIC: single dwelling

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY
REVIVALS: English Cottage

foundation: CONCRETE
walls: BRICK

roof: ASPHALT
other: BRICK, TERRA COTTA

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Brick House Beautiful, at 4005 NE Davis Street, was constructed between 1922 and 1923. The purpose of the model home was twofold: it served as a showcase of brick construction in Oregon, through the use of Standard Brick & Tile materials, and it demonstrated the brick hollow wall method. It was built as a single-family, seven-room residence. The main elevation is set slightly back from Davis Street, with English garden landscaping not original to the home. The English Cottage-influenced house is asymmetrical in plan, with a centrally located entry way and hall. The multi-gable, steeply pitched, composition roof is marked by a prominent brick chimney. The walls are constructed of brick with half-timbering details, with dormers finished with stucco and wood shingles. The foundation is concrete. The interior of the house reflects English Cottage influences, with plastered, textured walls and ceilings. The interior contains many original details, including light fixtures, brick and tile work, and hardwood floors.

The property is in excellent condition and maintains a high degree of integrity. The exterior is virtually unchanged since construction, with only the removal of asbestos roofing and the addition of wrought iron fencing to the main and east elevations. The interior has undergone renovations, including the removal of a first floor bedroom and remodeling of the kitchen during the 1960s and the conversion of the garage into office space and renovation of the basement into an apartment during the 1990s.

Narrative Description

SETTING

The Brick House Beautiful is located in the established neighborhood of Laurelhurst in Portland, Oregon. Winding boulevards, tree-lined sidewalks and a three-acre park with an artificial lake characterize the neighborhood. The houses on Davis Street, like all of Laurelhurst, are varied in style and size. The Brick House Beautiful faces south, set centrally in Lot 10 of Block 112. It is the only English Cottage house on the block.

The main elevation is set slightly back from the street and is surrounded by lush landscaping, mimicking an English garden, which complements the English Cottage elements of the home. The rear yard is also well manicured, with a stone terrace, a heritage tree, and additional landscaping.

The east and west elevations are situated close to the property lines.

PLAN

The Brick House Beautiful is an asymmetrical, one-and-one-half story plan containing 1,599 square feet of finished living space, including the attic and basement.

The plan consists of intersecting steeply pitched jerkinhead gables on the multi-gabled facade. The primary elevation of the house faces south towards the street.

EXTERIOR DESCRIPTION

The exterior of the Brick House Beautiful is constructed of brick with a composition-shingled roof and concrete foundation. The brick is not a veneer, but rather hollow brick walls, with Sylvan common bricks laid in such a manner, creating a hollow space in the eight-inch thick walls. Sylvan brick was the name used by Standard Brick & Tile to distinguish its product from other brick manufacturers. The Sylvan hard-burned face brick cladding is Flemish bond throughout the exterior, with the exception of decorative brick patterns that infill the half-timbering details on each gable. On each elevation, the Flemish bond is broken up by the inclusion of a row of header bricks, then a row of soldier bricks at the foundation of the building. The bricks used between the timbers on the gable fronts include Sylvan rug brick, Sylvan oriental brick, and Sylvan colonial face brick, in a variety of shades, textures and patterns. A range of mortar shades in

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reds, blacks and browns also distinguishes the exterior. The brick cladding is contrasted with stucco-and-wood cladding on upper floor dormers. The casement windows are wood framed. Sylvan variegated sidewalk brick is used for the front terrace, driveway, walkways, rear entry, and basement steps.

Main (South) Elevation

The main (south) elevation is asymmetrical in design, consisting of a centrally located round-arched entryway flanked by a front facing jerkinhead gable and an east-facing jerkinhead gable. A row of three multi-light wood casement windows is centrally located on the south facing clipped gable. A single sill constructed of header bricks unites the band of windows. The gable itself is comprised of false half-timbering inlaid with decorative brick laid in diagonal bond, basketweave and herringbone patterns.

A running bond brick pathway leads from the sidewalk to the bricked terrace, which is accessed by a single step. A wrought iron gate and fence, not original to the house, border the front lawn and terrace. The basketweave-laid terrace extends from edge of the south-facing gable to the end of the main elevation. The house can be accessed from two entries from the terrace: the main entryway and a pair of multi-light wood casement doors with wood-frame screen doors lead directly to the living room. A running bond brick walk connects the terrace and the driveway.

The gabled entrance porch contains a round-arched doorway decorated with clinker header bricks. Wood spindles flank the arched doorway, with header clinker bricks underneath each recessed spindle. The spindle work continues along the east portion of the entryway, as does the row of header bricks. Centrally situated above the arch is a wrought iron light. The gable above the arch is decorated with half-timbering and filled in with decorative herringbone and basketweave brickwork. The entryway is accessed by a single brick step. The basket weave pattern of the bricked terrace continues into the entry porch. The ceiling of the entryway is plastered. The door is a cross-buck Dutch door. The original leaded glass was replaced in the 1980s with a stained glass window. Just to the right of the front door are a wrought iron lantern light and the original mailbox. A concrete step leads into the house.

A second set of three multi-light wood casement windows is situated to the right of the entrance porch. The band of windows shares a single brick windowsill of header bricks.

The steeply pitched roof is interrupted by a shed dormer, clad in square butt wood siding. The dormer features two multi-light wood casement windows. A prominent feature of the roofline is the large brick chimney, made of Sylvan common brick and Sylvan variegated brick. The base of the chimney is laid in a running bond, with a Flemish bond shaft. The chimney also contains two decorated terra cotta chimney pots.

East Elevation

A brick driveway leading from the street to the attached garage accesses the east elevation. The driveway is laid in a basketweave pattern, outlined in a running bond. Two brick columns, a wrought iron gate, wrought iron fencing, and a wood fence, all additions to the house in the last ten years, now enclose the driveway.

The elevation consists of two front brick clad gables: a steeply pitched, jerkinhead gable and a smaller gable that comprises the attached garage. The clipped-gable façade contains two rows of three multi-light wood casement windows on the first floor. A shared windowsill of header bricks marks the band of windows. The sill pattern is reflected above the window, with a row of header bricks that cascade over the windows.

Two six-over-six double hung sash windows are centrally located on the upper floor. A small diamond pattern casement window occupies the attic space. Half-timbering decorates the upper portion of the clipped gable façade, with decorative brickwork in various patterns, including diagonally laid running bond, herringbone, basket weave and vertically laid running bond. Below the band of windows, a brick recess protects a small stained glass wood sash window in the basement.

The attached garage is arranged at an angle to the main house. The original garage doors are still in place. The garage entrance consists of three cross-buck doors with multiple lights. To the left of the garage doors is a round-arched doorway, with round-arched metal screen door. Clinker header bricks mark the archway. Above the archway is a wrought iron lantern light. The arched doorway is mimicked on the other side of the garage doors with a rounded-arch entryway and wood arched door leading to the back yard and north elevation of the house. This second archway is framed in wood

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and decorated with clinker header bricks. The half-timbered gable end is decorated with basket weave, vertically laid running bond, herringbone and diagonally laid running bond brick. Three clinker header bricks project out from the vertically laid pattern in the center of the gable.

Northeast Elevation

Walking through the arched entryway to the right of the garage, one can reach the northeast elevation of the house. A single wood sash window, six-over-six, with a sill constructed of header bricks, interrupts the Flemish bond brick clad façade. A brick walkway, laid in running bond, leads from the entryway to the back yard and the north elevation.

North Elevation

The north elevation contains two intersecting façades. The main façade is the back of the east-facing steeply pitched clipped gable. The first floor of this façade is clad in brick. The French doors are not original to the house.

The upper floor of the elevation is a shed dormer finished with Sylvan colored-cement plaster and surfaced with Sylvan stucco dash. The dormer contains two wood single-hung sash windows, measuring six-over-six.

The north elevation of the attached garage is clad in brick. A multi-light casement door leads into the garage. A small casement window, measuring two-over-two, with a brick sill, is situated centrally in the gable front. A small glass block with stained glass floral details is embedded in the brick clad wall.

The north elevation shows another angle of the prominent brick chimney and its terra cotta chimney pots.

A running bond brick walkway leads from the garage to the back yard and rear entry to the house. Stonework has since been laid in the back yard, extending the original rear terrace. Brick stairs lead from the rear entryway to the basement door. The finished basement is now a rented apartment.

West Elevation

The west elevation is clad in brick on the first floor. Three wood sash windows, measuring six-over-six, mark the lower story and one set of multi-light wood casement windows. Each window contains a separate sill, made of header bricks.

A gable-fronted dormer occupies the upper floor. The dormer is finished with Sylvan colored cement plaster and surfaced with Sylvan stucco and contains three multi-light wood casement windows.

The west elevation affords an additional view of the prominent chimney.

INTERIOR DESCRIPTION

The interior of the Brick House Beautiful has retained much of its original character and contains a high level of integrity. The one-and-one-half story house measures 1,599 square feet, including a finished attic and basement, the latter which has since been converted to an apartment. The layout of the house is typical for English Cottage designs, with a centrally located entryway and hall and rooms that branch off from this space. The interior has been finished with many English Cottage elements, including plastered walls and ceilings, stained hardwood floors and arched entryways.

Lobby

The house is entered through a centrally located hall or lobby. The walls are covered in Sylvan textured plaster. The floor is finished with handmade terra cotta floor tiles. The hall is flanked by plastered arched entryways that lead to the living room and the conservatory. Oak stairs lead straight from the hall to either the upper level of the house or into a second hall.

Living Room

The living room is the main feature of the home, with a cathedral plastered ceiling, stained oak floors and recessed fireplace. The walls are made of textured plaster and feature dark wood trim. The room contains all of its original features,

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including wood baseboards, wrought iron curtain rods, wrought iron sconces that flank the central window, sconces on either side of the fireplace, wood floor grates, and a projecting wood shelf on the western wall of the room.

Like many English Cottage houses, the fireplace in the Brick House Beautiful is the central focal point of the living room. The fireplace and adjoining inglenook are outlined in heavy half-timbering and textured bricks. The floor of the space is laid in green glazed Sylvan floor brick. The walls of the inglenook are finished in red Sylvan face brick. The inglenook contains four wood built-shelves, accented by an arch of header bricks, and two small wood doors that lead to a small storage space. The ceiling of the space is finished in textured plaster.

The fireplace itself is decorated in tile and brick work. The surrounds are decorated in red Sylvan brick. The hearth is laid with green glazed Sylvan mantel brick. The mantel is faced in Sylvan mantel tiles, the most prominent of which are three large Sylvan mantel art tiles glazed in shades of green, beige and blue. Each tile depicts an English scene. Two such tiles flank the mantel: one displays a bucolic setting while the other shows a knight on horseback. The third tile is vertically arranged and centrally located on the angled chimneybreast. It features a line of knights parading into a city center. The chimneybreast is finished in red tiles and outlined in red brick.

Above the fireplace and inglenook is a wrought iron balcony and arched opening to the upper floor.

Conservatory

Across the hall from the living room is the conservatory. The handmade terra cotta tiles of the hall floor continue into the conservatory. The tile extends halfway up the main walls of the room. Variegated red oriental tapestry Sylvan face brick decorates the upper half of the walls. The brick is laid in a running bond, with header brick completing the brickwork. The ceiling is plastered. Two entryways lead to the adjoining rooms: a brick rounded-arch entry to the hall and a large, rectangular entry to the dining room. Unique to the space is the presence of low-hung candle sconces, arranged diagonally at each corner of the room.

Dining Room

The dining room is sheathed in textured plaster on the walls and ceiling. Dark wood trim decorates the walls. Looking into the room from the conservatory, a rounded-arched recess displays a stained glass window to the left of the room. Across from the recess is a band of windows, with stained glass artwork. Below the windows extends a built-in wood shelf. To the right of these windows is a row of dark wood shelves, built into the plaster. Four original sconces are situated near the four corners of the room. Also original to the room are wood and iron grates. A paneled door leads from the dining room into the kitchen and garage entry.

Garage Entry

The hall from the garage to the kitchen is a small space with a bricked floor and plastered walls. From the hall, one can access the basement apartment via a door and a set of brick stairs.

The garage entry leads directly into the kitchen, which was remodeled during the 1960s and retains none of its original character. The current owners are renovating the space to reflect the decade of the home's construction.

Also lost during mid-century remodeling was the original downstairs bedroom. This space is now a family room, but retains little of its original historic features.

Hall

A second hall space is located near the family room, just on the other side of the central staircase. The hall contains original plastered walls. The floor was retiled during other first floor renovations. The stained glass from the dining room can be seen from the hall. A wood paneled door separate the hall from a set of three steps that lead to the main staircase.

Downstairs Bathroom

Unique for its time of construction, the original house plan contained a downstairs bedroom and downstairs bathroom, with a shower. The bedroom measured 11' by 11'6" and contained two windows, one facing north, the other west. The

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bedroom had one small closet. The door to the downstairs bedroom led from the room to the back hall. From the hall, one could access the downstairs bathroom, the kitchen and the staircase. The original bathroom floor tiles have been preserved, with other historic features lost during various remodeling.

Stairway

The oak staircase can be reached from either the main entrance hall or the hall leading from the kitchen. The stairs contain their original wood grates. The stairs lead to a small platform and a wrought iron balcony. The balcony and its accompanying round-arched plastered opening look down onto the large living room below. The staircase continues to the upper floor. A single hanging light fixture is original to the house.

Upper Floor Rooms

The top floor rooms, including two bedrooms, a bathroom and the attic, are accessed from a central corridor, covered in textured plaster like the main story. The upper story rooms were once carpeted, but the current owners removed the carpeting and exposed wood flooring. Wood paneled doors, with their original hardware, lead to each bedroom. The bedrooms are not finished with textured plaster, but do contain their original light fixtures and wrought iron curtain rods. Between the two bedrooms is the upstairs bathroom, which contains its original, intricate tile floor as well as its original frosted glass, wood paneled door. The pedestal sink is also original to the date of construction. A paneled wood door leads from the corridor to the finished attic. The attic itself is reached by a set of eight wood steps.

Non-contributing Shed

The current owners built a non-contributing timber-framed shed in 2006. The shed was constructed in the northeast corner of the lot. The shed is a hexagon shape, measuring approximately sixty square feet in area. The height measures eleven feet at its highest point, with a width of eleven feet at its widest point. The visible elevations are constructed of wood panels imported from Indonesia, painted green and trimmed in white. The remaining elevations are finished in plywood. The main (southwest) elevation is marked by two wood paneled doors. The west-southwest and east-southeast elevations each contain a shuttered window. The composition roof, and its exposed eaves, projects over the main elevation.

SUMMARY ALTERATIONS AND ADDITIONS

1961-1967	First floor renovations, including the removal of first floor bedroom; construction of a den; remodeling of the kitchen; original back entry replaced with French doors
1983-1994	Original leaded glass in the front door replaced with current stained glass; installation of wrought iron gate and fence to front lawn
1994-1999	Attached garage converted to office/guest room with loft space
1999-2011	Basement converted into an apartment; wrought iron fencing, brick columns and wood fencing added to east elevation; carpeting removed from upper floor; stonework laid in back yard; back entryway extended with brick step-up
2006	Non-contributing shed built in the back yard by current owners
Unknown	Original asbestos roofing replaced with composition; original flooring in the first floor bedroom (now a den), kitchen and back hall replaced with ceramic tiles

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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

ENGINEERING

Period of Significance

1922-1923

Significant Dates

1922, construction begins

1923, construction completed; home opened to public

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Otis J. Fitch, architect

Period of Significance (justification)

The period of significance begins in 1922 when construction commences on the Brick House Beautiful and ends in 1923, when the house is completed and opened to the public.

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 and applicable criteria.)

The unique English Cottage house, known locally as the Brick House Beautiful, was built between 1922-1923 as a model home for the Standard Brick & Tile Company of Portland, Oregon. The house showcased nearly the entire catalogue of Standard Brick & Tile materials, with the exterior facades boasting impressive brickwork, laid in a multitude of patterns, shades and textures. The rich exterior details were carried into the interior, with textured plastered walls, tiled floors and an impressive brick and tile fireplace. The home also served as an exhibition of "ideal brick hollow wall" construction, a building technique first introduced in the United States in 1921.

Designed by Otis J. Fitch in the upper middle class neighborhood of Laurelhurst, the Brick House Beautiful became the center of a major advertising campaign undertaken by Standard Brick & Tile. Construction progress was reported weekly in the *Oregonian* newspaper and architects, contractors and prospective buyers were encouraged to visit the site and watch the house rise. The Brick House Beautiful opened to the public in 1923, one of the first model homes in Oregon to encourage major public inspection and exhibition. Thousands toured the house as Standard Brick continued to promote the benefits of masonry over lumber construction.

The Brick House Beautiful is unique in its design, construction and origin. The creation of the house coincided with national trends towards the creation of model homes to encourage brick residential construction and affordable home ownership. The house is a surviving example of the craftsmanship and quality of Standard Brick & Tile, a once prominent brick manufacturer. The house is significant locally as the first known work of architect Otis J. Fitch and as a well-preserved example of an English Cottage Style home. The house is an early example of brick hollow wall construction in Oregon.

The Brick House Beautiful was listed in the 1984 City of Portland Historic Resource Inventory as a Rank II property and noted for its multiple brick patterns, steeply pitched roof and detailed entryway. The house meets both Criteria A and C, with significance in the areas of commerce, architecture and engineering.

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

The Brick House Beautiful is significant under Criterion A for its association with the promotion of the Standard Brick & Tile Company and the larger national trend of developing model homes to showcase building materials and techniques. Created as a model home for the Portland, Oregon based Standard Brick & Tile Company, the Brick House Beautiful became the center of a considerable advertising campaign for the business. The home served as an exhibition of brick and other clay building materials as well as a demonstration of the benefits of brick construction in the Oregon climate. The construction of a model home to present specific building materials related to larger trends in the United States, as many suburban developments, architects, contractors and companies were utilizing the model home to promote house construction and ownership.

The Brick House Beautiful is significant under Criterion C for its contributions to local architecture, as the earliest known work of Portland architect Otis J. Fitch. Fitch designed several residences in Portland between 1923 and 1932, including the Irving Street Bowman Apartments listed on the National Register in 1990. In the Brick House Beautiful, one can see the first development of architectural elements that would appear in later Fitch properties, including his favoring of European Revival styles. The house is an impressive example of a brick English Cottage Style house in Portland.

The Brick House Beautiful is also significant in Criterion C for its contributions to engineering. The Standard Brick & Tile Company model home is an early example of a residence that utilized the "Ideal" brick hollow wall. This new brick laying method was first developed in 1921. It soon gained national attention and greatly influenced brick construction during the 1920s. The method used less brick, mortar and labor compared to solid brick construction and thus dramatically reduced the cost of brick home construction.

Developmental history/additional historic context information (if appropriate)

COMMERCE SIGNIFICANCE

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In the 1920s, the United States experienced a surge in housing construction. The years following World War I saw a demand for new housing.¹ Single-family housing production during the decade peaked in 1925, with an average of 703,000 new homes constructed per year by 1929. The decade saw the proliferation of the suburban subdivision and in turn the rise of the model home. Despite the increase in home building, less than half of the country's population owned homes. To encourage home ownership, realtors, architects, builders, manufacturers, and government agencies collaborated in the sponsorship of exhibitions and other events that promoted the construction industry. With the rise of home building came a demand for standardization of materials and technologies. Smaller homes boasted standardized features and the latest technologies in electricity and plumbing. By the late 1920s, the preferred middle-class, suburban home featured seven rooms, two baths, and a garage.²

The Brick House Beautiful serves as an example of what was considered the ideal suburban house. It was originally constructed as a seven-room house with two baths and an attached garage that displayed all the features of the modern home, including the latest advances in plumbing and electricity. As a model home, the Brick House Beautiful was built to showcase the materials of a local brick manufacturer and to promote home ownership through the economy of brick hollow wall construction. This new construction method first emerged in 1921 and quickly became a nationally followed technique. Use of the hollow wall versus the solid brick wall stimulated a rise in a brick residential construction as it removed the obstacle of cost.

Situated in the upper-middle-class Laurelhurst neighborhood, the model home typified the 1920s fascination with small house design. Compared with the palatial subdivisions residences of the 1910s, such as the brick veneered Albee House (1912), the Brick House Beautiful was an example of an affordable alternative for the average citizen.

Standard Brick & Tile Company

Standard Brick & Tile was established in Portland in 1909. The company was a member of several business organizations, including Pacific Northwest Brick and Tile Association and the Associated Industries of Oregon. Its office was located in downtown for many years, before it joined its plant on Canyon Road in Sylvan.³ The catalogue of building materials manufactured by the company included brick, tile, terra cotta, stucco, and plaster. Initially, the company primarily provided brick as structural supports or "backing up" materials for commercial and office buildings.⁴ The company began constructing residential buildings in the early 1920s.⁵

In 1922 Standard Brick & Tile began referring to its brick as "Sylvan brick," named after the location of the company's manufacturing plant.⁶ The company advertised the material as real brick, made of burned clay and a local product.

Dominating the press for several months, the construction and subsequent marketing of the Brick House Beautiful greatly expanded Standard Brick & Tile's presence in Portland's residential building market. The company supplied brick, tile, and other materials to the construction of several homes and apartment complexes in the city, such as the city's first California redwood home (1925), the Oregonian Master Model Home (1928), A.J. Geisy House (1928) and Adele Manor (1928). All of the residences were architect designed and collaborations with other building material manufacturers.

In September 1929, Standard Brick & Tile Company closed its manufacturing plant and the company collapsed.⁷ The plant and brickyard were reopened in early 1931 for the newly formed Sylvan Brick Company, which continued to operate until the late 1940s. Today, Columbia Brick Works, established in 1906, is the last functioning brick plant in Oregon.⁸

Expositions, Model Homes and the Brick House Beautiful

Home exhibitions were first held in Portland in the early 1920s. Such events, organized by realty boards across Oregon, were instituted to encourage home ownership. Architects, builders, realtors and building material companies, such as Standard Brick & Tile, maintained booths at the exhibitions to advertise their services. The first such event, the Build-A-

¹ Carolyn S. Loeb, *Entrepreneurial Vernacular: Developers' Subdivisions in the 1920s*, (Baltimore: Johns Hopkins University Press, 2001), 6.

² Bruce Holmes Drake and Eileen Drake, *National Register Nomination for the West Coast Woods Model Home*, (Portland: 2002), 16.

³ Portland City Directories, 1909-1932.

⁴ "Red Brick Made Near City: Standard Brick & Tile Company Furnishes Backing Up Material," *Oregonian*, February 1, 1914.

⁵ "Hollow Wall Is Used: New Residence Rises at East 58th and Siskiyou Streets," *Oregonian*, March 5, 1922.

⁶ "Sylvan Brick," *Oregonian*, November 19, 1922.

⁷ "Building Outlook Better," *Oregonian*, February 15, 1931.

⁸ Bridget A. Otto, "Fired up about brick," *Oregonian*, November 17, 2005.

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Home Campaign and Exhibition, was held in Portland's municipal auditorium May 9 – 14, 1921.⁹ 30,000 visitors attended the exposition during the first few days, viewing the latest ideas and trends in home construction, furnishing and decorating. The Portland Realty Board sponsored the free exhibition, which saw merchants, builders, decorators and manufacturers together under one roof discussing construction in Oregon and educating the public about the building industry.¹⁰ Standard Brick & Tile maintained its own booth at the event, displaying specimen panels of the latest masonry technology – "Ideal" brick hollow walls.¹¹ This was the first time many in Oregon were afforded an opportunity to examine this breakthrough in brick construction, which greatly reduced the cost of brick homes. Ideal brick hollow wall construction will be discussed in more detail later in this section.

The first home exposition in Portland was declared a success with well over a 100,000 in attendance and became an annual event in the city.¹² The Portland Realty Board as well as those in the construction industry predicted the popularity of the exposition would result in a building boom as well as stimulus for home ownership, both encouraging economic signs in the postwar years.

The second annual event, now named the Home Beautiful Exhibition, opened to the public in April 1922.¹³ The Portland Realty Board again sponsored the exhibit and surmised that it would surpass any such event ever held in the Northwest. Once again, Standard Brick & Tile maintained a booth, among other companies that demonstrated house construction, exterior and interior design, and model homes. The purpose of the exhibition continued to stress the importance of home ownership.

Home expositions were a national trend as well. In October 1922, the Advisory Council of the Better Homes Movement directed Better Homes Week in New York.¹⁴ Demonstrations of new house construction methods dominated the exhibition, with an emphasis on efficiency and economy. Model homes became the preferred means of exhibiting building methods. Cities across the country exhibited their own model homes during Better Homes Week.

Standard Brick & Tile announced plans for its first model home on September 17, 1922, for the purpose of "showing the economy, beauty and adaptability of Real Burned Clay Brick and the 'Ideal' Brick Hollow Wall in average residence construction".¹⁵ The model home was to be built on a lot in the Laurelhurst subdivision. Company president A. Harvey Wethey, Jr. purchased Lot 10 of Block 112 on January 26, 1920 from Paul C. Murphy of the Laurelhurst Company. Wethey donated the land for the model house project and filed a permit for construction in early September 1922. The initial announcement of the model home encouraged prospective homebuilders, architects and contractors to take the Montavilla streetcar line to Laurelhurst and observe the construction process. Once completed, the house would be open for public exhibition and inspection.

Laurelhurst was already an established subdivision during the housing boom of the 1920s. It embodied the neighborhood traits new suburban developments sought, with its picturesque setting, tree-lined streets and zoning restrictions. A. Harvey Wethey, Jr., himself a Laurelhurst resident, situated his new model home in what was considered by many to be Portland's premier neighborhood. This location emphasized the quality and beauty of the brick home, but also enabled the average prospective homebuyer to inspect the residence. Wethey chose a lot on Davis Street, just two blocks from the subdivision's main intersection of 39th Avenue and Glisan Street, and thus accessible to interested parties by several streetcar lines.

The subdivision of Laurelhurst was first platted in the fall of 1909. The 462 acres of Laurelhurst were originally farmland acquired by William S. Ladd between 1869 and 1879, through auction, foreclosure and purchase.¹⁶ Ladd named his property Hazel Fern Farm and used it to run a dairy operation.¹⁷ Ladd died in 1893 and in 1908 the Ladd Estate Company was incorporated to manage his extensive real estate holdings. In 1909 the company sold much of Hazel Fern Farm to the Laurelhurst Company for a total cost of nearly \$2 million, at that time the largest land sale in the history of Portland.

⁹ "Realtors Join Campaign," *Oregonian*, March 9, 1921.

¹⁰ "Build-a-Home Exposition," *Oregonian*, April 28, 1921.

¹¹ "Want to Save Money on Your Home?" *Oregonian*, May 11, 1921.

¹² "Home Exposition to be Made Annual," *Oregonian*, May 15, 1921.

¹³ "Home Exposition Opens Tomorrow," *Oregonian*, April 2, 1922.

¹⁴ "Better Homes Week in City Oct. 9-14," *New York Times*, October 1, 1922.

¹⁵ "The Brick House Beautiful," *Oregonian*, September 17, 1922.

¹⁶ E. Kimbark MacColl, *Merchants, Money, & Power: The Portland Establishment 1843-1913*, (Portland: The Georgian Press, 1988), 284.

¹⁷ Eugene E. Snyder, *Portland Names and Neighborhoods: Their Historic Origins*, (Portland: Bindford & Mort, 1979), 44.

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The Laurelhurst Company organized in May of 1909 with the express purpose of developing Hazel Fern Farm for residential use, with Paul C. Murphy and Frank F. Mead of Seattle and Charles K. Henry and H. R. Burke of Portland serving as the principals.¹⁸ Murphy served as the principal developer of the company, holding the titles of vice president and general manager. It was Murphy who christened the new tract Laurelhurst, after Seattle's Laurelhurst, a neighborhood he developed in 1906.¹⁹

Laurelhurst became Portland's leading example of the "City Beautiful" movement, a national state of mind first launched by Frederick Law Olmstead in 1893 that sought to rectify past urban developmental practices through widespread civic planning and the construction of public parks, civic centers, and other facilities. The Laurelhurst Company hired John Charles Olmstead and Frederick Law Olmstead, Jr., through their noted architectural landscaping firm, to design the subdivision.²⁰ The Olmstead Brothers previously developed citywide park plans for Portland and Seattle, as well as contributed to the site plan for the Lewis and Clark Exposition. The firm's final design for Laurelhurst included curvilinear boulevards, rich landscaping and a large neighborhood park.

The Laurelhurst Company undertook the development of the subdivision, platting 2,880 lots in 117 blocks, paving 26 miles of streets and 52 miles of sidewalks, and establishing utilities.²¹ A main attraction of the subdivision was a 31-acre park and a three-acre artificial lake. Many zoning restrictions were created for the new neighborhood, including the separation of houses in specific districts depending on their construction costs and the exclusion of commercial, industrial and multi-family buildings within the subdivision. Laurelhurst was an early attempt in Portland to sell more than just a house lot, by offering curving streets, tree-lined vistas and a park all within the confines of the city.²² The Laurelhurst Company oversaw the development of the neighborhood and acted as an intermediary between buyers and architects. A variety of architectural styles were constructed in the subdivision between 1910 and 1935, including English Cottage, Tudor Revival, Spanish Colonial, Arts and Crafts, and Japanese Revival, though bungalows strongly characterized the neighborhood. The dominant building material in Laurelhurst was wood and it has been estimated that only ten brick homes were ever built in the subdivision.²³

Standard Brick & Tile engaged in an elaborate advertising campaign in the *Oregonian* in the months leading up to the opening of the Brick House Beautiful, which was accompanied by press coverage of the house. An *Oregonian* article best summarized the incentives behind construction of the Brick House Beautiful:

"The object of the demonstration and exposition will be to present graphically to those interested in home building the possibility for use of brick in average home construction in combination with other standard means for producing effects of simple beauty, to prove the economy of brick homes and their practicability in the Oregon climate and last to establish the extremely small difference in first cost between the erection of a frame house and a brick house."²⁴

The qualities of economy, practicability, and beauty were emphasized in the company's promotion of the model home. First and foremost, Standard Brick & Tile stressed the financial aspects of brick construction. Through the use of "Ideal" brick hollow wall construction, the cost of brick home building was greatly reduced. This relatively new technique used less bricks, less mortar, and less labor, thus dropping the price of masonry residences to a comparable level with that of wood-frame construction. Hollow walls enabled brick homes to be built at average home cost. In addition to this construction method, Standard Brick & Tile maintained that brick reduced home maintenance costs, as upkeep, repairs, heating, and insurance of brick residences was significantly lower compared to frame houses.²⁵

Related to economy, Standard Brick & Tile commissioned the Brick House Beautiful to illustrate "the possibilities of burned clay brick and other clay products in small house construction."²⁶ Small house construction was becoming a national trend in the building industry following World War I. Though situated in the wealthy neighborhood of Laurelhurst, the Brick House Beautiful stood as an example of a modern home that the average person could afford. Standard Brick & Tile utilized a vast array of its building materials to distinguish its small English Cottage model home, while still appealing

¹⁸ Portland Historical Landmarks Commission. *Potential Historic Conservation Districts*, (Portland: Portland Historical Landmarks Commission, 1978), 106.

¹⁹ Snyder, *Portland Names and Neighborhood*, 45.

²⁰ Rosalind L. Clark, *Oregon Style: Architecture from 1840 to 1950*, (Portland: Professional Book Center, 1983), 154.

²¹ Portland Historical Landmarks Commission, *Potential Historic Conservation Districts*, 107.

²² Thomas Vaughan and Virginia Guest Ferriday, *Space, Style, and Structure: Building in Northwest America*, (Portland: Oregon Historical Society, 1974), Volume I, 455.

²³ Portland Historical Landmarks Commission, *Potential Historic Conservation Districts*, 109.

²⁴ "Model House Attracts," *Oregonian*, November 12, 1922.

²⁵ "What does it cost to build a Brick House?" *Oregonian*, October 29, 1922.

²⁶ "Brick House Under Way," *Oregonian*, September 17, 1922.

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to a wide range of incomes. The seven-room Brick House Beautiful was arranged with a central hall and auxiliary rooms to utilize the maximum amount of area in its nearly 1,500 square feet of interior space. Standard Brick & Tile asserted that a small house could still be a modern and servantless house, without unnecessary costs. Such modern attributes included installed heating, plumbing, and lighting, as well as an electric stove range, an electric dishwasher, a large, attached garage and a downstairs bathroom with shower connected to the master suite.

Because residential construction in Oregon was until this time dominated by frame houses, Standard Brick & Tile continuously referenced the practicability of brick homes in the state.²⁷ This was done primarily through promotion of the brick hollow wall, which kept the Brick House Beautiful and similarly built houses cool in the summer and warm in the winter, through the hollow space in the exterior walls. Hollow walls also prevented dampness in a house, a common problem in rainy Oregon. Standard Brick further emphasized the appropriateness of brick construction in the state as it was weather resistant and thus lasted over time compared to lumber homes of similar design.

Finally, Standard Brick & Tile appealed to the aesthetic value of brick residences. With no expenses spared for its model home, the company displayed the gamut of its building materials as well as the craftsmanship of the numerous individuals and companies who collaborated in the construction of the Brick House Beautiful. Designer Otis J. Fitch created "a home for future occupants who are to be people that appreciate an atmosphere of richness and character ordinarily found only in the much more costly homes of ultra-modern conception."²⁸ The beauty of the model home was best seen in the elaborate bond patterns and impressive array of brick textures, hues and sizes displayed on the main facades.

The Brick House Beautiful opened to the public on January 28, 1923 and a full page of the Sunday *Oregonian* was dedicated to the event. Standard Brick & Tile supplied the newspaper with a staggering list of its materials used in the model home.²⁹ The company provided nearly everything for the construction, including cement, lime, sand, stucco, plaster, mortar, gravel as well as all the brick, tile, terra cotta and other materials, such as roofing ballasts, joist anchors and clay pipes. The company also included a lengthy list of acknowledgements for the individuals and companies that contributed to the home.³⁰ The Brick House Beautiful thus contained not only the materials of Standard Brick & Tile, but also those of other established Oregon businesses, including Chown Hardware Company, Rose City Hardwood Floor Company, Backeberg Plumbing Company, Eastern & Western Lumber Company, Pacific Planing Mills, Hess Furnace Company, Baker Electric Company, Morrison Electric Company and Portland Roofing Company. Olds, Wortman & King furnished the model home with linoleums, shades, drapes, rugs, lamps and furniture for the public exhibition. Finally, the G. F. Johnson Piano Company supplied a piano and phonograph, further emphasizing the modernity of the house.

The Brick House Beautiful remained opened to the public until February 25, 1923.³¹ Thousands were reported to have toured the house, with one thousand alone visiting the house on its opening day.³² Always intending to sell the model home, Standard Brick & Tile first listed the sale of the "most talked of home in Portland" on March 7, 1923.³³ Interested parties were encouraged to visit the company's downtown office for the price of the residence, which included the furnishings, draperies and appliances displayed during the public exhibition. The house was listed again on March 18th, with a sale price of \$13,000. Standard Brick & Tile declared this to be "an immense reduction, but we feel justified, as the display has been of unusual advertising value."³⁴ By April, the house was off the market when Joseph Anderson purchased it for \$11,000.

Standard Brick & Tile continued to participate in model home construction following the success of the Brick House Beautiful. Its most published project after the Brick House Beautiful was the *Oregonian* Master Model Home. In 1928, the *Oregonian* sponsored the construction of two model homes in Portland's Mock Crest neighborhood. The West Coast Woods Home was built to demonstrate the durability and beauty of the Northwest's most notable woods, while the Master Model Home displayed nationally known and advertised materials. Herman Brookman designed Master Model Home, an English influenced brick residence, with brick supplied by Standard Brick & Tile, Columbia Brick Works, and Hidden Brick Company.³⁵ Like it did with the Brick House Beautiful, Standard Brick & Tile released a newspaper ad campaign championing the Master Model Home for its permanence and beauty through the use of brick.

²⁷ "Can You Build a Brick House Without Bricks?" *Oregonian*, November 5, 1922.

²⁸ "In the Brick 'Home Beautiful,'" *Oregonian*, Jan 28, 1923.

²⁹ "In the Brick 'Home Beautiful,'" *Oregonian*, Jan 28, 1923.

³⁰ "Acknowledgments," *Oregonian*, Jan 28, 1923.

³¹ "Today is the last day of the public exhibition of the Brick Home Beautiful," *Oregonian*, February 25, 1923.

³² "Many Visit Model Home," *Oregonian*, February 4, 1923.

³³ "The Most Talked Of Home in Portland," *Oregonian*, March 7, 1923.

³⁴ "The Brick Home Beautiful Now for Sale," *Oregonian*, March 18, 1923.

³⁵ "Master Model Home," *Oregonian*, January 29, 1928.

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ARCHITECTURAL SIGNIFICANCE

The Brick House Beautiful is significant under Criterion C for its contributions to local architecture. The house is the earliest known work of Portland architect Otis J. Fitch. It is also an impressive example of a brick English Cottage Style house.

Otis Josselyn Fitch

With a home site in Laurelhurst, president Wethey hired Otis J. Fitch to design the model home. Fitch was a sales manager for Standard Brick & Tile as well as the president of the firm Fitch-Dolph, Inc., a creative design and construction company.³⁶ Fitch was acknowledged as the “designer and builder, who conceived the exterior and interior effects and wrought them into being.”³⁷

Born in Council Bluffs, Iowa on April 24, 1893, he was the eldest son of Charles Otis and Harriet Josselyn Fitch.³⁸ The Fitch family moved to Portland in 1907, where Charles Fitch worked as a purchasing agent for the Portland Railway Light & Power Company (P.R.L. & P.). Otis Fitch held several jobs in Portland, first as a clerk for P. R. L. & P, then as an electrician, and eventually as a salesman for various companies, including Standard Brick & Tile.

In 1923 Fitch partnered with Perrie L. Dolph, forming Fitch-Dolph, Inc., Creative Builders. The firm designed and constructed residences in Alameda, Northwest, Eastmoreland, and other neighborhoods in the city. In July of 1923 the firm advertised the opening of “another Brick Home Beautiful,” on NW Thurman Street.³⁹ Though Fitch and Dolph were partners during the construction of the original Brick House Beautiful, only Fitch was credited with the design of the house. Dolph retired from the firm in December 1923.⁴⁰

Fitch continued the business under his own name. Between 1923 and 1925, a young Van Evera Bailey worked for Fitch as a draftsman in his office.⁴¹ It was under Fitch’s direction that Bailey received his first architectural education. It is unclear whether Fitch himself ever received any formal training, but between 1923 and 1925 he employed himself as a design and construction supervisor. Fitch began calling himself an architect around 1926. In 1928, the State Board of Architect Examiners informed Fitch that he had no authority to refer to himself as an architect until he became registered.⁴² He complied with the board’s requirements and became registered later that year. In February 1930 Fitch expanded his business with the opening of a larger office, moving from the Studio Building to the Guaranty Building on SW 6th Avenue.⁴³ Fitch announced that he planned to construct buildings ranging from residences to office towers. The following month, he gained international attention when his house design for Charles S. Benson was featured in *Ideal Homes*, a London-based publication.⁴⁴ Fitch’s last known designs were two homes built around 1932, a French-inspired home on SE 28th Avenue and an English influenced residence on NW Maywood.⁴⁵ Some time in 1932 he moved to California and established an architectural practice in San Mateo. Fitch died on March 15, 1941 in the Letterman Hospital of San Francisco, after suffering a heart attack. His obituary described him as a well-known architect in Portland.⁴⁶

The Brick House Beautiful is Otis J. Fitch’s earliest known work and one of his more remarkable buildings in Portland. Fitch homes favored steeply pitched roofs and referenced European Revival styles, such as English Cottage, French, Italian and Mediterranean. Other known Fitch properties include the Irving Street Bowman Apartments, 2004-2018 NW Irving Street (1926), listed on the National Register in 1990; 4008 NW Thurman Street (1923); 3563 NE 26th Avenue (1923); 2937 SE Claybourne (1923); 706 NW Culpepper Terrace (1925); 1089 SW Westwood Lane (1929); 222 NW Maywood Drive (1932); 6808 SE 28th Avenue (1932). The Brick House Beautiful stands out for the incredible detail work Fitch put into the exterior, through his use of Standard Brick & Tile materials. The street facing elevations of the house feature five brick patterns, further highlighted by the use of different bricks and mortar for each pattern. Elements that became characteristic of other Fitch homes can first be seen in the Brick House Beautiful through his favoring of steeply

³⁶ Richard E. Ritz, *Architects of Oregon: A Biographical Dictionary of Architects Deceased – 19th and 20th Centuries*, (Portland: Lair Hill Publishing, 2002), 130-131.

³⁷ “Acknowledgements,” *Oregonian*, January 28, 1923.

³⁸ Patricia Sackett, *National Register Nomination for the Irving Street Bowman Apartments*, (Portland: 1989), 24.

³⁹ “Another Brick Home Beautiful,” *Oregonian*, July 22, 1923.

⁴⁰ “P. L. Dolph Retires,” *Oregonian*, December 23, 1923.

⁴¹ Ritz, *Architects of Oregon*, 130.

⁴² “Architect Loses Title,” *Oregonian*, May 10, 1928.

⁴³ “Architect Moves Office,” *Oregonian*, February 23, 1930.

⁴⁴ “Portland Men Famous,” *Oregonian*, March 30, 1930.

⁴⁵ “Charles S. Brewster Builds,” *Oregonian*, March 13, 1932.

⁴⁶ “Captain Otis Fitch,” *Oregonian*, March 16, 1941.

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pitched gable roofs, often jerkinhead, and his European influences, no better exemplified than through the classic English Cottage style of this model home.

English Cottage Style

English Cottage was an architectural style popular in the United States between 1915 and 1940.⁴⁷ The aesthetic gained admirers in Portland, as suburban dwellers looked to emulate English countryside manors.⁴⁸ The subdivision of Laurelhurst contains several examples of English Cottage houses, though none as richly decorated as the Brick House Beautiful.

Otis J. Fitch chose English Cottage as the architectural style of the model home because the richness the aesthetic afforded even smaller residences.⁴⁹ The details of the style were carried throughout the exterior and interior.

The house contains many characteristics of the English Cottage Style, which are further heightened through the use of Standard Brick & Tile materials. The roof is typical of the style: steep, intersecting lines with jerkinhead gables, half-timber framing, dormers and a prominent chimney.⁵⁰ Like many English Cottages, the exterior is clad in multiple materials, including brick, stucco and wood shingles, with a high contrast in coloration. The fenestration of the house maintains the cottage elements, with multi-paned casement windows on the first floor and sash windows in the dormers. The gable projection entryway, with its round arch, is common for the style.

The house plan is asymmetrical with a central hall and rooms projecting from this space. English vernacular details abound in the interior. The fireplace and inglenook are emphasized as special spaces in the house. The plastered, textured walls and ceilings, round-headed archways between rooms, polished oak floors and dark wood trim are all characteristics of Oregon English Revival residences.⁵¹

With its high level of integrity in both the exterior and interior, the Brick House Beautiful stands as an excellent example of a brick English Cottage residence in Portland, Oregon.

ENGINEERING SIGNIFICANCE

The Brick House Beautiful is significant in Criterion C for its contributions to engineering. The model home built by the Standard Brick & Tile Company is an early example of a residence that utilized the "Ideal" brick hollow wall. This brick laying method was first developed in 1921. The method greatly influenced brick construction during the 1920s, as it made previously costly building materials much more affordable to the general public.

"Ideal" Brick Hollow Wall

The Brick House Beautiful is significant from an engineering standpoint as it is an early example of Portland residence to use "Ideal" brick hollow wall construction. Subsequently, Standard Brick & Tile championed the construction technique in many of its advertising campaigns of the model home.

The "ideal" brick hollow wall was hailed in 1921 as "the greatest development in building construction in [a] century."⁵² The new method of laying bricks was first shown in February 1921 at the annual convention of the Common Brick Manufacturers of America (CBMA) in New York.⁵³ Impressed with the new technique that greatly reduced both material and labor in brick wall construction, many at the convention predicted that this method would revolutionize home building. Ralph Stoddard, secretary-manager for CBMA, gave the following statement:

"At this time, when all building costs are naturally on a level with all other after-war costs, it was important that for home building, especially, some new type of construction should be devised to permit the average man to realize

⁴⁷ Herbert Gottfried and Jan Jennings, *American Vernacular Buildings and Interiors: 1870-1960*, (New York: W.W. Norton & Company, 2009), 157.

⁴⁸ William J. Hawkins and William F. Willingham, *Classic Houses of Portland, Oregon 1850-1950*. (Portland: Timber Press, 2005), 354.

⁴⁹ "In the Brick 'Home Beautiful,'" *Oregonian*, Jan 28, 1923.

⁵⁰ Gottfried and Jennings, *American Vernacular Buildings and Interiors*, 157.

⁵¹ Hawkins and Willingham, *Classic Houses of Portland*, 354.

⁵² *Oregonian*, May 8, 1921.

⁵³ "Brick Homes Favored," *Oregonian*, February 20, 1921.

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his desire for a home of his own. Most opportune is the ideal brick hollow wall because it produces the best type of house at the lowest cost."⁵⁴

A hollow brick wall is composed of common bricks, laid on an edge, rather than flat.⁵⁵ Two rows of brick are laid for each wall, with a space between the rows. The bricks are laid with alternate headers and stretchers. The headers serve as cross ties between the inner and outer walls. The open space between the rows allows the wall to bear weight and provides an air passage between the layers of brick.⁵⁶ Such a passage creates a vacuum of insulation against heat or cold and makes the wall moisture resistant. At its thinnest point, the hollow wall measured two and one-quarter inches.⁵⁷

After making its debut with the Common Brick Manufacturers of America, the brick hollow method quickly gained in popularity, due in large part to its accessibility and practicability. The method used standard sized common brick and could be accomplished by any bricklayer. It could produce walls of any thickness and could be used with any exterior bond, brick pattern or mortar joint. Additionally, no furring was required. Most importantly, brick hollow walls greatly reduced the costs associated with brick construction. A third of the brick, half of the mortar and a quarter of the labor was used in hollow brick walls compared to solid brick construction.⁵⁸

In July 1921, the *New York Times* reported several important developments relating to building activities.⁵⁹ First was a reduction in wall requirements in brick homes from twelve to eight inches, a standard adopted by many major cities and seen as an important step in encouraging house building. Second was a national trend in ideal brick hollow construction, reported by cities across the country. Other national publications discussed the significance of the brick method and its influence in encouraging home building in the early 1920s. *Home Beautiful* described the brick hollow wall as "most revolutionary building development of recent years," in large part because it removed the obstacles of cost previously associated with brick construction.⁶⁰

Standard Brick & Tile was the first brick manufacturer in Oregon to promote the "Ideal" brick hollow wall. At Portland's 1921 Build-A-Home Exhibition, the company displayed specimen panels laid in the new method.⁶¹ This display was the first instance the public saw the execution of brick hollow walls. In March 1922, Standard Brick & Tile constructed its first brick hollow wall residence.⁶² The house, at NE 58th and Siskiyou, was built for M. A. Johnson, but also served as a vehicle for Standard Brick & Tile to display the new building technique to prospective home-buyers and builders.

The M. A. Johnson house became the first publicized residence to display brick hollow walls. Interest in brick construction in Portland grew. Regarding this development in the laying of brick, the *Oregonian* reported it as, "something which in the remarkably short time of one and one-half years has received an unusual amount of favorable comment from architects and builders, namely, the brick hollow wall, called by the brick people 'the ideal wall.'"⁶³

In early September 1921, Standard Brick & Tile announced the plans for its model home, the Brick House Beautiful. The company sought to corner the home building market, which had been dominated by frame houses for decades in Oregon. Brick hollow walls greatly reduced housing construction costs. The Brick House Beautiful became the first model home in Portland built to demonstrate the durability and economy of brick construction through the use of the brick hollow wall. Subsequently, the "Ideal" brick hollow wall became a central component of Standard Brick & Tile's advertising campaign for the Brick House Beautiful.

OWNERSHIP HISTORY

The Brick House Beautiful was placed on the market in early March 1923, with an original asking price of \$13,000. Joseph Anderson and his wife Elsie purchased the home in April for \$11,000. Anderson served as the office manager for the Ira F. Powers Furniture Company. By 1930, he had become the company's vice president, eventually retiring in 1938. Elsie Anderson died of a heart attack in 1956 and the house was immediately placed on the market. John and Joyce

⁵⁴ "New Wall Idea is Evolved," *Oregonian*, May 8, 1921.

⁵⁵ "Hollow Wall Is Used," *Oregonian*, March 5, 1922.

⁵⁶ "Brick Homes Practical in Portland," *Oregonian*, January 28, 1923.

⁵⁷ "Save Money on Your Home?," *Oregonian*, May 8, 1921.

⁵⁸ Ralph Stoddard, "Helping Home Builders: A Department of Information Upon Economy of Construction," *House Beautiful*, September 1921, Volume 50, 163.

⁵⁹ "Up-To-Date Building Costs," *New York Times*, July 17, 1921, 84.

⁶⁰ *House Beautiful*, April 1923, Volume 53, 416.

⁶¹ "Save Money on Your House?" *Oregonian*, May 8, 1921.

⁶² "Hollow Wall Is Used," *Oregonian*, March 5, 1922.

⁶³ "Simplicity Declared Keynote in Building Five-Room Brick Home of Good Appearance," *Oregonian*, March 5, 1922.

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Vetchell purchased the property in 1957 and rented it out. Beatrice Jones became the owner in 1959 and sold the house in 1961 to Robert and Gloria Kingsley. Major interior renovations occurred with the Kingsleys, who modernized the kitchen and converted the downstairs bedroom into a den or family room. Walter Kramer, a Portland State University professor, purchased the home in 1967. Kramer rented the property out and it had numerous renters between 1967 and 1983, as well as several years of vacancy. Arthur and Donna Eglund bought the home in 1983 and resided there for more than a decade. Sam and Joanne Drier acquired the property in 1994 and converted the garage into an office and guest room. The current owners, Sue Carter and Bob Low, purchased the home in 1999 and have plans to restore the kitchen to reflect the time period of the house.

1922-1923 A. Harvey Wethey, Jr.
1923-1957 Joseph and Elsie Anderson
1957-1959 John and Joyce Vetchell
1959-1961 Beatrice Jones
1961-1967 Robert and Gloria Kingsley
1967-1983 Walter Kramer
1983-1994 Arthur and Donna Eglund
1994-1999 Sam and Joanne Dreier
1999-present Sue Carter and Bob Low

CONCLUSION

The Brick House Beautiful is eligible for the National Register of Historic Places under Criterion A for its association with commerce in the promotion of the Standard Brick & Tile Company within Portland and the larger national trend of developing model homes to showcase building materials and techniques. The building is also eligible under Criterion C for its association with local Portland architect Otis J. Fitch, who designed several residences between 1922 and 1932, and also as an impressive example of a brick English Cottage Style house in Portland. In addition, the Brick House Beautiful is eligible under Criterion C for its contributions to engineering as an early example of brick hollow wall construction, a method first developed in 1921 and promoted by the Standard Brick & Tile Company.

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October 1, 1922; July 17, 1921.

The Oregonian, Portland, Oregon
February 1, 1914; February 20, 1921; March 9, 1921; April 28, 1921; May 8, 1921; May 11, 1921; May 15, 1921;
April 2, 1922; March 5, 1922; September 17, 1922; October 29, 1922; November 5, 1922; November 12, 1922;
December 23, 1923; Jan 28, 1923; February 4, 1923; February 25, 1923; March 7, 1923; March 18, 1923; July
22, 1923; January 29, 1928; May 10, 1928; February 23, 1930; March 30, 1930; February 15, 1931; March 13,
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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: Oregon Historical Society

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

10. Geographical Data

Acreage of Property approx. 0.11
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 10N 529611 5041159
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Brick House Beautiful
Name of Property

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

The boundary for the Brick Home Beautiful includes lot 10 (taxlot 4000) in block 112 of the Laurelhurst Addition within Section 36, Township 1 North, Range 1 East, Willamette Meridian.

Boundary Justification (Explain why the boundaries were selected.)

The boundary encompasses the entire urban tax lot, measuring 100 feet by 50 feet, and is the legally recorded boundary for 4005 NE Davis Street. The house is the sole contributing feature of the 0.11 acre property. A non-historic wood shed at the northeast corner of the property is listed as a non-contributing feature.

11. Form Prepared By

name/title Morgen Young, Consulting Historian
organization Alder, LLC date June 28, 2011
street & number 818 SW 3rd Avenue, #123 telephone (503) 333-4914
city or town Portland state Oregon zip code 97204
e-mail morgen@alder-llc.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Brick House Beautiful
City or Vicinity: Portland
County: Multnomah **State:** Oregon
Photographer: Morgen Young, nomination preparer
Date Photographed: April 2011 and June 2011

Description of Photograph(s) and number:

1 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0001)
Front facade (south), looking north.

Brick House Beautiful
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- 2 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0002)
East facade, looking west and northwest.
- 3 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0003)
Northeast facade, looking southwest.
- 4 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0004)
Rear facade (north), looking south.
- 5 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0005)
West facade, looking east.
- 6 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0006)
View of lobby in foreground, conservatory in background, looking east.
- 7 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0007)
View of living room from upstairs balcony, looking south.
- 8 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0008)
View of living room, fireplace and ingle nook, looking north.
- 9 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0009)
Detail of fireplace, looking north.
- 10 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0010)
Conservatory, looking east.
- 11 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0011)
Dining room, looking north.
- 12 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0012)
View of stained glass window in dining room, looking north.
- 13 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0013)
Staircase, looking west.
- 14 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0014)
Guest bedroom, looking north.
- 15 of 15. (OR_MultnomahCounty_BrickHouseBeautiful_0015)
Upstairs bathroom, looking north.

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

name Sue Carter and Robert Low
street & number 4005 NE Davis Street telephone (503) 317-3039
city or town Portland state Oregon zip code 97232

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.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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.

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Brick House Beautiful

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N/A

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Additional Documentation

- Figure 1. Location Map for the Brick House Beautiful, Laurelhurst subdivision, Portland, Multnomah County
- Figure 2. Assessor map 1N 1E 36DA, Portland, for the Brick House Beautiful
- Figure 3. USGS topographic map showing location of the Brick House Beautiful
- Figure 4. Site plan, Brick House Beautiful
- Figure 5. Floor plan, Brick House Beautiful, 1922
- Figure 6. First advertisement for the Brick House Beautiful, *Oregonian*, September 17, 1922
- Figure 7. Advertisement for brick hollow construction. *the Sunday Oregonian*, October 1, 1922.
- Figure 8. Article announcing the public opening of the Brick House Beautiful, *Oregonian*, January 28, 1923
- Figure 9. Photographs of the Brick House Beautiful, Standard Brick & Tile Company brochure, 1923
- Figure 10. City of Portland Historic Resources Inventory listing for the Brick House Beautiful, 1984

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PortlandMaps [New Search](#) | [Mapping](#) | [Advanced](#) | [Google Earth](#) | [Help](#) | [PortlandOnline](#)

4005 NE DAVIS ST - LAURELHURST - PORTLAND [Explorer](#) | [Property](#) | [Maps](#) | [Projects](#) | [Crime](#) | [Census](#) | [Environmental](#) | [Transportation](#)

[Summary](#) | [Assessor](#) | [Permits/Cases](#) | [Block](#) | [Schools](#) | [Parks](#) | [Development](#) | [Garbage/Recycling](#) | [Noise](#) | [Historic Permits](#) | [Water](#)

Property & Location

City of Portland, Corporate GIS 6/22/2011

THE GIS APPLICATIONS ACCESSED THROUGH THIS WEB SITE PROVIDE A VISUAL DISPLAY OF DATA FOR YOUR CONVENIENCE. EVERY REASONABLE EFFORT HAS BEEN MADE TO ASSURE THE ACCURACY OF THE MAPS AND ASSOCIATED DATA. THE CITY OF PORTLAND MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE AS TO THE CONTENT, SUFFICIENCY, ACCURACY, TIMELINESS OR COMPLETENESS OF ANY OF THE DATA PROVIDED HEREIN. THE USER OF THESE APPLICATIONS SHOULD NOT RELY ON THE DATA PROVIDED HEREIN FOR ANY REASON. THE CITY OF PORTLAND EXPLICITLY DISCLAIMS ANY REPRESENTATIONS AND WARRANTIES, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY ERRORS, OMISSIONS, OR INACCURACIES IN THE INFORMATION PROVIDED REGARDLESS OF HOW CAUSED. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY DECISIONS MADE OR ACTIONS TAKEN OR NOT TAKEN BY THE USER OF THE APPLICATIONS IN RELIANCE UPON ANY INFORMATION OR DATA FURNISHED HEREUNDER. FOR UPDATED INFORMATION ABOUT THE MAP DATA ON PORTLANDMAPS PLEASE REFER TO [CITY'S METADATA](#). FOR QUESTIONS ABOUT ASSESSMENT INFORMATION PLEASE CONTACT THE COUNTY ASSESSORS OFFICE IN YOUR COUNTY.

[Address](#) | [Mapping](#) | [Advanced](#) | [Google Earth](#) | [Help](#) | [About](#) PortlandMaps © 2011 City of Portland, Oregon

Figure 1. Location map for the Brick House Beautiful, Laurelhurst subdivision, Portland, Multnomah County

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Figure 2. Assessor map 1N 1E 36DA, Portland, for the Brick House Beautiful

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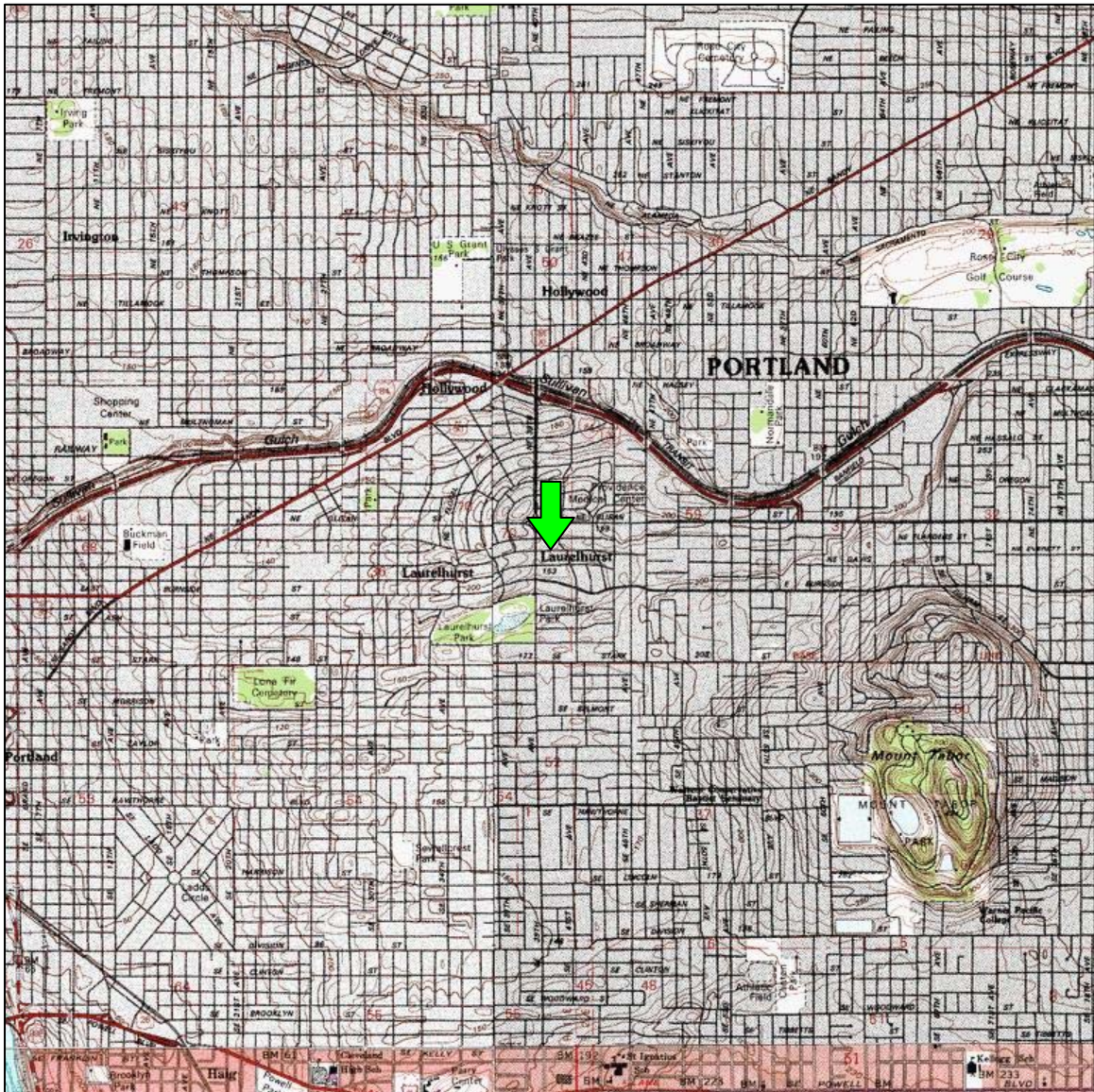


Figure 3. USGS topographic map showing location of the Brick House Beautiful

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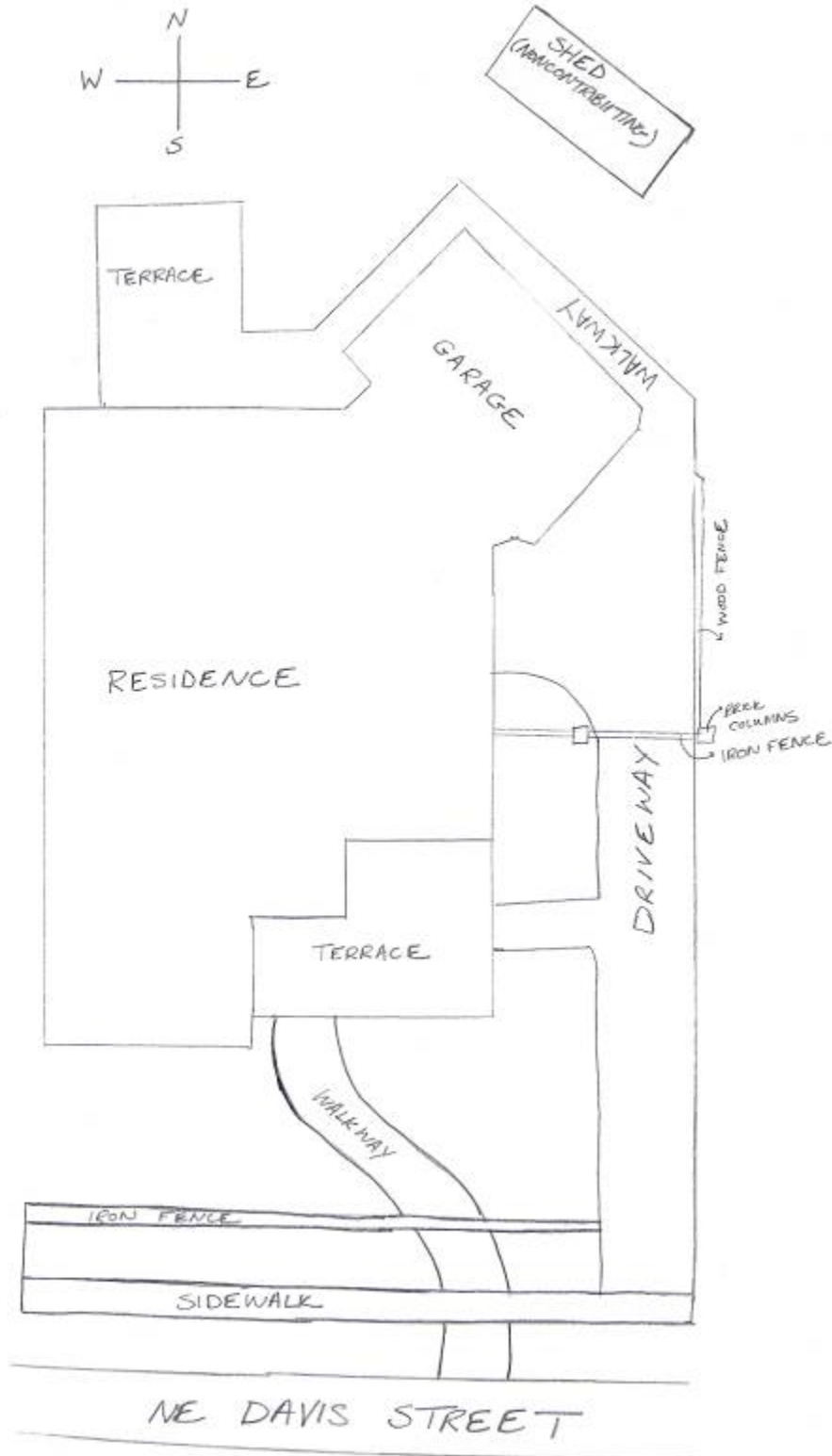


Figure 4. Site plan, Brick Home Beautiful

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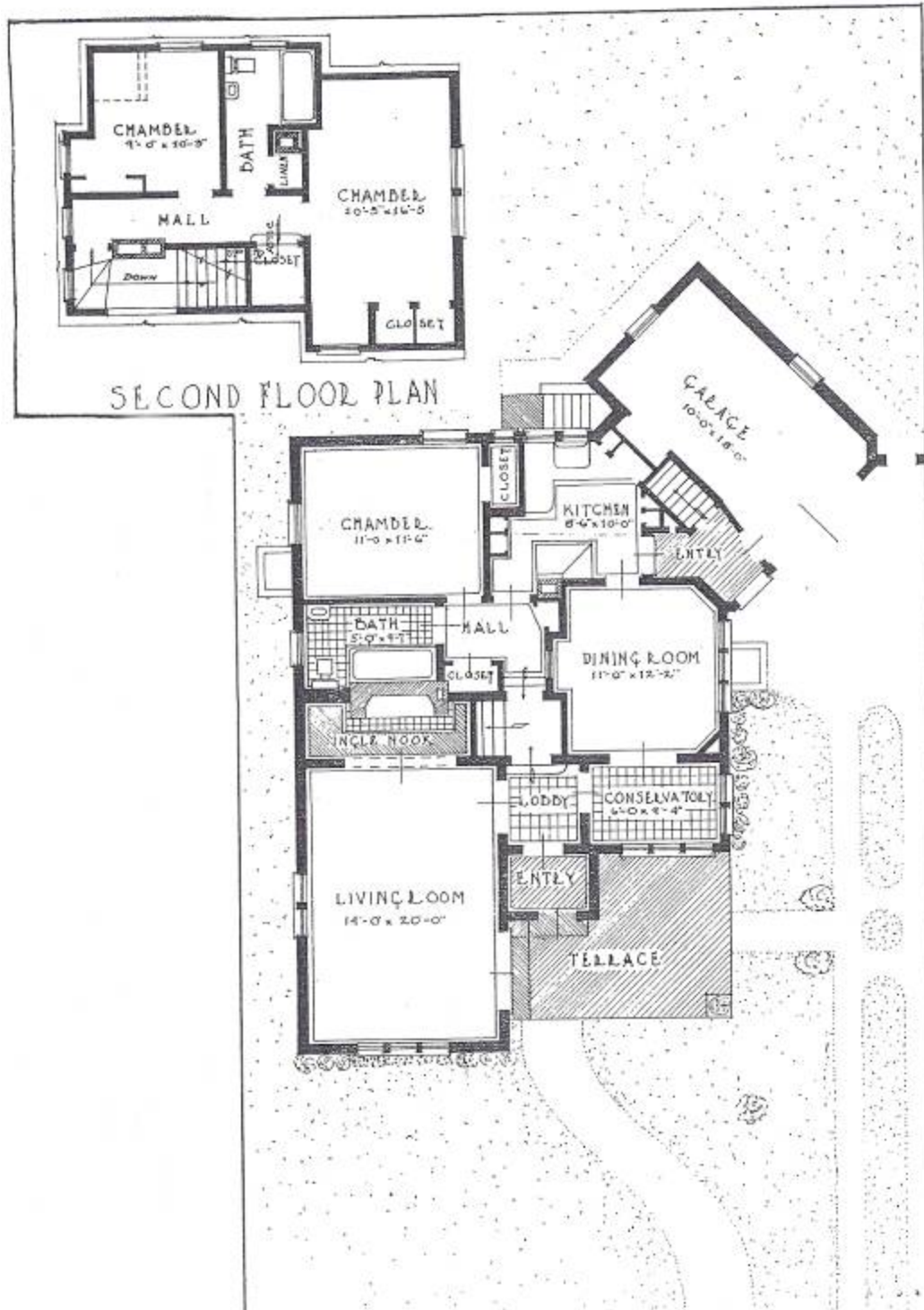


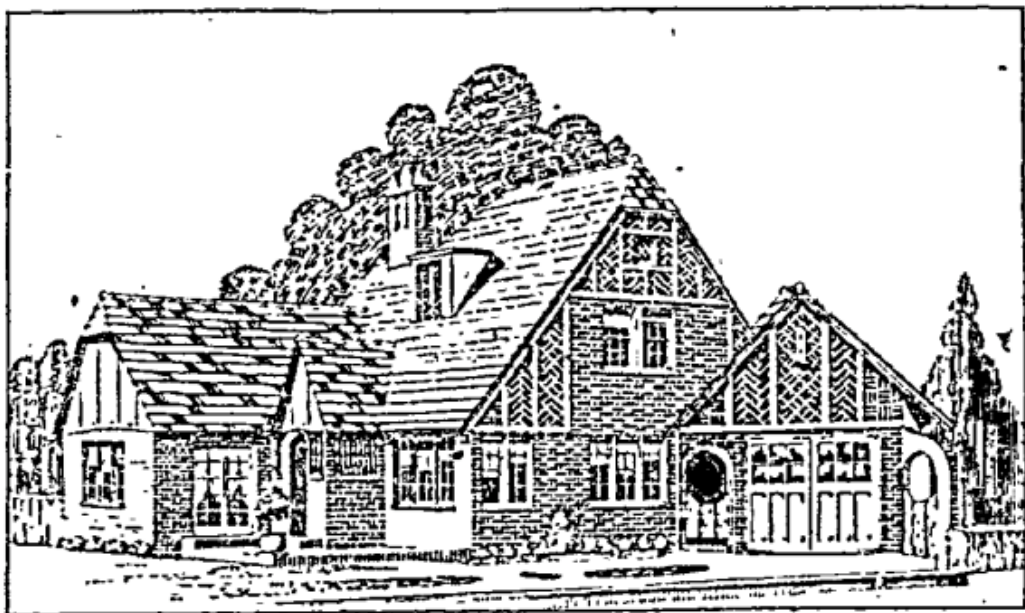
Figure 5. Floor plan, Brick House Beautiful, 1922

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The Brick House Beautiful

pictured above is being built on East Davis St. between E. 39th and 41st streets in Laurelhurst for the purpose of showing the economy, beauty and adaptability of Real Burned Clay Brick and the "Ideal" Brick Hollow Wall in average residence construction.

Prospective home-builders, architects, contractors and others interested are invited to observe progress of construction. (Take Montavilla car to E. 39th, south 2 blocks to Davis, east 1/2 block).

The place will be on exhibition when completed and then sold under a plan to be announced later.

Standard Brick & Tile Co.

83 Fifth St.

Broadway 0018

Figure 6. First advertisement for the Brick House Beautiful, *Oregonian*, September 17, 1922

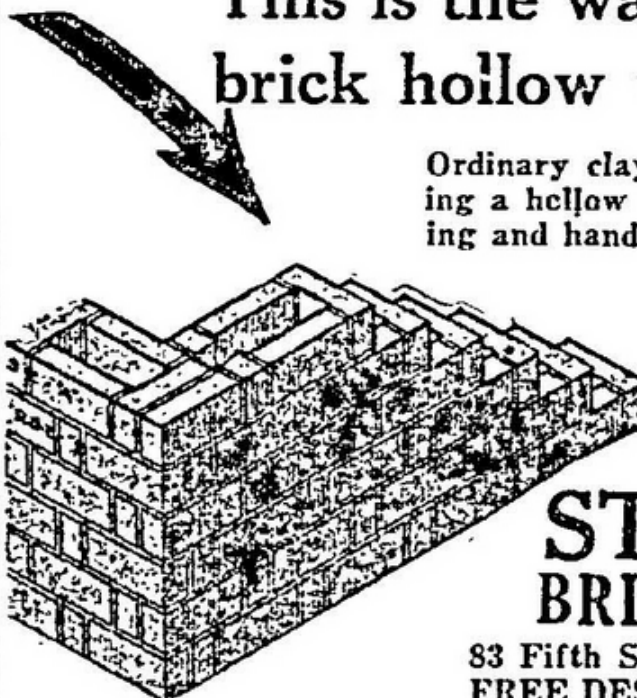
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This is the way The "Ideal" brick hollow wall is built—



Ordinary clay brick laid on edge, forming a hollow wall, which is dry, insulating and handsome.

Watch the erection of "The Brick House Beautiful" at 1181 East Davis Street, Laurelhurst, with this wall.

**STANDARD
BRICK & TILE CO.**

83 Fifth Street Broadway 0018
FREE DESCRIPTIVE LITERATURE

Figure 7. Advertisement for brick hollow construction. *the Sunday Oregonian*, October 1, 1922.

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THE SUNDAY OREGONIAN, PORTLAND, JANUARY 28, 1923

Announcing the Opening of The "BRICK HOME BEAUTIFUL"

Display by the Standard Brick & Tile Co.

TODAY—Sunday—1 to 5 P. M.

The Brick Home Beautiful at 1151 East Duane Street, between East
Thirty-Ninth and East Forty-First Streets, (near railroad), open to the
public (admission only) daily except Mondays, 1 P. M. to 5 P. M., and
6:30 to 8:30 P. M., Sunday, 1 P. M. to 5 P. M., only. No other
times shown will be in this issue. This is a special notice of closing to publishers.

The "Brick Home Beautiful" has been built to demonstrate to
moderns and the beautiful in architectural, permanent, approved
construction, with SYLVAN BRICK, using the "Brick-
House-Beautiful".

Standard Brick and Tile "Brick Home Beautiful"

A new brick, the one and the
only brick, which makes the
"Brick Home Beautiful" possible.
The Standard Brick & Tile Co.
has introduced a new brick
which will revolutionize the
brick industry. It is a new
brick, made of the best
clay, and is the only brick
which will make the "Brick
Home Beautiful" possible.
It is a new brick, made of
the best clay, and is the
only brick which will make
the "Brick Home Beautiful"
possible. It is a new brick,
made of the best clay, and
is the only brick which will
make the "Brick Home Beautiful"
possible.

THE BRICK HOME BEAUTIFUL

The "Brick Home Beautiful" is a
new brick, made of the best
clay, and is the only brick
which will make the "Brick
Home Beautiful" possible. It
is a new brick, made of the
best clay, and is the only
brick which will make the
"Brick Home Beautiful" possible.

This takes better advantage of water and electricity.
"The Brick Home Beautiful"
Designed and Built for the Standard Brick & Tile Co. by Orlis J. Fitch

SYLVAN REAL BURNED CLAY BRICK

Face Brick Art Brick Common Brick

Standard Brick & Tile Co.

Brick, Tile, Lino, Plaster, Cement, Building Materials

83 Fifth Street Belwy. 8274

ERICK WINES PRAC- TICAL IN PORTLAND

"Ideal" Brick-House-Well Has Advantages

A new brick, the one and the
only brick, which makes the
"Brick Home Beautiful" possible.
The Standard Brick & Tile Co.
has introduced a new brick
which will revolutionize the
brick industry. It is a new
brick, made of the best
clay, and is the only brick
which will make the "Brick
Home Beautiful" possible.

ACKNOWLEDGMENTS

Design—Construction Furnishings

THE SUNDAY OREGONIAN, PORTLAND, JANUARY 28, 1923
 THE BRICK HOME BEAUTIFUL
 DISPLAY BY THE STANDARD BRICK & TILE CO.
 PORTLAND, OREGON

DESIGN—CONSTRUCTION
 Orlis J. Fitch
 Standard Brick & Tile Co.
 Portland, Oregon

FURNISHINGS
 Standard Brick & Tile Co.
 Portland, Oregon

Figure 8. Article announcing the public opening of the Brick House Beautiful, *Oregonian*, January 28, 1923

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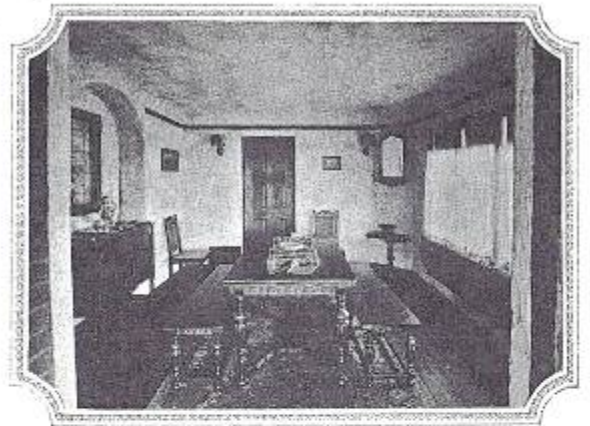
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Fireplace and Balcony

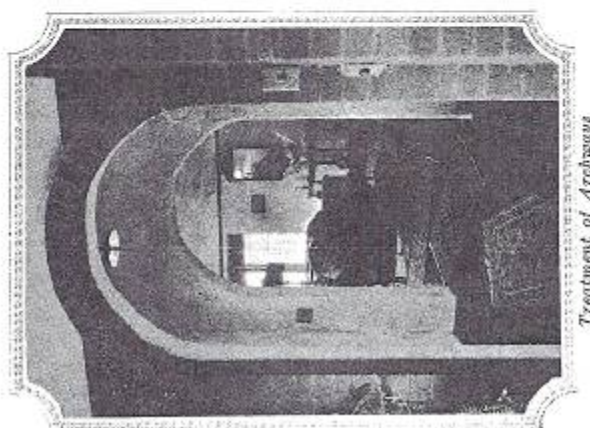


Dining Room from Conservatory



Living Room from the Balcony

page six



Treatment of Archway

page seven

Figure 9. Photographs of the Brick House Beautiful, Standard Brick & Tile Company brochure, 1923

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6-205-04005

4005 N.E. Davis Street

Laurelhurst, Block 112, Lot 10
QUARTER SECTION MAP #: 3034
Laurelhurst

ORIGINAL FUNCTION: Residence

DATE BUILT: 1923

STYLE: English Cottage

TAX ASSESSOR'S ACCOUNT #: R-47912-7540
ZONING: R5

RANK II

SPECIAL FEATURES AND MATERIALS:
Steeply-pitched jerkinhead roof. Gabled entrance porch with round-arched doorway and spindles in side opening. Multi-light casement windows and French doors. False half-timbering with basketweave, herringbone and vertically-laid brick. Massive brick chimney with projecting flues.

AREAS OF SIGNIFICANCE: Architecture

Figure 10. City of Portland Historic Resources Inventory listing for the Brick House Beautiful, 1984



OR_MultnomahCounty_BrickHouseBeautiful_0001.jpg



OR_MultnomahCounty_BrickHouseBeautiful_0002.jpg



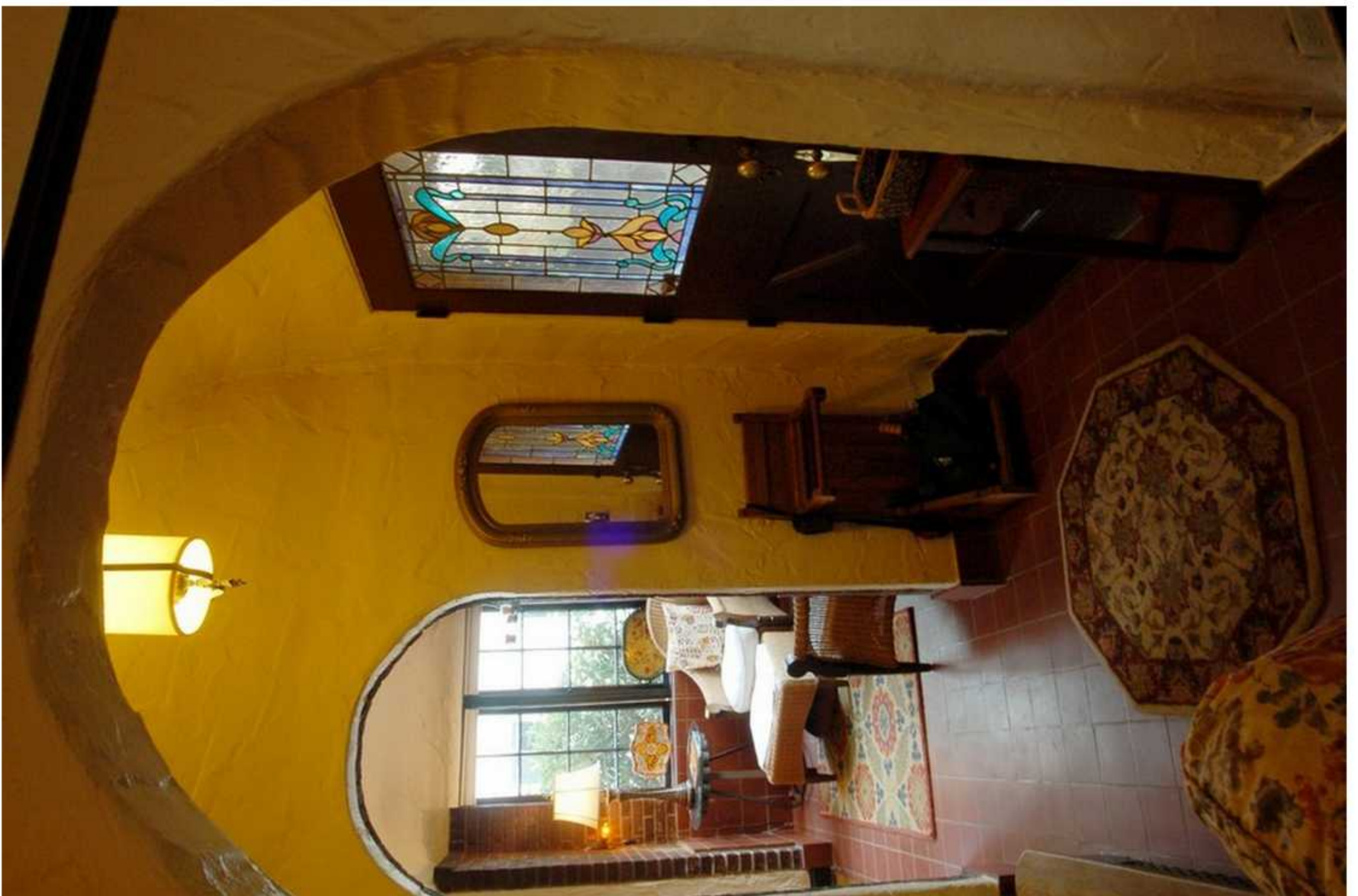
OR_MultnomahCounty_BrickHouseBeautiful_0003.jpg



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OR_MultnomahCounty_BrickHouseBeautiful_0005.jpg



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