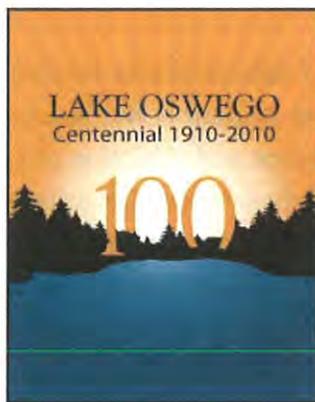


Mid-Century Lake Oswego

*A Look at Lake Oswego's Modern Developments
1935-1965*



Cover photos, from left to right: Diane Spencer Nicholas water skiing on Lake Oswego, 1957; Rose Festival Float, 1959; Goodall Oil Company postcard of Oswego Lake, date unknown; all courtesy of the Lake Oswego Public Library. Lake Oswego Post Office (far right), 1958, courtesy of Dick Goodall.



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Acknowledgments

The Lake Oswego Modernism context statement was researched and prepared by Adrienne Donovan-Boyd a second year graduate student in the historic preservation program at the University of Oregon, under the guidance and direction of Liz Carter, Adjunct Faculty at the University of Oregon and a Historic Preservation Consultant, in conjunction with the City of Lake Oswego's Planning Department. This document is intended to outline the broad pattern of events that shaped the Lake Oswego community during the Modern Period. This document also has begun to identify prominent architects and builders who worked in the area and the houses and buildings they designed.

Many thanks to Paul Espe, Lake Oswego's Historic Preservation Planner for his insight, enthusiasm, and guidance throughout this project. Thanks also go to the staff at the Lake Oswego Public Library for the guidance they gave in helping me search through old files, phone books, and photographs. I would also like to thank Susanna Kuo and Marylou Colver for their help in assuring this documents accuracy and completeness. Furthermore, I would like to thank the Lake Oswego Historic Resources Advisory Board for the encouragement and insight that helped to develop the history, goals, and recommendations that have made this document a useful tool in planning for Lake Oswego's Modern Period.

Preface

The Lake Oswego Modernism 1935–1965 context statement is the result of an internship offered by the City of Lake Oswego. The internship was funded through a matching grant from the Oregon State Historic Preservation Office.

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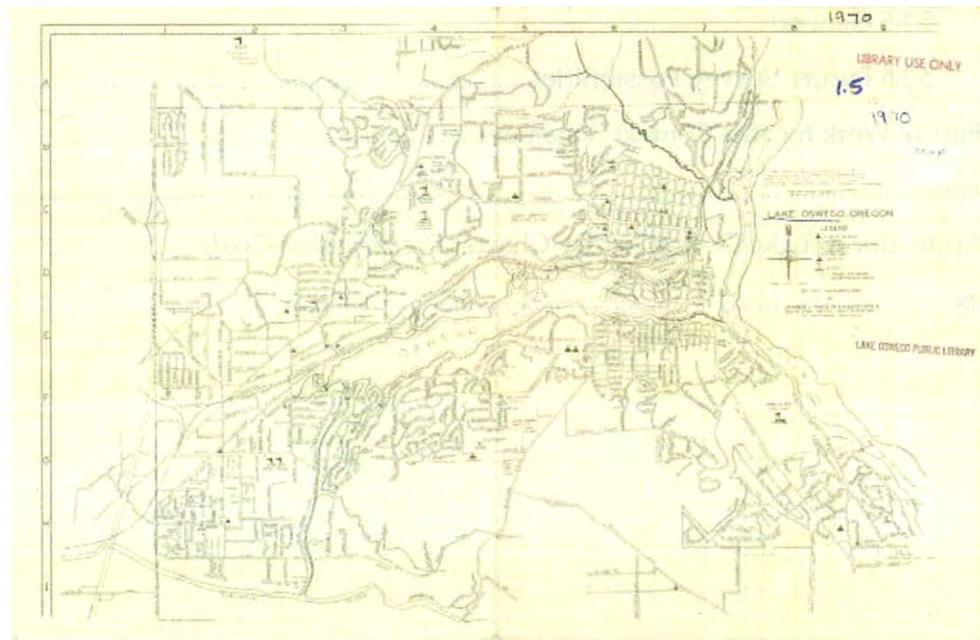
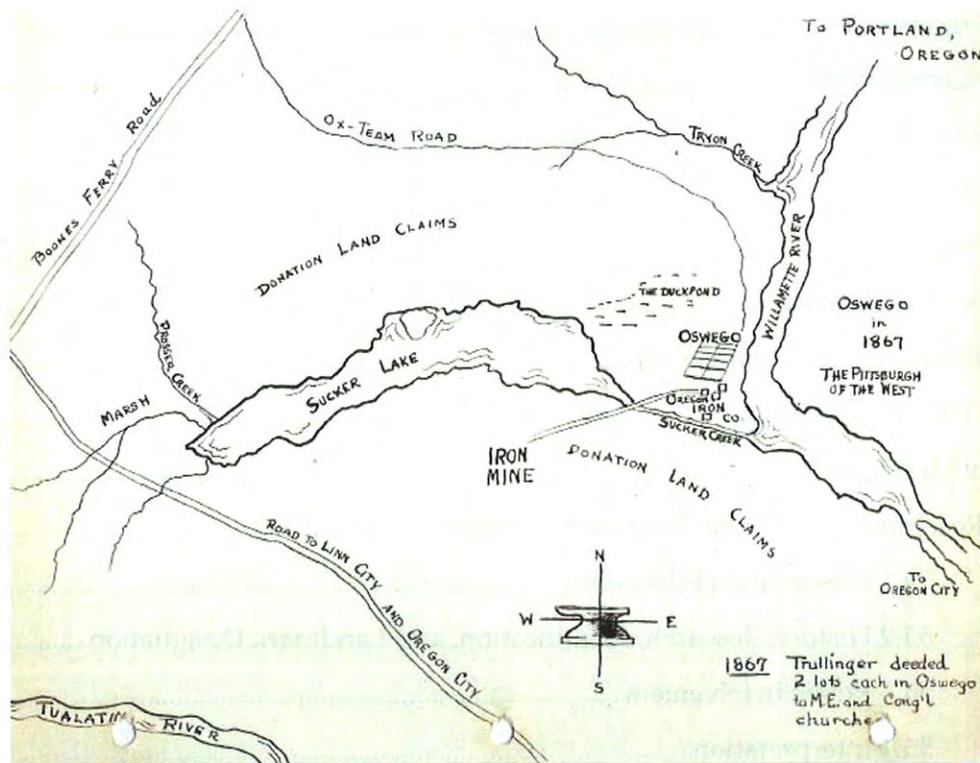
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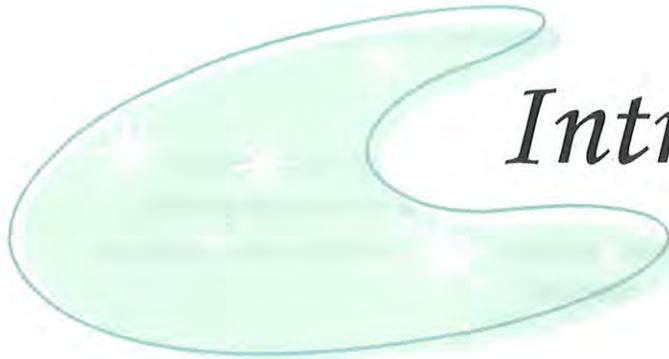
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Oswego area map, 1867 Courtesy of the Lake Oswego Public Library (top); Lake Oswego Chamber of Commerce Map, 1970, Courtesy of the City of Lake Oswego's Engineering Department .



Introduction

Historic Context Statements are used as a strategic planning tool to help communities plan for resources of a specific nature. These resources not only consist of houses but they are also related to Neighborhood Development, Multi-Family Housing, Recreation and Society, Transportation, Communication, Government, Education, Commercial, Industry, Religion, Agriculture, and People. A historic context offers information about historic trends, properties, and individuals in the history of the community. The National Park Service views historic context development as one of the most important steps when undertaking any type of long term preservation planning. They state that “it is within the larger picture of a community’s history that local significance becomes apparent.”¹

This Context Statement will help to identify the broad patterns of events that helped to shape Lake Oswego, including the various resources from the mid-century Modern Period, the most common architectural styles, and the architects and builders who designed and constructed these buildings.

The City of Lake Oswego has a wealth of information about the city’s pioneer roots, the area’s early iron industry and the founding of Oswego. While this information is not in the form of a Context Statement, the general themes of development and the common architectural styles are well known. This overview of Lake Oswego’s recent past is an effort to look at the events and themes that emerged as the city moved out of the Depression years and into World War II, and then into the post-war years ending in 1965. This end date marks the annexation of the Lake Grove area by Oswego and the completion of Oregon’s largest modern transportation system, Interstate-5.

¹ Archeology and Historic Preservation: Secretary of the Interior’s Standards and Guidelines, <http://www.nps.gov/history/local-law/arch_stnds_10.htm> (Accessed May 5, 2009).

Guidelines for Preservation Planning

The National Park Service has developed guidelines for preservation planning that are based on the following principles:

Important historic properties cannot be replaced if they are destroyed. Preservation planning provides for conservative use of these properties, preserving them in place and avoiding harm when possible, and altering or destroying properties only when necessary.

If planning for the preservation of historic properties is to have positive effects, it must begin before the identification of all significant properties has been completed. To make responsible decisions about historic properties, existing information must be used to the maximum extent and new information must be acquired as needed.

Preservation planning includes public participation. The planning process should provide a forum for the open discussion of preservation issues. Public involvement is most meaningful when it is used to assist in defining values of properties and preservation planning issues, rather than when it is limited to review of decisions already made. Early and continuing public participation is essential to the broad acceptance of preservation planning decisions.²

Historic Context Definitions

Determining the scope of the context is an important first step to beginning a project of this nature. Context Statements are generally organized by theme, time, and place. Their real goal is to link the historic built environment with the overall patterns in a place's history. This will help to provide a framework for determining the significance of historic resources and provide a decision-making tool for management.

Theme

The theme of the context identifies the type of resources that are going to be studied. The theme of this context is a local study that focuses on the City of Lake Oswego in the years that followed the Great Depression. The focus will be to identify specific events during that time, which contributed to the city's historic growth and development. These local patterns of development, community planning, residential and commercial development, transportation advancements, architecture, and prominent architectural styles were all researched for the completion of

² Ibid.

this context.³ The general themes that were studied were transportation, commerce, industry, government, and culture. The city's growth was not limited to one sector. The city's boundaries, educational institutions, transportation corridors, single and multi-family housing units, business districts, religious communities, and governmental service all enjoyed a period of great expansion during this period.

Time

The temporal boundary of a historic context statement defines the period of the study. This context will focus primarily on the historical development and the resources that existed from the Modern Period, which is being defined by the period of development just after the worst of the Depression, roughly 1935, and concluding in 1965, four years after the city of Oswego annexed all of the lake frontage and parts of the community of Lake Grove, and just one year after the City of Lake Oswego moved to its current, more modern system of government.

Place

The physical boundary of the study will be defined by Lake Oswego's current Urban Growth Boundary (UGB). This geographic, spatial boundary encompasses resources that may have fallen outside the city limits in 1965, but that have continued to logically and spatially influence the city's development and its built environment.

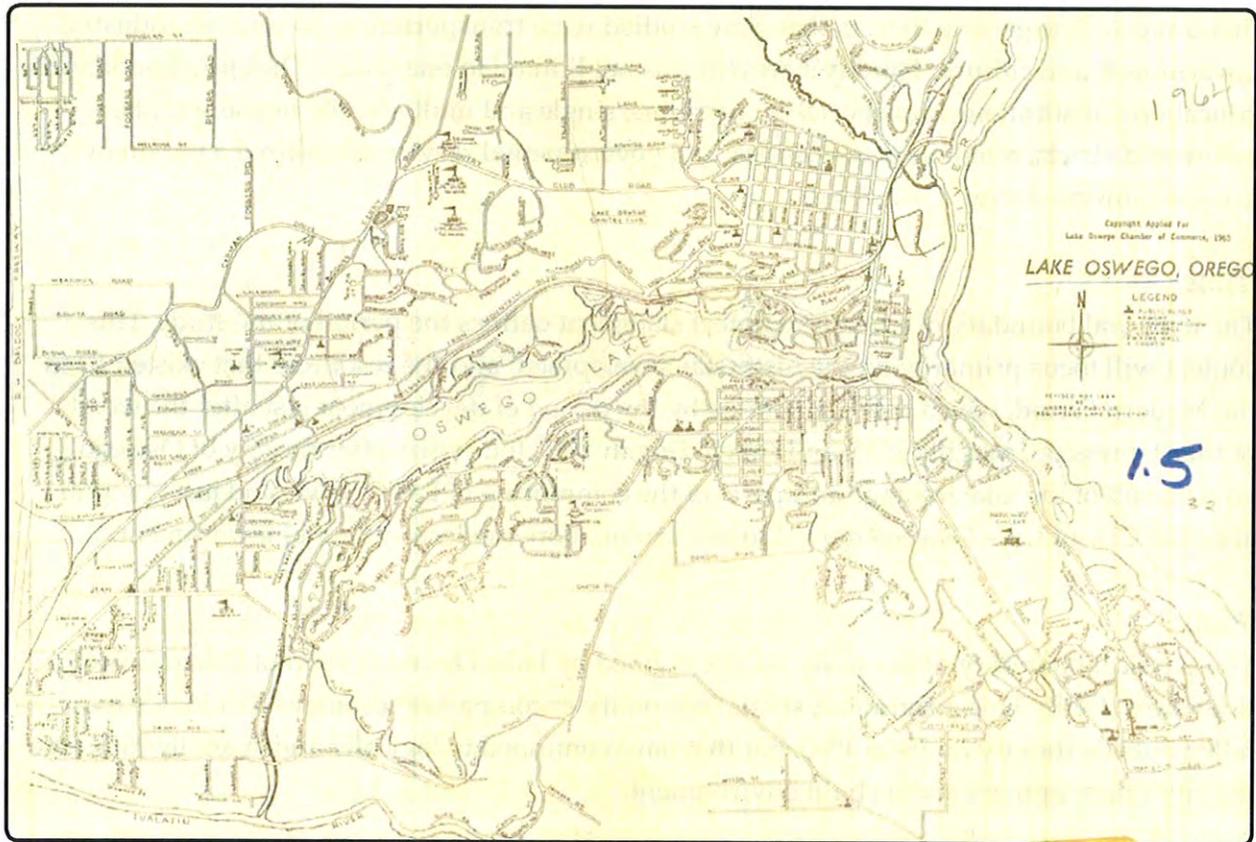
Lake Oswego is primarily located in Clackamas County, approximately eight miles south of Portland, Oregon. Small areas of the city are located to the south in Washington County and to the north in Multnomah County. Lake Oswego has developed around the privately owned 405-acre Oswego Lake. The city's boundary encompasses ten square miles and spans east from Interstate-5 to the Willamette River. The Lake Oswego Chamber of Commerce map on the opposite page shows the city's layout in 1965.

In 1940, Oswego's Population was 1,285 persons and by 1965, the city had a population of approximately 11,000.⁴ The Modern Period was one of the greatest periods of growth for the city. Growth, however, has not ceased since the end of the Modern Period. The United States Census Bureau estimates that in 2000 Lake Oswego had a population of 35,278 people in 14,769 households.⁵ This was more than triple the city's population in 1965.

3 David L. Ames, and Linda Flint McClelland. *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places*. National Register bulletin. [Washington, D.C.]: U.S. Dept. of the Interior, National Park Service, National Register of Historic Places, 2002., 7.

4 Works Projects Administration, *Oregon: The American Guide Series*, Compiled by Workers and Writers of the Works Projects Administration in the State of Oregon (Portland: Binford and Mort: 1940), 304.

5 United States Census Bureau, "Profile of General Demographic Characteristics: 2000," United States Census Bureau, 2000, <http://factfinder.census.gov> (accessed June 31, 2009).



Lake Oswego Chamber of Commerce Map, 1965. Courtesy of the Lake Oswego Public Library.



Lake Oswego's Beginnings

Thousands of years ago, the Clackamas Indian Tribe lived in the area now known as Lake Oswego. The Lake Oswego area was one of the oldest settled places in the Willamette Valley.¹ The earliest inhabitants named the body of water, now known as Oswego Lake, "Sucker-Place Creek" after the sucker fish that could be found in the lake.² Diseases brought by Euroamerican traders and explorers killed a large portion of the Indian population in the early 1830s. The United States Government began to move the remaining population to the Grand Ronde Reservation in Yamhill and Polk Counties around 1856, reflecting a January 4, 1855 treaty.³

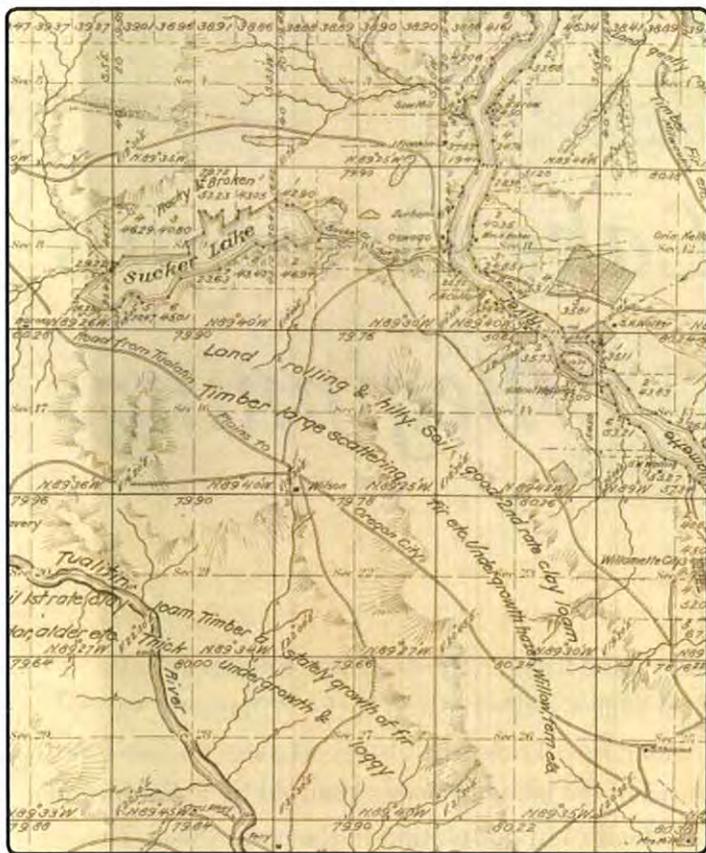
Early Euroamerican settlers first arrived in the Oswego area in the 1840s and 1850s. In 1852, Sucker Lake was shown on the General Land Office Survey Map of the area that was published by the United States Surveyor General's Office. In 1852, two years after the Donation Land Claim Act was passed by Congress, the lake was bordered by three homesteads on the east side, all of which also bordered the Willamette River. At this time the lake was commonly known as Sucker Lake. The *Oregonian's Handbook of the Pacific Northwest*, published in 1894, describes the beginning of the area's iron industry by saying it was "in these hills that iron ore was first discovered, in 1843. This discovery was made near the present town of Oswego, on the Willamette River, seven miles south of Portland."⁴

1 Henry Zenk, "Notes on Native: American Place-names of the Willamette Valley Region," *Oregon Historical Quarterly* Spring 2008 <<http://www.historycooperative.org/journals/ohq/109.1/zenk.html>> (23 Oct. 2009).

2 Mark Garber, "The Lake Story: Oswego Lake Has Changed, but Role Always a Vital One," *Lake Oswego Review*. February 25-26, 1981. A2.

3 Ronald Spores, "Too Small a Place: The Removal of the Willamette Valley Indians, 1850-1856" *American Indian Quarterly*, Lincoln: University of Nebraska Press, Vol. 17, No. 2 (Spring, 1993), 183.

4 *Oregonian. Oregonian's Handbook of the Pacific Northwest* (Portland: Oregon Publishing Company, 1894), 70.



1852 General Land Office survey map. Courtesy of the Lake Oswego Engineering Department's historic map collection.

Albert Alonzo Durham platted and founded the town of Oswego on his 634.90 acre Donation Land Claim, which ran west from the Willamette River to the east end of Sucker Lake. Durham, who had arrived to the area in 1847, received one of the area's first donation land claims in 1850. Durham platted the area of Old Town in 1851. Durham named the small town "Oswego." It appears that Durham wanted to place Oswego on the "industrial map" by bringing a powered sawmill to the area with easy access to the Willamette River. Durham sold most of his claim in 1855 to the Episcopal Missionary.⁵ The town plat Durham created was never filed and the town hardly grew, but the name Oswego remained.

John Corse Trullinger purchased the Durham's mill around 1864 or 1865 and set out to create a modern milling operation with his patented invention, the Triple Turbine Water Wheel.⁶ In 1866, Trullinger bought the Oswego townsite from Bishop Scott of the Episcopal Missionary. Just a year later, in 1867, Trullinger replatted the town of Oswego. In 1870, the Tualatin River and Manufacturing Company was organized and bought the townsite and sawmill from Trullinger. They worked to overhaul the area's transportation routes in hopes of turning the area into a "major manufacturing and shipping center."⁷ The two biggest changes included the widening of the canal between Sucker Lake and the Tualatin River (1872) and the expansion of the Sucker Lake dam, which raised the lake's water level by eleven feet (1873).⁸ This was done as a joint venture with Trullinger and the Tualatin River Navigation and Manufacturing Company in the hope that they would be able to transport goods between the

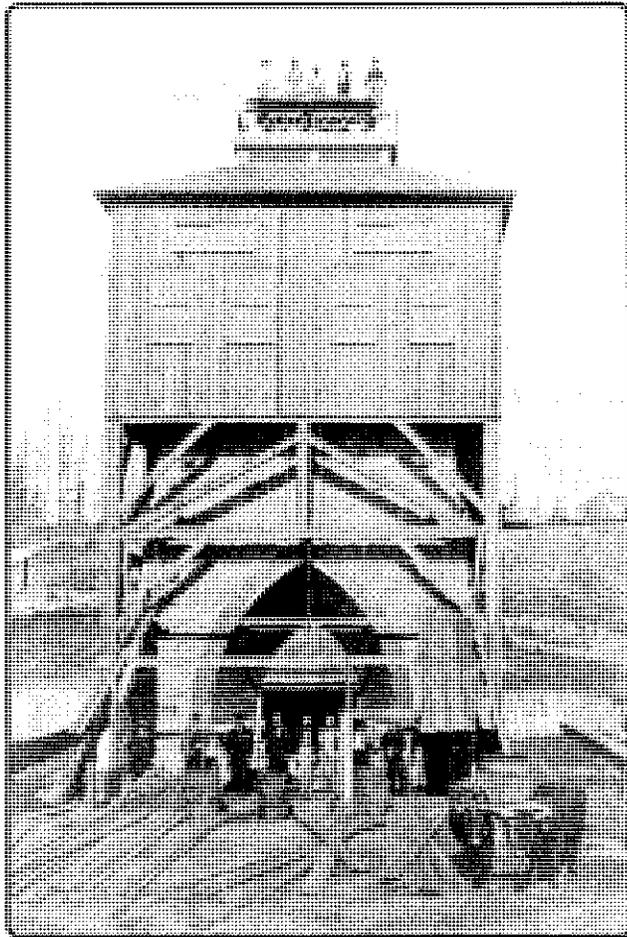
John Corse Trullinger purchased the Durham's mill around 1864 or 1865 and set out to create a modern milling operation with his patented invention, the Triple Turbine Water Wheel.⁶

5 Ann Fulton, *Iron, Wood & Water: An Illustrated History of Lake Oswego*. San Antonio, Texas: Historical Publishing Network, 2002., 23.

6 Ibid.

7 Fulton, 33.

8 Mark Garber. "The Lake Story: Oswego Lake Has Changed, but Role Always a Vital One," *Lake Oswego Review*. February 25-26, 1981. A2.



Iron Furnace, 1867. Courtesy of the Lake Oswego Public Library.

fertile Willamette Valley and Portland.⁹

Two Iron companies spent the following two decades, between 1865 and 1885, mining iron ore from the hills of Oswego, just west of the Willamette River. The Oregon Iron Company incorporated in 1865. The *Oregonian's Handbook* describes the first small blast furnace that was erected in 1867 as being constructed by "the Oswego Iron Company, of which the late W. S. Ladd was president." This is a reference to the Oregon Iron Company, of which Ladd was president of at the time. The Oswego Iron Company was formed in 1878.¹⁰ This furnace, had a capacity of "10 tons per day," and it was worked successfully for 18 years.¹¹ The furnace's product of pig-iron was sold principally in Portland and San Francisco. It was at this time that a railroad was constructed to the mines. These twenty years were not without ups and downs. Unfortunately, the ore was "found to be too low-grade to be profitable and the smelter shut down" in 1869.¹² The following eight years proved difficult as well

for the small iron town, as the furnace was closed from 1869 to 1874 and again from 1876 to 1877.

Hopes of an iron town were revived in 1877 when three men known as the "Ohio Crowd" (because they were all from Ohio) purchased the iron company at a sheriff's auction. Business steadily increased, but financial woes and the declining price of steel forced the Ohio Crowd to sell the company to Simon Reed and Henry Villard, both of the railroad industry. The Ohio Crowd and William Ladd each retained stock in the business and continued to work toward their shared dream of creating a viable iron industry in Oswego. It was at this time that the

⁹ Fulton, 23

¹⁰ *Oregonian*. *Oregonian's Handbook*, 70.

¹¹ *Ibid.* 70.

¹² Charles Oluf Olsen. "Ambitious Plans for 'Sucker Creek' went Slightly Awry" *The Sunday Journal*. *Pacific Parade Magazine*. January 28, 1945.

Oregon Iron & Steel Company incorporated.¹³

To stay viable in the changing market, a new furnace was constructed in 1888 for the production of pig iron. This was the most profitable time yet in the history of Oswego's iron industry.¹⁴ The plant was enlarged at a reported cost of \$500,000.¹⁵

The *Oregonian's Handbook* describe the ore found in the hills outside Oswego (these hills were then known as the Scappoose Hills or the Portland Hills):

The iron ore found in the Scappoose Hills is hydrated oxide of iron, commonly called "bog iron" or "brown hematite." It is known to mineralogists, however, as limonite. The lava rocks of Oregon are rich in iron, and it has been calculated that there is enough iron in the lava flows which nearly cover the state to form a solid iron plate 50 feet thick over all of Oregon.¹⁶

It was at this time, when the new furnace was constructed, that the First Addition to Oswego was platted. Lots sold quickly, as they were near the new pipe foundry. The city's business district followed, making First Addition the new hub to a growing population. Unfortunately, the Panic of 1893 created a depression that left the iron industry in Oswego unable to rebound. Oregon Iron and Steel owned nearly 14,000 acres of land in the area and needed to find a new use for it, as iron was not going to be the future of Oswego's industry.¹⁷

Oregon Iron & Steel Company owed considerable money to the Ladd and Tilton Bank. As the iron industry failed, the bank took control of the iron company's land. These interests were intertwined, as William S. Ladd was president of the old Oregon Iron Company, the Oregon Iron & Steel Company, and president of the Ladd and Tilton Bank. William M. Ladd, his son, took over as president of Oregon Iron and Steel after his father's death in 1893. He was instrumental in the platting and design of Oswego as he looked to sell the land around the lake and make something of the area left behind by the end of the iron era.

Other economic developments occurred as the iron industry's era was coming to a close. In 1906, the Southern Pacific Railway Company announced it would build a rail line that ran from Portland through the north edge of Oswego. Electricity came to Oswego as early as 1908, but

13 Fulton, 38.

14 Fulton, 45.

15 *Oregonian. Oregonian's Handbook*, 70.

16 Ibid.

17 Fulton, 45.



Picnickers enjoying the lake, c. 1908. Courtesy of the Lake Oswego Public Library.

reached the entire city through the Oregon Iron & Steel Company in 1910 when they created the Oswego Power & Light Company to generate power for the pipe foundry.¹⁸ In 1916, to the joy of the community, a cement factory opened along the shore of the Willamette River.¹⁹

Visitors were already coming from Portland each week to picnic and enjoy an afternoon of fishing on Sucker Lake. Oregon Iron and Steel eventually recognized the potential

for development of its land and platted the first of many lakeside subdivisions, the Lake View Villas on July 3, 1912. This marked the beginning of Lake Oswego's ascent to becoming "the Queen of the Suburbs" in the Pacific Northwest.²⁰

During the 1910s and the 1920s many changes took place in the community of Oswego. The town continued to grow, with nearly fifty new areas platted between 1910 and 1927.²¹ The cement plant was the largest industry and the city had a growing full time population. Lots in South Town, Old Town, and First Addition were rapidly being built upon. Lakeside lots began to sell as well; however, many of the earliest lakeside homes were designed as summer and weekend retreats, not full time residences.

Oswego Lake was also changing at this time. It was not until 1913 that Sucker Lake and Sucker Creek were renamed Oswego Lake and Oswego Creek. Then in 1921, the completion of a concrete dam enlarged the eastern portion of the lake. The lake was again enlarged in 1928 with the creation of Lakewood Bay.²² Not only did this expand the amount of lakeside property, it also flooded marshy areas making the lake much more attractive.

Public services also began to expand in twenties. In 1924, Oswego's first governmental building, City Hall, was constructed and just two years later the very grand Lakewood Grammar School

¹⁸ City of Lake Oswego, "Electric Substation at Oswego Creek," Historic Resources Inventory, 1989.

¹⁹ Ibid.

²⁰ Lake Oswego Chamber of Commerce, "Oswego Business Directory: 1960" Chamber of Commerce Historical Files.

²¹ City of Lake Oswego, Planning Department historic records, "City Plats. Revised 4/02/2008."

²² Fulton, 90.

was constructed on State Street.²³ The growth of services continued as the population around the lake grew.

At the beginning of 1935, the United States was still in the midst of the Great Depression. The town of Oswego and the unincorporated community of Lake Grove, at both ends of the lake, were still relatively small places with few residents. However, Oswego and Lake Grove saw more development at the beginning of the Modern Period (1935) than many small towns in the Pacific Northwest. While the Depression was still gripping the nation, these areas were suffering less than others, as many residents were fortunate enough to continue to have stable work during this time. For those who were able, it was also a popular time to move to the city of Oswego and the community of Lake Grove; small and large houses were built during this period for new members of the community.

During the Depression, founders of local corporations, local politicians, and prominent architects took advantage of inexpensive labor to build grand estates, such as the Carl Jantzen Estate on Jantzen Island. The Great Depression was coming to a close at the start of the Modern Period and prosperity was beginning to return to American households. It seemed that Roosevelt's "New Deal" was helping to bring the country back from the worst depression in the Nation's history. This state of peace and prosperity did not last for long, as it was just at the beginning of the 1940s that America joined the Allied forces and took part in the greatest global military conflict in world history. It was during World War II that Oswego development slowed. Partly this was due to the National "Stop Order," which was enacted in April of 1942, but lasted throughout the war. The stop order put limits on new investment in commercial, recreational, and residential development. For instance, it limited the construction cost of new housing to less than \$500. This was in an attempt to redirect materials and energy to the war effort.²⁴

After the end of World War II, development skyrocketed. A housing shortage was one of the community's greatest problems. The influx of new families helped to spur more development in the commercial district, as well as creating a need for new schools and governmental services. America's soldiers returned home and flocked to the suburbs to take part in the American Dream. Soldiers had long nurtured the hope of coming home, marrying a nice girl, and carving out a life in one of thousands of newly constructed suburbs around the country.

Transportation was also rapidly changing during the Modern Period. These newly constructed suburbs were connected by a vast national highway system, making travel to and from the center of the city easier than ever. Developers struggled to establish the Oswego Lake area as

²³ Ibid, 91.

²⁴ Wright, Sally, and David A. Pinyerd. *Eugene Modernism: 1935-65*. Eugene, OR: Eugene Planning and Development, 2003.

more than a recreational destination in the 1920s and 1930s. By the 1940s, when transportation routes expanded and the automobile became commonplace, their dream was realized as Oswego grew into the queen of Portland's suburbs.

In 1940, the Works Progress Administration (WPA) created a travel book of Oregon, entitled *Oregon: The End of the Trail*. They described Oswego, just twenty-six years after the Lake View Villa's subdivision was platted, as a "suburban town by Oswego Lake, a long, narrow body of water, with wooded shores holding country estates and country clubs. Through the hills and along the lake front are miles of bridle trails constructed for the Multnomah Hunt Club, which is near the western end of the lake."²⁵ This description is a far cry from the town's industrial origins, although the town's origins were not forgotten by the WPA's writers. They were discussed as a shadow of a former time—a point of interest for the casual traveler. The town's history can be found, they point out, "left from the eastern end of the lake 0.2 m. to the ruins of the old Willamette Iron Company Blast Furnace."²⁶

25 Works Projects Administration, *Oregon: The American Guide Series*, Compiled by Workers and Writers of the Works Projects Administration in the State of Oregon. (Portland: Binford and Mort: 1940), 304.

26 Ibid.

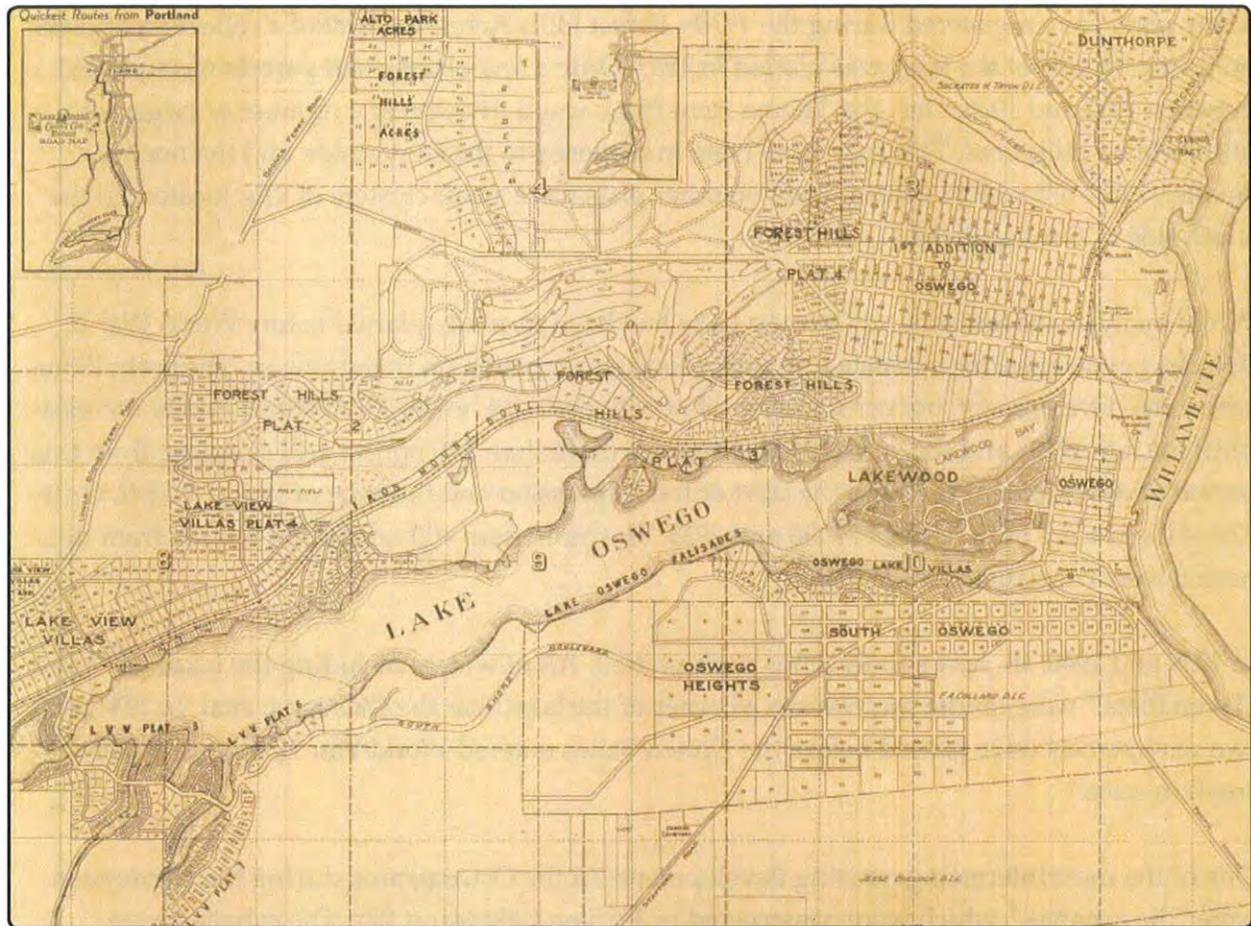
Neighborhood & Residential Development

Many of the neighborhoods around Oswego Lake had been platted by the Ladd Estate Company before the beginning of the Modern Period. William M. Ladd was the president of the Ladd Estate Company and was trying to create a suburban resort community. Paul C. Murphy was also influential in the early development around Oswego Lake. He had already successfully planned Laurelhurst Residential Park subdivision in Seattle as well as Portland's own Laurelhurst Neighborhood. Murphy bought three thousand acres around Oswego Lake in 1912. These developers were methodical about planning the city in a way that enhanced the area's natural beauty. Streets and boulevards curved around the lake in wide, sweeping arcs. Frederick and John Olmsted, proprietors of Olmsted Brothers Landscaping, a nationally recognized firm that was known because its founder, Frederick Law Olmsted, who designed New York City's Central Park, provided Lake Oswego's developers with examples of ways to plan their ideal park-like setting.¹

The advertising campaign to sell this suburban community to a greater audience was "live where you play," a fitting slogan, as the community was located in the beautiful hills by the Willamette River surrounding a large lake that was perfect for recreational activities. Murphy enhanced the area by adding an eighteen-hole golf course, riding and hiking trails, and a polo field. William M. Ladd sold the Ladd Estate Company to Paul C. Murphy and Frederick H. Strong in 1926. In 1930, Paul C. Murphy bought out Strong's interest and made his son Paul F. Murphy an officer of the Company.²

1 Ann Fulton, *Iron, Wood & Water: An Illustrated History of Lake Oswego* (San Antonio, Texas: Historical Publishing Network, 2002), 45.

2 Marylou Colver, Personal Correspondence, July 21, 2010.



Plat Map of Lake Oswego c. 1934. Note that these plats do not correspond to actual development in 1934. Many of these lots were quickly developed, but many remained vacant for some time. Courtesy of the Lake Oswego Engineering Department Historical Files.

By 1935, the north, east, and west sides of the lake had been platted (see the map on following page). The older sections of town are easily recognized because of their linear, grid layout, while the new plats, even the ones platted as recently as 2000, follow these same organic principles of the City Beautiful movement.³

Development During the Great Depression through World War II

While most communities experienced very little residential growth during the Depression, the area around Oswego Lake had some noteworthy developments during the 1930s. Paul C. Murphy, and his son Paul F. Murphy, found residential development opportunities on both small and large scales during this time. Many people were looking for inexpensive housing, while others were looking to take advantage of the low price of labor and materials.

³ Ibid.

Many plats were registered during the 1930s. Forest Hills Acres, the first of a collection of plats on the north side of the lake, was platted in 1932. Only a few other small parcels were platted between 1932 and 1938. One, the Thoma Acre Plats, was a division of a number of larger lots in the Forest Hills area. This may have been in response to the Depression and the need for smaller, more affordable homes. The two other plats were small clusters of lots, located on the south side of Oswego Lake.

While many of the lots around Oswego Lake had been formally platted before World War II, this did not necessarily translate into immediate construction on the premises. The early 1930s saw some development, but construction of new houses did not begin to substantially increase until the late 1930s and the early 1940s. There are more than 540 houses still standing from this period of development between the start of the Depression and the start of World War II. Only 129 of them were built between 1930 and 1935. The more than 400 remaining houses from this period were constructed after 1935.⁴

In 1939 and 1940, six new subdivisions were platted. All of which, including the lakeside “Lake Haven Plats,” were on the southwestern corner of the lake near the Oswego Canal. In 1941, only two new parcels were platted before the United States entered World War II, both relatively small in scale.⁵

One of the most interesting housing developments in the Oswego area during the Depression were “the cabañas,” which were constructed in 1935 on Lakewood Bay. The cabañas were a collection of ten small houses that stood on stilts in the water. They were commissioned by developer Paul C. Murphy and designed by Richard Sundeleaf, a Portland architect who designed a large number of residences around the lake between the 1930s and 1970s. Ann Fulton, Lake Oswego historian and author of *Iron, Wood, and Water: An Illustrated History of Lake Oswego* described the cabañas as combining “avant garde European Style with the romance of life on the lake.”⁶ Murphy had requested the cabañas be constructed in a very modern style after returning from a trip to Venice. The cabañas were originally one-bedroom rental units that rented for \$25 a month and nine were already booked in November of 1935.⁷ The total construction cost for the ten cabañas was \$35,000.⁸

The largest development during the Depression was the construction of the Jantzen Estate on

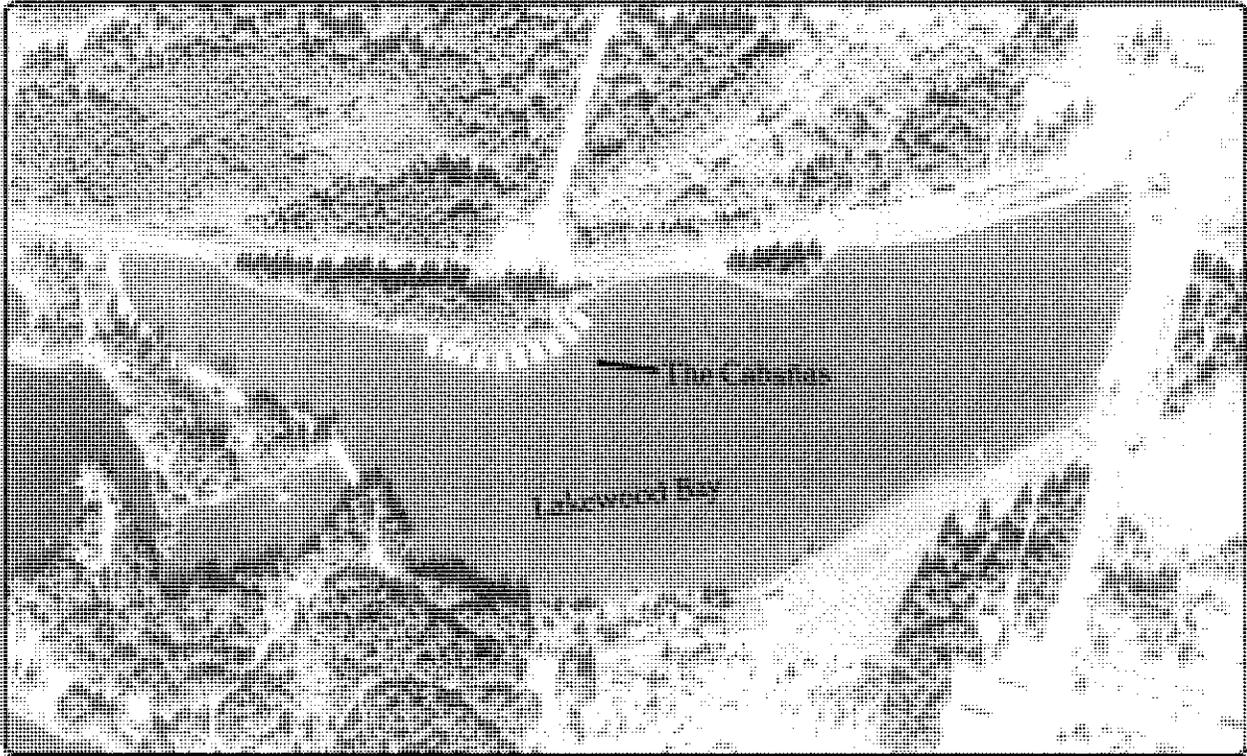
4 Clackamas County Tax Records, “Residential properties with year of construction” Lake Oswego Engineering Department. Lake Oswego City Hall.

5 Lake Oswego Engineering Department, Historic Record Files. Historic Plat Maps. Lake Oswego City Hall.

6 Fulton, 98.

7 *Oswego Review*, “Home’s Being Built” November 28th, 1935. 1.

8 Ibid.



1936 Aerial photograph of Lakewood Bay, Lake Oswego, Oregon. Taken by the U. S. Army Corps of Engineers. Courtesy of the Lake Oswego Engineering Aerial Photographs Collection.

the largest island on Oswego Lake. The development portion of the project cost \$140,000 and created numerous local jobs. Carl C. Jantzen bought the island from the Murphy Company for \$50,000 in 1929.⁹ Jantzen was the proprietor of Portland's Jantzen Knitting Mill, now known as Jantzen Swimwear. Jantzen and his associate John A. Zenthbauer had patented the manufacturing of swimsuits with an elastic rib stitch in 1921.¹⁰ Jantzen was able to save a considerable amount in construction costs by building his house in 1930, since the market for lumber and labor was so depressed.¹¹ While this represents an extreme price for a house, most houses in the Oswego Lake area cost a fair amount of money for the period. In 1935, the Ladd Estate Company reported that the majority of the houses being built cost between \$2,500 and \$5,000.¹²

Another grand house was constructed in 1936 in the Lakewood neighborhood. The Cutler House, located on 300 North Point Road, lies at the tip of a peninsula with the lake surrounding it on three sides. The house, designed by Portland architect Morgan Hartford, is a grand brick

⁹ Fulton, 96.

¹⁰ National Museum of American History, "Jantzen Knitting Mills Collection, 1925-1977" Archives Center (Accessed August 23, 2009) available from www.americanhistory.si.edu/archives/d9233.htm.

¹¹ Fulton, 96.

¹² *Oswego Review*, "Homes Being Built" November 28, 1935.

residence built in Arts and Crafts style, which was popular in suburban architecture in the early part of the twentieth century. This house represents Hartford's first residential commission.¹³ At the time he was working for a number of federal agencies including the Historic American Building Survey. The Historic American Building Survey (HABS) began in 1933 and employed professional "architects and draftsmen to study, draw up plans, and elevations and details of the important antique buildings in the United States."¹⁴ For a short time in the 1940s he formed a partnership with Charles W. Ertz and Otto J. Kuettner, but for most of his 35 year career ran his own practice in Portland.¹⁵

In May of 1941, it was reported that one of Oswego's greatest problems was an "acute shortage of housing facilities."¹⁶ Many houses were being built, but not at a fast enough rate to house would-be new residents. Living on or near the lake was becoming so desirable that builders could not supply housing at a fast enough rate. It was often reported in the *Oswego Review* that new business owners in the Oswego area were planning on settling in the area when a "suitable residence could be procured."¹⁷ There was also a need for rental units at this time. Rental units of "all classes" were seriously needed to house the growing Oswego population.¹⁸

Model Homes



Johns-Manville Model Home, 432 Country Club Road. Photo courtesy of the Lake Oswego Public Library.

Model homes, prefabricated homes, and some speculative homes were constructed in Oswego starting in the late 1930s and continuing through the post-war era. A number of noteworthy model homes were constructed in the First Addition-Forest Hills, Country Club-North Shore, and Evergreen Neighborhoods including the Ladd Estate Company Model Home, the Johns-Manville Company Home, the Gas House, and the Life Magazine Home #1.

The Ladd Estate Company Model Home,

13 City of Lake Oswego, "F. W. Cutler House: 300 North Point Road," Cultural Resources Inventory, August 1989.

14 Library of Congress, American Memory Collection, "About this Collection" (accessed August 24, 2009) www.memory.loc.gov/ammem/collections/habs_haer/hhintro.html

15 Richard Ellison Ritz, *Architects of Oregon*. (Portland: Lair Hill Publishing, 2002), 164.

16 *Oswego Review*, "Housing Shortage Still With Us." May 16, 1941. 1.

17 *Oswego Review*, "Hardware Store to Open in Oswego" May 23, 1941. 1.

18 *Oswego Review*, "Housing Shortage Still With Us." May 16, 1941. 1.

432 Country Club Drive, was constructed in 1936, by the Ladd Estate Company to showcase the design standards of the newly platted area. Similarly, the John's-Manville Company Home, designed by Richard Sundleaf, was located just across the road on 10th Avenue. This home modeled products for the Johns-Manville Company including "triple insulation, an efficient modern kitchen, and fireproof walls."¹⁹ These building technologies were state of the art at the beginning of the Modern Period.

Two other model homes were constructed during the period, the Murphy and Dean Gas House Model Home and the Life Magazine Model Home were both constructed before the start of World War II. The Murphy and Dean Gas House was constructed by the Murphy and Dean Company (successors to the Ladd Estate Company) in 1939. The American Gas Association, a national organization founded in 1918 that represents local energy utility companies, chose this home design as its first prizewinner in a national competition. The home was designed to be constructed of "split brick" and completely gas equipped. The home was not "unreasonably high priced," but despite this it did not sacrifice any of the "comforts and conveniences that are built in to the better class of modern home-building."²⁰ The house was advertised as having a six-room plan, with all the rooms conveniently located on the main floor.²¹

The Life Magazine Model Home #1, was constructed in 1940. It was chosen as one of Life Magazine's eight homes designed and planned for 1940. These houses were designed for "modern Americans" looking for a low cost home.²² According to the article, forty-seven of Life Home #1 were being constructed around the country. Life Magazine showcased the Oswego Life Home in their July 1, 1940 issue. It appears this house is still standing at 217 5th Street, but it has been greatly altered and no longer resembles its 1940 design.

Some of the regions most famous speculative houses were designed by Portland architect John Yeon and built by master builder Willard "Burt" Smith. Three of these speculative houses were constructed in Oswego in the late 1930s. John Yeon became well known for being influential in developing the Northwest Regional style in the later 1930s and 1940s.

Yeon's small speculative houses used exterior waterproof plywood and a unique louvered ventilation system, both new innovations at the time. Yeon was the first to use waterproof plywood as an exterior sheathing material. Plywood had been in use as a building material since it was developed for the 1905 World's Fair, but could not be used for exterior applications

19 City of Lake Oswego, "Johns-Manville Model Home: 20 Tenth Street" Cultural Resources Inventory, August 1989.

20 Oswego Review, "Model Home to be Built in Oswego," February 24, 1939. 1.

21 Oswego Review, "4000 Inspect Oswego House," June 9, 1940. 1.

22 *Life Magazine*. Chicago: Time Inc, July 1, 1940. 77.

because a suitable waterproof glue had not been developed. Yeon also developed fixed pane windows with the separate ventilation louvers. Accordingly, no millwork was required to construct the windows; the glass was simply set between the house's framing studs. This drastically reduced both the labor and materials costs. These innovations helped to keep the sale price of the houses to just under five thousand dollars.²³

Willard "Burt" Smith was the builder who constructed Yeon's first architectural creation, the Watzek House. Smith was impressed with Yeon's ingenuity and hired him to create these less expensive speculative houses for the somewhat depressed housing market.²⁴ Smith already owned the lots in Oswego where the three speculative houses were constructed. They were constructed at 575 Ridgeway Road, 589 Ridgeway Road, and 555 County Club Road. The house at 575 Ridgeway Road was recently razed to make way for new construction.

Yeon had lamented over the high cost of building the Watzek House and jumped at the chance to design these smaller, affordable houses. He called them



Yeon Speculative House, 589 Ridgeway Road.

23 Fulton, 99.

24 Ibid.

plywood houses because of their exterior surface material, but sometimes he called them the “colored houses” because each was painted a different color. They were also known as modular houses (mainly by academics) because they were built on either a four or two foot module, which was established by the width of the plywood.²⁵ In an 1982 interview, Yeon remembered that his partnership with Smith “resulted in this whole series of houses built [...] out of that formula.”²⁶ He estimated in his 1982 interview that only twelve of these houses were ever constructed. Other estimates are more conservative, suggesting only nine were built. Only seven of the speculative houses are believed to exist today. Two are in the Mock’s Crest development in North Portland (one that is listed on the National Register), two in Portland’s West Hills, the Jorgenson House (which was built at a much larger scale for a specific client), and the two in Lake Oswego.

Other model and pre-fabricated homes were also being advertised at this time. Three model homes located at the corner of 9th and B Streets were advertised during their construction. In a period of just 14 days, the dwellings were constructed by three carpenters using pre-fabricated sections of houses provided by the Pacific Systems Homes Company from Los Angeles.²⁷ Little is known about Pacific Systems Homes, but it is said that they were a pioneer of the catalog home industry.²⁸ Paul C. Murphy, Oswego’s most well known real estate agent and developer, was also building small houses before the war in various neighborhoods to meet the rising demand. It was reported that Murphy was directing the construction of a “large group” of residences in the Oswego district.²⁹

Development and Ownership of Oswego’s Lake

One of the greatest changes to the residential landscape before the start of World War II was the change of ownership of Oswego Lake, which until 1941 was owned by the Oregon Iron & Steel Company. In the beginning of 1941, a conversation began between the Oregon Iron & Steel Company and lake front property owners about turning over the title of the lake to the property owners.³⁰ The property owners, who may have feared higher taxes and expanded public use if the lake fell into public control, created the Lake Oswego Corporation and became full owners

25 Ibid.

26 John Yeon. Interview by Marian Kolisch, December 14, 1982– January 10, 1983. Archives of American Art, Smithsonian Institution. <http://www.aaa.si.edu/collections/oralhistories/transcripts/yeon82.htm>; Internet; accessed 19 November 2009.

27 *Oswego Review*, “Pre-Fabricated Homes to be Built on 9th and B,” August 19, 1941.

28 Robert Schweitzer, and Michael W. R. Davis. *America’s Favorite Homes: Mail-Order Catalogues As a Guide to Popular Early 20th- Century Houses* (Great Lakes Books. Detroit: Wayne State University Press, 1990). 75.

29 *Oswego Review*, Photo and blurb, January 2, 1942.

30 *Oregon Journal*. “Oswego Property Owners to Meet,” August 31, 1941. C-7.



Lake Oswego postcard. Photo courtesy of the Lake Oswego Public Library.

of the lake.³¹

The newly formed Lake Oswego Corporation owned all of the lake and 100 feet of the bank surrounding the lake, and was, and continues to be, run by a board of directors comprised of lake front property owners and residences with easements to Lake Oswego. The Lake Oswego Corporation had the lake patrolled, asked homeowners to repair seawalls, fought legal battles against public ownership of the lake, and ensured the continued water rights to the Tualatin river that kept the lake at the proper level.³²

August of 1959 found the Lake Oswego Corporation fighting one of its first legal battles. During the construction of the Lake Oswego Shopping Center, fill dirt was dumped into Lakewood Bay. This moved Mr. and Mrs. Carl Coad, Oswego homeowners, to call for an injunction against the dumping. At this same time, in a second suit, the Coad's contended the title to the lake was void, citing that it was a "navigable body of water and had been for more than 20 years." This fact, they argued, would have legally made it a public asset, not one that could be controlled

³¹ Fulton, 104.

³² *Oregon Journal*. "Oswego Has Headache" April 5, 1959. 28B.

privately.³³ This put the claim to the lake briefly in the hands of the state. One lakeside resident pointed out that in order for the public to access the lake they would have to “trespass on private land [...] or else come into the lake via helicopter.”³⁴ The lake was subsequently returned to the Lake Oswego Corporation when the Coad’s lost their legal battle.

The Lake Oswego Corporation fought its largest and most complex legal battle in the 1970s, again over the rights of ownership of the lake. A Lake Oswego resident who worked with the Army Corps of Engineers helped to have the lake officially listed as a navigable body of water. By listing the lake as a navigable body of water it immediately moved it into the realm of public ownership because jurisdiction over “navigable waters” belongs to the federal government rather than states or municipalities. This again left the lake’s ownership in question. In order to reverse the Army Corps listing, United State Senator Mark O. Hatfield became involved. He created a bill that passed in 1976 that ended Oswego Lake’s designation as a navigable waterway. In 1981, he arranged for the small dam at the lake’s eastern end to be exempted from federal oversight, which ultimately clinched the lake’s private status.

The Lake Oswego Corporation still owns the lake today. It is possibly the only privately owned lake in the United States that is entirely within the boundary of a city jurisdiction. The Lake Oswego Corporation has the permitted rights to the Tualatin River to run the power house, irrigate and buy water (this cost is shared with the Country Club), and to replenish water lost through evaporation. They are not charged with using water from the Tualatin River for any recreational purposes.

Post World War II Development

Between the end of World War II and 1965, more than one hundred new residential plats were created throughout the city and the number of residences greatly increased. Many of these plats were on the south side of South Shore Drive, creating the Palisades Neighborhood. The Palisades Neighborhood’s history is entirely rooted in the mid-century. Prior to the development that occurred in the 1940s, 1950s, and 1960s, the neighborhood was primarily farmland with the occasional larger estate.

Oswego’s population grew quickly after 1950. In 1953, there were approximately 2,494 families living in Oswego.³⁵ By 1958, there were 5,146 families and by 1963, there were 5,608 families

33 *Oregon Journal*. “Oswegans Fight Lake Area Ruling.” September 13, 1959. 2.

34 *Ibid*.

35 *Oregonian*, “Lake Oswego Shows Growth” June 29, 1963. 7.



World War II Era Cottage, 675 10th Street.

in the area.³⁶ These families translated to more than 10,000 people living in the city by 1962.³⁷ This large jump in population is, in part, due to the annexation of July 2, 1959 that brought all of Oswego Lake and much of the surrounding area (parts of Lake Grove, Palisades and other in the Lake Grove Sanitary District) into the Oswego city limits.³⁸ After the annexation residents chose the name "Lake Oswego" in a general election in November of 1960.³⁹

This growth became difficult for the city in many respects. In 1962, Lake Oswego had become the largest city in Clackamas County, a designation that it retains today. In 1962, residents of Lake Oswego already were enjoying the highest "standards of living of any Oregon community."⁴⁰ The City of Oswego worked tirelessly to annex parcels that were adjacent to the city's border. By 1962, the city had annexed approximately 65 acres of adjoining property. Some areas, such as the Lake Oswego Country Club, resisted annexation until after 1990.

During the early 1960s Blue Heron Bay was expanded around a 48 acre tract of land which was subdivided into 1,211 parcels for the construction of homes in the \$25,000 to \$40,000 range.⁴¹ These developments were common in the 1960s and created space for many new residences around the lake.

Trailer Courts

In 1964, there were four trailer courts listed in the area. All were located just off Interstate-5 on Boones Ferry Road. The Four-U-Mobile Court accepted both permanent and overnight trailers.⁴² It is unclear what side of the freeway these were on or if they were within the city limits. None of these have survived to the present.

36 Ibid.

37 *Oregonian*, "Report on Suburbia: Lake Oswego Remains Richest Suburb" September 16 1962. 3B.

38 *Oregonian*, "Annexation Takes Lake Oswego Within Oswego City Limits," July 19, 1959. 31.

39 Fulton, 111.

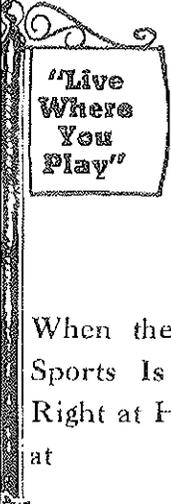
40 Ibid.

41 *Oregonian*, "Annexation Takes Lake Oswego Within Oswego City Limits," July 19, 1959. 31.

42 Lake Oswego Business Directory. 1963. Lake Oswego Chamber of Commerce.

LAKE OSWEGO

"Live Where You Play"



**"Live
Where
You
Play"**

Why
Confine
Your
Good
Times to
a Short
Vacation?

When the Fun of Invigorating
Sports Is Yours Every Day—
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Advertisement for Paul F. Murphy's real estate Company. From The 1947-1948 Polk City Directory.

Local Developers

There were a large number of builders and developers that contributed to the fabric of Lake Oswego during the Modern Period. Following is a list of developers, contractors, architects, and firms that helped to shape the built environment in the Lake Oswego area during the Modern Period. When available, each provides a list of known buildings. This list is by no means complete. It should be added to and updated as new information is discovered. Every effort has been made to cite the location of this research for further studies.

Paul C. Murphy was a real estate developer and investor. Murphy had experience in the development of residential neighborhoods as a partner in the Laurelhurst development in Seattle. Between 1910 and 1940, the Ladd Estate Company (which later became the Murphy Real Estate Company) "transformed Oswego from a depressed iron town into a prestigious lakeside retreat."⁴³ Murphy's company had a rigorous advertising campaign describing the new residential areas they were promoting including the beautiful Lakewood, Country Club, and Forest Hills Districts. Murphy became known as "Mr. Oswego" for his part in the development of the area.⁴⁴ He, with help from William M. Ladd and the Ladd Estate Company, turned Oswego, a small iron manufacturing town into

a highly sought after upscale neighborhood. Murphy hired prominent local architect Charles Ertz to design his real estate office at the corner of 10th and A Avenue (which now serves as the Oswego Heritage House).

Paul C. Murphy's son, Paul Fuller Murphy, also helped to shape the built environment in the Oswego area. He began working in the Oswego area after his graduation from Stanford in 1929. He took over much of his father's work after his father's retirement in the 1940s as president of the Paul F. Murphy Real Estate Company. By 1938, he was also vice-president of the Oregon Iron & Steel Company and President of the Lake Oswego Construction Company. Paul F.

⁴³ Susanna Campbell Kuo. A Brief History of the Oregon Iron Industry. Oswego Heritage Council. 2008. www.oswegoheritage.org/history. (Accessed June 5, 2009).

⁴⁴ Fulton, 96.

Murphy and his wife resided in a home on Palisades Road. Paul F. Murphy sold his father's offices on 10th Street and hired Richard Sundeleaf to design a new office on State Street.⁴⁵ He continued with his father's slogan for the area around Oswego Lake, "Live Where You Play."

Local Builders

Local builders often took on the roll of home designers. During the Modern Period in Lake Oswego, the number of builders advertising their services more than doubled. The Oswego Lake area was a center for development before and after the war, making it a good place to work for contractors during the period. In 1957, there were ten listings under building contractor in the Classified Business Directory. Just a few years later in 1964, there were twenty-two listings in the category.

John Montague "Jack" Bates

Jack Bates was a long time Lake Oswego resident who built a number of houses in the Lake Oswego area. He owned and operated "Bates' Motor Pump" a auto garage and gas station in Portland. In a 1965 *Lake Oswego Review* article, he described his "building effort as 'aesthetic pleasure for an old garage punk.'"⁴⁶ Bates constructed a house on 753 Lakeshore Drive, which was located on a large rock. Bates rented a D-9 caterpillar, the largest tractor of its kind in Oregon, to prep the site. Bates also constructed six homes on West Bay Road at the west end of the lake.

✦ 753 Lakeshore Drive, 1965.⁴⁷

Clay Properties

Clay Properties was a local building and contracting firm. They constructed the very modern Klose/Gorhard house on Kenwood Road as a model home showing bricklayers the many uses of modern brick. Clay Properties is not listed in the 1947 Polk Directory and no other mention could be located.⁴⁸

✦ 411 Kenwood Road, Klose House, c. 1940.⁴⁹

Arlo Huddleston

Arlo Huddleston was a builder in Oswego for many years. He is listed as the builder of his own

45 Marylou Colver, "Paul Cole Murphy (1876 - 1957)"

46 *Lake Oswego Review*, "Indian Lookout Scooped For Site For View Home" July 8, 1965.

47 Ibid.

48 City of Lake Oswego, "Gorhard J. Klose House: 411 Kenwood Road," Cultural Resources Inventory, August 1989.

49 Ibid.

house on Horseshoe Curve, which was constructed circa 1938. In 1947, he is listed in the Polk's Directory as a building contractor. At the time, he was living in a house on Maple and Lee Street. In 1957, he was a member of the Oswego Chamber of Commerce and was listed in the Oswego Business Directory as a building contractor. At this time he had an office at 325 State Street. He remained in this location for the duration of the Modern Period.

- ✦ 1318 Horseshoe Curve, Arlo Huddleston House, c. 1938.
- ✦ 615 North Shore Road, 1954.⁵⁰

Johns–Manville Company

The Johns–Manville Company advertised products in the 1930s by creating “model homes” to showcase modern technologies. The home at 420 Tenth Street was an advertisement for “triple insulation, an efficient modern kitchen, and fireproof walls.”⁵¹ The Tualatin Valley Builders Supply, one of Oswego's oldest hardware and building stores, carried Johns–Manville products at their Lake Grove location.⁵²

- ✦ 420 Tenth Street, Johns–Manville Model Home, 1936.⁵³

Mr. and Mrs. Munger

Mr. and Mrs. Munger designed and built a number of homes in the Glenmorrie. The *Oswego Review* reported that there were 15 “Munger houses” in the Glenmorrie Neighborhood, six of which are on Glenwood Drive. Each Munger house was planned around the natural beauty of the lot. Usually these houses were designed on ample lots (often three–fourths of an acre) and they were planned with entertaining in mind. The show house on 274 Glenmorrie Lane (addresses have since changed) was very modern with exposed beam ceilings, red Alaska cedar and Japanese grass cloth cladding on the walls, an intercom system, and Tiffany stained glass windows in the doors. Its master bathroom had a crystal chandelier, removable wall to wall carpeting, built in dressing table, and a square tub. Because it is unclear what houses in this neighborhood are possible Munger houses, more research should be conducted.⁵⁴

50 Phil Moll, 615 North Shore Road. Property Description. Lake Oswego Public Library vertical files.

51 City of Lake Oswego, “Johns–Manville Model Home: 20 Tenth Street” Cultural Resources Inventory, August 1989.

52 Polk City Directory. 1947–1948. Lake Oswego & Lake Grove area. Lake Oswego Public Library, Local History Section.

53 City of Lake Oswego, “Johns–Manville Model Home: 20 Tenth Street”

54 Elizabeth Ryan, “New Glenmorrie Home has Attributes of Finest, Relaxed Suburban Living” *Oswego Review* March 22, 1959.

Willard "Burt" Smith

Burt Smith owned a number of properties in the Lake Oswego area in the 1930s. He teamed with architect John Yeon to create small "speculative houses" to meet the needs of lower income buyers without sacrificing architectural integrity. Yeon estimated in his 1982 oral history that only twelve of these houses were ever constructed.⁵⁵ Other estimates are more conservative, suggesting only nine were ever built. Seven of the speculative houses exist today. Two are in the Mock's Crest development in North Portland (one that is listed on the National Register), two in Portland's West Hills, the Jorgenson House (which was built at a much larger scale for a specific client), and the two remaining in Lake Oswego.

- ✦ 589 Ridgeway Road, c. 1938
- ✦ 575 Ridgeway Road, c. 1938 (Demolished)
- ✦ 555 Country Club Road, c. 1938

Practicing Architects

John D. (Jack) Annand

John D. Annand was a well known Portland architect who spent his career specializing in educational and industrial buildings. He graduated from the University of Michigan in 1929 with a bachelors in architecture. He moved to Portland and opened up an architectural practice in 1934. He practiced in a number of different partnerships over the following 50 year period.⁵⁶ He designed and supervised the construction of the Oswego Hunt Club on Iron Mountain Boulevard. The millwork for the building was done on-site and the structural framing of the Hunt Club was very modern. It is believed to be the first wooden, open truss, arena in the Northwest. It continues to be one of the largest in the region today.⁵⁷

- ✦ 2725 Iron Mountain Boulevard, Oswego Hunt Club, 1936.⁵⁸

Van Evera Bailey

Van Evera Bailey, a famed Portland architect, lived in Oswego for a number of years. Bailey traveled to Hawaii and Europe in the early 1930s and then passed his architectural exam in 1932. He then opened an architectural firm in Hollywood, California. In 1937, after just five years, Bailey moved back to Portland, bringing with him "the sleek lines of the California

55 John Yeon, Interviews, 1982 Dec. 14 - 1983 Jan. 10, Archives of American Art, Smithsonian Institution.

56 Ritz, 12.

57 City of Lake Oswego, "Oswego Hunt Club," Cultural Resources Inventory, August 1989.

58 Ibid.

Moderne Style.”⁵⁹

Bailey was one of the leading practitioners of the Northwest Regional style, but was well known for pushing the limits and borrowing heavily from other popular styles of the era. Bailey never received any formal architectural training, but a series of chance meetings with a number of influential architects including William Grey Purcell, John Yeon, and Richard Neutra helped Bailey to develop an architectural style of his own.⁶⁰

His house styles were “bold in character, and had stronger leanings to the International style.” Bailey was especially popular after World War II when families found that his designs were “economical as well as straightforward, and practical.” He also developed a stilt structure for building on steep lots, wood framed sliding glass doors before aluminum ones were commonly produced, and laminated wood roof decks.⁶¹ Bailey is listed as Lake Oswego’s only architect in the 1963 Chamber of Commerce Classified Business Directory. The address in the listing is his own house at 1850 SW Midvale Road.⁶²

- + 1345 Chandler Road, Gray House, 1951. (Demolished)
- + 200 Pine Valley and 1136 Westward Ho Road are possibly Bailey houses according to the 1989 Cultural Resources Inventory, but those who completed that document were not able to substantiate either house with concrete data.
- + 59 Wilbur Street, George Rogers House, c. 1929.⁶³
- + 1850 SW Midvale Road, The Van Evera Bailey House, nd.⁶⁴

Barrett & Logan

Robert Emmet Barrett and Thayne J. Logan began practicing architecture together in 1932. Barrett was a “well known residential architect of the 1930s and 1940s.” He did not receive any formal training in architecture, but for a time worked as a draftsman for Portland Architect, M. Lazarus.⁶⁵

Thayne J. Logan worked as an architect in Portland for more than 40 years. In 1939, Barrett and

59 United States Department of the Interior, National Register of Historic Places Registration Form. “Bailey, Lawrence D. House.” January 1990.

60 Ritz, 19.

61 Ibid.

62 Lake Oswego Chamber of Commerce. Classified Business Directory. 1963. Chamber of Commerce vertical file.

63 City of Lake Oswego, “George Rogers House: 59 Wilbur Street” Cultural Resources Inventory, August 1989.

64 Oregon Historical Society Online photograph collection. <http://librarycatalog.ohs.org/EOSWeb/OPAC/TitleView/CompleteDisplay.aspx>. (Accessed February 17, 2009).

65 Ritz, 22.

Logan designed an office building on SW 4th Avenue. This was the first building in Portland to be designed by an architectural firm to be used as its office.⁶⁶

- ✦ 940 Lakeshore Road, Thiele House (demolished), c. 1936.⁶⁷
- ✦ Red Electric Sub-Station Remodel.⁶⁸
- ✦ Our Lady of the Lake, Parish House, c. 1950 (No address listed).⁶⁹

Pietro Belluschi

Pietro Belluschi was one of the Pacific Northwest's most influential architects. He is credited with developing the Northwest Regional style in the 1930s and 1940s. Belluschi is most well known for the Equitable Building, which is now known as the Commonwealth Building, because it was the first curtain-wall office building to be constructed in the United States. It was the first building to use "double-glazed window panels, and the first to be completely sealed and fully air-conditioned."⁷⁰

Belluschi is known to have designed one house and the Our Lady of the Lake K-8 school building in the Oswego area. The home Belluschi designed was constructed in 1951 at the request of the Griffith's, a newlywed couple looking for a modest home. They requested a 900 square foot home for a wooded site in Oswego. Belluschi designed the small home and the Griffith's lived in it, basically unchanged from the original design, from 1951 until 2006. In 2006, developer George Hale purchased the property. Hale understood the significance of the home and searched, unsuccessfully, for a new site for the building. The house was slated for demolition when community members Tim Mather and Tia Ross heard about the house and decided to deconstruct the building and store it until a suitable site could be procured. Two years later, the "Friends of Belluschi" found a perfect location for the Griffith house on the site of Marylhurst University Campus.

- ✦ Griffith House, Marylhurst Campus, 17600 Pacific Highway, 1951/2010
- ✦ Our Lady of the Lake School, 716 A Avenue, 1942.

Blair & Zaik

There is very little recorded about the architectural firm of Blair and Zaik. Donald Blair and Saul Zaik were both graduates of the University of Oregon Architecture Program. George

66 Ritz, 261.

67 City of Lake Oswego, "The Thiele House: 940 Lakeshore Road" Cultural Resources Inventory, August 1989.

68 Marylou Colver. Personal Correspondence. August 6, 2009.

69 City of Lake Oswego Planning Files. A_Ave_840_50-0627.pdf. Building Permits and Plans.

70 Ritz, 29.

McMath in his essay *The Wood Tradition Expands in Space, Style, and Structure* describes them as part of the Fourth Street Gang, a group that also included architects William Fletcher, John Reese, Frank Blachly, Alex Pierce, and designer George Schwarz.⁷¹ The pair had collaborated before, but in 1960 they formed the partnership Blair and Zaik. In 1948, their design won an award from Better Homes and Gardens. The project they won the award for was called the 1-A House, an “affordable well-designed houses that employed prefab techniques.”⁷²

- ✦ 753 Lake Shore Road, 1965.⁷³

Charles Ertz

Charles Ertz practiced architecture in the Portland area for approximately 40 years. Ertz left the Portland metropolitan area just before the Modern Period began. He is included in this study because his commercial buildings shaped the built environment along State Street for all of the Modern Period, and he was the principle architect of the Jantzen Estate, which concluded construction in 1935. Ertz was also very well known for Portland’s Behnke-Walker Building (1926), the clubhouse and restaurant at the Lloyd Golf Course (1930), and McMinnville High School.

- ✦ 402 N. State Street, George Rogers Building I, 1925.⁷⁴
- ✦ 1650 North Shore Road, Charles Ertz House, 1928 (demolished).⁷⁵
- ✦ 1850 North Shore Road, Halvorson House 1930.⁷⁶
- ✦ 3690 Lakeview Boulevard. Ward Smith House. 1924.⁷⁷
- ✦ Jantzen Island, the Jantzen Estate, 1935–1936.⁷⁸
- ✦ Ertz summer cottage on Lakefront Road, 1925.⁷⁹

71 Thomas Vaughn, *Space, Style, and Structure: Building in Northwest America*. Portland, Or: Oregon Historical Society, 1974

72 Brian Libby and Bob Zaikoski, “Saul Zaik The Dean of Portland Architects” *Portland Modern*, <http://www.portlandmodern.com/features/zaik/zaik.html#>, (accessed October 25, 2009).

73 Huntley Goodhue, “Indian Lookout Scooped for Site for View Home” *Lake Oswego Review* (?) July 8, 1965. Lake Oswego Public Library Vertical Files: Buildings and Dwellings.

74 City of Lake Oswego, “George Rogers Building I: 402 N. State Street,” *Cultural Resources Inventory*, August 1989.

75 City of Lake Oswego, “Charles Ertz House: 1650 North Shore Road” *Cultural Resources Inventory*, August 1989.

76 City of Lake Oswego, “Halvorson House: 1850 North Shore Road,” *Cultural Resources Inventory*, August 1989.

77 City of Lake Oswego, “Ward Smith House: 3690 Lakeview Boulevard,” *Cultural Resources Inventory*, August 1989.

78 Ritz, 125.

79 Fulton, 88.

Bill Fletcher

Bill Fletcher (creator of the Portland firm Fletcher Farr Ayotte) is a renowned Portland architect known for his modern designs including the Willamette National Cemetery in Portland and the Black Butte Ranch in Black Butte, Oregon. Fletcher is known for helping to advance the "regional Northwest vernacular style of architecture" made famous by John Yeon and Pietro Belluschi.⁸⁰

- ✦ 843 Lakeshore Drive, 1960.

Josef Jacobberger

Josef Jacobberger was the primary architect for the Marylhurst campus buildings. Jacobberger was born in Alsace Lorraine in 1845. He graduated with a degree in architecture from Creighton University in Nebraska. Jacobberger moved to Portland after his graduation where he remained until his death. Interestingly, Charles Ertz worked for a number of years as a draftsman for Jacobberger.⁸¹ He was the primary architect of St. Mary's Cathedral, St. Clements School of Nursing, and the Chapel of all Saints Catholic Church, all in Portland.

- ✦ Entrance to Villa Marie, Marylhurst Campus, 1937 (reconstructed in 2000).⁸²
- ✦ St. Catherine Hall, Marylhurst Campus, 1937.⁸³
- ✦ Administrative Building, Marylhurst Campus, 1929.
- ✦ Aquinas Hall, Marylhurst Campus, 1930.
- ✦ Education Hall, Marylhurst Campus, (with Jacobberger and Smith), 1937.
- ✦ Flavia Hall, Marylhurst Campus (with Jacobberger and Smith), 1937.⁸⁴

Morgan Homer Hartford

Hartford practiced architecture for 35 years in the Portland area. He received an architecture degree from the University of Oregon and worked for a time with Charles Ertz. During the Depression Hartford worked with the Historic American Building Survey in Oregon.⁸⁵

- ✦ 300 North Point Road, the F. W. Cutler House, 1935.⁸⁶

80 Fletcher Farr Ayotte, Features: Bill Fletcher (1925-1998). <http://www.ffadesign.com/features/billfletcher.htm>, (accessed October 25, 2009).

81 Fulton, 124.

82 City of Lake Oswego, "Entrance to Villa Marie: Pacific Highway," Cultural Resources Inventory, August 1989.

83 City of Lake Oswego "St. Catherine Hall: Pacific Highway," Cultural Resources Inventory, August 1989.

84 City of Lake Oswego "Marylhurst: Pacific Highway," Cultural Resources Inventory, August 1989.

85 Ritz, 164.

86 City of Lake Oswego, "F. W. Cutler House: 300 North Point Road," Cultural Resources Inventory, August 1989.

Roscoe Hemenway

Roscoe Hemenway was born in Cottage Grove in 1899. He practiced architecture in Portland for 30 years and became very well known for his residential designs. Most of his houses were of the Colonial Revival style. Hemenway died at his home in Portland in 1959.⁸⁷

- ✦ 95 Iron Mountain Boulevard, McWaters House, c. 1930 (attributed).

John Randal McDonald

McDonald was born in Milwaukee State in 1922. Following the war, McDonald received his undergraduate degree from the University of Wisconsin in Fine Arts. Subsequent to this degree, he served in the Navy for three years as a navigator of an aircraft carrier. After this experience, he went on to earn his Master of Architecture degree from Yale University.⁸⁸ While McDonald attended Yale, he was exposed to a number of “noted practicing architects” including “Charles Eams, Alvar Aalto, George Nelson, Louis Kahn, Oscar Neimeyer, Isamu Noguchi, Richard Neutra, and Morris Lapidus.”⁸⁹

John Randal McDonald’s portfolio included homes, churches, commercial buildings, resorts, airline terminals, car dealerships, casinos, and banks among others. The Percival House, nestled in the hills above Lake Oswego, might be Oregon’s only example of McDonald’s work. McDonald is often described as a contemporary of Frank Lloyd Wright, but his organic style was decidedly his own. His work was striking and well planned for each site. He worked with each of his clients to create a design that worked for the family, their budget, and the site. Most people who live in a McDonald Home report loving the house, its layout, and its style.

- ✦ 13081 Knaus Road, Percival House, c. 1963.⁹⁰

Jamieson Parker

Jamieson Parker was one of the most sought after residential architects in Portland. He worked for A. E. Doyle for a short time (he set the lettering for the inscriptions for the Portland Central Library) and then received his architecture degree from the University of Pennsylvania. He practiced only ten years in the area before his death in 1939. His most notable public works were two churches, the First Unitarian Church (1924) and St. Marks Episcopal (1925).⁹¹

87 Ritz, 173-174.

88 Thomas Connors “Man of the Prairie: In the Wright Tradition, John Randal McDonald pursues an organic vision of design” Milwaukee Magazine. July 1999. www.pwp2.com/jrm/article.htm (Accessed June 17, 2009).

89 David A. Cane, “Of Land, Sea, Sky, and Vision: The Architecture of John Randal McDonald” The Modernism Magazine, Vol 2. No. 4. Winter 1999. 3.

90 City of Lake Oswego, “Percival House: 13081 Knaus Road,” Survey and Inventory, August 2009.

91 Ritz, 307.

- ✦ 1244 North Shore Road, the Ralph A. Coan House, 1933.⁹²

Wade Hampton Pipes

Wade Pipes practiced architecture in the Portland area from 1911 through approximately 1960. He produced numerous designs for residential architecture throughout his career. He had a style of architecture that is decidedly his own, that has been “imitated by builders and other architects, but the imitations always fell short of Pipe’s own work.”⁹³ He was an eccentric man, “Wore a hat with the brim turned up on one side, a cape over his shoulders, and carried a cane which he used to measure with.” He also never learned to drive. He either walked or took public transportation to all of his projects. He designed more than 75 houses in the Portland area during his career.⁹⁴

- ✦ 16884 SW Bryant Road, John and Elizabeth Bates House #3, 1940.⁹⁵
- ✦ 16948 SW Bryant Road, John and Elizabeth Bates House #2, 1939.⁹⁶
- ✦ 4101 South Shore Boulevard, John and Elizabeth Bates House #4, 1954.⁹⁷
- ✦ 316 North Point Road, Joseph P. Mulder House, 1927.⁹⁸

George Post

George Morrison Post practiced architecture in the Portland area for approximately 40 years. He spent five years working with Morris Whitehouse after moving to Portland in 1923. His most well known work was Salem’s Carnegie Library.⁹⁹ Post believed that nature, rather than classical forms should be the inspiration for architecture.¹⁰⁰

92 City of Lake Oswego, “The Ralph A. Coan House: 1244 North Shore Road,” Cultural Resources Inventory, August 1989.

93 Ritz, 318.

94 Ibid.

95 Oregon State Preservation Office. Historic Sites Database. http://heritagedata.prd.state.or.us/historic/index.cfm?do=v.dsp_main (Accessed July 15, 2009).

96 Ibid.

97 City of Lake Oswego, “John and Elizabeth Bates House: 4101 South Shore Boulevard,” Cultural Resources Inventory, August 1989.

98 *The Oregonian*, “Spur to Building: Homes to be Built in Lake Oswego District,” March 20, 1927. 3.

99 Ritz, 321.

100 Oregon State Preservation Office. Historic Sites Database. http://heritagedata.prd.state.or.us/historic/index.cfm?do=v.dsp_main (Accessed July 15, 2009).

- ✦ 920 Fairway Road, W. S. and Gladys Boutwell House, 1931.¹⁰¹

Robert Rummer

Robert Rummer was a builder and designer that designed numerous houses in the area. Rummer was inspired by architect Joseph Eichler. Rummer homes, while similar to Eichler, have many qualities of the Pacific Northwest Style.

- ✦ 700 Pebble Beach Court, 1965.¹⁰²

John Storrs

John Storrs was born in Bridgeport, Connecticut in 1920. He worked in Oregon for almost all of his career designing a number of schools and churches as well as the Forestry Pavilion at the Oregon Centennial.¹⁰³ He also designed between fifty and eighty houses in Oregon. There are two houses in his architectural drawings collection that were designed in Oswego during the Modern Period. It is unclear where they are located and if they remain today. They are titled the Ohlson Residence, October 1959 and the Johnson Residence, December 1959.

- ✦ 1235 Overlook Drive, Lakeridge High School, 1969.¹⁰⁴

Richard Sundeleaf

Sundeleaf was extremely well-known in the Oswego Lake area, where many of his residential designs were commissioned. While residential architecture comprised the main body of his work, he is also well known for a number of commercial commissions, which include the Francis and Hopkins Motor showroom (now the University Station Post Office), 1949; the Oregon Museum of Science and Industry (OMSI), 1955; and the Portland Providence Medical Center, 1957.¹⁰⁵ Sundeleaf designed more houses in the Oswego Lake area than any other architect found during this study.

- ✦ 420 SW Tenth Street, the Johns-Manville Company Model Home, 1936.¹⁰⁶
- ✦ 729 Atwater Road, 1957-1958.

101 City of Lake Oswego, "W. S. and Gladys Boutwell House: 20 Fairway Road," Cultural Resources Inventory, August 1989.

102 Street of Eames, April 18, 2009. 2008 Photos. Lake Oswego Library Vertical File-Buildings/Dwellings

103 Northwest Magazine, "Storrs Leads His Own Parade," December 16, 1979. 11.

104 Ibid.

105 Richard Sundeleaf. Architectural Drawings Collection. University of Oregon. Special Collections. Finding Aid. Northwest Digital Archive. www.nwda.com. (Accessed June 2009).

106 City of Lake Oswego, "The Johns-Manville Company Model Home: 420 Tenth Street," Cultural Resources Inventory, August 1989.

- ✦ 252 Berwick Street, 1965.
- ✦ 316 Berwick Street, 1962.
- ✦ 16400 Bryant Road, Lake Grove Rural Fire Route #57, 1955.¹⁰⁷
- ✦ 100-118 Cabana Lane, the Cabanas, 1936.¹⁰⁸
- ✦ 671 Country Club Drive, Colonel Alfred Kelly House, c. 1940.¹⁰⁹
- ✦ 1210 Chandler Road, 1953.
- ✦ 1552 Chandler Road, 1956.
- ✦ 380 Edgecliff Road, Mildred A. Gordon House, 1930.
- ✦ 16865 Greenbriar Road, Adolph G. and Erma Sieberts House (demolished), 1938 and 1960.¹¹⁰
- ✦ 4129 Greenleaf Court, c.1948-1949.¹¹¹
- ✦ 13741 Knaus Road, The Frank House, c. 1938.¹¹² (1967 possible addition. Sundeleaf drawings note a second date at this address).¹¹³
- ✦ 2943 Lakeview Boulevard.
- ✦ 1125 Maple Street, Dr. Walter Black House 1933.¹¹⁴
- ✦ 445 North Shore Road, Paul C. Stevens House, c. 1938.¹¹⁵
- ✦ 768 North Shore Road, Kenneth Parelus House, 1939.¹¹⁶
- ✦ 1850 North Shore Road, Jantzen Estate Bridge and Boathouse.¹¹⁷
- ✦ 1895 Palisades Terr, Harry S. Colman House, 1939 & 1940.¹¹⁸
- ✦ 1905 Palisades Terrace, 1933.¹¹⁹

107 City of Lake Oswego, "16400 Bryant Road," Cultural Resources Inventory, 2008.

108 City of Lake Oswego, "100-118 Cabana Lane," Cultural Resources Inventory, August 1989.

109 Oregon State Preservation Office. Historic Sites Database. http://heritagedata.prd.state.or.us/historic/index.cfm?do=v.dsp_main. (Accessed May 5, 2009).

110 Ibid.

111 University of Oregon Special Collections, Sundeleaf Papers and Architectural Records. Collection No. 196. Box 8, Drawings: 050-44 to 050-45.

112 City of Lake Oswego, "Frank House: 13741 Knaus Road" Cultural Resources Inventory, August 1989.

113 University of Oregon Special Collections, Sundeleaf Papers and Architectural Records. Collection No. 196. Box 67. Drawings 384-01 to 384-09.

114 City of Lake Oswego, "Dr. Walter Black House: 1125 Maple Street," Cultural Resources Inventory, August 1989.

115 City of Lake Oswego, "Paul C. Stevens House: 445 North Shore Road," Cultural Resources Inventory, August 1989.

116 Oregon State Preservation Office. Historic Sites Database. http://heritagedata.prd.state.or.us/historic/index.cfm?do=v.dsp_main. (Accessed May 5, 2009).

117 City of Lake Oswego, "Jantzen Estate Bridge and Boathouse: 1850 North Shore Road." Cultural Resources Inventory, August 1989.

118 Oregon State Preservation Office. Historic Sites Database. Accessed May 5, 2009.

119 City of Lake Oswego, "Sandhill: 1905 Palisades Terrace," Cultural Resources Inventory, August 1989.

- ✦ 16715 Phantom Bluff Court, 1939–40, the Richard Sundeleaf House.¹²⁰
- ✦ 40 N. State Street, the Lake Theater Building, 1940.¹²¹
- ✦ 2430 Summit Court, Carl Riemer House 1939.¹²²
- ✦ 1032 Westward Ho Road, Normon Patton House, 1936.¹²³
- ✦ 1100 Westward Ho Road, Dudley Allen House #1, 1935.¹²⁴
- ✦ 1139 Westward Ho Road, Colonel A. W. Cleary House, 1937.¹²⁵
- ✦ 918 Lake Front Road, 1938 (unverified).¹²⁶
- ✦ 100-700 Sundeleaf Drive (c. 1955-1956).

Morris Whitehouse

Morris Whitehouse based his architectural operations in the Portland area his entire career. His firm and its successors is the longest operating architectural firm in the state of Oregon. He is very well known for the design of Temple Beth Israel (1926–27), The Oregon State Capital (1936–38), and the Oregon State Library (1938).¹²⁷

- ✦ 20 Iron Mountain Boulevard, Oswego Country Club, 1925.¹²⁸

John Yeon

John Yeon was an architect, naturalist, and preservationist. Yeon was born in Portland in 1910. He attended Stanford for a single term, after which he left and pursued knowledge in a less traditional manor. Yeon, Pietro Belluschi, and others, became known for developing the Northwest Regional style in the 1930s and 1940s. Yeon never received any architectural training, but found himself surrounded by some of the greatest architects of the period including Herman Brookman, A. E. Doyle, and the young Pietro Belluschi. He designed just one dozen

120 City of Lake Oswego, "Richard Sundeleaf House: 16715 Phantom Bluff Court," Cultural Resources Inventory, August 1989.

121 *Oswego Review*, "Greetings to Murphy & Dean Co. and Merchants of the Lake Theater Building," March 22, 1940.

122 City of Lake Oswego, "Carl Riemer House: 2430 Summit Court," Cultural Resources Inventory, August 1989.

123 City of Lake Oswego, "Normon Patton House: 1032 Westward Ho Road," Cultural Resources Inventory, August 1989.

124 City of Lake Oswego, "Dudley Allen House #1: 1100 Westward Ho Road," Cultural Resources Inventory, August 1989.

125 City of Lake Oswego, "Colonel A. W. Cleary House: 1139 Westward Ho Road," Cultural Resources Inventory, August 1989.

126 "Real Estate Flyer," 918 Lake Front Road. Lake Oswego Public Library Vertical File. Buildings/Dwellings. nd.

127 Ritz, 421.

128 City of Lake Oswego, Oswego Country Club: 20 Iron Mountain Boulevard," Cultural Resources Inventory, August 1989.

houses during his career, but each was meticulously planned and executed. During his later career he designed additions to a number of museums and the Portland Visitors Center. One of Yeon's favorite developments was his creation of affordable, speculative houses in the late 1930s. These little houses stand as a good example of the Northwest Regional style in its earliest years. Only nine speculative houses were ever constructed, three of them were built in Lake Oswego, two of which remain today. He also designed a larger estate for Lawrence Shaw on a large parcel north of Oswego Lake.

- ✦ 12800 Goodall Road, the Lawrence Shaw House, 1950.
- ✦ 589 Ridgeway Road, Speculative house, c. 1939.
- ✦ 575 Ridgeway Road, Speculative house, c. 1939 (Demolished).
- ✦ 555 Country Club Road, Speculative house, c. 1939.¹²⁹

Summary

The Oswego area generally had a higher level of income than the rest of the state during the Modern Period. It was for this reason, the houses and developments tended to be larger and more grand. There are some smaller houses, but even the model houses of the period would rival many large houses in the Portland area. Like most other communities, development was strong during these years, helping Lake Oswego grow into the largest city in Clackamas County. Nearly 3000 houses remain from the era, more than three times those remaining from the founding of the city to 1935. Development did not stop at the end of the study period, it accelerated. Almost 8,000 houses remain from the period between 1965 and 2008.¹³⁰

¹²⁹ Fulton, 99.

¹³⁰ Lake Oswego City Planning Department. "Lake Oswego Houses by Year of Construction," Planning Department File, SFR_City_Parcels.xls.

Multi-Family Housing

Historically, there were very few multi-family housing units around Oswego Lake, but during the Modern Period the number and type of apartment complexes increased substantially. In 1959, the only apartment listed in the Oswego Business Directory was the Oswego Lakeshore Apartments on State Street. At this time, there were likely a few other complexes that were not listed in the directory. By 1964, the directory listed eighteen different apartment complexes.

The Depression and World War II

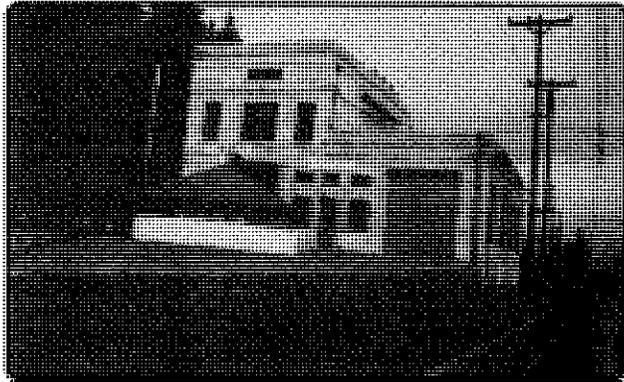
In 1941, the *Oswego Review* reported that Oswego was suffering from a housing shortage. In fact, the lack of housing was one of the greatest problems Oswego was facing at the beginning of the Modern Period.¹ The *Oswego Review* often published construction reports about housing that was being built around the lake. Even with this constant stream of construction, housing was still greatly needed in all sectors. The *Oswego Review* reported the lack of rentals “for all classes.” Reports of this nature were fairly common as were reports of a number of housing developments being constructed in the area.² The *Oswego Review* was “continually besieged” with inquiries about the availability of rental housing, they finally concluded that “several rentals would be necessary to fill the ever increasing demand.”³

During World War II, the Southern Pacific Sub-Station was converted to housing in an effort to help ease the housing shortage. The building was constructed when the Southern Pacific

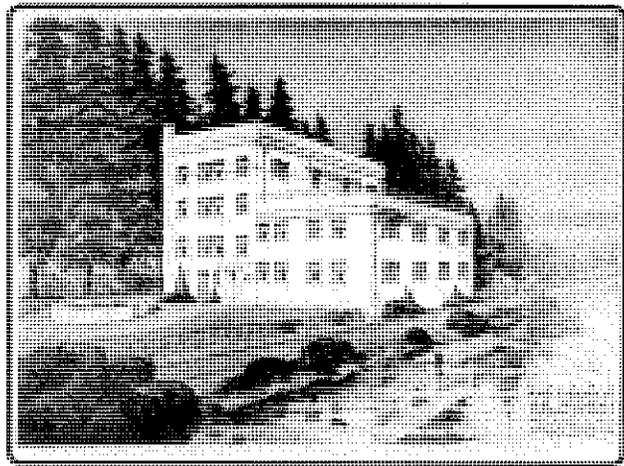
1 *Oswego Review*, “Housing Shortage Still With Us” May 16, 1941. 1.

2 *Ibid.*

3 *Ibid.*



The Southern Pacific Sub-Station. Courtesy of the Lake Oswego Public Library, Historic Photograph Collection



Barrett and Logan drawing of the Southern Pacific Sub-Station expansion and conversion to apartments. Courtesy of Marylou Colver.

Railroad electrified its lines between 1912 and 1914. The East Side Local train (which was commonly called the Red Electric, because of its bright red paint job), ran from Portland to Oswego and then continued south to Eugene. The Red Electric stopped running in 1929. For some time after the train stopped running, the building housed the Oswego Tie Company, until, during the war years, when the building was enlarged and converted into housing. Barrett and Logan, a Portland architect firm, designed the remodel.

It appears, this building was converted to a multi-family use with the help of the National Home Association (NHA) home use program. The NHA Home Use Program was a federal government attempt to produce the greatest quantity of livable spaces in established communities, in a very short period of time. This program created new accommodations in existing buildings. The Southern Pacific Sub-Station was exactly the type of building that was targeted by this program. In 1943, just after the program had started, the NHA was looking to expand in order to provide housing for returning soldiers and a growing suburban population.⁴

Post World War II

By the late 1940s, many more multi-family units were being constructed in the Oswego area. One of the largest, grandest developments at the time was the Lakeshore Apartments (now known as Lake Oswego Village) located on the west side of State Street between Middlecrest Road and McVey Avenue. The 52-unit complex was constructed between 1948 and 1952.⁵ The

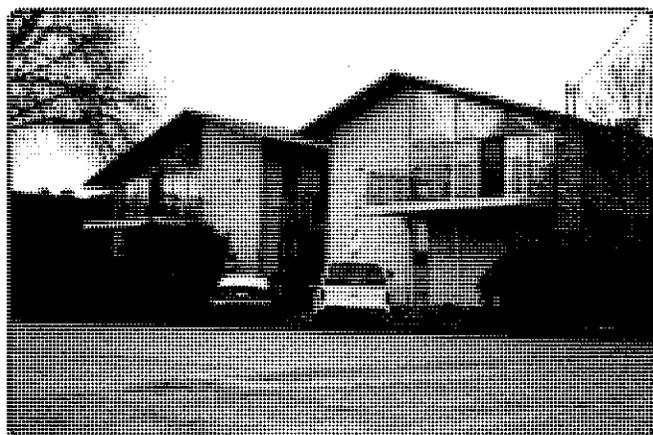
⁴ Lloyd Custer Mayhew Hare, *Housing Yearbook 1943* National Association of Housing Officials. From Internet Archive, www.archive.org/stream/housingyearbook00natirich/housingyearbook00natirich_djvu.txt. (accessed October 13, 2009).

⁵ *Oswego Review*, "Zone Change For 58 Unit Apartment Asked" January 22, 1948, 1.

Lakeshore Apartments development, which was designed by Richard Sundeleaf, was touted as one of “the finest in the entire west.”⁶ The complex, a collection of 18 separate buildings, were constructed of brick and used radiant oil-fired heating. The cost was estimated at more than \$500,000, which included the cost of landscaping, walkways, and paved driveways.⁷ The Lakeshore Apartments offered residents a deck adjacent Oswego Lake, giving the residents the right to swim in the lake, but boat docks were not provided for the complex.⁸ In 2000, these apartments were converted to condominiums.

These types of courtyard apartment clusters became very popular in the late 1940s and continued throughout the Modern Period. They were constructed in a variety of styles and sizes. The World War II era cottage style was one of the most popular styles during the 1940s for this housing type, but other modern styles, such as the Northwest Regional style, were also used.

By the 1950s and 1960s, apartment complexes tended to have very modern designs and



Oswego Iron House Apartments located on 580 1st Street. Note the two “block” sections and the exterior central walkways

almost all were architect designed. These apartments often included one, or more sections of “apartment blocks” situated around a courtyard, parking area, or swimming pool. These complexes generally had rectangular massing and units were accessed from exterior walkways. Sometimes a single U-shaped building would surround a central common area, but the building’s shape was often derived from the available lot space. Apartment complexes normally included a variety of apartment types, such as studios, one, and two-bedroom units.

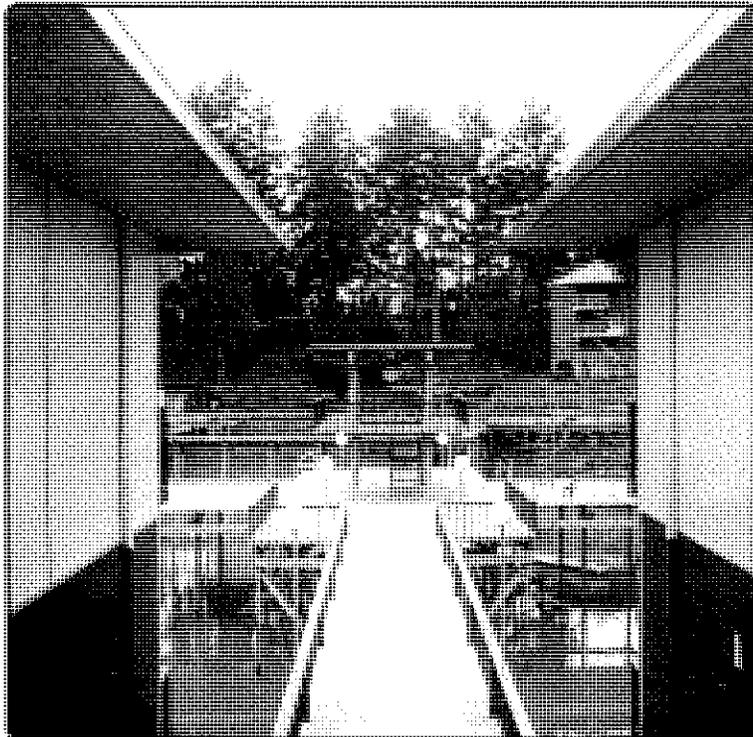
The Bay Roc Apartments were one of the city’s largest and most expensive apartment developments of the Modern Period. In 1964, the apartments were constructed on the site of the old Lake Oswego Swim Park. The complex consisted of 109 units, most of which had two or three bedrooms, but eleven were designed as studios, and three were designed as four bedroom units. Each apartment had a patio or some type of outdoor living space. The lower

6 *Oswego Review*, “Lake Apartment Zone Change Gets Board’s Approval” February 5, 1948, 1.

7 *Oswego Review*, “Northwest’s Finest Apartments to Rise Here” June 3, 1948, 1.

8 *Ibid.*

lakeside units each came with a secluded Japanese garden measuring 32 x 15 feet.⁹ The Bay Roc Apartments were modern in both style and technology. The buildings were constructed to be soundproof from both traffic (as it was located on the very busy State Street) and other tenant units. To accomplish this quietness “pipes were wrapped,” “sound deadening material” was used on the ceilings, and inch-thick tongue and groove party walls separated the apartments.¹⁰ Robert Oringdulph, of Broome Selig & Oringdulph, was the architect for the project and the



The Bay Roc Apartment Complex. Photo courtesy of the Lake Oswego Library.

Paul B. Emrich Company was the building contractor.¹¹ Robert Oringdulph became one of the principal founders of BOORA, an award winning architectural firm in Portland.

No high-rise apartment buildings were constructed in the Lake Oswego area during the Modern Period. Many larger cities in the northwest were constructing high-rise apartment buildings, but Oswego’s multi-family housing continued to reflect the community’s suburban design principles. The four-story Lakeshore hotel was the tallest building to be constructed in Lake Oswego in 1963.

Summary

A variety of apartment complexes and duplexes were constructed during the Modern Period, most used modern design elements and materials. Most of Oswego’s apartment complexes appear to be architect designed. Many apartment complexes in the Lake Oswego area have been transformed into condominiums in recent years, as the cost of land continues to rise in the Lake Oswego area.

⁹ *Lake Oswego Review*, “Bay Roc \$2,500,000 Apartments Near Completion” April 2, 1964.

¹⁰ *Ibid.*

¹¹ *Ibid.*

Recreation & Society

The area around Oswego Lake was platted with recreation in the forefront of the planning process. The only areas of the city that are platted on a grid were the areas of early settlement, Old Town (1867), South Town (1883), and First Addition (1888). The rest of the city and surrounding area has sweeping, curved boulevards to inspire a park-like setting. The lake and this organic design were prime selling points for Paul C. Murphy's development company.

In 1935, city residents enjoyed a variety of choices in recreation. Residents could enjoy hiking, horseback riding, swimming, canoeing, motor boating, fishing, and a variety of other outdoor activities. During the beginning of this period, the clubs and recreational groups were extremely active in the community. The local clubs frequently organized large recreational events, which were always enjoyed by all. The lake, the golf course, and the Hunt Club were the primary sources of recreation. Each provided residents with a varied type of recreation, while continuing to maintain the town's "live where you play" motto.

Today, Lake Oswego residents enjoy a variety of indoor and outdoor recreation opportunities such as tennis, golf, horseback riding, swimming and other lake activities (for lake front residents or those with easements to the lake), and hiking among others.

Oswego Lake

Lake Festivals

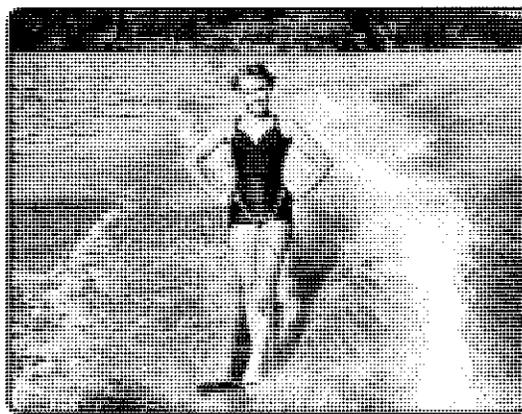
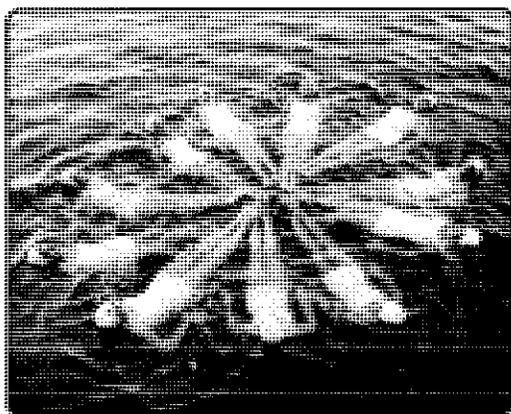
In 1935, Oswego Lake was one of the premier recreation sites in Oswego. The American Legion's 1935 Oswego Aqua Show is a good example of how the lake was central to the city's recreation needs. The Aqua Show was a full three days long and offered a number of different events

and attractions. Boat races and marathon swims took place for all skill levels, but the horse swimming race was “undoubtedly the most thrilling.”¹ The Oswego Aqua Show was the talk of the Portland area and beyond, as thousands of people attended the event. The Portland mayor was even there to share in the festivities. Each night of the event, a dance was held in the “Cement Club House tennis courts.”²

Water Sports

Water skiing was also a very popular recreational sport on the lake. One of the earliest lake water skiers was Willa Worthington. She started water skiing on the lake in 1943, when she was just 14 years old. In 1946, she entered her first national meet. She easily won and then went on to win seven others between 1946 and 1955. The Oswego Water Ski Club began in the late 1940s or very early in the 1950s.³

The Oswego Water Skiing Club also practiced water ballet, which was very popular in the 1940s and 1950s. It was reported that the Oswego Water Ski’s ballet act was known “as the best in the Northwest for their grace and precision.”⁴ Both the water skiing stunts and the water ballet were often performed at lake events such as the Oswego Water Festival.



Water Ballet, the picture includes: Marcia Gagnon, Jackie West, Marion Blew, Karen Kisky, Sue Hoelsher. Mrs. Schollander was the girls water ballet coach(left) and Diane Spencer Nicholas water skiing on Lake Oswego in 1959 (right). Courtesy of the Lake Oswego Public Library.

1 *Oregonian*, “Thousands Shout at Oswego Event,” September 3, 1935. 2.

2 *Oswego Review*, “Oswego Aqua Show Offers Three Days Full of Events,” August 22, 1935.

3 Lake Oswego Public Library Volunteers, eds., *In Their Own Words: A History of Lake Oswego, Oregon*. “Willa Worthington, the Water Skiing Champion,” Lake Oswego Public Library, 1972. 46.

4 “Rhythm of Ballet Features Water Skills,” Newspaper Clipping. Lake Oswego Public Library. No Date or Publication. <http://www.ci.oswego.or.us/photos/Disk6/IMG0003.JPG>. (Accessed July 23, 2009).

Swim Parks

Oswego Swim Park

Oswego Swim park, Located at 200 Ridgeway Road, was reserved for children of the Lake Oswego School District. The Swim Park had lanes for children who were learning to swim and lanes for more advanced swimmers. In 1941, the pool's manager was Gerard B. Fahey. In 1941, eleven children "graduated from the 'baby' pool" and were quickly acclimating to deeper waters.⁵ The "Learn to Swim" program was touted as a huge success. Not only were children taught to swim, but older kids were taught to be junior and senior life savers. The 1941 group was one of the "most promising groups to ever complete the work in Oswego."⁶ The municipal swim park also hosted "aquatic maneuvers" events in which the community could participate. These events normally consisted of a variety of water races and relays.⁷

Lake Grove Swim Park

The Lake Grove Swim Park on the west end of Oswego Lake on Lakeview Boulevard near South Shore Boulevard is operated by the Lake Oswego School District. The Lake Grove Swim Park was "granted via restrictive deed" to the Lake Grove School District by the Oregon Iron & Steel Company.⁸ The deed that conveyed the property from the Oregon Iron and Steel Company to the Lake Grove School District limited the parks use to residents of the district for the sole purpose of recreation such as swimming and park activities. In 1953, the Lake Grove and Lake Oswego School Districts merged and the Lake Oswego School District took control of the swim park. The swim park's use is still restricted to residents who reside "within the boundaries of the former Lake Grove School District."⁹ These residents fund the swim park through an additional property tax.

From 1927 to 1952 the Lake Grove Park was funded through the Lake Grove School District No. 106 tax levy, which allowed them to operate the swim park as part of their school district. In 1953, the Lake Oswego and the Lake Grove School District's consolidated to form one school district for the entire city. It was concluded that the swim park was not large enough for the entire new district, and opening the park to the residents of the Oswego School District No. 47 would have been in violation of the 1927 deed restriction barring use by anyone but residents of Lake Grove School District No. 106.

5 *Oswego Review*, "Oswego Swimming Pool has 'Bull-Pen' for Cut Ups," July 25, 1941. 1.

6 *Oswego Review*, "'Learn to Swim' Campaign to End," August 1, 1941. 1.

7 *Oswego Review*, "Aquago" to be Staged August 29th," August 15 1941. 1.

8 Lake Oswego School District, "Lake Grove Swim Park," http://www.loswego.k12.or.us/community/lg_swim-park.htm. (accessed October 23, 2009).

9 *Ibid.*

The newly combined Lake Oswego School District paid for the swim park with a city wide tax until the 1956-1957 budget year, when it was decided that it was unfair to tax residents who were restricted from using the swim park for its operation and maintenance fees. A board of community members was appointed to develop a new system for funding the Lake Grove Park. They suggested the formation of a park and recreation district, which was defeated by the voters from the old Lake Grove School District No. 106. During the 1957 operating season, the park functioned with a donation from the Lake Grove Parent and Teachers Association. In 1958, the school was able to levy a tax on the old residents of Lake Grove School District No. 106 to operate the park. This model has been followed every year since the 1958 tax year.

The Lake Grove swim park, even while undergoing some financial instability, was loved by residents who had access to the parks recreational amenities. The Lake Oswego Review reported the 1965 season at the Lake Grove Park, was one of the most successful on record. At the time, there were 1500 resident families who obtained park passes, which was a "record issue." Because of this increased interest the swimming, picnic, and park spaces were used to capacity that year.

Oswego Swim

Oswego Swim was a swimming and boating concession on the east end of Oswego Lake. The Nelson Family began the operation with their first boat rental in 1904.¹⁰ In 1924, the McMillan family began operating Oswego Swim, which continued to provide public access to the lake. Allen Morris was the final owner of the swim park. He offered to sell the public park to the City of Oswego in 1957. The Oswego City Council planned to call a special election to authorize the city to use bonds to buy the property, but in 1963, the property was sold to the Bay Rock apartment developers for the \$200,000 asking price. This closed the last public access to Oswego Lake.

Organized Clubs

In 1949, the Oswego Chamber of Commerce published a map of the Oswego area. The map listed many of the different clubs and events that could be enjoyed locally. They advertised that there were 150 clubs in the area devoted to gardening, hobbies, business interests, nature, athletics, veterans, parent-teacher groups, as well as a variety of junior clubs, and even a club for business and professional women.¹¹ A small sampling of some of these clubs that were active during the Modern Period are listed below.

¹⁰ Ann Fulton, *Iron, Wood & Water: An Illustrated History of Lake Oswego* (San Antonio, Texas: Historical Publishing Network, 2002), 70.

¹¹ Oswego Oregon Vicinity Map, Sponsored by the Lake Oswego Chamber of Commerce, 1949. Courtesy of the Lake Oswego Engineering Department.

Social Clubs

Lake Oswego Hunt

Originally the Multnomah Hunt, then the Oswego Hunt, and finally the Lake Oswego Hunt Club has a long history in the Oswego area. In the late 1920s the Multnomah Hunt Club moved to a location in downtown Oswego between 1st and 2nd Streets where Wizer's grocery store is currently located at 140 A Avenue.¹² The riding arena is visible on the 1927 Sanborn map of the area.

Before the beginning of the Depression, the Ladd Estate Company had created a Polo field near Iron Mountain Boulevard in hopes of luring Portland's Polo team to the site. The Depression stopped the Polo team from ever moving, but the Multnomah Hunt Club did move to the site, where they erected a new riding arena, and officially became the Oswego Hunt Club. In 1936, shortly before the club formally opened, the *Oswego Review* Reported that "forty boys and girls of Oswego who wouldn't have a Christmas, were guests of the Oswego Hunt Club at the club house."¹³

In 1941, the Junior Hunt was organized by young riders in Clackamas County. The purpose of the club was to "further interest in horses, sportsmanship, and good riding."¹⁴ All the meetings of the Junior Hunt took place at the Oswego Hunt Club. The young riders planned events, such as the "Equestrian Clinic," which consisted of a variety of riding classes for the young riders, a potluck, and an opportunity to speak with judges to learn "their merits and faults."¹⁵ This was the same year that the Oswego Hunt added a junior membership classification.

The Oswego Hunt Club began its operations in 1937. Operations continued until the 1970s. During this time the club had a well attended annual meeting. This meeting addressed the needs of the Lake Oswego Hunt, and served as a party for members. When the Lake Grove community was annexed by Oswego and the town's named changed to Lake Oswego the Oswego Hunt Club also changed its name to the Lake Oswego Hunt Club.

There were a number of different types of riders that rode in the arena. These included a Hunter/Jumper/Hack group, a polo group (started at the old ring in downtown Lake Oswego and rode in the arena through 1969 or 1970), the Clackamas County Sheriff's Posse (from 1939-1972), the Junior Hunt (from 1941 till sometime in the 1980s), the Arabian Horse Riders (from the 1940s to the 1970s), Dressage, Western Riders (from 1951-1955), a Cattle-Cutting group

12 Adrienne Brockman, "Origins of the Lake Oswego Hunt. Part III: The Stable in Downtown Lake Oswego," www.lakeoswegohunt.com/history/Origins_part3.pdf. (accessed May 19, 2009).

13 *Oswego Review*, "Remember? From the *Oswego Review* of December 17, 1936," December 19, 1941. 1.

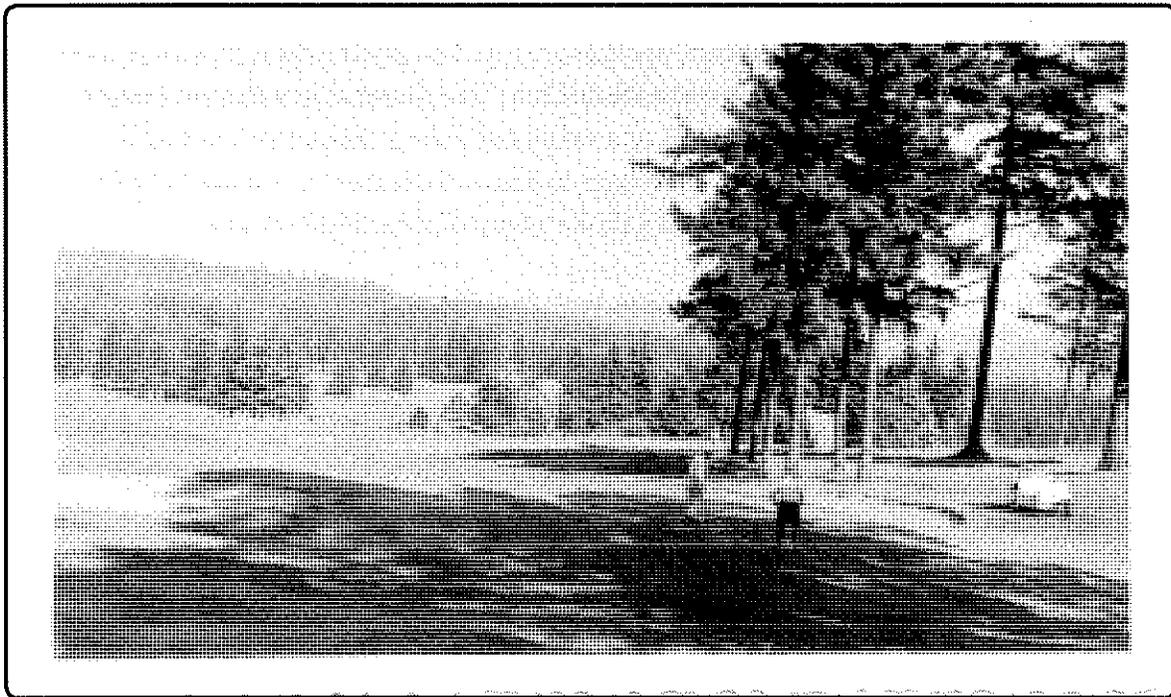
14 *Oswego Review*, "Junior Hunt is Organized," May 30, 1941. 2.

15 Ibid.

(from 1951–1955), Eventing (from the 1950s to 1964, and was again from 1972 to the present), a Pony Club (from 1956 to the 1970s), and Show Jumping (from 1937 to the present).¹⁶ During the Modern Period, in 1947, the Oswego Hunt had its highest membership ever at 138 members.¹⁷ The Hunt remains in the same location today, residing in an arena that is listed in the National Register of Historic Places.¹⁸

The Lake Oswego Country Club

Oswego Lake Country Club and Golf Course were finished in 1924 and 1925, respectively. The Country Club was designed by Morris Whitehouse, a prominent Portland architect. The golf course was designed by H. Chandler Egan at a cost of \$500,000. The golf course was a central advertising feature of the “Country Club District.” The 18-hole golf course was enjoyed by golfers throughout the Modern Period and continues to be used today. The Oswego Lake Country Club was the only golf course in town until Lake Oswego Municipal Golf Course opened in the late 1960s.



Lake Oswego Golf Course. nd. Courtesy of the Lake Oswego Public Library.

16 Adrienne Brockman. “Origins of the Lake Oswego Hunt. Part V: LOH Under Construction,” www.lakeoswego-hunt.com/history/origins_part_7.pdf. (accessed May 19, 2009).

17 Adrienne Brockman. “Origins of the Lake Oswego Hunt. Part VII: The Corporate Structure of the LOH from 1937 to 1970s,” www.lakeoswegohunt.com/history/origins_part_7.pdf. (accessed May 19, 2009).

18 Adrienne Brockman. “Origins of the Lake Oswego Hunt. Part V”

The Oswego Country Club routinely hosted events for club members. Dances, dinners, and tournaments were common occurrences. They also hosted events for the children of their members. "Kiddies Day" was a full day event where youngsters could receive a morning golf lesson from a pro, participate in a mini tournament, enjoy lunch and a rest, and then have afternoon swimming lessons in the country club's pool.¹⁹ They also provided picnic days and other activities throughout the year.

The club had financial problems during World War II. Membership was in decline as gas and food rationing during the war made memberships to such clubs less attainable. Paul Murphy (the club's owner) kept the Country Club from closing its doors by not selling the land for residential development during the war. Murphy and other members volunteered their time to attend to the club's groundskeeping needs. When the worst of the financial times were over Murphy sold the golf course to the members for \$50,000.²⁰

Anglers Club

The Lake Grove Anglers Club constructed a building located on a large lake front property at 4375 South Shore Boulevard, which they purchased from the Oregon Iron & Steel Company in the 1922. They hired Edward J. Green to design the club sometime in 1932. It is unclear how long the club was active in the area.²¹

Oswego Yacht Club

The Oswego Yacht Club was very popular with the local yachting crowd. The club was active in 1941. The *Oswego Review* reported on its open air meeting, which was held on the lawn of Carl Reiner. These meetings served as a social event for members and were well attended. They also organized boat races and socials for club members.²²

Garden Clubs

There were a large number of garden clubs that were very active in the community during the Modern Period. These included the Oswego Garden Club, the Country Gardens Club, the Robinwood Garden Club, the Palisades Park Garden Club, the Forest Hills Garden Club, the Iron Mountain Garden Club, and the Lake Grove Garden Club.

The Lake Grove Garden Club was the first to organize in 1924. The first president was Mrs. A.

19 *Oswego Review*, "Saturday is Kiddies Day at the Country Club," July 18, 1941. 1.

20 City of Lake Oswego, "Oswego Country Club: 20 Iron Mountain Boulevard," Cultural Resources Inventory, August 1989.

21 City of Lake Oswego, "Lake Grove Anglers Club: 4375 South Shore Boulevard," Cultural Resources Inventory, August 1989.

22 *Oswego Review*, "Yacht Club Enjoys Open Air Meeting," July 25, 1941. 1.

L. Hollander. The Lake Grove Garden Club helped early members of the community with home gardening and land clearing. They also sponsored flower shows. Early in the club's history they worked to beautify the community by planting ivy along the bank of the Red Electric Train and by landscaping the Lake Grove School Grounds.²³ The Lake Grove Garden Club won numerous awards at flower shows all around the Portland area, including their 1935 white ribbon from the Portland Rose Festival.²⁴ In 1965, this very active club worked to landscape and beautify the north entrance to Lake Oswego. They were rewarded for their efforts with the 1965 Richfield Award.²⁵ The Lake Grove Garden Club continues to work in the community today.

The Country Gardens Club organized in 1949 with the goal of "promoting the love of gardening" and to "contribute to the beautification of Oswego."²⁶ They assisted with decorations for the Veterans Hospital in Portland. The club's first president was Mrs. William Hoelscher.²⁷ Oswego Garden Club, which began just a few years earlier, contributed to the city in a similar manner. They helped to create the landscaping plans for the city park (now George Rogers Park) and even committed to working one day a week in the park between the months of February and November.

The Iron Mountain Garden Club also organized in 1949. The Lake Grove Garden Club had its quota of members, so interested community members developed the new club. A representative from the Lake Grove Garden Club attended the first meeting to help with its organization.²⁸ The club did fundraising for the Lake Grove School landscaping project, cleaned and landscaped around the defense building, and planted rhododendrons and daphnes at the Lake Grove School Gym.²⁹ The Iron Mountain Garden Club was still active in 1965 when members weeded the "Lake Grove Water District reservoir property and planted trees."³⁰

In 1950, the Robinwood Garden Club was formed. The founders goal was to help beautify the community in an area of many new homes. It was their hope that it would inspire others in the area to do the same. The founders also pledged to help the less fortunate members of the community in any way that was needed.

23 Lake Oswego Public Library. "Lake Grove Garden Club," Vertical File: Clubs and Associations.

24 Hazel, O' Brian "Origin and History of the Lake Grove Garden Club," Lake Oswego Public Library Vertical File: Clubs.

25 *Lake Oswego Review*, "Garden Club Awarded," October 21, 1965. Lake Oswego Public Library Vertical File.

26 Lake Oswego Public Library, "Country Garden's Club," Vertical File: Clubs and Associations.

27 Ibid.

28 Lake Oswego Public Library "Iron Mountain Garden Club," Vertical File: Clubs and Associations.

29 Ibid.

30 *Lake Oswego Review*, "Club Plants Trees," October 28, 1965, Lake Oswego Public Library Vertical File: Clubs and Associations.

Garden clubs were one of the most popular organizations in the city. They all had similar projects; each just tended to be in the neighborhood of the club. It appears that membership was often capped around thirty people and each member paid dues each year to participate. All of the garden clubs held sales and frequently they held flower shows.

Service Clubs

Lake Grove and Oswego P. T. A.s

Both the Lake Grove and the Oswego Parent Teacher Associations were very active in the community. The Oswego P. T. A. hosted an annual flower show at the end of the summer.³¹ The two P. T. A.s combined forces for an annual "Benefit Horse Show."³² The Show was hosted by the Oswego Hunt and aimed to raise money for the milk fund for the Lake Grove and Oswego schools. The event consisted of a number of competitions in which Hunt Club members could compete.³³ The local P. T. A. groups also organized benefit shows to help cover the costs of Halloween and Christmas parties and for the health examination of students before they entered kindergarten.³⁴

Lions Club

The Lake Oswego Lions Club was organized in 1946. Three years later, in 1949, the Lions Club began hosting a 4th of July Pancake Breakfast. The event was a way for the Lions to thank the community for supporting their fundraisers and events. Jim Wizer and Wizer's Grocery were early supporters of the event. Now, 60 years later, their 4th of July Pancake Breakfast is their largest annual event.

The Lions Club is dedicated to aiding the blind and visually impaired. To this end they offer free screenings, information on companion animals, as well as many other services needed in the community.³⁵

Lake Oswego Rotary Club

The Lake Oswego Rotary Club was chartered August 29, 1958 with 26 members. The club's mission was simple; they strove to contribute to the community in any capacity. The club was founded by 26 individuals and the club's first president was Wilson Schiffer. In 1969, the city's mayor, Lee Stidd, became the Rotary's second president. The Oswego Rotary grew to 72

31 *Oswego Review*, "P. T. A. Schedules Two Big Events," September 12, 1941. 1.

32 *Oswego Review*, "P. T. A. Benefit Horse Show Sunday Evening," September 26, 1941.

33 Ibid.

34 *Oswego Review*, "PTA Sponsors Benefit Show," February 13, 1942. 1.

35 Jan Scott, personal correspondence. October 23, 2009.

members under his leadership. At that time, the club was meeting at the Pinafore Restaurant and then at the Odyssey.³⁶ Eventually, the club contributed \$20,000 to the Lakewood Theater Company, so they could purchase the Lakewood School. This gave the Rotary a permanent meeting location and room for membership to grow. Now, fifty years later, the club is still very active. The Rotary's largest event, their annual lobster feed, is in its 25th year. The Lake Oswego Rotary Auction and Lobster Feed has "raised over \$3 million for various local and international charities" during the last 25 years.³⁷

American Legion Post in Lake Oswego

The Lake Oswego American Legion group was very active during the Modern Period. The American Legion's mission is to be a "patriotic, war-time veterans organization, devoted to mutual helpfulness."³⁸ The Lake Oswego post was chartered in 1933 by a group of active Oswego citizens. This group met in the old IOOF hall in the 1950s and planned and hosted various community events and fundraisers around the city. The Lake Oswego post also gave scholarships and awards to students from both the area high schools.

Helping Hands

The Helping Hands, a group of "neighborhood young folks" was active in the Oswego area as early as 1930. The group's intention was to "spread good cheer."³⁹ One of their events was an annual carnival. The carnival included a haunted house, fish pond, homemade candy, and a paper doll beauty contest. Donated paper dolls were then to be given to children in need.⁴⁰

Local Theaters

Lake Theater Building

One of the largest commercial developments in Oswego was the 1940 construction of the Lake Theater building on State Street. Norman Goodin was the manager of the theater, which was considered to be one of the most modern theaters in the state when it was constructed. Other businesses that had spaces in the building included Clever Cleaners, Ireland's Restaurant, and the Theater Ice Cream Store. The building was designed in the French Normandy style by Lake Oswego's most popular architect, Richard Sundeleaf. Ray Wasson, a local contractor, supervised the construction.⁴¹ The theater opened in 1940 with the show "Another Thin Man" starring

36 Fulton, 136.

37 Sharon Starr, Rotary Club of Lake Oswego, "25th LOBSTER FEED & AUCTION SELLS OUT!," <http://www.clubrunner.ca/CPrG/Home/storyitem.asp?cid=2768&iid=110374> (accessed November 2, 2009).

38 The American Legion, Homepage. <http://www.legion.org/homepage.php>, (accessed November 9, 2009).

39 *Oswego Review*, "Helping Hand Carnival," July 4, 1935. 1.

40 Ibid.

41 *Oswego Review*, "Grand Opening of Four New Firms is Scheduled for Saturday," March 22, 1940. 1.

William Powell and Myrna Loy.⁴² Admission was only 25 cents. By 1942, the price of admission was 27 cents and the theater was featuring W. C. Fields in "Never Give a Sucker an Even Break" and Hedy Lamarr and Charles Boyer in "Algiers."⁴³ The theater still serves the community today, playing one or two shows at a time.

The Lakewood Theater Company

The Lakewood Theater Company began organizing during the middle of the Modern Period. A small group of residents thought it would be fun to have a community theater. They called a meeting, which resulted in the formation of the "Lake Oswego Players."⁴⁴ They began putting on productions in 1952. They produced their first show, "Blithe Spirit," with a \$28 budget in just ten days. Robert Orsey, a teacher at the high school, directed the production. The first stage they used was at the newly constructed Lake Oswego High School.⁴⁵

Soon after their first production the company decided to rename themselves the "Lake Oswego Community Theater." The school could not support more than two shows a year, so the company went looking for other venues. They used the old Odd Fellows Hall during the 1950s.⁴⁶ They couldn't rehearse in this space because the hall was still being used for meetings and social engagements. Eventually the theater company purchased the Old Methodist Church, which was constructed in 1894 and located at 156 Greenwood Road. The church was moved to this location from its original location on State Street and Midvale Road in 1929 when the Lakewood Elementary School was constructed. To buy the church, the company intended to raise \$15,000, but they were only able to come up with \$6,000, mostly in small donations from the community. The largest donation they received was a \$500.00 check from the Autzen Foundation in Portland. They told the church that this was all they were able to raise, and the church said it would be good enough. So in 1961, the Lake Oswego Community Theater became the proud owner of the old Methodist church building.⁴⁷

Prominent architect Richard Sundeleaf was on the theater's Building Committee. He drew up plans for the remodel of the church, but it is unclear if funding was ever found to make all of his improvements.⁴⁸ To accommodate the audience, the main floor was converted to a theater

42 Marylou Colver, "Satin was a Blond," <<http://lakeoswegohistory.blogspot.com/>> (Accessed August 3, 2010).

43 *Oswego Review*, Lake Theater Advertisement, January 30, 1942. 4.

44 Lake Oswego Public Library Volunteers, eds., *In Their Own Words*, 15.

45 Ibid.

46 City of Lake Oswego, "Odd Fellows Hall: 295 Durham Street," Cultural Resources Inventory, August 1989.

47 Lake Oswego Public Library Volunteers, eds., *In Their Own Words*, 17.

48 Ibid. 18.

which sat 125 people, and the basement was converted to a refreshment center.⁴⁹ Over the years, as the theater company grew, the board of directors looked for a new home. They were able to purchase the Lakewood Elementary School at 368 State Street in 1979, where they remain today.⁵⁰

Festivals and Events



Lake Oswego's 1959 Rose Festival Parade Float. Courtesy of the Lake Oswego Public Library.

Rose Festival

Lake Oswego has also participated in city wide festivals. Below is a picture of Lake Oswego residents riding on Oswego's Portland Rose Festival float from 1959. The float is commemorating Oswego's history. It reads "The Pittsburgh of the West" and displays the city's iron furnace. These floats were likely a combined effort between many of the area's garden clubs. In 1964, it was reported in the *Lake Oswego Review* that Lake Oswego would not have a float that year because there was not enough funding available.⁵¹

Lake Oswego Water Festival

The Lake Oswego Water Festival was held annually from 1955-1960. The event featured shows coordinated by the Lake Oswego Water-Ski Club. The shows were scheduled over Labor Day weekend and they were often considered to be the best water ballet act in the Pacific Northwest.⁵²

Lake Oswego Festival of the Arts

The Lake Oswego Festival of the Arts (once known as the Arts and Flowers Festival) was organized by the Lake Oswego Chamber of Commerce in 1964. This weekend long event invited artists from around the region to showcase their art or craft. The first years of the

49 City of Lake Oswego, "Methodist Episcopal Church: 156 Greenwood Road," Cultural Resources Inventory, August 1989.

50 Fulton, 149.

51 *Lake Oswego Review*, "No Festival Float," April 16, 1964. 1.

52 Fulton, 108.

festival were held in the Lakewood School gymnasium shortly after the school year ended in May. Dee Denton, manager of the Lake Oswego's Chamber of Commerce, started the event with the help from a number of community members including longtime resident Joan Sappington. Denton's office organized the registration of artwork and a team of volunteers helped to set up the show and staff the event. Community businesses provided food, flowers, and other necessities. Starting in 1989, the operations of the festival were taken over by the Lakewood Theater Company. Today, the festival has a "Craft Faire" with 110 booths, a food court, a wine and beer pavilion, and musical entertainment in George Rogers Park.⁵³ Today, the festival is organized by Dee Denton's daughter, Tris Denton Johnson.

Other Recreation Opportunities

Oswego Bowl

Lake Oswego's bowling alley, located on 1175 McVey Avenue, opened in 1958 or 1959.⁵⁴ Joan Sappington had the building designed by Jeff Ehlen, a local designer who was known for his residential work. Sappington took master bowling lessons, so she was able to teach residents of Oswego how to bowl. Many workplaces in the area had bowling teams, including the bank,



Oswego Bowl advertisement. From the Lake Oswego Chamber of Commerce Business Directory.

drugstore, post office, and grocery store. Sappington worked with the Lake Oswego School System to offer bowling as an after school sport. Students were brought by bus to the bowling alley to participate. The alley also offered free classes for all beginners and league bowling for all ages. The bowling alley building is still standing, but has recently been altered to accommodate retail spaces.

City Parks

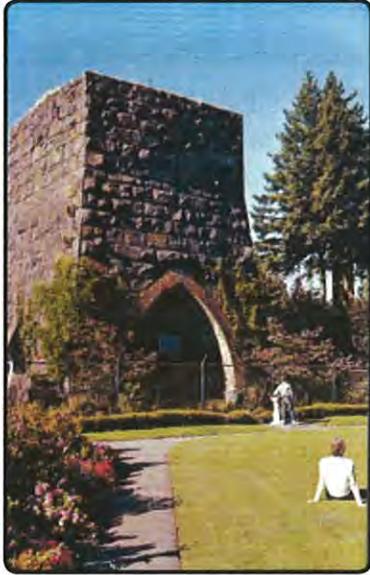
The George Rogers Park, originally called City Park, developed during the Modern Period. George Rogers, one of Oswego's first grocery proprietors and an Oswego City Councilman from 1949 to 1960, wanted to convert the city owned property overlooking the Willamette River and turn it into a proper park.⁵⁵ This land included the historic iron furnace. The city purchased the first section of the park in 1949. Residents of Oswego and the surrounding area had been visiting this location for decades to "fish, swim, boat, and picnic."⁵⁶

53 Lakewood Center of the Arts, "Festival of the Arts-Background," <http://www.lakewood-center.org/pages/lakewood-festival-background>. (accessed October 26, 2009).

54 Joan Sappington, personal correspondence. October 23, 2009.

55 Steve Law, "Councilor's Effort Made Smelter Site a Park," *Lake Oswego Review*, February 23, 1989. 7.

56 Susanna Kuo, personal correspondence. October 23, 2009.



Blast Furnace in George Roger's Park. Courtesy of the Lake Oswego Public Library. Date unknown.

Between 1950 and 1960, the park space went through tremendous changes, mostly at the urging of councilman Rogers. Rogers worked tirelessly to have the park landscaped, and then worked to keep the park in pristine condition. The Kiwanis Club made a proposal to City Council in 1949 with a plan for the park. Rogers helped to make their proposal a reality. The local garden clubs were active in the landscaping and various social clubs donated the funding for the park's play structures.⁵⁷

The park was greatly expanded in 1951 when the Oswego school board became willing to sell the parcel of land between State and Furnace Streets on the east and west and Ladd Street to Oswego Creek on the north and south. The city was unable to afford the property, so Rogers sought a ballot measure in 1954 to purchase the site. Voters approved the measure and the city was able to purchase the property.⁵⁸ Today, George Rogers Park remains as one of the city's greatest recreational assets.

Summary

Lake Oswego had numerous recreational opportunities during the Modern Period. Organized community events were very popular, and generally well attended. Many of the groups remain active today. The Country Club and Hunt Club are both still thriving in the community and the Lake Grove Garden Club just celebrated its 85th year.

57 Ibid.

58 Ibid.

Transportation

Numerous advancements in transportation service occurred during Lake Oswego's mid-century era. The automobile had already become the predominant way to travel by the middle of the 1930s. Prior to 1929, a popular way to get around was by the "Red Electric" Trolley, which ran from Portland to Oswego. The trolley's use peaked in 1920 when Southern Pacific Railway was running 64 trollies a day. Service stopped in October of 1929, shortly before Black Tuesday and the beginning of the Great Depression.

Because of the Depression, few improvements took place between 1929 and 1935. Like most other communities, the Depression greatly effected people's ability to invest in new ventures. By 1935, however, development began to increase and eventually strips of roadside businesses, restaurants, theaters, auto parks, and taverns could be found around Oswego Lake.

Roads

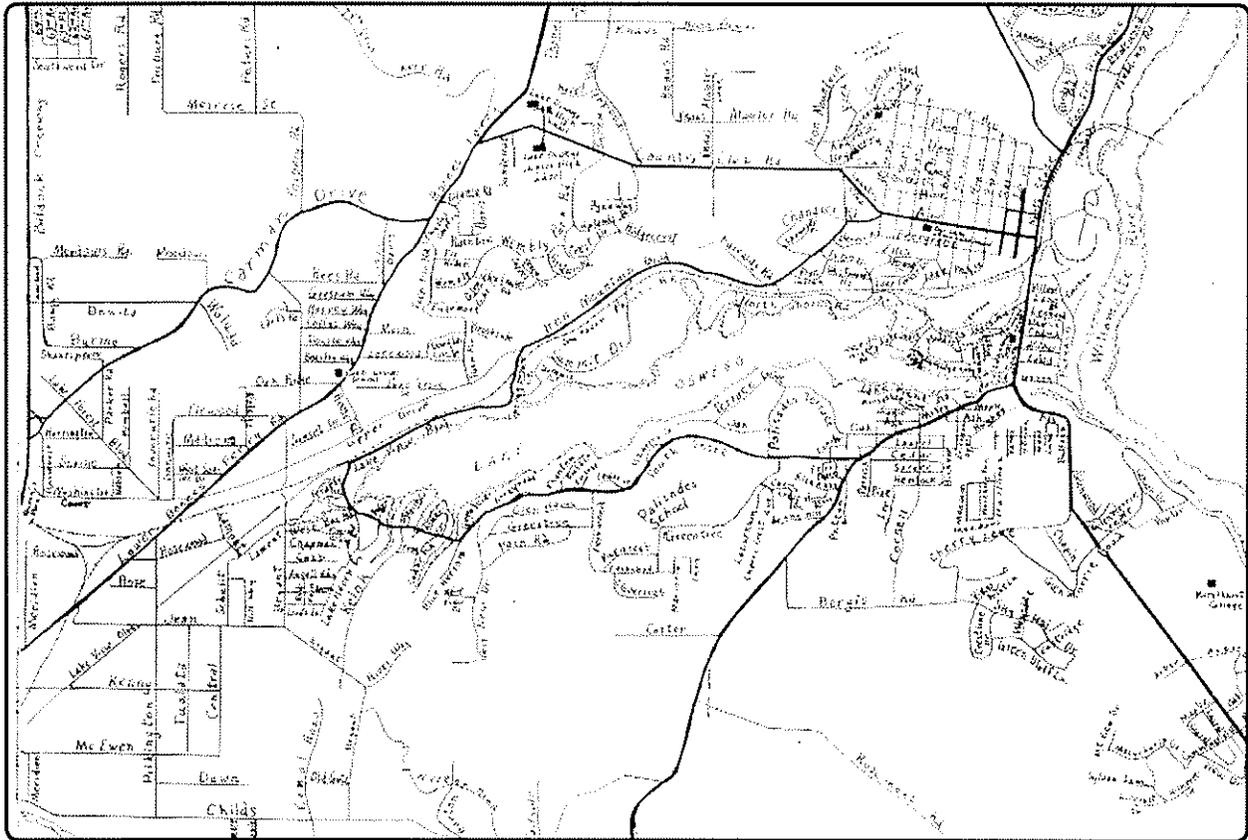
Smaller roads were not immediately paved at the beginning of the Modern Period and often caused problems for local residents. In 1935, a new road into the city from its southwestern border, was reportedly very dangerous. After an accident in May of that year, locals called for a stop sign to be erected at the dangerous crossing of the two intersections. It was also deemed unsafe because it had a loose rock surface.¹

In November of 1935, the Oswego community received good news when the Clackamas County Planning Board announced that Works Progress Administration workers were going to construct South Shore Boulevard. This road building job was a mile and half in length and employed one-hundred men and cost an estimated \$75,000.²

Until 1926, Highway 43 was known as "Front Street." After 1926, it was commonly known as

1 *Oswego Review*, Front page item. May 16, 1935. 1.

2 *Oswego Review*, "WPA to Employ 300" November 28, 1935. 1.



Oswego Chamber of Commerce 1959 Map. Courtesy of the Lake Oswego Engineering Department.

State Street within Oswego city limits. In 1929, there were just a few lone businesses along State Street. This lack of service was lamented by the *Oswego Review* in 1929, "Lake Oswego has been expanding and the business district of Oswego has obtained too little of the business which it should have."³ The rise in the popularity of the automobile helped to encourage this deserved development along Oswego's State Street and A Avenue as well as along Lake Grove's Boones Ferry Road. Construction of commercial buildings in these areas began in the 1930s and continued throughout the Modern Period. This development helped to establish Highway 43 and Boones Ferry Road as the area's bustling hubs of commerce and industry.

By the mid-1930s automobile travelers between Oswego and Portland found the quickest route to be Pacific Highway (now known as Highway 43). The route followed the Willamette River past the Sellwood Bridge and the junction of Boones Ferry Road, where Pacific Highway becomes Macadam Avenue. Macadam Avenue was the first Macadamized road in Oregon.⁴ Macadam roads were popularized by a Scotsman, John Loudon McAdam, around 1820. The

³ *Oswego Review* "Business Area Grows," December 19, 1929. 1.

⁴ Marylou Colver, "Macadam Avenue, White House Road, Highway 99, Pacific Highway, Highway 43, State Street: The Story of one Road," *Oswego Heritage Journal*. No. 1. Winter 2008. 6.

process for constructing a Macadam road was to take a rock or aggregate that was a similar size, lay it on a graded road, and then cover it with a binding layer. This technology was considered extremely innovative at the time. Macadam Avenue led into downtown Portland, eventually connecting with Front Street (now known as SW Naito Parkway). Traveling south on the West Side Pacific Highway led motorists to West Linn and Oregon City. Both directions were commonly traveled by residents around Oswego Lake.

Highway 43 has a long local history. The road was first graded in 1863 in an attempt to link Portland and Milwaukie. The road operated as a toll road for some time before becoming a public right of way, and, in 1910, became the Pacific Highway. During this time the Pacific States (Washington, Oregon and California) were collaborating on the completion of the Pacific Highway to cross from Mexico to Canada. In the 1930s, the Pacific Highway was moved to the east side of the Willamette River. After this time most maps refer to the old route as the "Pacific Highway West."⁵ This road was completely paved in the Oswego area by 1920.⁶ In 1923, the Pacific Reporter discussed the new road and commented that here in Oregon paving was "farther advanced [...] than in any other State."⁷

State Street was historically the commercial hub of Oswego. The Portland and Western Railroad tracks cross State Street just north of Lakewood Bay and the old passenger trolley had a stop just east of State Street and north of A Avenue. Between State Street and the Willamette River is the site of the Portland Cement Company, which operated for most of the Modern Period. This area was redeveloped in 1988-1989 with "medium-density, multi-family units."⁸ Throughout the years of change in the city, State Street has continued to serve as the commercial center for Oswego.

The section of State Street south of the railroad tracks is dominated by two large shopping areas; both are set back from the street and have large front parking areas. The Lakewood Theater (formally the Oswego Grammar School and the Lakewood School, constructed in 1928) and a large post-war apartment complex are located at the tip of Oswego Lake. The northern section of State Street was historically the center of automobile services, especially during the post-war era. This section housed the city's multiple car dealerships, an auto court, and a number of service stations. One of Oswego's bus stops to Portland was also located on this

5 City of Lake Oswego, "Pacific Highway," Cultural Resources Inventory, August 1989.

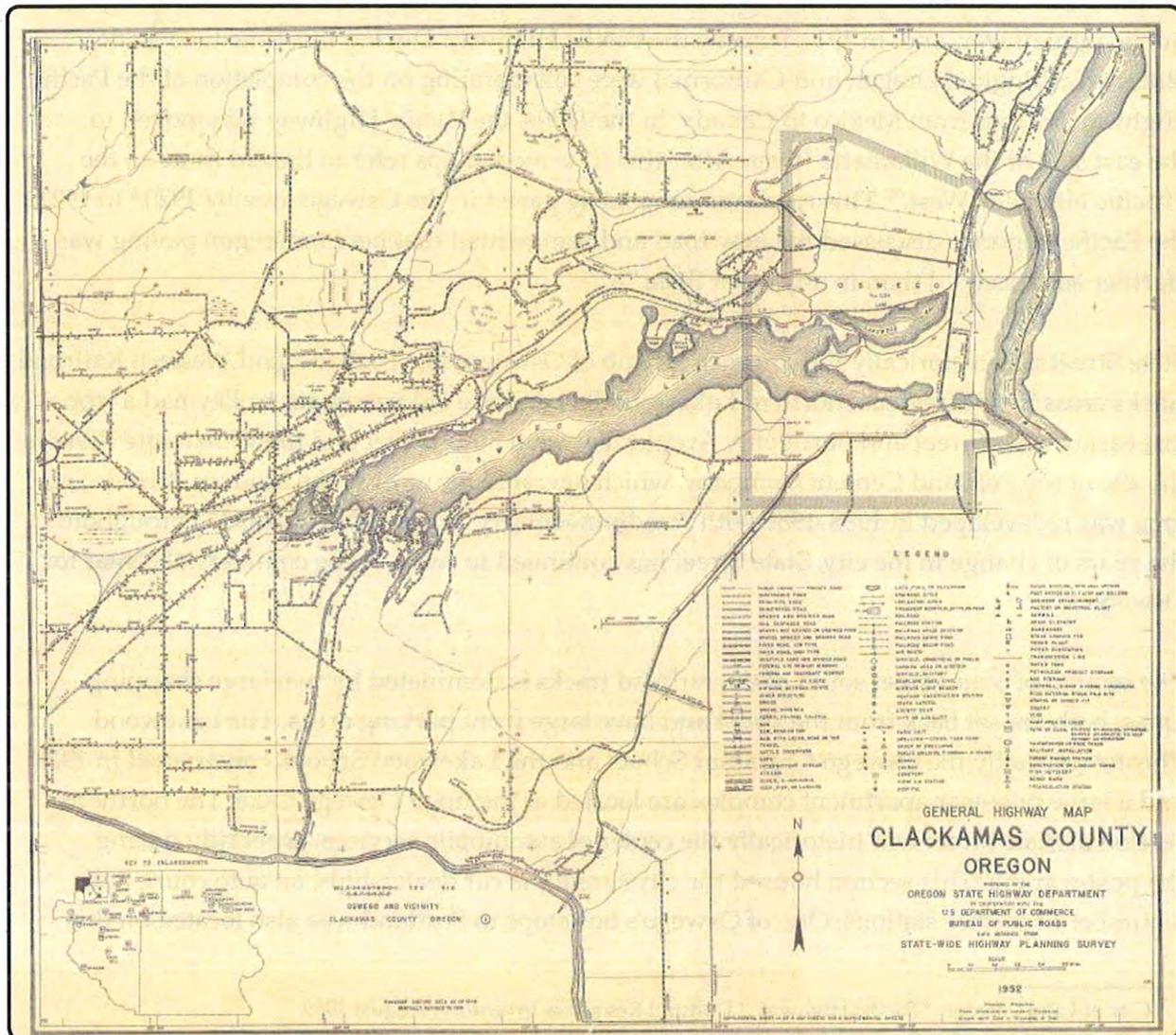
6 Fulton, 77.

7 R. C. Johnson. "The Pacific Highway and it's 'Peace Portal'" *The American Review of Reviews: an International Magazine*. Edited by Albert Shaw. (New York: The Review of Reviews Company: 1921). Vol. LXIV, July-December, 1921. 77.

8 Koler/Morrison Planning Consultants. "Historic Resource Protection Plan: Lake Oswego Study Unit" August 1989. 42.

corridor.⁹

In 1940, the city business leaders began to make an appeal to the Oregon State Highway Commission for the “beautification of the State highway through Oswego commencing at the Log Cabin Tavern and extending to the railroad tracks south of Perrigo’s store.”¹⁰ The appeal was made by the Beautification Committee of the Oswego Community Club. The Community Club was chaired by George Rogers. This presentation to the State Highway Department was made by George Angel (the field editor of *Oregon Farmer*), Dr. William H. Cane, and Dr.



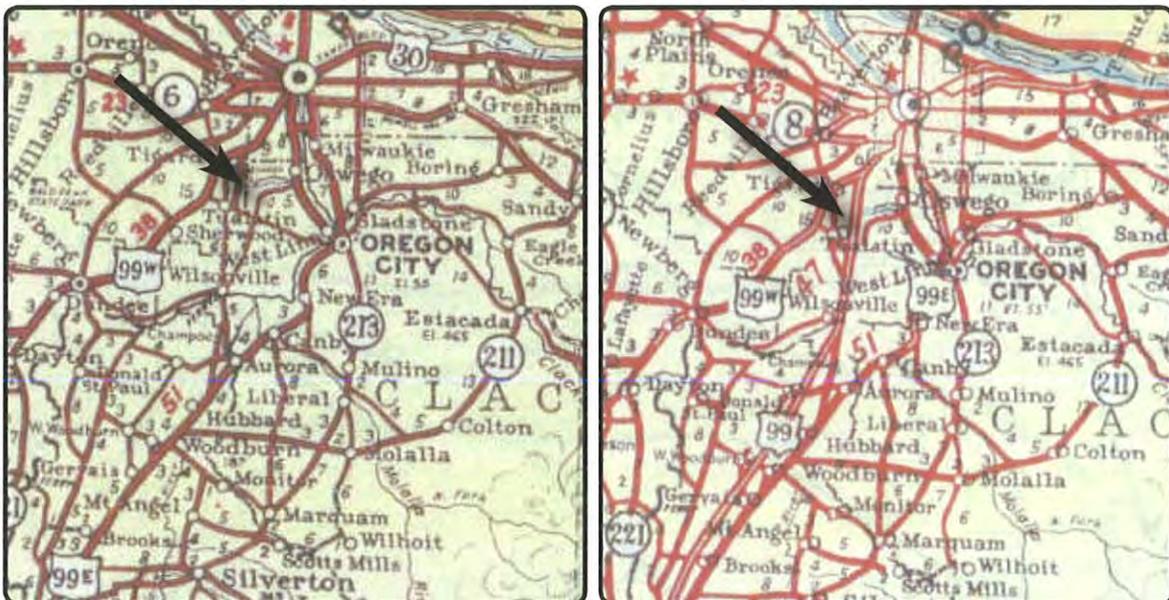
General Highway Map of Clackamas County, Oregon, 1952. Note the absence of Interstate-5 (also known as Highway 99 or the Portland-Salem Freeway) along the western border of the Lake Grove area.

9 Ibid.

10 *Oswego Review*, “Beautification is Encouraging,” March 29, 1940. 1.

Trullinger, all prominent Oswego businessmen.¹¹ George Rogers, was the town's main grocery proprietor. He began his civic involvement during the 1940s, but continued to be a commanding presence in the Oswego and Lake Grove communities throughout the 1950s and 1960s. In 1941, the *Oswego Review* reported that the widening and beautification of State Street would begin in a matter of weeks. The work was to take place from B Avenue to the intersection of South Shore Road. The article also announced a change in the parking areas, citing that once work is complete "parallel parking will automatically go into effect."¹²

By 1952, a county highway map shows all major routes into the city as "high type" paved roads and most of the main corridors throughout the city as "low type" paved roads.¹³ At this time the Hubbard Highway ran along Lake Grove's western boundary, roughly where Interstate-5 is located today. This was a divided highway with one lane in each direction. There was a bridge that crossed the Highway at the intersection of Upper Boones Ferry Road and Harrington Avenue. There was another bridge crossing of the highway just a few blocks to the north at Bonita Road. The Hubbard Highway road used on ramps and off ramps to move traffic more



Oregon State Highway Maps 1954 (left) and 1957 (right). Highway 99 (shown between highway 99W and 99E on the map on the right) eventually became Interstate-5. Shortly after it was completed it was known as the Portland-Salem Freeway. Oregon State Highway Department ©. Courtesy of the Oregon State University and University of Oregon Libraries Oregon's sesquicentennial online map collection. <http://boundless.uoregon.edu/digcol/ormaps/index.php>, (accessed November 2, 2009).

11 Ibid.

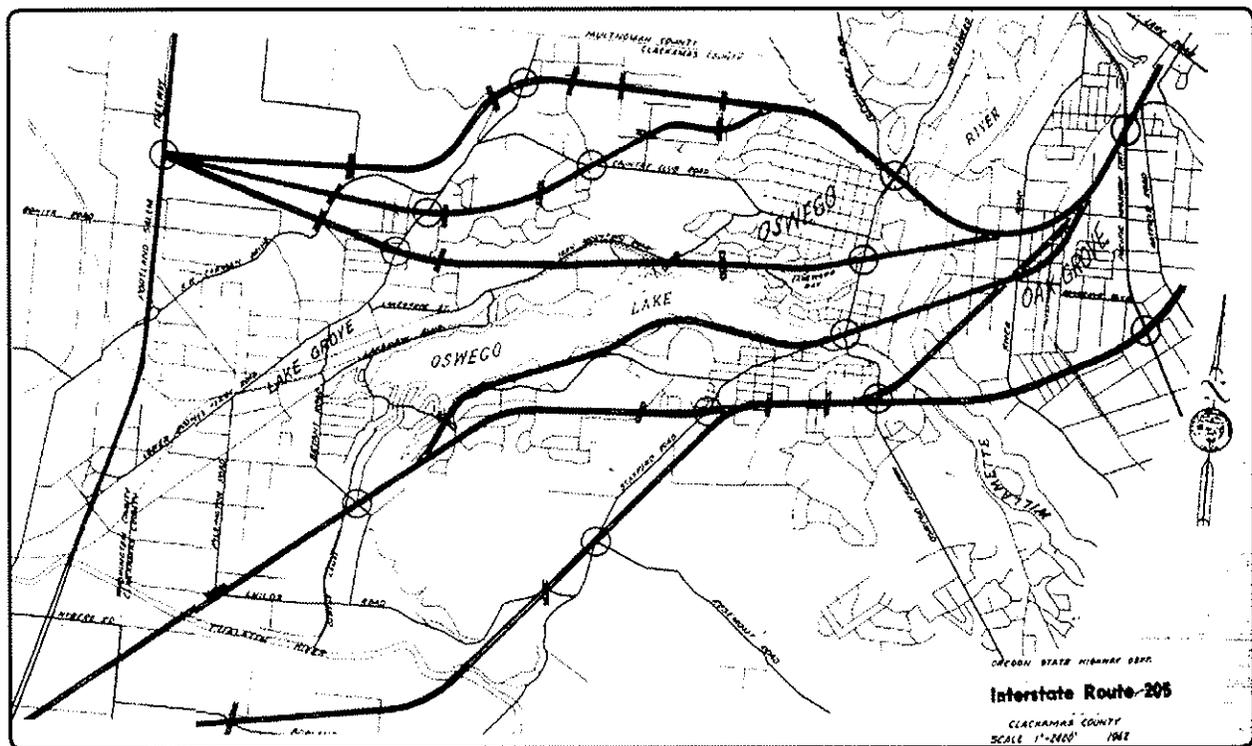
12 *Oswego Review*, "State Street Work to Start," August 8, 1941.

13 Oregon State Highway Department, "General Highway Map of Clackamas County Oregon." 1952. Lake Oswego Engineering Map Collection.

effectively.¹⁴ This was a new innovation at the time.

In 1957, the small Hubbard Highway (which is referred to as Highway 99 on state road maps) is first shown as a four-lane, divided highway.¹⁵ In 1959, Oswego maps begin to refer to this route as the Baldock Freeway or the Portland Salem Freeway. Today the same route is known as Interstate-5. This signaled the greatest change to the transportation corridors during Lake Oswego's Modern Period. This new interstate, or freeway as it was then called, maintained bridges and access ramps on both Upper Boones Ferry and Bonita Roads. Lower Boones Ferry road also received an on ramp and off ramp, but every other street in the Lake Grove area came to a dead end at the freeway. In a few places these dead end roads began again on the other side of the freeway, but because of the gap created by the freeway these roads no longer functioned to connect neighborhoods or as transportation routes.

In 1962, the Oregon State Highway Department was seeking routes for the proposed "Laurelhurst Freeway." This proposed freeway was to include a bridge from Milwaukie to Lake Oswego. Many of the proposed routes would have left the Portland Salem Freeway (now known



Possible Routes for Interstate-205 as printed in the *Lake Oswego Review* on March 29, 1962.

14 Ibid.

15 Oregon State University and University of Oregon Libraries, "Oregon Maps," Road Map Collection, <http://boundless.uoregon.edu/digcol/ormaps/index.php>, (accessed November 1, 2009).

as Interstate-5) “near Carman Drive, and would extend through the Mormon College property, past Lake Oswego High School, and into Tryon Creek Canyon near Tenth Street.”¹⁶ Another route left Interstate-5 and ran just north of Oswego Lake and south of First Addition. The three proposed southern routes would have run along the south side of Oswego Lake or through the city’s southern neighborhoods. Opposition came in a variety of forms. Many citizens were adamantly against the freeway dividing neighborhoods or running anywhere near the lake. On February 15, 1962 the *Lake Oswego Review* printed a letter to the editor from June Yong, a Lake Oswego resident, describing her concerns with the proposed freeway. She hypothesized that if any of the proposed routes were approved, future Lake Oswego real estate ads would read “Live in Lake Oswego where you can experience both the unique charm of early America and the excitement associated with the Indianapolis Speedway.”¹⁷ The Lake Oswego School District also voiced concerns about the freeway dividing their school district.¹⁸ The routes along Lake Oswego were eventually deemed to be far too expensive. Other routes through the city were so adamantly opposed by citizens that the Laurelhurst Freeway (now known as Interstate-205) was constructed along 92 Street in Portland and crossed the Willamette River between Oregon City and West Linn, not through Lake Oswego, as was originally proposed.

Lake Oswego also saw changes to its local transportation routes during the Modern Period. In 1963, because of increased traffic, the light at A avenue and State Street was set so that a seven second delay would allow northbound traffic from State Street an opportunity to turn left on to A Avenue. It was also at this time that the bus stop was moved to the north of the Citizen’s Bank of Oregon.¹⁹ This change in signal signifies the increase in traffic turning toward Portland from A Avenue.

Boones Ferry Road was the commercial center of Lake Grove. The road runs from the northeast to the southeast, entering the area near the western edge of Tryon Creek State Park, and eventually crossing Interstate-5 just north of the Tualatin River. Boones Ferry’s commercial district begins just south of Kruse Way and ends north of the Portland & Western Railroad line.

Boones Ferry Road was not widened into a four-lane road until the summer of 1968. The opening of the new road was celebrated with a community carnival. Fess Parker, who played Daniel Boone in the popular TV show, was the honored guest of the festivities. The carnival and festivities were organized by Lake Grove businesses hoping to encourage all visitors to

16 *Lake Oswego Review*, “40 Years Ago” Now & Then Section, March 4, 2002.

17 *Lake Oswego Review*, “Letters to the Editor” February 15, 1962, Section 2.

18 *Lake Oswego Review*, “School Board Voices Objections to Freeway Bisecting District” March 15, 1962. 1.

19 *Oregon Journal*, “Zone Change Clears Store,” Thursday, August 22, 1963. J5.

“feel ‘at home’ in Lake Grove.”²⁰ The festival included food booths run by the Lake Grove Lion’s Club; a historical display by the Lake Grove Junior Historical Society; an art show of Daniel Boone-era Oregon along the cyclone fence of the Lake Grove Elementary School; a “Mutt Show” where dogs were awarded prizes for the longest tail, biggest feet, or for having the longest nose; a variety of ‘carnival booths’ run by the Boy and Girl Scouts featuring games and prizes, and a midday parade. Four parachutists were hired to drop from 7,500 feet and land in the Lake Grove Elementary School field. One of the parachutists carried the shears that were used to cut the ribbon that signaled the official opening of the street.²¹

Roads improved immensely over the period, thus creating the thoroughfares and right-of-ways that are present today. Many of these roads became hubs for auto-related commercial activity and remain so today.

Automobile Dealerships

Charles Didzun opened Oswego’s first gas and pump garage well before the beginning of the Modern Period. He also sold Oswego residents their first cars when he began selling Model-T Fords.²² By the beginning of the Modern Period there were numerous garages in the area, and car dealerships were on the rise.

In 1935, Dick’s Garage and Jenk’s Motor Company were both commonly advertised in the weekly *Oswego Review*. Jenk’s specialized in “Dodge and Plymouth Complete Automotive Repairing,” while Dick’s Garage advertised “Motor Reconditioning, Painting and Top Shop.” Dick’s was also the local outlet for Seiberling tires. Seiberling Rubber Company was founded by Frank Augustus Seiberling, who also started the Goodyear Tire and Rubber Company in 1921.²³

Dick’s Garage, which opened in the Oswego area some time before 1926, became Bender Motors, a Dodge and Plymouth dealer, in May of 1941.²⁴ The garage was operated by George Strayer, a Lake Grove resident. They carried both new and used automobiles and had one of the “best salesmen in the Pacific Northwest,” a Mr. J. K. McNeal.²⁵

Also in 1941, Usher Chevrolet was in operation on the corner of First Street and A Avenue. At

20 Ron E. Linder. Boones Ferry Celebration Promotional Merchandise Kit. September 23, 1968. Lake Oswego Public Library’s historical vertical files. 1.

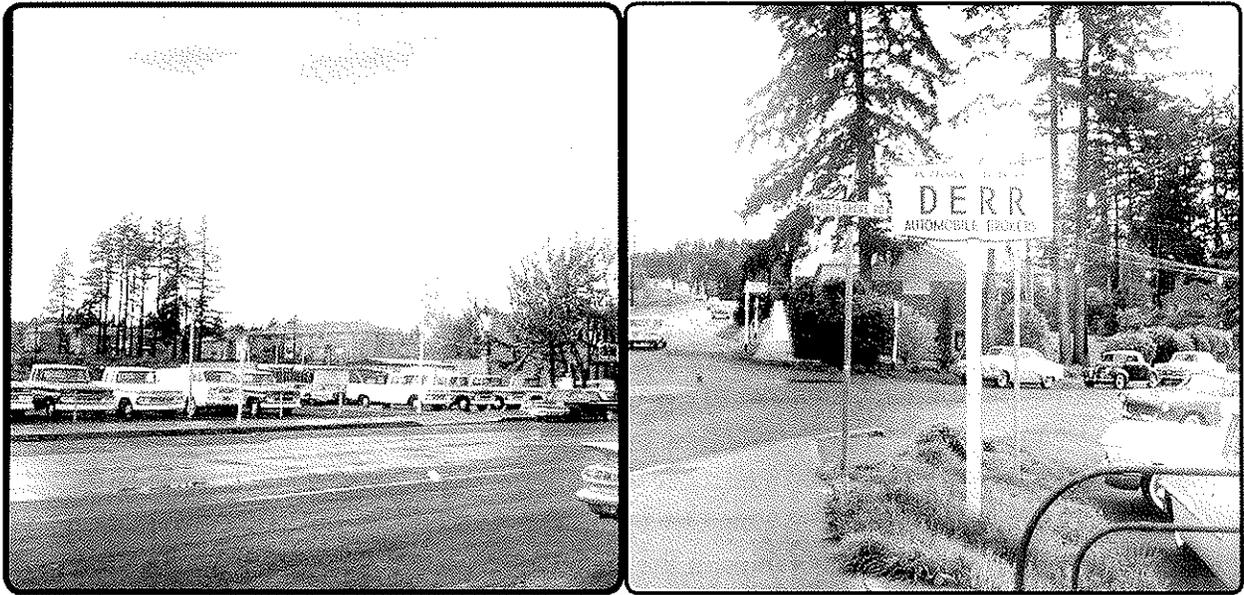
21 Ibid. 3.

22 Kohler and Morrison, “Historic Resource Protection Plan: Lake Oswego Study Unit,” August 1989.

23 James Lindsay White. *Rubber Processing: Technology, Materials, Principles*, (Munich: Hanser Publishers, 1995). 54.

24 *Oswego Review*, “Oswego’s A Street c. 1926. Library vertical files, no date.

25 *Oswego Review*, “New Auto Agency Opens Here,” May 16, 1941. 1.



Gateway Chevy Trucks lot, c. 1963 (left) Derr Corporation lot, c. 1962 (right). Courtesy of the Lake Oswego Public Library, Special Collections, Historic Photograph Collection.

the time, this was one of the prime locations in the city. In May of that year, he purchased 55 feet of adjacent property to enlarge his shop accommodations “necessitated by the increased growth of business.”²⁶ Usher reportedly erected a “beautiful neon sign” and lighting facilities to illuminate his new display area.²⁷ The new lot was open by June of 1941.²⁸

Ted Gilbert Motors was Lake Oswego’s longest running auto dealership. Originally from Albany, Gilbert opened his dealership in Oswego in 1944. He carried, at first, both Plymouth and DeSoto brand cars. He displayed Lake Oswego’s first post-war DeSoto sample in his space in the old Bickner Grocery store building at 468 N. State Street. The car was priced at \$1525, which included “automatic transmission, a heater, four doors,” and no delivery costs, which was unheard of at the time.²⁹ Gilbert also carried electric appliances, which was common for car dealers in the era. Just one year after opening his doors Gilbert bought a lot at Sixth Street and A Avenue. The dealership remained at this location until 1979, when Jerry Gleaves, the dealership’s owner from 1970–1979, closed the doors for good.³⁰

By 1959, Thomason and Ray Mellish had opened Oswego Motor Company at 309 S. State Street,

²⁶ *Oswego Review*, “Usher Chevrolet Enlarges Quarters,” May 16, 1941.

²⁷ *Oswego Review*, “Usher Chevrolet Opens New Parking Lot,” June 13, 1941. 1.

²⁸ *Ibid.*

²⁹ *Lake Oswego Review*, “Dean of Auto Dealers Recalls Years in L. O.,” February 10, 1977. Lake Oswego Library historical files.

³⁰ *Ibid.*

Lake Chevrolet was operating on 594 State Street, and the Lake Oswego Rambler Dealership could be found at 102 A Avenue. In 1963, Lake Chevrolet became Gateway Chevrolet for a short period before it returned to the name Lake Chevrolet. Ted Gilbert was no longer able to sell DeSoto's, as Chrysler had discontinued the line in 1960. Oswego Motor Company added "Ford" to their title and Lake Oswego Rambler became Lake Rambler, Inc. By 1964 a lone used car dealership, Derr Corporation, had opened on North Shore Road.³¹

Dee Thomason was Lake Oswego's last remaining automobile dealer. Thomason was located on State Street for 27 years and in 1982 employed 48 people.³² He opened his doors in 1955 and moved his entire operation to Gladstone in 1983.

While Lake Oswego historically had a number of car dealerships, they had all found reason to leave by the mid 1980s. Dee Thomason, Oswego's Ford dealer, thought that a combination of factors led to the demise of dealerships in the area. He especially cited the harder economic times of the 1970s and the rising costs of real estate in Lake Oswego. Sign codes began restricting the size and height of business signs and became troublesome for the auto related industry.³³ Most dealership owners sold their lots for new developments, became developers themselves, or moved their operations to areas that offered more space for less money. Thomason moved his operation across the river to Gladstone, just 7 miles away.

Auto Service Centers

Oswego Towing & Wrecking Service was owned by Leo Gustafson.³⁴ Gustafson also owned the Oswego Auto Laundry, or car wash, on Second Street. Records suggest that Gustafson was the only towing and wrecking business in the city during the period. The business was located in a building at 425 Second Street. The business is in the 1947 Polk City Directory, but does not appear in the 1959 Chamber of Commerce Business Directory. It appears during the late 1950s and early 1960s that there was no car wash or towing service located in the Oswego-Lake Grove area.³⁵

31 Lake Oswego Classified Business Directory. Lake Oswego Chamber of Commerce. 1959, 1963, 1964. Lake Oswego Chamber of Commerce vertical file.

32 *Lake Oswego Review*, "Car Dealers Announcement Lengthens City Hall Site List: 20 Years Ago" March 14, 2002. Now & Then Section. A6.

33 Keith Klippstein. "Car Dealers: And then there were none" *Lake Oswego Review*. February 24, 1985.

34 Lake Oswego Public Library. Special Collections. Historic Photograph Collection.

35 Polk City Directory. 1947-1948. Lake Oswego & Lake Grove area. Lake Oswego Public Library, Local History Section.



Gustafson's tow truck pulling C. Marx's car from an embankment on Fourth Street and B Avenue. Courtesy of the Lake Oswego Public Library, Special Collections, Historic Photograph Collection.

Fred and Conrad Grimm founded Grimm's Fuel Company in 1929. The company started in Portland's Sellwood Neighborhood, before moving the business to the Oswego area in the 1930s. The fuel company helped move rocks from the quarry with a horse and wagon to build roads in the Clackamas County and Lake Oswego areas. Then, in 1937, they decided to supply fuel for home heating in the Lake Oswego area. On July 4, 1940 they opened the service station on South Shore Road and McVey Avenue. The service station continues to serve the community today with Mark Grimm, the business's third generation owner, running the shop. Palisades Market was also started by the Grimm Brothers in 1948. Ten years later, in 1958, Palisades Service Station's business office was enlarged and a bigger market was constructed.³⁶

General Petroleum, a local service station, had a grand re-opening in 1940. The service station was updated with all new equipment. Eldon Scriptor was appointed as general manager of the newly improved super service station. The new service station was equipped "to take all classes and makes of cars, and will stock a complete line of accessories."³⁷ The grand re-opening was the forum for the *Oswego Review's* "Rouges' Gallery" the "photographic collection of portraits of 'Men of Oswego.'" The display had about 50 portraits including "Mayor Roehr, Father

³⁶ Nancy Lashbrook, "Fuel that Helped Oswego to Grow: Grimm's Fuel has grown and diversified with the community it helps to heat and keep on the move," *Lake Oswego Review*. Perspectives Section. February 28, 1980. Lake Oswego Library.

³⁷ *Oswego Review*, "General Petroleum Re-Opens Station" March 22, 1940.



Lake Grove Fuel Station. Courtesy of the Lake Oswego Public Library.

Vanderbeck, Recorder Duis, and last, but not least, "Pal," Mr. Duis' clever Belgian Shepherd, who was the town dog.³⁸

In March of 1950, Ralph Brooks and Bob Funk opened a new Mobile Oil Station. The new station was touted as being the "finest and most modern service station in the Oswego area."³⁹ Brooks and Funk operated a service station for two years on the corner of State and A Avenue. They purchased the new site, on the corner of State and 1st, after Oswego Lumber and Barney's burned down on the Fourth of July a

few months earlier. Al Patchett opened a rival service station in Brooks' and Funk's old location. The grand openings were held on the same day, both touting themselves as the best "most modern" service station in the area.

By 1964, there were 22 service stations listed in the Classified Business Directory. It appears that of these 22 stations, many remain in a historic state, as Fred Grimm's does, and the station at 401 S. State street (which is currently being used as a goodwill donation center). Many others continue to serve in the same capacity as service centers or gas stations, such as the gas station on South Shore Drive and McVey Avenue, 608 N. State Street, 469 N. State Street, 401 S. State Street, 15905 Boones Ferry Road, 15880 Boones Ferry Road, and 504 N. State Street. Others have been remodeled beyond recognition or have completely new buildings in their place.

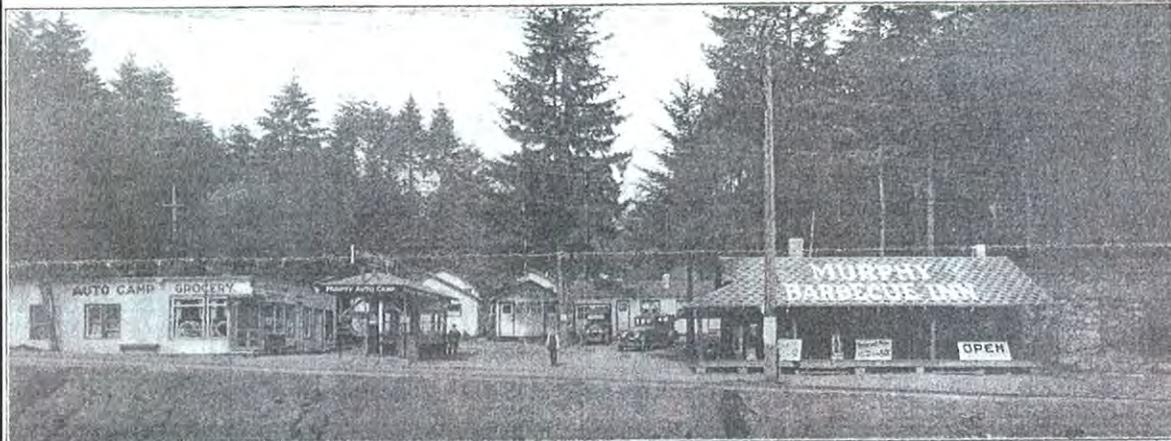
Auto Parks, Motels, and Hotels

Auto parks, motels, and hotels all offered travelers different styles of accommodation at different prices. The rise in popularity of the automobile created an ever growing number of recreational travelers. There were a variety of types of accommodation in Oswego, but the city was never a destination city, as most travelers stayed in Portland, or, if in the Lake Oswego area, visitors often stayed with friends. Regardless, at various times during the Modern Period, the city supported a youth hostel, auto park, and a few hotels. Hostels were often just large

38 *Oswego Review*, "'Rouges' Gallery' Ready for Showing" March 22, 1940.

39 *Oswego Review*, "Grand Opening: Bob and Ralph's new Mobil Station," March 21, 1950.

MURPHY AUTO CAMP



OSWEGO (Near the Lake) 10 minutes from Portland. 3 miles from Sellwood bridge.

Murphy Auto Camp Advertisement. c. 1927-1934. Courtesy of the University of Oregon's Libraries Special Collections, Oregon Collection.

dormitories with beds and communal kitchens, while auto parks often had small cabins and tent camping available for rent by the night. Both were easily the most affordable accommodations for travelers. Motels and hotels around Oswego Lake during the modern era tended to offer finer amenities, such as swimming pools, cable television, and kitchenettes.

The Murphy Auto Camp began operating before 1926.⁴⁰ The structure is visible on the 1927 Sanborn map and appears to have lasted well into the 1940s. The Auto Camp was located on the corner of State Street (Pacific Highway) and D Avenue. There was a gas station and small store with a connected dwelling area for the manager or proprietor. The Auto Camp was located five minutes by car from the lake and advertised having a beautiful campground. They also had four modern duplexes, with showers, toilets, fireplaces, and kitchenettes and six cottages with stoves and a community kitchen. While the auto camp was owned by the J. E. Murphy family, it was advertised that it cost 50 cents to camp and cottages were \$1.00, \$1.50, or \$2.00.⁴¹ The auto park also had the Murphy Barbecue Inn, which advertised the "Finest Barbecued Chicken Dinner on the Coast."⁴²



Oswego Auto Park Ad. *Oswego Review*. June 6, 1935. 5.

40 Lake Oswego, Oregon. Sanborn Fire Insurance Map. (ProQuest, Learning Company: Digital Sanborn maps, 1867-1970, electronic resource. University of Oregon Libraries).

41 *Oregon City Enterprise*, "Oswego Locals" April 16, 1926.

42 Murphy Auto Camp Advertising Pamphlet. (Portland: Marathon Press, c. 193- (?)) University of Oregon Libraries, Oregon Collection, Special Collections.

In 1935, the Oswego Auto Park Cafe was managed by Mrs. George Brooks. It is unclear if this is the Murphy Auto Park Restaurant, but it seems highly likely. The cafe advertised its speciality as sandwiches, but had also added cold drinks, candies, and cigarettes.⁴³ A similar advertisement on this same day for the "Oswego Cafe" highlights the restaurant's "Fried Chicken with French Fried Potatoes" for just 50 cents. In August of 1935, she sold the business to Mr. and Mrs. Ernie Hunziker. The Hunzikers were the proprietors of the Log Cabin Cafe, a popular local eatery. They took over both the cabins and the service station. The *Oswego Review* reported that their intentions were to acquire new furniture for the cabins and that they would also be handling "associated products" in the service station.⁴⁴

It is unclear when the Murphy Auto Park closed, but in 1957 the "Oswego Lodge Cabins are listed in the Chamber of Commerce Business Directory in the same location as the Murphy Auto Park. It is not listed in the 1959 directory.

There were very few motels and hotels in the Oswego/Lake Grove area during the Modern Period. The "Old Johnson Hotel," Oswego's historic downtown hotel, was located on First Street and B Avenue. It was in operation until the early 1940s, when it was closed.⁴⁵ For years the hotel sat empty, with just the buildings owner occupying the space. In 1948, Safeway corporation bought the hotel and adjacent lot and constructed a new grocery store and parking lot on the site.⁴⁶ It wasn't until years later that modern hotel accommodations opened in the city.

In May of 1941, Mrs. Donald Larson, Chairman of the local committee sponsoring the Wilson-McVey Youth Hostel in Oswego received an official charter for the operation of the hostel. It appears this charter had to be renewed yearly. This was the second year Mrs. Wilson and Mr. McVey were awarded the charter. At this time, youth hostellers came by bike or by foot, and occasionally by horseback from the closest hostel in Canby. Hostelers, it was reported, came to Oswego for "fun, for health, and for a knowledge of the country (its people, its agriculture, its industries), which cannot be learned in school rooms."⁴⁷ In Oswego, youths found many attractions interesting including the iron cave and first iron smelter on the West Coast, the angora rabbitry, the modern dairy, the Indian hand woven tie factory, and the cement plant.⁴⁸ In a July 25, 1941 *Oswego Review* article it was reported that 25 hostellers visited Oswego.

43 *Oswego Review*, "Oswego Auto Park Advertisement" June 6, 1935. 2.

44 *Oswego Review*, "Auto Camp Has New Proprietor" August 1, 1935. 1.

45 *Oswego Review*, "Safeway Files Deed on Hotel Corner" February 26, 1948. 1.

46 Ibid.

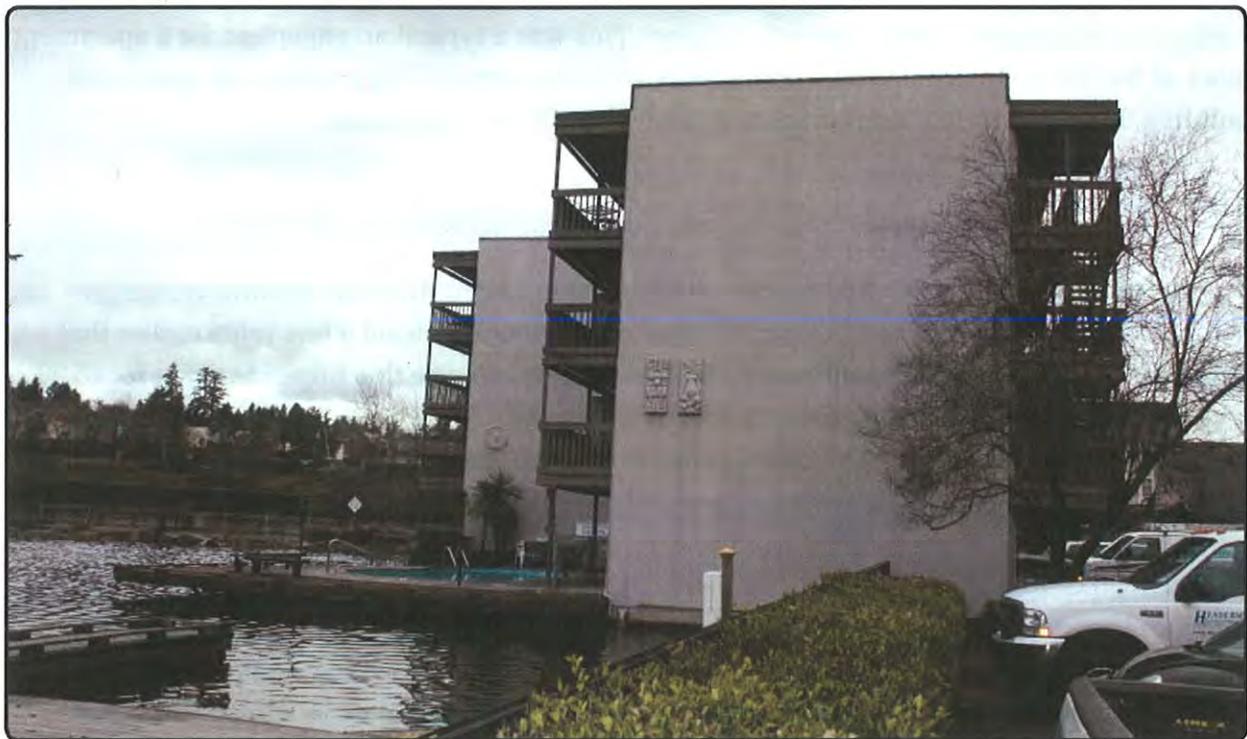
47 *Oswego Review*, "Oswego Youth Hostel Receives Charter" May 30, 1941. 2.

48 Ibid.

Thirteen boys and twelve girls, representing eight eastern states, “spent two nights at the Oswego hostel, [...] on the Wilsonville road”⁴⁹ This hostel does not appear in the 1947–48 Polk’s Directory for the Lake Oswego and Lake Grove areas and no other advertisements were found.

Historically, the city had a boarding house located on 267 A Street, which was constructed in 1889. It is unclear how long the boarding house operated, but its focus was not the casual traveler. Generally it catered to workers of the Oregon Iron & Steel Company.⁵⁰ There is no mention of a boarding house, motel, auto park, or hotel in the Polk City directory for 1947–1948.

The first mention of a new hotel or motel during this period appears in the 1963 Classified Business Directory published by Lake Oswego’s Chamber of Commerce. The Villager Apartments and Motel, located at 586 Second Street and the Riviera Motor Hotel, at 210 N. State Street, were both advertised that year. Both structures remain standing today. Interestingly, both had rooms for a traveler and rooms that could be rented on a full-time basis. The Riviera Motor Hotel remains a hotel today, while the Villager Apartments is no longer a rental property. Both motels advertised heated swimming pools, but the Riviera Motor Hotel was decidedly the town’s upscale venue for out-of-town guests.



The Riviera Motor Hotel (today known as the Lakeshore Inn) Looking north at the southern facade.

⁴⁹ *Oswego Review*, “Hostlers Visit Oswego 25 Strong” July 25, 1941. 1.

⁵⁰ City of Lake Oswego, “Anna Andrews’ Boarding House: 267 A Avenue,” Cultural Resources Inventory, August 1989.

Harry Coleman and Russ Konrad commissioned the development of the Riviera Motor Hotel. At the time, they owned, or were affiliated with, eight other motels in the Portland metro area. The hotel, which is now known as the Lakeshore Inn, cost a reported \$306,000 to construct and furnish in 1962. The hotel was originally split in two sections—one with fourteen apartments “divided into four two-bedroom, four one-bedroom, and six bachelor units” and a twenty room hotel with eight luxury hotel rooms (over the pool), five commercial rooms, and seven one-bedroom suites.⁵¹

Each room was advertised as having its own “lanai private patio, two sets of drapes, wall-to-wall carpeting, T.V., black walnut furniture, and indirect lighting.”⁵² An ad for the August 25, 1962 open house also touted ceramic tile bathrooms with sunlamps, kitchenettes, telephones, and a “glass housed elevator.” The hotel also had a mural in the main office by Norman Robinett, which is unfortunately gone today. There are also three sculpted Aztec plaques of a king and a slave girl on the north façade of the building.⁵³

The Villager Apartments and Motel is more typical of a roadside motel of the mid-century. This hotel had a central courtyard with a heated pool. It is two stories high and has central stairways leading up to an upper story exposed walkway. This was a typical arrangement for an apartment block of the 1960s. The heated swimming pool was a modern selling point for an apartment building, but would have been common to many motels during this era.

Bus Service

In April of 1936, active local citizens were attempting to have a fifty-ride commuter rate for going into Portland. There had been a fifty-ride daily commute ticket a few years earlier that only cost \$4.64, but it was discontinued. The hope was to recreate this fifty-ride ticket for \$5.00, which would have dropped the daily fair from 13 ½ cents to 10 cents a day. This was in hopes that a lower bus fare would bring more commuters to the area, thus creating an increase in local business.⁵⁴

The Oswego Chamber of Commerce met with the Oregon Motor Stages Inc. of Portland to convince the company to provide more, and hopefully better, bus service to Oswego. At this meeting in May of 1941, the representatives from the Oregon Motor Stage company promised more service would be provided as soon as they were able to obtain more equipment. They

51 *Lake Oswego Review*, “Open House Saturday August 25th” Advertisement. Thursday, August 23, 1962. 4.

52 *Lake Oswego Review*, “New Luxury Motel Sets Public Opening” August 23, 1962. 1.

53 Ibid.

54 *Oswego Review*, “Attempt to Revive Oswego Commercial Club Hopeless” April 30, 1936. 1.

stated that their overall intentions were to run a service from the Oswego–Lake Grove community to Portland every hour. This was pleasing to the committee, who vowed to follow up with them in the future. The Oregon Motor Stages Company was asked again in 1947 to run more buses around the Lake Oswego. While they had received many requests, at this time they regrettably informed the *Oswego Review* that they were currently losing eight cents a mile.⁵⁵

Greyhound Bus Services also serviced the district. In 1942, at the urging of the community, the sign on the bus was changed from the “Cook” bus to the “Lake Oswego” bus to better reflect the destination.⁵⁶ There was a bus stop at the Marylhurst Campus, just in front of the main entrance to the campus. A shelter was constructed in 1937, and served as the informal bus shelter. This shelter was completely reconstructed in 1998. This was one of the original stops on the Greyhound Bus route in the area.⁵⁷

In 1958, there were seven different bus companies transporting commuters around the Portland–Vancouver metropolitan area. It was not until 1969 that Portland’s city council passed a resolution that created the “Tri-County Metropolitan Transportation District of Oregon.”⁵⁸ This is the governing body that began to provide service in the late 1960s and continues to provide service today.

Air Transportation

There was no formal airport in the Lake Oswego area. People who needed to travel by plane traveled from Portland’s Airport as they do today. The city wasn’t large enough to support a airport of its own, especially with the Portland airport so close at hand.

Oswego did have a few aviation enthusiasts. Harry Coffey, a insurance executive, was one of Oswego’s most noted aviation enthusiast in the 1930s. Coffey flew to Ft. Barrow and Nome, Alaska in the 1930s, a trip that the *Oswego Review* chronicled nearly daily.⁵⁹ Coffey had been a pilot in World War I and was one of two Portlanders who was chosen to serve in the Civil Air Patrol. After World War II he was a delegate to the Federation of Aeronautics International and in 1952, he was elected the President of for the National Aeronautic Association. In 1954, Coffey tragically died in a plane crash in the Columbia Gorge.⁶⁰

55 *Oswego Review*. “Bus Service Hinges on Income,” December 4, 1947.

56 *Oswego Review*, “Bus Company to Change Station Name” January 23, 1942.

57 City of Lake Oswego, “St. Catherine Hall: Pacific Highway,” Cultural Resources Inventory, August 1989.

58 TriMet. “The TriMet Story” TriMet Website. http://trimet.org/about/history/trimet_story.htm. (Accessed August 2009).

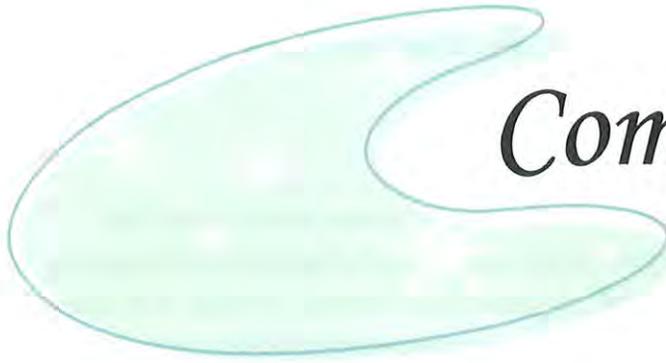
59 Kohler and Morrison, “Cultural Resources Protection Plan: Lake Oswego Study Unit,” August 1989. 38.

60 City of Lake Oswego, “Coffey House: 409 Edgecliff Road,” Cultural Resources Inventory, August 1989.

Arthur Fields, another local enthusiast, was born in Portland in 1887. He was the president of the Fields' Motor Company in Portland. In 1953, Arthur Fields and his wife Amy moved to a home on Fosberg Road. In the mid 1950s Arthur Fields had a private airport, AMart Farms Airstrip, constructed on the property. The AMart is a combination of Amy and Art's names. AMart Farms was created to provide a "home for equestrian and aviation pursuits." The airport served as a hub for local small plane enthusiasts.

Summary

The transportation corridors and services grew in leaps and bounds during the Modern Period. Oswego, which at the beginning of the period was nothing more than a small town, grew into one of the most exclusive and beautiful cities in the Portland metropolitan area. At the beginning of the Modern Period automobile showrooms were often part of service stations, but by the 1950s car dealerships took up large lots on busy thoroughfares. It was during this period that the city's business districts grew, streets were widened, and automobile related services, such as gas stations, auto dealerships, and repair shops dotted the roadways in increasing numbers.



Communication

Communication in Lake Oswego changed dramatically during the mid-century era. The city's only newspaper flourished and the local phone company grew along side of the population that both the Oswego and Lake Grove areas were experiencing.

Print Media

Lake Oswego Review

In 1928, A. M. and W. A. Byrd began publishing the *Oswego Review*.¹ The weekly paper was published on Thursdays and served as the primary source for community information during the 1930s and early 1940s. In 1935, the paper had a subscription fee of \$1.00 a year. The paper reported on the city government, upcoming community meetings such as the P. T. A., the American Legion, the local Boy Scout Troop, and all the active church groups around Oswego Lake. Not only did the paper report on these widespread community events, but it also reported on the weekly activities of the citizens of Oswego and Lake Grove.

The paper was sold to Harmon Marshall in 1937. He ran the paper with Claude A. Smith as his editor for three years until November of 1941 when he sold his interest in the paper to a Mr. and Mrs. E. A. Donnelly. The Donnelly's were from Salem where Mr. Donnelly was superintendant of the *Oregon Statesman*.² Their editorial reign lasted only a short time, as in 1946 the paper was purchased by Bill Blizzard. He was the owner and publisher of the paper throughout the rest of the Modern Period. He ran the paper as a small, privately owned community paper until 1978 when Eagle Newspapers took control.³ When Blizzard bought the *Oswego Review* in 1941, there were three part-time employees and a circulation of less than 1000. The paper itself was only eight pages long. In 1976, when Blizzard sold the paper, he employed 45 people on a full-time

1 Fulton, Ann, *Iron, Wood & Water: An Illustrated History of Lake Oswego*. San Antonio, Texas: Historical Publishing Network, 2002.150.

2 *Oswego Review*, "Oswego Review Has New Helmsman" November 28, 1941. 1.

3 Fulton, 150.

basis and published two papers a week, each of which was ninety pages long.⁴ The *Oswego Review* changed its name in 1960 to the *Lake Oswego Review*, when Lake Grove was annexed by Oswego and the city's name changed to Lake Oswego.

Oswego Honk

During the war years, a newsletter was published for the Lake Oswego servicemen, the *Oswego Honk*. *The Honk* was a humorous reference to the many ducks that could be found on Oswego Lake. It was published "when convenient" by the editor, Theresa Truchet. The paper was printed once and then mailed to a serviceman with enough postage included to mail it on to the next serviceman on the list. Readers were asked to write the name of the editor as the return address on a new envelope with the name and address of the next person on the list. The newsletter served as a highlight of community activities for servicemen to read while they were at war. The stories ranged from reports of the most recent rummage sale to lake festivals. By June of 1944, the paper was still going strong with Volume 2. Issue No. 23. At this time the *Oswego Honk* had a circulation of 46 servicemen. The paper concluded in September of 1945 shortly after V-J Day and the end of World War II.⁵

Community Bulletin Board

Fred D. Jeannet, the owner of the grinding and general repair shop in Oswego, began a community bulletin board in November of 1941 where residents of the Oswego-Lake Grove area could list items such as "garden tools, bicycles, motors, oil burners, furniture, or anything that the other fellow might want" to sell or trade.⁶ It is unclear how long the board operated for, but it does point to the community nature of the residents living around the lake.

Telephone Service

In April of 1936, a group of active community members were attempting to revive the city's commercial club. One of the issues highlighted in the plea for civic spirit was to make a local telephone line to the Stafford area, the farming area to the south of the city, in order for farmers in west Oswego to call into the shops in Oswego without having to pay a toll. There was a "farmer line" previously that permitted these calls to be made for no cost.⁷

At the beginning of the Modern Period it was customary to have a combination of letters and numbers assigned as a phone number. Most areas had exchanges of two letters, followed by four numbers. Phone number Oswego 2500 would require the dialer to key in (OS) or (67) 2500.

4 Ibid.

5 *Oswego Honk*, Vol. 3, No. 17. September 2, 1945.

6 *Oswego Review*, "Oswego To Have Novel Service" November 14, 1941.

7 *Oswego Review*, "Attempt to Revive Oswego Commercial Club Hopeless" April 30, 1936. 1.

It was not until 1965 that most new phone numbers were entirely numeric.

Oswego phones are listed in advertisements as Oswego NNN and Oswego NNNN (with N representing a number) in 1935. By 1941, five numbers were becoming more common. Numbers such as Oswego NNNN were the most common, but new numbers began to show up in the Oswego N-NNNN form. By that time, three digit numbers no longer showed up in advertisements at all.

In 1941, the Pacific Telephone and Telegraph Company built an addition onto the Oswego Exchange. The phone company was expanding because of "unprecedented growth in telephone service in Oswego."⁸ In 1931, there were 488 phone lines in the Oswego area and by 1941 this number had almost doubled to 950 lines. Pacific Telephone and Telegraph Company's building was on the corner of First Street and B Avenue. The addition, which was twenty-one square feet in size, housed the newly "needed power facilities."⁹

By 1947, this five number trend continued; more than half of all households had phones listed in the directory. By 1959, all phone numbers in the area had a two letter prefix (for most Oswego/Lake Grove listings the prefix is NE, which stood for "Neptune," a reference to Oswego Lake) followed by a five digit number, beginning with the number six. The Pacific Northwest Bell Telephone Company announced in May of 1962 that "Direct Distance Dialing" would be available in the Lake Oswego area by the beginning of June. The new service was to allow telephone users to "reach any number in the United States or Canada with limited assistance from an operator."¹⁰ This was also the introduction of "area codes." The area code was dialed followed by the seven digit number. Before the call was connected an operator would ask for the "number being dialed--for billing purposes." This service came to Lake Oswego more than a year after being introduced in the Portland area.¹¹

In 1964, phone numbers in the Lake Oswego Classified Business Directory were all represented with seven digits, as they are today. The alphabetical prefixes were no longer being used regularly.

8 *Oswego Review*, "Telephone Company Building Addition to Oswego Exchange" October 10, 1941.

9 *Ibid.*

10 *Lake Oswego Review*, "40 Years Ago" Now & Then Section, May 25, 2002.

11 *Ibid.*

Summary

Communication became greatly enhanced during the Modern Period. As the communities of Oswego and Lake Grove grew into the bustling City of Lake Oswego, the town's only newspaper evolved to meet the demand of new readership and growing community concerns. Similarly, the town went from having a four and five digit phone numbers to having a system nearly the same as the system in place today.



Oswego's city government's services expanded greatly during the Modern Period. The population around the lake more than tripled in the years between 1935 and 1965, creating a need for new services and regulations. The city responded to this growth by slowly building services for what has proved to be an ever expanding population. The government began as an all volunteer operation and moved to a city council/city manager system that is still in place today. The library went from being a volunteer-administered reading room to a library with a yearly circulation of over one million items. While some government services struggled at first to meet rising demand, by the end of the period services had increased in order to meet the needs of the city's new population.

City Government

The first Oswego City Charter was adopted on January 15th, 1910. At the beginning of the Modern Period, in 1935, this charter was still being used to run the day-to-day operations of the city. At the time, Oswego's government was administered in the City Hall building constructed on A Avenue between State and First Street in 1926. This building and the city's subsequent City Hall do not remain today. City officials were a group of volunteers who took the positions of mayor, recorder, treasurer, and seven council members. The city council meetings occurred on the first and third Tuesday of each month. The government's budget remained fairly steady during the 1930s. The 1931 budget was \$15,521 and by 1935 the city was requesting voters approve a budget of \$16,675. While there was a slight drop in the 1933 expenditures, the overall budget was able to remain fairly constant during a time when many city budgets were in a downward spiral. The budget covered the costs for general operation of city services (such

as the city truck, lighting, insurance, street and sidewalk maintenance, etc). It also covered the salary for the town recorder, treasurer, health official, and police. Smaller budgets were approved for the library, fire department, and City Hall. In 1935, the city added \$1,000 to its budget estimate for supplies and improvements for a city park on land that was donated by the Ladd Estate Company.¹ The city's tax balance for the year of 1934 was \$15,675, just slightly less than the city needed to operate.²

In 1935, The city had recently established waterlines to many city residents; as a result, the 1935 budget showed \$75,000 of indebtedness for these water bonds, and the rates for water use were still being determined. The council eventually set rates for June, July, and August to "give all users the opportunity to use sufficient water to maintain green lawns for the summer months."³ Another large project that the city was able to fund during the Depression was a city sewer project. The Public Works Administration allocated \$77,000 in loans and \$63,000 in grants for the Oswego sewer project. The Chamber of Commerce received the good news on December 5, 1935. After a year the project was still in process and had faced numerous setbacks, but the City Council quickly began the process for a special election to insure the completion of the project.⁴ This was an extremely successful project that helped to create numerous jobs in the area during a time of great need.

Both of these city service projects were a huge advancement for the city, as many residents around the lake were still using wells and were not connected to a city sewer line and often lamented the lack of these services. The need for these services helped to drive the rapid annexation of the 1950s and 1960s. With this surge in annexations, the lack of funding for these types of projects became more noticeable as the Modern Period progressed. Both the lack of services outside the city limits and the lack of funding for these types of projects lead to some big changes in the way the city was governed by the end of the Modern Period.

In 1941, it was thought by most that the city charter was "sadly out of date and out-moded."⁵ The charter had a number of problems that were making it hard to keep up with the development of the city. The two main problems were that street improvements came out of the general fund, making it impossible to tax residents who were requesting improvements; and, there was no way to force owners of vacant lots to keep their lots clean.⁶ Funding was a constant

1 Ann Fulton, *Iron, Wood & Water: An Illustrated History of Lake Oswego*. San Antonio, Texas: Historical Publishing Network, 2002.150.

2 *Oswego Review*, "City of Oswego, Oregon. Budget Estimate for year ending October 31, 1935" October 11, 1934. 3.

3 *Oswego Review*, "New Water Rates," June 13, 1935. 1.

4 *Oswego Review*, "Sewer Project Receives Grant" December 5, 1935.

5 *Oswego Review*, "Oswego Charter Discussed" July 4, 1941.

6 Ibid.

problem and the outdated city charter made it nearly impossible for the City Council to acquire the funding it needed for street maintenance, sewer projects, new water lines, and other city run services. In 1941, City Council issued a plea to help Oswego citizens understand the amount of money that was being spent. The councilmen still served without pay, but this which was typical for most small towns. The majority of taxes were collected in the form of a road tax, but permits and licences also aided the overall budget. Still, it was becoming more and more obvious that a change in the system was necessary.

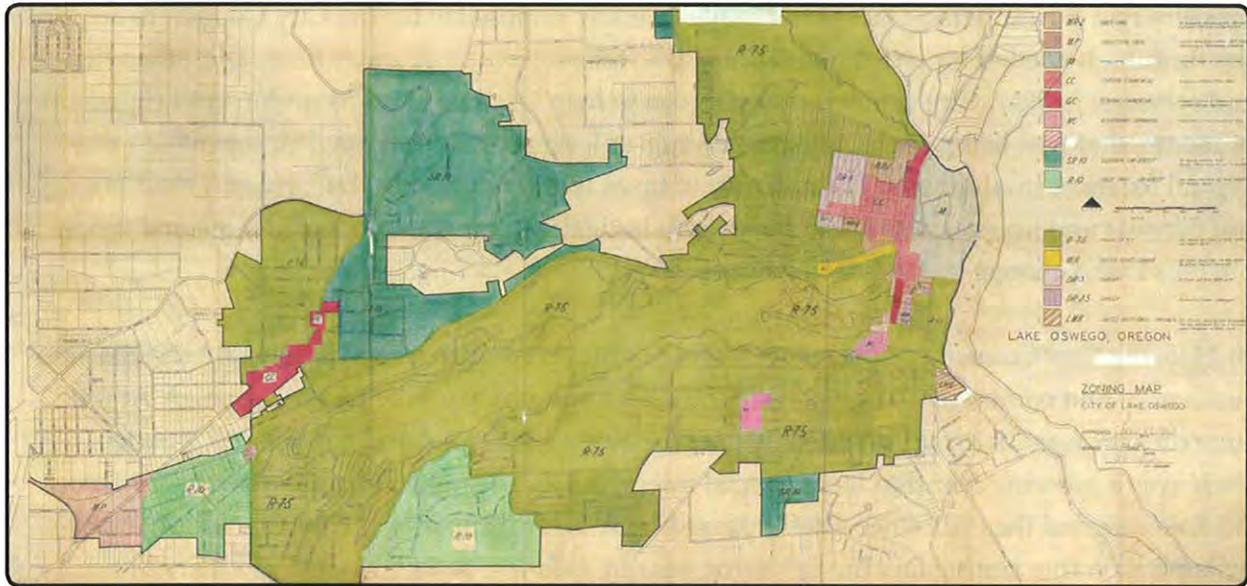
In 1946, the City Council passed one of Oswego's first zoning ordinances that split the city into residential and commercial districts (see the 1961 zoning map on the following page). At the time the city was "naturally divided into well defined residential and commercial districts," but there was a growing fear that "commercial interests may invade residential districts."⁷ Mayor Ed Raker signed the ordinance after it passed with the full support of City Council. The city expanded on this zoning law the following year by creating more stringent guidelines and better definitions of the zones. It also created penalties for non-compliance. The penalties were considered a misdemeanor, resulting in a fine of no more than \$100 or imprisonment for no more than 30 days. This zoning ordinance went into effect immediately for the "preservation of public health, peace, and safety of the City of Oswego."⁸

The annexation of the Lake Grove area was the city's largest and boldest move during the Modern Period. A city proposal in early 1959 called for Oswego to annex all of the lake frontage properties. Many residents, who were near the lake front also wanted to be included. Being annexed would assure residents access to water and sewer lines. The annexation plan was eventually revised to include the lake, a few blocks of surrounding property, and eventually the Lake Grove Sanitary District. In 1959, the *Oregon Journal* described Oswego's "Growing Pains in Suburbia." This was before the annexation was approved and the city was facing a variety of annexation problems. Until 1960, Oswego's city limits ended near Tenth Street. This left more than two-thirds of the territory around the lake under county jurisdiction or within the rural district of Lake Grove. The post-war population growth led to developments around the entire lake. This caused numerous community problems, especially with the area's outdated sewers. As new homes were constructed, "cesspools began to drain on to lawns of neighboring homes lower down on the hillside."⁹ The small water pipes also failed in the hot spells of summer, making life for many residents miserable and prompting them to call for the change that eventually led to Oswego nearly tripling its acreage. It was at this time that the town of Oswego annexed some of the rural area of Lake Grove, all of the lake front acreage, and much of the area surrounding the lake (see the historic annexation map on the following pages). This prompted

7 Lake Oswego City Planning Department, "1946 Zoning Ordinance," Planning Files. 1.

8 Lake Oswego City Planning Department, "1947 Zoning Ordinance," Planning Files. Section 19-20.

9 *Oregon Journal*, "Oswego Has Headache" April 5, 1959. 28B.



1961 City Zoning Map. This map shows the outline of the city shortly after the 1960 annexation of the Oswego Lake and Lake Grove.

the new larger city to change its name to Lake Oswego.

In 1962, Mayor Lee Stidd Junior discussed the rapid growth of the city in an *Oregonian* "Special Report on Suburbs." He traced the city's 1960s problems back to its beginnings as a resort community. One of the biggest problems he faced was explaining the worth of city government. People, he said, "are proud of their homes and lake, but they do not find the time to support city activities."¹⁰ This was not the first time that a lack of support for city government was lamented. In 1936, the *Oswego Review* published an appeal to the citizens of Oswego to revive the Commercial Club. There were many community issues that needed to be addressed that would only succeed with the help of an active civic organization.¹¹ It is unclear why civic involvement was difficult in 1936, but by the 1960s, a number of sources agreed that too many citizens spent their days in Portland, "causing a loss of allegiance to the everyday activity."¹²

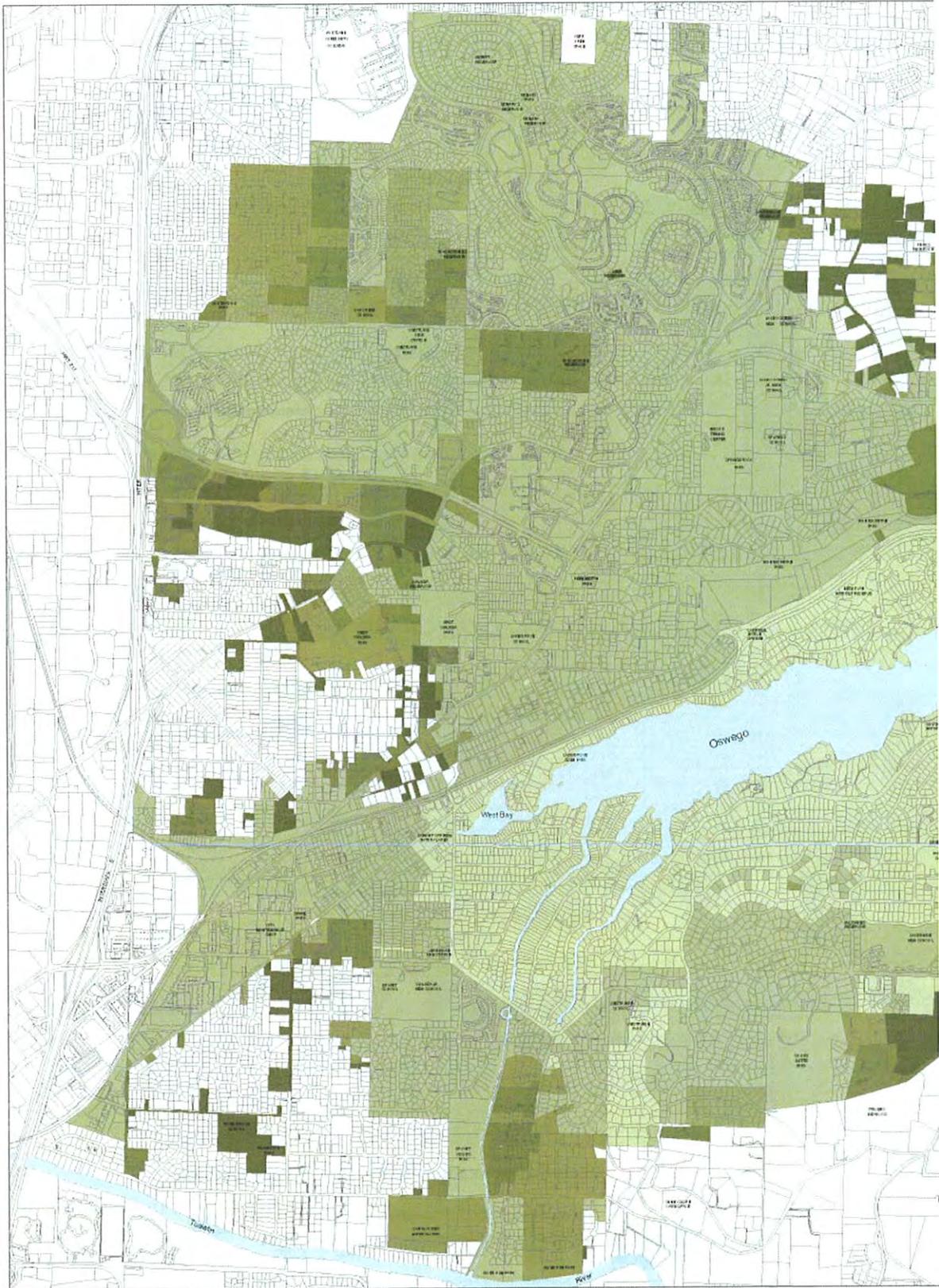
In 1962-1963 the city budget for Lake Oswego was \$1,530,584. Only a very small percentage of this total budget was gained from tax revenues (\$293,879). The rest was obtained by "state revenues, franchise fees, and service charges."¹³ The government, at this time, had a Mayor and five city councilmen. Mayor Stidd, who acted as mayor on a volunteer basis, operated an insurance business while he was Mayor. He estimated that city business took up more than half

10 *Oregonian*, "Report on Suburbia: Lake Oswego Remains Richest Suburb" September 16 1962. 3B.

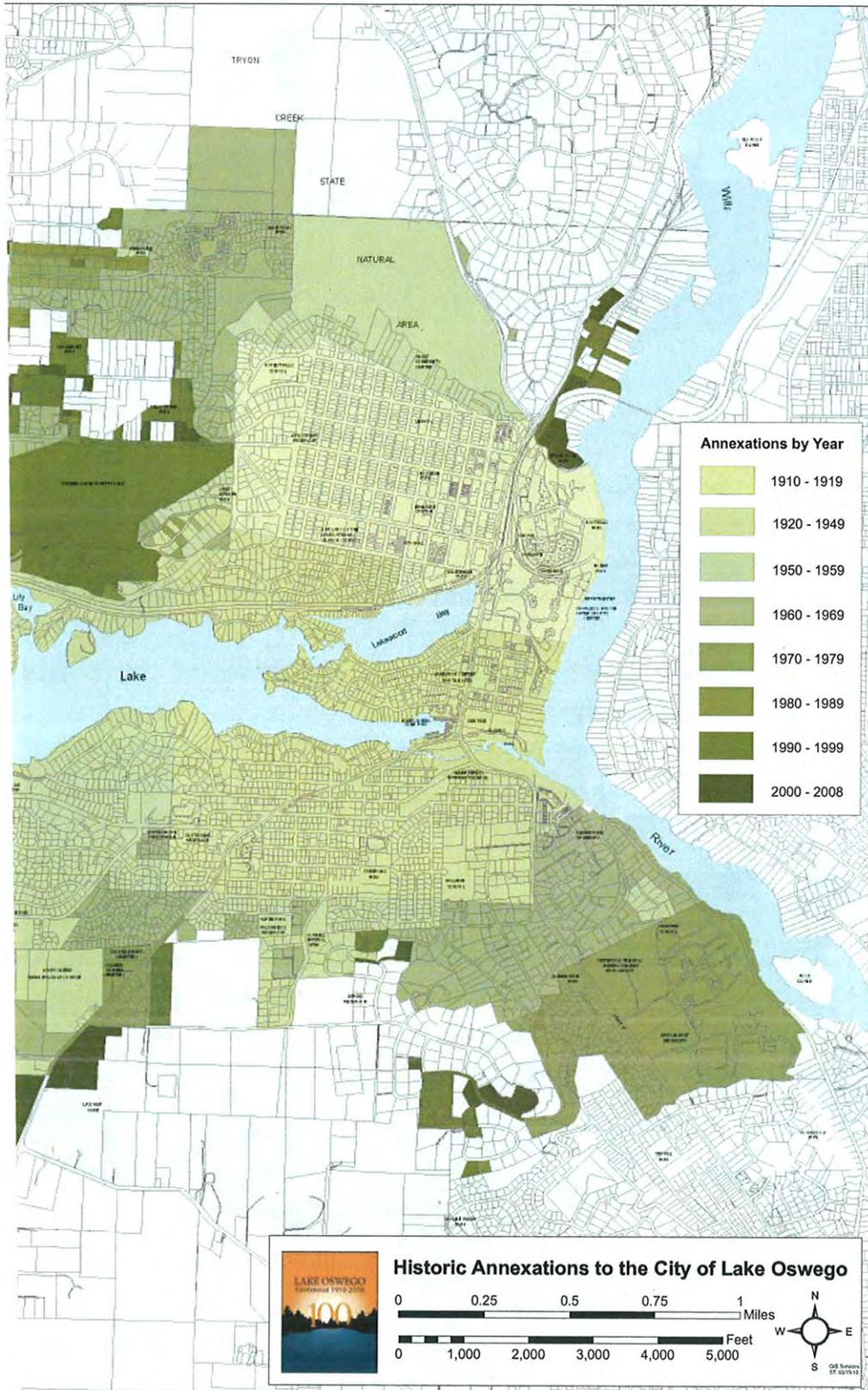
11 *Oswego Review*, "Attempt to Revive Oswego Commercial Club Hopeless" April 30, 1936. 1.

12 *Oregonian*, "Report on Suburbia" 3B.

13 *Ibid.*



Lake Oswego's Historic Annexations: 1910-2008. Courtesy of the Lake Oswego Engineering Department.



his day. For this reason, among others, he proposed that city government would have to grow, just as the town was growing. To do this he advocated for a City Council/City Manager form of government.

Residents of the Lake Oswego area were not pro-business or industry during the early 1950s and 1960s. They viewed Lake Oswego as primarily a “bedroom community” and did not wish for the expansion of business and industries that did not immediately serve the needs of the residents around the lake. This hurt the City Council, as they were attempting to grow the city’s tax base to lighten the tax burden for needed new schools and other improvements. The City Council was also looking to expand the industrial base at the time. They were looking at the area between Interstate-5 and Pilkington Road on either side of Lower Boones Ferry Road. The main hurdles for this industrial center were the scattered residences, diverse ownership of property, and the area’s aversion to add industry and business.¹⁴ This area was eventually developed for industrial and manufacturing uses, but not without a lot of work from the Council. Increasing the tax base was necessary, as the city needed to update its system and pay its city officials for future growth and success.

The city did finally move to the city manager system in 1964. The City Council put the measure on the ballot after a committee report described the city’s current system as a “weak mayor-council” and urged the city to adopt the more “modern council-manager system.”¹⁵ At this time, Oswego had a population of approximately 11,000 residents. The committee summed up the need for the new system as well, “Our volunteer mayor-council government has served Lake Oswego long and well, but the ever-increasing burden of progress and problems, brought on by an increase in population, dictate that if Lake Oswego is to grow in an orderly and intelligent manner, we must shift the great burden of daily administration from our volunteer political officials to full-time administrators trained and experienced in this work.”¹⁶ This system was put in place and remains today.

Modern Period Mayors of Lake Oswego

This list was compiled by the volunteers who created “In Their Own Words: A History of Lake Oswego Oregon.” The project was commissioned by the Lake Oswego Public Library.¹⁷

January 1, 1931—December 31, 1939

William S. Ewing

14 *Oregonian*, “Report on Suburbia” 3B.

15 *Lake Oswego Review*, “Oswego Voters to Decide on City Manager System,” March 4, 1964.

16 *Ibid.*

17 Lake Oswego Public Library Volunteers, eds., *In Their Own Words: A History of Lake Oswego, Oregon*. “Mayors of Lake Oswego” Lake Oswego Public Library, 1972.

March 24, 1939—September 17, 1945
September 19, 1945—December 31, 1946
January 1, 1947—December 31, 1948
January 1, 1949—February 15, 1949
February 16, 1949—December 31, 1952
January 1, 1953—December 31, 1954
January 1, 1955—December 31, 1962
January 1, 1963—December 31, 1968

Oscar C. Roehr
E. D. Raker
Thomas H. Heppeard
C. K. Chapman
Charles D. Needham
Al H. Hughes
Lee Stidd, Junior
George W. Thomas

Fire Department

The Fire Department was established as a city department in 1925. Between 1910 and 1925 the group operated as a “bucket-and-ladder brigade.”¹⁸ In 1935, the department consisted of



Lake Oswego Fire Department in front of the 1926 City Hall Building. No Date. Courtesy of the Lake Oswego Public Library.
¹⁸ Fulton, 90.

a Fire Chief, Assistant Chief, Battalion Chief, Captain, Second Lieutenant, and a Secretary Treasurer.¹⁹ The entire department, during much of the Modern Period, was run by a group of community volunteers. Each year the all volunteer department would hold a large fund-raiser, which helped to purchase equipment. The Fire Department routinely organized celebrations to showcase their new fire truck and raise money for needed equipment. This pleased City Council, as the department raised much of their own money.²⁰

At the start of the Modern Period, in 1926, the department was housed in the new City Hall building. The department did not construct a fire station until 1948. The new fire hall was located just behind the 1926 City Hall building on First Street.²¹ The building was constructed just in time. One year later one of the city's worst fires damaged City Hall and burned "a quarter of a block in the business district" very close to the new station.²²

Library

The idea of a library had long been supported by the Oswego community. The first collection of books to be formed in the area was collected by the Oswego Women's Club. The large collection was stored in the local drug store in 1909 and then the hardware store in 1912.²³ In 1924, another donation of books was given to the city with the understanding that a association would be formed to create a city lending library, which the Oswego Civic Club helped to organize. Eventually, these collections were donated to the newly built City Hall in 1926. By 1930, the city of Oswego had agreed to fund the lending library with public money.²⁴ The library remained in City Hall until a new library building was erected in 1962.

In 1953, the Friends of the Library group organized. This group continues to support the library today. In 1954, there were four librarians and the library had 9500 volumes in circulation.²⁵ By 1959, the collection had grown to 1300 volumes, which fueled the need for a new library building to be constructed.

The new Lake Oswego Public Library was dedicated in May of 1962. The building was located

19 *Oswego Review*, "City Officials: Fire Department" July 16, 1935. 6.

20 Fulton, 90.

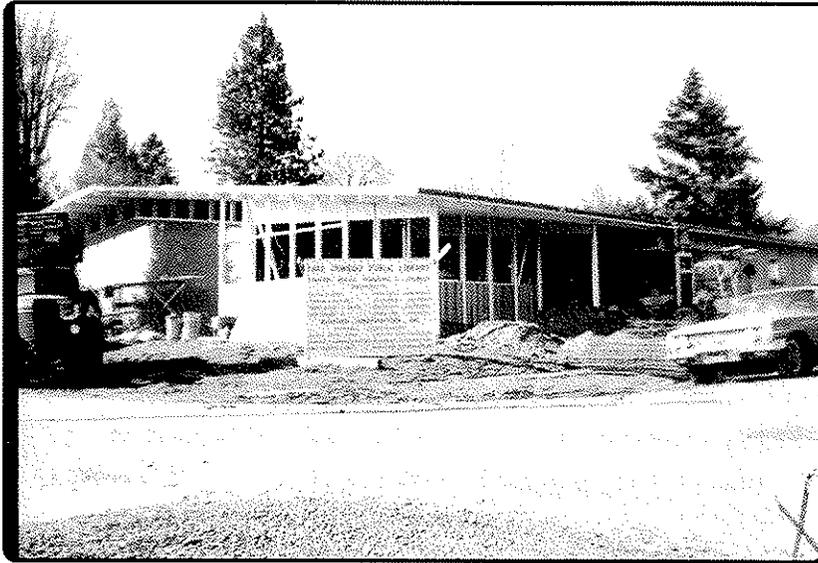
21 Ibid. 109.

22 Ibid.

23 1906-Oswego Women's Club. Sign from a library display. Lake Oswego Library Vertical Files. Library: 1894-1929.

24 Clare Kellogg, "The Award-Winning Lake Oswego Public Library," (September 2009) unpublished. Lake Oswego Public Library Vertical Files: Library History.

25 Lake Oswego Pamphlet. Lake Oswego Library Vertical Files: Library (1950--1959). c. 1954.



The new Lake Oswego Public Library, 1962. Courtesy of the Lake Oswego Public Library.

on the corner of 4th and D street. The building cost \$135,000, a combination of funds from private donations and a city bond measure. The new building was on a 24,000 square foot lot and contained 7,300 square feet of floor space.²⁶ Kingsley Church, of the architectural firm of Stanton, Boles, Maguire, and Church, designed the building in the Northwest Regional style.²⁷ This building was demolished for the construction of the current library in 1983.

Summary

At the beginning of the Modern Period, the governing body of the Oswego area consisted of a group of volunteers. By the end of the period, the city moved to the City Council/City Manager system of government. The end of the period found Oswego annexing the entire lake and much of the surrounding area. This created a city more than twice its previous size and enclosed the privately owned lake within the city limits.

26 Kurt Engelstad, "Oswego Awaits \$135,000 Library," *Oregon Journal*, May 22, 1962, Lake Oswego Public Library Vertical File: Library: 1962-Building Dedication.

27 Lake Oswego Review, "Dedication Ceremony Slated for Library" May 24, 1962. Lake Oswego Public Library Vertical Files-Library-1962 Building Dedication.

Education

Available education options were greatly expanded during the Modern Period. Oswego has always been well known for its exceptional educational institutions, and the school district grew with the community. Accordingly, many new buildings were constructed during the period. In 1935, both the communities of Oswego and Lake Grove only had primary schools. Construction of a number of school facilities took place in the 1950s and 1960s as post-war babies began to enter Lake Grove and Oswego's public school system. The Lake Grove and Lake Oswego School Districts combined forces in 1954 to create one district that served the entire community.¹

Elementary Schools

At the beginning of the Modern Period there were only elementary schools in the district. The Oswego Junior High School and the Lake Grove Junior High school were both constructed during the Modern Period. Prior to the construction of these schools students attended primary schools through the 8th grade. For students this was the last school they would attend in Oswego. Students were taken by bus to Portland and West Linn schools until Lake Oswego High School was constructed in 1950 and the Oswego Junior High was constructed in 1956.

Oswego Grammar School had been constructed in 1928 at 368 South State Street to replace the old 1883 Oswego Public School.² The Oswego Grammar School was the largest in the

¹ Ann Fulton, *Iron, Wood & Water: An Illustrated History of Lake Oswego* (San Antonio, Texas: Historical Publishing Network, 2002), 130.

² Ibid.

community when it was constructed. Burgit A. Vose was the principal. At the time the school opened, there were eight teachers on staff.³ The architect for the building was Luther Lee Dougan, a Portland architect who practiced in the area for more than 50 years.⁴ At the beginning of the Modern Period there was also an elementary school in Lake Grove. It is unclear when this building was constructed, but it was burned to the ground in a devastating fire in 1947. The building was replaced two years later with the modern brick building that remains today and is located at 15777 Boones Ferry Road. As the community grew, so did the number of elementary schools. Many schools still present today were constructed during the Modern Period.⁵

Eighth grade graduation ceremonies were common, since the eighth grade represented the last year students would attend in the district. Oswego Grammar School's 1935 graduation featured a ceremony giving students awards and scholarships as well as showcasing exhibits of student



Lake Grove School Fire, 1947, Courtesy of the Lake Oswego Public Library

3 City of Lake Oswego, "Lakewood Grade School: 368 S. State Street," Cultural Resources Inventory, August 1989.

4 Richard Ellison Ritz, *Architects of Oregon*. (Portland: Lair Hill Publishing, 2002),

5 For a full list of Lake Oswego Public Schools, their addresses, dates of construction, and architects please see the Resource Identification section of this document.

work. Commonly there was a graduation address given by a prominent local citizen. The 1935 graduation featured H. G. Starkweather, a son of an Oregon pioneer, who was born in 1868 in Clackamas County. After his graduation from college, he was a teacher for 15 years and then became the Clackamas County Superintendant of Schools. He retired from teaching in 1901 to pursue farming. He reportedly used very progressive methods and he was well liked by all.⁶

Lake Grove had similar 8th grade graduating events. For instance, in 1941 the 8th grade graduating class had a dance with music provided by a 10-piece orchestra. To prepare for the big day, 8th graders were given ballroom dancing lessons and etiquette pointers during their gym period.⁷

During World War II, Oswego School had air raid drills to ensure that students were prepared for an attack. Students who lived less than ten minutes from the school were to race home, making sure it took them less than ten minutes to arrive. Children living farther than the ten minute's run were cared for by the teachers.⁸



1969 Aerial View of Lake Oswego Junior High School (Picture was cropped to highlight school). Courtesy of the Lake Oswego City Engineering Department.

⁶ *Oswego Review*, "Oswego School Notes" May 9, 1935. 1.

⁷ *Oswego Review*, "Lake Grove School Graduates Thirty." May 16, 1941. 1.

⁸ *Oswego Review*, "Air Raid Drill Held at School," January 22, 1942.

Junior High Schools

There were no Junior High School's in the Lake Oswego or Lake Grove areas until after World War II. Students attended elementary, or grammar schools, until they finished eighth grade. After the completion of 8th grade students went to area high schools. In 1956, this all changed with the construction of the new Lake Oswego Junior High School that was constructed directly across the road from the Lake Oswego High School. Initially the Junior High School accommodated only the seventh and eighth grade, but it was quickly expanded to also accommodate the ninth grade.⁹ Lake Oswego Junior High had a very modern design and represents a good example of Modern Period educational architecture.

Waluga Junior High School, the area's other Junior High School was completed in 1964, just at the end of the Modern Period. This school was located on the south side of Oswego Lake. The neighborhoods on the southwest end of the lake had been growing rapidly, necessitating another junior high school in the city.

High Schools

There was no high school in the Oswego/Lake Grove area at the beginning of the Modern Period. The 1935 plea to revive the Oswego Commercial Club identified the lack of a new high school as a key community problem.¹⁰ This need was not fulfilled until the new Lake Oswego High School was constructed in 1950 and began operation in 1951.¹¹ Until this time students who graduated from the local primary schools went by bus to other area high schools, but to West Linn High School, in particular. In 1941, Clackamas County high school students were given the option to go to Portland for classes. The county was willing to pay twenty cents per student, per day, to carry students to Lincoln High School in Portland.¹²

In 1942, eleven Oswego and Lake Grove students graduated from Lincoln High School.¹³ In 1950, the Lake Oswego High School was constructed on 2501 Country Club Road. The site of Lake Oswego High School was noted as being among the "most beautifully situated public schools in the United States."¹⁴ The building was described as being spacious and contemporary, which

9 Dorothy Lois Smith, "Lake Oswego High's Site Noted for Beauty" *Oregon Journal*, May 16, 1956. 1.

10 "Attempt to revive Oswego Commercial Club Hopeless," *Oswego Review*. April 30, 1936. 1.

11 Dorothy Lois Smith, 1.

12 "Portland Pupils Get Transportation," *Oswego Review*, June 27, 1941. 1.

13 *Oswego Review* "Oswego and Lake Grove Graduate Eleven From Lincoln High," May 29, 1942. 1.

14 Dorothy Lois Smith, 1.

“epitomized informal Western living.”¹⁵

The high school contained grades seven through twelve from 1951–1955. In 1955, the Oswego and Lake Grove School Districts consolidated and became the Lake Oswego School District. At this time the seventh grade classes were moved to each of the Elementary Schools. This did not last long, as the Lake Oswego Junior High school was completed in 1956. The historic 1951 Oswego High School was entirely rebuilt in 2004 leaving nothing of the 1950 building.



1969 Aerial View of the Historic Lake Oswego High School. (Picture was cropped to highlight school). Courtesy of the Lake Oswego Public Library, Historic Photograph Collection.

Colleges and Universities

Marylhurst is the only university currently within the city’s boundaries. This annexation took place in 1973, after the end of the Modern Period. It should be noted that both Portland Community College and Lewis and Clark College lie just outside the city’s current boundaries to the northwest and north, respectively. Lewis and Clark is not located in the City of Lake

15 Ibid.

Oswego's Urban Growth Boundary and Portland Community College did not organize until after the end of the Modern Period. Accordingly, neither was included in this study.

Marylhurst

The Marylhurst Greater Campus, as it is sometimes called, is home to four separate organizations. Marylhurst University occupies much of the southern portion of the greater campus and the Sisters of the Holy Names and Mary's Wood (a retirement community), the Christie School (an orphanage), and the Holy Name Heritage Center (the Sisters of the Holy Name's research library, archive, and event center) occupy the northern portion of the campus.

Marylhurst University has a long history in Oregon and the Oswego area. The Sisters of the Holy Names of Jesus and Mary arrived in Oregon in 1859. In Portland, in 1893, the Sisters founded the first liberal arts college to educate women in the Pacific Northwest, St. Mary's Academy and College, and a home for orphans.¹⁶ In 1908, they purchased a parcel of land just south of Oswego. Originally named Villa Maria, the site's name was changed in 1913 to Marylhurst, which combines Mary (the mother of Jesus) with "hurst" (woods).¹⁷

In 1908, the Christie Home, the orphanage, was the first building erected on the site. The orphanage, which at the time was located in St. Paul, Oregon, was moved to the Marylhurst site to be closer to Portland's medical facilities. Two years later, in 1910, the Sisters erected the Provincial House, where they established a headquarters for the Oregon Province of the Holy Name. The Sisters started a Normal School (a school for the training of teachers) on the site in 1912. At this time, classes were conducted in the Provincial House.¹⁸

In 1930, the Catholic Women's College, then located in downtown Portland, joined the Normal College at the Marylhurst site. In 1929, three buildings were constructed on the property creating the campus for the Sisters of the Holy Name's College. These buildings were Aquinas Residence Hall, St. Rose Hall (now known as the St. Catherine Music Building), and the Administration Building (now known as the B. P. John Administration Building). These first campus buildings were designed in the Mediterranean style. The original campus plan had the three new buildings surrounded by farmland, where the Sisters had a subsistence farm. The school also had a 3-hole golf course and tennis courts.¹⁹ At this time the school was renamed

16 City of Lake Oswego, "St. Catherine Hall: Pacific Highway," Cultural Resources Inventory, August 1989.

17 "History of Marylhurst University." Marylhurst University home page. www.marylhurst.edu/aboutmarylhurst/history.php. (Accessed July 16, 2009).

18 City of Lake Oswego, "Looking Back at Lake Oswego, Marylhurst: Her Habits and History" Booklet April 1996. 3.

19 Ibid., 3.

Marylhurst College and in 1931, the college became accredited by the state of Oregon.²⁰

During the Modern Period the school grew immensely, which is evident by the large number of buildings constructed between 1937 and 1968. The first wave of expansion took place in 1937. During this period of growth, two buildings were constructed, Flavia Hall and the Marylhurst Normal School (now known as Education Hall).²¹ Flavia Hall was designed in the Mediterranean style to match the earlier campus buildings. The Normal School was styled in the Modern American Renaissance style. This building had a Greek-key belt course and rounded keystones above second floor windows.

In 1939, a U. S. Post Office was authorized for Marylhurst. It opened shortly after the New Year on January 6, 1940.²² In 1954, the Marian Residence Hall and the Art and Home Economics Building (now the Mayer Art Building) were constructed. Both of these buildings exhibit modern details that had not been used in previous campus architecture. The Mayer Art Building shows details of the Northwest Regional style in its large overhanging eaves, exposed wood beams, and large, single-paned windows.

The school became an independent corporation in 1959 and separated from the Sisters of the Holy Names of Jesus and Mary. Expansion of college services continued into the 1960s, which was accompanied by the construction of the Davignon Residence Hall (now the University Offices), Clark Commons, both in 1961, and the O'Hara and Thompson Residence Halls and the Faculty House (Now Villa Maria), which were all built in 1966.

In 1968, the Shoen Library and St. Anne's Chapel were completed.²³ Both of these buildings are wonderful examples of modern educational and religious related architecture, and both have been well preserved. The Portland architectural firm of McGoodwin & Hinchcliff designed these buildings.²⁴

20 Ibid.

21 Carole Strawn, SNJM. Unrecorded interview. December 8, 2009.

22 History of the Property and Buildings. Marylhurst University timeline. Provided by Carole Strawn, SNJM

23 "History of Marylhurst University." Marylhurst University home page. www.marylhurst.edu/aboutmarylhurst/history.php. (Accessed July 16, 2009).

24 This could have been the firm Gordon, McGoodwin & Hinchcliff, as it does not appear that McGoodwin & Hinchcliff ever had a partnership without Gordon. See Richard Ellison Ritz, *Architects of Oregon*. (Portland: Lair Hill Publishing, 2002), 181.

Summary

While the number of schools was relatively stable in the beginning of the Modern Period, the 1940s, 1950s, and 1960s saw amazing growth. The city's first high school was constructed in 1950 and soon after both of the middle schools were constructed. As both Oswego and Lake Grove grew, elementary schools were built throughout the city. These changes were necessary, as the population of Lake Oswego was rapidly growing and more school-aged children were moving into the district.



The Modern Shopping Age

At the beginning of the Modern Period, most stores were small, often specializing in a distinct service. Different stores existed for meats, dairy, and household goods, while the town grocer often carried dry goods and produce. After World War II, many of these smaller shops were replaced by larger “super stores,” which carried everything in a single convenient location. Post-war politicians worried that the country would slip into another deep recession, so they urged consumers to become the next great force in sustaining the American economy. An appeal was made to American consumers to buy new cars, washers and dryers, houses, and any gadget that would help to make life easier. To help facilitate this consumer driven economy, shopping centers and districts opened in the most convenient locations and in the most modern buildings of the time.¹ These modern shopping centers often showcased cutting edge architectural designs, which often included floor-to-ceiling windows, large overhanging eaves, covered parking, air-conditioning, and futuristic design elements.

The American public expected more from their shopping experience. They wanted parking in front of their destinations and did not want to walk far from one store to another. This was the driving force in the creation of shopping malls in the 1950s and 1960s. Both malls with interior common spaces and “strip” malls with exterior covered walkways were gaining popularity. This was also an era where buildings were demolished to make room for off street parking for neighboring businesses. It became inconceivable to construct a new shopping area without ample parking surrounding the retail buildings.

¹ Chad Randl, *A-Frame*, New York: Princeton Architectural Press, 2004, 10.

Oswego and Lake Grove Depression Era Commerce

At the beginning of the Modern Period, Lake Oswego and Lake Grove had two distinct business districts. Oswego's businesses were focused around A Avenue and State Street, while Lake Grove's district ran along lower Boones Ferry Road between Kruse Way and the Portland and Western Railroad Crossing. Shops were generally located in small one-story commercial buildings of varying ages and styles. Many residential areas were encroached upon during this period to make way for commercial development. In Lake Oswego, the commercial district moved farther west on both the north and south sides of A Avenue. Residential structures were removed as late as 1964 for the construction of the new Safeway store on 401 A Avenue. At the time, Fifth Street was spotted with single family dwellings that do not remain today.

Before the Modern Period, Oswego and Lake Grove's business districts had a variety of store types. In 1929, Oswego's Sanborn map show State Street and A Avenue as having the majority of the businesses in the district. Business types varied, but grocery stores, cigar shops, garages, and hardware stores were common. There was at least one barber shop, shoe shop, bakery, cabinet shop, and a plumber.² During the Modern Period, businesses began merging and larger super stores became more common. Meat markets moved into grocery stores and clothing shops often became part of malls, thus centralizing the shopping experience.

Like most business districts, the Oswego and Lake Grove business districts suffered economically during the Depression. During the worst years, the *Oswego Review* and local businesses promoted a number of programs to encourage people to spend their dollars locally. Advertisements read "Everyone Can Smile When Everyone Has the Spirit of LOYALTY to Home Town Development."³ The other commonly seen plea in the *Oswego Review* was to "tag" dollar bills with the inscription "don't spend me outside of Oswego."⁴ This was an effort to boost local spending to create a more vibrant local business district. The *Oswego Review* imagined what one dollar could accomplish in thirty days:

Changed hands 100 times, traveled all over the community, was in and out of banks. Invaded practically every field of industry and labor, paid taxes and many bills, relieved unemployment. Stimulated business. Still going strong. [...] Insist on Oregon products and buy them in Oswego, and Oswego will solve its own unemployment problem.

2 Sanborn Map. Oswego. 1929. Sheet 2. Pro Quest. <http://0-sanborn.umi.com.catalog.multcolib.org:80/> (accessed August 15, 2009).

3 *Oswego Review*, Advertisement. June 6, 1935. 6.

4 *Oswego Review*, "Loyalty" October 3, 1935. 2.

Lake residents did, in many respects, keep money flowing in Oswego. Many residents reported that it was a very good place to live during the Depression, as the residents who could afford to, helped feed those in need during the most difficult years. By the 1940s, the business districts were growing again, along with the community's rise in population.

The National "Stop Order" and the wartime gas rationing during World War II again put a damper on the commercial sectors, but in 1945 businesses were ready to open and expand.⁵ By the 1950s, Oswego offered a variety of business types, and by the 1960s the businesses in the area had more than doubled. Everything a family needed could be purchased within the city, making trips to other municipalities, such as Portland and Oregon City, less necessary.

Oswego had early community support for the business district. The Commercial Club met semi-regularly in the Oswego area during the 1930s, and in June of 1941, as the Oswego Chamber of Commerce, they officially incorporated with the Clackamas County Clerk. Local businessmen Claude M. Smith and A. J. Huddelson were the president and vice-president, respectively.⁶

Oswego's A Avenue and State Street

At the beginning of the modern era, the intersection of State Street and A Avenue was the commercial core of Oswego. In 1929 there were 16 store fronts along the west side of State Street. Store types were varied, but there were a few grocery stores, a restaurant, an auto garage, a drug store, a gas station, and two cigar stores.⁷ The 1929 George Rogers Building, on State between A and B Avenues, was one of the most anticipated and modern buildings of the era. Rogers had the building designed in the Mediterranean style after a fire destroyed a previous building in 1928.⁸ The new building housed a bakery, a new "modern restaurant," and a Rogers Brother's Grocery store.⁹ The Rogers' brothers were active residents and grocery proprietors in the Oswego area. Piggly Wiggly grocery, Oswego's first chain store, also moved to State Street in

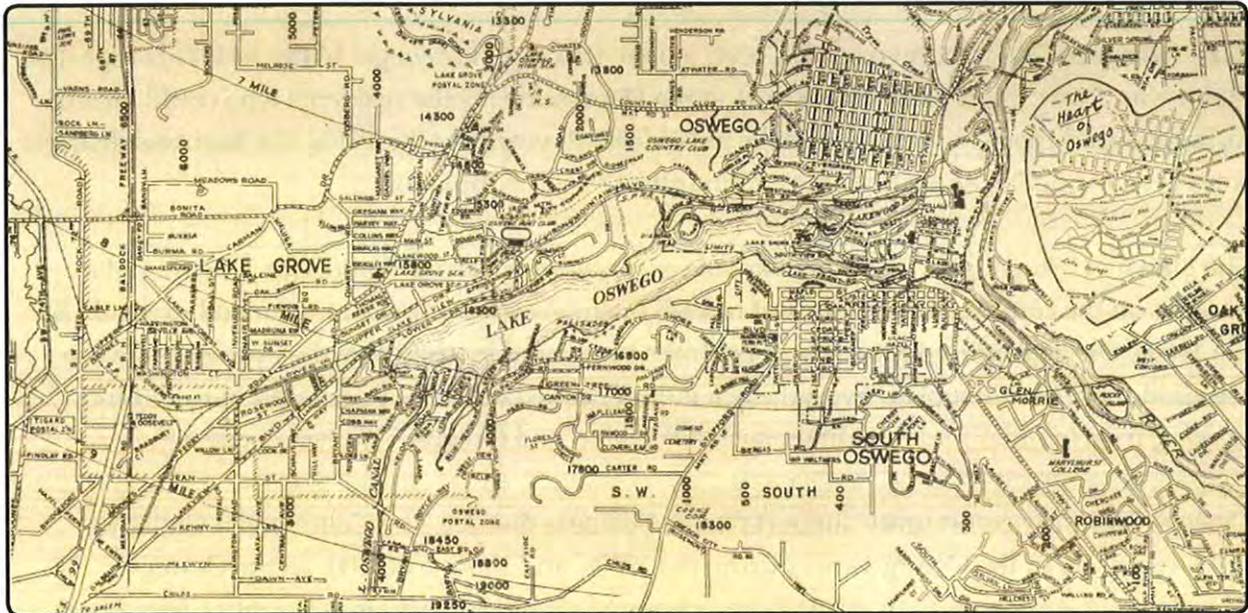
5 *Oswego Review*, "Rationing for Gas Next Week" May 22, 1942.

6 *Oswego Review*, "Chamber of Commerce Files for Incorporation." June 13, 1941. 1.

7 Lake Oswego, Oregon. Sanborn Fire Insurance Map. 1929 (ProQuest, Learning Company: Digital Sanborn maps, 1867-1970, electronic resource. University of Oregon Libraries).

8 Clark, Rosalind L. "Cultural Resource Report: Ladd Street---Terwilliger Boulevard, Lake Oswego, Clackamas County, Oregon," Environmental Research Unit, State Highway Division, Oregon Department of Transportation, October 1984. Lake Oswego Public Library vertical file.

9 *Ibid.*



1929 Lake Grove and Oswego Map. Courtesy of Lake Oswego City's Engineering Department.

November of 1929.¹⁰ This marked the beginning of the decline in smaller speciality food stores. As the Modern Period progressed, smaller meat shops and bakeries closed as larger stores incorporated these services in one central location.

A “super-service station” (a service station with a hydraulic hoist) was also in the works at the close of 1929.¹¹ This was one of many gas stations that would move into the area in the coming years. In 1929, A Avenue also had a variety of businesses, as well as a few interspersed dwellings. Between A Avenue and First Street there was a Bank, which is currently the Oswego Ice Cream shop at 37 A Avenue, a barber shop, bakery, shoe shop, movie theater, and a hardware and paint store.¹² The Fire Department, City Hall, and the jail were located on the south side of A Avenue. There was a very large house across the alley from City Hall, but almost no houses remain along State Street and A Avenue today.¹³

In the late 1940s and 1950s, many auto related businesses began to open in this corridor. There were four auto dealerships with many offering auto repair services and gasoline. There were also two other repair shops, Parelius Motor Company and Home Oil Service Center, which were

10 *Oswego Review*, “Piggly Wiggly Store in Oswego to Open Saturday, Nov. 9” November 7, 1929. 1.

11 *Oswego Review*, “Business Area Grows,” December 19, 1929. 1.

12 Adrienne Brockman, “Origins of the Lake Oswego Hunt. Part III: The Stable in Downtown Lake Oswego,” www.lakeoswegohunt.com/history/Origins_part3.pdf. (accessed May 19, 2009).

13 Lake Oswego, Oregon. Sanborn Fire Insurance Map. 1929.

not connected to any auto dealership.¹⁴

State Street and A Avenue were also the center for health care needs. In the 1950s, there were six dentists on State Street or on A Avenue. This area was also home to three drug stores, four physicians, an osteopathic physician & surgeon, and the town's only optometrist.

These thoroughfares also had the area's bakeries, banks, barber shops and beauty salons, dry cleaning shops, clothing shops, bars, electricians, florists, gift stores, hardware stores, lumber yards, insurance companies, plumbers, and real estate agents. Until 1959, it was also home of the area's only feed store.

Lake Oswego's commercial core went from being a small strip with a few stores carrying food and necessities, to being a collection of small malls and shops carrying everything from housewares to new cars. Small grocery shops were replaced by larger all-in-one shopping centers. This was happening all over the country, as retailers began consolidating multiple services into a single store in an attempt to make shopping more convenient for their expanding customer base.

Lake Grove's Boones Ferry Road

Lower Boones Ferry Road was the commercial center of Lake Grove. The road runs from the northeast to the southeast, entering the area near the western edge of Tryon Creek State Park and eventually crossing Interstate-5 just north of the Tualatin River. The Boones Ferry commercial district begins just south of Kruse Way and ends north of the Portland and Western Railroad line. While smaller than Oswego's center, Lake Grove's Boones Ferry Road offered residents a variety of services by the late 1940s. There was a beauty salon, a dry cleaner, a garden store, a service station, a variety store and the largest business, the Tualatin Valley Builders Supply.¹⁵ By 1957, Lake Grove's Boones Ferry Road had both a barber shop and three beauty salons, a dry cleaners, two dentists, a drug store, electric repair shop, a garden store, two gift shops, two grocery stores, a hardware store, an ice cream shop, a physician, a real estate agent, a coffee shop, and a number of automobile service stations.¹⁶ By the end of the modern era, Boones Ferry Road had grown to a modern center of commerce. Modern roadside restaurants and shopping centers became commonplace, which made the Boones Ferry area a valuable commerce center at the west end of Oswego Lake. Many of its historic businesses are

¹⁴ Lake Oswego Business Directory. 1957. Chamber of Commerce Vertical File.

¹⁵ Polk City Directory. 1947-1948. Lake Oswego & Lake Grove area. Lake Oswego Public Library-Local History Section

¹⁶ Lake Oswego Business Directory. 1957. Chamber of Commerce Vertical File.

still present today. The availability of shops and services at the west end of the lake, kept many residents from the community of Lake Grove from going to the Oswego district on a regular basis.

Grocery and Department Stores

At the beginning of the modern era, the Oswego Country Store, located on 148 B Avenue in Oswego, was the town's only "shopping center." In the 1960s, it was home to a number of retail stores, the Post Office, and its anchor store, Montgomery Wards.¹⁷ At the beginning of the modern era Oswego already had a chain grocery store, Piggly Wiggly on State Street, as well as a handful of smaller locally-owned grocery and speciality shops including Rogers' Grocery. The number of grocery stores greatly increased, and by the mid 1950s, there were a number of grocery store options in both Oswego and Lake Grove. Oswego had the most options with Safeway, Piggly Wiggly, Wizer's Oswego Foods, Carl's Grocery & Market, Palisades Market, Robinwood Grocery, and Stroud's Rosewood Grocery. Lake Grove had its share as well, with Kal's Super Market & Meats, Remsen's Grocery & Meats, Stanley's Grocery & Meats and Jean's Grocery.¹⁸ Most of these smaller grocery's closed either during or just after the period, making way for larger stores.

The Rogers' grocery stores served the Oswego area for more than twenty years. After the sale of the store on State Street, Rogers went on to become one of the most beloved and influential citizens in Oswego. George Rogers was a Portuguese immigrant born in 1888 in Campanairo, on the Portuguese owned island of Madiera. He traveled to British Guinea at the age of 17 and eventually earned "his passage to New York."¹⁹ His name was changed from Rodrigues to Rogers during the immigration process. After arriving in New York, he gradually made his way to the Portland area and eventually worked for a time at a large Oswego estate which later became the Glenmorrie neighborhood. In 1914, he met Lollie Smoke and they married shortly thereafter.²⁰ From 1923 to 1945, the Roger brothers ran a grocery store on the corner of State Street and A Avenue. They offered speciality foods and home delivery.²¹ Then in 1928, they opened another store at State Street and B Avenue featuring a bakery and cash-and-carry store.

17 Lake Oswego Business Directory. 1957. Chamber of Commerce Vertical File.

18 Lake Oswego Business Directory. 1957. Chamber of Commerce Vertical File.

19 Clark, Rosalind L. "Cultural Resource Report: Ladd Street--Terwilliger Boulevard, Lake Oswego, Clackamas County, Oregon," Environmental Research Unit, State Highway Division, Oregon Department of Transportation, October 1984.

20 Ibid.

21 Ibid.

This store burned in 1929 and they quickly rebuilt. In the new building, they were able to rent out space for a restaurant on the ground floor and doctor's offices upstairs. They opened a third store in 1934 in the Dunthorpe Neighborhood near the Sellwood Bridge.

Rogers was the town's primary grocer in the 1930s and 1940s. When Rogers retired, Jim Wizer, a grocery proprietor from the Sellwood neighborhood, opened and operated a grocery store in downtown Oswego for the rest of the Modern Period. Rogers worked with Wizer when he came to the Oswego area in 1947. One year later, in 1948, Wizer bought the business from Rogers and opened a new store in a newly constructed building on the corner of A Avenue and Second Street. The new store offered a bakery, fountain, grocery, and meat all in one location. Erv's Market was advertised as the meat market in the Oswego Food Center in 1957 (see photo below).²² Eventually, the meat market became part of the grocery store and not a separate entity.

In 1959, Jim Wizer, looking to expand, hired prominent local architect Richard Sundeleaf to design a multi-functional building, which was constructed in 1960. This building was designed by Sundeleaf at the height of his career and incorporated very modern details that were popular during this era of construction.

The Lake Oswego Shopping Center embodies the modern commercial style of the late 1950s and early 1960s. It opened the same year as Portland's Lloyd Center Mall. It is significant that at this time Lake Oswego was opening a mall of its own, anchored by J. C. Penny, an iconic retail chain



Wizer's Second and A Street location. 1954. Courtesy of the Lake Oswego Library picture files.

²² Lake Oswego Business Directory. 1957. Chamber of Commerce Vertical File.



1960 Advertisement for the new Lake Oswego Shopping Center. From the Lake Oswego Chamber of Commerce Business Directory, 1960.

that had over 1600 stores in 48 states. Not every small town was able to build its own modern mall with interior common spaces, air conditioning, and covered parking. Wizer's Grocery was also located in the complex and remains in the same location today.

The new Wizer's Grocery and Shopping Complex was sited across the street from its 1948 location. The new site was the original site of the Multnomah Hunt Club riding arena, the Oswego Farm Store and Links Poultry Hatchery. The new Wizer's building opened in October

of 1960. It appears that Sundleaf designed the interior spaces for J. C. Penny's and Woolworth in 1959-1960, Tyler's Beauty Shop in 1961, Van Duyn Chocolate Shop in 1963, and the east side addition to the building in 1966. In 1963, just three years after the center opened, six main stores were advertised, including the very popular Schoen's Lake Bakery, Tyler's Beauty Salon, L'Abbe Restaurant, Columbian Optical, Wizer's Grocery, and J. C. Penny Company. Penny's was located in the large retail space facing A Avenue. Tyler's Beauty Salon and L'Abbe Restaurant were located on the lower level along Second Street. The shopping center was touted as a "convenient shopping center in 'the heart of Lake Oswego'" where you could always shop in air-conditioned comfort and park for free in one of the 350 parking spots on two levels.²³

Around 1960, Jim Wizer's son, Gene Wizer, took over the day-to-day management of the store in its new location. Thirty years later, at the age of 86, Jim Wizer was still working four to five hours a day in the store's management office. Jim Wizer died September 30, 1992. He was survived by his wife of 62 years, Helen, his son Gene, who continues to run Wizer's Grocery, his daughter Shirley, and three grandchildren.²⁴

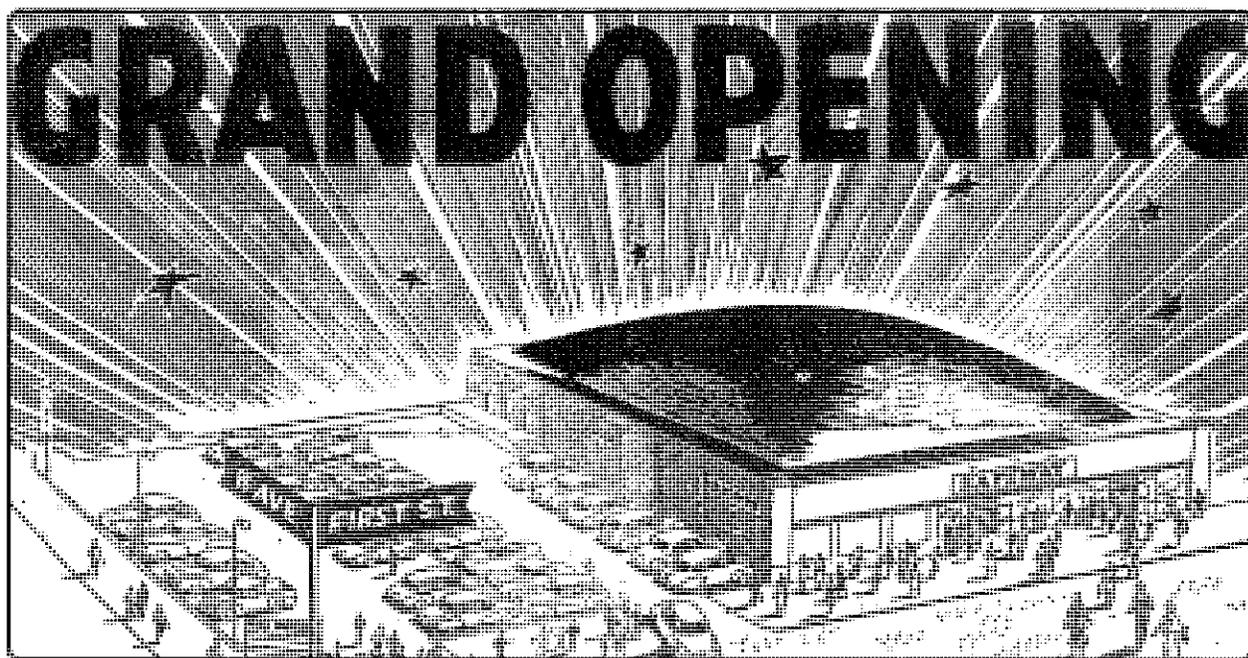
Safeway entered the grocery competition with its first store opening in downtown Oswego in 1936 and has moved twice since. The first move was in March of 1950. This move was a big expansion for the company and included a new building at the corner of First Street and B Avenue, which was extremely modern for the period. The automobile's influence was obvious, as the parking lot alone covered almost 25,000 square feet. According to the grand opening

23 Lake Oswego Business Directory, 1964. Chamber of Commerce Vertical File.

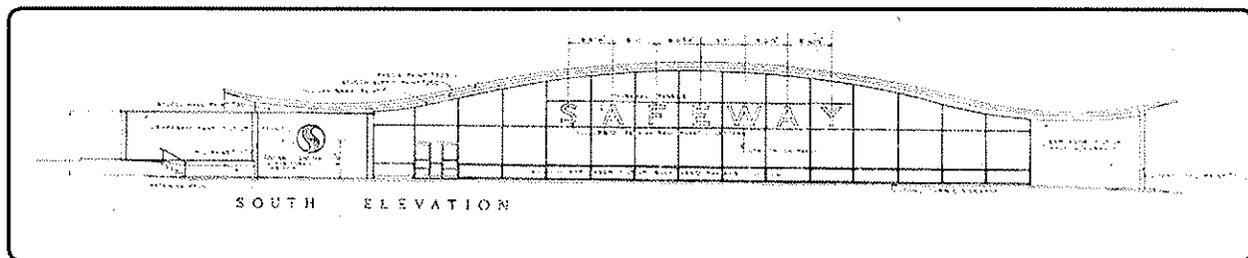
24 Stan Federman, "More than a Grocer," *Oregonian*, Metro South Neighbors Section, December 7, 1989, 1.

report in the *Lake Oswego Shopping News*, the store was wonderfully planned for ease of shopping and the placement of the “high level illumination” helped to provide “glareless, even lighting throughout the store with all merchandise brightly illuminated, but without heavy shadows.”²⁵ The building also had high powered flood lights in the parking lot, extra lighting in the refrigerated cases, six check out counters (this was three times the number of check out stands as the previous Safeway store) and extra wide aisles. Another innovation was the produce displays. These displays kept produce cool through temperature control rather than by “water saturation.”²⁶ Interestingly this location was never listed in the business directory as having a phone number.

Safeway’s final expansion in the Oswego area came in 1964. The new store, located on A Avenue and Fourth Street, had Safeway’s signature curved roofline, which was an extremely modern



Safeway’s 1950 “Grand Opening” ad. *Lake Oswego Shopping News*. March 21, 1950.

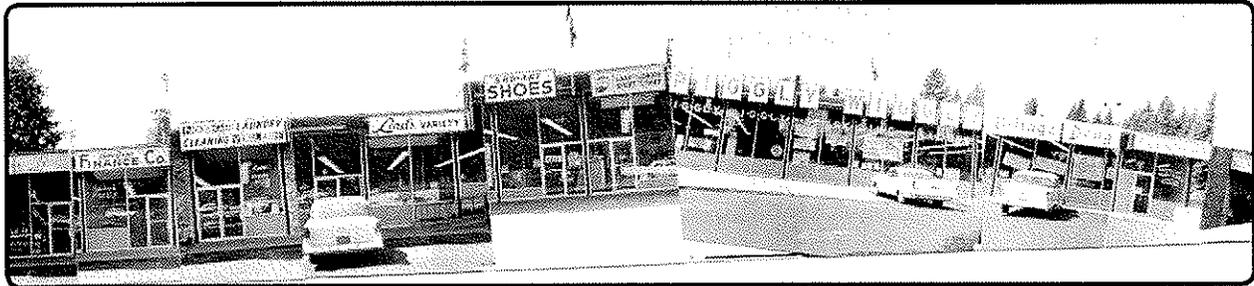


Safeway construction drawing, 1964. Courtesy of the Lake Oswego Planning Department. Permit files.

²⁵ *Oswego Review*, “Spring Brings Galaxy of Grand Openings and Special Events to Oswego, Starting Tuesday,” *Shopping News*, March 21, 1950. 1.

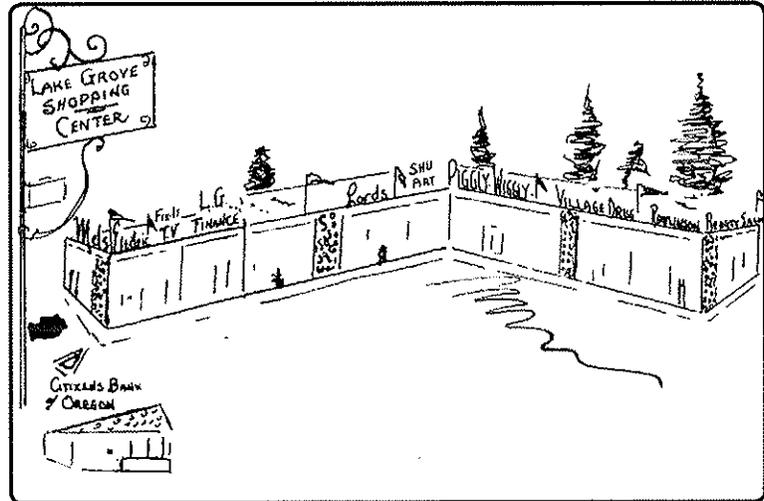
²⁶ *Ibid.*

design that Safeway was using at the time for stores all over the country. When the store was constructed, it was at the edge of the downtown district on A Avenue between Fourth and Fifth Streets. Houses were located along Fifth Street when the store was constructed. Both the parking lot and the store were larger than the 1950 store, making it one of the biggest grocery stores in the city.²⁷



Panoramic image of the Lake Grove Shopping Center. There is no date for the photo, but it was prior to 1964, the year Shu-Art Shoes moved out of the center. Courtesy of the Lake Oswego Public Library, Special Collections, historic photograph collection.

Piggly Wiggly also had a long history in the Oswego and Lake Grove area. Piggly Wiggly was the area's first national chain store. Its Oswego store opened on State Street. The first building was quite modern, and it was constructed almost entirely of concrete.²⁸ The address was listed in 1957 as 554 State Street. In approximately 1960, when the Lake Grove Shopping Center opened, Piggly Wiggly opened as the anchor grocery store. The Lake Grove Shopping Center was also home to the Citizen's Bank of Oregon, and a variety of retail and service shops. The center's L-Shape provided room for a large parking area, a necessity by the time of its construction.²⁹



Advertisement in the 1963 Chamber of Commerce Classified Business Directory. Courtesy of the Lake Oswego Chamber of Commerce.

²⁷ Lake Oswego Public Library. Historic Photograph Collection. Photo ID: 5001.

²⁸ Fulton, Ann, and Susanna Kuo, *Iron, Wood & Water: An Illustrated History of Lake Oswego*. San Antonio, Texas: Historical Publishing Network, 2002. 87.

²⁹ Lake Oswego Business Directory, 1957. Chamber of Commerce Vertical File.

Other Retail Stores

Zenith Hardware opened on July 19, 1941 at 372 State Street. The store was owned and managed by Mr. and Mrs. M. W. Davies. The store had a complete hardware line as well as parts for "every type of automobile."³⁰ They also carried a full line of sporting equipment. The store was reportedly very modern. The interior walls were painted a sea green with "light jade and red trimmings." Lighting consisted of "florescent light tubes," which were a new innovation of the period.³¹

Graham's Book & Stationery opened in the Oswego area in 1957. Wally and Norma Graham established the business in downtown Oswego where they sold books, office supplies, gifts, art supplies, and stationery. The store, now owned and operated by the Graham's son Paul Graham and his wife Teri Graham, continues to serve the Lake Oswego community today. The Graham's have been active community members as part of the Rotary, the Chamber of Commerce, and the Downtown Business Association. Wally Graham even served as Lake Oswego's mayor in 1976.



Graham's Book and Stationery Store, 460 2nd Street. Graham's Book and Stationery has been operating in Oswego for the last fifty years.

30 *Oswego Review*, "New Hardware Store Grand Opening Saturday." July 18, 1941. 1.

31 *Ibid.*

Summary

Commercial endeavours grew tenfold during the Modern Period in the study area. Lake Oswego went from having a Main Street with a few grocery stores and a feed store, to a bustling downtown sector that offered many of the amenities of nearby Portland. Lake Grove experienced similar growth and became a thriving commercial center of its own. Most businesses were housed in small one or two story commercial buildings that were owned by their shopkeepers. By the end of the modern era most new shops were opened in mall type buildings or in single story strip developments surrounded by vast parking lots.



Industry

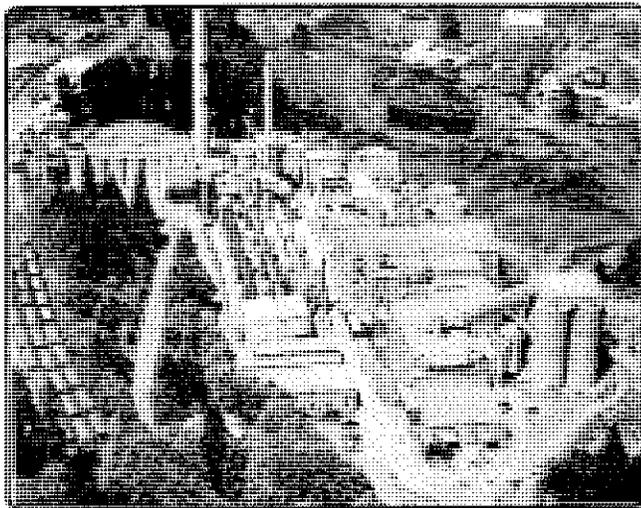
Oswego, a town that has its roots in the iron industry, had very few industries during the modern era. The Oregon Portland Cement Plant was the city's largest single manufacturer at the beginning of the era. Agriculture was the profit center for the outlying areas of Oswego Lake, but the town itself was more of a "bedroom community." Many residents worked in Portland. Citizens were leery of any new industry entering the city. The one industry that this growing metropolis did have room for were companies that aided the residential development around Oswego Lake. Lakeside Lumber Company and Tualatin Valley Builders Supply both did well during the period. Landscapers also found cottage business opportunities in the area with Gerber Gardens and the Sturdi-Built Green House Manufacturing Company, both finding success in the Lake Oswego/Lake Grove areas, as gardening was one of the town's most popular community activities.

Zoning for industrial areas was set in place in 1946 when the City of Oswego took measures to keep commercial and industrial zones separate from residential zoning. The zones separated the city based on the natural divisions that already existed. This kept State Street and A Avenue as the commercial hub of Oswego and designated the rest of the property in Oswego for residential use only. This first zoning ordinance did not make provisions for industrial uses, but by 1961, the new zoning map showed nearly all the city as being zoned for residential uses, except for the commercial districts along Lower Boones Ferry Road, the downtown core of Oswego and a small commercial area at the intersection of Stafford Road and South Shore Boulevard. This zoning map shows the area between Old Town, State Street, the Willamette River, and the railroad bridge as being specifically for industrial purposes (see map on page 74).

The Oregon Portland Cement Company

The Cement Plant's buildings encompassed much of the space along the river, between the railroad crossing and Old Town. The Oregon Portland Cement Company was the main industry in the area after the closure of the Oregon Iron & Steel Company. The Oregon Portland Cement Company began construction on the Oswego location in 1910 after two years of planning.¹ The cement plant began producing cement in June of 1916.² The plant was expanded in 1947 when a second larger kiln was installed. This kiln had a capacity of "750,000 barrels of finished cement per year."³ In 1957, another kiln was added to the Oswego plant. As Oswego grew, the company was careful to eliminate the dust created by the smoke stack. The company spent approximately \$1,500,000 to devise a system to collect "in excess of 99 ½ of all dust" that would have gone up the stack.⁴ The *Oswego Review* reported that the Oregon Portland Cement plant was not operating for some period in 1935. It is unclear when the closure began, but workers who had been sent to the company's other plant in Lime, Oregon returned to work at the Oswego plant in June of 1935.⁵

The cement plant got a new whistle in 1942. The whistle brought mixed reviews from town



Portland Cement Company, Photo Courtesy of Lake Oswego Public Library.

residents with comments ranging from the very positive, "Swell, I can even hear it out at my home" to the less than excited, "If I had to choose between a falling bomb and the whistle, I'd take my chances with the bomb."⁶ The cement plant played a pivotal role in community social affairs as well. Many events and meetings were held in the cement plant's clubhouse.

The Flora Logging Company used the area for some time in the late 1940s and possibly into the 1950s. The City of Portland

1 F. E. McCaslin, "A Brief History of the Oregon Portland Cement Company," *The ORE BIN*. Vol. 27, No. 2. February 1965. <http://www.oregongeology.org/pubs/OG/OBv27n02.pdf> (Accessed July 5, 2009).

2 Ann Fulton Iron, *Wood & Water: An Illustrated History of Lake Oswego* (San Antonio, Texas: Historical Publishing Network, 2002), 76.

3 *Ibid.*, 30

4 *Ibid.* 32.

5 *Oswego Review*, Front Page Item. June, 6, 1935.

6 *Oswego Review*, "Cement Plant Whistle Brings Varied Comment" February 20, 1942.

“acquired the land in 1962 when it purchased property for the Tryon Creek Wastewater Treatment Plant,” which is still in place today. The remainder of the property was used as a wood chip processing plant until the 1990s and then the City of Lake Oswego bought the property from the City of Portland in 2004, at which time it was converted to a residential district and a park.⁷

Oswego Weavers

One of Oswego’s earliest modern industries was started by Mr. and Mrs. R. G. Trierweller. The Trierweller’s had moved to Oswego from Santa Fe in 1935. They started the “Indian Tie Company.”⁸ Upon opening they had two looms and had hired Mr. C. R. Miller, a expert weaver, to assist them. In 1941, the Oswego Weavers improved their tie line by using a “new lighter weight wool.”⁹ The *Oswego Review* reported that the ties were nationally famous. They were sent all over the nation, even to Alaska and the Hawaiian Islands. In 1941, there were a handful of men working at the plant and more were expected to be hired on for the fall rush.¹⁰

Timber and Lumber

Because development was nearly constant in both the Oswego and Lake Grove areas, lumber mills and hardware stores tended to fare well. Lakeside Lumber started in 1937 at a time when development in the Oswego/Lake Grove area was accelerating at an astounding rate. They were located in the building across from the Lakeside Theater on State Street.¹¹ This building was designed by Richard Sundleaf in the theater’s French Normandy style. The lumber company became Oswego’s first war industry during World War II. Jack Huddleson was the manager at the time and he began producing “portable roof squares” for the United States Army.¹² This employed 15 men, in a new building behind the lumberyard, a number that was supposed to double before the contract ran out.¹³ Lakeside Lumber moved its operation to Sherwood after 2002.

Another local lumber and building supply outlet is the Tualatin Valley Builders Supply (TVBS).

7 Lake Oswego City Planning Files, “Foothills Park: Grand Opening Celebration,” <http://www.ci.oswego.or.us/parksrec/documents/FoothillsParkinsert.pdf>. (Accessed September 11, 2009).

8 *Oswego Review* “Oswego Has New Industry” June 27, 1935.

9 *Oswego Review* “Oswego Weavers Improve Tie Line” June 20, 1941. 1.

10 Ibid.

11 Fulton, 116

12 *Oswego Review* “Oswego Has First War Industry,” May 29, 1942. 1.

13 Ibid.

They began operations in Oswego in 1946. The company started as a window glazing business and then grew into the business it is today.¹⁴ Richard Reiner was the founder of both TVBS and the business's truss plant. Both were located on Boones Ferry Road until 1968 (TVBS had been at this location since 1946; the truss plant began operations in 1964). In 1968 the truss plant moved to the industrial area near Interstate-5. Today TVBS is owned by Pacific Lumber, which continues to run the hardware store from its 1946 location.¹⁵

Other Local Industries

Sturdi-Built Green House Manufacturing Company started in the 1950s as an orchid company. The original owner began specializing in the manufacturing of residential green houses.¹⁶ New owners, Bill and Barbara Warner, bought the company in 1968. They have continued to create custom green houses from their location on Boone's Ferry Road.

Gage Industries, which started in 1958, is now one of the leading manufactures of rigid plastic containers, bowls, trays, and lids.¹⁷ Their first location was on Foothills Drive, near the cement plant, in Oswego. Just five years after they opened, on Christmas of 1964, the Willamette River flooded, nearly destroying their business. They rebuilt and by 1995 they had 250 employees on a seven acre facility.¹⁸ Gage Industries became one of the top plastic sheet extrusion and thermoforming operations in the United States.¹⁹ They recently became part of the Sabert Corporation located in Sayreville, New Jersey.

Summary

Portland Cement was the largest industry of the Modern Period. A few other smaller operations were able to set up business, but many were pushed out by the high cost of real estate and the prevailing notion that the area around Oswego Lake was a place where you could "live where you play" and as such, not a place that was suited for large industries and manufacturing. Smaller businesses, such as the Oswego Weavers and the Sturdi-Built Greenhouse Manufacturing Company did well in the area during the period.

14 Fulton, 26

15 Information courtesy of Anne Breeze, Pacific Lumber employee.

16 Fulton, 140

17 Gage Industry Homepage. <http://www.gageindustries.com/> (Accessed August 10, 2009).

18 *Lake Oswego Review*, Perspectives Section, March 1995, (date not recorded). Lake Oswego Library Vertical Files -Business and Industry

19 Fulton, 156



Religion & Funerary

During the Modern Period, a number of churches opened in the community and the variety of available religions increased. The city's growth played a large part in this need for new places of worship, as more and more people moved to the Oswego area. This is particularly true in the post-war years, when both new congregations were moving to the area and existing churches were expanding to accommodate a growing number of worshipers. In 1935, Oswego had a handful of active churches representing the country's largest denominations such as a Presbyterian, Methodist, and Catholic, as well as a very active Christian Science Church.

The early portion of the Modern Period, during the Depression, was a hard time for most churches. Most found that their membership stagnated, which made keeping a paid ministry a complicated affair. This struggle lessened in the 1940s as the popularity of the Oswego Lake area increased. After World War II, when post-war populations skyrocketed, church participation grew dramatically.

Church design and construction changed dramatically as well. Historically, area churches tended to be small, simple structures. After the end of World War II, it became increasingly commonplace for new churches to have very modern styles and to be architect designed. All of the churches constructed during the period around Lake Oswego had very modern sanctuaries and many had large spaces for Sunday School and various social events. All of the new churches in the area were constructed on larger lots to accommodate larger structures and parking lots became integral components of church layout and design.

In 1957, eight churches were listed in the Oswego Classified Business Directory and by 1964, there were fourteen. This both increased the variety of religions that were available and, in some cases, created a number of smaller churches of the same denomination. Accordingly, by 1964, there were three Baptist, two Lutheran, and two Presbyterian churches in the community

as well as, a Church of Christ, Scientist, an Episcopal Church, a Christian Church, a Methodist Church, and a Catholic Church.¹ All of these churches have unique histories in the community. Most continue to survive today.

Religious Communities

The Lake Oswego United Methodist Church has one of the longest histories of all the religious communities in the Oswego area. Their first services were reported in 1852, and they were recognized by the Oregon Annual Conference of the Methodist Church the following year in 1853. For many years the church met in the old grange hall, but in 1884 the construction of the Methodist Episcopal Church was complete and all church services were held in the new building on State Street between Middlecrest and Greenwood Roads.²

In 1929, the church was moved, "with ropes and rollers, off of State Street to Greenwood Road for the construction of the Oswego Grammar School.³ The church was remodeled at this time.⁴



The Lake Oswego United Methodist Church (1959).

The church continued to meet at this location for most of the Modern Period. The congregation outgrew their building and moved to their current location in 1959. Their new church sanctuary, on 1855 South Shore Boulevard, was housed in an steeply pitched A-Frame with projections from each side containing the church's offices and the education wing. The building is clad in vertical wood board and has wide overhanging eaves.

The Lake Oswego United Church of Christ also has a long history in the community. The church formed in 1888 as the First Congressional Church of Oswego. The five member church began meeting on alternating Sundays at the Hazelia School, which was approximately three miles outside of Oswego, and the other two Sundays a month they combined services with the

1 Lake Oswego Classified Business Directory. Lake Oswego Chamber of Commerce. 1964. Lake Oswego Chamber of Commerce. Vertical File.

2 *Lake Oswego Review* "Learning, Serving, Caring' Motto for Lake Oswego Methodist Church," August 8, 1977. 19a.

3 City of Lake Oswego, "Methodist Episcopal Church: 156 Greenwood Road," Cultural Resources Inventory, August 1989.

4 Ibid.

Methodist Episcopal Church that was meeting in Old Town Oswego. The First Congressional Church was deeded two new lots for \$3,000 in Oswego's "New Town" (First Addition) where they constructed their first church in 1891 on the corner of Fourth and D Streets.⁵ By 1917, membership had risen to 21 with a Sunday School enrollment of 51.⁶ In 1926, the church's membership had doubled to 42, but had declined slightly by 1938 to 39 worshippers.⁷ Declines in church membership was fairly typical during the Depression. During the 1930s, the small congregation was encouraged to work in the community to help Oswego residents through the most difficult years of the Depression. In one of these endeavors, three women, Eleanor Mintie, Ann Russel, and Mrs. William Evans helped to establish Oswego's first lending library. Other projects included helping to establish the Oswego chapter of the Boy Scouts and feeding impoverished Oswego school children.⁸

In 1938, the church celebrated its 50th anniversary. Church members spent the week improving their church building by adding lighting and heating and by enlarging the usable space in the basement. These types of improvements were typical in the beginning of the Modern Period. It was less common at this time to construct a new church, as most churches did not have memberships or finances great enough to allow for new structures.

Just before the start of World War II, the church had its first female pastor, Rev. Adena Joy. She lived in a small room at the back of the 1891 church. This was an inadequate space for a



Lake Oswego United Church of Christ (1959).

Reverend, so, in 1945, a small cottage was moved to the lot.⁹ This allowed a Reverend with a family to move into the space. This arrangement continued for the next 15 years, when, in 1959, the congregation built a new, much larger modern church at 1111 S. W. Country Club Road. Post-war population growth fueled the need for new, larger churches in almost every denomination, the United Church of Christ was no exception.

5 "Lake Oswego United Church of Christ (1888-1988) 100 Years of Ministry," Unknown Author, Lake Oswego Public Library, Vertical Files., 1-2.

6 Ibid., 1-2.

7 Ibid., 2.

8 Ibid.

9 Ibid.

At this time big changes were taking place at the national level for the Congregational Christian Church. It was in the late 1950s when the Congregational Christian churches joined the Evangelical and Reformed Church to form the United Church of Christ. Oswego's First Congressional Church followed suit and changed their name to the "Lake Oswego United Church of Christ, Congregational" in 1957.¹⁰ The Church continues to reside at this location today.

Another church with a long Lake Oswego history is the Our Lady of the Lake (Catholic) Church. The church began in 1888 at the home of Mrs. John Watters. Their first church building, then called Sacred Heart Catholic Church, was constructed in First Addition (on the corner of First Street and E Avenue) in 1900.¹¹ The small church could hold 50 people. It still stands today in its original location, but has recently been converted to a residence. At the beginning of the Modern Period, in 1937, the small church was enlarged to accommodate 40 more parishioners. One year later, to encourage continued growth of the congregation, a school was opened in the parish house. The school was extremely successful, and in 1942 a new structure was completed on A Avenue and Seventh Street. In 1950, a gymnasium, two classrooms, and the cafeteria were added to provide more room for the growing student body. It appears Pietro Belluschi was the architect of record for both the school and the expansion.¹² Belluschi is one of Portland's most famous modern architect's. He is best known for his National Register Listed Equitable Building, one of the first glass towers ever constructed in the United States. The contractor for the initial portion of the Sacred Heart School was H. J. Settergren.¹³

In 1950, the small church on 4th and D was sold and the church moved to their property on Seventh Street and A Avenue. At this time, the Steeple of the Catholic Church was removed by church members who did not want to see the structure used for another denomination. For a short time after the move, church services were held in the school gymnasium and then in the new 15 room rectory that was completed in 1951. The new church, completed in 1956, was designed by Logan and Murtaugh of Portland in a modern, English Gothic style. The church is constructed of a "red rug brick interspersed with stone" and has a cruciform plan.¹⁴ The building measures 184 feet, the naves measure 58 feet, and the transepts stretch 84 feet.¹⁵ The church has a capacity of 675 worshipers in the sanctuary and a basement parish hall that has the capacity to seat 400. The church even had a "mother's room" that allowed mothers with

10 Ibid., 3.

11 The Lady of the Lake Centennial History Committee "1890-1990: A History of Our Lady of the Lake Parish, Lake Oswego, Oregon," 3.

12 City of Lake Oswego, Planning Permit Files. 840 A Avenue drawings. A_Ave_840_49_0010.pdf.

13 The Lady of the Lake Centennial History Committee, 10.

14 Ibid., 13.

15 Ibid.

small (potentially loud) children to attend services in a sound-proofed room complete with an amplifier to hear the service.¹⁶ Creating a soundproof room with the capacity to hear the service was a modern advancement in church design.

The church's final expansion of the Modern Period came in 1963 with the completion of the Lady of the Lake convent. The convent housed the 17 Sisters who taught at the school. This building is styled in the minimal traditional fashion that was popular after the end of World War II. The Lady of the Lake church continues to use all of the structures they constructed during the Modern Period.

Another church that was active well before the beginning of the Modern Period was Lake Grove's First Church of Christ, Scientist. As early as 1918, the Christian Science Sunday School was given to neighborhood children by a "registered Christian Science practitioner," and in 1919 the church was formally recognized by the Mother church in Boston. Christian Science was a relatively new religion at the time, having been founded during the latter half of the nineteenth century by Mary Baker Eddy in Boston. The Christian Science movement came to Portland early and was present as of 1890. The religion's first Portland Church was constructed in 1911 in Portland's Alphabet District. Early collections from the meetings in Lake Grove were sent to either the First or Second Church of Christ, Scientist in Portland. The Lake Grove Church's earliest services were held in the community hall on Reese Road and Sunset Drive. On November 5, 1923 a small house was purchased just down the road from the community center on Reese Road and Upper Drive.¹⁷

At the beginning of the Modern Period, in 1935, services were still being held in the small house owned by the Society. Sunday School classes were held in a "large garage" that was attached to the building. In 1938, the Society was incorporated under the laws of the State of Oregon as First Church of Christ, Scientist, Lake Grove. They constructed a new Church edifice in 1939. The small house became the Sunday School and the large garage became the Reading Room. The Reading Room was moved in 1948 to the Allen Building in downtown Lake Grove. In September of 1950, the Society purchased the residence of Mrs. Hagel Thayer to use as a Sunday School, they then renovated the previous Sunday School for board and committee meeting rooms.¹⁸

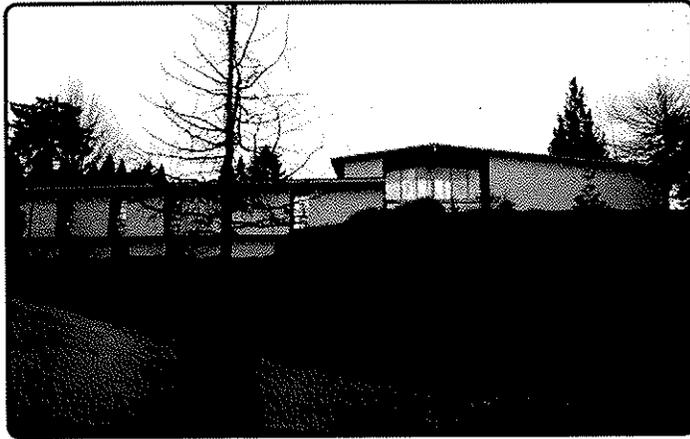
In 1961, the Reading Room was moved into Lake Oswego to 364 N. State Street. At the beginning of that same year, on January 8th, the Society changed their name to the First Church

¹⁶ Ibid.

¹⁷ An intent agreement, warranty deed was filed on December 9th 1925 and then recorded January 4, 1926.

¹⁸ Barb Weiser, Clerk, First Church of Christ, Scientists. Personal Correspondence.

of Christ, Scientist, Lake Oswego, Oregon.¹⁹ This reflected the city of Oswego's annexation of Lake Grove and subsequent name change to Lake Oswego. The reading room remained on



Lake Oswego First Church of Christ, Scientist, 1966.

State Street until February of 1973 when it moved to 471 Third Street, where it remains today.²⁰

The Society's 1939 edifice was in use for the remainder of the Modern Period until the new structure in Lake Oswego was constructed in 1966 on 1751 SW Country Club Road. The new church building encompassed many of the elements of Mid-Century, Pacific Northwest church design and strayed from the typical greek cross plan of most Christian Science Churches.

The Lake Grove Presbyterian Church was organized on September 10, 1924 with fifty-five charter members. When forming, the group discussed which denomination to be affiliated with, and they agreed to become a Presbyterian congregation. For many years the congregation met in a community hall on Reese Road and Sunset Drive. In 1929, at the beginning of the depression, the first church was erected under the leadership of Reverend E. E. Flint.²¹ At the end of the year, the exterior of the building was complete, while the interior was "somewhat unfinished."²² The church was designed in the then popular Neoclassical Style. This building was two-stories tall with a full height, projecting entry porch with a classical pediment with a gabled roof, supported by four columns. The church had a boxed eave with a moderate overhang and a wide frieze band. The building's windows were double hung and multi-paned, which was typical for the style. The windows on either side of the entrance were arched, the doorway had a multi-paned transom, and a small round window was centered on the pediment. This church could seat 140 worshippers and cost \$15,000.²³

19 Ibid.

20 Ibid.

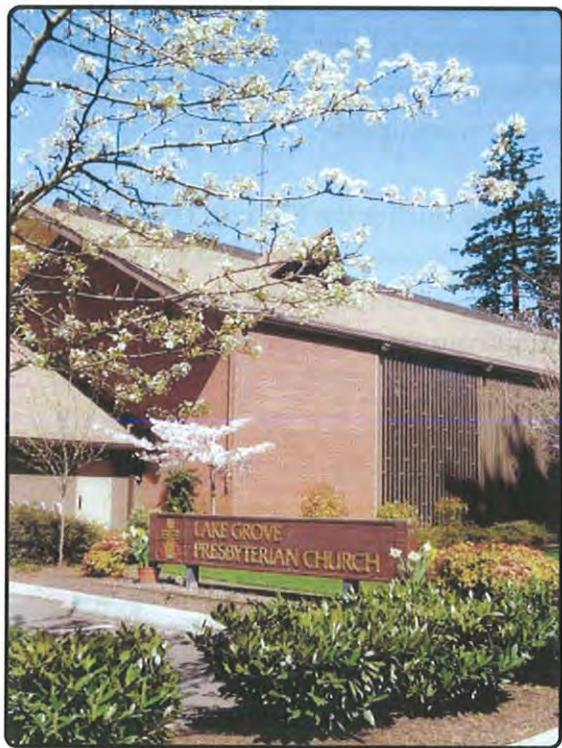
21 "Lake Grove United Presbyterian Church, Pictorial Directory: 1966-1967." Lake Oswego Public Library Vertical Files.

22 Lake Grove Presbyterian Church, "The History of Lake Grove Presbyterian Church" Researched and Written by Jane Vogland. September 2009.

23 Ibid. 38

The Lake Grove Presbyterian Church survived the depression, but not without enduring some hard times. Membership stagnated during this period, bills from the newly constructed church became hard to pay, and retaining a full time minister was difficult, at best. Many members and church groups donated funds to help pay for the church building. To help offset costs, congregation members canvassed neighborhoods to recruit new members, and slowly the Church began to grow.²⁴ Throughout the 1940s, membership continued to grow steadily, allowing the church to hire its first full time minister, Reverend William R. Lindsay, in 1944.²⁵

Between 1951 and 1955, the Church began to experience rapid post-war growth that more than doubled the church's membership. The church had plans for expansion, but had not anticipated this rate of growth. Their previous plans "were no longer adequate," which forced the building committee to reassess the church's needs. This new assessment resulted in the decision to construct a new sanctuary building in the summer of 1959.²⁶

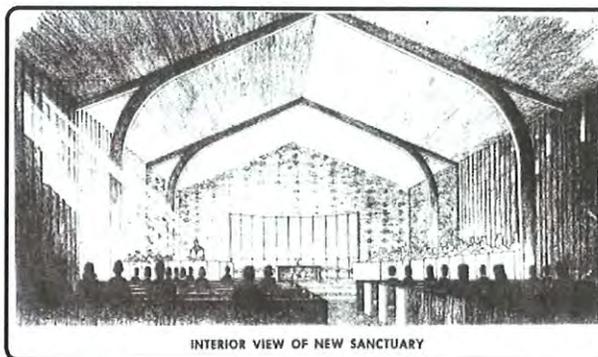


Exterior view of the Lake Grove Presbyterian Church. Provided by Lake Grove Presbyterian Church.

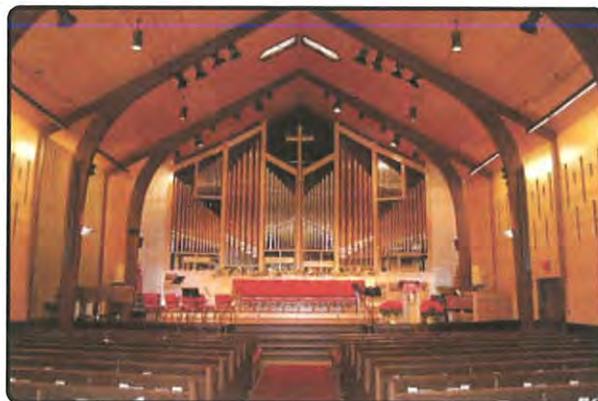
24 Ibid 33.

25 Ibid. 41.

26 "Lake Grove United Presbyterian Church, Pictorial Directory: 1966-1967." Lake Oswego Public Library Vertical Files.



Drawing of the sanctuary interior, printed in the Lake Oswego Review, 1959. Provided by Lake Grove Presbyterian Church.



Interior of the Lake Grove Presbyterian Church Sanctuary after the 2008 remodel by Ray Yancey. Courtesy of the Lake Grove Presbyterian Church.

The new sanctuary, located on 4040 Sunset Drive, was designed in the popular Northwest Regional style. The brick building is minimally ordained, but the decorative elements that are present, such as the vertical wood window openings and the overhanging eaves, are typical of the Northwest Regional style. Many churches in the Pacific Northwest used this style of architecture during the 1950s and 1960s. The Architectural/Engineering firm was Edmundson, Kockendorfer & Kennedy.²⁷ The sanctuary historically had large exposed wood beams and wood, horizontal boards along the ceiling.²⁸ The new sanctuary was constructed in the center of the church property, and the 1929 church was used to hold Sunday School and youth group classes. In 2000, the 1929 church building was removed to create room for a new Christian Education wing on the corner of Reese Road and Upper Drive. This structure is attached to the existing 1959 church. One of the leaded, stained-glass windows from the 1929 Church was preserved and now hangs in the new building.²⁹

Between 1988 and 2000, Glenn Chilcote, AIA, of the Portland architecture firm of Zaik/Miller, was the architect of record for four major phases of additions and remodels. In 2008, the Sanctuary underwent renovations that were led by Portland architect Ray Yancey, AIA, with Myhre Group.³⁰ While the interior of the building has recently been updated, the exterior portion of the Sanctuary is identical to its original 1959 design. The Lake Grove Presbyterian Church has continued to grow and now has 1400 dedicated worshippers.³¹

There were many other active churches around Oswego Lake during the Modern Period. All of them have unique histories and have greatly added to the community. Most religious communities in the area organized or expanded during this period due to the large increase in the area's population. This led to a great expansion in the number of churches and types of denominations present in the community.

Funerary

At the beginning of the Modern Period it appears there were no funeral homes in the Oswego area. The Chapel by the Lake was established during the Modern Period by William Spears.

27 Lindasue Spencer, Publications, Scheduling, & Data Manager at the Lake Grove Presbyterian Church, personal correspondence, September 30, 2009.

28 "Lake Grove United Presbyterian Church, Pictorial Directory: 1966-1967" Lake Oswego Library Vertical Files--Churches- Presbyterian.

29 Jane Vogland, Personal correspondence, November 2009.

30 Lindasue Spencer, September 30, 2009.

31 Jane Vogland, Personal correspondence.

The funeral home was located in the old Oregon Portland Cement Company's clubhouse.³² It opened some time after 1948. William Spears lived in the building with his family and ran Oswego's only funeral home for the remainder of the Modern Period. The funeral home sold to Bob Deuth around 1976.³³ The funeral home's building was located on State Street at the site where Albertson's is currently located (11 South State Street). When Chapel by the Lake closed in approximately 1990, Lake Oswego was left without a funeral home. The high cost of property and building codes and restrictions made it difficult to relocate in Lake Oswego.³⁴

One burial ground has served Lake Oswego since the town's earliest pioneer history. The Pioneer Cemetery, which was also known as the Odd Fellow's Cemetery, was planned in 1881. The following year it was donated to the Oregon Iron & Steel Company who maintained it until they gave it to the Methodist Church in 1934. Just four years later, in 1938, the Methodist Church donated the cemetery to the Odd Fellow's Lodge. They maintained ownership through all of the Modern Period when it was given to the current owners, the Oswego Pioneer Cemetery Association.³⁵

Summary

The increase in religious buildings and their spacial arrangement around Oswego Lake followed the general growth patterns in the Lake Oswego area during the Modern Period. Beginning in the 1950s, new church buildings were constructed within neighborhoods, rather than along larger transportation routes and the downtown core. These new churches served growing populations and allowed the churches to purchase larger parcels of land. All of the new churches constructed after World War II had parking areas surrounding the building, signifying the increase in the use of the automobile. Church design also reflected modern design principles, as most of the larger churches constructed during the Modern Period were designed by architects and reflected current trends in Pacific Northwest Church Styles.

32 Polk City Directory, 1947-1948. Lake Oswego & Lake Grove area. Lake Oswego Public Library, Local History Section.

33 Personal Correspondence. Brian Dutton, Owner of Ocean View Cremation & Burial Service, Astoria. Former Employee and Manager of Chapel by the Lake from approximately 1980-1990.

34 Ibid.

35 City of Lake Oswego, "Pioneer Cemetery: Stafford Road," Cultural Resources Inventory, August 1989.



At the beginning of the Modern Period there were a number of farms that were situated in areas around Oswego Lake. Many of these farms had been established on Donation Land Claims that were created when early pioneers reached the area in the 1850s and 1860s. Many of the lands surrounding Oswego Lake continued to serve as farmland throughout the Modern Period. Very few farm complexes were established during the period, mainly because of the rapid increase in land values and the conversion of farmland to accommodate single family residential growth in the area around Oswego Lake.

At the beginning of the Modern Period, transportation corridors existed for the farming community along Rosemont and Stafford Roads, which were two of the oldest and most important market roads in use during the latter half of the 19th Century.¹ Farmers used these routes to transport goods between their farms and Portland, Oregon City, and other smaller towns along the route. By the end of the era, Interstate-5 would have been the likely route into Portland for most of the farms in the area.

Farm and Dairy Operations

At the beginning of the Modern Period agriculture and dairy farming operations could be found north of the lake along Carman Drive and Boones Ferry Road, west of the lake along

¹ Taylor, Farr, Rassekh Properties, "Master Plan for Luscher Farm," Park, Open Space, and Recreation, City of Lake Oswego. July 1997. 29.



1937 aerial photograph of Oswego Lake and surrounding area. Farm land is visible on both the north and south sides of the lake. Photo courtesy of the Lake Oswego City Engineering Department.

Kruse Way, and south of the city around Stafford Road. These farms resided outside of the city limits until some were brought into the city through annexations that occurred in stages after 1960. Much of the farmland that is visible in the 1937 aerial photograph above, was still farmland in 1962 (as shown on the right). By 1962, many roads and residential properties had been constructed along the southwestern edge of the lake, the southeastern edge of the lake, and directly north of the lake in the Forest Highlands, Uplands, and Country Club-and North Shore Neighborhoods.

Luscher Farm, which was also known as the Fletcher or Steinhiber Farm, was a 44 acre farm at the junction of Stafford and Rosemont Roads. The farm complex, which included a Queen Anne house, a large barn, and a hog house was constructed around the turn of the century. The complex was sold in 1904 to Theodore Steinhiber, who cultivated the land for the following twenty years, until he sold the farm to Johnson A. Fenton, who began a dairy operation on part of the land. Dairy became the primary source of income for the farm until 1969 when "Rudie" and Ester Luscher, ceased their dairy farming operations. Before the Luscher's bought the farm



1962 aerial photograph. Again, much of the area to the south continues to act as farmland as does some of the area to the north of the lake. Much of the area directly surrounding the lake had been developed during the period. Photo courtesy of the Lake Oswego Public Library.

in 1944, there was a herd of Jersey cows. The Luscher's, however, wanted Holsteins, so they started a new herd with eight Holsteins in 1944. The Luscher Farm was awarded Grade A status for its milk just one year after their beginning in 1945. At the farm's peak there were 125 Holsteins and milk production was so "successful that a extension agent visited the farm to 'investigate the secret of their success.'"²

Dairying continued to develop in the area

as a principal industry. It is unclear how many dairy farms were practicing in the area at the beginning of the era, but by the 1950s the number in the area began to wane as dairies consolidated and land values began to make selling off land a lucrative option.

Another farm that operated well into the Modern Era was the Shipley-Cook farmstead. This farm, located southwest from the Luscher Farm complex on Stafford Road and Rosemont Road, was established in the 1860s. The farm has been in continuous use since its establishment. Adam Shipley, its owner from its construction in the 1860s to 1888, had a vineyard with grapes imported from the East. He was one of the first in the Willamette Valley to harvest grapes. In 1888, after years of being active in the community, Shipley was appointed to Board of Regents at the State Agriculture College (now Oregon State University).³ Celinda and Adam Shipley moved to Corvallis at this time and the operations of the farm were taken over by their son, Randolph Shipley. Portions of the land were sold off between 1888 and 1900 when the remaining 131-acre farm was bought by James P. and Susie L. Cook. The Cooks raised cattle and eventually began a business, J.P. Cook and Sons, that bred "Chester White swine."⁴ The Cooks used a portion of the land to grow feed for their stock and they planted blue grapes, a few acres of Concord grapes,

² Taylor, Farr, Rassekh Properties, 29.

³ Sally Donovan, National Register Nomination, Shipley-Cook Farmstead, Oregon State Historic Preservation Office, listed on the National Register January, 29, 2008. Section 8: Statement of Significance.

⁴ Ibid.

and Warden grapes. They also had a variety of fruit trees including, pie cherries, Bing cherries, apples, and figs.⁵ William Cook began running the farm after his father, James, died in 1931.

William and his wife Sarah ran the farm together for most of the Modern Period. In the 1950s, they began to sell off portions of the old farmstead, as changes in land values, higher taxes, and changes in the agricultural process made farming a less lucrative business. In 1960, William Cook died and his wife Sarah died a few years later in 1967. Currently the 6.1 acre farm complex is owned by William and Sarah Cook's grandson, Rick Cook. Rick Cook has a four acre vineyard with Pinot Marchael Foch wine grapes.⁶

Two other farms are noted in the 1989 Cultural Resource inventory as persisting during the Modern Period. The Kruse Farm on Carman Drive continued to operate during the modern Period. The area surrounding the farm house was divided after the end of the period and developed in the 1970s and 1980s. The Pfeiffer Pony Farm, historically known as the Rathbun-Stone Farm, began operations as a pony farm in the 1950s. The farm was established around the turn of the century, but was reopened as the pony farm in the Modern Period. The farm was in operation until approximately 1989, before it was subdivided for a housing development.

The division of larger farms into smaller residential parcels was very common during and after the study period, especially after World War II. The price of land around Oswego Lake was increasing as more and more people discovered the suburban life offered just three miles from Portland. The rise in popularity of the automobile made it possible to commute into the city for work, which also fueled development. The consolidation of farming operations also contributed to the decline in the number of farms in the area.

Some farms still existed on the outskirts of the city at the end of the study period, but they too were being encroached upon by residential development from all directions. It is unclear how many farm complexes, if any, were actually constructed during the Modern Period. The 1989 Cultural Resource Survey only identified six intact barns within the study area. None of which were identified as having a primary construction date during the Modern Period.

Feed and Seed Stores

Both Oswego and the community of Lake Grove had feed stores to serve the local farming community during the beginning of the Modern Period. Raker's Farm Store was located on A Avenue in Oswego and Stoddard Feed Company was located at the intersection of Bryant

⁵ Ibid.

⁶ Ibid.

Road and Railroad Avenue in Lake Grove.⁷ Stoddard Feed Company advertised selling hay, feed, seed, and dairy and poultry supplies in the 1947-1948 Oswego and Lake Grove *Polk's City Directory*. By 1957, the only feed store in the area was the Oswego Farm Store on 146 A Avenue. This was likely located in the same storefront as Raker's Farm Store, but under new ownership. Wizer's Shopping Center was constructed on this block in 1959, which closed the last feed store in the city.

Nurseries and Florists

Nurseries were popular in the Oswego and Lake Grove areas during the Modern Period. The area supported numerous garden clubs and planned landscapes were very common, which helped to support a number of stores in the area. The Lake Grove Garden Store has one of the area's longest histories. The store is listed in the 1947-48 *Polk's City Directory* for Oswego and Lake Grove and continues to operate from the same location today. Gerber Gardens, Woodland's Gardens, and Kline's Garden Store all thrived in the area after World War II. Bill Gerber, owner of Gerber Gardens, brought flowers and trees to the Arts and Flowers Festival (now the Lake Oswego Festival of the Arts) during its earliest years. The community was extremely supportive of any business that helped to facilitate planned landscapes.

Summary

The number of farms around Lake Oswego decreased during the Modern Period. Many farmers found the rising price of land to be more profitable than farming operations. During the 1950s, many local farms sold off larger portions of open space to make room for new developments. The few feed stores that existed at the beginning of the Modern Period had closed by the end of the era, creating room for new retail spaces that served a growing community of homeowners. Garden stores and nurseries became more popular during the period, as gardening and landscaping were prevalent pastimes for the growing residential community.

⁷ *Polk City Directory*. 1947-1948. Lake Oswego & Lake Grove area. Lake Oswego Public Library, Local History Section.



Significant People of Lake Oswego

The following is a brief list of people who were influential members of the Lake Oswego and Lake Grove communities. They served their communities in a variety of different ways either through city government positions, as members of community organizations, or people who made their mark on the world outside the city, but continued to call Lake Oswego home. This list is in no way definitive or complete and further research would be necessary to include any other significant people.

Lucia Bliss

Lucia Bliss was the city's first salaried librarian. She spearheaded the movement to establish the Clackamas County Library Association and wrote the first history of Lake Oswego in 1944.¹

Bill Blizzard

Bill Blizzard was the *Oswego/Lake Oswego Review* owner and its publisher for 32 years. He bought the paper in 1946 when there were three part-time employees and a circulation of less than 1000. The paper was eight pages long. In 1976, when Blizzard sold the paper, he employed 45 people on a full time basis, published two papers a week, each of which was ninety pages long.²

¹ Ann Fulton, *Iron, Wood & Water: An Illustrated History of Lake Oswego* (San Antonio, Texas: Historical Publishing Network, 2002), 101

² *Ibid.*, 150.

C. Herald Campbell

C. Herald Campbell, husband of Virginia Campbell, moved to Oswego in 1952. Campbell was the human resources director for Pacific Power & Light Company from 1948 to 1976.³ He served on a number of boards including the Portland (now Oregon) Symphony (1950s), Portland Symphonic Choir (1950s), Portland Council of Campfire (1940s), and the Contemporary Crafts Association Board (1972-76). In Lake Oswego he was a member of the Rotary Club (where he headed the annual lobster feed) and in the 1990s he headed the Oswego Heritage Council. Campbell served two terms as the City's mayor beginning in 1978.⁴ Campbell was married to Virginia Campbell for 74 years. He died on June 26, 2009.

Virginia Campbell

Virginal Campbell graduated from the first four-year class at Portland's Grant High School in the 1920s.⁵ Later she served with the "League of Women Voters and on a committee that laid the groundwork that founded the regional government Metro."⁶ Campbell was also active in library and arts issues, she helped to start the Lake Oswego Festival of the Arts and she helped to bring a public swimming pool to the Lake Oswego School District.

George F. Cottrell

George F. Cottrell, a noted town-planning engineer, who is well known for planning the Lakewood District, was also the former Mayor of Seattle and the engineer for the Oswego Lake Country Club Golf Course.

Walter Durham, Jr.

Walter Durham Jr. was the great-grandson of one of Lake Oswego's earliest residents, Albert Alonzo Durham. Walter Durham lived in Oswego most of his life and was a "lifetime member of the Lake Oswego Chamber of Commerce, the oldest member of the Lake Oswego Rotary Club, and an emeritus member of the Lake Oswego Historical Society."⁷

3 Heidi Williams, "Lake Oswego: The life of C. Herald Campbell, who died June 26, will be celebrated Monday" July 16, 2009, *The Oregonian, Clackamas County Weekly*. http://www.oregonlive.com/clackamascounty/index.ssf/2009/07/lake_oswego_the_life_of_c_hera.html (accessed November 23, 2009).

4 Ibid.

5 Lee Van Der Voo, *Lake Oswego Review*, "There Once Was A Politician From Nantucket ..." October 23, 2008

6 Ibid.

7 *Lake Oswego Review*, "Lake Oswego loses treasure in death of Walter Durham Jr." January 2, 2009 (Updated October 30, 2009) http://www.lakeoswegoreview.com/news/story_2nd.php?story_id=123093848759787300 (accessed November 24, 2009).

Dave Dalzell

Dave Dazell was born October 30, 1886 in Cadillac, Michigan. He married Kathryn Nord in 1917. He and his wife came to Oswego in 1916. Dalzell was chief electrician at the Oregon Portland Cement Company from 1916 until his death in 1941. Dalzell was a member of the Oswego City Council, the Waluga Lodge No. 181, and A. F. & A. M. No. 136. He was also a member of the Oswego School Board from 1930-1933 and the Oswego City Council from 1929-1933, and again from 1936 until he died of a fatal stroke in 1941.

Dee Denton

Dee Denton was the manager of the Lake Oswego Chamber of Commerce, from 1963 to 1975, and executive director from 1975 to 1996. She was honored with the Oregon State Chamber of Commerce "Chamber Executive of the Year Award" in 1991, the Who's Who of American Women in 1970-71, the Rotary International Paul Harris award in 1989, the Rotary Vocational Service Award in 1995, and the 1995 City of Lake Oswego Small Business Community Service Award.⁸ She was one of the co-founders of Lake Oswego's Festival of the Arts, the city's largest annual festival. In 1989, she was the first female Royal Rosarian, one of the official "greeters and ambassadors of goodwill for the City of Portland."⁹ Denton was also one of first women to join the Lake Oswego Rotary Club. She is also credited with helping to organize the Oswego Holiday Tree Lighting Festival and the Lake Oswego Flower Basket Program. She was a member of the Lakewood Center's board of directors for 30 years.

Terry Dischinger

Terry Dischinger was a basketball gold medalist in the 1960 Olympics and National Basketball Association player from 1962 to 1973.

Van Evera Bailey

Van Evera Bailey was one of the leading practitioners of the Northwest Regional style of architecture and was well known for pushing the limits of the style and borrowing heavily from other popular styles of the era. Bailey was especially popular after World War II when families found that his designs were "economical as well as straightforward, and practical." Bailey never received any formal architectural training, but a series of chance meetings with a number of influential architects including William Grey Purcell, John Yeon, and Richard Neutra helped Bailey to develop an architectural style of his own. Bailey traveled to Hawaii and Europe in the early 1930s

⁸ Fulton, 148.

⁹ The Royal Rosarian, "The Royal Rosarians of Portland Oregon" <http://www1.clubrunner.ca/CRGeneric/CPrG/Home/homeE.asp?cid=100307> (accessed November 23, 2009).

and then passed his architectural exam in 1932. He then opened up an architectural firm in Hollywood, California. After just five years Bailey moved back to Portland in 1937, bringing with him "the sleek lines of the California Moderne Style." He lived for many years in the Dunthorpe Neighborhood.

Bill Gerber

Bill Gerber owned a nursery in Lake Grove called Gerber Gardens. In the early years of the city's Arts and Flowers Festival (now known as the Lake Oswego Arts Festival) Gerber would bring potted plants and flowers to beautify the event.¹⁰ He was mayor of Lake Oswego from 1977 to 1979, president of the Chamber of Commerce, and president of the Oswego Heritage Council. He was a primary organizer of the Lake Oswego Flower Basket Program, a program that continues to thrive in the community today. Bill Gerber passed away on July 13, 2005.¹¹ Currently there are plans to establish a memorial garden in his honor in George Roger's Park near the site of the iron furnace.¹²

Ted Gilbert

Ted Gilbert served as President of the Lake Grove PTA. He was President when the school burnt down in the late 1940s. Gilbert helped to raise more than \$1500 dollars to purchase new lumber to rebuild portions of the school. Gilbert served as a member and chairman of the board of trustees of Lake Grove Presbyterian Church. He also was appointed to fill a term on the City Council in 1950.¹³ He was owner of Ted Gilbert Motors from c. 1944 to 1976.

Mary Goodall

In 1958, Mary Goodall published a history titled, *Oregon's Iron Dream: a Story of Old Oswego and the Proposed Iron Empire of the West*. She donated the proceeds from this book to Oswego's Friends of the Library Campaign, in order to raise money for the new library on Fourth Street. Goodall is also credited with helping to found the Lake Oswego Festival of the Arts, serving as a Lake Oswego City Council member, planting flowering trees along Country Club Road, and for helping to preserve the Iron

10 Virginia Campbell, unrecorded interview by A. Donovan-Boyd. November 23, 2009.

11 Historic Furnace Restoration Task Force, "Recommendations for Restoring the Oswego Furnace," April 2008, <http://www.ci.oswego.or.us/engineer/biddocs/documents/FurnaceTaskForceReportExecutiveSummary.pdf> (accessed November 23, 2009). 19.

12 Cliff Newell, *Oswego Review*, "History will live on," Dec. 11, 2008, Updated Oct. 30, 2009, http://www.lakeoswegoreview.com/features/story_2nd.php?story_id=122893396987215100 (accessed November 23, 2009).

13 *Lake Oswego Review*, "Dean of Auto Dealers Recalls Years in L. O." February 10, 1977. Lake Oswego Public Library Vertical File.

Furnace in George Rogers Park.¹⁴ Goodall was friends with Elizabeth Ryan Salway, and together they helped to save many of the city's historical resources. Finally, Mary Goodall is remembered for helping to establish the Oswego Heritage Center in 1970.¹⁵

Norman Goodin

Norman Goodin leased the theater built in 1940 on State Street and designed by Richard Sundeleaf. Goodin was one of the youngest "motion picture exhibitors in the state of Oregon." He "spared nothing to make this theater one of the finest equipped in the state, which goes to his credit and foresight. Fine carpets, RCA sound, luxurious upholstered seats with modernistic lighting will greet the visitor when they visit the New Lake Theatre"¹⁶

William Frank Holden

William Holden was born in Oswego in 1923. Holden spent his early years working to construct the Pacific Crest Trail. At the age of 17 he volunteered for World War II where he fought in many of the major battles in Europe. After the war he began a real estate and insurance business, Wm F. Holden Real Estate. Holden was active in the community. One of his volunteer efforts was to personally help dig out the ball fields at George Rogers Park. Holden died June 3, 2008.¹⁷

Stu Inman

Stu Inman was the co-founder of the Portland Trail Blazers.

Carl C. Jantzen

Carl C. Jantzen was the founder of Jantzen Sportswear. He also constructed the large Jantzen Estate on the largest island on Oswego Lake. Charles Ertz designed the manor and Richard Sundeleaf designed the bridge and the boathouse. The house, boathouse, and bridge to the mainland cost \$90,000 and was completed in the beginning of 1936.¹⁸

14 Marylou Colver, *Heritage Journal*, Volume VX, Number 3, Fall 2007, "Mary Goodall: Please Don't Let Our History Slip Away." <http://www.oswegoheritage.org/newsletter/OHCfallnews.pdf> (accessed October 27, 2009)

15 Ibid.

16 *Oswego Review*, "New Film House Set for Opening" March 22, 1940. 1.

17 *Lake Oswego Review*, Obituaries. William Frank Holden. June 26, 2008, http://www.lakeoswegoreview.com/news/story_2nd.php?story_id=121443105261255100. (Accessed October 26, 2009)

18 *Oswego Review*, "Homes Being Built" November 28, 1935.

Dr. Paul Klein

Paul Klein was Lake Oswego's first orthodontist.¹⁹

Irving Lowd

Was the proprietor of the Oswego Hardware store from 1932 until his death in 1942. He was married to Myrtle R. Lowd. He was born in Omro, Wisconsin, August 8, 1878. He settled in Sherwood in 1912 where he owned and operated the local telephone company for over 20 years. He moved to Oswego in 1932.²⁰

Anne Shannon Monroe

Anne Shannon Monroe was an author of more than a dozen books and writer for publications such as the Saturday Evening Post, "Ladies Home Journal," and "Good Housekeeping. Her most notable book was a series of essays entitled "Singing in the Rain." She was a longtime resident of Lake Grove.²¹

Paul C. Murphy

Paul C. Murphy was a real estate developer and investor. Murphy had experience in the development of residential neighborhoods as a partner in the development of the Laurelhurst Neighborhood in Seattle. Between 1910 and 1940 the Ladd Estate Company (which later became the Murphy Real Estate Company) "transformed Oswego from a depressed iron town into a prestigious lakeside retreat.²² Murphy's company had a rigorous advertising campaign describing the new residential areas they were promoting including the beautiful Lakewood, Country Club, and Forest Hills Districts. Murphy became known as "Mr. Oswego" for his part in the development of the area.²³

Paul F. Murphy

Paul F. Murphy was real estate developer Paul C. Murphy's son. Paul F. Murphy carried on his father's real estate sales and developments. He was president of Oregon Iron & Steel and created the Lake Oswego Corporation, which gave control of the Oswego Lake to lake front homeowners.²⁴

19 Fulton, 152

20 *Oswego Review*, "Two Prominent Oswego Men Die This Week" September 4, 1942. 1.

21 Marylou Colver, "Westside Story," personal correspondence. July 21, 2010.

22 Campbell Kuo, Susan. A Brief History of the Oregon Iron Industry. Oswego Heritage Council. 2008. www.oswegoheritage.org/history, 3.

23 Fulton, 96.

24 Campbell Kuo, 3.

George Manuel (Rodrigues) Rogers

A Portuguese immigrant born in Campanairo, on the Portuguese owned island of Madiera in 1888. He traveled to British Guinea at the age of 17 and eventually earned "his passage to New York."²⁵ His name was changed from Rodrigues to Rogers during the immigration process. After arriving in New York he gradually worked his way to the Portland area and eventually worked for a time at a large Oswego estate which later became the Glenmorrie neighborhood.

In 1914 he met Lollie Smoke and they married shortly thereafter.²⁶ From 1923–1945 he ran a grocery store with his brothers and sisters on the corner of State Street and A Avenue. The store offered speciality foods and home delivery.²⁷ Then in 1928, they opened a bakery and cash and carry on State Street and B Avenue. This store was destroyed by fire in 1929, and they quickly rebuilt. In the new building they were able to rent out space for a restaurant on the ground floor and doctors offices upstairs. Their third store was opened in 1934 in the Dunthrope neighborhood near the Sellwood Bridge.

In 1949 Rogers was appointed to the City Council to fill an unexpired term. He was reelected several times even though he refused to campaign. He helped create the George Rogers Park with former Oswego mayor O.C. Roehr. Rogers was director of the Citizen's Bank of Oregon and he was involved with the United Grocers of Portland. Roger's house is listed on the National Register of Historic Places. The house used some of the old bricks from the iron furnace.²⁸ Rogers died February 15, 1961 at the age of 72. He is buried at Sacred Heart Parish cemetery on Stafford Road.²⁹

Lawrence Creighton Newlands

Lawrence Newlands was born in Kingston, Ontario, Canada on March 6, 1877. He came to Oswego in 1915 and headed the Oregon Portland Cement Company. He was director of the Lake Oswego Corporation when it first organized.³⁰ The Newlands

25 Clark, Rosalind L. "Cultural Resource Report: Ladd Street--Terwilliger Boulevard, Lake Oswego, Clackamas County, Oregon," Environmental Research Unit, State Highway Division, Oregon Department of Transportation, October 1984. 20-21.

26 Wanda Laukkanen. "Long Remembered: Immigrant George Rogers is more remembered for the park that bears his name, than for his grocery," *Lake Oswego Review*, February 28, 1980, B2.

27 Ibid.

28 Steve Law, "Councillor's Effort Made Smelter Site a Park. *Lake Oswego Review*. February 23, 1989. 7.

29 Wanda Laukkanen, "Long Remembered: Immigrant George Rogers is More Remember for the park that bears his name, than for his grocery," *Lake Oswego Review*. Perspectives Section. February 28, 1980.

30 *Oswego Review*, "Two Prominent Oswego Men Die This Week" September 4, 1942. 1.

residence still stands, somewhat altered, on Furnace Street.

Douglas Oliphant

Doug Oliphant's roots in Lake Oswego date back to 1865 and he has lived in Lake Oswego for the majority of his life. He has acted in a number of capacities including the President of the Adult Center Foundation, three terms with the Lake Oswego Chamber of Commerce, served with the Lake Oswego Corporation, was Chair of the East End Development Committee, and was a member of the Lake Oswego Presbyterian Church's Affordable Housing Committee.³¹ In 1992 he founded SeedPrint, a company that affords marketing advice, high-quality seed packets, and seed can labels to a wide range of customers.³²

Kenneth Parelius

Kenneth Parelius operated the Ford Dealership in Lake Oswego prior to World War II. Parelius was also involved in restaurants, real estate and life insurance businesses. He lived with his wife Viola at 768 North Shore Road until 1949.

Julianne Phillips

Julianne Phillips is a model and actress. She was born in 1960 in Chicago, but grew up in Lake Oswego. She is most well know for her role on the popular television show Sisters and her four year marriage to Bruce Springsteen. She is a graduate of Lake Oswego High School and Brooks College.

Linus Carl Pauling

Linus Carl Pauling was born on February 28, 1901 in Portland and lived for a short time as a child in Lake Oswego. Pauling died August 19, 1994 and is interned at the Oswego Pioneer Cemetery. He was one of America's greatest scientist, winning the 1954 Nobel Prize for Chemistry. He also won the 1962 Nobel Peace Prize for his activism work, making him one of a handful of individuals who have won two Noble Prizes in different categories and the only person to win two unshared Noble Prizes.

Victor and Charles Sadilek

Victor and Charles Sadilek opened the Oswego State Bank in 1922.³³ Vic Sadilek, who was listed as a repairman for the Office Equipment Corporation of Portland in the 1947 Polk City Directory, was a resident of Lake Oswego's First Addition. It was

31 Douglas Oliphant, Letter to City Commissioners. Received January 12, 2009.

32 Press release. Nova-Pictures. <http://www.nova-pictures.com/deutsch/bilder/news/PressReleaseFinal.pdf>. (accessed October 24, 2009).

33 Fulton, 86.

reported in 1941 that Vic had climbed to the top of Mount Hood twenty three times by July of 1941. The *Oswego Review* commented on his feat on July 25th of that year, "Now there's that boy, Vic Sadilek, at it again. Last Sunday he climbed to the top of Mount Hood for the twenty-third time. All 'e' time climbin, going up high where it is cold, wet and disagreeable. Why he does that is beyond us, but he does it, and seems to like it. We like to climb mountains too, ---where there's a good paved road and a good car, but Vic, he just jumps right out of his car and starts up any old hill---just so it's steep and cold and wet."³⁴

Elizabeth Ryan Salway

Elizabeth Ryan Salway was born in Portland on March 14, 1910.³⁵ Ryan graduated from the University of Oregon in 1931 with a bachelors degree in journalism. She moved to a farm on 16909 Cherry Crest Drive in 1937. She was a prize-winning journalist and she worked as the news editor for the *Lake Oswego Review* starting in the mid 1940s until 1968, when she left for two years to be the editor of the *China Post*, an English-language daily in Taipei.³⁶ Her articles were published in the *The Oregonian*, *The New York Times*, *Oregon City Enterprise* and *The Christian Science Monitor*, among others. She was awarded the Women in Communications's Off Beat Award (1971) and was honored by having the Natural Reserve south of Iron Mountain Boulevard named in her honor.³⁷ Salway was friends with Mary Goodall, and together they helped to save many of the city's historical resources.

Lita Schiel

Lita Schiel was crowned Miss Oregon in 1966. She was first crowned Miss Lake Oswego and then went on to win the state wide competition. Schiel did not go on to win the Miss USA pageant that year, but it was the first year the pageant was broadcast in color on its new network, NBC.³⁸

Don Schollander

Don Schollander was born April 30, 1946 in Charlotte, North Carolina. He was the first swimmer in Olympic history to win four gold medals. He learned competitive swimming from his uncle and then moved to Lake Oswego. In 1960 he helped the Lake Oswego High School's swim team to win the Oregon state swimming cham-

34 *Oswego Review*, "Vic Sadilek makes 23rd Climb to Top of Mt. Hood" July 25, 1941. 1.

35 *Oregonian*, "Writer, Elizabeth Ryan Salway Dies" October 3, 1995. B5.

36 City of Lake Oswego, "William R., Laidlaw, House: 16906 Cherry Crest Drive," Cultural Resources Inventory.

37 *Oregonian*, "Writer, Elizabeth Ryan Salway Dies" October 3, 1995. B5.

38 Miss America website, "1966" <http://www.missamerica.org/our-miss-Americas/1960/1966.aspx> (Accessed October 26, 2009).

pionship. He then went on to win four gold medals and set three world records at the 1964 Summer Olympics. Schollander graduated from Yale University. He returned to the Olympics in 1968, winning another gold medal. Schollander moved back to Lake Oswego where he ran the Schollander Development Company.³⁹

W. E. Simonton

Simonton was an engineer for Paul F. Murphy Company for more than 30 years. He was born in Newcastle, Pennsylvania and came to Oregon in 1896. Simonton was active in the development of the following areas: Dunthorpe, Westmoreland, Eastmoreland, and Laurelhurst.⁴⁰

Claude Smith

Claude Smith was the editor of the *Oswego Review* for many years and was instrumental in the organization of the local commercial club. Co-founder of the Rotary Club, Officer of the Lake Oswego Corporation, and an original member of the Oswego Lake County Club.⁴¹ Smith also had the distinguished honor of being named Oswego's "First Citizen" for the year of 1941. This honor was bestowed by the Oswego Chamber of Commerce.⁴²

William Edgar Stafford

William Stafford was a poet and pacifist. His first book of poems, *Traveling Through the Dark*, won the National Book Award in 1963. Stafford was born in Hutchinson, Kansas, in 1914 and received both his B.A. and M.A. from the University of Kansas. In 1954, he received his Ph.D. from the University of Iowa. He moved to Oregon in 1948 to teach at Lewis & Clark College. Stafford received many awards during his career. One of the most prestigious of those awards came in 1970 when he was appointed the Consultant in Poetry to the Library of Congress (now known as the Poet Laureate). He married Dorothy Frantz in 1944 and they had four children. Stafford died at his home in Lake Oswego in 1993.⁴³

39 Kerry Eggers, *The Portland Tribune*, "Medal Fatigue: Don Schollander was a swimming hero at 18, and done at 22." July 2, 2004, Updated Oct. 30, 2009 http://www.portlandtribune.com/sports/story.php?story_id=25066, (accessed November 3, 2009).

40 Mrs. Elizabeth Salway Ryan. "W. E. Simonton Observes 30th Anniversary," *Oswego Review*, July 11, 1941. 1-2.

41 Fulton, 155.

42 *Oswego Review*, "Claude Smith is Oswego's First Citizen" December 24, 1941.

43 The Academy of American Poets. Poets.org webpage. "William Stafford biography." <http://www.poets.org/poet.php/prmPID/224>.

Lee Stidd Jr.

Lee Stidd was the Mayor of Oswego from January 1, 1955 to December 31, 1962. During his period of leadership, the city of Oswego annexed all of the lake frontage and much of the unincorporated area of Lake Grove. This more than doubled the acreage of the city and prompted the city to vote for its name to change to Lake Oswego.

Lieutenant Wentworth Stone

Wentworth Stone was a resident of the Oswego area and fought in World War II. Between January and July of 1942 he fought in every major engagement in the Pacific (except the battle of the Coral Sea) including the Battle of Midway, one of the most important battles in the Pacific Campaign.

Richard Sundeleaf

Sundeleaf was extremely well-known in the Oswego Lake area, where numerous of his residential designs were commissioned. While residential architecture comprised the main body of his work, he is also well known for a number of commercial commissions, which include the Francis and Hopkins Motor showroom (now the University Station Post Office), 1949; the Oregon Museum of Science and Industry (OMSI), 1955; and the Portland Providence Medical Center, 1957.⁴⁴ Sundeleaf designed more houses in the Oswego Lake area than any other architect found during this study.

Dee Thomason

Owner of Dee Thomason Ford, which operated in Lake Oswego from 1955–1983.

Theresa Truchot

In 1952, Theresa Truchot published *Charcoal Wagon Boy*, a children's book that tells the story of a boy who worked in Oswego's iron industry. Truchot was also the editor of the wartime newsletter *The Honk*, a passionate Lake Oswego historian, and a noted local artist. Truchot is responsible for initiating the oral history project "In Their Own Words." This project recorded a wealth of Lake Oswego History in the mid 1970s.

⁴⁴ Richard Sundeleaf. Architectural Drawings Collection. University of Oregon. Special Collections. Finding Aid. Northwest Digital Archive. www.nwda.com. (Accessed June 2009).

Nathan Farragut Twining

Nathan Farragut Twining grew up in the Glenmorrie Neighborhood and was a decorated United States Air Force General before eventually serving the Chairman of the Joint Chiefs of Staff for President Eisenhower.⁴⁵

Ray Wason

Ray Wason was a Lake Oswego General Contractor. Wason was in charge of the development of the Lake Theater block in 1940. He employed as many local Oswego men as possible and lived in the Oswego area.⁴⁶

Jim Wizer

Jim Wizer was very active in the Lake Oswego area during the Modern Period. Jim Wizer's first grocery store opened in Portland's Sellwood Neighborhood in 1929. In 1947, after surviving the depression, the store closed and Wizer began working with George Rogers, an Oswego grocery proprietor, who had a location on State Street. One year later, Wizer bought the business from Rogers and opened a new store in a newly constructed building on the corner of A Avenue and First Street. Jim Wizer, who strongly believed in having good community relations, has sponsored the Lion's Fourth of July Pancake Breakfast in George Roger's Park since 1949. The annual event became a huge success and is still "attended by nearly two-thousand people" a year. Around 1959 or 1960, Wizer wanted to expand his grocery operation and plans began to take shape for the construction of the new Wizer's Grocery and shopping complex across the street from their 1949 location. The building opened in October of that year. Around 1960, Jim Wizer's son, Gene Wizer, took over the day-to-day management of the store in its new location. Thirty years later, at the age of 86, Jim Wizer was still working four to five hours a day in the stores management office. Jim Wizer died September 30, 1992. He was survived by his wife of 62 years, Helen, his son Gene, who continues to run Wizer's Grocery, his only daughter Shirley, and three grandchildren.

Susan Zimmerman

Susan Zimmerman was from Lake Grove. She won a silver medal for the 100m backstroke at the 1948 Olympics in London. These were the first Olympic games after World War II.

45 Arlington National Cemetery Website, "Nathan Farragut Twining" <<http://www.arlingtoncemetery.net/ntwin-ing.htm>> (Accessed August 3, 2010).

46 *Oswego Review*, "New Film House Set for Opening" March 22, 1940. 1.



Resource Identification

This section provides a description of types of historic resources that are likely to be found within the Lake Oswego Urban Growth Boundary prior to future survey work. Some previous surveys have been done in the study area, which were used both in the identification of resources and as a stepping stone for determining further research.

Identification of Historic Resources 1935–1965

The following data represents the resources that have been identified as being constructed during the Modern Period through a series of previous identification methods, including the Oregon SHPO Historic Sites Database, Local Landmark Listings and local survey data, National Register Listings, and City Parcel data.

Surveys

The following surveys of historic resources have already been conducted. It should be noted that most of these surveys did not include very many properties from the Modern Period, because they were not considered truly historic until they were more than fifty years old. Thus, if a survey was conducted in 1984, houses built before 1934 were the primary focus. The Oregon Historic Sites Database currently lists 30 properties that were constructed between 1935 and 1965. The City of Lake Oswego's 1989 Cultural Resource Inventory identified 34 properties that had been constructed during the Modern Period, seven of which are located on the Marylhurst Campus. The following formal surveys have been conducted in the area:

- ✧ Clackamas County Cultural Resources Inventory: Lake Oswego Study Area, March 1984
- ✧ City of Lake Oswego Cultural Resources Inventory, August 1989

- ❖ Cultural Resources Report: Ladd Street-Terwilliger Boulevard, Lake Oswego, October 1984
- ❖ Lake Oswego Landmark Designation List, updated 2010.

In addition to these survey's the City of Lake Oswego has prepared informational pamphlets and walking maps about Lake Oswego's history.

National Register Listings

There are 18 properties listed in the National Register of Historic Places in the study area. Five properties listed in the National Register were constructed during the Modern Period. Properties from the Modern Period are shown in bold:

1. Oregon Iron Company Furnace, George Rogers Park (1866)
2. **John and Elizabeth Bates House #2, 16884 Bryant Road (1939)**
3. **John and Elizabeth Bates House #3, 16948 Bryant Road (1940)**
4. **John and Elizabeth Bates House #4, 4101 South Shore Boulevard, (1954)**
5. **Ladd Estate Company Model House, 432 Country Club Road, (1938)**
6. Lake Oswego Odd Fellows Hall, 295 Durham Street, (1890)
7. W. S. and Gladys Boutwell House, 920 Fairway Road, (1931)
8. Clara and Samuel B. Weinstein House, 16847 Greenbriar Road, (1931)
9. **Lake Oswego Hunt Club Ensemble, 2725 SW Iron Mountain Boulevard, (1938)**
10. Dr. Walter Black House, 1125 Maple Street, (1933)
11. Mathieson-Worthington House, 885 McVey Avenue, (1875)
12. Carl Jantzen Estate, 1850 North Shore Road, (1930)
13. Carl Jantzen Boathouse, 1850 North Shore Road, (1933)
14. Carl Jantzen Island Bridge, 1850 North Shore Road, (1930)
15. Sherrard-Fenton House, 13100 SW Riverside Drive (1917)
16. Shipley-Cook Farmstead, 18451 SW Stafford Road (1862)
17. George and Lottie Rogers House, 59 Wilbur Street (1929)

Lake Oswego's Landmark Designation List

Lake Oswego also has a designation list for historic properties within the city. Of the 70 properties on the list 13 were constructed during the Modern Period. Properties from the Modern Period are shown in bold:

Individual Buildings

1. 609 A Avenue, Didzun House, (1930)
2. 357 E Avenue, Conway House, (c. 1892)
3. 490 G Avenue, Johnson Barn, (c. 1910)
4. 737 Ash Street, Smith House, (c. 1868)
5. 880 Bickner Road, Collard House, (c. 1860)
6. 15110 Boones Ferry, Carl House, (c. 1925)
7. 107 Burnham Road, Tug Masters House, (1905)
8. 3811 Carman Drive, Carman House, (1857)
9. 210 Chandler Place, Dew House, (1929)
10. **1097 Chandler Road, Van Houten House, (c. 1939)**
11. 16906 Cherry Crest, Laidlaw House, (1930)
12. 1515 Cherry Lane, Shepard House, (1918)
13. **432 Country Club, White House, (1936)**
14. 295 Durham Street, Odd Fellows Hall, (1890)
15. 1805 Glenmorrie Terrace, Trueblood House (1917)
16. 2212 Glenmorrie Lane, Twinings House, (c. 1915)
17. 2535 Glenmorrie Lane, Erickson House, (1920)
18. 16847 Greenbriar, Clara Weinstein House, (1931)
19. 156 Greenwood Road, Methodist Episcopal Church, (1894/1929)
20. 20 Iron Mountain Boulevard, Oswego Lake Country Club, (1925)
21. 95 Iron Mountain Boulevard, McWaters House, (c. 1930)
22. 257 Iron Mountain Boulevard, Davidson House, (c. 1928)
23. **2725 Iron Mountain Boulevard, Lake Oswego Hunt Club, (1938)**
24. 411 Kenwood Road, Klose House, (c. 1940)
25. 68 Leonard Street, Headrick-Carothers House, (1925)

26. 1125 Maple Street, Dr. Walter Black House, (1933)
27. 885 McVey Avenue, Worthington House, (c. 1875)
28. 316 North Point Road, Mulder House, (1927)
- 29. 768 North Shore Road, Kenneth Parelius House, (1939)**
30. 1850 North Shore Road, Jantzen Estate, (1930)
31. 904 Oak Street, Larson House, (c. 1920)
32. 938 Oak Street, Waldorf House, (c. 1900)
33. 1008 Oak Street, F. Davidson House, (1898)
34. 1228 Oak Street, Lueg House, (1870)
35. 1905 Palisades Terrace, "Sandhill" or the Clinton Eastman House, (1933)
- 36. 16715 Phantom Bluff, Sundeleaf House, (1939-1940)**
37. 4144 South Shore Boulevard, Mary McCall House, (1930)
38. 4375 South Shore Boulevard, Angler's Club, (1932)
39. 17901 Stafford Road, Carter House, (1881)
40. 402 N. State Street, Rogers Building I, (1925)
41. 456 N. State Street, Rogers Building II, (1929)
42. 468 N. State Street, Bickner Building, (1897)
43. 368 S. State Street, Lakewood School, (1928)
44. 919 West Point Road, Hofer House, (1930)
45. 930 West Point Road, Harris House, (1934)
- 46. 1032 Westward Ho, Patton House, (1936)**
- 47. 1100 Westward Ho, Allen House I, (1935)**
- 48. 1136 Westward Ho, Allen House II, (c. 1940)**
- 49. 1139 Westward Ho, Cleary House, (1937)**
50. 40 Wilbur Street, Worker's Cottage, (c. 1880)
51. 59 Wilbur Street, Rogers House, (1929)
52. 774 First Street, Sacred Heart School, (c. 1925)
53. 606 Second Street, Warren House, (1912)
54. 791 Fourth Street, Brown-Vose House, (1885)
55. 841 Fifth Street, Vose House, (1898)

56. 595 Sixth Street, Platts House, (c. 1900)
57. 469 Seventh Street, Rosentreter House, (c. 1925)
58. 398 Tenth Street, Murphy Company Building, (1920)
59. Pacific Highway, Christie School, (1908)
60. Pacific Highway, Marylhurst Administrative Building, (1929)
- 61. Pacific Highway, St. Catherine's Dormitory, (1937)**
- 62. Pacific Highway, Flavia Hall, (1937)**
63. Pacific Highway, Aquinas Hall, (1930)
- 64. Pacific Highway, Education Hall, (1937)**

Sites, Structures and Objects

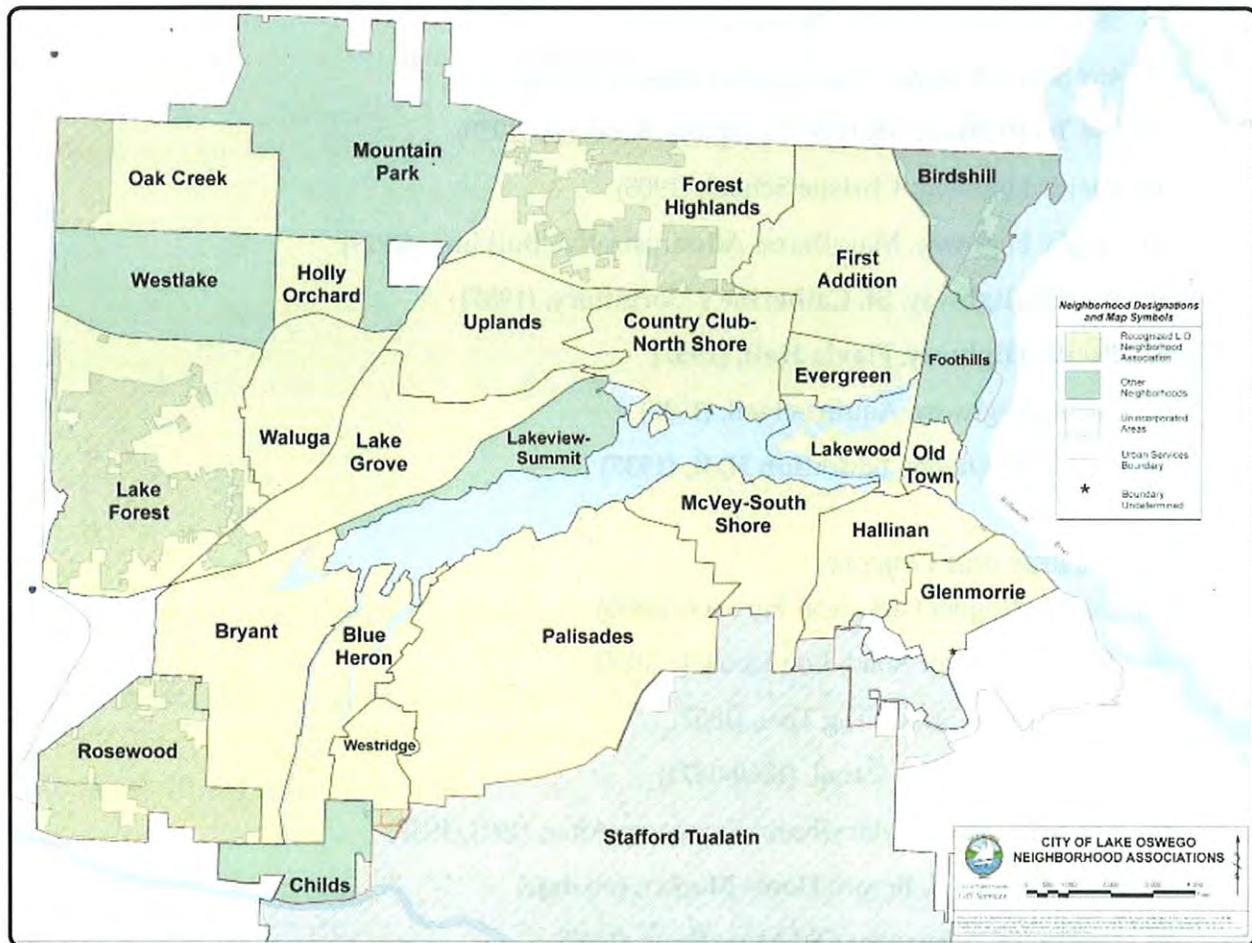
65. George Rogers Park, Iron Furnace, (1866)
66. 16500 Old River Road, Log Hoist, (c. 1900)
67. 141 Leonard Street, Peg Tree, (1852)
68. Tualatin-Oswego Canal, (1869-1871)
69. Pacific Highway, Marylhurst Cemetery/Altar, (1911/1937)
70. 4700 Jean Road, Bryant Home Marker, (no date)
71. Prestwick & Fairway, Old Mine Road, (1867)
72. Stafford Road, Pioneer Cemetery, (established 1881)

City Parcel Data

The City of Lake Oswego property parcel database has record of 2,838 buildings that were built between 1935 and 1965. This database includes the tax lot number, address, owner's state, approximate building value, the buildings square footage, and the year of construction. The database lists 474 resources constructed before 1935 and 7,823 constructed after the close of the Modern Period, 1965-2008. Nearly 350 homes do not have a date of construction listed in the database. These numbers show the vast quantity of resources that are still present from the Modern Period.

Distribution of Resources

The distribution of resources in Lake Oswego is the product of a variety of factors. In 1935, two communities existed, Oswego and Lake Grove, at either end of Oswego Lake. The lake was



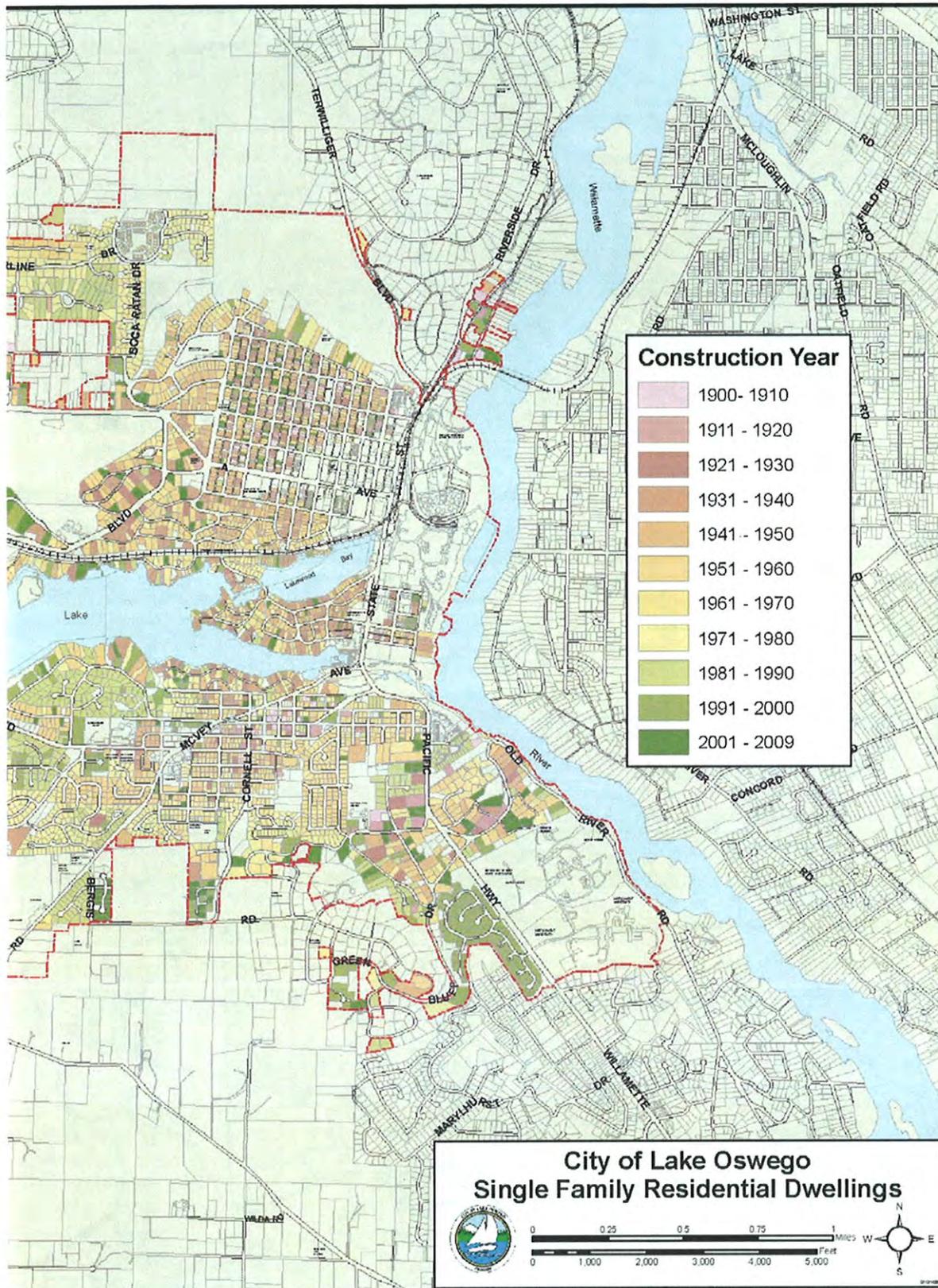
Lake Oswego Neighborhood Map. Courtesy of the Lake Oswego Planning Department.

the central feature of both communities. Development occurred around the lake, especially on lakeside properties. The number of lake front properties more than doubled during the Modern Period. The area's oldest neighborhoods, Old Town, South Town, and First Addition, all experienced infill development, which created districts with resources from varying time periods. Also during this period, new neighborhoods were being platted and larger estates were being subdivided to accommodate the area's growing population. In 1960, Lake Grove was annexed by the City of Oswego and the newly combined town was renamed Lake Oswego. This annexation more than doubled the physical size of Oswego.

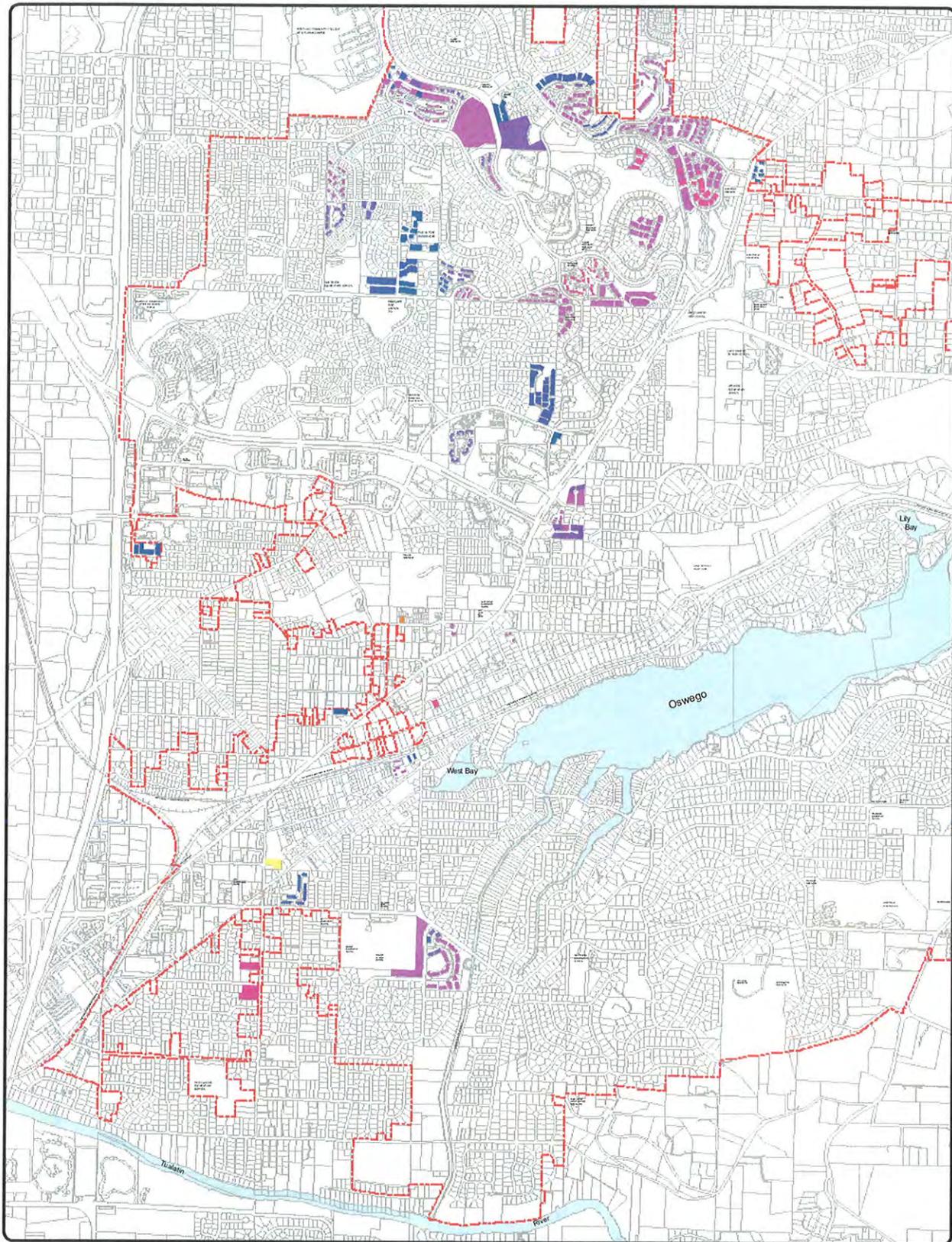
Development in Lake Oswego's Old Town (platted 1867), South Town (platted 1883), and First Addition (platted 1888) has a variety of resources dating from the settlement period to the present. These plats are the city's oldest neighborhoods and they are laid out on a traditional grid system. While these were the earliest settled sections of town, there are many examples of resources from the Modern Period, built as infill development.



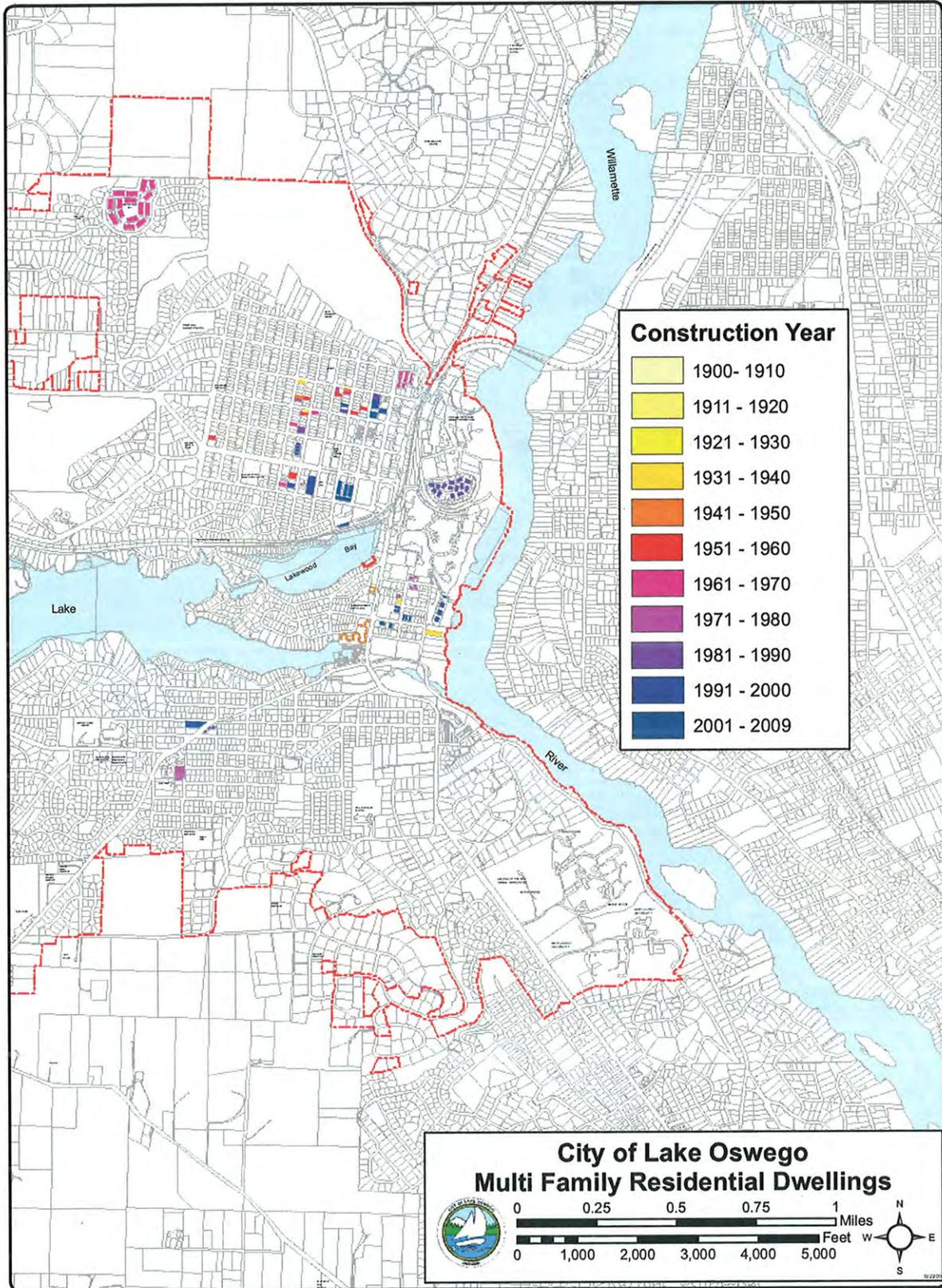
Lake Oswego Single Family Dwellings color coded by construction year. Red line denotes current city



boundary. Courtesy of the Lake Oswego City Engineering Department.



Lake Oswego Multi-Family Dwellings color coded by construction year. Red line denotes current city



boundary. Courtesy of the Lake Oswego City Engineering Department.

The first subdivisions that were platted by the Ladd Estate Company were along wide, curved streets, where the lots tended to be larger and the houses more architecturally diverse. These were platted in the Forest Highlands, Country Club-North Shore, Lakewood, Hallinan, the Bryant and Blue Heron Neighborhoods. Many resources in these areas are from the 1920s and 1930s. As the Modern Period progressed, larger lots were dissected into smaller parcels, which created a more complex distribution pattern of housing types and lot sizes. As the popularity of the lake grew, houses, often architect designed, were constructed to accommodate the area's growing need. Following World War II, the area saw a steep rise in population. Post-war housing was often found in newly platted neighborhoods with smaller lots. These areas often have a more homogenous feel because of their similar lot sizes and stylistic characteristics.

Historically, houses were platted along a planned grid. As time progressed many homeowners wanted to build along the lake's edge, wanted a view of the lake or the Willamette River, or they wanted to be situated in the park like setting that had come to define the area's landscape. Accordingly, housing furthest from Oswego Lake tends to be the newest, while housing closer to the lake front is where much of the city's oldest housing can be found.

The maps shown on the following pages, show the distribution of single family and multi-family housing around Lake Oswego color coded by the house's year of construction. This map shows the areas where development was concentrated during a specific time period and how infill development has created areas with extremely mixed resources. Maps of this type can be used to pinpoint areas for further survey.

Agricultural pursuits tended to take place furthest from the lake, making farmhouses, barns, and other out buildings the most common along the edges of the city. The spotty distribution of these resources suggest that they once stood on larger parcels that were used in an agricultural nature that were then subdivided when land prices became an incentive to sell portions of the farm. There are very few farm, barn, or outbuilding resources from the Modern Period in Lake Oswego.

Neighborhoods that have higher concentrations of Modern Period architecture include Lake Grove, Lakeview Summit, Lakewood, Evergreen, Uplands, Country Club-North Shore, Palisades, Blue Heron, and Lake Forest (although many of these houses lie outside the city's boundaries). Neighborhoods with mixed resources include First Addition, Forest Highlands, Old Town, Hallinan, Glenmorrie, McVey-South Shore, and Bryant Neighborhoods. The Mountain Park, Oak Creek, Westlake, Holly Orchard, Foothills, Westridge, Rosewood, Waluga, and Childs Neighborhoods have the least, and in some cases no resources from the Modern Period, as many of these neighborhoods were platted after 1965 (see maps on previous pages).

Development in areas with high concentrations of Modern Period resources has been fairly constant since the end of the study period. This constant development has hurt and, in some cases, destroyed many historic resources. Land values in Lake Oswego have been, and continue to be, higher than other nearby areas. This has led to a very difficult climate for historic architecture and architectural resources from the recent past, as these structures are often razed for the construction of a new home or a larger building. Also, many historic resources are remodeled in such a fashion that they no longer retain their historic integrity.

The main transportation routes into the city have also changed the distribution patterns of historic resources. At the beginning of the era Interstate-5 was not in existence. It was not until the 1950s that the Interstate, which was then known as the Baldock Freeway or the Portland-Salem Freeway, was constructed as part of Eisenhower's Federal Aid Highway Act of 1956. This changed the way people accessed Lake Oswego. Historically, Highway 43 was the obvious route into the city, but Interstate-5 created an efficient route from the western side of the city into Portland. The ease of access encouraged development on the west end of the lake in both the residential and commercial markets.

Types of Resources

This section will describe the types of resources that were constructed during the Modern Period, 1935-1965. During this period the community around Oswego Lake was a popular suburb of Portland. Most of the resources from the period reflect the area's domestic dwellings, as Oswego Lake was often considered the premier "bedroom community" of Portland. The area supported two small commercial districts, two industrial areas, a handful of governmental buildings, a variety of recreational resources, and a number of educational institutions, religious communities, social clubs, and transportation corridors. Many of the styles used for residential housing were used for these resources as well. Many of the following style names were used in the 1989 Cultural Resource Inventory conducted in Lake Oswego. Some newer styles have not yet been surveyed in the area. These categories are meant as a starting point. More survey work needs to be conducted of resources from this period (especially after World War II) to assure that these style types are comprehensive.

For the most part, buildings around Oswego Lake were constructed of either wood or masonry. While wood was an abundant resource, many of the largest houses around Oswego Lake were constructed of brick or a combination of wood and brick. Smaller residents tended to be constructed of wood, but in some cases brick was also used. Many of the commercial buildings were wood framed, and later many were constructed of concrete block. Apartment houses were mainly of wood frame construction, but instances of brick are also present.

Single Family Residential, 1935–World War II

Many single family residential houses are still present from this period. Housing styles varied greatly during the Modern Period. At the beginning of the era, Period Revival style architecture was the most popular housing type in the study area. The popular Period Revival styles included Mediterranean Revival, English Cottage, and Colonial Revival styles.

Period Revival houses are categorized by their reflection of historic architectural traditions. These include “Ancient Classical, Medieval, and Renaissance Classical” historical styles that are then adapted into styles such as Mediterranean Revival, French Revival, Spanish Revival, and Tudor styled architecture.¹ Colonial Revival architecture also can be found in the Lake Oswego area, but it was far less common than its other revival types.

Mediterranean Revival and Spanish Colonial Revival

Mediterranean revivals were rare in the Lake Oswego area, but a few examples did exist. Houses of this style tended to be some of the grandest houses in the city and were almost always two or more stories in height. Mediterranean style revival architecture is primarily clad in stucco and often has an irregular massing and floorplan. These structures get their form and style from Spanish architecture and the Missions that were constructed in the Southwest early in American history. It is common for these houses to be asymmetrical with varying rooflines and overhanging open eaves. One of the most defining features of these Spanish inspired styles are a mission shaped parapet roof or dormer. They also commonly have expansive porches supported by large piers with arched openings. Their roofs are most often tiled with either hipped or gabled roofs. Windows are most often rectangular with multi-pane, double-hung sashes and sometimes these buildings have decorative quatrefoil windows as well.

The Thile House, c. 1936, was one of the few houses that was constructed in the Mediterranean Revival Style during the Modern Period, but it has been heavily remodeled in recent years. The Roger’s House, located on 59 Wilbur Street, while constructed slightly before the beginning of the Modern Period remains one of the best examples of the style, even though it has elements of the Oregon Rustic style. Other houses may be present that have elements of the style, but very little survey data is available for resources of the Modern Period. Further survey work should be conducted. Houses of this style would likely be found in areas with older houses such as, Forest Highlands, Country Club-North Shore, Hallinan, Glenmorrie, and McVey-South Shore.

Tudor Revival

Tudor Revival houses in Lake Oswego commonly have a combination of some of these elements:

¹ Virginia & Lee McAlester. *A Field Guide to American Houses*. (New York: Alfred. A. Knopf, 1990), 319.

decorative timbering or brickwork, steeply pitched roofs, multiple intersecting gables, dormers, and a variety of types of multi-paned windows. Their asymmetrical façade is enhanced by cross-gabled roofs and varied styles of dormers. Materials vary, but stucco, brick, stone, and wood are all used to create the distinctive look of these styles. These houses frequently have prominent brick chimneys and tall and slender windows, with multi paned, diamond sashes presented in banks of three or more and in oriel and bay projections. Entrances are modestly adorned with varied details, the most common being the Tudor arch. Patterned brickwork and half-timbering often enhance the unique ornamental detailing of the style. In Lake Oswego, Tudor Revival forms were popular until the beginning of World War II. Tudor Revival Styles were more popular than French Revival styles. This could be attributed to Richard Sundeleaf, a popular local architect who constructed many houses around Lake Oswego during the Modern Period, but tended toward the English, rather than the French Revival styles.

Many examples of the Tudor style of architecture, which was popular in the Oswego vicinity in the 1930s and 1940s, has been identified in previous surveys. The C. B. Van Holton House (attributed), on 1097 Chandler Road, has been identified as a good example of the Tudor Style from the period. More survey work should be conducted to identify more resources of this type.

English Cottage Style

The English Cottage style is frequently considered a subset of the Tudor Revival style. These houses often lack the decorative timbering of the Tudor Revival style, but share many other characteristics such as the asymmetrical massing, steeply pitched gable roofs, multi-lighted windows, and large exterior chimneys.



Tudor styled period revival house located on 316 Berwick Street. This house was constructed just before the beginning of the Modern Period, but this style continued into the mid-century.

Richard Sundeleaf's own house, 16715 Phantom Bluff Court and the Eugene White house, 432 Country Club Drive, are both well preserved examples of the English Cottage Style. Constructed between 1938 and 1940, these houses are clad in stucco and both are decorated with simulated half-timbering, a popular detail of the style.

French Revival Styles

The Norman Farmhouse (or Norman Cottage) style and the French Colonial Revival style (also known as the French

Provincial or French Eclectic style) were both present during the beginning of the Modern Period in the Lake Oswego area.² The French Colonial Revival style is generally asymmetrical in plan and wall cladding is normally brick, stucco, or stone often with decorative half-timbering. The eaves of these houses often flare upward at the roof-wall junction. The Norman Farmhouse variation on this style is considered to be the rural, or vernacular reflection of the style. Often these houses have a round tower with a conical roof.³ The Harris House, at 930 West Point Road, is one of only a few previously surveyed examples of the French Colonial Revival style in the area. It is unlikely that further survey work would identify too many examples of this house type, as it does not appear to be a common style in the Oswego Lake area.

Colonial Revival Styles

Colonial Revival styled architecture draws from Adam, Georgian, and Dutch examples from the United States colonial era. Georgian and Adam inspired examples of the Colonial Revival style have front doors that are often accented with a pediment and pilasters. Sometime the pediment is extended forward and supported by columns to form a portico. Transoms, fanlights, or sidelights can flank the front doors of this style. Most often, they are a side-gabled, rectangular building with a symmetrical façade. Roofs are generally low to moderate pitched and often have dormers. Georgian and Federal inspired Colonial Revival homes often have a bay of five double hung windows on the second floor. Palladian, semi circular, and windows with pediments, arches, lentils, and entablatures are common. The exterior is generally clad in clapboard or brick. Georgian and Federal inspired Colonial Revival homes are the most heavily ornamented of all of the Colonial Revival subtypes.

Dutch inspired Colonial Revival homes have similar attributes to their Adam and Georgian counterparts, but tend to be less adorned. Porticos are common in entryways and transom and sidelights often flank the front door. Dutch inspired Colonial Revival houses frequently have only three windows on the second floor and they often have dormers. The single most defining feature is their distinctive gambrel roof form (a symmetrical two-sided roof with two slopes on each side).

There are very few surveyed examples of any of the Colonial Revival subtypes from the Modern Period. This house type was occasionally found before 1930 (the Murphy Company Building, located on 398 Tenth Street at A Avenue, is a very well preserved early example of the style), but more examples may be found during further surveys of the study area. This house type would likely be located in the older neighborhoods that were planned by the Murphy Company as well as along the lake front.

² Virginia & Lee McAlester. *A Field Guide to American Houses*. (New York: Alfred. A. Knopf, 1990). 387.

³ *Ibid.*

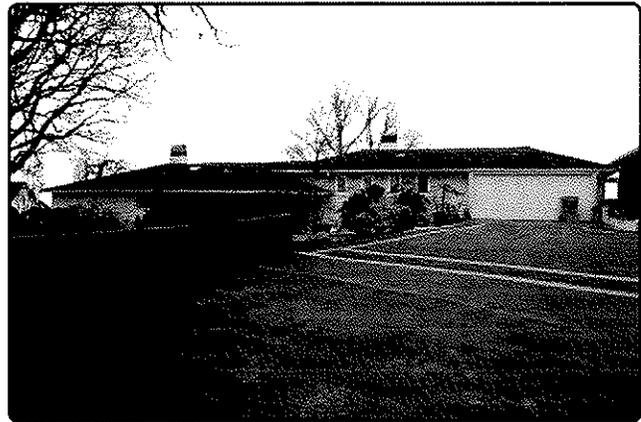
Arts and Crafts

The Arts and Crafts style in Oregon borrows heavily from European vernacular styles, giving it an appearance of being hand-crafted and decorated. These houses normally have an asymmetrical plan with numerous projections. They frequently have gable roofs with a very steep pitch, large exterior chimneys, multi-light windows, and a combination of exterior cladding, including rustic shingles, stucco, and heavy timber supports or a decorative half-timbering (that is not part of the structural support).⁴

The Kenneth Parelius House, located on 768 North Shore Road, is a good example of the style from the period. The Arts and Crafts style appears to have been a fairly popular style in the study area until at least 1940. Surveys focusing on housing constructed during the Modern Period would help to better understand the popularity and longevity of this style.

Art Deco and Moderne

Art Deco and Streamline Moderne style houses are very rare in the Lake Oswego area, as these styles were more often used for commercial buildings. The Art Deco and Streamline Moderne styles are characterized by their smooth wall surfaces and flat roofs. The Art Deco style tends to have more stylized details, decorative geometric motifs, and a vertical emphasis, while the Streamline Moderne style tends to have curved corners and a horizontal emphasis. One house has been identified in a previous survey to have Streamline Moderne detailing. The Thaddeus B. Bruno House, at 1700 Ridgecrest Drive, has characteristics of this style with its rounded glass block windows, roman brick facing, streamline metal railings, and metal casement windows. This house also has many elements of the Northwest Regional style. No other examples of this style were identified in previous surveys. This was not a popular style for residential architecture and it is unlikely that this housing type will be found in further survey work.



The Bruno House, at 1700 Ridgecrest Drive, is one of the few examples of Streamline Moderne residential architecture in the city

⁴ Oregon Historical Society. The Oregon History Project. Glossary of Architectural Terms: Arts and Crafts. http://www.ohs.org/education/oregonhistory/narratives/subtopic.cfm?subtopic_ID=504 (accessed December 1, 2009).

Single Family Residential-World War II–1965

After World War II, a shift in popular housing styles took place. The Revival and Craftsman styles that were popular for the first half of the 20th century gave way to much more modern styles after the war. The post war building boom was driven by the ease of acquiring prefabricated materials, advancements in building technologies, and the need to house a population of soldiers returning from war.

Houses constructed after the war tended to be less ornate and more minimalist. Expansive front porches gave way to recessed entrances and small stoops, as Americans tended to spend more time in private backyards than on front porches. The other most notable change in house design was the move toward attached garages, rather than having a detached car structure. In Lake Oswego, many homes incorporated an attached garage before the start of World War II, but it was not until after the War that most attached garages were constructed with room for two cars, instead of one.

Very few resources from these years have been surveyed in past efforts. The following list includes the types of houses that have been observed in Lake Oswego that are recognized by Oregon's State Historic Preservation Office (SHPO).

Northwest Regional

The Northwest Regional style was cultivated and made popular by John Yeon and Pietro Belluschi, among others. Northwest Regional architecture is generally wood framed and clad in natural materials. They generally are minimally ornamented. Even without ornamentation

buildings of this type appear highly stylized because of their geometric forms, large windows, and horizontal emphasis. The style borrows from the International style, but is heavily influenced by the materials and landscape of the Pacific Northwest. The two remaining John Yeon Speculative Houses (c. 1939) are good examples of the Northwest Regional style, and predate most other examples of this style in the city. In Lake Oswego, other examples of the style tend to be much larger, but many of the stylistic elements are similar.



John Yeon Speculative House, 589 Ridgeway Road.

Minimal Traditional

Minimal Traditional houses are generally distinguished by their lack of historical ornamentation and small or non-existent roof eaves. They were constructed in the Oswego Lake area shortly before World War II and into the 1950s. Usually, these houses have a rectangular floorplan. The front doors are often centered, but the façades are frequently asymmetrical. Entryways are often situated in a front gabled projection or, when the facade is flat, there is a small covered stoop, with a cantilevered roof.

The houses are usually clad in horizontal board siding and windows are either one-over-one double hung and later they become the multi-pane windows common after World War II.



Minimal Traditional house on 824 Evergreen Road. These Houses are also called Cape Cod styled houses.



World War II Era Cottage located at 734 Third Street was constructed in 1948. Note the house's modern multi-paned corner window.

Decorative shutters were a common ornamentation. In the Lake Oswego area it appears most of these houses were constructed with a one or two car garage. Minimal Traditional houses have both attached and unattached garages. Many of the post-war Minimal Traditional houses were larger in scale in the Oswego area, but smaller examples also exist. These houses are also known as Cape Cod-styled houses. There are a number of examples of this house type along South Shore Boulevard, but they have yet to be formally surveyed. The Minimal Traditional house on 824 Evergreen Road is a good example of the style as it is commonly found in the Lake Oswego area. To date, very few resources of this type have been formally surveyed. There are many examples of postwar housing that would benefit from further survey work in the following neighborhoods: Palisades, McVey-South Shore, Country Club-North Shore, Blue Heron, Bryant, Lake Grove, and Uplands.

World War II Era Cottage

In Lake Oswego there were a number of houses that were constructed in the

World War II Era Cottage style. The 1940s and 1950s World War II Era Cottage is distinguished by its simple shape and a lack of exterior ornament. Its roof was often built in a simple pyramid and its exterior included modern design features such as corner, wrap-around windows (these houses are sometimes referred to as Pyramid Cottages because of their distinctive roof form). Lake Oswego was building houses of this type starting in 1940, shortly before the war, but they were much more commonly built after the war and into the early 1950s.

Many examples of this house type can be found in the Lake Oswego area, but few have been formally surveyed. Many of these houses were not surveyed earlier, as they were constructed after the war and were too new to be included in survey work of the 1980s and 1990s. These houses were constructed on infill parcels throughout the city and along the curved boulevards laid out by the Murphy Company. More survey work of this resource type should be conducted.

Ranch

The growing popularity of the automobile played a significant role in the development of the American Ranch, which incorporated garages into the main body of the house. The Ranch became popular in the Oswego Lake area before World War II. Van Evera Bailey built a beautiful Streamline Moderne style ranch house in 1938 along Ridgecrest Drive. Many more ranch houses were constructed during the 1940s, 1950s, and 1960s. By the 1970s, the ranch house had become America's most popular housing type. The impact of the automobile is reflected



Ranch House located at 45200 Twin Fir Road is a good example of how the Ranch style also borrows from other popular styles.

in many features of the house. One of the most noticeable transitions was the sidewalk leading to the front of the house now tended to connect to the driveway, rather than a front sidewalk or street. Ranch houses are recognized by their low, one-story façades with low-pitched roofs. The plan of a typical ranch house is divided into three separate sections: the garage or automobile area (sometimes a carport), the living and kitchen areas, and bedroom and bathroom areas. These houses often borrowed stylistic details from other popular styles.

In Lake Oswego most ranch houses have two car garages and borrow from the popular Northwest Regional Style or from more classical styles such as the Colonial Revival style (this would most often mean the incorporation of decorative shutters). The ranch shown on the previous page has seven large glass windows with louvered vents below, a nod to the

Northwest Regional Style. Very few ranches have been surveyed in the area thus far. The Palisades, McVey-South Shore, and Forest Highlands will likely have the largest concentrations of this house type.

Split-Level

The Split-Level house is one of the most popular house types in Lake Oswego. Most of these house take elements from the traditional ranch style, but normally incorporates the garage and a den or family room on the lower level and the rest of the living spaces on the upper level of the house. This often creates a slightly bigger living space, but the layout remains the same. The addition of the den or family room both increased the house's square footage and moved the family-oriented recreation area out of the main living room of the house. Split-Level houses can take on a number of stylistic details including details typical of the standard Ranch, the Northwest Regional Style, and the Shed style among others.⁵ Previous surveys have not



Split Level Ranch, located at 360 Berwick Road, also borrows from the Northwest Regional Style.



Shed styled house at 17190 West View Drive. Constructed in 1961.

identified examples of the Split Level style in Lake Oswego, but many of these types exist. The Split-Level on 360 Berwick is an outstanding example with Northwest Regional detailing. This house type has not been identified in any previous surveys, but would likely be most commonly found in similar neighborhoods as the Ranch house such as the Palisades, McVey-South Shore, and Forest Highlands Neighborhoods.

Shed

Shed styled houses are easily distinguished by their sloped shed roofs. This style became popular in the late 1950s as architects across the country were pushing the limits of traditional architecture and rejecting historical norms. The shed styled roofs of these houses as well as their intersecting gables help distinguish the style. Window clusters tend to be varied and framed in aluminum. Windows also tended to be larger and oddly shaped.⁶ These houses often do not have any trim or

⁵ Virginia & Lee McAlester. *A Field Guide to American Houses*. (New York: Alfred. A. Knopf, 1990), 481.

⁶ *Ibid*, 320.

molding. Both garages and carports are common.

The area just southeast of Blue Heron Bay (on the south side of the lake) has many homes constructed in this style. Previous surveys have not identified examples of the shed style in Lake Oswego, but many of this type of resource exist.

A-Frame

The A-frame style is distinguished by its unique shape. This style was frequently used for cabin and beach house architecture in the 1950s. Occasionally, this type of architecture found its way into mainstream American architecture. Roadside architecture embraced the A-Frame design more frequently than residential architecture in Lake Oswego. These buildings generally have a rectangular plan, a steeply pitched, front gable roof, with eaves that extend to the ground.⁷ No A-Frame houses have been identified by previous surveys, but it is likely that the style is present in the area.



International styled house located at 843 Lakeshore Road.

International Style

The International Style is denoted by its flat roof (normally with no overhang, ledge, or trim), bands of aluminum framed windows, smooth wall surfaces, normally stucco, but occasionally smooth board and brick. These houses nearly always have asymmetrical facades.⁸ Very few houses were constructed in this style in Lake Oswego. The house, on 843 Lakeshore Road is a rare, but excellent, example of the style. It appears to be the only residential example previously surveyed.

Other Modern Period Types

Some housing types have yet to be classified, or are so rare that they are classified by the Oregon State Historic Preservation Office as Other Modern Period Types. These next sections includes types such as Googie, Brutalism, Usonian, Contemporary, and Modern. Very few buildings that fall into these categories have been identified through previous survey work. There are a few scattered examples of Googie inspired architecture and countless others would fit into the Modern or Contemporary style classifications. All are briefly described below.

⁷ Colorado Office of Archaeology and Historic Preservation. Selected Post-World War II Residential Architectural Styles and Building Types, 2006. <http://www.coloradohistory-oahp.org/guides/architecture/archindex.htm>. (Accessed August 2009).

⁸ Virginia & Lee McAlester. *A Field Guide to American Houses*. (New York: Alfred. A. Knopf, 1990), 481.

Googie



This house of John Randal McDonald has elements of the Googie style, but also has elements of the Northwest Regional and Contemporary styles.

The Googie style of architecture evolved in the United States during the 1950s. California Coffee Shop Modern, the root of Googie style, quickly spread throughout roadside buildings of all types. Googie types include: Doo-Wop, Jet Age, Space Age, Chinese Modern, Tiki, Populux and Cowboy architecture.⁹ Googie style embodied America's desire to build the future after the Second World War.¹⁰

Googie architecture encompasses a number of different design elements to achieve its distinctive styling. Its use of abstract shapes, color and materials

intermix to produce a multifarious yet organic like appearance. Signs influenced by Googie typically appeared whimsical in nature and contain elements such as bubbling circles, off-kilter trapezoids, triangles, squares, boomerangs, starbursts, sparkles, and dingbat motifs. It was important for the style to personify the future, while also making it something that was happening today. Googie was also one of the first architectural styles to encourage the use of plastics, as well as many other new materials available during the period.

Brutalism

Brutalism was first developed in the 1950s in postwar Britain. "Art brut" or Brutalism is an "anti-aesthetic interpretation of Modernist architecture principles." Brutalist architecture was popular throughout the 1970s. It is easily recognized by its angular geometric forms, blocky, heavy feel, which was most often constructed of concrete, stone, or brick.

This style was often used for educational buildings and large office buildings between 1950 and 1970. It was almost never used for residential structures. No buildings of this style have been identified to date in Lake Oswego.

Usonian

Usonian design was first developed by Frank Lloyd Wright in the 1930s. Commissions for larger residences dwindled during the depression, so Wright attempted to address the need for

⁹ Wright, Sally, and David A. Pinyerd. *Eugene Modernism: 1935-65*. Eugene, OR: Eugene Planning and Development, 2003.

¹⁰ Alan Hess. *Googie: fifties coffee shop architecture*. (San Francisco: Chronicle Books, 1985), 31.

affordable housing. What he created was a house type that focused on “planning, nature, and simple design on a human scale.”¹¹ This style is distinguished by its horizontal lines, flat roofs, large eave overhangs, large central fireplaces, carports, and concrete slab floors with integral gravity heating.¹² No resources in the study area have been previously identified as Usonian.

Contemporary and Modern

The exact characteristics and the interpretation of the Contemporary and Modern styles is still open to debate and discussion. The roots of Modernism and Mid-Century Contemporary style began in the 1930s when Architects (many who worked in the International style) began to design simpler, unornamented buildings. The most commonly used materials were glass, steel, and concrete. Many houses built during the Modern Period that fail to satisfactorily fit into any commonly identified style are classified as Contemporary or Modern.

Single Family Housing Summary

Single family housing in the Lake Oswego area changed dramatically during the Modern Period. Local tastes before the war were for revival architecture in all of its forms. Some outstanding examples of Revival architecture were constructed during the early part of the era, many of which are still intact today. After the war, houses, for the most part, became more modern and less ornate.

The North Shore, Uplands, Lakewood, and Forest Highlands Neighborhoods have some of the city’s most impressive pre-war housing clusters. The Palisades neighborhood has the greatest density of 1950s and 1960s single family dwellings. These post-war houses were much more inexpensive to construct than their prewar counterparts. The outstanding need for housing shaped neighborhood growth patterns and new innovations in building technologies helped to create new housing styles that pushed the limits of architectural design, becoming increasingly modern.

Multi-Family Housing

Most Multi-Family housing complexes are located along larger thoroughfares such as State Street or in mixed use areas, such as the business area of First Addition. No multi-family housing was constructed in Oswego’s residential neighborhoods, unless they were on large thoroughfares or in areas zoned for multiple uses. There are no high-rise apartment complexes in Lake Oswego. Accordingly, most apartment complexes are one, two, or three stories tall, with the majority being two stories high.

11 Center for Historic Preservation Research Office of Archaeology and Historic Preservation Colorado Historical Society, 2006 *Selected Post-World War II Residential Architectural Styles and Building Types*. 1.

12 Ibid. 2.



The Lake Oswego Apartments, 2008 Aerial Photo, courtesy of Portlandmaps.com.

There were very few apartment complexes completed between 1935 and the beginning of World War II. During the war the Southern Pacific Substation was enlarged and remodeled to create needed housing with an existing building. The substation was recently converted in to a condominium complex and has undergone extensive remodeling, but the basic structure is still visible.

After the war, apartment complexes came in a variety of styles including the Minimal Traditional, Northwest Regional, and World War II era cottage styles. These complexes were two stories tall and had brick, stucco, or wood wall cladding. There were two common arrangements of apartment complexes. The first, and likely most popular, has exterior stairwells and most were U- or L-shaped, with a central

common area. Many, especially in the 1960s, offered residents pools, off street parking, and views of Oswego Lake. The apartment complexes at 258 Evergreen Road and 586 Second Street both exhibit the U shaped plan and both have swimming pools.

The second type of complex had a number of disconnected buildings, each with a varying number of different sized units. This collection of buildings was arranged on a larger single parcel. These types of complexes are sometimes referred to as Village Housing or Cluster Housing. The Bay Rock Apartments, located at 668 McVey Avenue are one of the best examples of this housing type.

During the Modern Period the number of apartment units increased in the Oswego Lake area, but overall the area remained almost entirely comprised of single family dwellings. One of the most modern apartment complexes to be constructed in Lake Oswego during the Modern Period were the Bay Rock Apartments. They were styled in the Northwest Regional style and used Japanese influences for its planned walkways and private gardens.

Maps of Multi-Family housing show the disbursement of this housing type throughout the city. Earlier surveys have not identified any multi-family housing types from the period. Further survey work would be extremely helpful in further identifying multi-family houses.

Recreation

There are many remaining recreational and cultural resources from the Modern Period. They take a variety of styles and forms, but generally include halls, theatres, arenas, swim parks, and city parks.

At the beginning of the Modern Period the Country Club, Golf Course, polo field, horse riding trails, and a variety of water related recreational amenities were already in place. Shortly after the start of the Modern Period, the riding arena located where the current Wizer's Grocery Store sits (140 A Avenue), was moved to the polo field where the 1936 Hunt Club was constructed. The Oswego Hunt Club is located at 2725 Iron Mountain Boulevard. The Hunt Club, one of the largest wooden arenas in the west, is still in operation today and is listed on the National Register of Historic Places.

Theaters and Social Clubs

The Lake Theater building, now known as the Lake Twin Theater, located at 106 North State Street, was constructed in 1940 and was one of the most modern theaters in the state at the time. The building was designed in the French Normandy style by Lake Oswego's most popular architect, Richard Sundeleaf.¹³ This attempt was to create an all-in-one night out, as residents could eat at Ireland's Restaurant, take in a show, and for dessert have ice cream at the Theater Ice Cream Shop.

A number of historic buildings played central roles in the recreational opportunities around Oswego Lake. The Odd Fellows Hall was used in the 1950s for both recreational and social events. The American Legion held their meetings in the Hall during the 1950s.¹⁴ Amazingly, the Lake Oswego Community Theater used the Odd Fellows Hall as a theater space between 1953 and 1961, until they were able to purchase the old Methodist Church on 156 Greenwood Road. The church was updated at this time to accommodate a live theater arrangement. The Methodist Church still



The Lake Theater Building, 106 North State Street.

¹³ *Oswego Review*, "Grand Opening of Four New Firms is Scheduled for Saturday" March 22, 1940.

¹⁴ City of Lake Oswego, "Odd Fellows Hall: 295 Durham Street," Cultural Inventory Survey. August 1989.

stands on Greenwood Road, but has since been converted to a residence. More research of social organizations and their buildings from the Modern Period is needed, as very little data exists.

Parks and Swim Clubs

One of the greatest recreational achievements of the Modern Period was the purchase and design of George Rogers Park, located at 611 State Street. The park remains one of Lake Oswego's nicest recreation locations. The park offers areas for team and group sports, playgrounds, two covered picnic shelters, and access to the Willamette River. The park's history is deeply rooted in the community, since the park is the site of Oswego's iron industry's historic smelter. George Rogers, a prominent Lake Oswego citizen and councilman, worked tirelessly to make the park a reality. It appears most of the City's other parks were formally dedicated after the end of the Modern Period.

Oswego Swim Club, which was a swim park for Lake Oswego residents, offered residents a chance to go swimming, boating, canoeing and fishing on the lake.¹⁵ The city lost an opportunity in 1963 to buy the property. That year the swim club was demolished and the Bay Roc apartment complex (668 McVey Avenue) was built in its place.¹⁶ The Lake Grove Swim Park, the park available for students who are in the old Lake Grove School District, is still in operation and being enjoyed by children every season. It appears from the data available that no single style was used for recreational resources, but revival styles (English, French, and Colonial) were more popular at the beginning of the era and more modern styles were used after the end of World War II.

Transportation

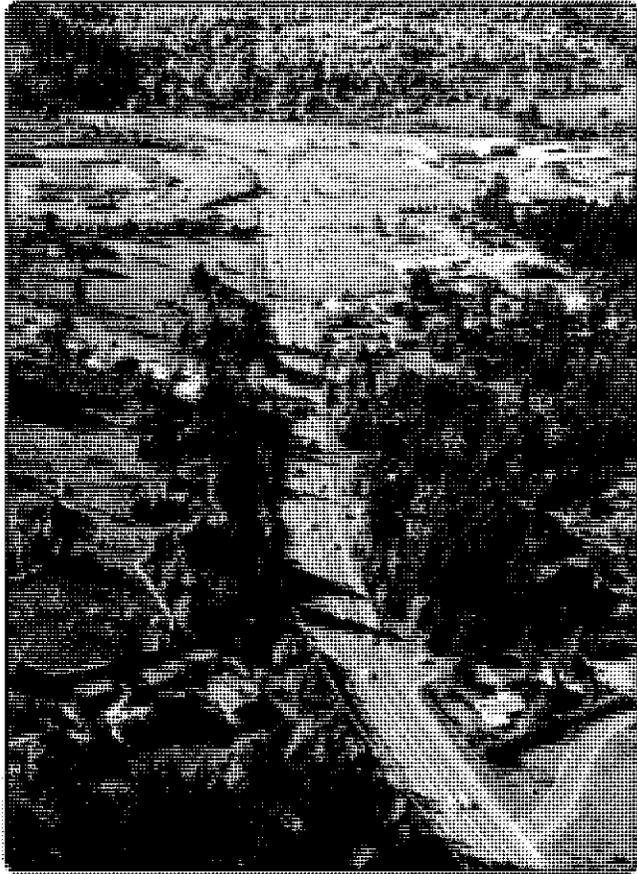
Many transportation related resources were constructed during the Modern Period and remain in use today. Transportation resources from the Modern Period are very diverse and represent a variety of styles. Many are utilitarian in design and generally have very little ornamentation. Very little survey work has been completed for this category from the Modern Period.

Automobile Dealerships and Service Stations

State Street, South Shore Boulevard, Boones Ferry Road all have a number of auto related businesses along their corridors including a number of service stations and (at least) one dealership building. The service stations still visible that appear to be somewhat intact include one at 496 State Street, the Grimm's Service Station at 1631 South Shore Boulevard, and one at 600 N. State Street. At 401 South State Street an old service station has been converted into a

¹⁵ Chamber of Commerce Business Directory. 1957. Lake Oswego Chamber of Commerce Vertical File.

¹⁶ Ann Fulton and Susanna Kuo. *Iron, Wood & Water: An Illustrated History of Lake Oswego*. San Antonio, Texas: Historical Publishing Network, 2002. 110.



Country Club Road. Aerial photograph, 1969. Courtesy of the Lake Oswego Engineering Department.

Goodwill donation center, but the service station retains some of its historic form.

It appears that the two buildings on State Street between B and C Streets were auto dealerships constructed during the Modern Period, but further survey work would need to be conducted to determine the locations of these businesses. Both buildings are utilitarian structures, constructed of concrete block, and have large, metal framed windows set in a series to showcase interior spaces and both buildings have large parking lots along one of the facades.

Garages

The most prevalent auto related structures in Lake Oswego are private residences garages. Prior to the war these tended to be detached structures that housed a single car. Often these structures matched the houses in style and materials. After the war garages and carports were generally incorporated into the design of the house.

Motels and Hotels

The Lakeshore Hotel, at 210 North State Street, continues to operate as a hotel today. The exterior of the building remains much as it was in 1960, while the interior has been completely updated. The other hotel that operated during the Modern Period, the Villager Apartments and Motel, which is located at 586 Second Street, has now been converted into apartment dwellings. Both of these motels have modern design features, mainly borrowing from the Northwest Regional style. They both have aspects common to motels and hotels of the era with their exterior walkways, brick exterior, and modern outdoor pools.

Air Transportation

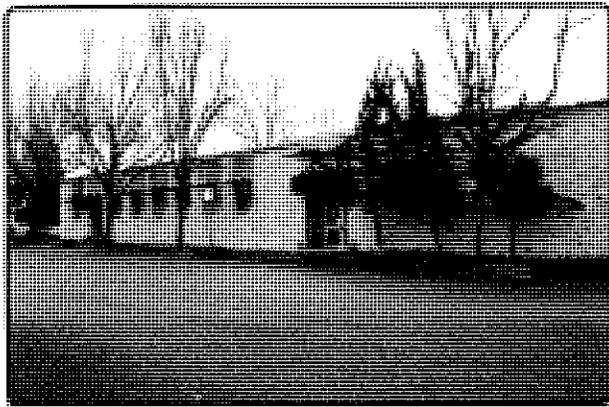
AMart Farms appears to be the only air related resource in Lake Oswego's history. The airstrip was located on the large parcel owned by Amy and Arthur Fields, 13959 Fosberg Road. This entire area has been sub-divided and is now the Mountain Park Neighborhood. No remnants of the air strip remain.

Communication

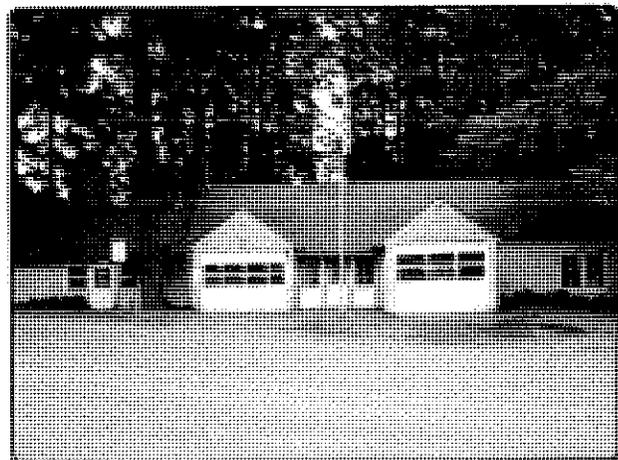
Very few communication related structures were constructed during the Modern Period. Telephone lines increased ten-fold and the telephone created an addition to the Oswego Exchange building to house new power facilities. It is unclear where this building was located. Further survey work should be conducted to locate this building and any other communication related buildings from the Modern Period.

Social and Civic Groups

Some area social, civic, and fraternal groups constructed buildings during this period. Very little, if any, survey work has been conducted for buildings of this type from the Modern Period. It appears that the IOOF Hall, located at 593 1st Street, appears to have been constructed during the Modern Period, but no information has been gathered on the building. The Masons, WaLuga Lodge #181, AF & AM, have a building in downtown Lake Oswego, located on 417 2nd Street,



Ioof Hall, located on 593 1st Street.



Lake Grove Rural Fire Station. Photo by A. Gregoor Paschier. City of Lake Oswego Planning Files.

but no survey work has been conducted on this building. More survey work should be done to learn about the history of these buildings.

Government

Very few governmental buildings remain from the Modern Period. While both municipal services and the spatial boundary of Oswego was greatly increased during the era, very few public buildings came with this expansion.

At the beginning of the Modern Period, Oswego's government was housed in a building on the corner of State Street and A Avenue. Another city government building was constructed after the end of the depression. Lake Oswego City Government remained in this building for the remainder of the Modern Period. In 1984, the city constructed a new building on Fourth Street and A Avenue where it remains today. The

building on State Street and A Avenue was razed and for some time the lot sat empty until the new Lake View Village Shopping Center complex was constructed in 2006.

The Lake Grove Rural Fire District fire station was constructed during the Modern Period. The Minimal Traditional styled building, which was designed by Richard Sundeleaf, was constructed in 1955. The building was designed as the fire hall, and also included room to house the Fire Chief and his family. The Fire Station was often used as a community building, a designation that continues today. The Lake Oswego and Lake Grove Fire Department combined in 1970. The building was used as a fire station until 1990.

The Lake Oswego post office, 501 4th Street, appears to have been constructed during the Modern Period. The single-story, brick building, is laid in a stacked bond and has large aluminum framed windows. The Library constructed a building during the Modern Period, but it was razed for the construction of the new library in the 1980s. Since there were so few governmental buildings constructed during the period, no single style stands out. It appears the majority of the buildings were designed in an utilitarian manor and that they were minimally ordained. More research needs to be conducted on governmental buildings of the Modern Period.

Education

There are a number of excellent educational related resources from the Modern Period. These include Lake Oswego and Waluga Junior High, which were both constructed in the late 1950s and early 1960s. Numerous additions were made to Lake Oswego Junior High during this era in 1959, 1960, 1963, and 1964. Waluga has not had any additions since the original construction date. Both remain as good examples of educational buildings from the mid-century era. Lake



Hexagonal "pod" at Bryant Elementary School (left) and 2003 aerial photograph of Bryant Elementary, Courtesy of the Lake Oswego Engineering Department.

Oswego High School was constructed during this period, but was completely rebuilt in 2004.

The city's elementary schools also provide a very good example of mid-century education architecture. More than half of the district's buildings were constructed before 1970. Bryant Elementary exhibits important mid-century details including three hexagonal buildings, which give the building its unique floor plan. Other mid-century schools include Lake Oswego Junior High on 2500 Country Club Road, Waluga Junior High on 4700 Jean Road, Forest Hills Elementary on 1133 Andrews Road, Lake Grove Elementary on 15777 Boones Ferry Road, Palisades Elementary on 1500 Greentree Road, River Grove Elementary on 5850 McEwan Road, and Uplands Elementary on 2055 Wembley Park Road.

Each of the buildings were built with very modern forms. These designs often included covered walkways, large overhanging eaves, flat roofs, and brick or concrete construction. The "pods" at Bryant Elementary are some of the best examples of modern design in the district. The schools in Lake Oswego have not been formally surveyed, but the following data was provided by the district. This data can be used as a starting point for further survey work.

The charts on the following pages were provided by Tana Stewart, Director of Facility Operations for the Lake Oswego School District. Dates of construction that occurred during the Modern Period are noted in bold. Architects were not always known, but were listed when possible.

Elementary Schools				
School Name and Address	Primary Construction Date	Secondary Construction Date (major additions/res)	Enrollment (2009)	Architect or Architectural Firm.
Bryant Elementary 4750 Jean Road	1966	1968	316	Hewlett and Jamison
Forest Hills 1133 Andrews Road	1949	1963	400	
Hallinan Elementary 16800 Hawthorne Drive	1981	n/a	327	SRG Partnership PC Architects

Lake Grove Elementary 15777 Boones Ferry Road	1949	1954	480	
Oak Creek Elementary 55 Kingsgate Road	1991	n/a	346	Boora
Palisades Elementary 1500 Greentree Road	1958	1960/1965	306	Whitney, Hinson & Jacobsen
River Grove Elementary 5850 Mcewan Road	1968	n/a	275	Hewlett and Jamison
Uplands Elementary 2055 Wembley Park Road	1961	1963/1983	426	Whitney, Hinson & Jacobsen
Westridge Elementary 3400 Royce Way	1981	n/a	331	SRG Partnership PC Architects

Junior High Schools				
School Name and Address	Primary Construction Date	Secondary Construction Date (major additions/remodels)	Enrollment (2009)	Architect or Architectural Firm
Lake Oswego Junior High 2500 Country Club Road	1956	1959/1960/ 1963/1964	604	
Waluga Junior High 4700 Jean Road	1964	n/a	573	

High Schools				
School Name and Address	Primary Construction Date	Secondary Construction Date (major additions)	Enrollment (2009)	Primary Architect or Architectural Firm
Lakeridge High School 1235 Overlook Drive	1971	2004 (LSW Architects)	1080	John Storrs
Lake Oswego High School 2501 Country Club Road	2004	n/a	1279	LSW Architects

Marylhurst expanded during the Modern Period. Very early in the period, around 1937, Marylhurst developed its campus by adding two new buildings (the Education Hall and Flavia Hall). They continued to construct buildings for student housing and new programs in the 1950s and 1960s. Most of the buildings constructed in 1937 were brick buildings styled in the Mediterranean and American Renaissance Revival styles. The later buildings were very modern pulling from the Northwest Regional and other contemporary styles. These buildings used a mix of materials such as concrete, brick, wood, and glass.

The Marylhurst University Campus information was taken from Lake Oswego's 1989 Cultural Resource Inventory and information provided by Carole Strawn, SNJM from the University Communications Office. Many Modern Period buildings were not inventoried during the 1989 Cultural Resource Survey, they appear on this table as a starting point for further research.

Greater Marylhurst Campus				
Current Building Name (Historic Building Name)	Building Owner	Primary Construction Date	Date of Major Alterations	Architect of Record
Christie School	Christie School	1908	n/a	Alferd Breiung
Main Entrance	Sisters of the Holy Names of Jesus and Mary	1937 (historic entrance/bus stop)	Reconstructed in 2000	Historic architect Joseph Jacobberger

Historic Laundry Building (Convent Laundry Building)	Sisters of the Holy Names of Jesus and Mary	c. 1908 or 1912	n/a	Unknown
Convent of the Holy Names-Provincial Building	Sisters of the Holy Names of Jesus and Mary	1910	1957	Edward Killfeather
St. Catherine's Hall	Marylhurst University	1929	c. 1985	Joseph Jacobberger
BP John Administration Building	Marylhurst University	1929/1930	n/a	Jacobberger & Smith
Aquinas Hall	Marylhurst University	1929	n/a	Jacobberger & Smith
Fountain in front of Administration Building	Marylhurst University	1933	n/a	Donated by the men who worked at the college
Our Lady of Marylhurst Shrine	Sisters of the Holy Names of Jesus and Mary	1936		
Cemetery and Altar	Sisters of the Holy Names of Jesus and Mary	Cemetery 1913	Altar 1937	Joseph Jacobberger (altar)
Education Hall (Marylhurst Normal School)	Marylhurst University	1937	n/a	Joseph Jacobberger
Flavia Hall	Marylhurst University	1937	1994 (exterior refurbished)	Jacobberger & Smith
Faculty House (now known as Villa Maria)	Marylhurst University	1966	1996-97	

Marian Residence Hall	Marylhurst University	1954		
Mayer Art Building (Art & Home Economics Building)	Marylhurst University	1954		
University Offices (Davignon Residence Hall)	Marylhurst University	1961		
Clark Commons	Marylhurst University	1961	1992	
O'Hara Residence Hall	Marylhurst University	1966		
Thompson Residence Hall	Marylhurst University	1966		
St. Anne Chapel	Marylhurst University	1967-1968	1994	McGoodwin & Hinchcliff
Shoen Library	Marylhurst University	1967-68	1993	McGoodwin & Hinchcliff

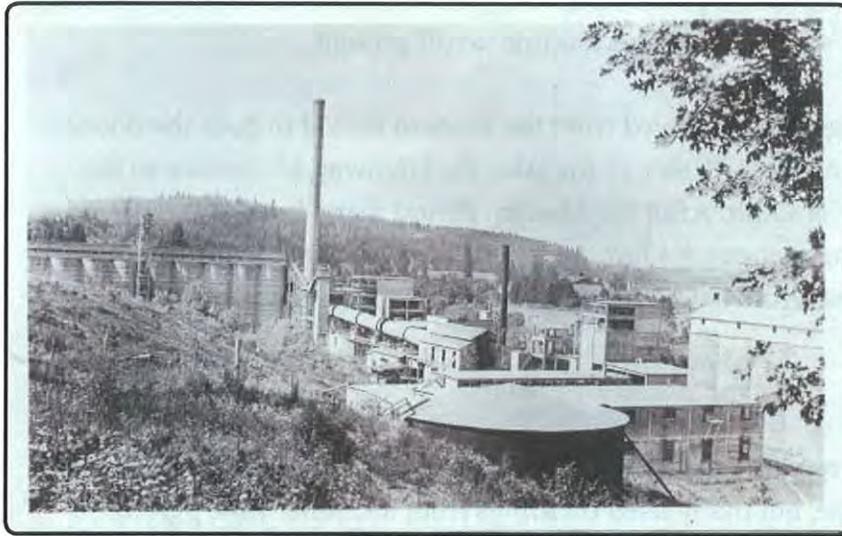
In the 1990s, many buildings were rededicated and renovated to accommodate new needs of the university. In 1998, the entrance to the collage was redone and then in 2007 Clark Plaza and the new South Drive were added to the campus landscape.

Industrial

The largest industrial building present during the Modern Period was the Oregon Portland Cement plant. This structure occupied the area between the Willamette River and State Street just north of Old Town. The cement plant grew during the Modern Period, but has since been completely replaced by the Oswego Point Apartment Complex.

Industrial buildings from the Modern Period were mainly utilitarian in nature. Concrete or concrete block was common and ornamentation was generally minimal. Many industries that were located in central districts were urged to move to locations that were farther from

residential neighborhoods. Tualatin Valley Builder's Supply (TVBS) and the business truss plant were both located on Boones Ferry Road until 1968 (TVBS had been at this location since 1946; the truss plant was started in 1964). In 1968, the truss plant moved to the industrial area near Interstate-5. Today, TVBS is owned by Pacific Lumber, which continues to run the hardware store from its 1946 location.¹⁷



Portland Cement plant, date unknown. Courtesy of the Lake Oswego Public Library.

The city was working to move more industry into the area between Interstate-5, Pilkington Road, and Lakeview Boulevard. Most of the city's industries remain in this area today. There is no survey data for industrial resources. It appears most industrial buildings were designed in a utilitarian manor, but more survey data would help to describe individual industrial types.



Front entrance to Wizer's Lake Oswego Shopping Center, located on 140 A Avenue.

Commercial

There are a number of commercial related resources still visible today. The commercial sectors of the Oswego and Lake Grove area both remain central business districts today and there are many buildings still present that were constructed during the modern era.

The largest development during the era was the construction of both the Wizer's and the Village Shopping Centers. They both provided shoppers with larger scale, one-stop shopping. Wizer's Lake Oswego Shopping Center, 140 A Avenue, was slightly more modern, with its interior common area, modern use of materials, and googie design. This building has not been altered and represents the city's best preserved example of a modern, mid-century commercial building. The Village Shopping Center, on Boones Ferry

¹⁷ Information courtesy of Anne Breeze of Pacific Lumber Corporation.

Road in Lake Grove, was also designed in a very modern style. In keeping with the Northwest Regional style, this structure has large overhanging eaves, large wood beams, and large single pane windows. The Village Center retains some of its historic integrity, but has been updated throughout the years resulting in a loss of integrity.

Safeway was also keeping pace with modern buildings of its own. Its first expansion is no longer present, but Safeway continues to operate from its 1964 location on A Avenue. The facade has been greatly altered, but the signature curved roofline is still present.

Many other commercial buildings have survived from the Modern Period in both the Boones Ferry and First Addition areas on the north side of the lake, the Highway 43 corridor to the west, and South Shore Drive to the south. After the Modern Period many buildings suffered from tremendous remodeling, but it appears a few have survived basically unaltered to the present. Very few commercial resources have been surveyed from the period.

Agriculture

Very few agricultural resources remain from the Modern Period. There were a few farms that were in operation at this time, but many used buildings from an earlier time period.



Norman Sundholm & Harold Kruse with a truck load of oats, 1956.
Courtesy of the Lake Oswego Public Library.

Agricultural land was increasingly sold to developers to create more single-family dwellings for the area's rising population. A few farms remained into the 1950s and 1960s, but generally these were on a much smaller plot than at the beginning of the period. Many farms that lasted into the Modern Period remained as dairy farms. Luscher Farm is a wonderful example of a dairy farm that was donated to the city to be used as a recreation area. The complex consisted of a turn of the century farm house, barn, and hog house. A garage/bunk house was the only building constructed during the Modern Period. It is considered a non-contributing historic element,

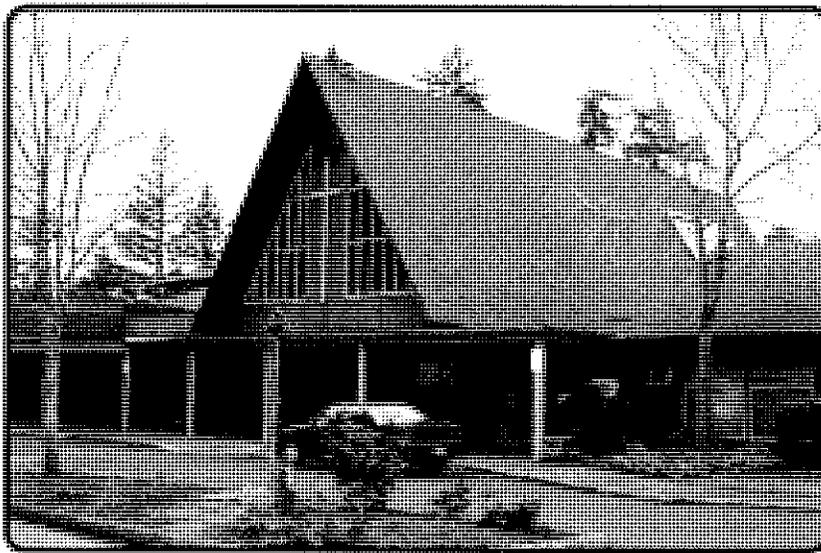
but remains on the site today. All of these structures were used throughout the Modern Period and remain an exemplary example of a working farm that lasted throughout the era.

The Shipley Cook Farmstead is a good example of a larger farm that was divided over time. The farmstead was 131-acres in 1900 and was slowly sold off to its present size of 6.1 acres today. The Carman Farmstead went through similar changes in acreage during the period. The Kruse Farm was another local farm that was worked during the Modern Period. This farm land was also sold as smaller parcels after the end of the Modern Period.

Only one feed and seed store persisted throughout the Modern Period. Its closure signified the end of an era, as farm supplies could no longer be purchased locally. Nurseries and garden stores tended to do well in the area, as gardening was very popular at the time. In 1964, there were four nursery stores in the area. Two were located on Boones Ferry Road, one on Bryant Road, and one on Cedar Road. Very little research has been done on these buildings and it is unclear if any remain today. It is unclear if any distinct style was used for this resource type.

Religion

A number of churches remain in excellent condition from the Modern Period. Churches that were constructed during the beginning of the period tended to have Classical, Gothic or vernacular styles. By the 1950s, most churches were much more modern in style. Many of these later churches were designed in the Northwest Regional style, which was very popular for church architecture in the Pacific Northwest during the period. There are many intact examples remaining in the area including the Lake Grove Presbyterian Church, at 4040 Sunset Drive; the



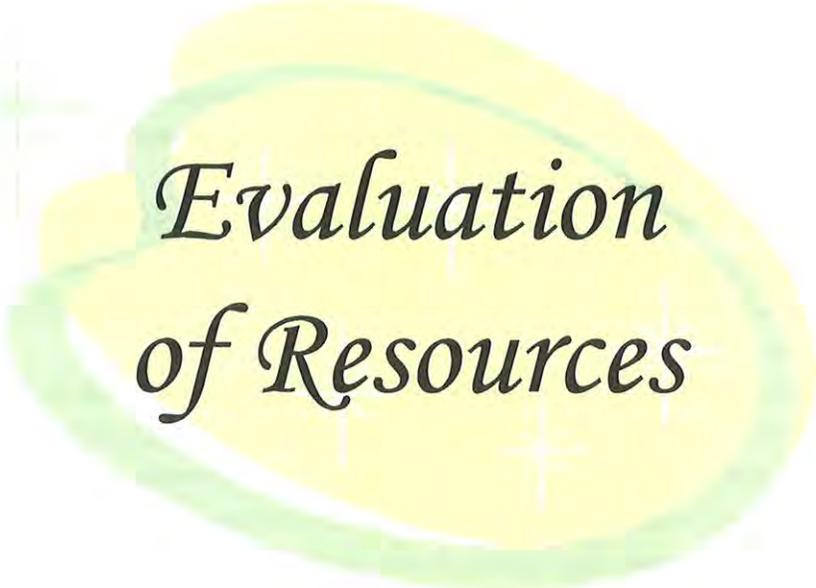
Lake Oswego United Methodist Church, located at 1855 South Shore Boulevard.

Lake Oswego First Church of Christ, Scientist, at 1751 Country Club Road; and the Lake Oswego United Church of Christ, at 1111 Country Club Road. St. Anne's Chapel, located on the Marylhurst Campus, is another very well preserved modernly designed church. No Modern Period churches have been formally surveyed in the study area.

Summary

During the Depression, construction slowed but did not cease. Many large estates took advantage of cheap labor and materials of the time period. World War II, put a stop to most new construction, but as soon as the war ended the post war building boom started rapidly. War technologies transferred easily to new building technologies. Post-war buildings were much more likely to make use of prefabricated materials and to make use of new materials such as, metal, vinyl, and new forms of insulation and sealers.

The rise in popularity of the automobile during this period encouraged growth and created a market for houses with room for multiple vehicles. It was also during this period that the Portland-Salem Freeway was completed and then shortly after Interstate-5 was completed in Oregon. These new transportation corridors made Lake Oswego even easier to get to and the city's population continued to grow to accommodate the vast number of people who wanted to live by Oswego Lake.



Evaluation of Resources

This Evaluation process was requested by the City of Lake Oswego and has become the preferred method for evaluating historic properties. The Historic Resources Advisory Board has had the opportunity to comment on the matrices, format, and evaluation process. Common practice in Lake Oswego indicates that City staff will most often be using the evaluation format when conducting Intensive Level Surveys, while the Board will address the form for local designation and design review purposes.

The purpose of this section is to provide a basis for evaluating properties from the Modern Period. Evaluation will assist the city in assessing resources eligibility for inclusion in the National Register of Historic Places and/or in the Lake Oswego Landmarks Designation List. These evaluation procedures are based on the standards developed by the National Park Service for the National Register of Historic Places. By evaluating and designating historic properties, the city will help to promote and interpret Lake Oswego's history.

The first step in the evaluation process is to identify which of the National Park Service criterion the resource is most associated with and which conveys the strongest historic significance. Association should be strong to be considered for local landmark status and particularly strong to be considered for the National Register of Historic Places. The Secretary of the Interior has outlined four broad categories by which resources are evaluated for listing in the National Register of Historic Places. The categories describe associations to an event, a person, architectural construction or design, or if the resource has information or value potential. The following are outlined in detail by the Department of the Interior's National Register Bulletin: How to Apply the National Register Criteria.¹

¹ United States Department of the Interior. National Register Bulletin: How to Apply the National Register Criteria for Evaluation. (Washington D. C.: National Park Service, 1990). 11.

Specifically, the criteria are as follows:

- ✧ Association with an event (Criterion A)–This criterion is used when a property is associated with an event that marks an important moment in history or a pattern of events or an historic trend that made a significant contribution to the development of a community, state, or nation.
- ✧ Association with a person (Criterion B)–This criterion is applied when a property is associated with individuals who are significant to our past, because they are “demonstrably important within a local, State, or national historic context”
- ✧ Design and/or construction attributes (Criterion C)– This criterion is applied if a property embodies the “distinctive characteristic of a type, period or method of construction, or that represents the work of a master, or that possesses high artistic values, or that represents a significant and distinguishable entity whose components may lack individual distinction.”
- ✧ Information value or potential (Criterion D)– This criterion is applied when a resource has yielded or may yield information important to history or prehistory.

Integrity is commonly defined as “the quality of being honest and having strong moral principles” or as “the state of being whole and undivided.” Accordingly, in the field of historic preservation the term integrity is used to describe whether the resource illustrates significant aspects of its past. The National Register criteria describes historic integrity in terms of seven individual aspects or qualities including location, design, setting, materials, workmanship, and feeling.² When resources retain most of these aspects, they are described as retaining historic integrity. If a resource has undergone multiple alterations historic integrity can become compromised and, in many cases, lost entirely. This happens both when the resource itself undergoes changes, but also when the surrounding area, or the setting, is substantially changed. Loss of integrity in one category does not preclude it from being evaluated as significant or eligible for listing in the National Register of Historic Places or in Lake Oswego’s local Landmarks List, however the loss of integrity in many categories would likely inhibit the resource’s ability to be designated on any historic list.

The seven aspects of integrity, as defined by the National Park Service include:³

- ✧ **Location**–the place where the historic property was constructed or where the historic event took place.

2 United States Department of the Interior. National Register Bulletin: How to Apply the National Register Criteria for Evaluation. (Washington D. C.: National Park Service, 1990). 44.

3 Ibid.

- ❖ **Design**—the combination of elements that create the form, plan, space, structure, and style of a historic property
- ❖ **Setting**—the physical environment of a historic property.
- ❖ **Materials**—the elements combined to create the historic property
- ❖ **Workmanship**—the evidence of the craft of a people or culture
- ❖ **Feeling**—the property’s expression of the aesthetic or historic sense of a particular time.
- ❖ **Association**—the link between the event or person and the historic property.

An evaluation process should be conducted for each resource identified during a historic resource survey. The survey process in Oregon is a three part process that begins with the identification of potential historic resources during a Reconnaissance Level Survey (RLS) of resources. Information collected during the RLS process should be used to determine what resources warrant an Intensive Level Survey (ILS). An ILS is a detailed documentation of a single resource that includes a “physical description, an occupant history, and a discussion of the property’s physical evolution over time.”⁴ Information collected during an ILS forms the basis of a National Register nomination. ILS surveys also serve as the basis for nominating properties to the Lake Oswego Landmarks Designation List.

Properties that have been surveyed at the ILS level should be assessed using the following *matrices*.⁵ The 1989 Lake Oswego Cultural Resources Survey used a points based evaluation process with similar guidelines. This system has been developed to meet current National Park Service guidelines, Lake Oswego City policies, and to help streamline the evaluation process. This form should be used upon completion of the ILS to evaluate if the property would be eligible for historic designation.

Evaluation Process

The seven aspects of integrity have been divided into four groups: Location and Setting; Materials; Design and Workmanship; and Feeling and Association. To assist in the evaluation of each resource each group of integrity aspects are followed by a matrix to help describe how alterations to historic conditions have compromised the resources historic integrity.⁶

4 State Historic Preservation Office, Oregon Parks and Recreation Department, “Guidelines for Conducting Historic Resource Surveys in Oregon” Revised February 2008. 3.

5 James Hamrick and Lou Ann Speulda, “Handbook to Historic Preservation Planning in Oregon” (Salem, Oregon: Oregon State Historic Preservation Office, 1989), 17.

6 The following “integrity *matrices*” were derived from the “materials matrix” created by Historic Preservation Northwest, a preservation consulting company in Oregon.

Location and Setting

Location and setting refer to the physical surrounding of the resource. The location of a resource refers to the place of construction, while the setting relates to the character of the surrounding area. If a resource remains in its original location and the surroundings continue to be similar to the original setting then the resource should be given a high rating. Changes to the immediate and greater surroundings (such as new development, land use, and landscaping) should be taken into consideration if they have affected the resources ability to convey its historic significance.

ALTERATIONS		LOCATION	SETTING
	INTACT	The resource has not been moved from its original location or orientation.	The immediate and larger area surrounding the historic resource has remained very similar to its historic setting and continues to convey its historic significance.
	SLIGHT	The resource has been moved, but it remains on the same property and it maintains the same orientation as its original location.	The greater area surrounding the resource has lost its historic character, but the space immediately surrounding the resource continues to convey its historic significance.
	MODERATE	The resource has been moved to a different property or has a different orientation, but the setting is similar to the original location.	Although much of the surrounding landscape has changed, there are some similarities in the area surrounding the resource that reflect its historic significance.
	EXTENSIVE	The resource has been moved to a different property and the setting is different from the original location.	The surrounding landscape has changed considerably. There is nothing in the area surrounding the resource that is expressive of its historic significance.

Materials

The National Park Service defines materials as the “physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.”⁷ To receive a high rating for the integrity of materials the character defining features of the resource must be intact. To assess the integrity of the resource’s materials, the structures material features should be evaluated to find if they have been altered either by deterioration or by replacement. If materials have been replaced, new materials should be evaluated for their similarity to the original material and design.⁸

ALTERATIONS		CLADDING	WINDOWS	OTHER MATERIAL FEATURES
	INTACT	All siding is historic. Partial replacement with compatible material	All windows are historic. Exact replication of a few windows. An incompatible window on a non-visible elevation would be classified as intact.	The roofing material, doors, and window and door surrounds appear to be historic. Similarly, all other decorative features (brackets, porch supports, columns, and other decorative elements) are intact
	SLIGHT	Siding replaced with compatible material, especially if early in the buildings history (e.g. drop to lap siding). Minor incompatible replacements, e.g. T-111 foundation skirting.	There are several non-historic windows on non-visible elevations. One non-historic window on a visible elevation (often a bathroom window) would be a slight alteration. Near exact replication of most windows would be a slight alteration	Some materials have been replaced with compatible materials (e.g. the roof was reroofed but with new cedar shakes rather than a composite material). Minor incompatible replacements are acceptable (e.g. new, but compatible porch rails)
	MODERATE	Partial siding replacement with non-compatible material, e.g. vinyl on 1st floor, wood on 2nd.	All windows have been replaced while keeping the same openings and same window configuration. Full vinyl window replacement leaving window openings intact or matching sash configuration would be considered moderate alterations	Many replacements have been made, such as porch supports, window trim, roofing material with non-compatible materials.
	EXTENSIVE	All siding replaced or covered with a metal or vinyl veneer. Historic siding replacement with material that is substantially different visually from original, eg. Northwest Regional building with asbestos shingle.	All windows have been replaced without regard to window configuration or openings.	Most material features have been replaced with non-compatible materials.

⁷ United States Department of the Interior. National Register Bulletin: How to Apply the National Register Criteria for Evaluation. 45.

⁸ This “materials matrix” was developed by Historic Preservation Northwest, headquartered in Albany, Oregon.

Design and Workmanship

The National Park Service defines design as the combination of elements that create the form, plan, space, structure, and style of a resource. If a resource clearly conveys these elements it should be given a high rating in this category. A reconstruction would not be evaluated as having its design in tact, as historic materials are an essential aspect in conveying historic design. Workmanship is defined as the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. Workmanship also requires the historic materials to be present in order to see the artistry and technique of the resource.

ALTERATIONS		DESIGN	WORKMANSHIP
	INTACT	The resource clearly conveys an overall sense of the original design. The form, plan, space, structure, and style is mostly unchanged. No additions or changes are apparent.	The resource retains the physical features necessary to express the technology of a craft or the skill of a craft person, illustrate the aesthetics of a period, or show local, regional or national trends in building.
	SLIGHT	There are additions (especially historic) to the rear of the building or small compatible newer additions, e.g. a new dormer with compatible massing and styling. Some elements of the resource's design have been modified, but the overall sense of the resource's form, plan, space, structure, and style is still conveyed.	Some physical features have been modified, but the resource maintains enough to demonstrate the technology of a craft or the skill of a craft person, illustrate the aesthetics of a period, or show local, regional or national trends in building.
	MODERATE	Several elements of the resource have been altered. Although some basic elements remain, there are additions to the sides of the building that are visible from the front and change the overall building's form, plan, space, structure, and/or style.	Several physical features have been altered, but enough elements remain to convey some aspects of workmanship.
	EXTENSIVE	There are major additions primary facades or to the buildings height and roof structure. The resource has been so heavily altered that overall, the sense of the resources's significance cannot be conveyed and/or he building is barely recognizable as a historic structure.	There are insufficient physical features remaining to convey historic workmanship.

Feeling and Association

Feeling is conveyed by the combination of physical features (materials, workmanship, and design) and their collective ability to convey the resource’s historic character. Similarly, Association is the ability to convey the link between historic events or activities, through its physical setting or location. Feeling and association depend on personal perceptions, accordingly they are never solely relied on for local or national designation.

ALTERATIONS		FEELING	ASSOCIATION
	INTACT	The resource clearly conveys an overall sense of the aesthetic, historic, and/or cultural period of the significance.	The resource retains the physical features necessary to express the design and/or function associated with its significance.
	SLIGHT	Some elements of the resource have been modified, but the overall sense of the resource’s aesthetic, historic, and/or cultural period of significance is still conveyed.	While some physical features have been modified, the significant aspects of the design and/or the function of the resource is still well understood.
	MODERATE	Several elements of the resource have been altered. Although some basic elements remain, the resource has difficulty conveying a sense of aesthetic, historic, and/or cultural significance.	Several physical features have been altered, but enough elements remain to convey the basic design and/or function of the resource.
	EXTENSIVE	The resource has been so heavily altered that overall, the sense of the resources’s significance cannot be conveyed.	There are insufficient physical features remaining to convey the resources significance, design, and/or function.

Ranking of Resources

Resources that are found to be mostly intact and only minimally altered, (those assigned no more than two “slight” degrees of integrity in the evaluation matrix) should be further researched for historic designation at both the Local Landmarks and National Register level. Resources that are found to be relatively intact but with some slight alterations (those assigned no more than two “moderate” degrees of integrity in the evaluation matrix) would likely be eligible for local designation. Resources with moderate and extensive alterations are, in most cases, too altered to be listed at either the local or the national level. The evaluation matrices are intended to assist the Historic Resources Advisory Board in justifying the board’s nomination and design review decisions for listed properties.



Treatment Strategies

This Context Statement's purpose is to help give the general public, government planners, consultants, property owners, and preservationists an enhanced understanding of Lake Oswego's Modern Period history and the types and styles of resources that have been integral to the development of the built environment around Oswego Lake. This Context Statement also will aid the City of Lake Oswego in identifying, evaluating, and eventually designating historic properties from the Modern Period.

The City of Lake Oswego's 1989 Historic Resources Protection Plan outlines strategies for the city's historic resources. The city has done a particularly good job of implementing the recommendations set forth in this document. These recommendations resulted in the city adopting a new chapter to their city charter that deals specifically with preservation (see Appendix A for the purpose section of the Lake Oswego City Code and Charter-Chapter 58: Historic Preservation) and encouraged the city to become a Certified Local Government through the Oregon State Historic Preservation Office. These steps have not only created a framework for the city's preservation program, but have also helped to secure funding for various preservation projects. The city's preservation code also granted the authority to create the city's Landmark Designation List (LDL). The code also gives the city the opportunity to approve, approve with conditions, or deny applications for alterations, demolitions, and relocations for designated properties.

The city's seven member Historic Resources Advisory Board (HRAB) is a group of volunteer citizens who are appointed by the City Council. The HRAB meets monthly with the goal of

promoting historic, educational, architectural, cultural, economic, and general welfare of the public through the identification, preservation, restoration, and protection of those structures, sites, objects, and districts of historic and cultural interest within the city. Their mission is outlined as follows:

1. Maintain a role in governmental affairs, coordination and public information regarding matters relating to historic preservation in Lake Oswego. In particular:
 - Advise the City Council, Planning Commission, Development Review Commission, and other boards and commissions on matters of historic significance and interest.
 - Participate with other governmental agencies and private organizations such as the State Historic Preservation Office, National Trust for Historic Preservation, Oregon History Center, and Oswego Heritage Council to preserve and promote the significance of Lake Oswego's historic resources.
 - Serve as an information resource for persons interested in Lake Oswego history and for owners of historic property.
 - Maintain an up-to-date archive of Lake Oswego's designated historic resources.
 - Update the City of Lake Oswego's regulations and standards on historic preservation to be consistent with state law and to reflect the community's goals and interests.

2. Promote and interpret Lake Oswego's history on public lands. In particular:
 - Incorporate interpretive historic information and design elements into public works projects. Past projects that could have been, and still can be, candidates are the new Oswego Canal Bridge, "A" Avenue reconstruction, Boones Ferry Road widening and Old River Road Pathway.
 - Incorporate interpretive historic information and design elements into public parks and open spaces for historic education and interpretation. Potential examples are Millennium Plaza Park, George Rogers Park, and Waluga Park. In this regard, Luscher Farm has the potential to be a regionally significant historic resource.

3. Increase local and regional awareness of Lake Oswego's history and its contribution to the community's quality of life. In particular:

- Sponsor events, such as walking tours and tours of historic sites, which celebrate Lake Oswego's cultural history.
 - Give presentations in Lake Oswego's schools, and to civic groups.
 - Contribute to local and regional media such as City newsletters, local print media, and neighborhood newsletters.
4. Support preservation of the character and design quality of Lake Oswego's historic neighborhoods through public and private voluntary action. Public action may include the recognition of historic landmarks that have been voluntarily placed on the City's Landmark Designation List by placing a commemorative plaque or other form of appreciation on the property.
5. Promote Lake Oswego's unique place in Oregon's history by developing a program to publicly highlight its history as the state's iron manufacturing center. In particular:
- Create an iron manufacturing interpretive center at George Rogers Park, centered around the historic furnace.
 - Emphasize the historic iron ore mining and manufacturing sites including George Rogers Park, Old Town and mining sites on Iron Mountain Boulevard as visitor and tourist destinations.
 - Seek funding through private foundations and governmental grants.

Recommendations for Treatment Strategies

These goals fall into a number of broad categories. Following each category heading, recommendations are suggested for future actions relating to management of Lake Oswego's Modern Period Resources. They are preliminary suggestions for the Historic Resources Advisory Board to review and make further recommendations and suggestions. The recommendations for Modern Period resources are focused on education about Modern Resources and the identification of Modern Resources, as many of these building types are not viewed as historic by the public. High priority items are noted in **bold**.

Preservation Education

The education of city employees, business owners, and local residents is key to maintaining a diverse architectural environment. Modern resources are often not considered historic because they are seen as too new to be categorized as such. Education efforts should encourage people to view resources from the Modern Period historic in their own right.

1. Create educational pamphlets that highlight the various house types in Lake Oswego during the Modern Period. See the pamphlets *Looking Back at Lake Oswego: Old Town on View* and *Looking Back at Lake Oswego: A Second Look at First Addition* for examples of this type of publication. These can be distributed at preservation related events and at the Lake Oswego Public Library and City Hall.
2. **Create a walking tour of modern house types and modern neighborhoods.** Lake Oswego has a number of neighborhoods with a high concentration of modern period houses that could become part of a walking tour.
3. Create displays highlighting Modern Period developments for public display during events such as preservation month, display cases at City Hall, or for display at the Lake Oswego Library.
4. Work in partnership with the Oswego Heritage Council and the Lake Oswego Public Library to develop educational and information programs that describe the city's Modern Period history. Use these programs to educate students at area schools.
5. **Educate City staff and officials on how to recognize Modern Period resources and about the importance of preservation of these resources.**
6. Work with the *Lake Oswego Review* to develop a regular column about the community's Modern history and associated resources.
7. Sponsor public workshops and educational programs, such as a rehabilitation workshop focusing on modern building techniques and materials.
8. Issue news releases when historic resources are listed on the National Register or on the Landmark Designation List to create interest and support, especially when these properties are from the modern period.

Historic Research, Identification, and Landmark Designation

Further research of historic resources is vital to the success of the City's preservation program. The process of further research and identification of historic properties helps to further document the vast number of Modern Period historic resources in the area.

1. **Continue to partner with the University of Oregon to survey properties from all building types present in the Modern Period.** It may be helpful to begin with a reconnaissance level survey of large Modern Period areas and then selectively complete intensive level surveys of contributing properties. Modern Period resources from the following categories should be surveyed to better understand these property types: Transportation, Communication,

Social Organizations, Government, Education, Commercial, Industrial, Religion, Agriculture, and Recreation.

2. **Conduct a large scale reconnaissance level survey to better identify properties for further research and to identify possible Modern Period Historic Districts.**
3. **Work to consolidate the research and archival information between HRAB, the Public Library, and the Oswego Heritage Center.**
4. **Work with a GSI Mapping System to create a map of properties that have previously been surveyed, so that current survey work can target under-surveyed Modern Period areas.**
5. **Conduct oral histories from residents who were directly involved in development, design, and building during the Modern Period.**
6. **Work to expand on the number of Modern Period properties listed on the Lake Oswego Landmark Designation List.**
7. Identify modern era resources that are likely National Register eligible and encourage property owners to designate their properties.
8. **Research the possibility of a Modern Period National Historic District in the following neighborhoods: Palisades, Evergreen, North Shore-Country Club, Lakewood, Bryant, Blue Heron and Uplands Neighborhoods.**
9. **Create a Local Landmarks District designation and locally designate Modern Period areas.**
10. Create a Multiple Property Submittal (MPS) for modern residential architecture to encourage listing of houses from this era in the National Register of Historic Places.

Public Involvement

Public involvement in the City's preservation projects is vital to creating interest in the city's preservation goals. Public involvement helps to encourage stewardship in the community.

1. Develop a history and civics program that allows students and teachers to research Modern Period local history.
2. Recognize local craftsman, architects, and designers that sensitively work with Modern Period properties through an awards program sponsored by the Historic Resources Advisory Board.
3. Investigate ways to develop local funding opportunities through grants and loans that can be put toward local preservation projects.

4. Create public/private partnerships to foster preservation in the community, especially looking for new partners who would be interested in preservation of the Modern Period.

Interpretation

Creating interpretive displays about the Modern Period will help to create greater awareness for property types from the Modern Period.

1. Create interpretive centers describing modern era trends, modern architecture, and events including the creation of George Rogers Park, the widening of Boones Ferry Road, and history of development around Oswego Lake.
2. Plan events for Historic Preservation Month that highlight the diverse built environment of Lake Oswego's Modern Period.

General

A variety of general program level changes could be implemented to help ensure the City of Lake Oswego's Modern Period resources are incorporated into the planning process.

1. **Establish a design review process that includes compatible examples of additions to modern historic resources.**
2. **Ensure that government policies and decisions about growth and development incorporate Lake Oswego's modern past, thusly complementing the City's dedication to preservation.**
3. **Educate owners of Modern Period Homes and expand the Landmarks Designation List to include those interested homeowners.**
4. Continually update this Context Statement as new information becomes available.
5. Advocate for the responsible public management of publicly owned modern buildings.
6. **Monitor public funding that threatens modern era resources and discourage the demolition of Modern era resources to create new developments or parking lots.**
7. Develop and offer a directory of locally available crafts-persons who are able to restore or rehabilitate Modern Period historic resources and consultants who are able to prepare National Register nominations, conduct survey work, and offer compatible historic design assistance.

Future Survey Possibilities

The following Modern Period properties were identified in the 1989 Cultural Resources Inventory as properties that were not included in the survey because they could not be located, were not 50 years old, or they were located outside of the city limits. Addresses are not generally known for these properties but they continue to deserve further research. Some of these resources may have been demolished or severely altered since the 1989 Cultural Resources Inventory took place, but further research is needed.

Roscoe Hemenway

- E. F Davidson Residence (1935)
- Joseph R. Gerber Residence, Stephenson Road (1949)
- Mrs. Roscoe Hemenway, Forest Hills (1929)
- William F. Johnson Residence (1935)
- William H. Maguire (1937)
- Dr. E. Merle Taylor, Maple Circle (1940)
- Raymond E. Vester (1955)

Van Evera Bailey

- Van Evera Bailey Residence, Forest Hills (1939)
- Van Evera Bailey Residence (1944)
- Van Evera Bailey, Lake View Villa, lot 452 (east 1/2) (1939)
- Van Evera Bailey, Lake View Villa, lot 452 (west 1/2) (1939)
- John Blew Residence, Route 1. Box 112 (1941)
- Kenneson H. Brooks, Lake View Villas, Lot 454 (1937)
- John Carter Residence, Lake View Villas Lot 334 (1937)
- Citizens Bank of Oswego, State Street (1958)
- William Drew Residence, Forrest Hills Acres (1939)
- Ken Ekert, Forest Hills (date unknown)
- L. Fishel Residence (remodel) Oswego Lake (1949)
- Foothill Construction Company Office, Hidden Road (1954)
- John Gray Residence, Forest Hills (1949/1953)
- Fred O. Hallwyler Residence, Forrest Hills (1939)
- James L. Haseltine Residence, Uplands Crest, Lot 13 (1950)
- Miss Grace Hobbs Residence, Blue Heron Bay (date unknown)
- Douglas Lynch Residence, Briarwood (1938)
- Richard Martin Residence, Ridge Crest Drive, Uplands Crest Lot 3. (1952)
- Murphy & Dean Co. Residence, North Shore Road, Lakewood, Lot 202, (1939)
- Murphy & Dean Co. Residence, North Shore Road, Lakewood, Lot 203, (1939)
- William Gray Purcell Enterprise, ex 41 and 42 (1947)

- Mrs. Thomas H. Sherrard Residence, 13180 Riverside Drive (1950)
- Friedrich Fritz von Schmidt Residence, Forest Hills (1936)
- Thomas E. Young Residence, (1938-1939)

Herman Brookman

- Matthew Holman Boathouse (date unknown)
- Franklin S. Smith Residence (date unknown)
- Ralph H. Cako Residence (date unknown)
- Burton L. Coan Residence (date unknown)
- Herman Kerin Residence (date unknown)

Claude R. Butcher

- Oswego Apartments, Oswego, Oregon (date unknown)
- Apartment Group Housing, Lake Oswego, Oregon (1960)
- Marylhurst Dormitory, Lake Oswego, Oregon (1953)
- Art and Home Economics Building, Marylhurst, Lake Oswego, Oregon (1954)
- Congregational Church, Lake Oswego, Oregon (1958)
- Elk's Bldg., Lake Oswego, Oregon (1964)
- Claude Smith Building, Oswego, Oregon (1946)
- Oswego Grade School, Oswego, Oregon (1957)
- Berentson Residence, Lake Oswego, Oregon (date unknown)
- Berry Residence, Oswego, Oregon (date unknown)
- Brown Residence, Lake Oswego, Oregon (date unknown)
- Harding Bridge, Oswego, Oregon (1950)
- Leche Residence, Oswego, Oregon (date unknown)
- Martin Residence, Oswego, Oregon (date unknown)
- Munch Residence, Lake Oswego, Oregon (date unknown)
- Robertson Residence, Oswego, Oregon (date unknown)
- Stewart Residence, Oswego, Oregon (date unknown)

Wade Pipes

- John M. Bates 16948 Bryant Road (1939)
- John M. Bates 16884 Bryant Road (1940)

Jamison Parker

- Andrus, Lester, residence, Lake Oswego, (date unknown)

John Storrs

- Ohlson Residence. Oswego, Oregon (1959)
- Johnson Residence. Oswego, Oregon (1959)

Morris Whitehouse

- W. H. McVay Residence, Forest Hills, Lake Oswego, Or., 1929-1930
- C. Walter Anderson Residence, Laurel Rd., Lake Oswego, Or., 1937-1938

Other Buildings Identified in the 1989 Cultural Resources Inventory

- 475 Furnace Street (c. 1939)
- 525 Furnace Street (c. 1950)

The following Modern Period resources have been identified as potentially important by community members, members of the Lake Oswego Historic Resources Advisory Board, and by city officials and should be studied further through survey, archival research, and documentation.

- 1192 Andrews Road (c. 1955)
- 1227 Ash Street (c. 1948)
- 729 Atwater Road, William Right Jr. Residence (c. 1957-1958)
- 850 Cedar Street (Freepons House) (c. 1956)
- 1210 Chandler Road, Donald H. Bates Residence (c. 1953)
- 826 Cornell Street, William King House and Barn (date unknown)
- 1798 Fern Place (c. 1939)
- 169 Greenwood (c. 1942)
- 1427 Horseshoe Curve (c. 1935)
- 1470 Horseshoe Curve (c. 1938)
- 13741 Knaus Road (c. 1936)
- 252 North Shore Road (c. 1941)
- 275 North Shore Road (c. 1937)
- 307 North Shore Road (c. 1938)
- 319 North Shore Road (c. 1940)
- 330 North Shore Road (c. 1941)
- 405 North Shore Road (c. 1938)
- 425 North Shore Road (c. 1945)
- 445 North Shore Road (c. 1938)
- 502 North Shore Road (c. 1935)
- 605 North Shore Road (c. 1940)
- 2271 South Shore Road, Thomas MacKenzie House (1956)
- 100-700 Sundeleaf Drive (1955-1956)

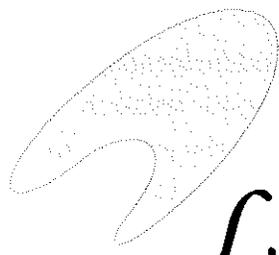
*Richard Sundeleaf Drawings Collection-
University of Oregon Special Collections, Collection # 196*

The Richard Sundeleaf drawing collection has a number of buildings that could be located in Lake Oswego. It is unclear if all of these houses were ever constructed and more research should be done to determine which buildings were constructed and still exist in the area today. The finding aid can be accessed online at the Northwest Digital Archives (nwda.wsulibs.wsu.edu).

Future Work for this Context Statement

- Catalog the Lake Oswego data available from the Oregon Historical Society and the Architectural Heritage Center. Both venues have listings of houses that were designed for Lake Oswego clients, but no addresses are listed making identification of resources extremely difficult.¹
- Expand on the known architects and their descriptions and the People section of this document.
- Continue to add to this document as more information becomes available.
- Prepare a timeline of when large territories were annexed beginning from donation land claims to the present.

¹ Koier/Morrison Planning Consultants. "Historic Resource Protection Plan: Lake Oswego Study Unit." August 1989. 47.



Appendix A: *Lake Oswego's City* *Charter Preservation Goals*

The City of Lake Oswego's City Charter outlines fourteen goals for its historic resources (Ordinance Number 2000, Section 1; 3-14-90):

1. Promote the historic, educational, architectural, cultural, economic, and general welfare of the public through the identification, preservation, restoration and protection of those structures, sites, objects, and districts of historic and cultural interest within the City.
2. Foster community and neighborhood pride and sense of identity based on recognition and use of historic and cultural resources.
3. Identify and designate as historic resources only those structures, sites and objects which possess historic features and characteristics viewed by this community as having true historical significance.
4. Strengthen the economy of the City by enhancing the historic and cultural resources for tourists, visitors and residents.
5. Encourage public knowledge, understanding and appreciation of the City's history and culture.
6. Promote the enjoyment and use of historic and cultural resources appropriate for the education and recreation of the people of Lake Oswego.
7. Preserve diverse architectural styles reflecting periods of the City's historical and architectural development; and encourage complementary design and construction impacting historic resources.
8. Enhance property values and increase economic and financial benefits to the City and its inhabitants.
9. Identify and resolve conflicts between the preservation of historic or cultural resources and alternative conflicting uses.
10. Integrate the management of historic and cultural resources into public and

private land management and development processes.

11. Provide the principle means to implement and carry out the provisions of Statewide Planning Goal 5 and the Comprehensive Plan Policies relating to historic resources.
12. Recognize the importance of Oswego Lake to this community and the attendant and long standing use of the lake and appurtenant assets for recreational, water quality and electrical power generation purposes.
13. Provide clear procedures and standards to insure that the ongoing operation and maintenance of residential, commercial and industrial uses are not affected in a manner that jeopardizes the economic viability of such uses.
14. Protect private property owners against extraordinary costs occasioned by the application of this chapter.



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