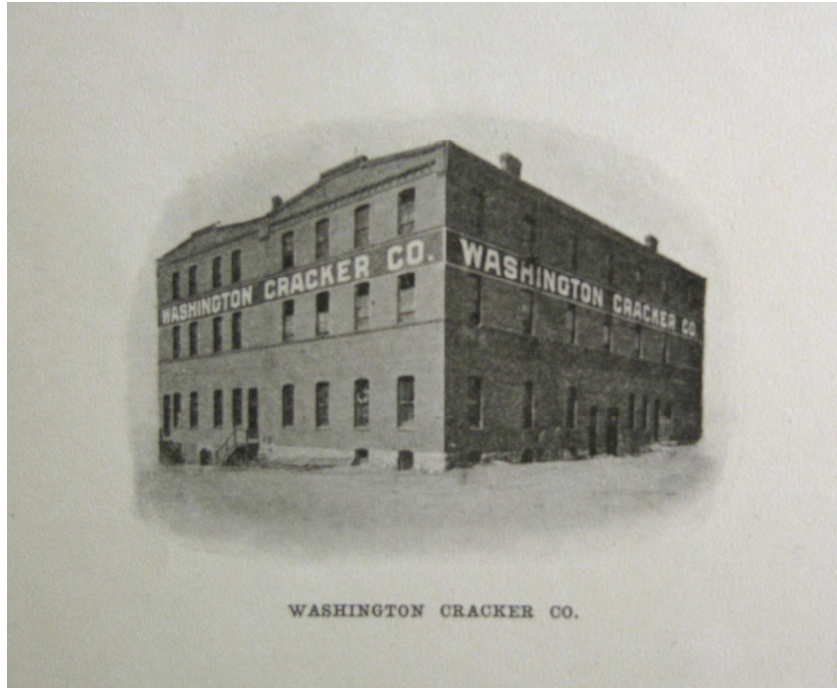


**Spokane Register of Historic Places
Nomination *for the*
Washington Cracker Co. Building**



Courtesy Northwest Museum of Arts & Culture

Prepared for
Ms. Joni Nicholson
Morrison Moving & Storage Co.

Prepared by
Diana J. Painter, PhD
Painter Preservation & Planning

June 2010

Spokane Register of Historic Places Nomination

*Spokane City-County Historic Preservation Office, City Hall, Third Floor
808 Spokane Falls Boulevard, Spokane, Washington 99201-3337*

1. Name of Property

Historic Name **Washington Cracker Co.**
And/Or Common Name **Morrison Moving & Storage Company**

2. Location

Street & Number **304 W. Pacific Avenue**
City, State, Zip Code **Spokane, WA 99201-4331**
Parcel Number **35191.0401**

3. Classification

Category of Property	Ownership of Property	Status of Property	Present Use of Property	
<input checked="" type="checkbox"/> building	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agricultural	<input type="checkbox"/> museum
<input type="checkbox"/> site	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both		<input type="checkbox"/> educational	<input type="checkbox"/> residential
<input type="checkbox"/> object	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> district	<input type="checkbox"/> in process	<input type="checkbox"/> yes, restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes, unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input checked="" type="checkbox"/> other Vacant

4. Owner of Property

Name **Joni Nicholson, Morrison Moving & Storage Co., Inc.**
Street & Number **304 W. Pacific Avenue**
City, State, Zip Code **Spokane, WA 99201-4331**
Telephone Number/E-mail **(509) 624-5389; mormetmove@yahoo.com**

5. Location of Legal Description

Courthouse, Registry of Deeds Spokane County Courthouse
Street Number 1116 West Broadway
City, State, Zip Code Spokane, WA 99260
County Spokane

6. Representation in Existing Surveys

Title City of Spokane Historic Landmarks Survey
Date Federal__ State__ County__ Local__
Depository for Survey Records Spokane Historic Preservation Office

7. Description

Architectural Classification
(enter categories from instructions)

Condition
 excellent
 good
 fair
 deteriorated
 ruins
 unexposed

Check One
 unaltered
 altered
Check One
 original site
 moved & date _____

Narrative description of present and original physical appearance is found on one or more continuation sheets.

8. Spokane Register Criteria and Statement of Significance

Applicable Spokane Register of Historic Places Criteria--mark "x" in one or more boxes for the criteria qualifying the property for Spokane Register listing:

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

Narrative statement of significance is found on one or more continuation sheets.

9. Major Bibliographical References

Bibliography is found on one or more continuation sheets.

10. Geographical Data

Acreage of Property 15,618 sf
Verbal Boundary Description Railroad 1st to 4th; L1 to 4; B5 inc. vac. 37.5 ft. stp E of & adj
Verbal Boundary Justification Nominated property includes entire parcel and urban legal description

11. Form Prepared By

Name and Title Diana J. Painter, PhD, AICP
Organization Painter Preservation & Planning
Telephone Number/E-mail 509-290-5161; diana@preservationplans.com
Street and Number 3518 N. C Street
City, State, Zip Code Spokane, WA 99205
Date June 4, 2010

12. Additional Documentation

Contemporary maps & photographs
Historical maps & photographs
Historical accounts

13. Signature of Owner(s)

Jack Cronkrite / Joni Nicholson P.O.A.
Joni Nicholson

14. For Official Use Only:

Date nomination application filed: _____

Date of Landmarks Commission hearing: 7/21/10

Landmarks Commission decision: _____

Date of City Council/Board of County Commissioners' hearing: 8/9/10

City Council/Board of County Commissioners' decision: _____

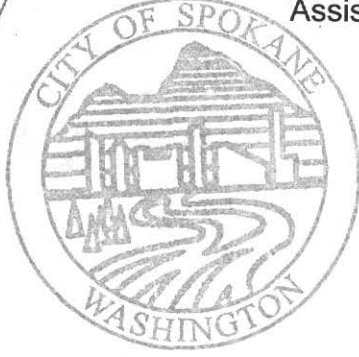
I hereby certify that this property has been listed in the Spokane Register of Historic Places based upon the action of either the City Council or the Board of County Commissioners as set forth above.

Kristen Griffin 7/22/2010
Date

City/County Historic Preservation Officer
City/County Historic Preservation Office
Sixth Floor - City Hall, Spokane, WA 99201

Attest:
[Signature]
City Clerk

Approved as to form:
[Signature]
Assistant City Attorney



Physical Description

Section 7 Page 1 of 4

Summary. The Washington Cracker Co. is a three-story building with a basement and a double, shallow-pitched gable roof with shaped parapets. The main building has a square plan; there have been a few additions on the north façade. It is located at 304 W. Pacific Avenue within a 15,618 square foot, largely rectangular lot and faces south onto W. Pacific Avenue. It is a timber-frame brick masonry structure with a stone foundation and a built-up roof. It is vernacular commercial building constructed in 1891 (east portion) and ca 1905 (west portion).

Location and setting. The Washington Cracker Co. building is located on the south side of W. Pacific Avenue, just west of what would be S. Bernard Street if that street were extended. The Burlington Northern railroad tracks are located to the immediate north of the building, on a raised rail bed; beyond the tracks, to the northeast, is the railroad station. The Washington Cracker Co. lot includes one-half of the vacated right-of-way of Bernard Street, which extends to the railroad right-of-way. This is paved and used for parking and loading. The Washington Cracker Co. lot slopes slightly from north to south.

The lot to the east of the Bernard Street right-of-way, owned by another party, is vacant and used for parking by Morrison Moving & Storage Co. The lot beyond is paved and used for parking by the adjacent Commission Bldg. The lot to the immediate west of the Washington Cracker Co. is paved and used as a commercial parking lot. Adjacent to this lot is the paved parking lot belonging to the building at W. Pacific and S. Washington Streets. In other words, what was a block of party wall structures as late as the mid-1950s is now occupied primarily by surface parking lots. With these exceptions, however, most of the lots in the immediate vicinity of the building are occupied by party wall structures, many of which date to the Period of Significance for the East Downtown National Register Historic District. This is a warehouse and SRO (Single Room Occupancy) district that developed around the Northern Pacific Passenger Depot at the turn of the twentieth century. The historic building stock is characterized by two-to-four-story, brick masonry, vernacular structures.

Materials. The Washington Cracker Co. building is timber-frame, brick masonry construction in a running bond pattern with a non-coursed, granite masonry foundation. Some brick and stone have been painted. Windows are anodized aluminum, steel, and wood frame. The main pedestrian door on the east façade is anodized aluminum and roll-up doors are metal. The main roof is built-up; the overhang at the concrete loading dock is corrugated metal. A few openings have been infilled with concrete block.

Massing and design. The main portion of the Washington Cracker Co. building has a square footprint with the exception of three additions on the rear, north façade, which result in an irregular shape here. It also has a cubic form, but for the one, two and three-story additions on the rear; and a short, shed-roof penthouse at the southwest corner; and two mechanical enclosures on the roof. The building, which was constructed in two phases, has two shallow-pitched gable roofs with the ridgelines oriented north-south and shaped parapets on the north and south sides. A raised wall that accommodates painted signage is located in the center of the north façade.

South façade. The south façade of the building is the entry façade. Because the building was constructed in two phases, there are two portions to this façade that are nonetheless very similar in appearance. The main entry to the building is placed slightly left (west) of center and consists of an anodized aluminum door with full-height glass that is accessed via one concrete step. The opening for this door extends into a window opening at the second floor level. The right or east

Physical Description

Section 7 Page 2 of 4

side the building, which was built in 1891, displays four regularly spaced, tall narrow windows on all three floors. All windows on the building occur within a shallow-arched opening. Windows on the first floor have a one-over-two configuration with anodized aluminum frames. Windows at the second and third levels are three-light windows with anodized aluminum frames, with a continuous sill course below the windows. At the street are smaller windows at the sidewalk and within the raised, stone foundation that have been enclosed with concrete block. There are two small, fixed, square windows at the second and third levels. Above the third floor windows and below the parapet is a corbel table that terminates in a pendent feature at each corner of the original buildings. The parapet here parallels the shallow gable roof, but for a short raised area below which accommodates a painted sign. The parapet is finished with a metal coping.

The westerly portion of this façade is identical to the east side with the following exceptions. There are four windows on each floor but they are not evenly spaced. There is a slightly wider space between the windows in the center of each floor. Also, the exterior wall of the short penthouse at the southwest corner of the building can be seen here.

The wall of the penthouse used to be painted with the word "Lyon." Under the center of the raised parapets are the words "Van" and "Lines." Additional painting signage on this façade is on a wide band between the second and third floors. This is painted with "Morrison Moving & Storage," now barely discernable. A fire escape is located on the west side of this façade.

West façade. There are three nearly identical rows of five windows each on the west façade. The two windows on the left or north side and the two on the right side are closer together, whereas the central windows are slightly left of center. An additional window is located at the lower right corner. The central window on this façade is within an opening of a different size, and has been damaged. Like the windows elsewhere on the building, the window openings are tall and narrow, and have a slight arch at the top and brick sills.

Visible below the windows at the first level is the raised stone foundation for the building. Above the original building parapet is the short wall of the penthouse structure. Visible at the far left is a one-story addition to the building with a small window within an arched opening and a flat roof. Unlike the rest of the building, this façade displays weeping mortar. A "Washington Cracker Co." sign in painted above the third floor windows.

North façade. The north façade of the building is located a short distance from the raised bed of the Burlington Northern Railroad track. It displays the rear additions to the building that took place from before the westerly building was constructed through the 1950s to accommodate various functions, as well as some of the original features of the main building (note that several of these changes took place within the Period of Significance for the building). To the left or east is the three story tower that was added some time before 1902. It has a two-over-two-light, wood-frame window at the third floor level and three small windows infilled with concrete block at the first floor level. The adjacent one-story addition was also added prior to 1902. It has three small (originally six-light) windows, also enclosed with concrete block, of the same design as the adjacent windows. Both additions have flat roofs. A metal stack which has been cut off at the level of the upper building parapet is attached to the west wall of the three-story portion. The upper portion of this tower originally displayed a painted sign for "Thomson's High Grade . . ." (not visible) with an eagle emblem within a triangle. It was later painted over with a Nabisco logo.

Physical Description

Section 7 Page 3 of 4

To the right of this addition is a lower, one-story addition that narrows to a single bay on the west side. This features two small windows on the north façade and one of the same size on the west façade. There are two large loading doors of vertical wood on this façade. The west door is raised to 'loading' level and the east door is at the grade of the parking lot; likely because it accessed the coal bin. This portion of the building displays the same stone foundation as the main building, as well as a flat roof and a short raised parapet. Above the additions is the rear façade of both the 1891 building and ca 1905 second building. It displays six regularly spaced, four-over-four-light, wood-frame, double-hung windows on each of the second and third floors. Above the west side is the gable-shaped parapet of the westerly building. Centered on this façade is a high raised wall with a stepped profile on each side constructed to display an ad for the company, highly visible from the train and Northern Pacific train station. This structure is supported by a buttress wall to the rear. The sign reads, "Home of Snowflake Sodas" with "National Biscuit Company" below. The "Sodas" was later replaced with "Saltines."

East façade. The east façade of the Washington Cracker Co. has a loading dock that extends a little over half the length of the building on the south side, with a ramp and stairs on the north side and concrete steps from the sidewalk on the south side. It is covered by a corrugated shed roof supported by I-beams. There are two metal roll-up doors at the level of the loading dock, one on each end. Between the doors is a multi-light, steel-frame window. At the far north side of the building is another large opening with a roll-up metal door. Several other openings along this façade have been filled in with brick. The original window openings on the second and third floors are intact and consist of seven regularly spaced, individually placed windows. Today these windows have three lights each in an anodized aluminum frame. There are two fire escapes on this façade.

Rooftop. Features on the rooftop today include the raised roof of the mezzanine (penthouse); the "T" shaped structure that is the rear, rooftop signage; an enclosure for the elevator; another rooftop enclosure; and several skylights. On the higher of the one-story rear additions there is a domed opening that appears to have once accommodated a stack, and a steel-frame skylight. The penthouse has horizontally-oriented, multi-light, wood-frame windows and a skylight. The rooftop signage is brick, with stepped edges that are capped with metal. The enclosure for the elevator is board-formed concrete and has a flat roof with metal coping, a flush metal door, and a six-light, steel-frame window. A second enclosure has a shed roof and is clad in corrugated metal. Skylights are nearly pyramidal and have steel frames.

Interiors. The interiors of a building such as this are typically fairly simple, and this building is no exception. This building has timber framing and was built in two phases. Correspondingly, there is a thick brick wall with a north-south orientation down the center of the building (the original exterior wall of the west building). There is also a row of wide square posts with brackets and a north-south orientation down the center in each half of the building (this occurs under the ridgelines on the third floor). Spaces on the upper floors are for the most part open, with a few exceptions. One exception is the location of the freight elevator, which occurs at about the center of the building. Another is due to the presence of the original oven, which is accessed via a mezzanine catwalk on the second floor. An early office that is finished on the interior is located in the southwest corner of the building; this continues to be the case today. Smaller, adjunct spaces are located to the rear of the building, within the building additions. These were used for various purposes over the years. There are also some smaller rooms in the basement, including the vault along the west side of the structure.

Physical Description

Section 7 Page 4 of 4

Changes over time. A 1905 photograph of the Washington Cracker Co. shows that when first built out the building had two centrally placed doors – a larger one and a smaller one – at ground level on the east facade. The loading dock was not in place, and basement windows were not filled in. The windows on the north end of the west façade that are enclosed today were also open. The main entry on the south façade was in the location it is now, but a stair to the door (today the stone foundation has been cut and the door is at the sidewalk level). A similar secondary entry was located at the southwest building corner.

There were no [visible] raised parapets or walls on the roof that today display signage. The signage consisted of “Washington Cracker Co.” painted under the third floor windows, as it appears today. Windows were otherwise in the same configuration as they are today, and had the four-over-four-light, double-hung sash that can still be seen in the remaining window frames on the north façade.

Changes to the building made between 1910 and 1926 are as follows. The first additions to the rear were made before 1902 and are within the Period of Significance for the building. They were the three-story tower in the northeast corner, which was used as a stock room, and the adjacent one-story addition, which was used for storage. The subsequent additions to the rear of the westerly building were made between 1910 and 1926. A concrete and steel open coal bin in the northeast corner of the building was added some time between 1910 and 1926; it is still extant.

Changes made to the building some time before 1948 are as follows. The concrete loading dock was added at the southeast corner, although the overhang was in place as early as 1926. A mezzanine was added on the third floor and a short penthouse constructed to provide additional height. This can be seen today at the southwest corner of the building, where the remains of the “Lyon” sign is located. The door opening to the street on the south façade was also in place. It can be seen in the 1948 photograph as a door with a tall transom window.

The original four-over-four-light, wood-frame windows on the north façade are extant but in extremely poor condition. The windows on the west façade are boarded up with plywood. The windows on the south and east facades were replaced ca 1965 with anodized, aluminum-frame windows.

Given the age of the building and its industrial use, these are very minimal changes to the building’s historic appearance, and most of the important character-defining features remain in place. The East Downtown National Register District Nomination, prepared in 2003, stated that, “The Washington Cracker Company is the oldest warehouse in the district and is an excellent example of a late 19th century/early 20th century commercial vernacular warehouse. . . The exterior retains a high level of integrity” (*Woo, 2003, Section 8, Page 12*).

Important character-defining features that are extant include: the brick finishes and detailing, the stone foundation, window and door openings, the signage, and the fire escapes. On the interior, the spatial characteristics are intact, as is equipment such as the original ovens and freight elevator and an early scale.

STATEMENT OF SIGNIFICANCE

Statement of Significance. The Washington Cracker Co. building was developed by Portland entrepreneur Herman Wittenberg for his rapidly expanding biscuit and candy-making business in 1891; it continued in this use for 72 years. The business left a legacy of buildings on the west coast, including two in Portland that are individually listed on the National Register of Historic Places. The Washington Cracker Co. building, which is listed as a contributing structure to the East Downtown National Register District, was noted by historian Eugenia Woo as “. . .the oldest warehouse in the district and . . . an excellent example of a late 19th century/early 20th century commercial vernacular warehouse. . . (*Woo, 2003, Section 8, Page 12*).

The building is significant with respect to category 1 (Criterion A), for its place in the patterns of local history; specifically because of its association with historic events that had a significant effect on the city and, in this case, the Pacific Northwest. The building is important for its association with the rapidly growing biscuit and candy industry in the late nineteenth century and as a building developed by Wittenberg for his Inland Empire factory. (This building is one of the few that Wittenberg developed himself; most of his buildings were purchased along with the businesses).

The building is significant with respect to category 3 (Criterion C), as a good representation of a vernacular industrial warehouse that embodies the distinctive characteristics of a type that is particularly representative of the buildings for which this historic district is known. In addition to meeting Criteria A and C the building retains integrity. In her nomination for the East Downtown Historic District, historian Woo noted that the Washington Cracker Co. building “. . .retains a high level of integrity.” It retains integrity of location, design, materials, workmanship and association (the Spokane Register does not require integrity of setting or feeling). The building is nominated under the themes (Areas of Significance) of commerce and industry, with a Period of Significance of 1891-1905.

HISTORIC CONTEXT

History of the business. The Washington Cracker Co. building was developed by Herman Wittenberg to house his operations in Spokane. From modest beginnings as half owner in a Portland bakery, Kansas-native Wittengren developed a multi-million dollar enterprise in just thirteen years that dominated the western United States in the very competitive biscuit- and candy-making business.

Herman Wittenberg. Herman Wittenberg, the second of eight children, was born into a farming family in Kansas in 1859. They crossed the plains on the Oregon Trail in 1862 and settled in Portland, where both the family and Wittenberg remained for the rest of their lives. Wittenberg dropped out of school at age twelve for financial reasons and began working at a variety of jobs from water boy on construction of the Northern Pacific Railroad to a deckhand on steamers on the Columbia River. In 1879 he opened a grocery store in Portland, subsequently sold it, and bought half interest in a German bakery (Mr. Wittenberg was of German ancestry). After three years he bought out his partner and on April 8, 1886 organized the Portland Cracker Co. “with a capital stock of \$30,000” and opened his business at Second and Davis Streets in Portland (*“Herman Wittenberg,” 1903:594*).

Statement of Significance

Section 8 Page 2 of 6

Wittenberg traveled throughout the Pacific Northwest over the next five years. According to the 1903 biographical profile of Wittenberg, he bought out “the only other concern of a similar nature in Portland,” re-organized it, and built a new headquarters building to house it in 1891. At the same time he merged the Tacoma Cracker Co. of Tacoma and the Northwestern Cracker Co. and Queen City Cracker Co. of Seattle into his business, and built the Washington Cracker Co. factory in Spokane (“*Herman Wittenberg*,” 1903:594). In 1892 he enlarged and expanded the business by buying out the two largest candy-making companies in the northwest, the Seattle Steam Candy Co. of Seattle and the Bernheim-Alisky Candy Co. of Portland. In 1894 he opened branch offices in San Francisco and Los Angeles and “the name of the company became known throughout the entire region west of the Rocky Mountains and from Alaska to Mexico”(“*Herman Wittenberg*,” 1903:594).

Mr. Wittenberg was also active in local politics, particularly as they promoted the economic development of the region, sat on the Board of Education in Portland, and was a member of numerous civic and fraternal organizations. He helped to organize the 1905 Lewis and Clark Exposition in Portland, where his products were prominently displayed, and contributed \$300,000 towards its successful staging (“*Herman Wittenberg*,” 1903:597). Wittenberg was particularly active in promoting the importance of trade relations between the Pacific Northwest and Asia (*Oregon and the Orient*, 1901:31).

On his fortieth birthday, on September 15, 1899, Wittenberg sold the Portland Cracker Co. to the Pacific Coast Biscuit Co. and re-organized, with himself as vice-president and manager. At the time of incorporation the company had “authorized capital” of \$4,000,000 (*The Pacific Coast Biscuit Company Formed*,” 1899:3). The company subsumed fourteen biscuit and candy companies from Seattle to Los Angeles and had eight factories from Salt Lake City to Spokane. It owned the American Biscuit Co. of San Francisco; the Portland Cracker Co. of Portland; the Washington Cracker Co. of Spokane; the Seattle Cracker and Candy Co. of Seattle; the Oregon Cracker Co. of Portland; the Southern California Cracker Co. of Los Angeles; and the Standard Biscuit Co. of San Francisco (*Pacific Coast Biscuit Company*, 1899:5). This was said to be “the biggest deal of the kind ever made on the Coast . . .”

At the time Wittenberg had 75 traveling salesmen and 2,000 employees. According to his profile, “The trade extends to the entire territory on the Pacific coast west of the Rocky Mountains, Alaska, British Columbia, China, Japan, South America, Mexico, and the islands of the Pacific Ocean.” It was also noted as comprising “fully two-thirds of all the cracker and candy manufactures on the Coast” (“*It Started in Portland*,” 1901:99).

The Pacific Coast Biscuit Co. Although the Pacific Coast Biscuit Co. became the parent company for the Washington Cracker Co. in 1899, along with the other west coast biscuit and candy companies, the local business was called Washington Cracker Co. until 1918 (*Woo*, 2003, Section 7, Page 22). At that time, the company shared space with Thomsen’s Candy Co., whose logo can be seen on the back of the building. When Wittenberg died in 1912, at the age of 52, his position was taken over by Moritz Thompson, who had founded the chocolate manufacturing aspect of the business.

The National Biscuit Co. The National Biscuit Co. (NABISCO) bought out the Pacific Coast Biscuit Co. in 1930. The National Biscuit Co. was the largest biscuit maker in the world, according to *Time Magazine*, making 500 kinds of biscuits, as well as bread and breakfast

Statement of Significance

Section 8 Page 3 of 6

cereals. It was founded in 1898 in Chicago and itself represented a consolidation of the United States Baking Co., the New York Biscuit Co., and the American Biscuit & Manufacturing Co. At the time of the deal the Pacific Coast Biscuit Co. still manufactured biscuits and candy, with sales extending throughout the Pacific Coast and Hawaii, the Philippines, and Asia. In 1929 it had a net worth of \$522,676.

The National Biscuit Co. first used the name “Nabisco” in 1901 for a sugar wafer (“*Nabisco*” <http://www.kraftfoodcompany.com/brands/largest-brands/brands-n/nabisco.asp>). Both the name “National Biscuit Company” and the “Nabisco” logo can be seen on the north façade of the Washington Cracker Co. building. The building also promoted the company’s SnowFlake Sodas, evidently later changed to SnowFlake Saltines.

The National Biscuit Co., which is now owned by Kraft, remained in the building until 1962. The building sat empty until 1965, when Morrison Moving & Storage Co. moved in. Over the years Morrison Moving & Storage Co. has shared space with Republican Van Lines, Lyon Moving and Storage, Global Van Lines, Interior Design Concepts, and Bekins Van Lines Moving and Storage (*Woo, 2003, Section 7, Page 22*). Morrison Moving & Storage Co. still own the building. It is currently vacant.

Pembroke D. Harton Co. It is worth noting the history of another company represented in the building, which is “P. D. Harton Oven Builder” of Philadelphia. The Pembroke D. Harton Co. developed the large oven that is still in place in the building. Harton was Wittenberg’s contemporary in both time and spirit, although he came from a prominent southern family rather than Wittenberg’s modest means. Pembroke (1853-1915) was an inventor who specialized in ovens. His company was described as “manufacturers of biscuit, cake and cracker machinery and ovens.” He held patents for a machine for making all-tobacco cigarettes, for an oven shelf, a cake or biscuit machine, and a cake icing machine. In his obituary he was described as ‘being known the world over as an inventor and a foremost manufacturer of biscuit machinery’ (“*Death of Pembroke D. Harton,*” 1915).

Building chronology. The following building chronology is based on information from Sanborn Fire Insurance maps. When the building was first constructed in 1891 this area of East Spokane was largely undeveloped. Small residences were located south of E. 3rd Street. The area adjacent and to the west of what is now the Washington Cracker Co. was actually used for a roundhouse for the Northern Pacific railroad, and a line from the main tracks extended from the northeast, through the block to the east, across Bernard Avenue (Saxton then), and past the south face of the building. A coal bunker was located in front of the Washington Cracker Co. building (there was a note in the 1891 map that this was to be removed). Across Saxton, just east of the building, was the turntable and roundhouse and a coal trestle. The only business in the area was a stable for the Spokane Car Company. The area west of Washington was far more densely developed, with a mix of industrial and residential uses (*Sanborn Fire Insurance map, 1891*).

By 1902, the date of the next Sanborn map for this area, the first building for the Washington Cracker Co. had been fully developed, including the additions to the rear. Cracker manufacturing took place on the first floor, the second floor was used for storage and packing, and candy manufacturing occurred on the third floor. There were candy kettles and a steam dry room on the third floor. The basement was used for storage. The additions to the rear housed a stock room in the three-story portion to the northeast, accessed via an interior stair, and storage

Statement of Significance

Section 8 Page 4 of 6

in the one-story portion in the northwest corner. At the rear of the original building on the first floor were engineering offices. In the southwest corner, on the first floor, was a revolving oven. The plant used city water and both steam and coal for cooking.

There was some new development in the neighborhood by this time, including an apartment building across the street and an asphalt plant across from the train station.

By 1908 the second building had been developed, with the exception of the rear one-story portion that exists there today. The 1908 Sanborn map shows that by this time the interior freight elevator was in place and the office occupied the southwest corner of the building. Between 1908 and 1910 the middle addition on the rear of the building was added. Changes from the previous arrangement included use of the second floor on the east side for packing, the designation of the first floor of the new building for storage, and the location of box making in the basement. The office was located on the first floor on the west side. In the center of the building on the west side was a large freight elevator that opened to the east side. A vault was located in the center of the west face, in the basement. A water tank was located on the roof in the northeast corner of the new building. The factory used steam, electricity, gas, wood and coal for power and fuel.

By this time the entire block bounded by Washington, Pacific, Bernard and the railroad was developed. The roundhouse had been removed and the Grote-Rankin Co. building (still extant) had been constructed. The State Armory had been developed a block away at McClellan and 2nd Avenue. Otherwise this area was still a mix of relatively sparse residential, commercial and industrial development.

In 1926 the west side of the first floor was used as an office and warehouse, and the east side was used for shipping (it is likely that the loading dock was in place by this time as well, as shipping by truck rather than rail would have been gaining popularity). The cracker factory was still on the second floor and the candy factory was still on the third floor. The small room in the northeast corner of the building was used as a repair shop, and the coal bin on the northeast corner was in place. The factory operations were carried out with electricity and steam, wood and coal was used for fuel, and the candy was heated with gas. A fuel tank was located northeast of the building. The building was fully sprinklered.

The building operations and conditions did not change significantly through the mid-twentieth century. At the same time the neighborhood was fully developed. Both blocks on the north side of Pacific between Washington and McClellan were taken up by warehouses. Further south the neighborhood remained somewhat mixed, with smaller industrial and commercial businesses, small shops, and a few apartment buildings. The State Armory continued to dominate the immediate area. The degree to which the neighborhood building stock has been preserved is documented in the National Register of Historic Places nomination for the East Downtown Historic District, which is defined as the area roughly bounded by Main Avenue to the north, Second Avenue to the south, Division Street to the east, and Post Street to the west. The block within which the Washington Cracker Co. is sited is less intact, as four of the eight original buildings between Washington and McClellan have given way to parking lots (*Historian Eugenia Woo has noted that much of this occurred before Expo 74, in order to 'clean up' the area and provide surface parking lots. Woo, 2003, Section 8, Page 2*).

Statement of Significance

Section 8 Page 5 of 6

Architectural context. The East Downtown Historic District is significant for its stock of early twentieth century industrial warehouses and Single Room Occupancy (SRO) hotels that developed in proximity to the railroad. The buildings are primarily vernacular buildings, and were described as follows in the historic district nomination.

Two predominant property types are located within the district-the Single Room Occupancy (SRO) Hotel and the warehouse. The SRO is typically two to four stories in height, constructed of unreinforced masonry, with upper floor residential use and ground floor commercial or retail use. Some general characteristics include stepped parapets, ornamental cornices, patterned brickwork, and corbelled parapets and courses. More unique features include highly decorative terra cotta detailing on primary facades. The earlier railroad-dependent warehouse is typically a two to four story, wood-frame brick structure. Later warehouses are concrete or concrete block with industrial steel windows. The style is generally industrial utilitarian with little ornamentation. Other property types include both large and small scale commercial buildings, apartment hotel buildings and the unique State Armory building, Northern Pacific Railroad Depot, the City Ramp Garage, and Whitehead's Dance Palace (Woo, 2003, Section 8, Page 1).

The Washington Cracker Co. is a good representation of the building stock in the District. Its form, construction method, materials, architectural detailing and features, and function align it with other industrial warehouse buildings in the district, which are in turn architecturally significant for the qualities described above. The Washington Cracker Co. is further distinguished by being the oldest warehouse in the District and having good integrity. It is particularly noteworthy for its intact signage that represents every period of development. The "Home of Snowflake Saltines" sign on the rear of the building appears on numerous photography websites and is available for purchase as a photograph or poster by a number of photographers.

The Washington Cracker Co. was also called out in the National Register Nomination for the East Downtown Historic District as being representative of the historic uses in the neighborhood:

The warehouses along Pacific Avenue from Browne to Washington Streets serve as the core of the industrial section in the district. Within this three block area are warehouses built for various uses including cold storage, grocers, meat packing, garage, creameries, and bakeries. They represent three different decades in the development of the neighborhood-1890s, 1900s, and the post-war era. The Washington Cracker Company is the oldest warehouse in the district and is an excellent example of a late 19th century/early 20th century commercial vernacular warehouse. Constructed in 1892 with an addition in 1908 [sic], the three-story brick building housed the Washington Cracker Company which manufactured candies and crackers and made its own boxes in the building. The exterior retains a high level of integrity (Woo, 2003, Section 8, Page 12).

In summary, the building is significant as the Spokane headquarters of the Pacific Coast Biscuit Co., at one time the third largest biscuit and candy making business in the United States (*Gilbert, 1979, Section 8, Page 1*). Although the building was developed by the company's founder Herman Wittenberg, it is not nominated for its association with Wittenberg, as it is one of eight factories operated by him on the west coast. The building is also nominated as a good

Statement of Significance

Section 8 Page 6 of 6

representation of a vernacular industrial warehouse, one of two building types for which the East Downtown National Register Historic District is known. It embodies the characteristics and features of the type and retains integrity.

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Section 9 Page 1 of 2

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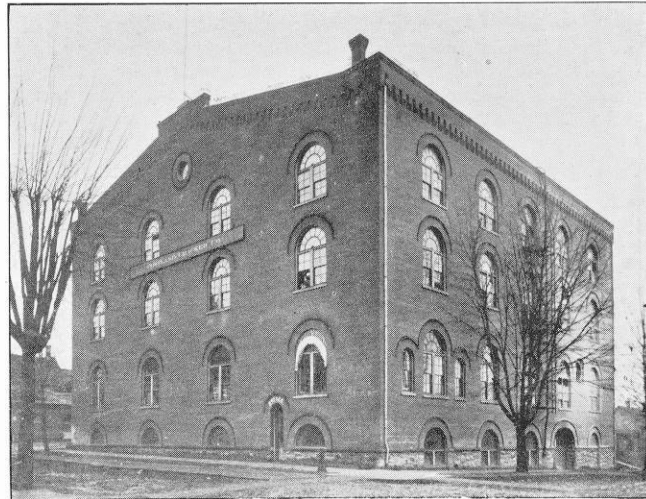
Additional documentation
Historical accounts

OREGON AND THE ORIENT.

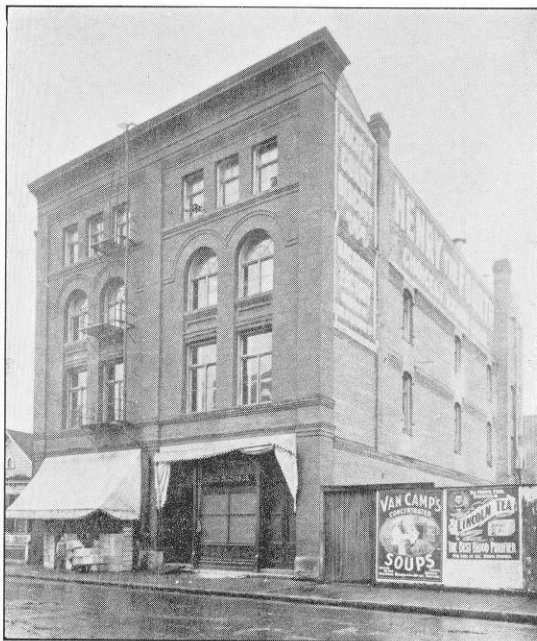
95

IT STARTED IN PORTLAND.

It is with no little pride that the writer, while presenting much in the way of information about Portland industries, can state that there is one concern that, although it started here in a small way, has now grown to be the largest of its kind west of the Rocky Mountains. This is what is now known as the Pacific Coast Biscuit Company, of which Mr. H. Wittenberg is vice-president. As a matter of fact, there is no exaggeration in saying, right here, that Mr. Wittenberg has been the head and front of the enterprise, and the man who most largely deserves credit for the acquisition of this valuable industry to the City of Portland. Not only did he build up this flourishing business, but he did it in the face of the severest kind of opposition, repeatedly overcoming obstacles which would have discouraged one less courageous and industrious. The success of his enterprise, is due to his own efforts.



This is the original Portland Cracker Co. The Building is 75 x 100 feet. It is utilized as the Cracker Department and for General Offices. There are 250 People employed here.



Oregon Cracker Co., now Macaroni Factory, employing 40 Hands.

In 1882, Mr. Wittenberg purchased a half interest in the German bakery. He was then but 22 years of age. With his tireless energy, he did well with his venture. At that time there was what was called the Oregon steam bakery, a business of considerable magnitude, owned by Liebe & Holbing, which manufactured crackers for the trade. They had the field to themselves, and were in many respects, exceedingly arbitrary. In 1886, Mr. Wittenberg saw what he considered an opening for a more comprehensive industry, of a kindred nature, and he, with others, organized the Portland Cracker Company, which began in a modest way to compete for business in that line throughout the Northwest. This resulted in a fight with its competitors for supremacy, which, during the ensuing two years and a half after its introduction, the Portland Cracker Company contended for with unabated energy. Prices were cut to bedrock, and every effort made to freeze out the new con-

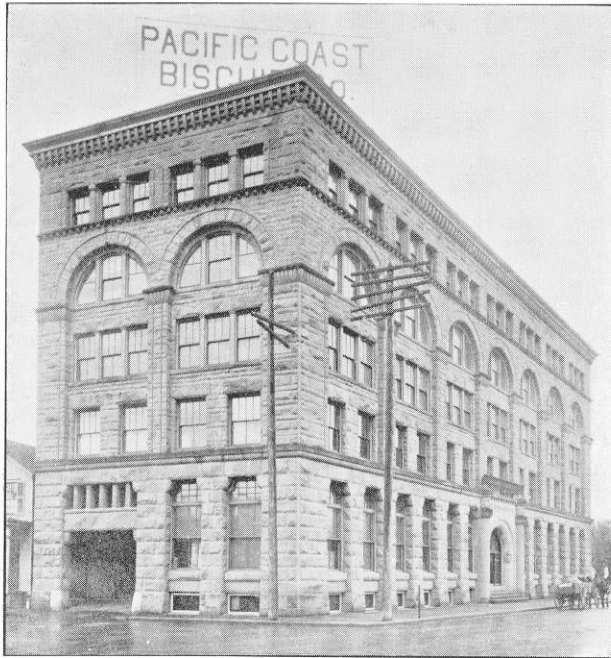
Additional documentation
Historical accounts

Section 12 Page 2 of 7

96

OREGON AND THE ORIENT.

cern. Mr. Wittenberg devoted a portion of his time to traveling, and the balance to the direction of affairs at the factory. The factory was started with the expectation and determination of making it a substantial and paying business. How well it succeeded is best told in the fact that, at the expiration of the



This is the Building occupied by the Sweet Candy Co. It is 70 x 120 feet in size, and 100 Hands are employed.

two years and a half above mentioned, the owners of the Oregon steam bakery proposed a consolidation of the two opposing industries, which was subsequently effected. Extensive improvements were added, increasing the output largely; and efforts put forth that resulted in the development of a surprisingly large business. Before passing on to the next period of progress, it might be added that one of the main reasons for the Portland Cracker Company's success was because full weight was always given, and the consumers could rely upon obtaining the kind and quality of goods represented.

For the next two years after the consolidation, the growth of the business was most marked. In 1891, however, the Oregon Cracker Company entered the field and to a certain extent contended

for a part of the business. In 1892 Mr. Wittenberg's company purchased the Tacoma Cracker Company, the Queen City Cracker Company, and the Northwestern Cracker Company, of Seattle, and established a plant at Spokane, under the name of the Washington Cracker Company, for the manufacture of both crackers and candies. This move precipitated a war with the candy manufacturers; and those of Portland, assisted by the San Francisco candy manufacturers, began a fight through which Mr. Wittenberg's company, in self-defense, was compelled to enter the business of candy-making at both Portland and Seattle. The fight grew in intensity; and, as the times became depressed, many concerns with less determination and ability at their helms would not have weathered the storm. In 1894, partly because of the candy fight, and due also to fierce competition on the Sound with San Francisco cracker manufacturers, it was concluded to reach out for trade in California. This was done, and the result was satisfactory.

Competition was exceedingly keen until 1899, when Mr. Wittenberg engineered the biggest deal of the kind ever made on the Coast, resulting in the formation of his present company, which bought out all the factories of this kind, of any note, on the Coast, and united them under one name. They now operate at Seattle, Spokane, Portland, San Francisco and Los Angeles, with branch houses at Tacoma, San Jose, Sacramento, and Oakland, Cal. In Portland they have three establishments, the Portland Cracker Company, at Eleventh and Davis; the Oregon Cracker Company (now a macaroni factory), at Sixth and Glisan; and the Sweet Candy factory, at Sixth and Burnside streets. Some fine engravings are shown here of these buildings. At San Francisco, the com-

Additional documentation
Historical accounts

Section 12 Page 3 of 7

OREGON AND THE ORIENT.

99

pany is preparing a new factory, which will be 275 feet by 137½ feet on the ground, and four stories in height. It will be one of the largest establishments in San Francisco.

The goods manufactured by the Pacific Coast Biscuit Company are now sold in the entire territory lying west of the Rocky Mountains, and to all the foreign trade lying upon the Pacific Ocean. Their business comprises fully two-thirds of all the cracker and candy manufactures on the Coast.

Mr. Wittenberg's company is certainly deserving of credit for the magnificent success which it has made of the cracker and candy business since it became a manufacturer in a small way in 1886. But few firms under the same circumstances could have accomplished as much, and it is doubtful if there are many who could have withstood the turbulent waves of competition it was subjected to in its own field of operation, let alone carry the war into the enemy's camp, as it actually did. As before stated, this city can well take a pride in having such a big concern in its midst, and the home of the man whose active brain and keen, calm, scrutinizing judgment was able to carry out so great a business undertaking, and create an enterprise of such magnitude. If Portland only possessed a few more men like Mr. Wittenberg, she would rival San Francisco in ten years.

The officers of the Pacific Coast Biscuit Company are as follows: Charles M. Warner, of Syracuse, N. Y., president; H. Wittenberg, vice-president; Louis Saroni, of San Francisco, secretary, and John G. Hanrahan, treasurer. The active management of all the business on the Pacific Coast is under the personal management of Messrs. Wittenberg and Saroni, who form the executive committee of the corporation.



HERMAN WITTENBERG.

Additional documentation
Historical accounts

Section 12 Page 4 of 7

PORTRAIT AND BIOGRAPHICAL RECORD.

513

ty-one years, but is still enjoying good health. His wife, who in her maidenhood was Priscilla Mills, was a native of Tennessee and died in December, 1901, at the age of ninety years.

Ambers Thornburgh spent the first fourteen years of his life in his native state and then accompanied his parents to Iowa. He had previously attended the subscription schools in the south, but in the pioneer district in which the family settled there were no schools and his time was given to the breaking of prairie and to the other arduous toil incident to the development of a pioneer farm. When he had attained man's estate he worked as a farm hand for fifty cents per day, and later for from \$6 to \$10 per month, working all day in the fields until dark overtook him. He continued to follow farming in Iowa until 1859, when he made his way to the west, driving an ox-team across the country to California by way of the Platte route, the trip consuming six months. He took up his abode near Tehama, engaging in teaming until 1862, when he removed to Portland, Ore., arriving the latter part of June, 1862. Coming to Washington county soon afterward, he here secured work upon a farm, and in the same year his father came to the northwest, driving horses and mules. He and his father purchased the Dairy Creek ranch of two hundred and ten acres, which he continued to cultivate for a time. Subsequently Mr. Thornburgh purchased one hundred and forty-five acres further up the valley and a mill site, turning his attention to the manufacture of lumber. The first year the mill was operated by water power and then Mr. Thornburgh employed an engineer and fitted up the plant with steam power. In this enterprise he had as a partner Martin Manning. When the mill had been running but six weeks it was destroyed by fire. The proprietors rebuilt at once and continued in the manufacture of lumber for fourteen years, manufacturing seven or eight thousand feet of lumber per day. The rapid growth of the country made the building interest a flourishing one and consequently created a large demand for lumber. Taking advantage of the good business opportunity Mr. Thornburgh then engaged in the lumber business in a profitable way until 1897, when he returned to the farm, which all this time had been operated under his supervision. He has since purchased property and located in Forest Grove, where he is now living retired, his toil in former years having brought to him a well merited and desirable competence.

In Washington county, Ore., in 1866, Mr. Thornburgh was united in marriage to Miss Rebecca Ann Neal, who was born in Keokuk county, Iowa, and came to this state in that year. In the family were eight children: Mrs. Mary Ellen Benefel, of Washington county; William

J., who is living upon the home farm; John A., who is conducting the flouring mill and is represented elsewhere in this work; Janie, who died at the age of seven years; Thomas W., of Forest Grove; Myrtle E. and Millie, at home; and Ray, who died at the age of seven years. The family is one of prominence in the community and Mr. Thornburgh has been regarded as a representative business man, enterprising, progressive and reliable. In his political views an earnest Republican, he has never sought or desired office, however, preferring to devote his time to his agricultural and manufacturing interests, in which he has met with signal success.

HERMAN WITTENBERG. The life of Herman Wittenberg in many respects reads like a romance, and is an illustration of what hard work, plenty of grit and earnest effort will do when intelligently applied. Seldom does it occur, in the actual world of business affairs, that a man within a comparatively few years rises from an obscure position in life, viz., that of a poor farmer boy, to a post of great responsibility, influence and trust, in charge of a business in which millions of dollars are invested and a small army of employes are constantly being handled in many departments. The brain and personality that can bring about such a transformation must, indeed, be forceful and interesting.

The earliest recollections of Mr. Wittenberg are associated with the west. He was born at Ft. Leavenworth, Kans., September 15, 1859, and is a son of David and Caroline (Blass) Wittenberg, natives of Germany, who married in Detroit, Mich. About 1854 the family settled upon a farm which is now included within the government reservation at Leavenworth. During 1862 the father, accompanied by his wife and three children, crossed the plains with ox teams, following the Oregon trail, and after encountering and enduring many hardships reached the Columbia river at The Dalles in September, 1862, after a journey of five months. From The Dalles they came to Portland by boat. In the midst of the woods, on the east side of the river, where Woodlawn now stands, he established his home and improved a claim from the forest. This property he sold in 1880 and has since lived in retirement, at present making Portland his home. His family consists of five daughters and three sons, all of whom are living, Herman being next to the oldest. As already intimated, the early recollections of Mr. Wittenberg are associated with Oregon. The first school which he attended was conducted in a log cabin near his father's farm. When twelve years of age he was compelled to discontinue

Additional documentation
Historical accounts

Section 12 Page 5 of 7

594

PORTRAIT AND BIOGRAPHICAL RECORD.

his studies to make his own way in the world. His first employment was as water boy in the construction of the Northern Pacific Railroad, between Portland and Tacoma, and later he worked on a farm in Washington county. Another occupation to which he devoted some time was the cutting and hauling of cordwood, which he sold in Portland and to steamers plying on the Willamette and Columbia Rivers. He also tried his hand at steamboating on the above named rivers, not as owner, but as fireman and deckhand. Subsequently he gained considerable experience in mining in eastern Oregon, where the famous North Pole and Red Boy mines now operate, and here for three years he worked at placer and quartz mining. During 1878 and 1879, while still at the mines, the Bannock war broke out and he served in a local company organized for the protection of life and property in that section. He was one of three who drew lots for the purpose of making the trip to Baker City with two four-horse teams to secure supplies for the miners and their families. Their return was greeted with cheers, as it was deemed nearly a forlorn hope to attempt the trip.

Returning to Portland in the fall of 1879 Mr. Wittenberg and R. H. McMillen (son of Capt. J. H. McMillen) opened a small grocery in East Portland, and after two years Mr. Wittenberg bought the interest of his partner, continuing alone for about a year. He then disposed of his business and embarked in the retail bakery trade, purchasing a half interest in what was known as the German bakery at No. 145 Third street, Portland. For three years he had A. A. Franklin as a partner, but at the expiration of that time acquired the entire property and continued alone for two years. Meantime, April 8, 1886, he organized the Portland Cracker Company, with a capital stock of \$30,000, and started in business on Second and Davis streets, having as partners in the enterprise Louis Nicolai & Sons. A year after the organization of the company he sold the German Bakery in order that he might devote his entire attention to the development of the cracker business. Besides acting as vice-president and manager of the company, he traveled for five years in the interests of the business, and meantime visited almost every point of importance in the northwest. During these years the company bought out the only other concern of a similar nature in Portland, this being the Oregon Steam Bakery, an old established concern. Upon the reorganization of the business in 1891 the building now used for the headquarters of the concern was erected, and the following were merged into the new company: the Tacoma Cracker Company, of Tacoma; the Northwestern Cracker Company, of Seattle; and the Queen City Cracker

Company, of Seattle. A factory was also established at Spokane under the name of the Washington Cracker Company.

An important enlargement of the business was effected in 1892 in the purchase of the Seattle Steam Candy Company of Seattle and the Bernheim-Alisky Candy Company of Portland, the two largest manufacturers of confectionery in the northwest. At the time of purchase the capital stock was increased to \$500,000 and the capacity of the plants greatly enlarged. This was accompanied by an immediate and corresponding increase in the business, which had now extended to every part of the Pacific coast. In 1894 branch houses were opened in San Francisco and Los Angeles, and the name of the company became known throughout the entire region west of the Rocky Mountains, and from Alaska to Mexico.

September 15, 1899, the fortieth anniversary of the birth of Mr. Wittenberg, the Portland Cracker Company sold out to the Pacific Biscuit Company, which at that time was organized with Mr. Wittenberg as vice-president and manager, a position which he has continued to occupy to the present time. At this writing the capital stock of this great corporation is \$3,000,000. The magnitude of the business transacted by this concern may be inferred from the statement that the company is successor to the Portland Cracker Company, the Oregon Cracker Company, and the Sweet Candy Company, all of Portland; the Seattle Cracker and Candy Company, the Queen City Candy Company, and the Portland Cracker Company, all of Seattle; the Portland Cracker Company, of Tacoma; the Washington Cracker Company, of Spokane; the Capitol Candy Company, of Sacramento; the Portland Cracker Company, and L. Saroni & Company, of San Francisco; the Southern California Cracker Company, the Los Angeles Candy Company, and the Portland Cracker Company, of Los Angeles. Factories and offices are established at the following points: Portland, Tacoma, Seattle, Spokane, San Francisco, Los Angeles, Salt Lake and Sacramento. More than seventy-five traveling salesmen are employed on the road, and the total number of employes reaches nearly two thousand. The trade extends to the entire territory on the Pacific coast west of the Rocky Mountains, Alaska, British Columbia, China, Japan, South America, Mexico, and the islands of the Pacific Ocean.

While as a rule Mr. Wittenberg has refused all offers of official position and takes no special interest in politics aside from voting the Republican ticket in national affairs, and for the best man regardless of party in local matters, he has consented to serve in school offices. At this writing he is a member of the Portland school

Additional documentation
Historical accounts

Section 12 Page 6 of 7

PORTRAIT AND BIOGRAPHICAL RECORD.

597

board, and was serving in a similar capacity in East Portland at the time of its consolidation with Portland; and he also was a member of the East Portland city council. He has served as a director in the Chamber of Commerce, of which he is a member; and he is also identified with the Board of Trade, the Civic Improvement League, the Commercial Club, and the Multnomah Amateur Athletic Association. In 1888 he was made a Mason in Washington Lodge No. 46, A. F. & A. M.; and since then has risen to membership in Washington Chapter No. 18, R. A. M., Oregon Consistory No. 1, A. & A. Scottish Rite, Oregon Commandery No. 1, K. T., and Al Kader Temple, N. M. S. A charter member of Fidelity Lodge No. 4, A. O. U. W., he has been associated with this order for twenty-two years. Though not identified with any denomination, he is a liberal contributor to religious and philanthropic movements, and always has been a friend and supporter of such projects. He is taking an active and unselfish interest in the movement having for its object the holding of the Lewis and Clark Exposition in Portland in 1905. He assisted in organizing the committee having the arrangements for the proposed exposition in charge, and was a generous contributor to the fund of \$300,000 given by the original stockholders of the exposition company. Being fully cognizant of the numerous benefits to be derived by Oregon and the city of Portland through the contemplated fair, he is an earnest champion of street improvement and all other municipal projects that will add to the attractiveness of Portland as a place of residence and a desirable location for new enterprises. He is one of the staunchest advocates of the project for deepening the Columbia and Willamette rivers from Portland to the sea, for the construction of a great drydock for ocean-going vessels in this city, and for the erection of smelters for the reduction of ores found in Oregon and Washington. Mr. Wittenberg is interested in several other industrial institutions and business enterprises, both for the purpose of investment and encouragement to such institutions. In fact, his influence is extended in favor of all movements whose aim is to keep the metropolis of Oregon in the rank she has won—that of one of the most progressive and substantial cities of the country.

The marriage of Mr. Wittenberg was solemnized in Portland in 1880, and united him with Mary Alice Shaver, daughter of George W. Shaver. (See sketch elsewhere in this work.) Mrs. Wittenberg was born at Waldo Hills, Marion county, Ore., and received her education in Portland, where she was a schoolmate of Mr. Wittenberg. They are the parents of two sons,

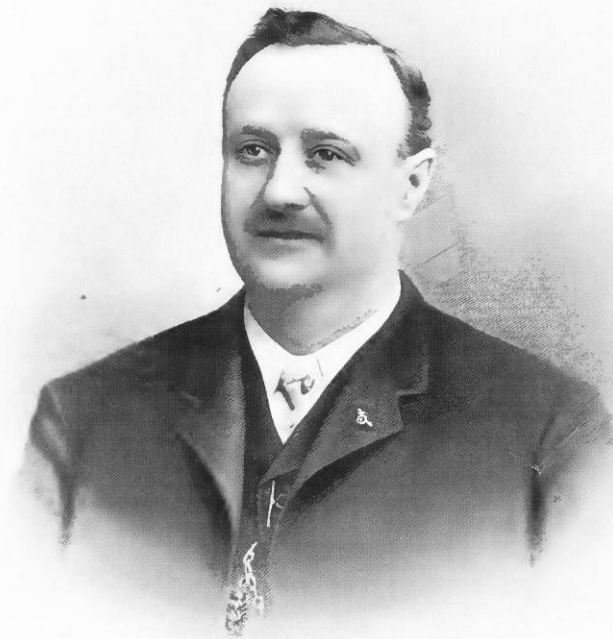
Louis Mason and Ralph Shaver. Mr. Wittenberg attributes a great deal of his success in life to the noble assistance given him by his loving wife, who, through the twenty-three years of their wedded life, has always proven a source of strength and comfort; and he claims that without her everything might have been different. Their happy home is always open to their friends, of whom they have a large circle.

CHARLES F. STREET. The art of floriculture has no more sincere appreciator in Clackamas county than Charles F. Street, the products of whose hot-houses find their way to lovers of flowers in Portland, Seattle and Tacoma, Wash., and many surrounding towns, and who is rapidly coming to the front as one of the most intelligent exponents of his truly delightful and ever expanding occupation.

That Mr. Street is entitled to his position of authority among florists and landscape gardeners is accounted for by the fact that he has made a profound study of everything connected therewith since he was twelve years of age. He was born in Sussex, England, January 24, 1857, and is the oldest son and second oldest child born to Frank and Harriett (Pronger) Street, natives of England, at one time residents of Kent, and now living retired in London, England. Charles F. was educated in the public schools, but his early assumption of responsibility as a florist's apprentice interfered materially with whatever educational plans he may have desired to carry out. At the age of twenty-two he sailed away to Australia as a fitting field for the exercise of his chosen work, and upon arriving at Sydney in 1879, found employment as foreman in a nursery near the town for three years. Upon coming to the United States he located at Menlo Park, near San Francisco, and after working at gardening for a year came to Oregon in 1882. Not content with the prospects he returned to Australia, remaining there for seven years, and in the meantime making rapid advancement along floricultural lines. In Victoria, Australia, he purchased eighty acres of fine land, upon which he grew flowers, vegetables and fruit, and won the distinction of being the first to force tomatoes on the Melbourne market. That tomatoes were a profitable investment is best judged by the fact that he received sixty cents a pound for them at the start, but of course reduced the price as the novelty wore off. In 1889 a return was made to Oregon, where he resided for two years, at the end of which time he removed to California and continued to reside in that state until 1898, when he came back to Oregon and settled in Clackamas, where he bought fourteen acres of land, upon which has been built his present fine busi-

Additional documentation
Historical accounts

Section 12 Page 7 of 7



H. Wittenberg