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3-25-1930

## Letter from President of Portland Market

Frederick Strong

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March 25, 1930.

TO THE MAYOR AND COUNCIL OF THE CITY  
OF PORTLAND, OREGON:

The Public Market Company of Portland was incorporated on the 14th day of February, 1930, by Frederick H. Strong, L. T. Herwin and C. Lee Wilson. The authorized capital stock of this corporation is 3,500 shares of preferred stock of the par value of \$100.00 per share, aggregating \$350,000, and 5,000 shares of nominal or no par value common stock.

The present directors of this corporation are Frederick H. Strong, L. T. Herwin, C. Lee Wilson, Prescott W. Cookingham and Paul C. Murphy.

The corporate officials are:

Frederick H. Strong, President and Treasurer,  
C. Lee Wilson, Vice-President and General Manager,  
Prescott W. Cookingham, Secretary.

The corporation owns Blocks 74 and 75 and River Lots 3 and 4 of Block 76 of the City of Portland.

Shares of preferred stock in the aggregate value of \$175,000 have been subscribed, and 2,500 shares of common stock have been subscribed, representing a total investment of approximately \$565,000. In addition to the subscription above mentioned, Mr. Julius Meier will purchase \$50,000 of the preferred stock and \$50,000 of the no par value common stock. Other purchases of common and preferred stock will be consummated upon the approval by the Corporation Commissioner of the sale of such stock, which approval is expected within the next few days.

The plans of the corporation involve the construction of a public market extending along Front Street from a point 100 feet south of Morrison Street to the north line of Salmon Street, a total distance of 620 feet. This plan will necessitate the vacation of that portion of Yamhill Street between the east line of Front Street and the harbor line, and that portion of Taylor Street between the east line of Front Street and the harbor line.

Under the Ziegler Amendment to the City Charter this will necessitate the conveyance by the Company to the City of an equal area of land for street purposes. The area proposed to be conveyed by the Company to the City for this purpose is described as follows:

A strip of land 40 feet in width extending along the west side of Blocks 74 and 75 and Lots 3 and 4 of Block 76 of the City of Portland, Oregon, and a strip of land 25 feet in width extending across the east side of Blocks 74 and 75 and Lots 3 and 4 of Block 76.

We also desire to enter into an agreement of lease with the City of Portland by the terms of which approximately 325 stalls will be leased to the City for sub-leasing to farmers and growers of crops. We desire the terms of this lease to guarantee to the City a fixed sum representing the maximum expense of operation by the City and a percentage of the excess revenue accruing from the stalls covered by the lease. We are not at this time presenting to the City Council a proposed form of lease for the reason that we desire such lease to be prepared by the City Attorney, acting upon the advice of and after consultation with the Commissioner of Public Affairs and the City Marketmaster.

It is our desire to commence construction immediately upon receipt of assurance from the City Council that the desired street vacation and the proposed lease arrangement with the City of Portland can be consummated. Under the charter provisions the proceedings for street vacation cannot be consummated in less than approximately five weeks. We would like to have the public market completed and ready for occupancy on or before October 1, 1930. Your cooperation to that end is earnestly solicited.

There is attached to this letter a more detailed explanation of the plans and purposes of our company, and the officials of our company and its architect, builder and attorney will attend the meeting of the City Council at which this letter is presented and will be prepared to explain in greater detail, if desired, the plans of our company.

Yours respectfully,

PUBLIC MARKET COMPANY OF PORTLAND

By \_\_\_\_\_

President.

SUPPLEMENTAL STATEMENT OF PLANS AND PURPOSES OF  
PUBLIC MARKET COMPANY OF PORTLAND (ACCOMPANY-  
ING LETTER TO THE MAYOR AND COUNCIL OF THE CITY  
OF PORTLAND, DATED MARCH 25, 1930).

The organizers and incorporators of Public Market Company of Portland have spent approximately a year and a half in careful study of market problems, not only in Portland but in the larger cities over the entire United States. Mr. Wilson, the Company's Vice-President and General Manager, recently completed a trip studying markets, consulting market-masters, architects, owners and builders of markets in some fifteen cities in the United States, including Seattle, Denver, St. Louis, Chicago, Detroit, Buffalo, Boston, Newark, Philadelphia, Washington, Atlanta, New Orleans, Dallas, Los Angeles, and San-Francisco. Of course, the purpose of this trip was to enable this company, upon the construction of a public market in the City of Portland, Oregon, to produce market facilities which would embody the best features discoverable in the public markets of the large cities of this country, and we believe that the results of our study will enable us to construct marketing facilities which will be unequalled anywhere in the United States.

We have employed the architectural firm of Lawrence, Wolford, Allyn & Bean to design our structure and our facilities. Uniform fixtures and equipment will be standardized throughout the entire market, including the farmer stalls proposed to be leased to the City. The plans call for black and cream tile facing for the farmer sections. Direct lighting equipment for displaying produce, outlets for fans, running hot and cold water, one uniform scale for each two farmer stalls, equipment for washing vegetables, rest rooms, locker rooms, offices for City Marketmaster and ample sanitary storage space for farmers' produce. The Market Company will provide for lighting and heating the building and this service, together with the above facilities, is to be furnished to the farmers without additional charge with the sole exception of storage space, which will be rented in proportion to the storage space required by the occupant of each individual stall.

We are convinced that any public market which fails to provide adequate free automobile parking space cannot be successfully or satisfactorily conducted. With that idea in mind our plans have been arranged to provide free automobile parking space for approximately 625 cars.

One end of our structure will be erected to a height of three stories, and in this will be provided storage space of approximately 30,000 square feet, including a central refrigeration plant. The latest and most approved devices and methods of sanitation and insectproofing will be applied in the construction and subsequent operation of this storage space.

In addition to the factors above mentioned, there are a number of other reasons which lead us to believe that our project will meet with the entire and very hearty community approval. Our climate is such that there is a great variety of production of marketable products within a radius of fifty miles of Portland, and facilities which will be available to growers at low rental rates will enable them to sell to the people of Portland a better preserved, cleaner and cheaper product, not only during the summertime but during the winter as well, and such sales can be handled by the farmers under conditions where they will be protected from sun, wind and cold.

We have not undertaken this project without consulting a considerable number of the leading business men of the City, and we have found that they are unanimous in the opinion that our community is greatly in need of an institution of the character proposed by us and that we will receive community support in our project. In spite of the fact that we have purposely avoided publicity up until the present time we have, nevertheless, received numerous applications from responsible merchants for space in our building, and it is our firm belief that our market will be opened one hundred per cent full.

PUBLIC MARKET COMPANY OF PORTLAND

By \_\_\_\_\_

President.