

P. A. Dearborn Photos

ENTRANCE PORTICO

WHOLESALE BUILDING

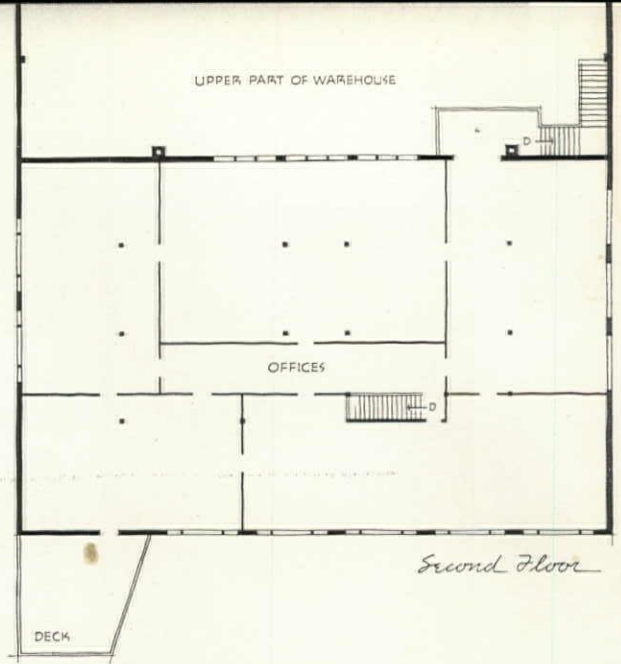
PORTLAND, OREGON

Offices — Display Rooms — Warehouse

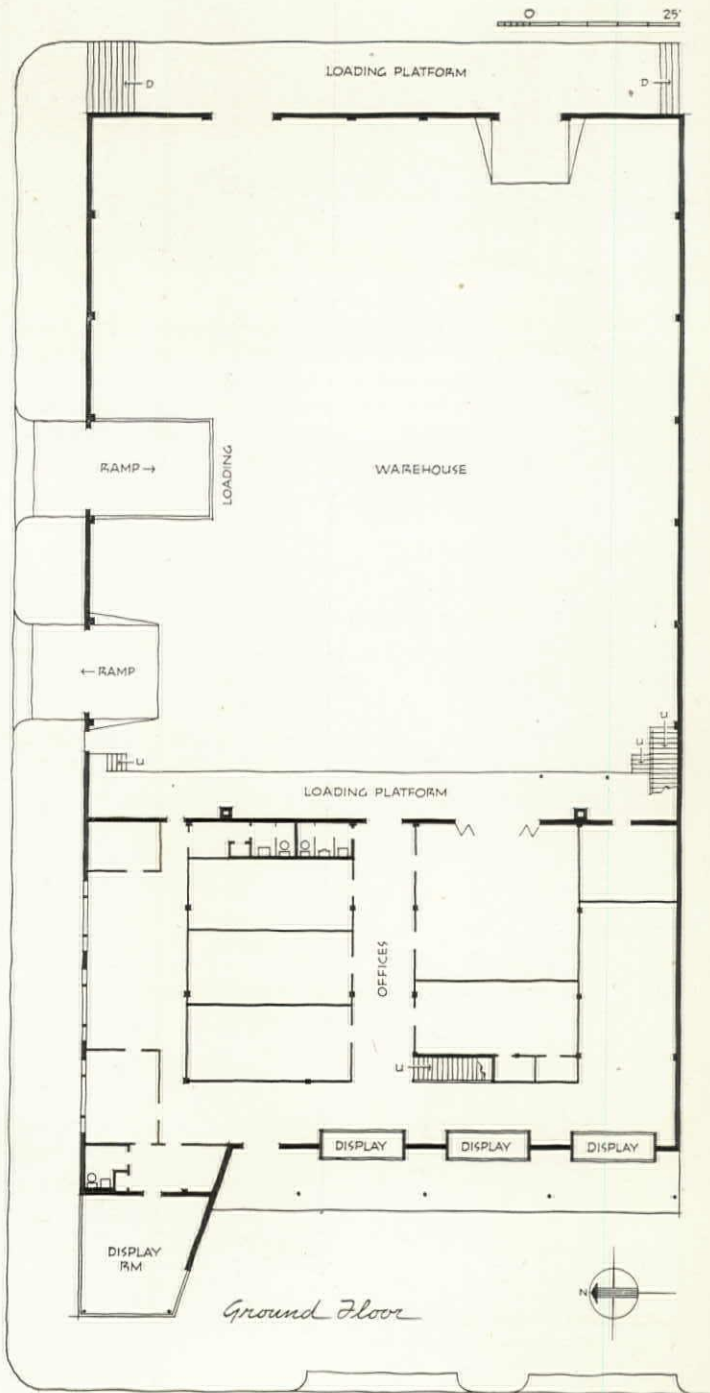
PIETRO BELLUSCHI, Architect

PLANS: Setback of the building from the curb accomplishes several useful things—provides offstreet parking for customers; gives great prominence to the major display room, from both sidewalk and parking space, and sets the building apart from those that crowd the lot line.

The recessed ground floor provides shaded space for supplementary display units and sheltered passage from parked car to entrance door. On the first floor are business and administrative offices concerned with sales and warehouse activities. On the second floor are service departments, a sales theater, a model kitchen, and a conference room.



Second Floor



Ground Floor



GENERAL VIEW

NEED: A building combining the functions of business offices, warehousing, and display space for an organization dealing in electric-powered equipment.

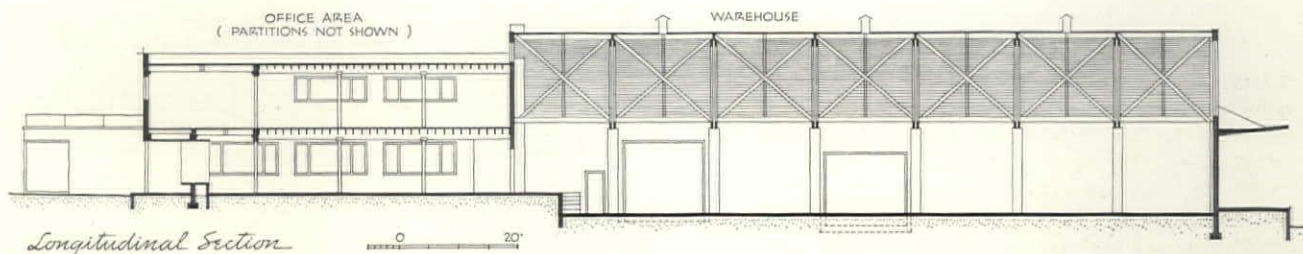
SITE: Corner lot in a wholesale district, near railroad trackage and facing a much traveled thoroughfare.

SOLUTION: Display, offices, service departments,

sales areas, in a two-story structure at front; warehouse, at rear.

MATERIALS: Reinforced concrete structure; display room wing surfaced with rainbow granite. Exposed pipe columns steel, 6" I.D.

COLORS: Main block of building painted white; recessed wall painted deep bottle green. Pipe columns painted blue. Lettering, yellow and red.



SECTION. Varied levels established in the warehouse provide comfortable working heights for outside trucking facilities at sheltered street dock at rear; undercover handling from side street entrances, and between loading platform at rear of two-story portion and warehouse proper. Detail of the warehouse timber trusses is shown over-page.