

# Beauty and Strength Are Salient Features of New Bank Building

Familiar Phrase "Ugly Skyscraper" Is Opposite of Truth With Respect To Majestic Eleven Story Structure Erected For T. A. Livesley, Progressive Business Man, Farmer and Mayor of Salem—Building Designed by L. L. Dougan Is Last Word In Perfection of Design and Arrangement—Romanesque Style of Architecture Is Especially Impressive Because of Building's Proportions—Ten Thousand Tons of Structural Steel, 270,000 Pounds of Reinforcing Steel Assure Strength to Survive Stress of Years—View From Top Rivals Capitol Building

## Is Proof Against Attacks Of Fire and Earthquake

Pink Sandstone Finish at Once Beautiful and Lasting—Massiveness of Bank Section, Long Sweep of Straight Lines Above and Artistic Upper Part Harmonize.

"The beautiful is as useful as the merely useful."

Standing proudly at the center of Salem's business district, the new First National Bank building, built and owned by T. A. Livesley, stands as indestructible evidence of this oft quoted maxim.

Commercial utility is so often associated with the crude and unbeautiful, that the words "skyscraper" and "ugly" have become inextricably bound together in many minds. It is conceivable that persons who have visited Salem, or who lived here years ago, on hearing that beautiful Salem has a new 11 story building, have said, "What a pity."

But here, at least, is a building which believes that much used phrase, "ugly skyscraper." Its tons of steel and of concrete were not welded together to construct a work of art; yet, despite the utilitarian purpose to which it is to be put, the First National Bank building as it stands this morning, all but ready to begin its decades of useful service to Salem's commercial and industrial welfare, is as much an artistic asset to the city as it is a commercial asset.

For T. A. Livesley, who had been formulating his plans for this building for many years before actual construction was started in July, has a love of the harmonious and attractive as well as keen business judgment; and he saw what many industrial leaders fail to recognize, that beauty has a place in industry and commerce as well as in the more purely aesthetic aspects of life.

### Sets High Standard

To carry out this belief, he found in L. L. Dougan of Portland an architect who could combine beauty of line and ornamentation with convenience of arrangement for practical business purposes; and the result is that in erecting a building which qualifies Salem as a city which will some day merit the name "metropolis," Livesley has incidentally set a standard of architectural beauty which, if followed throughout all of the extensive growth which is yet to come, will keep Salem's business district far ahead of other western cities in attractiveness.

Factors which contribute to this building's beauty, include first of all the pink Florentine sandstone finish which is used for the entire exterior. It is at once beautiful and lasting, in contrast to the lighter hues which often are chosen, giving a building of exceptional attractiveness at first, but soon turning dingy and ugly. The walls of the First National Bank building will remain unblemished longer, and may be restored to their original color more quickly, than those which have just been described.

Next are the lines of the first floor, which houses the First National Bank. The massive front section, affording a fully merited impression of unlimited strength; the impregnable cast steel floor framework set off with pink Florentine sandstone and banked with beautiful cathedral glass; the high arched windows on the Liberty street side and the harmonious proportions of the architecture which sets this part of the building off from that above, are indescribable in their perfection.

### Lines Suggest Cathedral

Above this is the mezzanine floor, distinct in its design both from the lower floor and from the continuous sweep of cathedral lines which extends for seven stories above it, and yet a harmonious part of the whole.

The resemblance to European cathedral architecture is most marked in viewing the building from in front; its side view emphasizes the utilitarian purpose because of the uniform rows of office windows, and yet is no less beautiful.

But when the eye encounters the perfectly arranged arches and abutments of the tenth and elev-

enth stories, their beauty can be but faintly suggested with any words that come to mind. The best of Italian Renaissance artistry, unequalled by any other type of architecture, is portrayed there, all the more effectively because it could not be a harmonious part of any building less imposing in its total dimensions.

What about strength? Ten thousand tons of structural steel and 270,000 pounds of high carbon reinforcing steel were used in construction, together with the additional support that could be afforded by mixing concrete from 3,500 barrels of cement, 1,150 cubic yards of sand and 2,300 cubic yards of gravel.

The whole structure is built like an immense concrete block, with steel bars at 18 inches on the center throughout all the walls, and four inches at the center throughout the floors.

### Earthquake and Fire Proof

The building is not only far stronger than it needs to be to stand any ordinary strain which can be put upon it, but it is earthquake proof. No wood is used in construction excepting the mahogany frames and doors, and the building is absolutely fireproof. It will stand the storm and stress of ages.

For years, visitors in Salem have made a point of ascending the winding stairs in the state house building, to the cupola which affords a magnificent view of the Willamette valley for miles in all directions of Salem.

But now the statehouse dome has a rival, for the roof of the First National Bank building is not only higher, affording an even more impressive and perfect view, but it can be reached more readily and with less exertion. The elevator will take visitors to the eleventh floor, and a short stairway leads from there to the roof, from which this unequalled view is to be had.

### Much Material Used

A few statistics with respect to the building and the materials used in it may be of interest, and add to the clearness with which its magnitude may be realized: The building is 100 feet by 44 feet 5 inches in ground floor area. It is 145 feet from the sidewalk to the top.

It has 55,000 square feet of floor space.

There were 3,000 yards of excavation.

Lumber was used to the extent of 510,000 board feet, in making forms for the concrete.

There are 41,000 feet of burnt clay partition tile in the building.

There are 400 doors, all genuine mahogany, and all of the trimmings are mahogany.

The floors are cement finish, with the corridors and toilet room floors all finished in marble and terrazzo.

All of the toilet rooms have Alaska marble partitions, with mahogany trim.

All of the stairs are concrete, enclosed with concrete partitions, with kalamine fireproof doors at each floor.

The lighting will be semi-indirect, leaving no dark places in any room, and the fixtures will be of the most modern type, and dust proof.

Every room in the building is an outside room: there will be no dark rooms in the daytime, and thanks to the perfect lighting, none at night.

The entrance to the building is at the right of the large circular entrance of the main banking room, and will be finished in Tennessee marble and mahogany.

The building is equipped with two high speed elevators and will

## New Year's Greeting from Salem's Mayor-Elect



T. A. LIVESLEY

valley. Such has been my feeling even when to most people the prospect of material prosperity seemed remote, and I still find time to be grateful for such surroundings now that prosperity is here.

Today, confronted with that retrospective and prophetic task which the closing of an old year and the opening of a new year bring, I am buoyed up by the conviction that it will require no self-deceit to survey the past year's accomplishments and call them good, nor any undue optimism to look forward into 1927 and predict even richer blessings.

Further than that comes the thought, comforting to anyone who essays such a task, that no word which any one of us may utter, nor any attitude of mind which any group of us may entertain, can now avert or diminish the measure of success which is in store for all the people of Salem and the Willamette valley. In times past faith and loyalty, united and continuous effort have been needed to bring these things about; an equal uniting of forces could not stop them now.

It remains for us only to remember the teamwork and integrity which have been necessary to realization of our present goals, and to construct new and higher goals toward which we may strive even while we enjoy the benefits of present prosperity.

—T. A. LIVESLEY.

## MOST OF SPACE TAKEN BY NICHOLSON & WIPER HAVE CHARGE OF RENTING OFFICES

Seventy-five per cent of the available office space in the new First National Bank building was rented before the building was ready for occupancy, is the report of Nicholson & Wiper, Inc., local insurance firm which has had charge of renting these offices, this feature of management having been delegated to them by the owner, T. A. Livesley, at the time construction was arranged for.

Nicholson & Wiper, Inc., have placed no restrictions on the type of tenants who should occupy the building, except that they be reputable business and professional people. However, the tenants number more physicians and dentists than any other class of business. The greater part of these tenants had been previously established in Salem.

The firm of Nicholson & Wiper, Inc., which took over the insurance business of William Bell, Inc., on July 15 of the past year, will continue in charge of the renting of space in the building, and have moved their own offices into rooms 703, 704 and 705 of the building. In their insurance business, they represent the Insurance Company of North America, Indemnity Insurance Company of North America, Palatine Insurance Co., Ltd., London & Lancashire Insurance Company, London & Lancashire Indemnity Company, New Hampshire Insurance Company, Fidelity & Deposit Company, Employers Indemnity Corporation and Globe Underwriters Agency.

## FRANCE TO HAVE SURPLUS

The French budget for 1927 promises a surplus of between 800 million and one billion francs.

## BARBER SHOP TO OPEN

One of the most attractive and up to date barber shops in Salem will be the Bank Barber Shop, conducted by P. J. Hibler in the basement of the new First National Bank building. The shop entrance will be on State street at the elevator entrance, next door to the Spa.

Hibler, who has been a barber in Salem for nearly 12 years, and has many friends here, will have a five chair shop, with strictly modern equipment. The shop will be finished in the attractive "driftwood" tone, with gray chairs to match the rest of the interior. It will be equipped with sterilizers and all other safeguards to sanitation. A porter will be on duty.

## DENTISTS TAKE SUITE

DRS. LEWIS AND SCHMIDT LOCATED ON FIFTH FLOOR

Drs. George E. Lewis and L. B. Schmidt, dentists, have taken rooms 502 and 503 in the new First National bank building. Dr. Lewis, who was graduated from Willamette university before taking his dental course at North Pacific college, has been practicing for two and one-half years in Salem.

Dr. Schmidt, who has been associated with Dr. Lewis since last August, is a plate work specialist. Dr. William Cavanagh, Portland orthodontist, who spends several days here each month, will also make his Salem headquarters in the offices of Drs. Lewis and Schmidt.

Reedsport—15,000 pounds salmon-egg caviar were made here, this season.

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ANNOUNCING OPENING OF THE

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Wednesday, Jan. 5th

In the

**New First National Bank Building**

SUITE 709-13

The public is cordially invited to inspect our modern, completely equipped Beauty Shop. This new shop will be in charge of Gladys Irwin and Marion Young, formerly of the Mitzi Beaute Shoppe, and Genevieve Gray of the Gray Improvement Shop. Joe Maddison, formerly of the Bob Shop, will be in charge of the hair cutting department.

**Mitzi-Gray Beaute Shoppe**

Genevieve Gray—Gladys Irwin—Marion Young

Suite 709-13

**New First National Bank Building**

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## ATTORNEYS TAKE SUITE

Willard H. Wirtz and Paul F. Burris on Fourth Floor

Willard H. Wirtz, for many years district attorney of Cook county when that political division comprised all of what is now called central Oregon and is included in three counties, will be one of the tenants of the new First National Bank building, occupying a suite of rooms jointly with Paul F. Burris, well known local attorney.

## REALTY FIRM MOVING

Socolofsky & Son Add Insurance and Loan Business

One of the most active realty and insurance firms in Salem, Socolofsky & Son, is among the occupants of the new First National Bank building, moving across the street from the Bayne building where D. D. Socolofsky, the senior member of the firm, has been conducting his business for many years. His son, Walter, entered the business last spring.

At that time the business was broadened to include insurance and loans. Socolofsky & Son are representatives here of the Interstate Fidelity Building & Loan association, and have a full line of general insurance.

Occupying rooms 304 and 305 in the new building, this firm expects, as a result of moving into these more suitable and convenient quarters, to be better able to serve the large number of clients who have found it a wise practice to consult them on matters connected with real estate.

The elder Socolofsky has been conducting his real estate business in Salem since 1910; but prior to that he had engaged in the same business for ten years in the east, and had also handled all lines of general insurance, so that the new department of his activities here is one in which he was already thoroughly informed.

## QUARTERS WELL SUITED

Suite Especially Arranged for Dr. Harold M. Brown

Dr. Harold M. Brown, local eye, ear, nose and throat specialist, is moving his offices into the new First National Bank building, where he will occupy rooms 904 and 905.

This move, providing for Dr. Brown quarters more exactly suited to his needs than those he has formerly occupied, comes at the end of two years' service to the people of Marion and adjacent counties. These rooms, arranged according to the specific plans of the prospective tenant, include a reception room as well as the receiving room and others well equipped for Dr. Brown's specialized practice.

A graduate of Creighton Medical College, Omaha, Neb., Dr. Brown has been practicing medicine and surgery for 23 years and has been engaged in his specialty for 18 years. During the war he served 18 months in France.

## PHYSICIAN IS LOCATED

Dr. Jerald S. Backstrand, physician who specializes in children's diseases, will occupy room 903 in the new First National bank building.

Although he has been district attorney in a relatively remote and often much disturbed part of the state for 13 years, Wirtz is a former resident of Salem and a graduate of the Willamette university law school. He was employed by the Oregon Journal in this city from 1908 to 1911, and received his degree and was admitted to the bar in 1910.

A year later Wirtz hung out his shingle in Prineville, and in 1914 was appointed district attorney, an office to which he was re-elected successively so that he held it

continuously until several months ago, when he resigned, moved to Salem and resumed private practice.

Wirtz and Burris will occupy rooms 410, 411 and 412 in the new building. Their law business will be conducted separately.

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To T. A. Livesley and Associates

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FIRST NATIONAL BANK BUILDING

