



The City of Seattle

Landmarks Preservation Board

Mailing Address: PO Box 94649 Seattle WA 98124-4649
Street Address: 700 5th Ave Suite 1700

Name Roosevelt Safeway/Definitive Audio Year Built 1939
(Common, present or historic)

Street and Number: 6206-6210 Roosevelt Way

Assessor's File No. 179750090

Legal Description see below

Plat Name: Cowen's University Block 10 Lot 11, 12, 13
Park

Lots 11, 12, and 13 Block 10, COWENS UNIVERSITY PARK Addition, as recorded in volume 13 of plats, page 53.

Present Owner: Pacific Resources LLC Present Use: retail

Address: 15350 SW Sequoia Parkway, Suite 300, Portland OR 97224

Original Owner: Safeway

Original Use: retail-grocery

Architect: Donald D. Williams

Builder: Frank Lohse

Photographs



Submitted by: Scott Hodson, Pacific Resources LLC (Pac-Trust)

Address: 15350 SW Sequoia Parkway, Suite 300, Portland OR 97224

Phone: _____ Date July 29, 2022
rev. Sept 15, 2022

Reviewed: _____ Date _____
Historic Preservation Officer

JULY 2022

CITY OF SEATTLE LANDMARK NOMINATION REPORT

DEFINITIVE AUDIO 6206-6210 ROOSEVELT WAY NE



PREPARED BY:



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JULY 2022

DEFINITIVE AUDIO/SAFEWAY, 6206-6210 ROOSEVELT WAY LANDMARK NOMINATION REPORT

1. INTRODUCTION

This Landmark Nomination Report provides information regarding the architectural design and historical significance of 6206-6210 Roosevelt Way, a commercial building also known by the business name Definitive Audio, in the Roosevelt neighborhood of Seattle, Washington. The building was designed by architect Donald D. Williams and constructed in 1939. The building was documented on the Seattle Historic Resources survey.¹ Studio TJP prepared this report at the request of the owner.

1.1 BACKGROUND

The City of Seattle's Department of Construction & Inspections (SDCI)—formerly the Department of Planning & Development—through a 1995 agreement with the Department of Neighborhoods, requires a review of “potentially eligible landmarks” for commercial projects over 4,000 square feet in area. As any proposed alterations or demolition of the subject building described within this report will require a permit from SDCI, the owner is providing the following report to the staff of the Seattle Landmarks Preservation Board (LPB) to resolve the property's status.

To be eligible for nomination as a City of Seattle Landmark, a building, object, or structure must be at least 25 years old, have significant character, interest, or value, the integrity or ability to convey its significance, and it must meet one or more of the following six criteria (SMC 25.12.350):

- A. It is the location of or is associated in a significant way with an historic event with a significant effect upon the community, city, state, or nation.
- B. It is associated in a significant way with the life of a person important in the history of the city, state, or nation.
- C. It is associated in a significant way with a significant aspect of the cultural, political, or economic heritage of the community, city, state, or nation.
- D. It embodies the distinctive visible characteristics of an architectural style, period, or method of construction.
- E. It is an outstanding work of a designer or builder.
- F. Because of its prominence of spatial location, contrast of siting, age, or scale, it is an easily identifiable feature of its neighborhood or the city and contributes to the distinctive quality or identity of such neighborhood or city.

¹ Seattle Department of Neighborhoods, <http://web6.seattle.gov/DPD/HistoricalSite/QueryResult.aspx?ID=516>

1.2 METHODOLOGY

Ellen F. C. Mirro, AIA, Principal and Katherine Jaeger, MFA, of Studio TJP (formerly the Johnson Partnership), Seattle, completed research on this report between April and May. Research was undertaken at the Puget Sound Regional Archives, Seattle Department of Construction & Inspections, Seattle Public Library, the Museum of History & Industry, and the UW Special Collections Library. Research also included review of Internet resources, including HistoryLink.com, Ancestry.com, and the *Seattle Times* digital archive. Some context statements in this report are based on research developed by Larry E. Johnson and the Johnson Partnership for previous reports. Buildings and site were inspected and photographed on May 3, 2022, to document the existing conditions.

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2. PROPERTY DATA

Historic Building Names: Roosevelt Safeway

Current Building Name: Definitive Audio

Address: 6206-6210 Roosevelt Way

Location: Roosevelt

Assessor's File Number: 1797500905

Legal Description: Lots 11, 12, and 13, Block 10, COWENS UNIVERSITY PARK Addition, as recorded in volume 13 of plats, page 53.

Plat Block: 10

Plat Lot: 11-12-13

Date of Construction: 1939

Original/Present Use: Grocery/Retail

Original/Present Owner: Safeway/Pacific Resources LLC

Original Designer: Donald D. Williams

Original Builder: Frank Lohse

Zoning: NC2-75 (M1)

Property Size: 0.28 acres or 12,000 sq. ft. (per King County Tax Assessor)

Building Size: 6,000 sq. ft. (per King County Tax Assessor)

3. ARCHITECTURAL DESCRIPTION

(NB: Units of measurement have been rounded to the nearest whole number for clarity and ease of reading.)

3.1 LOCATION & NEIGHBORHOOD CHARACTER

The subject building is located in the Roosevelt neighborhood as identified by the Seattle City Clerk.

The immediate subject area is a mix of commercial buildings along Roosevelt Way NE and single-family residential building in the surrounding blocks. There are several multi-family units in the immediate area.

The subject site is located two blocks south of the Roosevelt Square shopping center, and four blocks south-southwest of Roosevelt High School. Cowen Park is two blocks east of the subject building. Interstate 5 is a scant three blocks to the west.

Designated City of Seattle Landmarks in the immediate neighborhood are as follows: Dr. Annie Russell House, 5721 8th Avenue NE; Cowen Park Bridge, 15th Avenue NE and Cowen Place NE; Roosevelt High School, 1410 NE 66th Street.² *See figures 1-6.*

3.2 SITE DESCRIPTION

The subject site is a city lot measuring 120' feet along Roosevelt Way NE and 100' along NE 62nd Street. The subject building sits on the northern half of the parcel, and a paved parking area occupies the southern portion of the parcel. A gravel alley runs behind the property to the east, another retail parcel with a slightly larger one-story building and parking area is located to the north. Two street trees slightly screen the parking area from Roosevelt Way NE. *See figure 7.*

3.3 BUILDING STRUCTURE & EXTERIOR FEATURES

The one-story building has a flat roof with a parapet. The roof is made of wooden Howe trusses. The building has poured-in-place concrete walls constructed on a slab on grade. Stucco siding clads the front, western façade facing Roosevelt Way NE. A 7' reinforced concrete canopy extends out over the public right of way and wraps the southern façade by one bay, extending 4' to the south. This canopy has a non-original aluminum channel wrapping the vertical face.

The exterior façade stucco is detailed with aluminum channel control joints, indicating that it has been replaced. This most likely occurred in 2004 under permit no. 741322. Lighting fixtures include contemporary wall sconces and ceiling-mount fixtures at the underside of the canopy.

The western façade is divided into two irregular bays separated by a pylon located on the southern half of the façade. Pilasters at the northern and southern ends of the façade are scored with three vertical lines

² Seattle Department of Neighborhoods, "Landmarks Map: Map of Designated Landmarks," <https://www.seattle.gov/neighborhoods/programs-and-services/historic-preservation/landmarks/landmarks-map> (accessed July 2021).

capped by a rectangle. The parapet is marked with two incised horizontal lines. The central pylon is wide and plain with narrow side reglets. Originally the front door to the building was located at the street level within the face of the pylon. This façade has a wide bay stretching across the northern portion between the pylon and the pilaster, with a much narrower side bay on the southern side. Originally, all fenestration was located on the street-front façade, however, none of the original fenestration remains and the front door has been relocated.

On the northern and southern façades, the building is divided into five bays separated by pilasters, with the parapet stepping up at the westernmost bay. The eastern façade is characterized by the board forms of the original concrete and is cloaked with ivy at the central portion. *See figures 8-17.*

3.4 INTERIOR LAYOUT & FINISHES

Inside, the single-story spaces have been divided into a central showroom and sales space with individual audio rooms to the north and south. Utility spaces and bathrooms are located on the eastern side of the building. Interior finishes are non-original and include commercial carpeting, painted gypsum drywall, wood veneer cabinetry and slat walls, and suspended wood panel ceilings. These interior finishes were probably installed in 2004 under permit no. 741322. *See figures 18-19.*

3.5 DOCUMENTED BUILDING ALTERATIONS

City of Seattle permit records indicate that building permit no. 334819 for a store was issued on October 19, 1939. The original permit was issued to “Safeway Stores Inc.,” with architect Donald W. Williams and contractor Frank Lohse. Permit records indicate changes to the storefront in 1941 and 1966, and changes to the exterior façade in 1995 and 2004. It was probably in 1966 when all storefront windows were removed from the building. It is unclear at what point the main entry doors were moved from the face of the pylon to the center of the northern bay. The interior has changed as often as the tenants, with interior changes in 1966, 1990, 2001 and 2004.

Date	Description	Permit No.
1939	Stores	334819
1941	Alter per plan filed	349230
1958	Erect and maintain sign	469458
1966	Alter Storefront	BN26376
1990	Interior alterations & HVAC	647167
1995	Façade and non-structural interior alterations (Video Update)	682259
2001	Interior tenant improvements (Definitive Audio)	722523
2004	Exterior wall finishes, display case additions at interior (Rick Mohler architect)	741322

4. SIGNIFICANCE

4.1 HISTORIC NEIGHBORHOOD CONTEXT: ROOSEVELT

The subject building is located in the Roosevelt neighborhood, often also known as the Roosevelt District. The area frequently lumped in with its neighbor to the east, collectively known as Ravenna-Roosevelt. Due to Roosevelt's proximity to Ravenna, Green Lake, and University District, this context statement draws on the histories of all these neighborhoods.

Prior to colonization by white settlers in the late 19th Century, Indigenous tribes fished in the lake known by the Duwamish name *dxWTLusH*, now known as Green Lake.³ The lake was fed by a stream originating one mile north at *liq'ted* (Licton) Springs (City of Seattle Landmark), which was a sacred medicinal, ceremonial, and community site for Coast Salish tribes throughout the region.⁴ At its easternmost edge, the lake emptied into a stream that came to be known as Ravenna Creek, which in turn passed through a fishing weir at the Duwamish village of *shLoonvéehL* (Little Canoe Channel, in the approximate location of today's University Village mall), and emptied into what is now called Union Bay.⁵ The creek was robust enough that it sustained runs of Coho salmon and cutthroat trout. *See figure 20.*

The first white landowner in the area was William N. Bell, a member of the storied Denny Party, and namesake of Belltown. The earliest white settlers living in the area were German immigrants Erhardt and Eltien Seifried, who built and occupied a cabin at the eastern edge of the lake near the Ravenna Creek outlet. Erhardt acquired the nickname "Green Lake John." Much of the land surrounding Green Lake, including Seifried's homestead, was acquired in the late 1880s by real estate developer (and future mayor of Seattle) William D. Wood, who platted 600 acres in the area. Wood collaborated with Edward C. Kilbourne, one of the founders of Fremont, to extend his railway line north to Green Lake. Wood and Kilbourne established a ten-acre amusement park at the northwestern corner of the lake, the terminus of the Green Lake Electric Railway.⁶

The name Ravenna first became associated with the neighborhood the late 1880s, when George and Otilde Dorffel came into ownership of land that had been Bell's. They named their plat Ravenna Springs Park, after the seaport town in Italy, and set aside the densely wooded ravine to be a park. Ravenna became a stop on the Seattle, Lake Shore, & Eastern Railroad, and thus became a "streetcar suburb." In 1888, William and Louise Beck purchased much of the Dorffels' land, including the ravine, and retained the Italianate name.

In 1891, the City of Seattle annexed much of North Seattle—including the neighborhoods now known as Green Lake, Fremont, Wallingford, the University District, and Bryant. (The small, L-shaped piece of

³ The meaning of this Lushootseed name is unknown. Coll Thrush, *Native Seattle: Histories from the Crossing-Over Place* (Seattle, WA: University of Washington Press), p. 251.

⁴ *liq'ted* (Licton) Springs was designated a City of Seattle Landmark in 2019. Seattle Parks & Recreation, "Licton Springs Park," http://www.seattle.gov/parks/park_detail.aspx?id=286 (accessed April 2013).

⁵ Thrush, 251.

⁶ Seattle Department of Neighborhoods, "Summary for 7201 E Green Lake DR E," Seattle Historical Sites Database, <https://web6.seattle.gov/DPD/HistoricalSite/QueryResult.aspx?ID=-817619345> (accessed March 2021).

land of Ravenna was annexed into the city in 1907, at the same time as Ballard.⁷) At this point, suburban development began in earnest.⁸ Access to the area from downtown Seattle was made easier by a streetcar trestle linking what is now Westlake Avenue to Fremont, with lines continuing to Green Lake and Woodland Park. In 1891, the Rainier Power & Railway Co. ran a rail line from downtown Seattle to the north end, via the Latona Bridge.

At the turn of the 20th century, the area around Green Lake was home to approximately 1,500 residents; the neighborhood's first store was established in 1901.⁹ Schools were needed to serve the families of the growing neighborhood. Lake Union School (later Latona) opened in 1890 in rented rooms in a church at Second Avenue NE and NE 41st Street. Green Lake School opened in 1891 in a two-room wooden building at First Avenue NE and N 65th Street. Yesler School (later Bryant) opened the following year in a one-room schoolhouse at NE 47th Street and 34th Avenue NE. Ravenna School opened in the mid-1890s in a one-room portable building at NE 63rd Street and 22nd Avenue NE. In 1902, University Heights School opened at 5031 University Way in an eight-room, two-story school, designed by Bebb & Mendel with a 1907 addition by James Stephen. University Heights is the oldest extant school building in the neighborhood and was designated a City of Seattle Landmark in 1977. *See figure 21.*

In the mid-1890s, Louise and William Beck further developed Ravenna Park, adding hiking paths, a tea house, picnic shelters, wading ponds, and an allée of rhododendrons. In comparison to other so-called trolley parks, which featured such attractions as bathing pavilions, manicured gardens, bandstands, and cafes, Ravenna Park's draw was its bucolic, sylvan wildness, emphasized by its massive trees and natural springs. In 1902, Ravenna Park had more than 10,000 visitors.¹⁰ *See figure 22.*

The 1909 Alaska-Yukon-Pacific Exposition was a boon for all of North Seattle, particularly for the new University of Washington campus, the University District, and neighboring residential suburbs.

The Olmsted Plan, developed in 1903 by John C. Olmsted of the landscape architecture firm Olmsted Brothers, proposed that the city acquire Green Lake and the surrounding land and developing it as a park. The Olmsteds then proposed lowering the level of the lake and filling in the wetlands, thus creating new park land. The work on lowering the water level and filling the eastern end of the lake began in 1911. Olmsted had proposed lowering the lake by four feet, which would create additional parkland while preserving Ravenna Creek. The city decided to lower the lake by 11 feet instead, gaining 100 acres of new land while sacrificing the creek, which was reduced to a trickle nearly overnight.¹¹ What remained of the creek was diverted underground to serve a trunk sewer. Olmsted's plans also included the construction of Ravenna Boulevard, winding in the general path of the original creek, was constructed around 1906,

⁷ City of Seattle, "Original Incorporation & Annexations," 1938 map, Sanitary Survey Land Use Project, Seattle Municipal Archives, no. 2613-03.

⁸ Seattle Historic Sites Inventory, "Summary for 7201 E Green Lake DR E," Seattle Department of Neighborhoods, <https://web6.seattle.gov/DPD/HistoricalSite/QueryResult.aspx?ID=1450562126> (accessed March 2021).

⁹ Thomas Veith, "A Preliminary Sketch of Wallingford's History, 1855-1958," Wallingford Heritage Project, 2005, p. 25, <https://www.seattle.gov/Documents/Departments/Neighborhoods/HistoricPreservation/HistoricResourcesSurvey/context-wallingford.pdf> (accessed March 2021).

¹⁰ Peter Blecha, "Ravenna Park (Seattle)," HistoryLink.org Essay 9559, January 23, 2011, <https://www.historylink.org/File/9559> (accessed July 2022).

¹¹ Friends of Seattle's Olmsted Parks, "Green Lake Park & Boulevard," <https://seattleolmsted.org/parks/green-lake-park-and-boulevard/> (accessed March 2021).

running from the eastern edge of Green Lake to 25th Avenue NE.

The city acquired Ravenna Park, with some chicanery, in 1911. In 1913, the Ravenna Bridge (Frank M. Johnson, City of Seattle Landmark) was built, spanning the ravine at 20th Avenue NE.¹² That same year, it was revealed that the city had been felling of the largest of the old-growth trees, including the massive "Roosevelt Tree," with a girth of 44 feet and a height of 274 feet. The city claimed that the trees were diseased and posed a danger to park-goers and nearby homes, an excuse met with much skepticism.¹³

Theodore Roosevelt died in 1919, and Seattleites "showered the city with his memory," with the parks department changing the name of Ravenna Park to Roosevelt Park (changed back in 1931 in response to petitions by residents). In 1920, North Seattle's newly proposed high school was named after Roosevelt. The school opened in 1922 in a building designed by district architect Floyd Naramore (City of Seattle Landmark).

With the rise of the automobile, this north-south arterial became and remains the commercial center of the neighborhood, along with the east-west arterial of NE 65th Street. The Hollywood Theater opened around 1924, at the southwestern corner of Roosevelt and 66th.

The neighborhood itself was not known as Roosevelt until a contest was held in 1927 to name the area between Ravenna Blvd and Lake City Way NE, connector to the Pacific Highway.¹⁴ Sears-Roebuck opened at 6406 Roosevelt Way in 1928. In 1933—with a different Roosevelt in the presidency—the name of 10th Avenue NE was officially changed to Roosevelt Way NE.¹⁵

By the late 1930s, in addition to Sears-Roebuck, the Roosevelt core featured a Manning's coffeeshop and Big Bear supermarket at the northeastern corner of Roosevelt and 65th, a Gilmore gas station at the southwestern corner of the same intersection (with several other automotive businesses along NE 65th Street), a Van de Kamp's bakery (complete with a decorative Dutch windmill) at the northeast corner of Roosevelt and 64th, an Ernst Hardware store at the southeastern corner of said intersection, an A&P grocery at 6308 Roosevelt, and many smaller shops serving the daily needs of local residents. *See figure 24.*

Throughout the 20th century, the neighborhood residents of north Seattle were predominantly white. An exception to this was a Japanese American community reaching from what is now the Lake Washington Ship Canal to what is now the Pinehurst neighborhood. Its members referred to it as the Green Lake community, the lake itself being more or less the mid-point of the region.

Many Issei—first-generation Japanese—residents farmed vegetables and fruit, to be sold at Pike Place Market or to nearby wholesalers. Prior to the late 1930s, the area just northeast of Green Lake—around N 82nd Street and between First and Eighth Avenues N—contained a clutch of Japanese-run farms, many

¹² Priscilla Long, "Seattle's Ravenna Park Bridge is constructed in 1913," HistoryLink.org essay 8699, July 23, 2008, <https://www.historylink.org/File/8699> (accessed June 2022).

¹³ Blecha.

¹⁴ Historic Pacific Highway in Washington, "The Pacific Highway through Seattle," <https://www.pacific-hwy.net/boylston.htm> (accessed June 2022).

¹⁵ Valarie Bunn, "Writing the Ways of Seattle Streets," Wedgwood in Seattle History, March 11, 2021, <https://wedgwoodinseattlehistory.com/2021/03/11/writing-the-ways-of-seattle-streets/> (accessed June 2022)

of which produced strawberries.¹⁶ Another prominent industry in the community was flower farming, with more than 20 families in North Seattle owning or running greenhouses in North Seattle prior to 1942.¹⁷ The Green Lake Community Hall, located at the corner of N 100th Street and Corliss Avenue N, was home to Japanese language classes for Nisei (second-generation Japanese immigrants), Sunday School for the Japanese Baptist Church, and activities for children and teenagers of the Seinenkai (Young People's Club).¹⁸ *See figure 23.*

In 1942, the Japanese community of Green Lake and its environs was more or less demolished overnight, in response to President Roosevelt's Executive Order 9066, ordering the incarceration of Japanese and Japanese Americans throughout the West Coast. Many farmers were forced to sell their land and equipment in haste, and after World War II Japanese-owned farms never revived as an industry in the area.¹⁹

As the housing stock grew in North Seattle in the first half of the 20th Century, so did the incidences of race-restricted covenants, specifically forbidding nonwhite residents from owning or residing in a given tract. There were at least three in Ravenna, including the Homeacres Addition (around 20th Avenue NE and NE 75th Street), Hayes Park Addition (around 20th-24th Avenues NE and NE 80th), and Hayes Park no. 2 (20th and 82nd).²⁰ Language included "property shall not be [...] conveyed to any member of the colored or Ethiopian race" (1929), and "no person of any other than the White or Caucasian race shall use or occupy any building or lot, except [...] domestic servants of a different race" (1941).²¹

In 1940, the population of the four census tracts that comprise the Ravenna-Roosevelt neighborhood was 99.7% white. 40 years later, those numbers in the same tracts had shifted slightly, to 90.4% white. 4.5% of residents were Asian or Pacific Islander, 2.1% were Latino or Hispanic, and 1.6% were Black. Another 40 years later, in 2020, the white population of the same area came to 74.9%, with 14.7% being Asian or Pacific Islander, 7.8% being Hispanic or Latino, and 2.3% being Black. The southeastern portion of the neighborhood, closest to the University District and the UW campus, has by far the greatest diversity of the four census tracts.²²

Federal funding to build Interstate Highway 5 through Seattle was obtained in 1956, and this portion opened in 1967. The freeway now sharply defines the western edge of the neighborhood.²³

Sears-Roebuck, which had expanded from its original 1928 storefront to encompass much of the 6400

¹⁶ Green Lake Japanese American Community Booklet Committee, *The Green Lake Japanese American Community, 1900-1942*, 2005, pp. 12-13.

¹⁷ Ibid., pp. 15-16.

¹⁸ Ibid., pp. 21-31.

¹⁹ David Takami, "Japanese Farming," HistoryLink.org essay 298, October 29, 1998, <https://www.historylink.org/File/298> (accessed August 2021).

²⁰ Seattle Civil Rights & Labor History Project, "Segregated Seattle," University of Washington, <http://depts.washington.edu/civilr/segregated.htm> (accessed June 2022).

²¹ James Gregory, "Racial Restrictive Covenants—Seattle," Seattle Civil Rights & Labor History Project, University of Washington, <https://public.tableau.com/app/profile/mapping.social.movements/viz/RacialRestrictiveCovenants-Seattle/Story1> (accessed June 2022)

²² James Gregory, "Seattle's Race and Segregation Story in Maps 1920-2020," Seattle Civil Rights & Labor History Project, University of Washington, https://depts.washington.edu/civilr/segregation_maps.htm (accessed June 2022)

²³ Monica Guzman, "What was Seattle's most disruptive construction project?" *Seattle P-I* blog, January 4, 2010, <http://blog.seattlepi.com/thebigblog/2010/01/04/what-was-seattles-most-disruptive-construction-project/> (accessed April 2013).

block of Roosevelt Way, closed in 1980. The area was developed into an arcade-style shopping center known as Roosevelt Square. Roosevelt Square was again redeveloped in 2000, when a Whole Foods grocery store was opened there. In 2005, the city commenced daylighting 800 feet of Ravenna Creek, which had remained underground since its diversion to a sewer line in 1911. In 2019, a portion comprising approximately 30 blocks of the neighborhood, featuring hundreds of Craftsmen-style homes, was designated a National Historic District, known as Ravenna-Cowen North Historic District. In October 2021, Roosevelt Station opened at 12th Avenue NE and NE 65th Street, linking the neighborhood to the Sound Transit light rail system.²⁴

4.2 BUILDING HISTORY

Cowen's University Park was platted in 1906, and the subject site developed with single family residential housing. Early residents of these homes included Patrick and Florence Brown (lot 11, 1917), Jennie M. Krentzel (lot 12, 1927), and Mable and Wilfred Robinson (lot 13, 1921). The residences changed hands to Belle and J.A. Curtis (lot 13, 1928), Mary and Dovid Shorey (lot 11, 1930). In 1939 Safeway Stores Inc. purchased all three lots and sold the property within the year to Harry Rassmussen. City of Seattle permit records indicate that building permit no. 334819 for a store was issued on October 19, 1939. The original permit was issued to "Safeway Stores Inc.," with architect Donald W. Williams and contractor Frank Lohse.

Safeway Stores again purchased the property in 1948, then sold to Joseph Bernard Ziegler in 1949.²⁵ After Ziegler died in 1974, his heirs, his widow Helen, and the Chemical Bank of New York owned the property. This ownership group held the building until 1996 when they sold to an entity named "Property Development Association." The current owner purchased the property in 2000.²⁶

Tenancy of the building does not seem to have any relationship to the building ownership. Safeway appeared to occupy the building until around 1959, when Fryer Knowles, an interior finishes store moved into the building. State liquor store no. 78 occupied the building beginning in 1966 and stayed until some time after 1985. It was probably the renovation for the liquor store in 1966 which removed the storefront windows. In the late 1990s, the tenant was Video Update. By 2002, the tenant was Definitive Audio. Definitive Audio completely renovated the building interior. *See figures 25-29.*

4.3 CONTEXT: THE DEVELOPMENT OF MARKETS & THE GROCERY INDUSTRY

Markets & Grocery Stores in the United States

Contemporary grocery stores trace their roots to the localized open markets found across the United States. The first open markets appeared in colonial cities and were scheduled by local officials. These markets occupied the streets and had no associated buildings. The best location for the markets was

²⁴ *Seattle Times*, "Roosevelt light-rail station fuels rapid growth in North Seattle neighborhood."

²⁵ King County Property Abstracts, Cowen's University Park Block 10.

²⁶ *Seattle Times*, "Roosevelt light-rail station fuels rapid growth in North Seattle neighborhood," September 28, 2021, <https://blue.kingcounty.com/Assessor/eRealProperty/Detail.aspx?ParcelNbr=1797500905> (accessed June 2022).

either the city business center or along the waterfront, near wharves. The first official market on the East Coast opened in Boston in 1634, under the order of Governor John Winthrop.²⁷ Although New York City's first marketplace was also established around the same time in the 1630s, near the West India Company's storehouses, the first open public market was not created until 1856. Along the Mississippi River, St. Louis' first market opened in 1768. These early examples all utilized waterways to transport and exchange goods and food. Open markets persisted through the 19th Century, when their popularity began to wane with the rise of market houses.

The market house model developed as farmers, merchants, and customers sought to do business with more regularity, rather than relying on the weather. Local governments constructed the market house and rented out stalls. Retailers thus established permanent locations to sell and trade daily; customers could visit the market as needed; and farmers continued to travel to the market weekly or biweekly. Due to rising public health issues such as dysentery, regulations were established requiring butchers to slaughter animals away from the market houses and outside the city limits. Examples of market house styles include the street market house, which was narrow and located in the middle of a street, and the market on the block, a wide, two- or three-story structure with market, offices, and food stalls at the bottom, and gathering space above for community meetings or barracks for military regiments.

Public markets and the market houses remained popular into the 20th Century. Although market houses in some major cities had ice houses, early forms of refrigeration were rare in public markets. The advent of refrigeration was a game-changer for how markets operated. Mechanical refrigeration in public markets made it possible to chill products and allow for longer shelf life. Glass display counters and ventilation fans were installed to control odors.

While some markets attempted to develop all new designs to accommodate changes to the American lifestyle, including drive-in markets for automobile shoppers, others adopted changes on a case-by-case basis as needs arose. By the mid-20th Century, public markets began to face serious competition with grocery stores, as automobile popularity grew, and more families moved to the suburbs. Public markets were not able to follow and expand to new locations with the speed with which retail grocery stores could. Public markets, once the sole source of food for most of the population, were soon eclipsed as consumers shifted from exclusively shopping from the market's vendors and farmers to suburban grocery stores.

As cities and populations continued to grow, grocery stores became more common. Due to the high risk of fire, stores were often constructed with brick walls with internal wood framing. To display goods glass windows were introduced. Painted awnings which extended over the sidewalk to the street's curb provided customers with shade or a welcoming shelter from rain.

Country stores, as a type of general store, provided rural customers with products they could not easily purchase elsewhere, such as coffee, spices, and sugar. The store architecture in the 18th and early 19th centuries usually consisted of a small wood rectilinear building. This could be built of unpainted sawed

²⁷ James M. Mayo, *The American Grocery Store: The Business Evolution of an Architectural Space*, (Westport, CT and London: Greenwood Press, 1993), p. 2.

lumber or a log cabin. Doors were typically narrow, as were any windowpanes, as glass was expensive and difficult to transport. Single-story country stores were common, although the height increased to two to three stories by the early 19th century. However, as the American frontier disappeared, so too did the country store.

Before the cash and carry self-service grocery store model was innovated, groceries were obtained at full-service markets, were often delivered, and were sold at markets separate from meat and bread.²⁸ Early in the 20th century most food was generic and was distributed by a grocer from bulk bins. Service grocery stores often operated on credit, holding the accounts for their customers. This grocery model had high overhead and created more expensive food prices.²⁹ Poor families often ended up being considerably in debt to their grocer. Even middle-class families experienced the strain of food costs as the economic stress of the Great Depression developed.³⁰

As specialized grocery stores became prevalent the chain store concept emerged. The Great Atlantic & Pacific Tea Company, more commonly known as the A&P grocery chain, was one of the first to innovate a cash and carry model in 1912 and self-service in 1916. Self-service introduced impulse buying into the grocery economic model. In the 1930s King Cullen stores in New York codified a warehouse model of one stop shopping self-service cash and carry with separate departments for meat, produce dairy and household products. This model relied even more on volume to make up for narrow profit margins. The same model was being developed at the same time in southern California at Ralph's Grocery Company, McDaniels Markets, and Roberts Public Markets, and in Houston by Henke & Pillot. These large supermarkets relied on automobile transportation, drawing customers from a larger area for larger weekly shopping trips.

Grocery Store Architecture

Early grocery and general stores were small, one- to two-story buildings. “The architecture of the grocery store during colonial times was essentially similar to other retail stores. In the seventeenth century, buildings in colonial cities were small and [...] commercial structures included living quarters for the storekeeper’s family.”³¹ Design focused on fire prevention: brick exterior walls with interior wood framing. As grocery stores moved from independent shops to chain stores, departmentalization became key to create organization and increase sales. As stores moved away from shop assistants who would gather the goods and products for the customer, architectural design focused on developing and promoting self-service, essentially transforming the shopper a worker who could locate and transport their own items to the register. Floor plans and store layouts guide shoppers to maximize sales and encourage cross merchandizing with aisle endcaps arranged so related items are sell together, such as chips and salsa. Shelf design not only facilitates an increase of product on display per square foot, but also places certain items at eye level for maximum exposure, increasing the likelihood of purchase.

²⁸ Emanuel B. Halper, “Supermarket use and Exclusive Clauses,” Hofstra University School of Law, Legal Studies Research Paper Series, Research paper No. 05-21, *Hofstra Law Review*, Volume 30, No. 2 p. 297, 2002

²⁹ Ibid.

³⁰ David Gwynn, "Safeway History," Groceteria.com, January 13, 2009, <https://www.groceteria.com/store/national-chains/safeway/safeway-history/> (accessed June 2022)

³¹ Mayo, p. 45.

The architecture of the early public markets “were major architectural edifices [...] In a few cases, restored public markets have helped to spur downtown revitalization.”³² However, the modern supermarket rarely focus on exterior or interior aesthetics, concentrating instead on the efficiency of what is commonly known as “big box” architecture, which assists in overall lower overhead costs.

In recent decades, due to an increasing interest in fresh local produce and goods, the popularity of local weekend or farmer’s markets has risen among urban dwellers, and examples can be found in many cities today.

The Development of Grocery Stores in Seattle

Pike Place Market

In 1907, Seattle passed an ordinance establishing a market at Pike Place where farmers could sell directly to customers, cutting out the (often unscrupulous) middlemen.

The market made innovations (and renovations) to the building only when necessary. “The Main Market was built in 1907 as a four-story structure, and its innovations over previous markets were concrete construction, mechanical refrigeration, eclectic lighting, and public toilets.”³³ The market consisted of multiple buildings referred to as a single whole. By 1911, the northern end of the arcade served as the farmers’ market. “The Corner Market, Sanitary Market, and Economy Public Market were all privately owned establishments that had been added by 1916.”³⁴ Other improvements in the 1920s included a public library and post office.

“During the 1920s in Seattle, Washington, farmers who depended on food stalls in the farmers’ market faced the same problem the East Coast producers faced in the nineteenth century. The Pike Place Market management was subleasing sidewalk stalls in the farmers’ market to vendors who did not raise the produce.”³⁵ The middlemen vendors would sell other farmers’ produce, including food imported from California.³⁶ At that time in King County, more than three-quarters of the produce and half of the milk came from Japanese farms. Japanese farmers began selling produce in Pike Place Market in 1912, and by 1914 Japanese farmers occupied 70 percent of the stalls.³⁷ Attempts by white farmers and management to curb the dominance of Japanese farmers included a proposed ban on produce grown in greenhouses (a method more commonly used on Japanese farms), and a proposed white-only farmers’ market in Westlake.³⁸ Japanese farmers were continued to be pushed to the outskirts of the market.

³² Mayo, p. 241.

³³ Mayo, p. 27.

³⁴ Ibid.

³⁵ Mayo, p. 37. The stated motive by Pike Place management was to have a steadier flow of rental income and to ease street congestion.

³⁶ Anne Frantilla, “Pike Place Market Centennial,” Seattle Municipal Archives, <https://www.seattle.gov/cityarchives/exhibits-and-education/online-exhibits/pike-place-market-centennial> (accessed June 24, 2022)

³⁷ However, in 1921, Washington State passed the Alien Land Law, which banned “aliens ineligible in citizenship” from renting land. This meant many immigrated Japanese Americans no longer qualified to rent stalls at the market. Angela Sanders, “An immigrant history of Pike Place Market,” Edible Seattle, <https://www.edibleseattle.com/explore/origin-story/an-immigrant-history-of-pike-place-market/> (accessed June 24, 2022).

³⁸ Sanders.

The Pike Place Market had been created with the intention of eliminating middlemen who sold food products to retailers, and farmers argued that market management was now supporting vendors who were middlemen. Farmers felt that the city had an obligation to make sure they were treated equitably. Farmers saw the set of circumstances as a contradiction to the public purpose of a market, and they organized themselves and sued Seattle's Board of Public Works. Court battles ensued, and the sidewalk stalls eventually were torn down and the farmers relocated in the new market building distant from the Pike Place Market's center of retail activity.^{39 40}

Two major farmers' associations were formed due to these conflicts: the Washington Farmers Association, representing Japanese American farmers; and the White Home Growers Association, representing white farmers.⁴¹

Modern Grocery Stores

In 1910, Seattle city directories listed more than 650 grocers and grocery stores. Many were small mom-and-pop shops, independently owned and operated to serve the neighborhood in which they were located.⁴² The first self-service grocery chain in the city was the Groceteria, opening in 1915 at Fifth and Pine, and followed the next year with an outlet at 233 Broadway, and another the year after that (1917) in the Pike-Pine corridor.⁴³ By 1921, Groceteria had around 30 stores in the greater Seattle area.⁴⁴ That same year, the national Piggly-Wiggly chain opened its first store in Seattle, and within five years had 25 stores. Piggly-Wiggly's success directly corresponded with the decline of Groceteria, which declared bankruptcy in 1927.⁴⁵

By 1930, Seattle had approximately 850 grocery stores. In the early 1930s, the first outpost of the Big Bear grocery chain, which grew to a dozen stores in the region, was established at Roosevelt Way NE and NE 65th Street, three blocks north of the subject building.⁴⁶ In 1939, Tradewell was founded in Seattle, and rapidly spread down the West Coast. By 1940, the Seattle directory listed over 1,200 grocery stores.

By the 1950s the number of independent grocery stores had begun to decline. The rise of the modern cash and carry grocery store saw locals favoring larger chain grocery stores. In 1955 the number of grocery stores was 1000. In 1955, Vern Fortin, opened a grocery at 6618 Roosevelt Way NE, four blocks north of the subject building. Five years later, Fortin would merge his store with Lake Hills Thriftway,

³⁹ Mayo, p. 37

⁴⁰ Despite these conflicts, Japanese American farmers continued to provide much of the produce at the market until World War II, when anti-Japanese sentiment reached its peak and in 1942 Japanese American families were removed and sent to concentration camps under President Franklin D. Roosevelt's Executive Order 9066.

⁴¹ Frantilla.

⁴² R. L. Polk & Co., *Seattle City Directory*, 1910.

⁴³ Robert Ketcherside, "The grocery revolution reaches Broadway," Capitol Hill Seattle Blog, January 7, 2018, <https://www.capitolhillseattle.com/2018/01/capitol-hill-historical-society-the-grocery-revolution-reaches-broadway/> (accessed June 2022).

⁴⁴ Robert Ketcherside, "Piggly Wiggly Seattle—A Tradewell Story," ba-kground, August 9, 2014, <https://ba-kground.com/piggly-wiggly-seattle-tradewell-story/> (accessed June 2022)

⁴⁵ Ibid.

⁴⁶ Barbara A. Serrano, "Harry Gillanders, 87; Was Known For Produce-Business Innovations," *Seattle Times*, November 8, 1990, <https://archive.seattletimes.com/archive/?date=19901108&slug=1103072> (accessed June 2022).

and in 1963 he changed the business name to Quality Food Centers, or QFC.⁴⁷ In 1998, QFC was sold to the Kroger Corporation, although stores retain the QFC name and brand.

In 1953 Puget Consumers Co-op (PCC) began as small food club in a Seattle basement, founded on ideals of collectivism and pacifism.⁴⁸ The basement operation was shut down by the health department in 1967, whereupon PCC opened its first storefront, in the Madrona neighborhood.⁴⁹ There are now 16 PCC branches throughout the Puget Sound Region.

By 1971, there were fewer than 500 individual grocery stores in Seattle and by 1985, that number dropped to just under 400 stores.

In recent decades, while the national chains of Kroger (owner of QFC and Fred Meyer), Safeway, Whole Foods, and Trader Joe's are prevalent in Seattle, there are several local chains and individual stores. These include Uwajimaya, Metropolitan Market, Town & Country Markets, and the Central Co-op. There are three year-round farmers markets in the city, and four more that operate seasonally. *See figures 29-34.*

Current and former markets that are now controlled under the Landmarks Ordinance include:

- Pike Place Market, 85 Pike Street (1907, extant, Historic District) *See figure 35.*
- The Showbox, 1426 First Avenue (1917, extant, individual Landmark) *See figure 36.*

4.4 ORIGINAL OWNER: SAFEWAY STORES

Safeway Corporation was the developer and original owner of the subject building. The corporation owned the building briefly for its development and then sold the property to lease back the building.

Safeway was founded by Marion Barton Skaggs, who purchased a grocery chain from his brother, O. P. Skaggs, and in 1926 merged it with the Sam Seelig chain from southern California.

Seelig began his grocery business at a store on Figueroa Street in Los Angeles in 1911 and focused on developing the buildings in south Los Angeles for the next six years. However, by 1922 Seelig operated over 100 stores and ran a real estate company to oversee the building locations. By 1925 the chain had 270 stores. The rapid growth caused Seelig's major creditor, W. R. H. Weldon, to take over the business. It was with this transition that the name Safeway was first used.⁵⁰ The name Safeway referred to the fact that in buying groceries with cash families could not go into debt and thus it was a "safe way" to buy.

In 1926, Charles Merrill (founder of Merrill Lynch) purchased 322 Safeway stores from Weldon as an investment with an eye to consolidate.

Meanwhile, in American Falls, Idaho, S. M. Skaggs started a self-serve grocery store on the cash and carry principle. As a former Baptist minister, he felt that the dependency and high prices created by a full-service credit model was amoral. In 1915, Skaggs' son, Marion Barton Skaggs purchased the store and

⁴⁷ Pacific Coast Architecture Database, "6618 Roosevelt Way NE Store, Roosevelt District, Seattle, WA," <https://pcad.lib.washington.edu/building/18194/> (accessed June 2022)

⁴⁸ Mike Repass, "PCC Community Markets," History Link essay 2052, March 25, 2018, <https://www.historylink.org/File/20522> (accessed July 1, 2022).

⁴⁹ Ibid.

⁵⁰ Gwynn.

began a campaign of expansion. By 1921 Skaggs had moved to Oregon. His five brothers worked in the grocery business with him.⁵¹ Skaggs expanded under two separate businesses, Skaggs Cash Stores (based in California), and Skaggs United Stores (based in Idaho). He expanded by both purchasing existing stores and opening new stores. By 1926 Skaggs was operating 428 stores in 10 northwestern states.⁵²

Shortly after purchasing Safeway, Charles Merrill offered the chain to Skaggs in the interest of consolidation. Skaggs purchased the chain for \$1.5 million dollars with Merrill retaining 300,000 shares of the consolidated business. Skaggs became the chief executive of 673 Safeway stores on July 1, 1926. Safeway headquarters was in Reno Nevada at the time of the merger. The merger of Skaggs' grocery chain with the southern California chain made Safeway the largest grocery chain in the western United States.⁵³ In 1928, Safeway was listed on the New York Stock exchange.⁵⁴ By the middle of 1929, Safeway was operating 2,394 stores in the western United States, Canada, and Hawaii. Almost half (1050) of the Safeway stores had meat counters inside the store.⁵⁵ Safeway moved headquarters from Reno to Oakland in 1929. Expansion in the late 1920s included 279 Vons stores in Southern California and Nevada, 114 Randalls and Tom Thumb stores in Texas, and 35 Carrs stores in Alaska.⁵⁶

After the stock market crash of October 1929, the great depression created difficulties in all industries and Charles Merrill left Merrill Lynch for a time to oversee Safeway operations in the 1930s, although Skaggs maintained his position in the company.⁵⁷ Safeway claims they introduced innovations to the grocery industry during the 1930s, including a "sell by" date on perishables and including nutritional labeling.⁵⁸ However, various federal regulations on food labeling began in 1906, were amended in 1938, but were usually only for "special dietary uses" until after 1969 when stricter federal regulation for food labeling came into being.⁵⁹ Safeway also began incorporating parking lots into its development model during the 1930s.⁶⁰

Later in the 1930s, as Safeway and its subsidiaries expanded to the east coast, the company was accused of racial bias. In 1936 the New Negro Alliance boycotted Safeway subsidiary Sanitary Grocery Company following a petition to employ "Negro clerks, in the course of personnel changes, in certain stores of the

⁵¹ Ibid.

⁵² Zippia, "Safeway Company History Timeline," <https://www.zippia.com/safeway-careers-37354/history/> (accessed June 2022)

⁵³ *Los Angeles Times*, "Safeway stock out tomorrow," November 14, 1926, p. 17.

⁵⁴ Zippia.

⁵⁵ Gwynn.

⁵⁶ CompanyHistories.com, "Safeway, Inc. history, profile and history video," <https://www.companieshistory.com/safeway/> (accessed June 2022)

⁵⁷ In 1929 Merrill also organized Safeway competition by aggregating the grocery stores of Ross McIntyre of Portland and Charles Marr of Spokane. After consolidating this large chain known as the McMarr corporation, Merrill went back to Safeway to assist in its running during the 1930s.

⁵⁸ Many sources, including Al Capone's niece, attribute the invention of the "sell by" date to the Capone family. In the early 1930s the Capone family was involved in the dairy business in Illinois. The story is that Ralph Capone became ill from spoiled milk, and afterwards he and his brother put pressure on local authorities to require "sell by" dates on dairy products. Casey Williams, "Al Capone's Brother May Have Invented Date Labels for Milk," *Huffington Post*, August 3, 2016, https://www.huffpost.com/entry/al-capone-brother-milk-date_n_5788fbc0e4b03fc3ee5083e0 (accessed June 2022).

⁵⁹ Institute of Medicine (US) Committee on Examination of Front-of-Package Nutrition Rating Systems and Symbols, "History of Nutrition Labeling," *Front-of-Package Nutrition Rating Systems and Symbols*, Ellen A. Wartella, et al., editors (Washington, DC: National Academies Press, 2010, <https://www.ncbi.nlm.nih.gov/books/NBK209859/> (accessed June 2022). Sandy Skrovan, "The origins and evolution of Nutrition Facts labeling," *Food Dive*, October 16, 2017, <https://www.fooddive.com/news/the-origins-and-evolution-of-nutrition-facts-labeling/507016/> (accessed June 2022).

⁶⁰ Zippia.

company patronized largely by colored people but in which no colored people were employed.”⁶¹ The Sanitary Grocery Company was successful with an injunction to stop the picketing in the District Court of the District of Columbia. The injunction was upheld by the Washington D.C. Court of Appeals, whereupon the case was appealed to Federal court. In 1938 the Federal Court reversed the decision, defending the right of peaceful protest.⁶² The outcome of this case and the boycott has been credited with progress in equal opportunity employment, and the New Negro Alliance went on to contribute to the Civil Rights Movement.⁶³ Similar racial bias in employment in the Seattle grocery industry has not been widely documented. However, studies have shown that neighborhoods in Seattle with higher populations of Black and Hispanic residents have less access on to supermarkets and fresh healthy foods.^{64, 65}

By the late 1940s Safeway and its subsidiaries included more than 2,000 stores. Safeway also operated 35 organizations which provided the organization with services for accounting, financing, advertising, law, as well as directly related activities such as purchasing, warehousing, manufacturing and food processing. The Safeway stores sold meat and groceries, produce and egg warehouses in 23 states, the District of Columbia and the five western provinces of Canada.⁶⁶

Safeway headquarters moved to Pleasanton, California in 1996. *See figures 37-38.*

The first Safeway store in Seattle opened in 1923 at 1900 Sixth Avenue on Queen Anne Hill.⁶⁷ By 1929 thirty-two Safeway stores were located throughout the city.⁶⁸ The grocery chain experienced fast expansion throughout the city by occupying small retail spaces in preexisting commercial buildings.⁶⁹

In the late 1930s, Safeway began construction on a series of new grocery store buildings across Seattle, including the subject site. At least 15 stores were built between 1939 and 1944. The new stores were advertised as "modern" and "deluxe" with free adjacent parking. Photographs and renderings contemporary with the opening of the stores indicate the style of the buildings were influenced by Art Deco or Streamline Moderne. Comparing images of various locations, the Safeway company appears to have reused building designs for multiple locations. *See figures 39-40.*

At least nine of the stores constructed in Seattle between 1939 and 1944 appear to have the same, or a

⁶¹ New Negro Alliance v. Sanitary Grocery Co., <https://tile.loc.gov/storage-services/service/ll/usrep/usrep303/usrep303552/usrep303552.pdf> (accessed June 2022)

⁶² John R. Vile, "New Negro Alliance v. Sanitary Grocery Co., Inc. (1938)," First Amendment Encyclopedia, Middle Tennessee University (accessed May 2022). United States Supreme Court, "New Negro Alliance v. Sanitary Grocery Co., 303 U.S. 552 (1938)," via Justia Law, <https://supreme.justia.com/cases/federal/us/303/552/> (accessed May 2022)

⁶³ John R. Vile "New Negro Alliance v. Sanitary Grocery Co., Inc. (1938)" The First Amendment Encyclopedia, April 3, 2020 <https://www.mtsu.edu/first-amendment/article/1790/new-negro-alliance-v-sanitary-grocery-co-inc> (accessed September, 2022)

⁶⁴ Ashlee Chandler, "Study points to grocery store gap, inequity in access to healthy foods in the Seattle area," University of Washington School of Public Health blog March 19, 2019. <https://sph.washington.edu/news-events/news/study-points-grocery-store-gap-inequity-access-healthy-foods-seattle-area> (accessed September 2022)

⁶⁵ Seattle's better documented civil rights struggles involved housing discrimination and defacto segregation which led to the struggle for school integration, the hiring of people of color in the construction industry, and also affected the "food desert" phenomenon referenced in the previous footnote.

⁶⁶ Supreme Court of California, "Safeway Stores Incorporated vs. Franchise Tax Board," via FindLaw.com, <https://caselaw.findlaw.com/ca-supreme-court/1826969.html> (accessed June 2022).

⁶⁷ *Seattle Times*, "Safeway-Piggly Wiggly Stores to Celebrate 19th Birthday," May 24, 1934, p. 28.

⁶⁸ *Seattle Times*, "Skaggs Safeway Stores Distribution Without Waste," March 1, 1929, p. 27.

⁶⁹ King County Parcel Viewer, <https://gismaps.kingcounty.gov/parcelviewer2/> (accessed June 20, 2022).

very similar, design as the subject building. These are as follows:

- 462 N 36th Street, Fremont (1939, W.H. Whitley, extant)
- 1106 N 80th Street, Green Lake (1941, extant)
- 1630 Queen Anne Avenue N, Queen Anne (1941, Donald D. Williams, altered)
- 405 Eighth Avenue S, Chinatown-International District (1941, Donald D. Williams, altered)
- 2222 California Avenue SW, West Seattle/North Admiral (1942, extant)
- 10342 Aurora Avenue N, Aurora/Licton Springs (1942, altered)
- 2915 Rainier Avenue S, North Beacon Hill (1942, demolished)⁷⁰
- 2363 NW 80th Street, Ballard/Loyal Heights (1943, T.H. Bettany, altered)
- 6345 35th Avenue SW, West Seattle/Fairmount Park (1944, John Graham, demolished)

Another matching former Safeway building was constructed in Tacoma's South End neighborhood at 5441 S Sheridan Avenue.⁷¹ This and the above list are all Art Deco-influenced, one-story buildings with a flat roof and parapet, a canopy extending beyond the building that wraps the façade by one bay, and a main entry façade in either a single bay or divided into two irregular bays. Another similar building was constructed in 1939 in Klamath Falls, Oregon with similar massing and the wrapping canopy, but with variations on the ornamentation and bay division.⁷² *See figures 41-45.*

During the late 1930s through 1940s, the Safeway company appears to have had a regional standard plan which they used as the base for many newly constructed stores. Other Safeways built in Seattle to the same standard plan had local architectural firms such as W. H. Witley, John Graham and Co., T. H. Bethany. Donald Williams was the local architect of the stand plan for at least 3 extant buildings. This means that although their names appear on the permits, Seattle architects were utilized as local professionals for a standard design by Safeway, and not the main designers of the buildings.

By 1949, there were 111 Safeway grocery stores throughout the city of Seattle.⁷³ However, during the ensuing decades that number declined. The consolidation of smaller neighborhood markets to larger stores and the increased popularity of family automobiles created a new commercial model in which a single, larger grocery building could serve several communities. In 1971, the number of stores dropped to twenty-one, and by 1985 there were Safeway stores listed in the directory.⁷⁴ Currently, there are fourteen Safeway grocery stores in Seattle.⁷⁵

⁷⁰ "Building Permits," *Seattle Times*, February 5, 1942, p. 29.

⁷¹ *Tacoma Times*, "Safeway Adds New Store to Its Group," March 1 1940, p. 14.

⁷² *Evening Herald*, "New Safeway Store Opens," Klamath Falls, OR, November 3, 1939, p. 7.

⁷³ *Seattle Times*, "\$2,000,000 Expansion By Safeway Due Here," October 5, 1949, p. 44.

⁷⁴ R. L. Polk & Co. *Seattle City Directory*, 1971, 1985

⁷⁵ Google Maps, "Safeway," 2022.

4.5 ARCHITECTURAL CONTEXT: STREAMLINE MODERNE ⁷⁶

The subject building has been classified stylistically as being in the Art Deco Streamline Moderne style, owing to its massing, scale, and exterior detailing. However, it is more likely that the building's style was influenced by Streamline Moderne rather than being a good example of the style.

The Streamline Moderne or Art Moderne style is an outgrowth of Modern architecture, specifically a later derivation of the Art Deco style generally used between 1930 and 1945. It is often identified by the following features: ^{77 78}

- Smooth, rounded wall surfaces and rounded edges
- One-story buildings with flat roofs with a small ledge or string course at parapet or wall coping
- A horizontal, ground-oriented emphasis in composition, unlike the vertical trend of Art Deco
- Asymmetrical façades
- Smooth wall finishes, often stucco with a predominantly white color palette
- Horizontal grooves or lines in walls (sometimes fluted or pressed metal)
- Casement, corner, or ribbon windows arranged horizontally with metal frames
- Utilitarian, functional metals, such as aluminum, chrome, and stainless steel used for metal balustrades and trim
- Glass-block windows and walls, often curved and built into a curved wall
- Mirrored panels
- Curved canopies
- Occasional circular porthole, oculus, round windows on main or secondary elevations
- References to the sea/ocean, such as curves, horizontal vectors and lines, and light blue finishes like aquamarine, azure, baby blue, cyan, teal, and turquoise.

The Modern movement had its origins in Europe after World War I, with an underlying belief that advances in science and technology would generate a new form of architecture, free from the pervasive eclecticism based on revival forms. Modern architecture lent itself well to the use of modern materials, including glass, steel, aluminum, and concrete, as well as to new methods of construction. The possibilities of curtain wall construction utilizing steel frames and the freeform massing using ferro-concrete were explored by continental architects, as well as American modernist pioneers including Frank Lloyd Wright. By the 1920s, these experimentations produced two distinct branches of modern architecture: the steel and glass classicism, “International Style,” of the Bauhaus architects Walter Gropius and Mies van der Rohe, and the Béton Brut of Charles Edouard Jeanneret (Le Corbusier) and the “New Brutalism.”⁷⁹

⁷⁶ Text adapted from "Appendix A report: Mariner Apartments, 203 W Republican Street," Larry E. Johnson, March 2015.

⁷⁷ Thomas Paradis, "Art Deco and Moderne," Architectural Styles of America and Europe," <https://architecturestyles.org/art-deco>.

⁷⁸ Hänsel Hernández-Navarro, "ART DECO + ART MODERNE (STREAMLINE MODERNE): 1920-1945," Circa Old Houses, <https://circaoldhouses.com/art-deco-art-moderne/> (accessed August 15, 2018).

⁷⁹ R. Furneaux Jordan, *A Concise History of Western Architecture* (Norwich, G.B.: Jarrold and Sons, 1969), p. 320.

The Art Deco style was born out of the 1925 *Exposition Internationale des Arts Decoratifs et Industriels Modernes* held in Paris in 1925.⁸⁰ Literature promoting the expo prohibited imitations, reproductions and counterfeits of ancient styles. The new style strove to meld artistic expression and the machine age in a complementary, forward-looking manner. Polychromy and the celebration of decoration were the chief tenets of the Art Deco style. The decoration often emphasized craft and decorative materials were often more expensive stone or metal, and new manufactured materials such as enameled steel products, glass products and aluminum. Innovations in glass technologies produced materials such as pigmented structural glass products with proprietary brand names of Vitrolux, Thermolux, and Vitrolite. New tempered and laminated glass products along with glass tiles and structural glass block became popular. After 1920, Aluminum production became cheaper, making it more popular for architectural applications, and in 1931 the construction of the Empire State Building (Shreve, Lamb & Harmon) using aluminum for both structural members and interior finishes demonstrated the potential of the metal for Art Deco and Art Moderne style buildings.^{81,82} **See figure 46-47.**

Art Deco is also a style of ornamentation with motifs found on cars, trains, and kitchen appliances, as well as buildings. These motifs were low-relief geometrical designs in straight lines, chevrons, zigzags and stylized floral or fountain shapes. Inspiration for these shapes came from Native art in the Americas and Cubism in Europe.⁸³

Some famous examples of Art Deco buildings in the United States are the Rockefeller Center (1940, Raymond Hood) and the Chrysler Building (1930, William Van Alen) in New York City. There are significant Art Deco historic districts in Miami Beach, FL, Tulsa, OK, and a significant collection Art Deco buildings Los Angeles, including the Streamline Moderne Coulter's Department Store (1938-39, Stiles O. Clements, demolished).⁸⁴ **See figures 47-50.**

Starting in the 1930s designers were interpreting popular styles that illustrated Futurism and technological advancement in areas of industrial design, interior design, and theater design. The Streamline Moderne style grew out of Art Deco but moved away from Art Deco's surface ornamentation and color towards a more "machine age" aesthetic. Streamline Moderne related more to the International Style than to the stylized forms of the earlier Art Deco.⁸⁵ Culturally, the shift can be explained by an economic decline, from the wealth of the 1920s to the austerity of the Great Depression, in which architectural high style was rejected in favor of popular forms of industrial design. Designers such as Raymond Loewy and Norman Bel Geddes favored simpler, aerodynamic lines and forms in the modeling of automobiles, trains, and airplanes, and translated the smooth surfaces, curved corners and horizontal emphasis to industrial products such as home appliances, clocks, and scales.⁸⁶ The style's functional ethos is described

⁸⁰ The term "art deco" did not come into widespread use in the architectural community until the 1960s.

⁸¹ Hernández-Navarro.

⁸² All About Aluminum, "Aluminum History," https://www.aluminiumleader.com/history/industry_history.

⁸³ John C. Poppeliers and Allen S. Chambers, Jr, *What Style is It? A Guide to American Architecture* (Hoboken, NJ: John Wiley & Sons, 2003), pp. 120-26.

⁸⁴ Los Angeles Conservancy, "Coulter's Department Store (Demolished)," <https://www.laconservancy.org/locations/coulters-department-store-demolished>.

⁸⁵ Hernández-Navarro.

⁸⁶ Alexandra Szerslip, *The Man Who Designed the Future: Norman Bel Geddes and the Invention of Twentieth Century America* (Brooklyn, NY: Melville House Printing, 2017).

in Bel Geddes' 1932 treatise *Horizons*.⁸⁷ Other well-known designers of the Streamline style include Walter Dorwin Teague and Henry Dreyfuss.

The style was a more popular form of Modernism and was often applied to buildings such as gas stations, diners, movie theaters, factories, and all kinds of transportation buildings. More than 60 Greyhound Bus stations were designed by William Arrasmith between 1937 and 1948, including the Cleveland station (1948, National Register). Other buildings exhibiting the popular style include the Blue Plate Building in New Orleans (1942-43, August Perez Jr., National Register), the Coca-Cola Bottling plant in Los Angeles (1939, Robert V. Derrah, National Register), the Normal Theater, Normal, IL (1937, Arthur F. Moratz, National Register) and the Pan-Pacific Auditorium in Los Angeles (1935, Welton & Becket, demolished). ***See figures 51-55.***

The style was exhibited at several world's fairs, including the Chicago's Century of Progress World's Fair of 1933-34, the Dallas Centennial Exhibition of 1936 and the San Francisco Golden Gate International Exposition of 1939.⁸⁸ It may have been best exhibited in the 1939 New York Futurama World's Fair and General Motors' "World of Tomorrow" exhibit, designed by Norman Bel Geddes. ***See figure 56.***

Both the Great Depression of the 1930s and World War II stalled the widespread acceptance of the stricter and more intellectual International Modern architectural movement in the United States. Most Modern examples built during the pre-war Depression era were designed in the Art Deco or Streamline Moderne styles, which served as a transition from eclectic architectural styles to those devoid of ornamental motif. A particular subset of these were constructed by the Works Public Administration (WPA), such as the San Francisco Bathers Building (1936, William A. Mooser II, National Register) and the San Pedro Ferry terminal (1941, Derwood Lydell Irvin). An example of PWA Moderne in Washington State is Bellingham High School (1938, Floyd Naramore, National Register). ***See figures 57-59.***

Following the war, however, Modern architecture gained popularity and became the dominant style of architecture throughout the United States, until Postmodernism rose to prominence in the 1960s and 1970s.

In Seattle, the Streamline Moderne style was not as prevalent as in some other cities, although it was applied to many small buildings such as Richfield gas stations, restaurants like Ivar's and SPUD Fish & Chips, and the former Paramount Pictures building (1937, 2330 First Avenue). Some Seattle architects, such as Floyd Naramore, J. Lester Holmes, and R. C. Reamer, transitioned from revival and eclectic styles to designing Art Deco and Moderne buildings.⁸⁹ ***See figures 60-62.***

Of the more than 400 listed Landmarked buildings in Seattle, at least 17 are classified as Art Deco, Art Moderne, or Streamline Moderne styles,⁹⁰ and half of those could be classified in the later Art Moderne or Streamline Moderne subset of the style. These include:

⁸⁷ Norman Bel Geddes, *Horizons* (Boston: Little, Brown & Company, 1932).

⁸⁸ Hernández-Navarro.

⁸⁹ Susan Boyle, "Seattle Fire Station 6 Landmark Nomination Report," BOLA Architecture + Planning, 2005.

⁹⁰ Counting the Seattle Times complex as one building.

- Fire Station no. 17, 101 NE 50th Street (1930, architect unknown)
- Fire Station no. 6, 101 23rd Avenue S (1931, George Stewart)
- Fire Station no. 41, 2416 34th Avenue W (1932, Civil Works Administration for City of Seattle Department of Buildings)
- Seattle Art Museum at Volunteer Park/Seattle Asian Art Museum, 1400 Prospect Street (1933, Carl Gould)
- The Armory/Seattle Center House, 305 Harrison Street (1939, Naramore & Young)
- Coca-Cola Bottling Plant, 1313 E Columbia Street (1939, Graham & Painter (John Graham, Sr. with Jesse M. Shelton)
- Admiral Theater, 2343 California Avenue SW (1942, Marcus Priteca) *See figures 63- 69.*

Buildings in the Roosevelt neighborhood listed on the Seattle Historic Resources Survey under the style Art Deco or Art Deco/Streamline Moderne are as follows:

- Zenith Supplies, 6300 Roosevelt Way NE (1930)
- 1512 NE 65th Street NE (formerly Funtiques, demolished, 1910)
- North Distribution Substation/North Substation Machine Shop, 814 NE 75th Street NE (1930)
- North Rectifier Substation, 814 NE 75th Street NE (1954)
- Standard Radio, 1028 NE 65th Street, (demolished, façade reinstalled at Roosevelt light rail station, 1947)
- Hollywood Theater, 6516 Roosevelt Way NE (later Cloud 9 Thrift Store and UFC Gym, 1923, [original architect unknown], 1938 renovation by George Grove)

Standard Records was demolished to make way for the light rail station and has had its façade salvaged and installed at the interior of the station as mitigation under SEPA rules. *See figures 70-77.*

Other notable Art Deco commercial buildings on the City of Seattle Historic Resources Survey include:

- Peck & Hills Furniture Company and Baxley Dress Manufacturing Company, 1000 Denny Way (1929, Albert C. Martin, extant)
- Metropolitan Press, 2603 Third Avenue (1931, George Wellington Stoddard, extant)
- F.W. Woolworth Company Store (now Ross Dress For Less), 301 Pike Street (1935, Harold B. Hillman, extant)
- Green Lake Butcher Shop (now UBuildIt), 7303 Woodlawn Avenue NE (1908, residential; 1938, commercial)
- Paramount Pictures Film Exchange (later Catholic Seaman's Club, now Ora Nightclub), 2330 First Avenue (1937, J. Lister Holmes, extant)
- Western Pacific Chemical Company building, 1430-1436 Elliott Avenue W (1940, extant)
- Daily Food Store (now the Dane Cafe), 8000 15th Avenue NW (1941)
- Irwin Chiropractic Clinic (now Courtesy Accounting), 4411 California Avenue SW (1947, Theodore Damm, extant). *See figures 78-85.*

4.6 ORIGINAL BUILDING DESIGNER: DONALD D. WILLIAMS

The original permit names Donald D. Williams (1908-1990) as the local architect of the building for client Safeway Stores Inc. This plan appears to have been a standard plan of Safeway and not an original design by Williams.

Williams moved to Seattle from Nebraska in 1930 and began a three-year stint taking classes in architecture at the University of Washington. He never graduated and never received an architecture license. He did advertise as an architect and developed a design-build model for his services in the mid-1940s.⁹¹ Before he constructed his own office and live/work building in 1942, Williams operated in an office in the Textile Tower in downtown Seattle.⁹² His office specialized in industrial and warehouse-type buildings. *See figures 86.*

Most of Williams' designs were in the International Style, contemporary with when he practiced architecture. This style became a signature of Williams' work. The International Style favored "honest, economical, and utilitarian architecture [...] while still appealing to aesthetic taste."⁹³ The style utilized building technologies focused on the use of iron, steel, reinforced concrete, and glass, with minimal decorative elements. Williams' designs often featured elaborate window walls and precast tilt-up concrete walls, reinforced with steel, in which the structural elements on the exterior walls created façade bays. Roofs were often flat, supported by structural-steel columns and beams, as with the Moore Business Forms & Dictaphone Corp. Building at 2700 Third Avenue (1956, extant), and Renton Carpenters Union Building, 231 Burnett Avenue N, Renton, WA (1957, extant). He also used long-span wood trusses to create curved barrel roofs, such as with 60-foot wood trusses in the DeVoss Deck Co. Building (1956, demolished) and 105-foot wood trusses in the Shifton Plywood Co. building at 3449 Thorndyke Avenue W (1958, extant).^{94 95}

Williams was the local architect for at least three Safeway buildings. Because he would not have been the design architect, we have noted his role as permit architect. Known projects are as follows. Unless otherwise stated, buildings are located in Seattle. *See figures 87-98.*

- Safeway, 6206 Roosevelt Way NE, (1939, permit architect, extant)
- Safeway, 1630 Queen Anne Avenue N, (1941, permit architect, altered)
- Safeway, 409 Eighth Avenue S, (1941, permit architect, altered)
- J. R. Watkins Co. headquarters (1955, demolished)
- 100,000 sq. ft. shopping center in Federal Way (1955)
- Local 76 Musicians Union Building (1955)
- W.E. McElpatrick Building (1955, demolished)

⁹¹ Michael Houser, "Donald D. Williams," Washington State Department of Archaeology & Historic Preservation, June 2012, <https://dahp.wa.gov/historic-preservation/research-and-technical-preservation-guidance/architect-biographies/bio-for-donald-d-williams> (accessed April 2022)

⁹² *Seattle Times*, 1939, 1942

⁹³ Encyclopedia Britannica, "International Style, Architecture," Britannica.com, <https://www.britannica.com/art/International-Style-architecture> (accessed July 25, 2022).

⁹⁴ *Seattle Times*, "New Building for Office-Furniture Firm," December 2, 1956, p. 39.

⁹⁵ *Seattle Times*, "Under Way," February 23, 1958, p. 21.

- Bellevue Medical-Dental Building (1955)
- U.S. Post Office in the International District (1956, demolished)
- DeVoss Desk Co. Building (1956, demolished)
- Moore Business Forms & Dictaphone Corp. Building (1956)
- Renton Carpenters Union Building, 231 Burnett Avenue N, Renton, WA (1957, extant)
- Metropolitan Press Printing Co. (1957) (NB: this building is **not** the landmarked 1923 Metropolitan Printing Press.)
- Johns Manville Sales Corp. Office (1957)
- Sure-Fit Seat Cover Store, Rainer Avenue (1958)
- Shifton Plywood Co. (1958, extant)
- Queen Anne Medical Center (1959)
- Charles Bruning Co. Building (1959)
- Remodel of Green Lake Theater to Western Pacific Insurance Co. (1959)
- Nebar Supply Co. Building (1960)
- Redordak Corp. Building (1960)
- Federal Way Drugstore (1961)
- Continental Mills Inc. headquarters (1961)
- William Dierickx Co. Building (1964)
- 11-story luxury cooperative Mercer West Apartments, base of Queen Anne Hill (1962-63, altered)

4.7 BUILDING CONTRACTORS: FRANK H. LOHSE

The building contractors for the original 1939 construction was Franke Lohse, Jr. Lohse (1910-1963) was the son and grandson of brickmakers, and the nephew of Henry Lohse, Jr., a prominent area contractor. Henry Lohse Sr. (1839-1909) established the Lohse Brickworks as early as 1896. Lohse bricks were used in the Great Northern Depot building in Seattle in 1896.⁹⁶ The Lohse brickyard was located on Beacon Hill at the foot of Forest Street.⁹⁷ Henry Sr. worked with his son Frank Lohse, Sr. (1881-1934) at the brickworks, while his older son, Henry Jr., went on to provide contracting services in partnership with Charles C. Cawsey and the firm Cawsey & Lohse. Frank Lohse, Sr. oversaw the Harper Brickworks by 1924.⁹⁸ Frank Lohse Jr. also constructed at least one other Safeway store in Seattle in 1940, located at 8th and Jackson.

⁹⁶ Dan L. Mosier, "Made of Bricks," 2017, <https://www.washingtonbricks.com/brickbldg.html> (accessed June 2022)

⁹⁷ Caroline Tobin, Beacon Hill Historic Context Statement, "City of Seattle Department of Neighborhoods, May 2004, <http://www.seattle.gov/documents/Departments/Neighborhoods/HistoricPreservation/HistoricResourcesSurvey/context-beacon-hill.pdf> (accessed June 2022)

⁹⁸ *Brick & Clay Record*, Volume 65, p. 560.

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Figure 104 • Shifton Plywood Co. (1958, extant)	87
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6.2 FIGURES

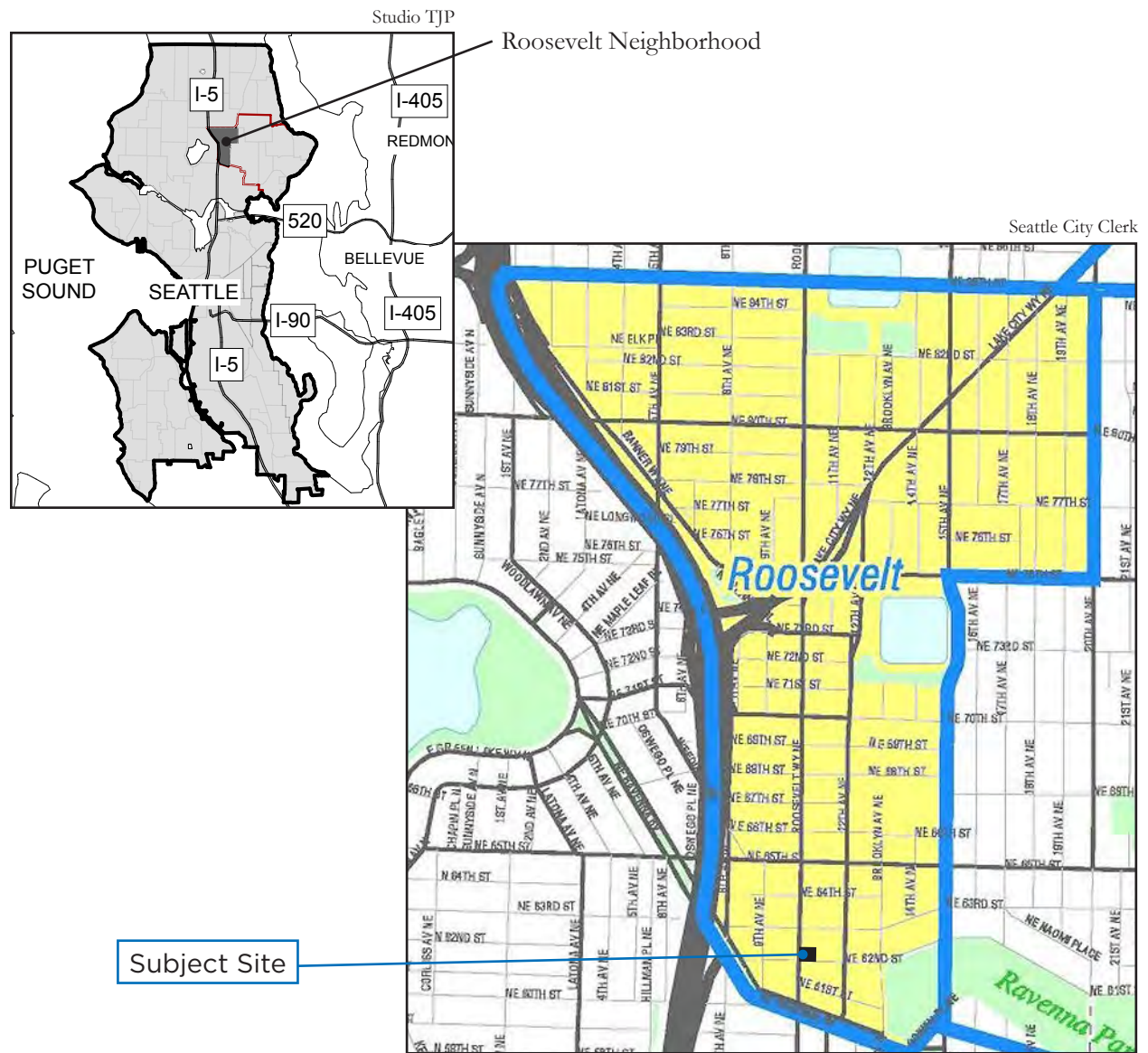
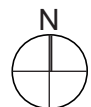
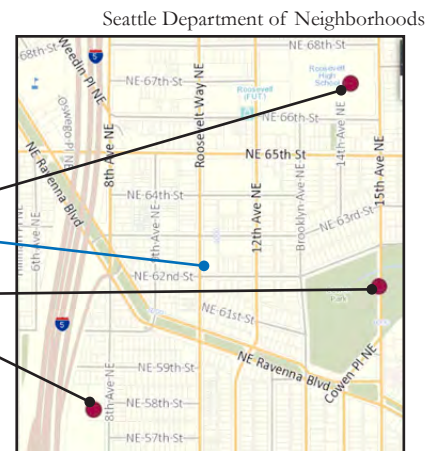


Figure 1 • Location Maps

Landmarks in the local area:

- Roosevelt High School, 1410 NE 66th Street.
- **Subject Site**
- Cowen Park Bridge, 15th Avenue NE and Cowen Place NE.
- The Dr. Annie Russell House, 5721 8th Ave NE



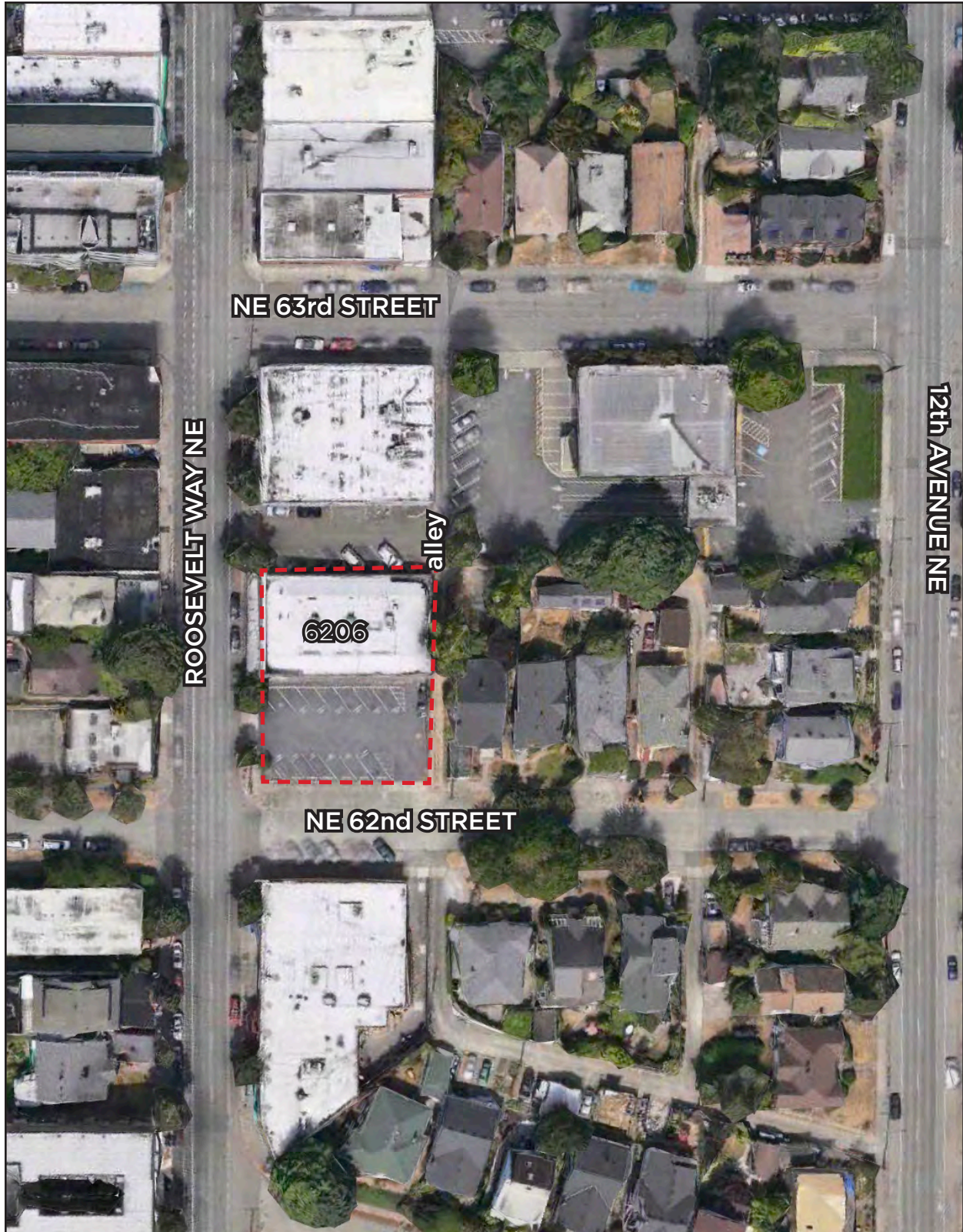


Figure 2 • Aerial View

Studio TJP, June 2022



Figure 3 • Viewing north on Roosevelt Way NE

Studio TJP, June 2022



Figure 4 • Viewing south on Roosevelt Way NE

Studio TJP, July 2022



Figure 5 • Viewing east on NE 62nd Street

Studio TJP, June 2022

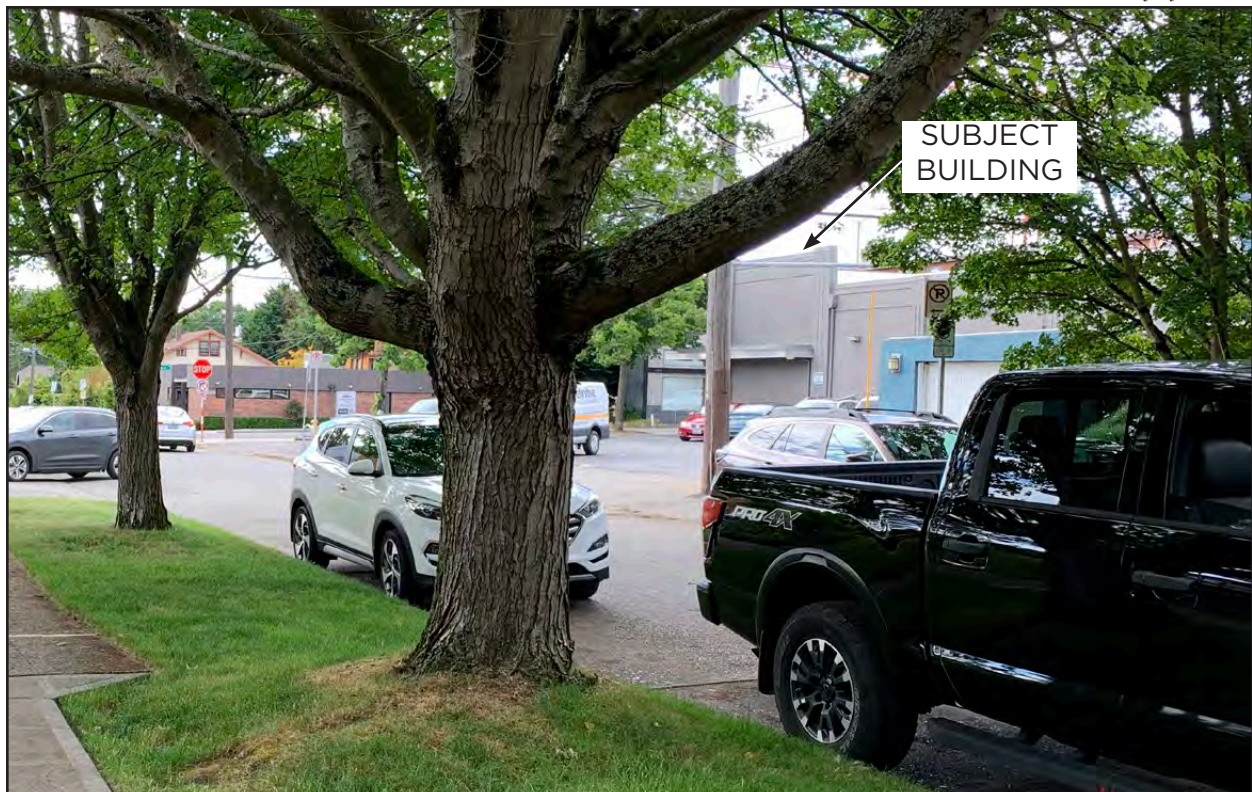


Figure 6 • Viewing northwest on NE 62nd Street

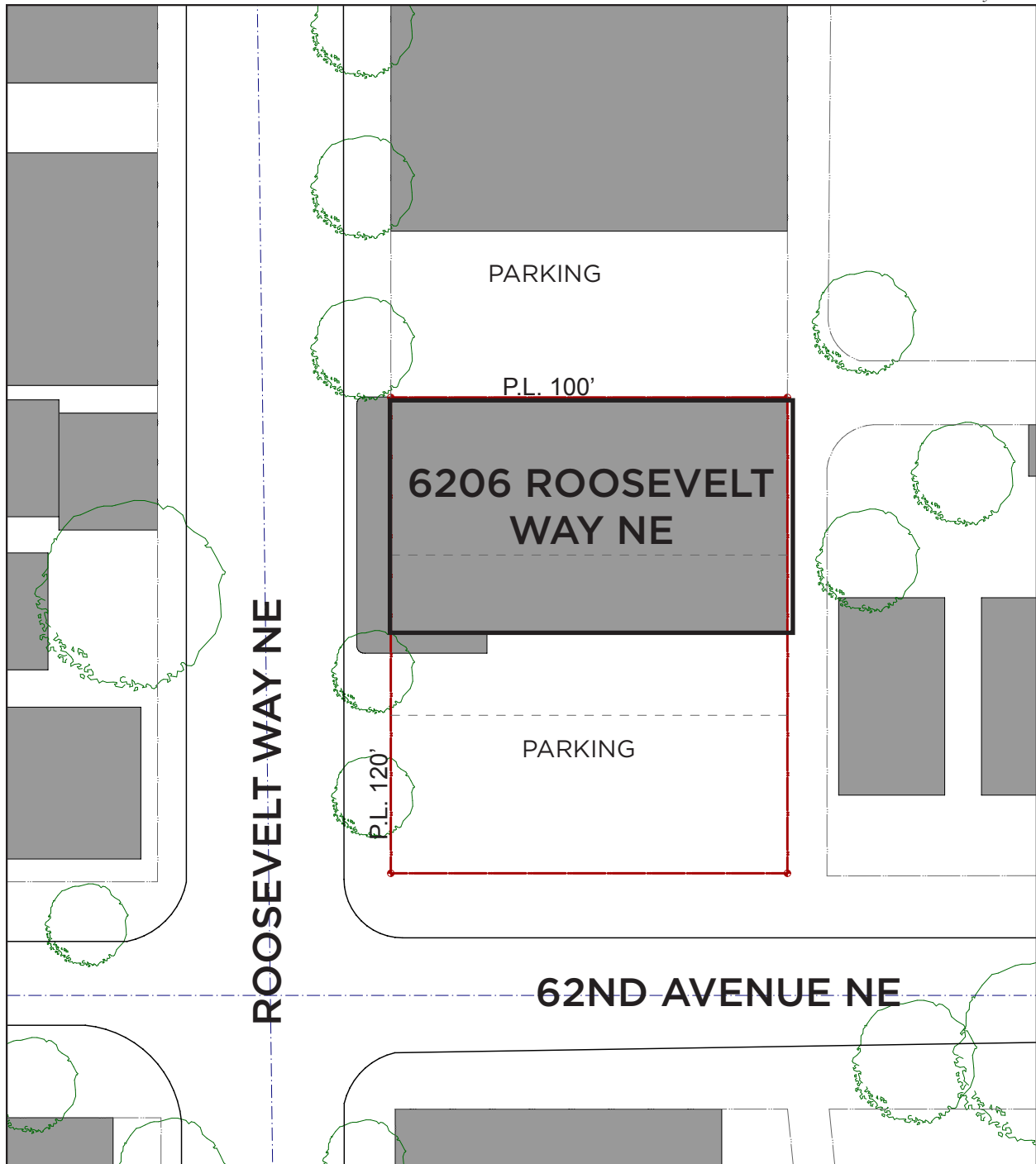
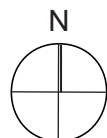


Figure 7 • Site Plan



Studio TJP, May 2022



Figure 8 • 6206 Roosevelt Way NE, western facade

Studio TJP, May 2022



Figure 9 • 6206 Roosevelt Way NE, western facade detail of awning

Studio TJP, May 2022



Figure 10 • 6206 Roosevelt Way NE, western facade detail of stucco and lighting

Studio TJP, May 2022



Figure 11 • 6206 Roosevelt Way NE, western facade detail of entry doors

Studio TJP, May 2022



Figure 12 • 6206 Roosevelt Way NE, southern facade

Studio TJP, May 2022

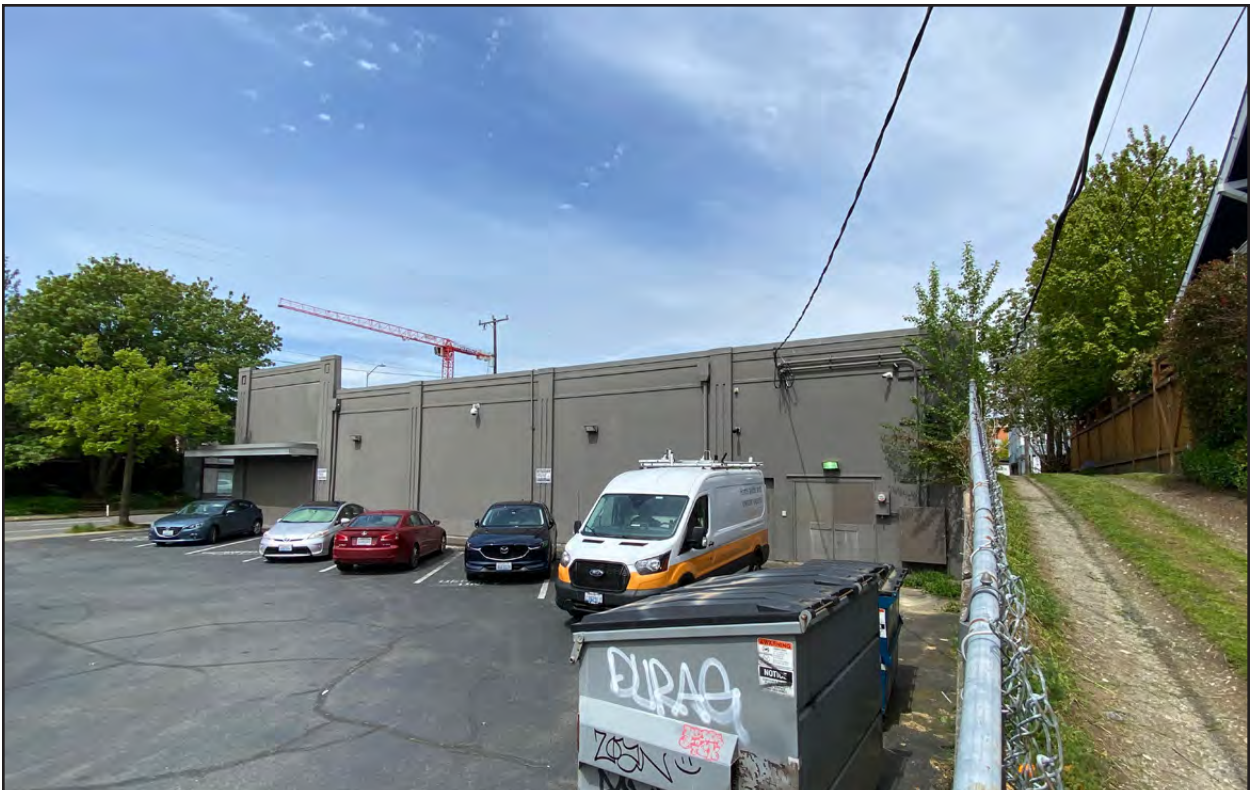


Figure 13 • 6206 Roosevelt Way NE, southern facade

Studio TJP, May 2022



Figure 14 • 6206 Roosevelt Way NE, eastern facade

Studio TJP, May 2022



Figure 15 • 6206 Roosevelt Way NE, eastern facade

Studio TJP, May 2022



Figure 16 • 6206 Roosevelt Way NE, northern facade

Studio TJP, May 2022



Figure 17 • 6206 Roosevelt Way NE, northern facade

Studio TJP, May 2022



Figure 18 • 6206 Roosevelt Way NE, interior viewing west

Studio TJP, May 2022



Figure 19 • 6206 Roosevelt Way NE, interior viewing east

via Hidden Hydrology

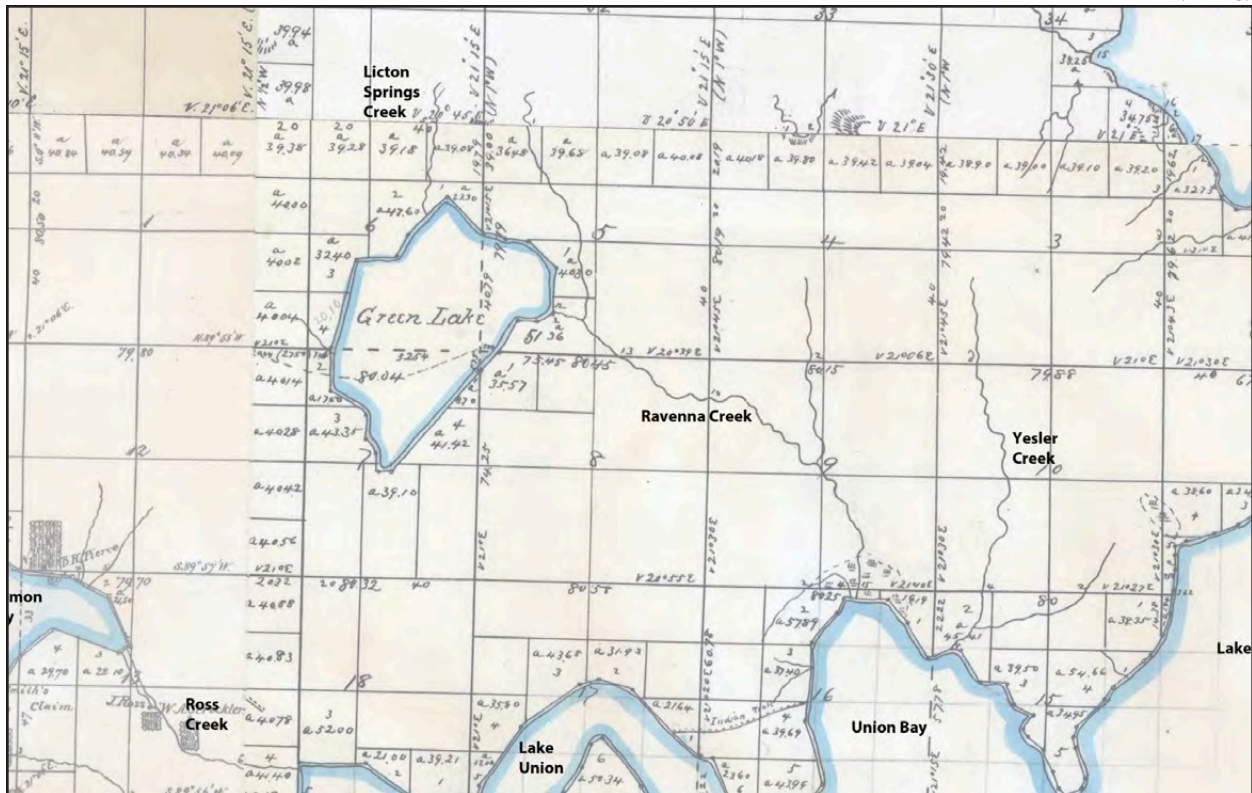


Figure 20 • Surveyor map showing waterways of early Seattle

James P. Lee via University of Washington Digital Collections, LEE227

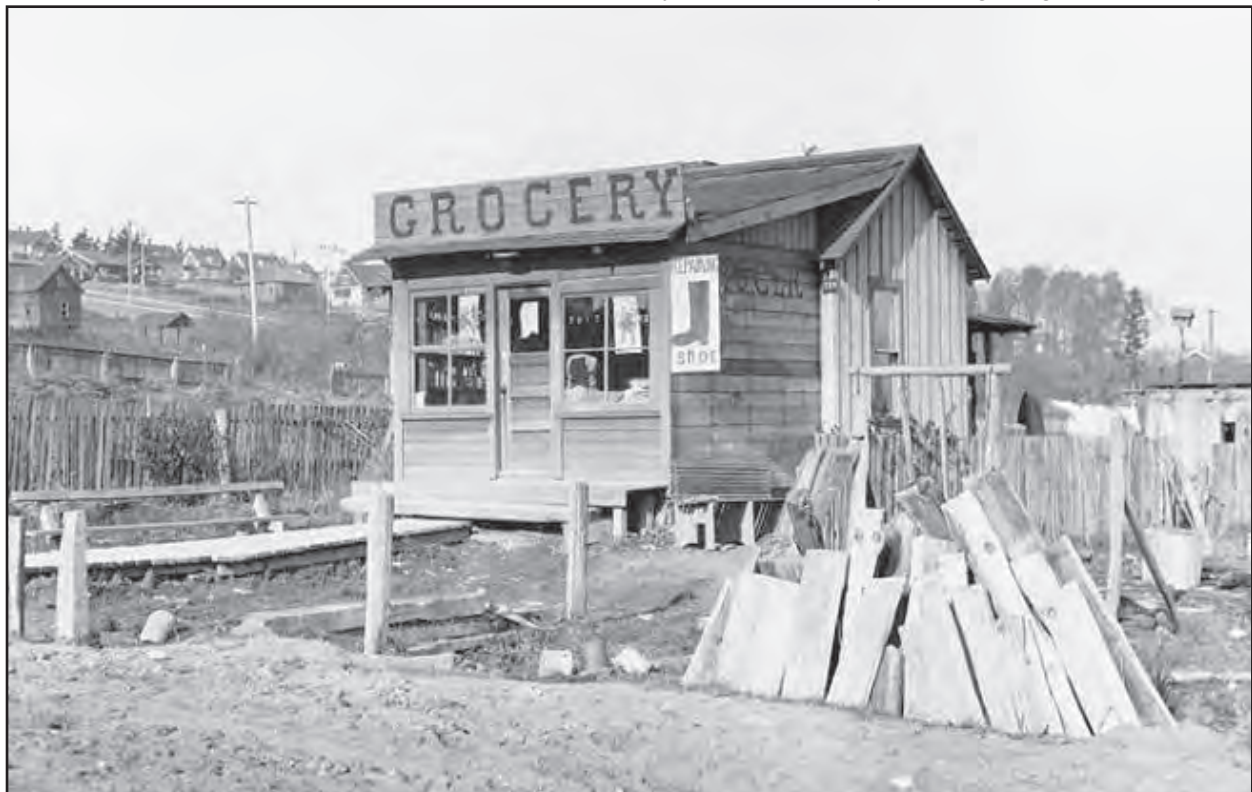


Figure 21 • First store in Green Lake, established 1901

Viretta Chambers Denny, UW PH Coll 805.10



Figure 22 • Ravenna Park, 1894

Kumasaka Collection via Densho Digital Repository, ddr-densho-134-29



Figure 23 • Japanese American farmers, NE 85th Street & Latona Avenue N, ca. 1913

Seattle Times, September 2, 1938

from . . . in fact everything including the management of the Hollywood Theatre is independently owned and is in no way connected with any chain or circuit theatre.

**GRAND RE-OPENING
THIS EVENING (Friday)
AT 8:30 . . . BIG DOINGS**

UNIVERSITY POST-AMERICAN
LEGION DRUM AND BUGLE CORP
ON HAND TO SUPPLY THE
COLOR . . . ROOSEVELT COM-
MERCIAL CLUB ASSISTING . . .
FUN GALORE . . . BE THERE . . .

**OUR OPENING PROGRAM
FEATURES**

BOBBY BREEN in "HAWAII
CALLS." Second feature . . . THE
JONES FAMILY in "LOVE ON A
BUDGET."

SUNDAY we feature "SALLY,
IRENE AND MARY" starring
ALICE FAYE, TONY MARTIN and
FRED ALLEN and a second fea-
ture "DANGEROUS TO KNOW."

Starting **TUESDAY** for three days
we present "BLUEBEARD'S 8TH
WIFE," starring GARY COOPER
and CLAUDETTE COLBERT . . .
and a second feature . . .

Only the best for our patrons and
the prices will be . . .

Adults, 20 cents . . . Children,
10 cents anytime . . . Continu-
ous Saturday, Sunday and
Holidays from 2 o'clock . . .

**ALWAYS A GOOD SHOW
AT THE
HOLLYWOOD
THEATRE**
Roosevelt Way at E. 66th

**CHOCOLATE
MINTS**
1/2-lb. **25c**
Box

**FRESH FINE
CHOCOLATES**
POUND
BOX **53c**

Van de Kamp's
Holland Dutch
BAKERS
6400 Roosevelt Way

Mannings
COFFEE & TEA
STORE
6502 ROOSEVELT WAY
Extends
Best Wishes
To the New
**HOLLYWOOD
THEATRE**

Congratulations to The
Hollywood Theatre

**Shop at Your
Neighborhood
Big Bear Stores**

6500 Roosevelt Way
528 Queen Anne—4750 Roosevelt Way

Heartiest Congratulations
to the
Hollywood Theatre
MOEHRING SHOE CO.
6420 Roosevelt Way

CONGRATULATIONS
TO THE
Hollywood Theatre
DR. JOHN R. HULL
DENTIST
6509 Roosevelt Way

CONGRATULATIONS to the
Hollywood Theatre
LADIES' APPAREL, NOVEL-
TIES, LADIES' TAILORING
ALICE SHOPPE
962 East 65th KE. 9632

Best Wishes to
the
Hollywood Theatre
CHERAMI
Distinctive Florists
4310 University Way EV. 0400

Best Wishes To
the new
Hollywood Theatre
ROOSEVELT DAIRY
6323 Roosevelt Way KE. 4200

Congratulations
TO THE NEW
**HOLLYWOOD
THEATRE**

Always a Booster
For the Roosevelt
District
**MANVILLE'S
10c STORE**
6504 Roosevelt Way

Congratulations to The
Hollywood Theatre

See us for complete and mod-
ern remodeling to order.
Anything in fur.
ROOSEVELT FUR SHOP
1051 East 65th

With Best Wishes
to the
Hollywood Theatre
HINSON'S JEWELRY
6407 1/2 Roosevelt Way

100 Not to Handle set at Metro-
Goldwyn-Mayer.

The team came back headed by
their chief of police, Gen. Federico
Montes, to present Gable and Car-
rillo with embossed certificates in
leather folders, appointing each
one a deputy chief of police of
Mexico City and to pin regulation
deputy chief badges on them.

Star's Second in Color
Jeanette MacDonald appears for
the second time in Technicolor in
Metro-Goldwyn-Mayer's "Sweet-
hearts," in which she costars with
Nelson Eddy. Her first experience
in the medium was in "The Vaga-
bond King," with Dennis King.

Miliza Korjus, the European sing-
ing star, for "The Great Waltz."
Specially designed to show the
range and flexibility of her voice,
it was composed by Dmitri Tionkin,
and introduced into a song number,
"There'll Come a Time," based on
the music of Johann Strauss.

So difficult is the coloratura
passage, which reaches above high
C, with dozens of runs and trills
covering the entire soprano range,
that it is being recorded separately
from the rest of the song.

During the last academic year
the enrollment at Pennsylvania
State College exceeded 10,000—the
first time in its history.

**Greetings and
Congratulations
to the
NEW HOLLYWOOD
THEATRE**

**. . . a welcome
addition to the
fast growing
Roosevelt District**

SEARS, ROEBUCK AND CO.
North End Store
6412 Roosevelt Way KE. 6500

Saluting . . .

One of Seattle's most beautiful
suburban theatres—the New
Hollywood—on the occasion of
its Opening, September 2.

**PEOPLES
NATIONAL BANK**
of
WASHINGTON
NORTH SEATTLE BRANCH
Roosevelt Way and East Sixty-Third

Figure 24 • Classified advertisements upon the re-opening of the Hollywood Theater, 1939

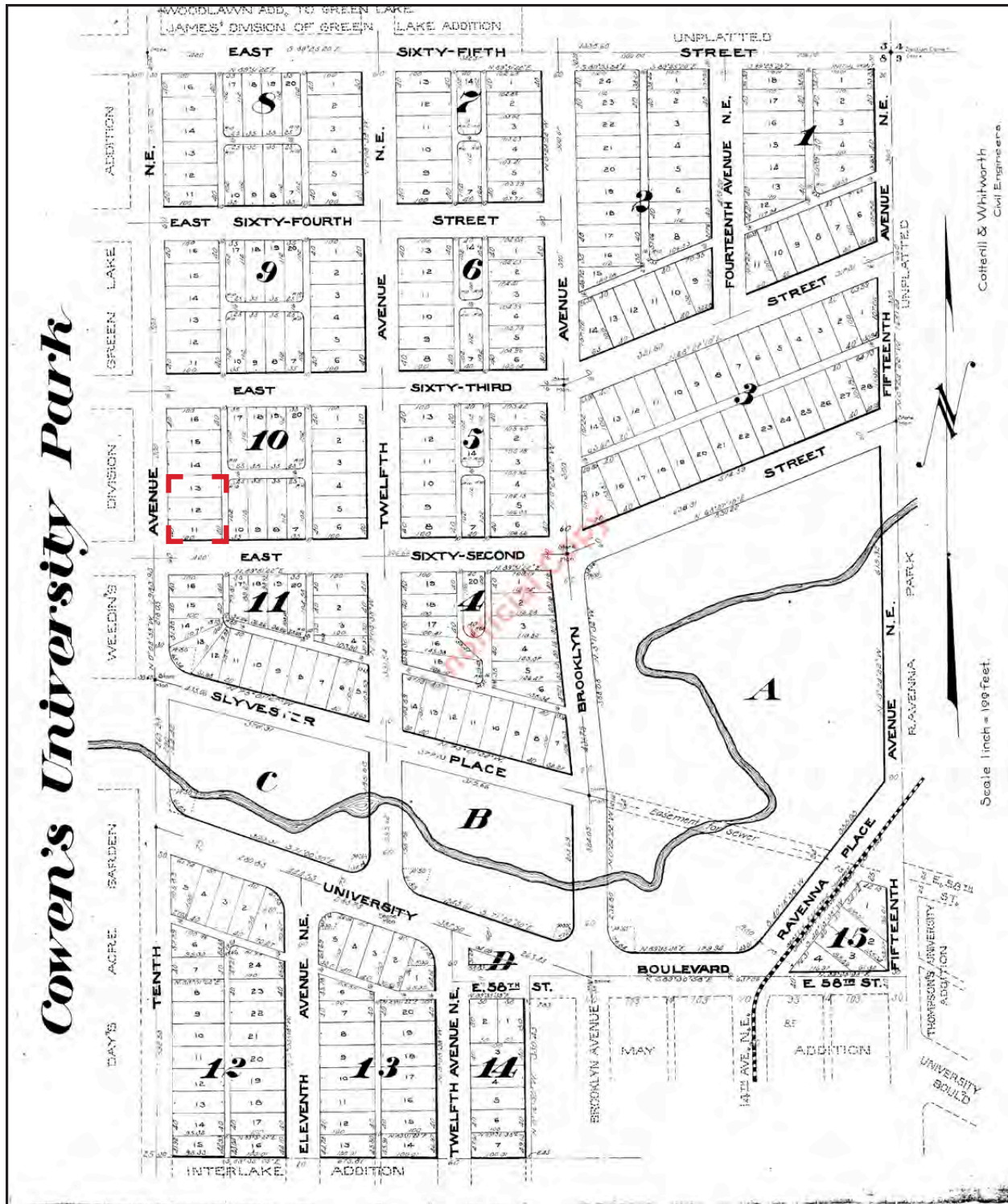


Figure 25 • Plat of Cowen's University Park Addition



Figure 26 • Aerial view of subject site, 1936



Figure 27 • 6206 Roosevelt Way Tax Assessor photo, 1941



Figure 28 • 6206 Roosevelt Way Tax Assessor photo, date unknown

Courtesy of the Library of Congress



Figure 29 • Public market street vendors in New York City, 1900

Courtesy of the Carnegie Library of Pittsburgh



Figure 30 • Allegheny Market House in Pittsburgh, 1900s

Seattle Times



Figure 31 • Seattle Public Market, 1930s

Courtesy of the Library of Congress



Figure 32 • Country store, Bynum, North Carolina, 1939

Courtesy of MOHAI



Figure 33 • A&P supermarket, Seattle, Washington, 1939

Courtesy of MOHAI



Figure 34 • Example of Safeway interior, Seattle, 1944

Seattle Public Library, 00001

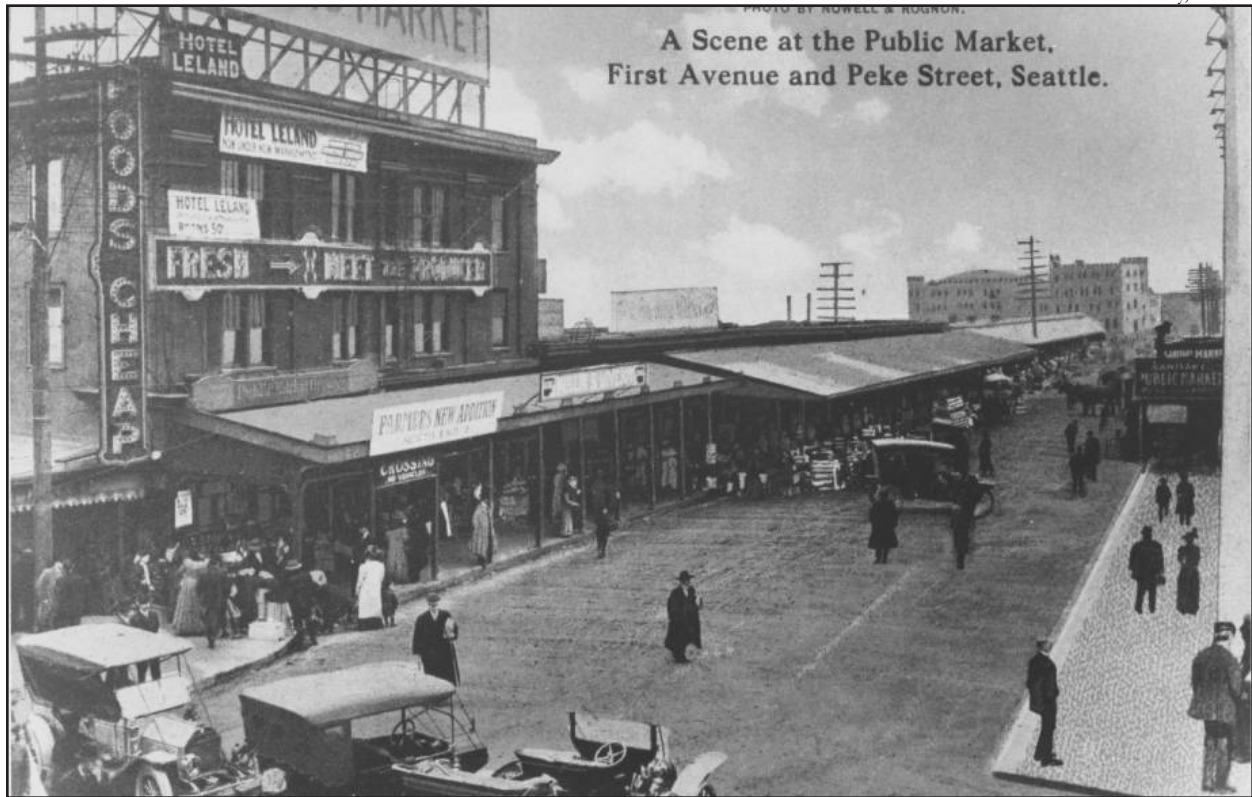


Figure 35 • A scene at the Public Market, ca. 1910, 85 Pike St (1907, extant)

Puget Sound Regional Archives



Figure 36 • The Showbox, 1426 1st Ave, King County Tax Assessor photo, ca. 1986 (1917, extant)

Seattle Times



SKAGGS **SAFEGWAY**

DISTRIBUTION WITHOUT WASTE

ANNOUNCING!

The Consolidation of the two largest grocery concerns in the West.

More than 900 retail food stores join hands to eliminate waste

SKAGGS United Stores, Skaggs Cash Stores and the **Safeway** Stores, Incorporated, of southern California have united in one great merchandising firm—the largest grocery concern in the West—operating 784 retail grocery stores, 122 meat markets, 6 bakeries, etc., and will hereafter be known as Skaggs-Safeway Stores.

With this announcement the greatest forward step in reducing food distributing costs—the most far-reaching achievement, in the interest of the consumer—ever attempted on the Pacific Coast, becomes a reality. The cherished dream of members of these two great food distributing organizations—to devise and perfect a plan further reducing the cost of distributing the necessities of life—have become a fact.

The importance of this announcement—to every family in ten western states—cannot be over-emphasized, since its effect will be to constantly lower their living costs while enabling them to maintain an even higher standard in both quality and quantity. The following brief outline of the history, accomplishments and purposes of the organizations involved in this consolidation is worth reading and remembering.

Since "like attracts like" it is strictly in accord with both natural and economic laws that these organizations—having the same ideas, ideals and purposes—should combine to further the great service to which both are committed—that of eliminating waste from the distributing costs of the necessities of life.

In a comparatively short time, each has grown from one small unit—through service—to their present vast proportions. Each has been a pioneer—a leader—in economy of operation, in value giving, in volume of sales and in constructive service in their respective fields.

Skaggs United Stores have operated, principally, in the Northwestern states, including Oregon, Washington, Montana, Idaho, Colorado and the San

Joaquin Valley of California. Skaggs Cash Stores have operated in Utah, Nevada, Nebraska, Wyoming, the San Francisco Bay district, San Jose and the Sacramento Valley of California. The **Safeway** Stores, Incorporated, have confined their operations to Southern California in and around Los Angeles, San Diego and Ukiahfield. Since they were in non-competing territories this consolidation does not, in any way, constitute the formation of a food trust or represent the absorption of a weaker by a stronger concern. It is simply the logical union of two great organizations—of approximately equal strength—for the purpose of effecting further operating economies and enhancing the service which both are pledged to render the consuming public.

It is our honest conviction that, in perfecting this consolidation, we have performed a real service to the consumer. It gives us a volume which can make possible the operation of our own sources of supply and the owning of our merchandise without paying tribute to a single unnecessary middleman. It enables us to effect operating economies never possible in our former separate plans of merchandising and will attract to us the highest type of earnest, ambitious men, who will recognize in this concern opportunity for the maximum of growth and accomplishment through sincere service.

In honor of this consolidation and to emphasize our unequalled ability to effect real savings for you, we are quoting below a few prices—good Saturday, Monday and Tuesday—which are indicative of the savings you may hereafter expect to find at our stores. Buy freely now—while we are celebrating you can be saving.

Figure 37 • Skaggs Safeway consolidation announcement, 1926

Seattle Times



SKAGGS

SAFEGWAY

STORES

Distribution Without Waste

One of our Customers who drives a car ---

told us the other day that by shopping at Safeway she made her car pay for its upkeep.

"I like the location of your stores," she said, "I am most always sure of a convenient place to park and I save enough to go a long way toward paying the total expense of operating my car. Your men always load my purchases in my car for me so there is no work to do in shopping here. I am sure if more women who drive a car would try your stores once they would soon do all of their food buying at them."



Figure 38 • Skaggs Safeway advertisement, 1929

Seattle Times



Figure 39 • Seattle Safeway at 6th Ave W and W McGraw St, Seattle (demolished), 1939

Seattle Times



Figure 40 • Rendering of Safeway at Rainier and Dawson, Seattle, (demolished) 1942

Google Maps



Figure 41 • 462 N 36th Street, Fremont neighborhood (1939, extant),

Google Maps



Figure 42 • 1106 N 80th St, Green Lake neighborhood (1941, extant)

Google Maps



Figure 43 • 1630 Queen Anne Ave N, Queen Anne neighborhood (1941, altered)

Google Maps



Figure 44 • 409 8th Ave S, Chinatown International District (1941, extant)

Google Maps



Figure 45 • 2222 California Ave SW, North Admiral neighborhood (1942, extant)

Google Maps



Figure 46 • 10342 Aurora Ave N, Licton Springs neighborhood (1942, altered)

Google Maps



Figure 47 • 2915 Rainier Avenue S, North Beacon Hill neighborhood (1942, demolished).

Google Maps



Figure 48 • 2363 NW 80th St, Loyal Heights neighborhood (1943, altered)

Seattle Times

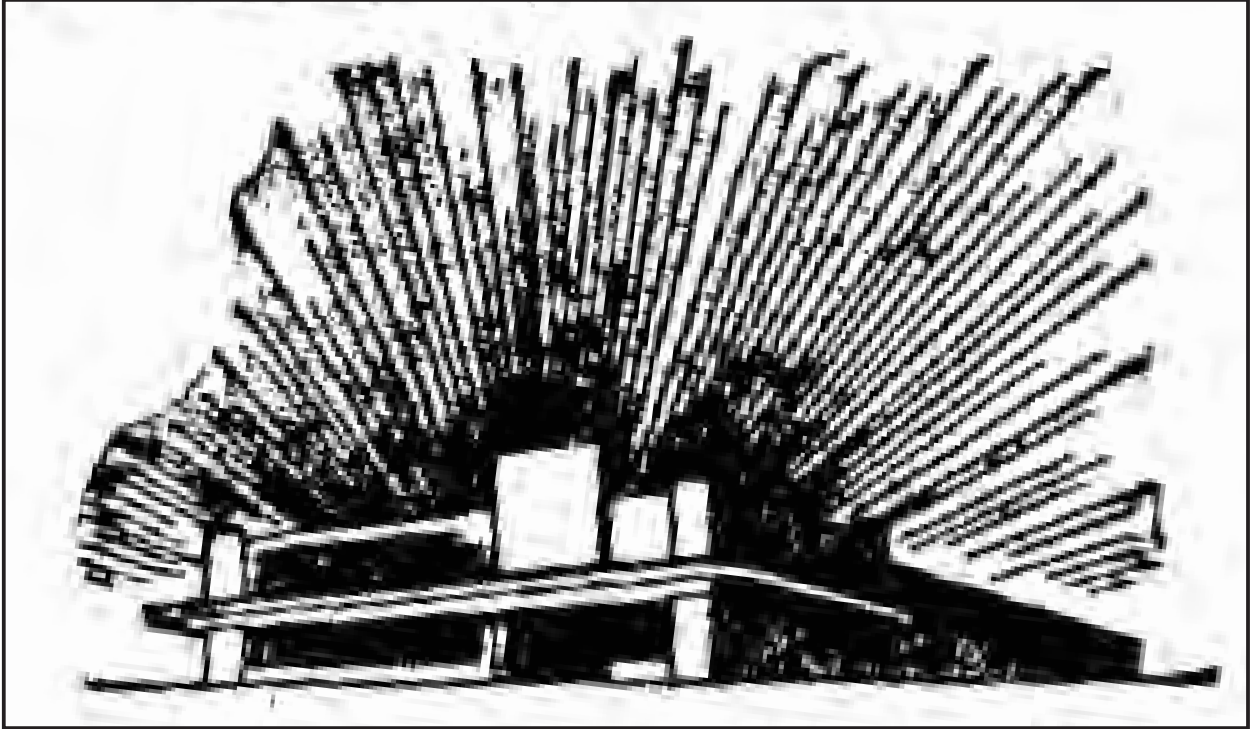


Figure 49 • Rendering of Safeway at 35th Ave SW and W Morgan, Seattle 1944 (demolished)

Google Maps



Figure 50 • Former Safeway at N 36th St and Dayton Ave N, Tacoma, (1940, extant)

Tacoma Times



Figure 51 • Safeway at N 36th St and Dayton Ave N, Tacoma, (1940, extant)

Klamath Evening Herald



Figure 52 • Rendering of Safeway in Klamath Falls, OR (1939, status unknown)

Laurent D. Ruamps via Flickr

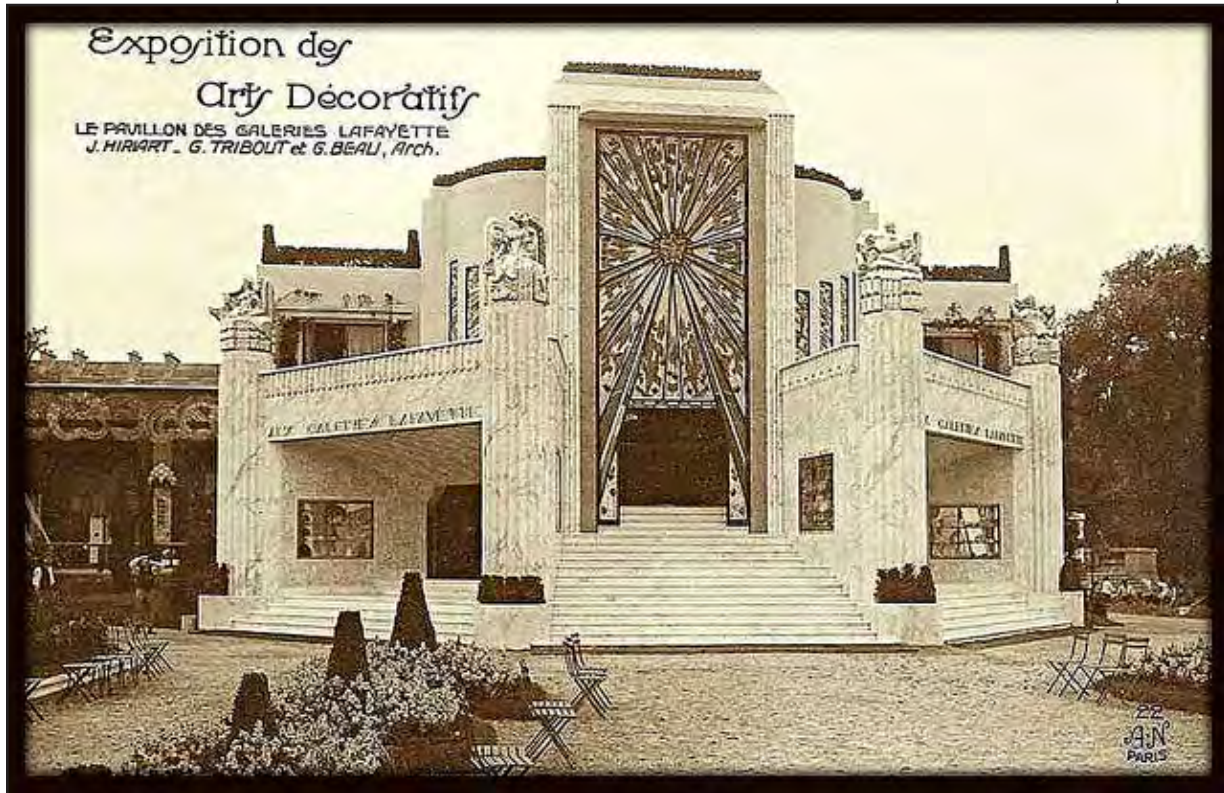


Figure 53 • 1925 Exposition Internationale des Arts Decoratifs et Industriels Modernes, Pavillon des Galeries Lafayette, Paris, France (1925, Joseph Hiriart, Georges Tribout, & Georges Beau)

Skyscraper.org-The Skyscraper Museum

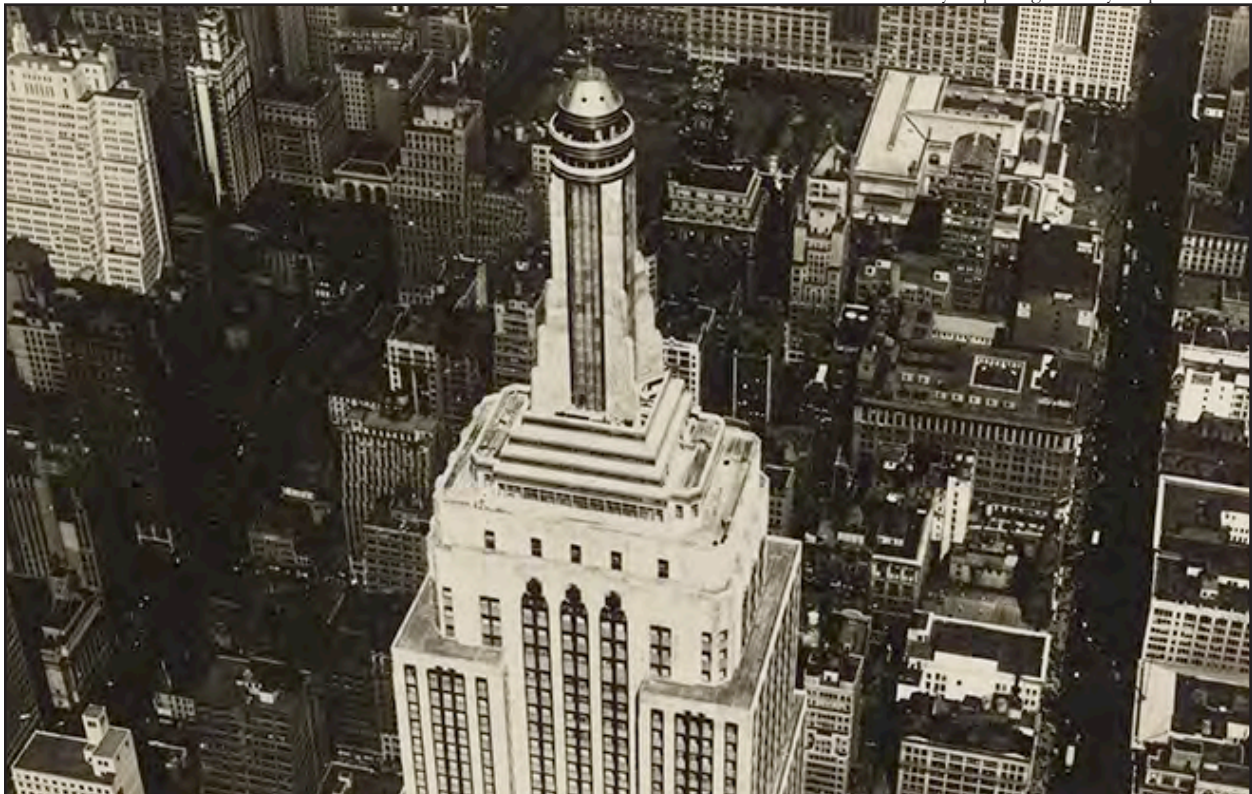


Figure 54 • Empire State Building (1931, Shreve, Lamb & Harmon)

Rockefeller Center, Inc.



Figure 55 • Top of Rockefeller Center (1940, Raymond Hood)

holidaycheck.de



Figure 56 • Art Deco historic district, Miami Beach

Los Angeles Public Library, Security Pacific Collection



Figure 57 • Coulter's Department Store, Los Angeles (1938-39, Stiles O. Clements, demolished)

Colin Rose, 2007



Figure 58 • Greyhound Bus Terminal, Cleveland, OH (1948, William Strudwick Arrasmith, National Register)



Figure 59 • Blue Plate Building, New Orleans (1942-43, August Perez Jr., National Register, now Blue Plate Artists Lofts)

Big Orange Landmarks



Figure 60 • Coca-Cola Bottling Plant, Los Angeles (1939, Robert V. Derrah, National Register)

<https://www.normaltheater.com/96/Theater-History>



Figure 61 • Normal Theater, Normal, IL (1937, Arthur F. Moratz, National Register)

Marvin Rand, Historic American Buildings Survey



Figure 62 • Pan-Pacific Auditorium, Los Angeles (1935, Welton & Becket, former National Register, demolished)

Library of Congress

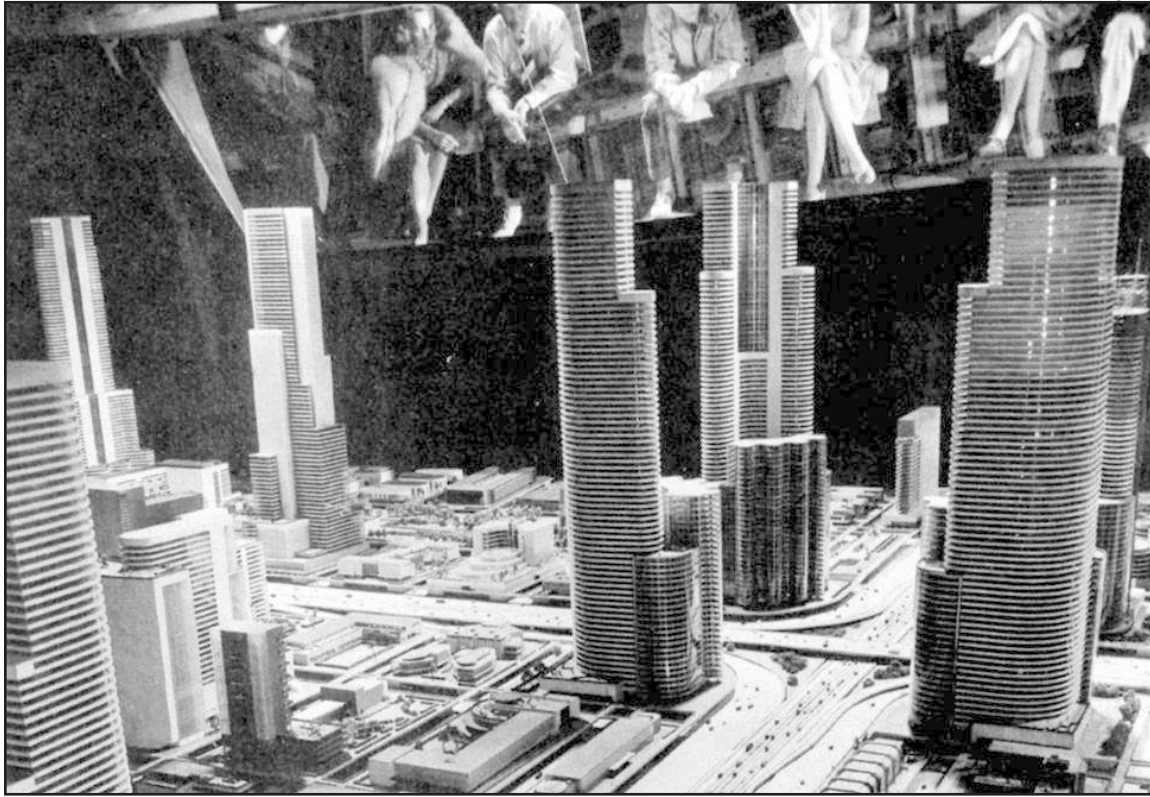


Figure 63 • Futurama and the World of Tomorrow exhibit, designed by Norman Bel Geddes, 1939 World's Fair, New York

San Francisco Chronicle, 1948



Figure 64 • San Francisco Bathers' Building (1936, William A. Mooser II, National Register, now National Maritime Museum)



Figure 65 • San Pedro Municipal Ferry Building (1941, Derwood Lydell Irvin)



Figure 66 • Bellingham High School (1938, Floyd Naramore)



Figure 67 • Ivar's (Pier 54 location, now demolished)

Paul Dorpat



Figure 68 • SPUD Fish 'n' Chips (Alki Location, now demolished)

Puget Sound Regional Archives



Figure 69 • Paramount Pictures Building (1937, J. Lister Holmes, extant)

Joe Mabel, 2007



Figure 70 • Fire station #17, 101 NE 50th St (1930, architect unknown, City of Seattle Landmark)

The Johnson Partnership, 2018



Figure 71 • Fire station #6, 101 23rd Ave S (1931, George Stewart, City of Seattle Landmark)

Joe Mabel, 2008



Figure 72 • Fire station #41, 2416 34th Ave W (1932, Civil Works Administration for City of Seattle Department of Buildings, City of Seattle Landmark)

The Johnson Partnership, 2015



Figure 73 • Seattle Art Museum at Volunteer Park/Seattle Asian Art Museum, 1400 Prospect Street (1933, Carl Gould, City of Seattle Landmark)

Seattle Public Library, 00223



Figure 74 • Seattle Center House, 305 Harrison Street (1939, Naramore & Young, City of Seattle Landmark)



Figure 75 • Coca-Cola Bottling Plant, 1313 E Columbia Street (1939, Graham & Painter [John Graham, Sr] with Jesse M. Shelton, City of Seattle Landmark)

Paul Dorpat



Figure 76 • Admiral Theater, 2343 California Avenue SW (1942, B. Marcus Priteca, City of Seattle Landmark)

Google Maps



Figure 77 • Zenith Supplies, 6300 Roosevelt Way (1930)

Google Maps



Figure 78 • 1512 NE 65th Street NE (demolished, formerly Funtiques, 1910)

Google Maps



Figure 79 • North Distribution Substation/North Substation Machine Shop, 814 NE 75th Street NE (1930)

Google Maps



Figure 80 • North Rectifier Substation, 814 NE 75th Street NE (1954)

Google Maps



Figure 81 • Standard Radio, 1028 NE 65th Street (1947, demolished)

Studio TJP, June 2022



Figure 82 • Standard Radio façade reinstalled at Roosevelt light rail station

PSRA



Figure 83 • Hollywood Theater, tax accessor photograph, 1938

Google Maps



Figure 84 • Hollywood Theater, 6516 Roosevelt Way (formerly Cloud 9, 1923, George Grove)

SDON



Figure 85 • Peck and Hills Furniture Company & Baxley Dress Manufacturing Company, 1000 Denny Way (1929, Albert C. Martin, extant)

SDON



Figure 86 • Metropolitan Press, 2603 3rd Ave (1931, George Wellington Stoddard, extant)



Figure 87 • F.W. Woolworth Company Store (now Ross), 301 Pike St. (1935, Harold B. Hillman, extant)



Figure 88 • Green Lake Burcher Shop (now UBuildIt), 7303 Woodlawn Ave (1908, residential; 1938, commercial)

Google Maps

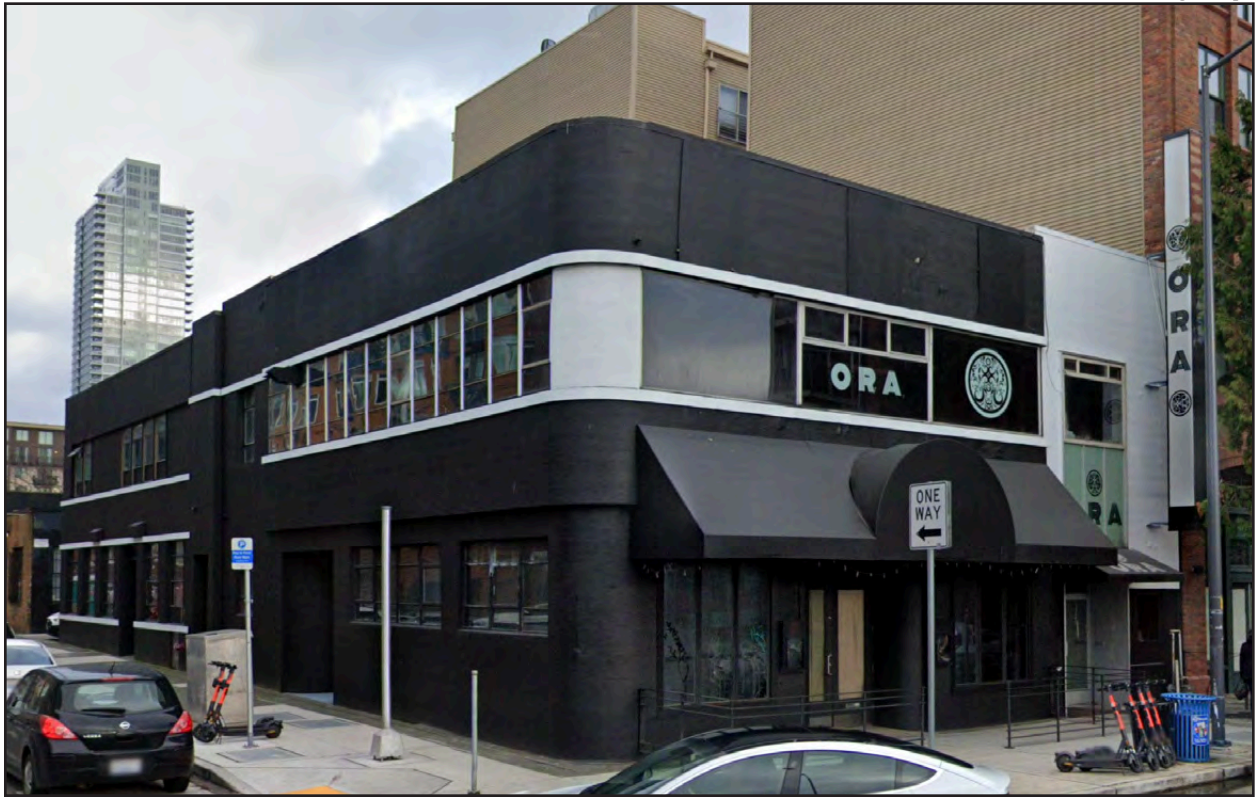


Figure 89 • Paramount Pictures (now Ora), 2330 1st Ave (1937, J. Lister Holmes, extant altered, see fig. 69W)

Google Maps



Figure 90 • Western Pacific Chemical Company building, 1430-1436 Elliot Ave (1940, extant)

Google Maps



Figure 91 • Daily Food Store (now the Dane cafe), 8000 15th Ave (1941)

Google Maps

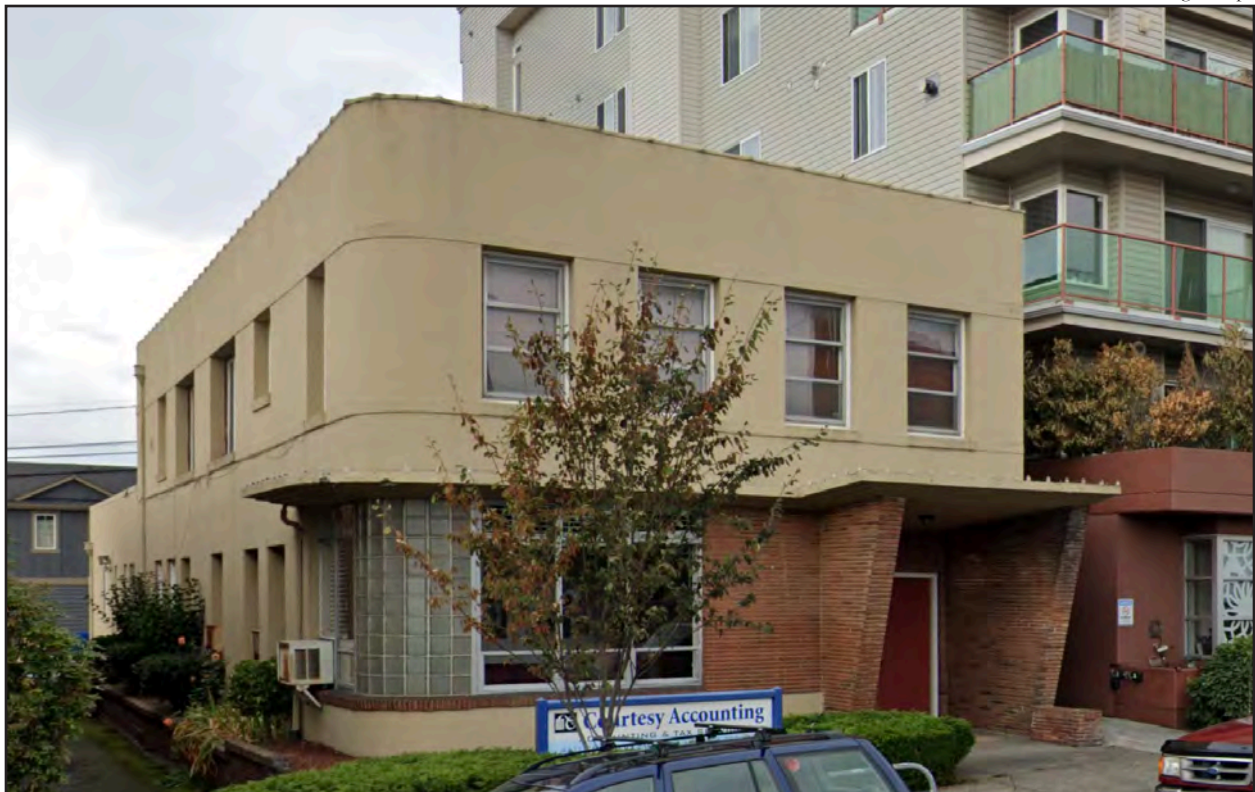


Figure 92 • Irwin Chiropractic Clinic (now Courtesy Accounting), 4411 California Ave (1947, Theodore Damm, extant)

Seattle Times



Figure 93 • Don Williams

Seattle Times

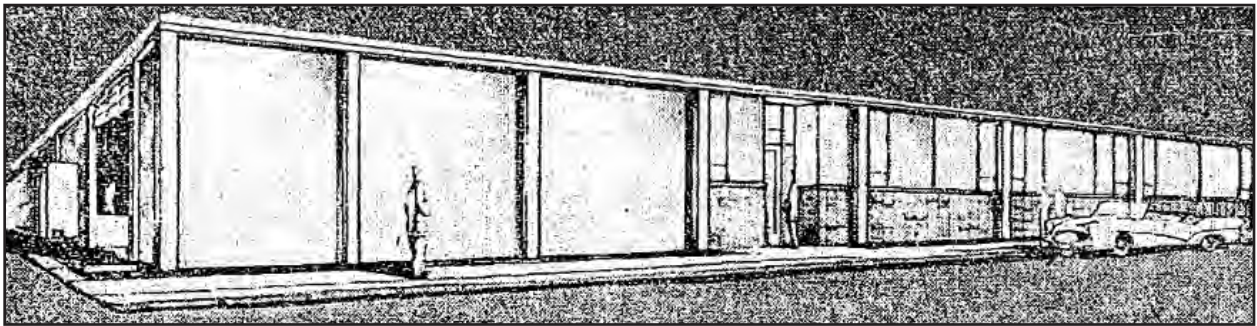


Figure 94 • J. R. Watkins Co. headquarters (1955, demolished)

Seattle Times

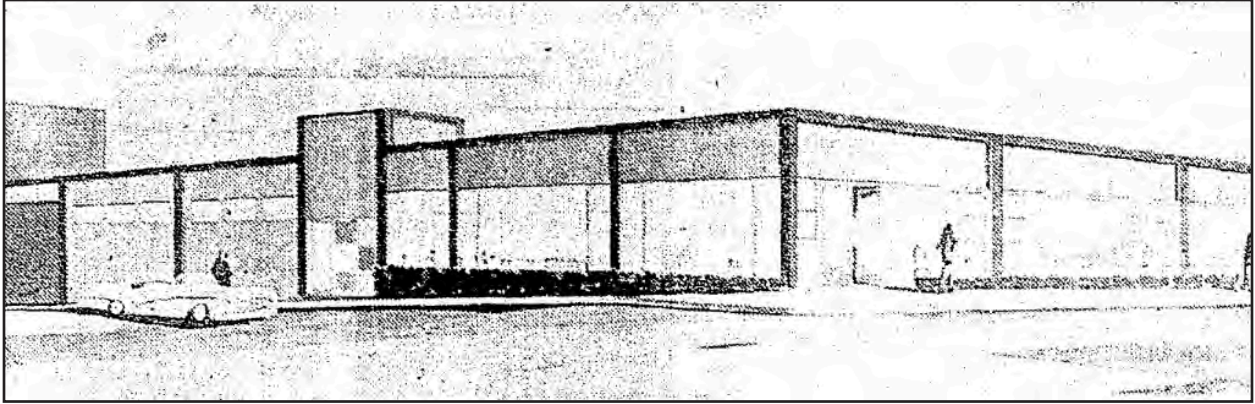


Figure 95 • W.E. McElfatrick Building (1955, demolished)

Seattle Times

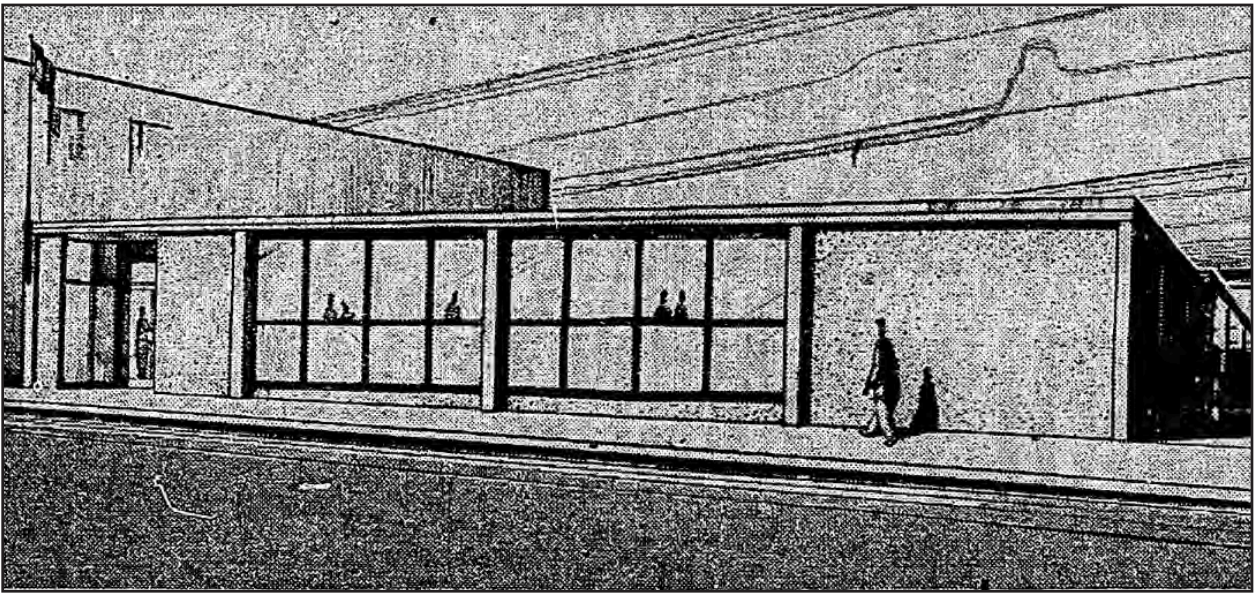


Figure 96 • US Post Office in the International District (1956, demolished)

Seattle Times

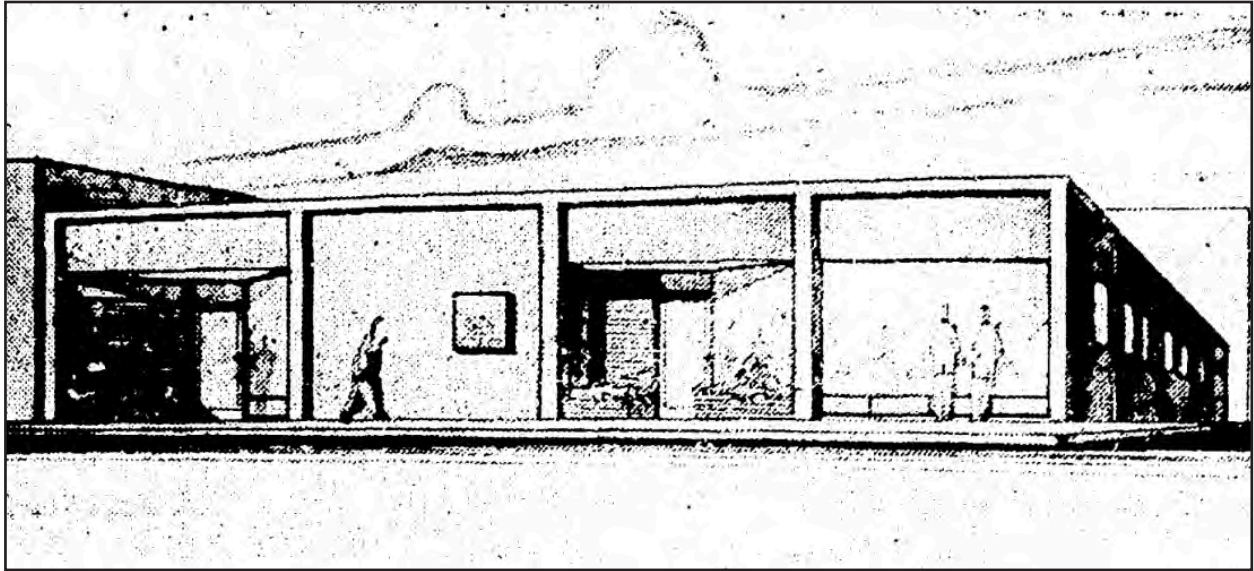


Figure 97 • Moore Business Forms & Dictaphone Corp. Building (1956, extant)

Google Maps

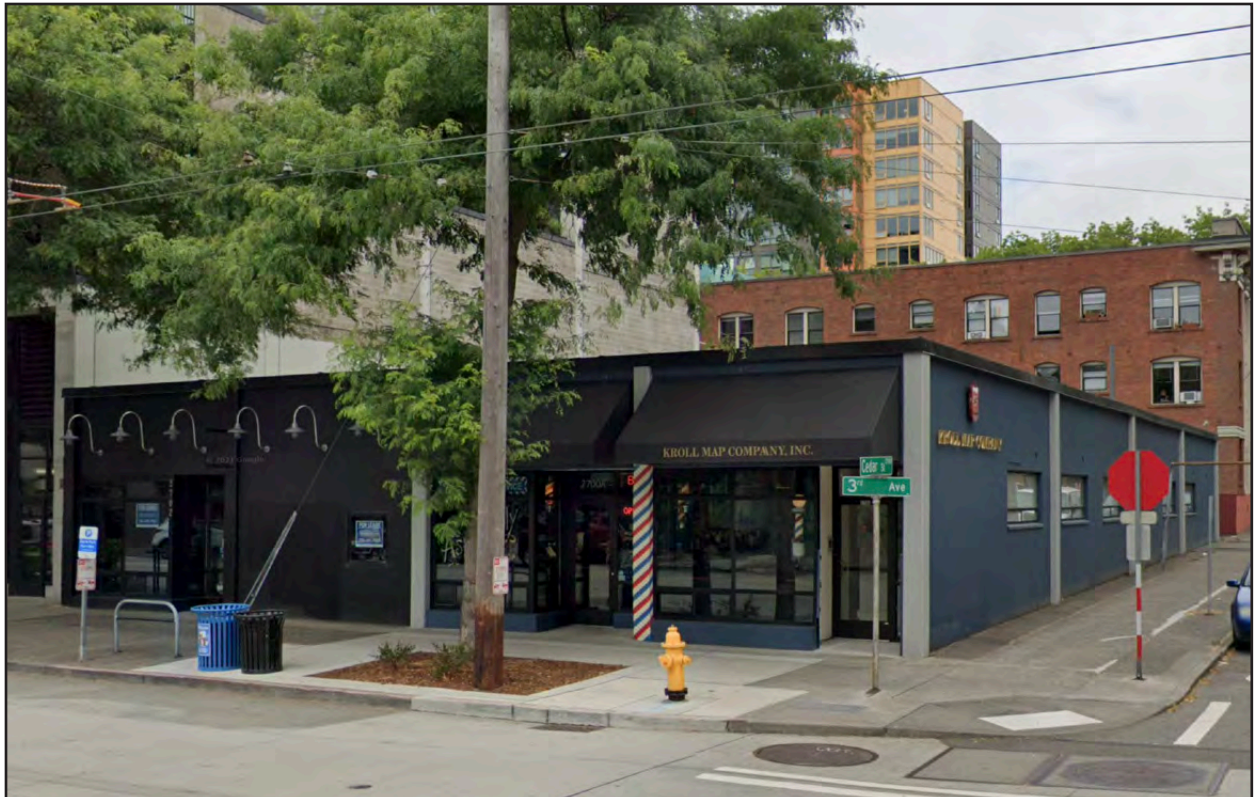


Figure 98 • Moore Business Forms & Dictaphone Corp. Building 2022 (1956, extant)

Seattle Times

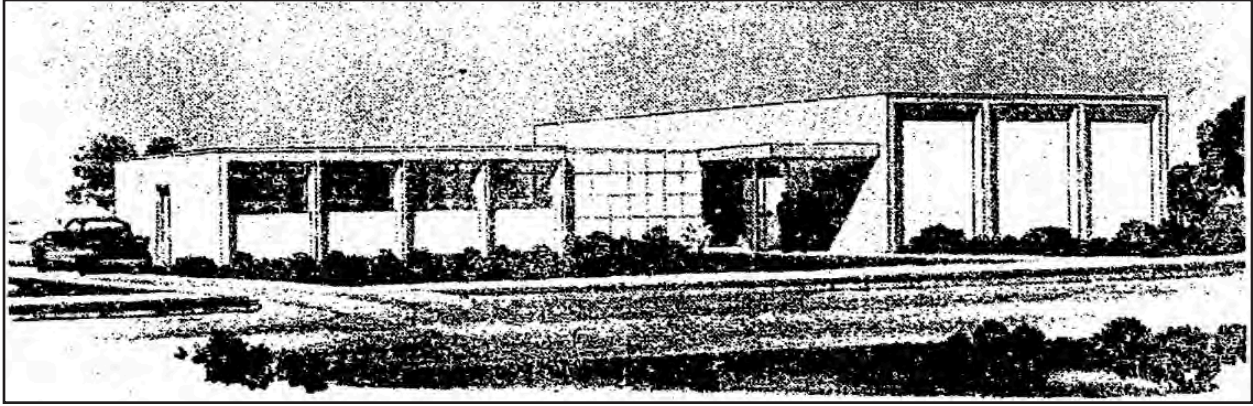


Figure 99 • Renton Carpenters' Union Building, 231 Burnett Ave N, Renton WA (1957, extant)

Google Maps



Figure 100 • Renton Carpenters' Union Building, 231 Burnett Ave N, Renton WA 2022 (1957, extant)

Seattle Times

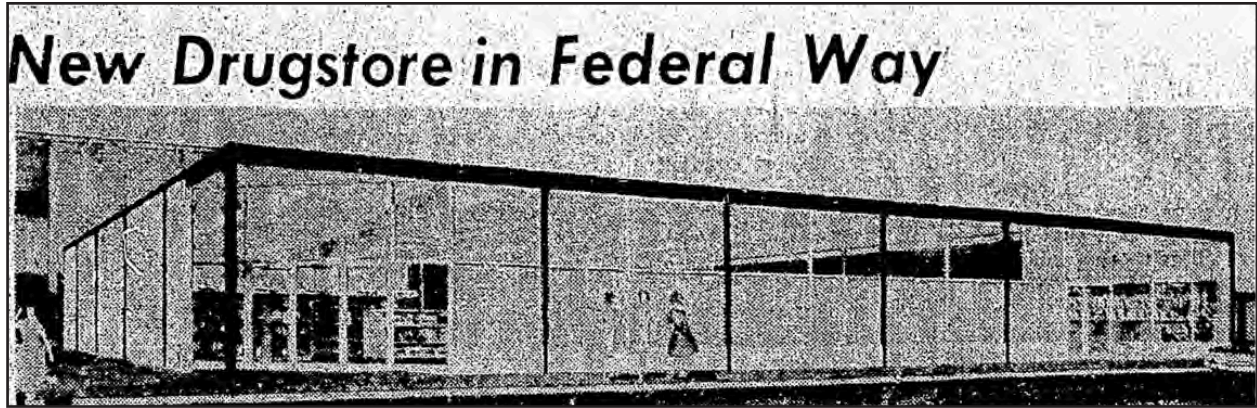


Figure 101 • Federal Way Drugstore, 1961

Seattle Times

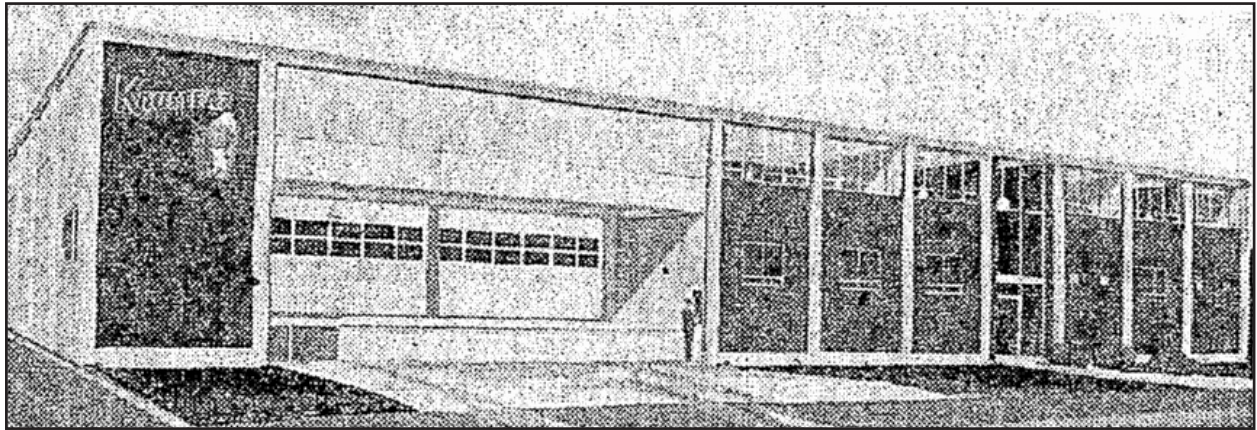


Figure 102 • Continental Mills Inc. Headquarters, 1961

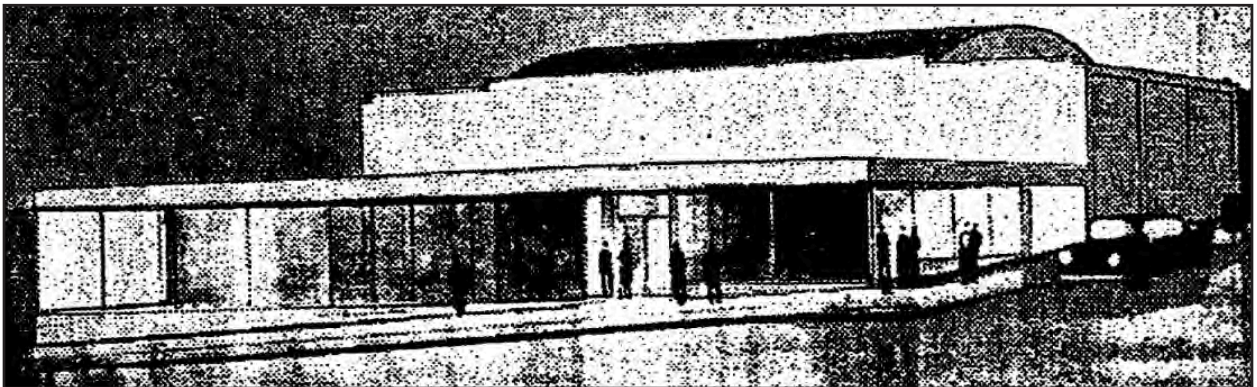


Figure 103 • DeVoss Desk Co. Building (1956, demolished)

Seattle Times

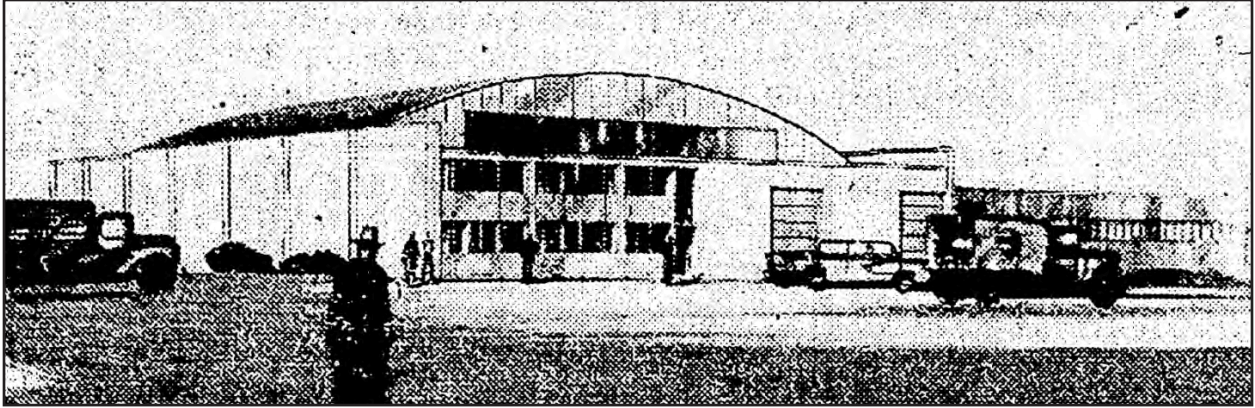


Figure 104 • Shifton Plywood Co. (1958, extant)

Google Maps



Figure 105 • Shifton Plywood Co. 2021 (1958, extant)