

THE LADD & REED LEGACY:

Building Portland 1851-2014

Richard N Ross, AICP

PREFACE

PIONEER PORTLAND

THE CITY AT EDEN'S GATE 1845-60

“Stumptown”, 1850s Rising out the Mud



James and Elizabeth Stephens, 1845 East Portland Town Builders

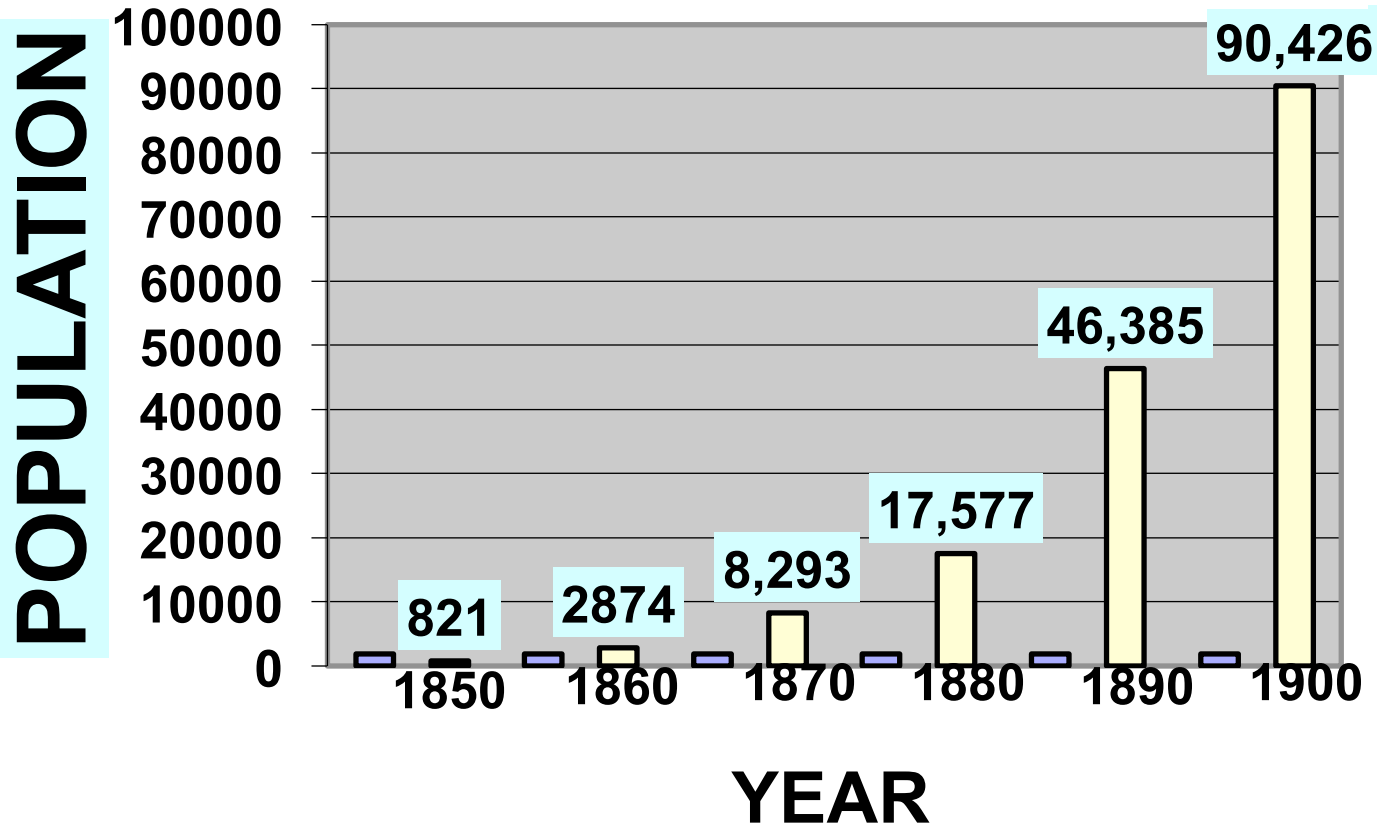


Captain John & Caroline Couch, 1845

Northwest Portland Town Builders



PORTLAND GROWTH 1850-1900



PART 1:

LADD and REED LEGACY

- **ORIGINS**

- **ROOM AT THE TOP**

1851-1895

THE LADDs ARRIVE 1851-54

New Hampshire Farm families

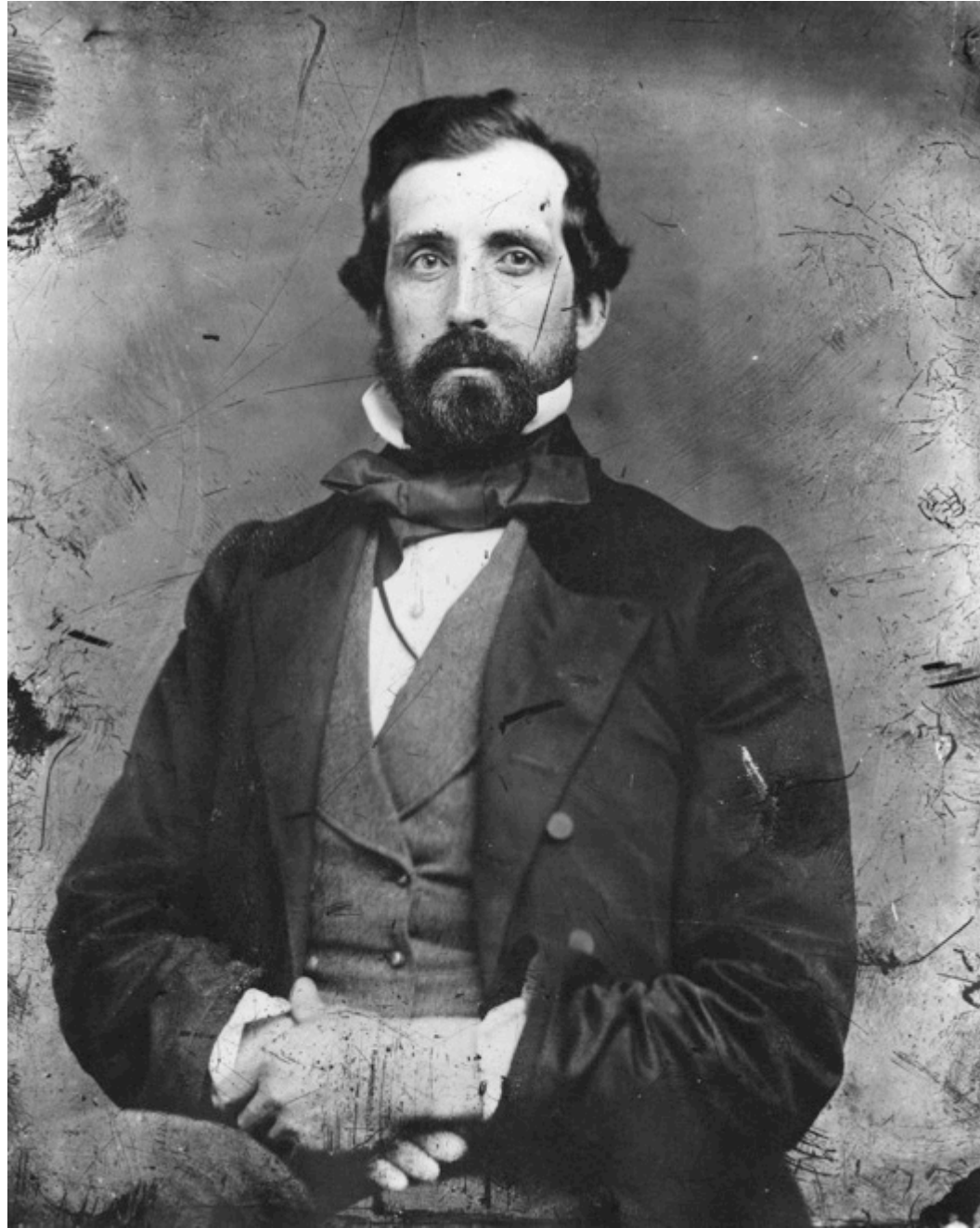
Ladd: Teacher & Railroad Clerk

Jan 14 1851 Portland Chartered

April 8 William S Ladd Arrives

- Penniless Emigrant**
- Became a Liquor Importer with Simeon Reed**

WILLIAM S LADD



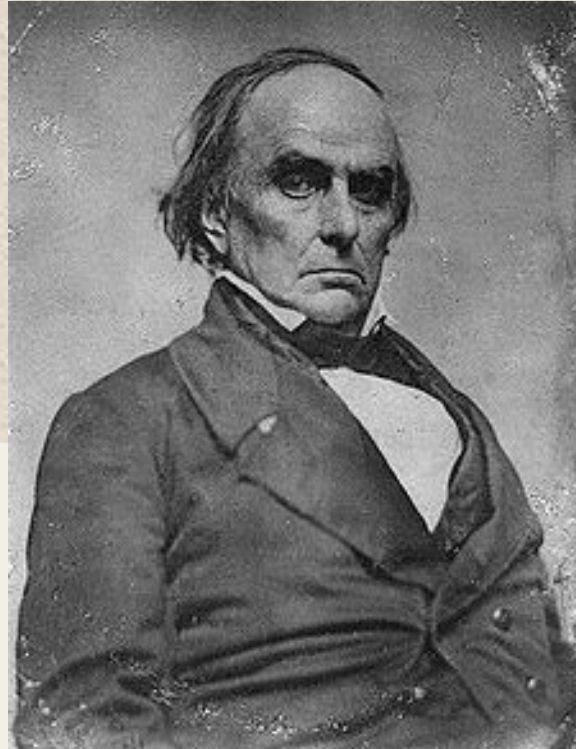
**“ Good farming land is a sure
basis of progress and
prosperity”**

William S Ladd 1848-49

New Hampshire Farmer

Ladd Mentor: Daniel Webster
US Senator/US Secy. of State
(1782-1852)

**“There Is Always
Room at the Top”**



Downtown Portland 1852



Ladd and Tilton Store, Founded 1851

**CAROLINE
ELLIOTT
LADD**

1854
Marries
William S
Ladd

Am. Mrs. S. Ladd.



Emigrated
from New
England
to Portland

Crossed
Panama on
Mule-back
With Amanda
Reed

Henry W Corbett, William S Ladd, Matthew Deady



Pioneer “Fraternity” Brothers 1850s

Mayor William S Ladd 1854-55, 57-58



Created Portland Fire Dept. 1854

Mayor Ladd Lost the Public Levee

Tom McCall
**WATERFRONT
PARK 1978**



**William
Mead
Ladd**

**Born
1855**

**First
Child of
Six**

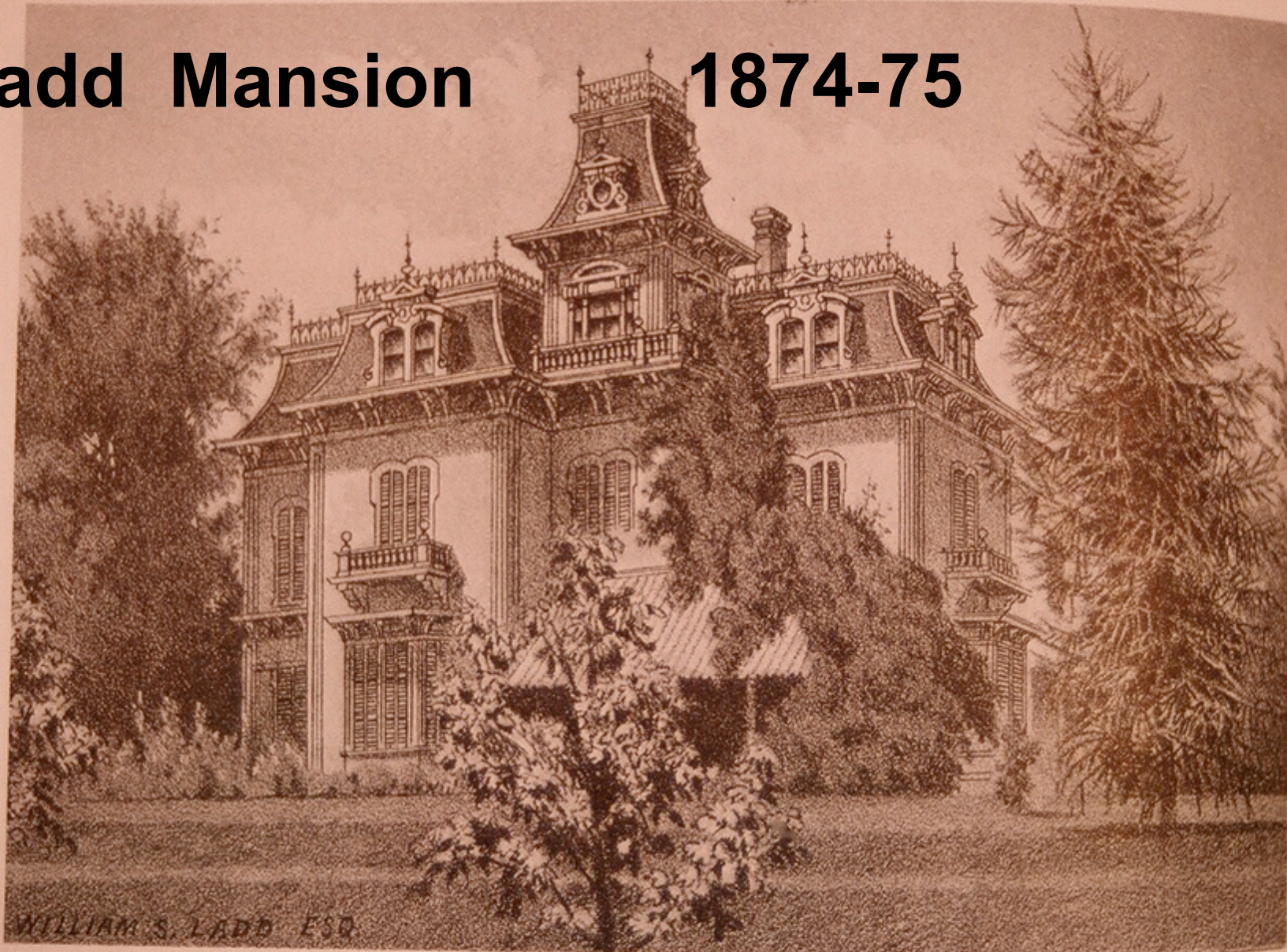


1872

**Grand
Tour of
Europe**

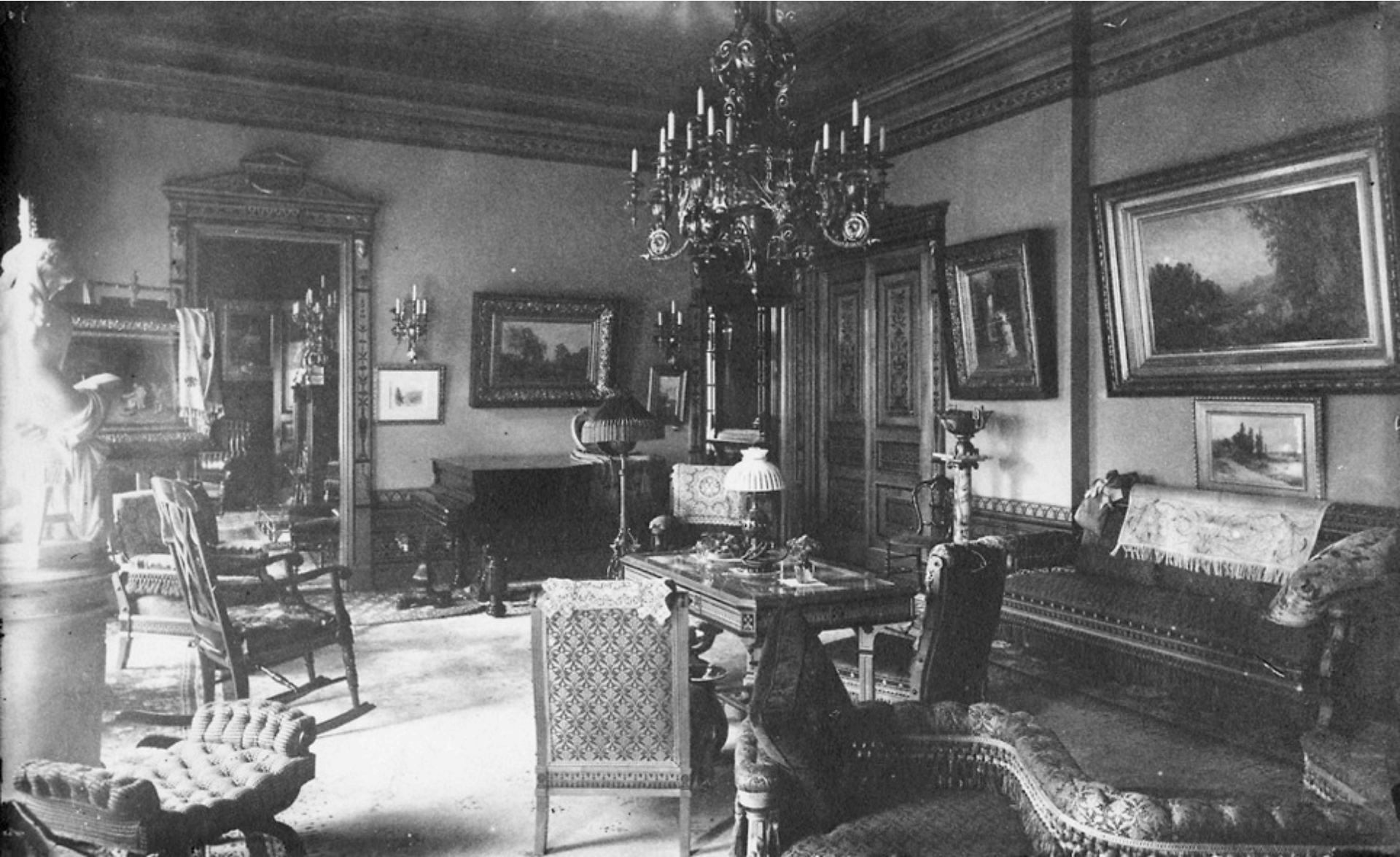
Ladd Mansion

1874-75

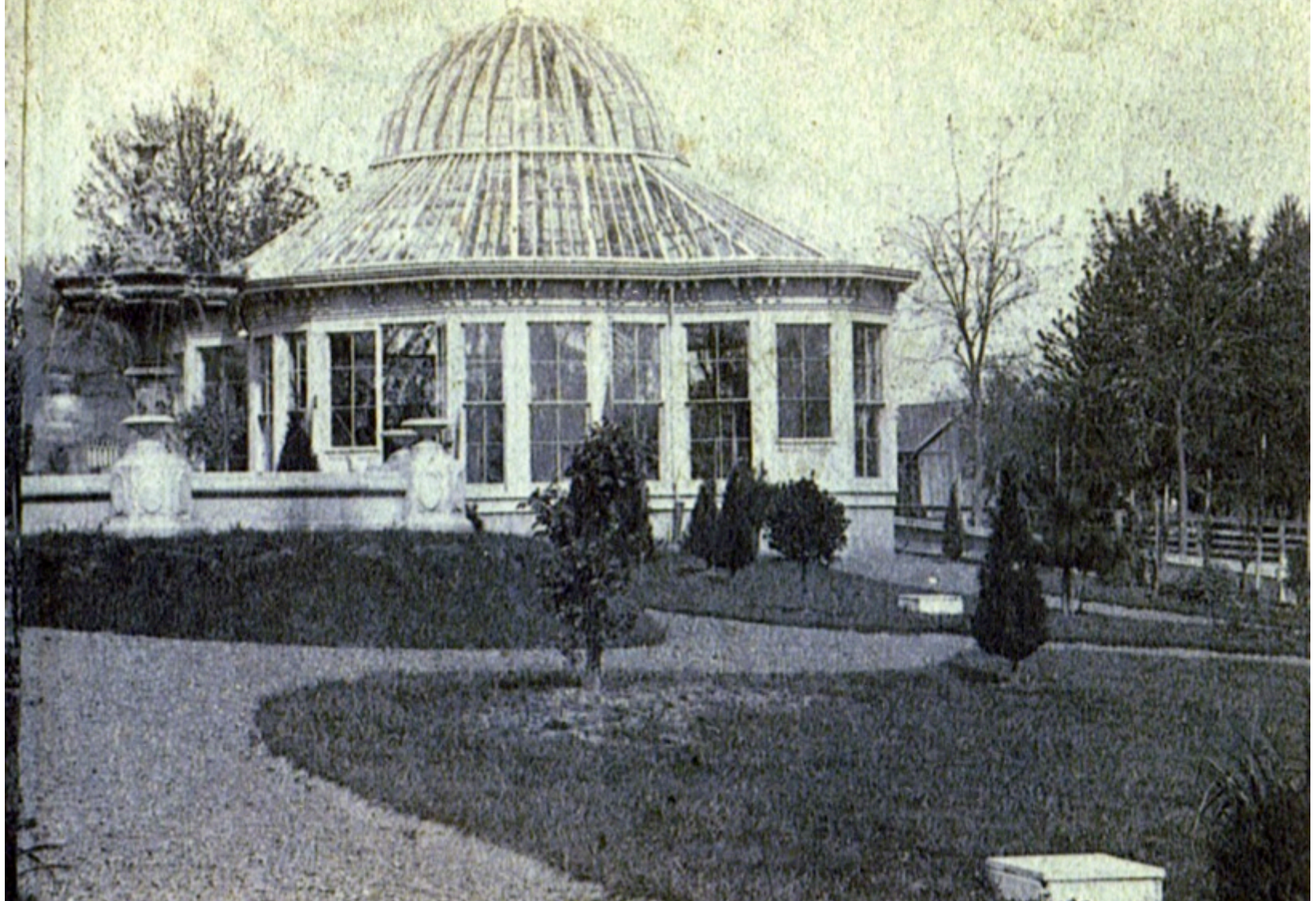


Third Story Added for Six Children

Ladd Parlor



Ladd Conservatory, Aboretum 1872





LADD CARRIAGE HOUSE, 1883

THE REEDs ARRIVE 1853-54

**Massachusetts emigrants
Grain Merchants, Quarry owners**

1850 Simeon Reed marries Amanda Wood

1852 Emigrated to California

**1853 Moved to Oregon Territory
Befriends William S Ladd**

“A Good Country to Grow up In”



Amanda and Simeon Reed c 1854

AMANDA WOOD (REED)

**“Belle of
Quincy”
b. 1832**



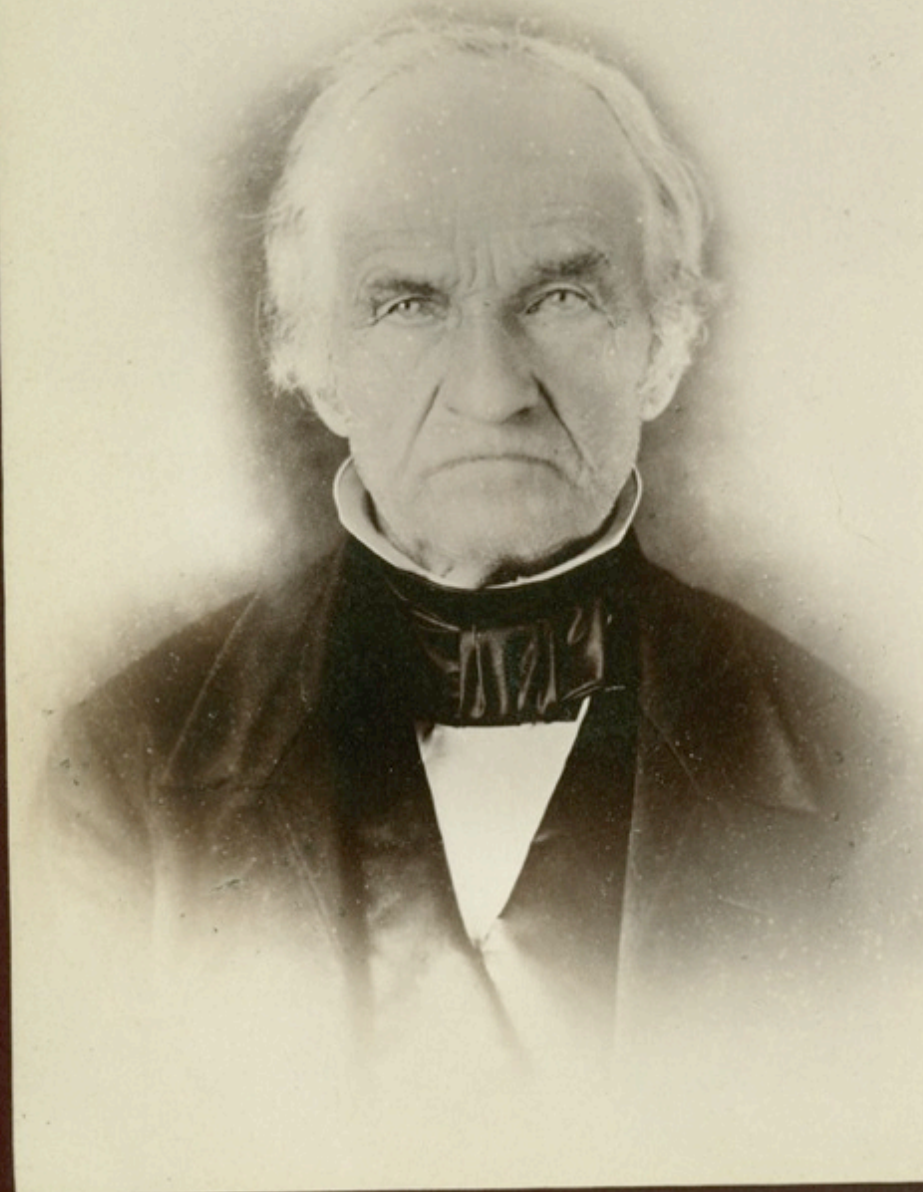
**Youngest
of Nine
Children**

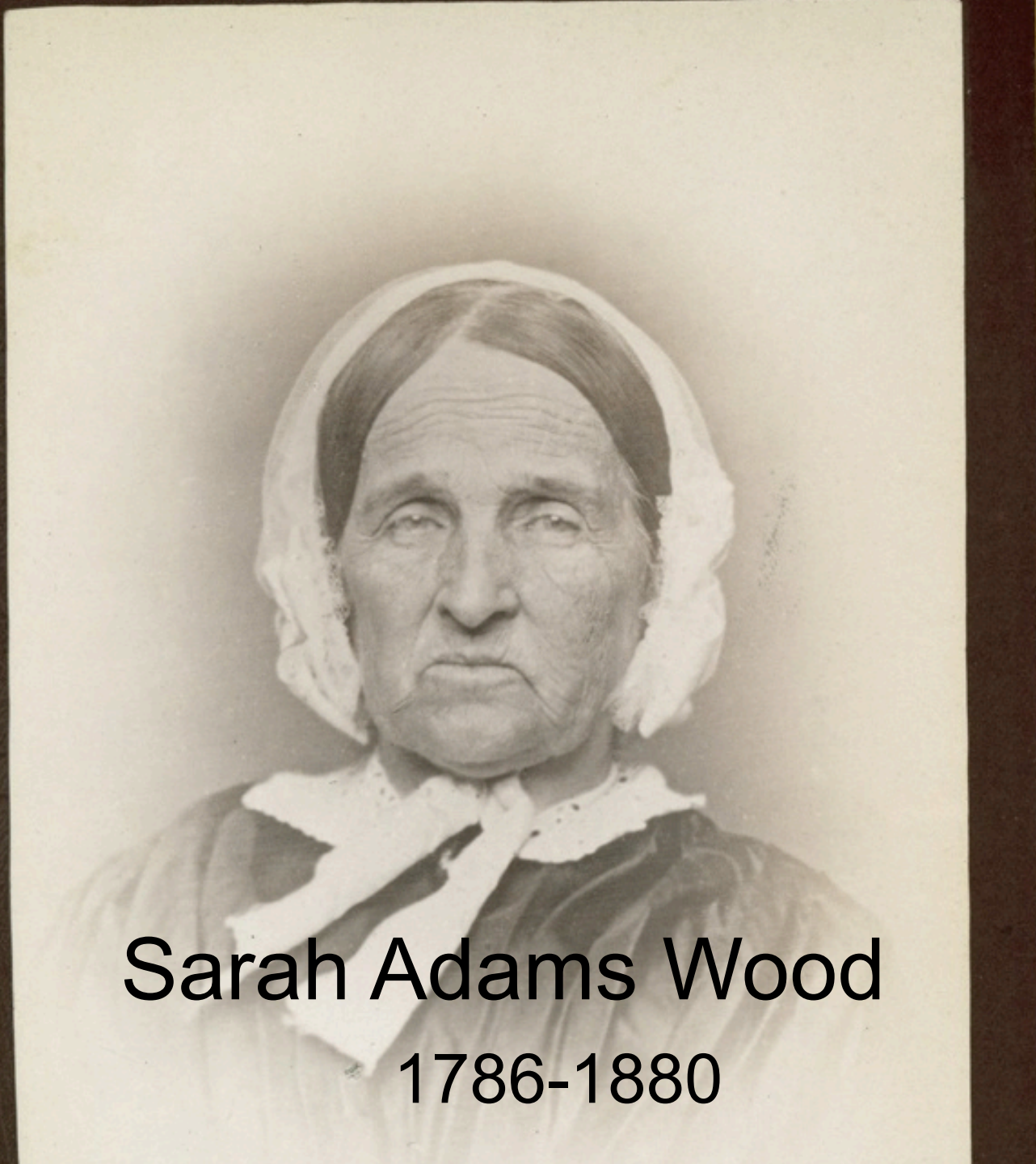
Henry Wood
1784-1870

Stone Contractor

Quincy was
“Granite City”

Carved one pillar of
the Unitarian
Stone Temple

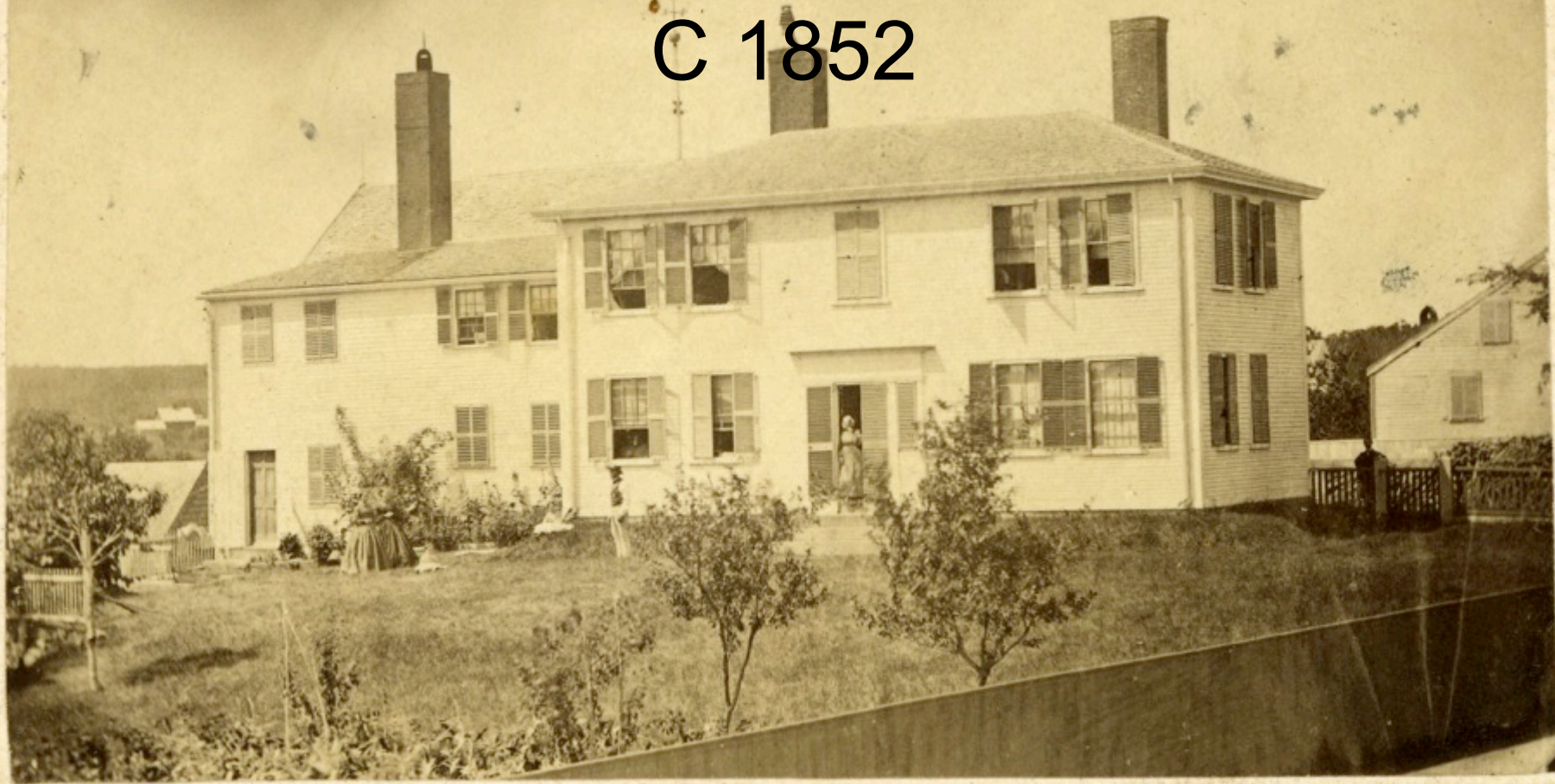




Sarah Adams Wood

1786-1880

Wood Family Home Quincy Ma.
C 1852



Left: Amanda Wood Reed, Frances Wood Winch
Middle : Henry Wood, Sarah Adams Wood

President John & Abigail Adams Home



First Lady
Abigail Adams
1744-1818

“Remember
the Ladies”
1776

Future President
John Quincy
Adams
1767-1848



Stone Temple 1828

1st Parish Unitarian

- **Abolition !**
- **Suffrage !**
- **Social Justice !**

Church of the Presidents

- **John & Abigail Adams**

Wood Family Church



Simeon Reed

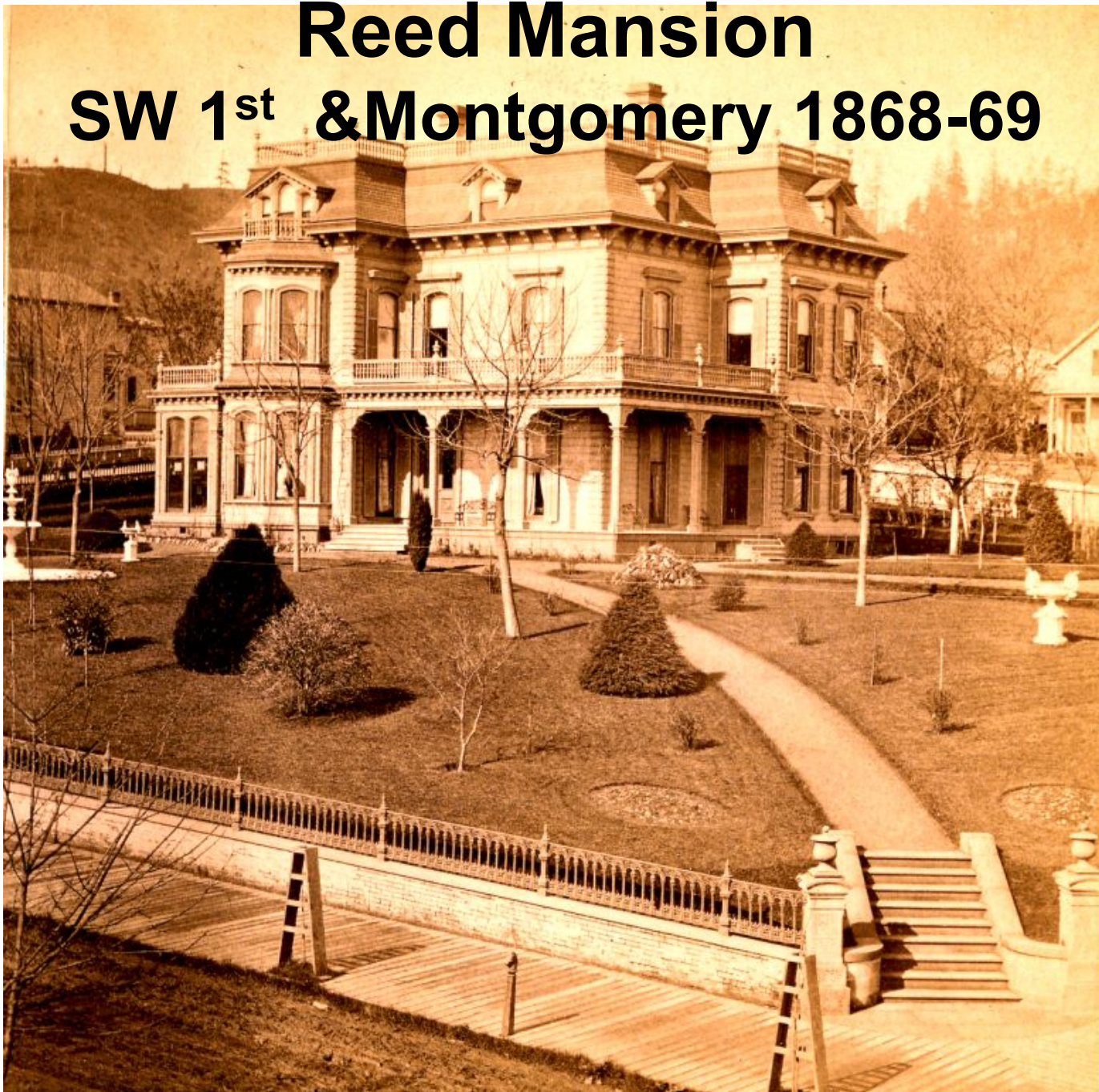


1855 Saloon Proprietor

1857-58 City Council Member

Reed Mansion

SW 1st & Montgomery 1868-69



Reed Conservatory



Reed Parlor



Art Collected on Grand Tours of Europe

Amanda Reed

1885

Victorian Lady
and
Wilderness Trouper



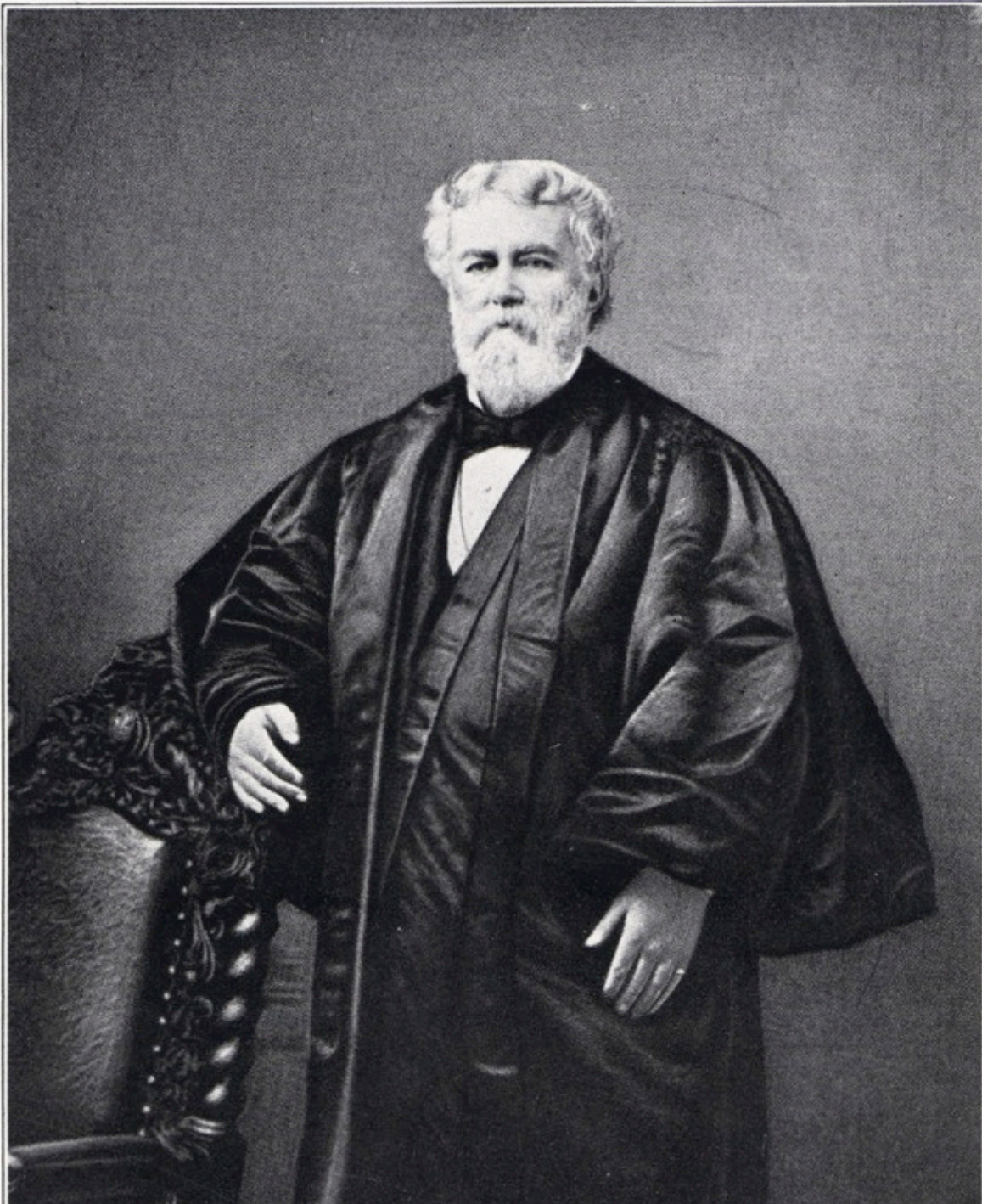
MATTHEW DEADY

Reeds Friend

**Federal Judge
1859-93**

Social Critic

**Founder U of O
Law School**



Judge Matthew Deady:

“ The Reeds have made a small fortune and are about to enjoy it as well as could be expected...

**For people who have
no children and
not much intellectual culture.”**

**The Ladds and Reeds
Civic and Cultural Dynamos**

1st Unitarian Church, Portland



Founded 1867 by the Ladies Sewing Circle
2nd Unitarian church in the West

“The Boy Preacher”

Thomas Lamb Eliot

1st Unitarian Church

- Multnomah County Jail
- Hawthorne Asylum
- Orofino Saloon

Major Civic Leader

- Children’s Home
- Oregon Humane Society
- Boys & Girls Aid Society
- Art Association
- Library Association
- City Park Commission
- Reed College Founder



1841-1936

Mrs Henrietta Eliot

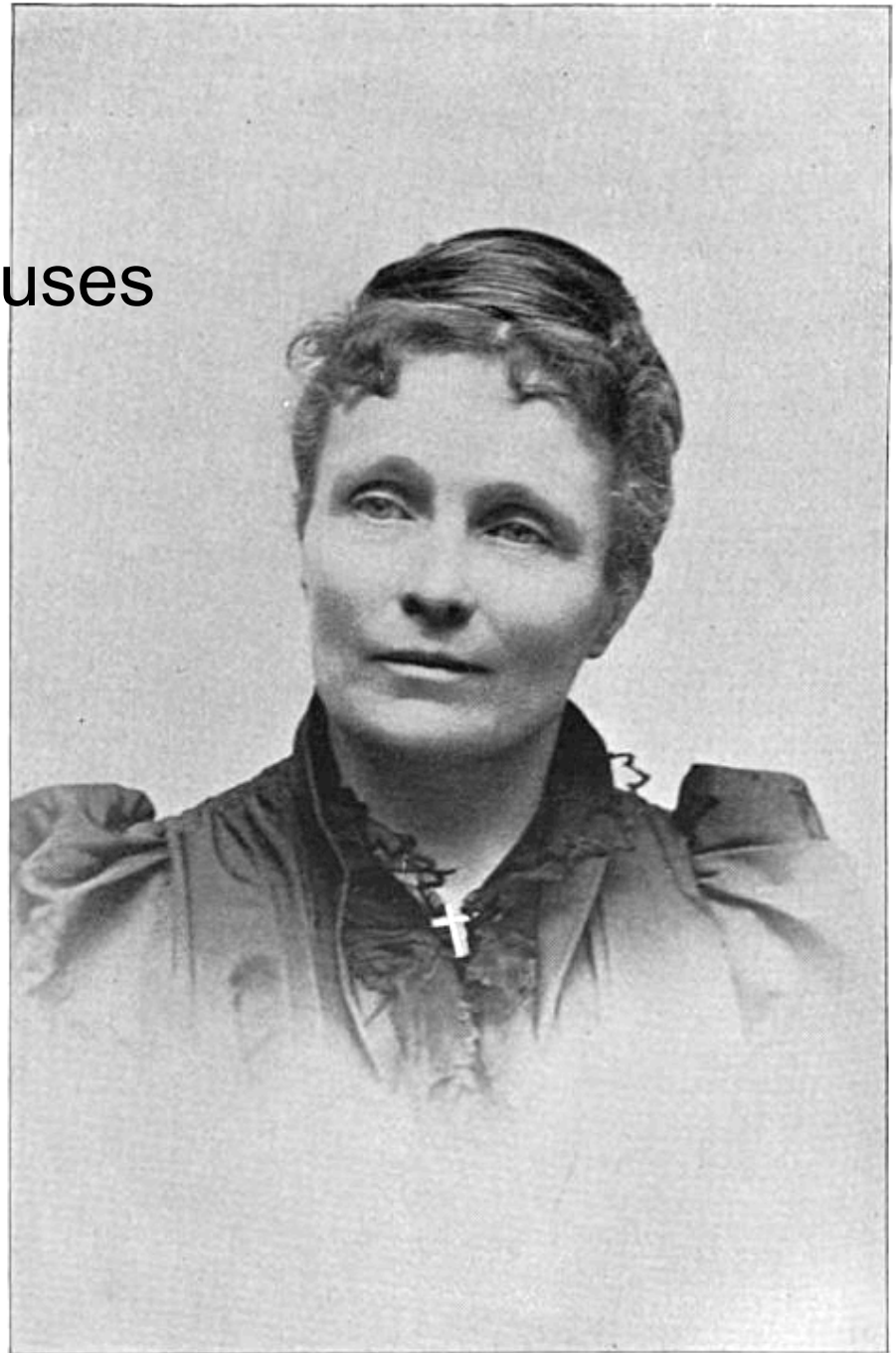
Supported Rev. Eliot's causes

Eliot Family led

- Washington Univ.
St Louis
- Harvard Univ.

Nephew:

Poet TS Eliot



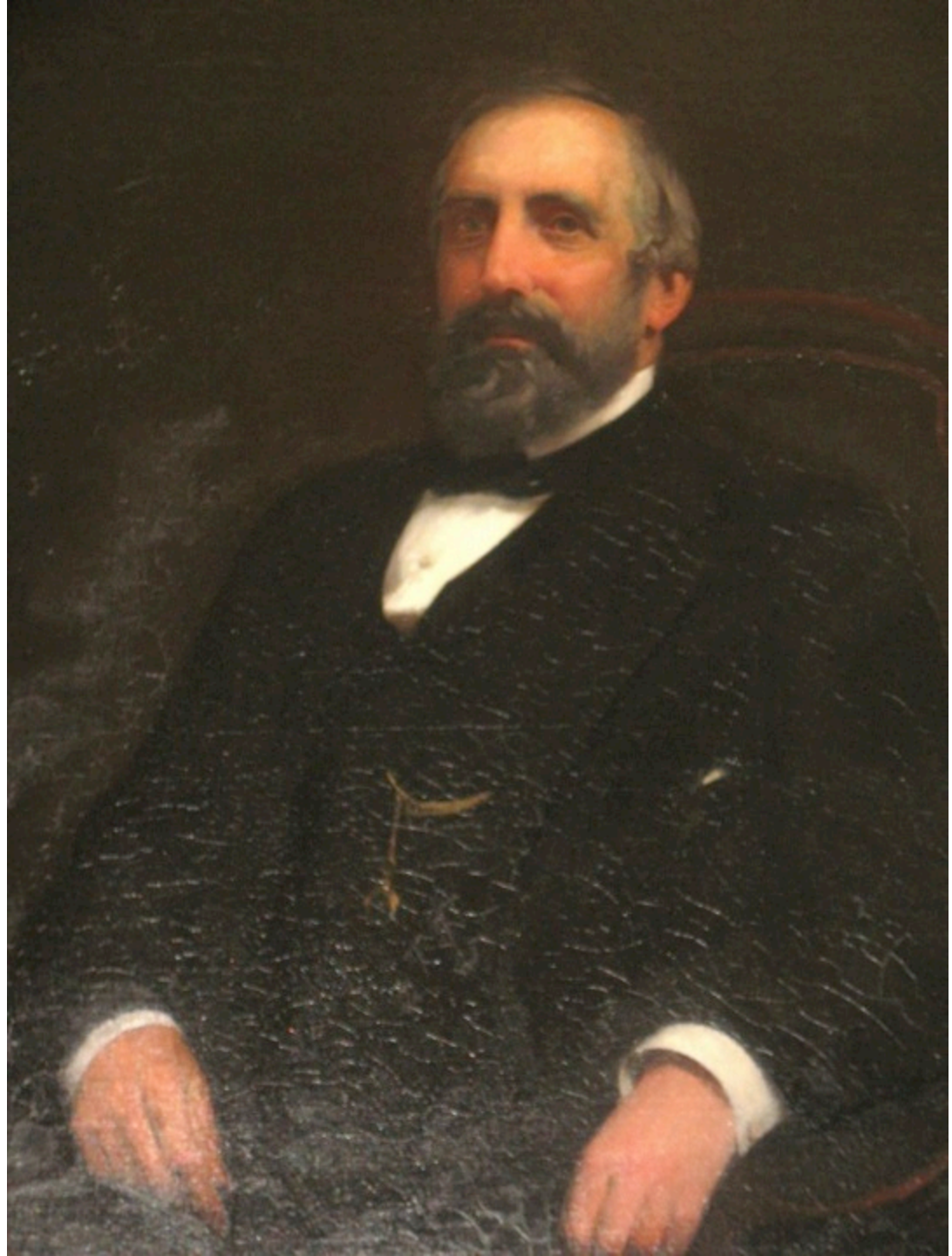
Simeon, Amanda and Friends 1880

1st Unitarian Costume Party



**WILLIAM
SARGENT
LADD**

**Co-Founder
Multnomah
County
Library**



First Multnomah Co. Library



SW 1st and Stark 1869-1891



**WS Ladd, Pres., Board of Regents
Oregon Agricultural College 1870s
(now Oregon State Univ.)**

Eight Ladd Model Farms

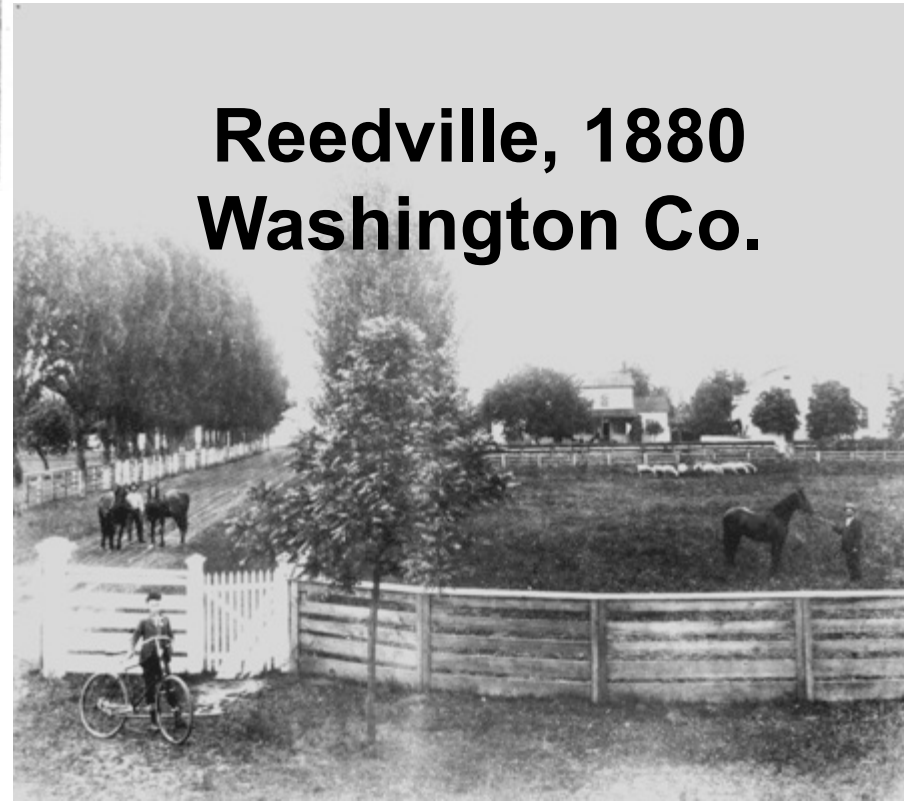
Hazelfern (Laurelhurst) Farm Acq. 1869



1890s Glisan
Streetcar

Ladd-Reed Farm Co.
Founded 1871
(13 Model Farms
Willamette Valley)

Reedville, 1880
Washington Co.



**Amanda
Reed
c 1880s**

**Country
Girl
from
Quincy**





1882
Riverview
Cemetery

WS Ladd
Co-Founder

From Ladd land holdings

1st Presbyterian Church 1882 (aka Old Church)

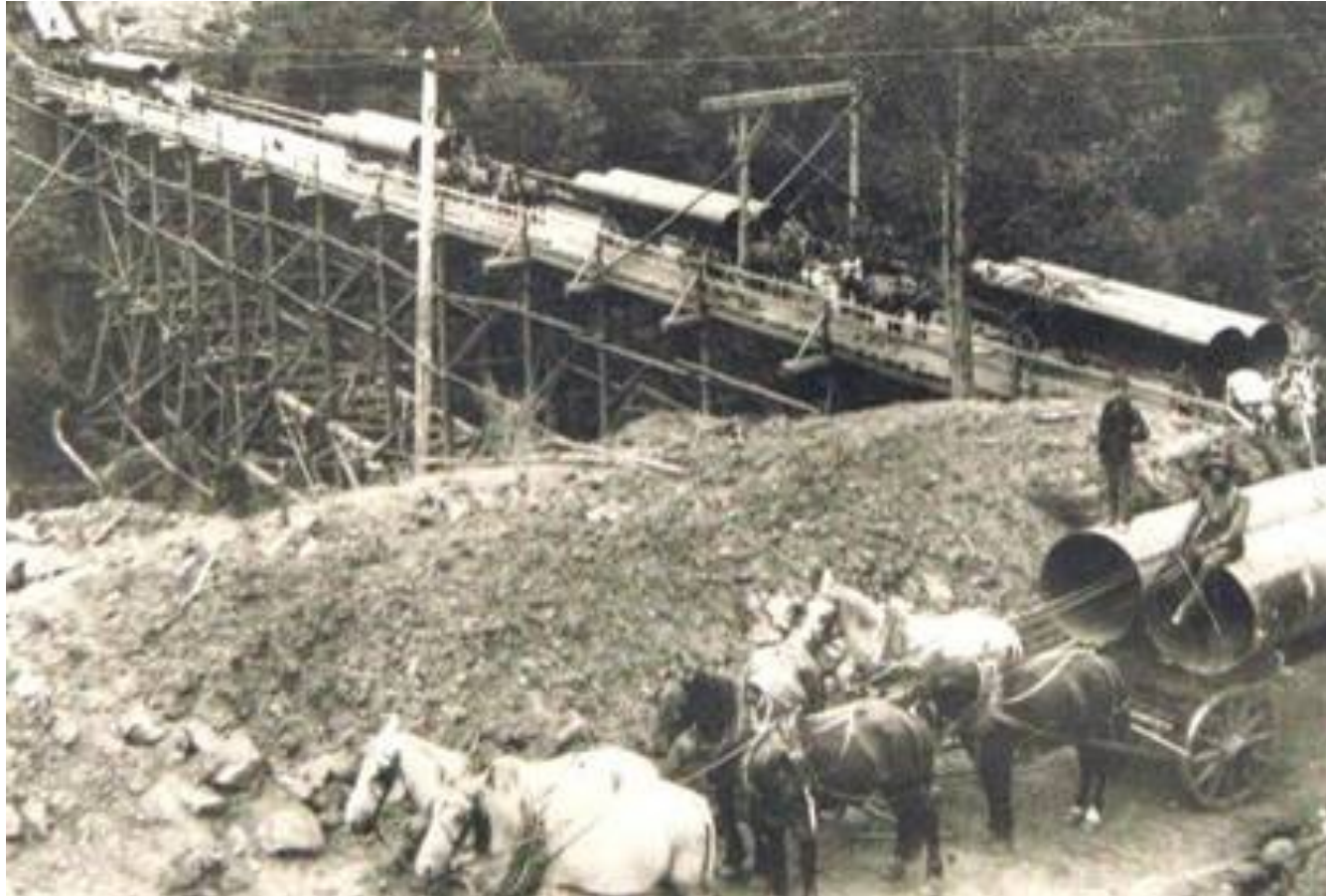
Founding Family:

- William S & Caroline
Elliott Ladd
- William Mead Ladd



Portland Water Board 1885

William S Ladd & Simeon G Reed
Developed Bull Run System 1885-93



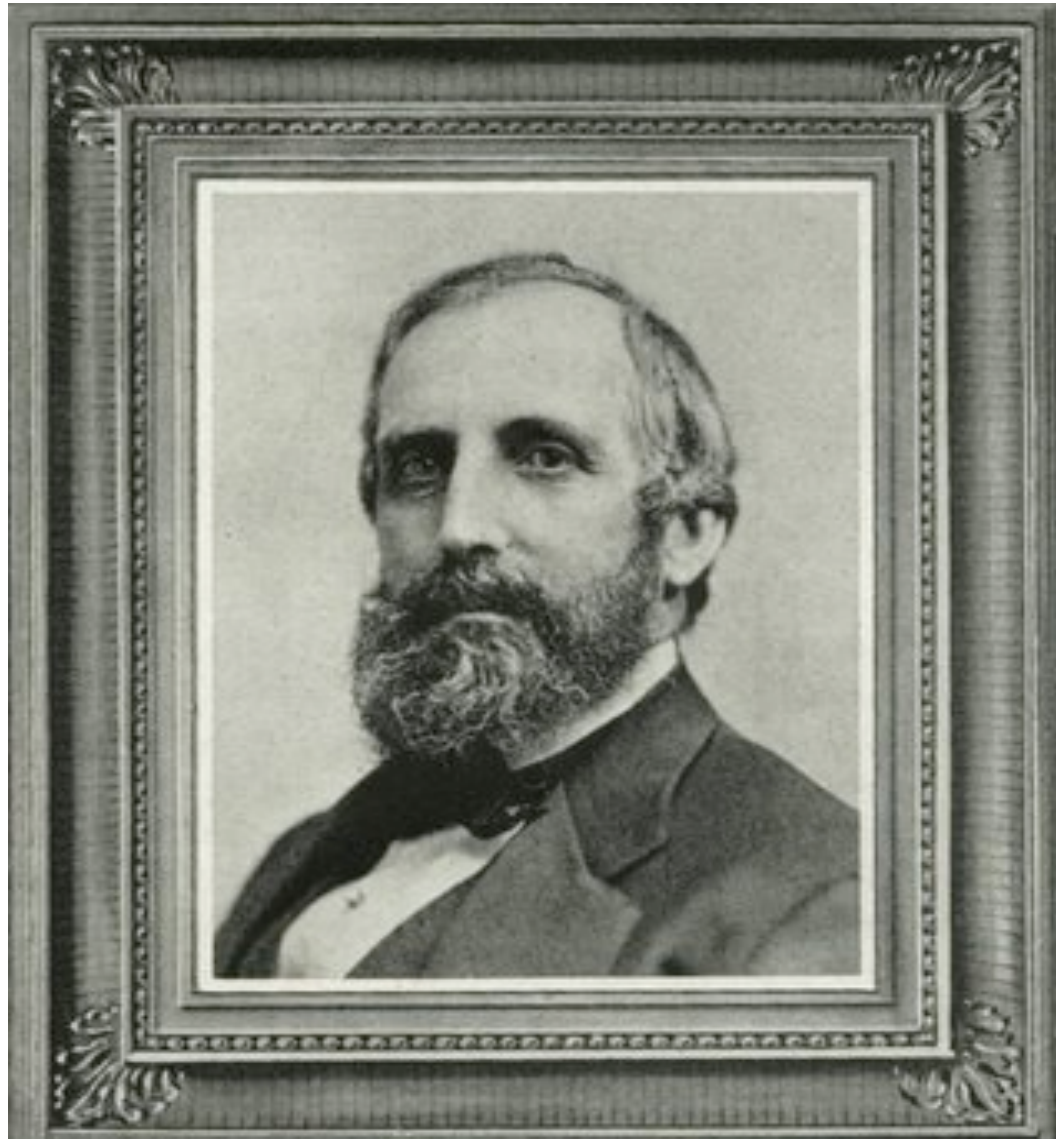
Conduit Construction 1893-94 (Pipe Oregon Iron & Steel)

Port of Portland, Commission William S Ladd, First President, 1891-93



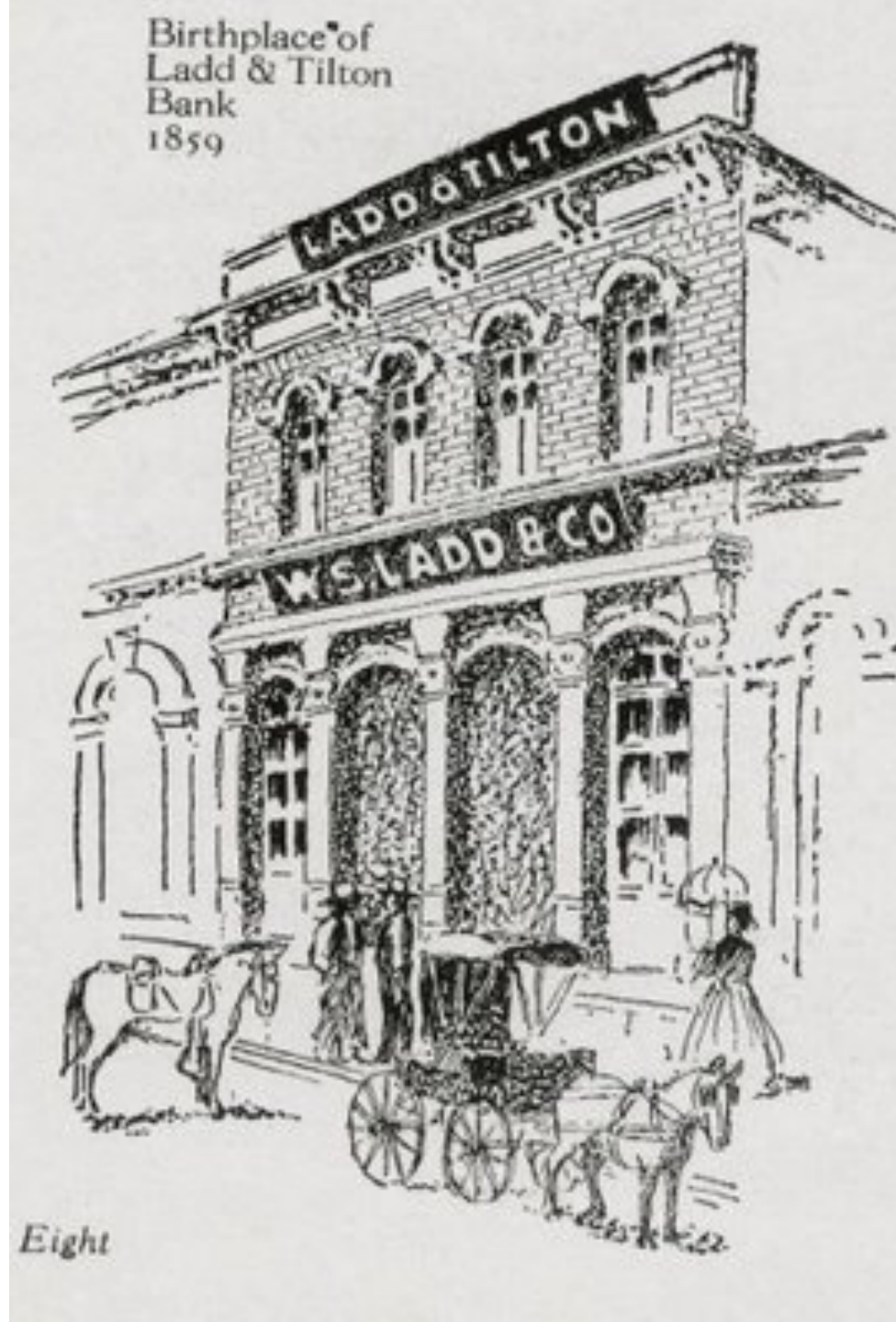
William S Ladd-Simeon Reed
Business Pioneers above All

William S Ladd Banker and Investor



Ladd and Tilton Bank 1859- 1925

First Private
Bank North
of San
Francisco



Ladd and Tilton Bank 1868-1954

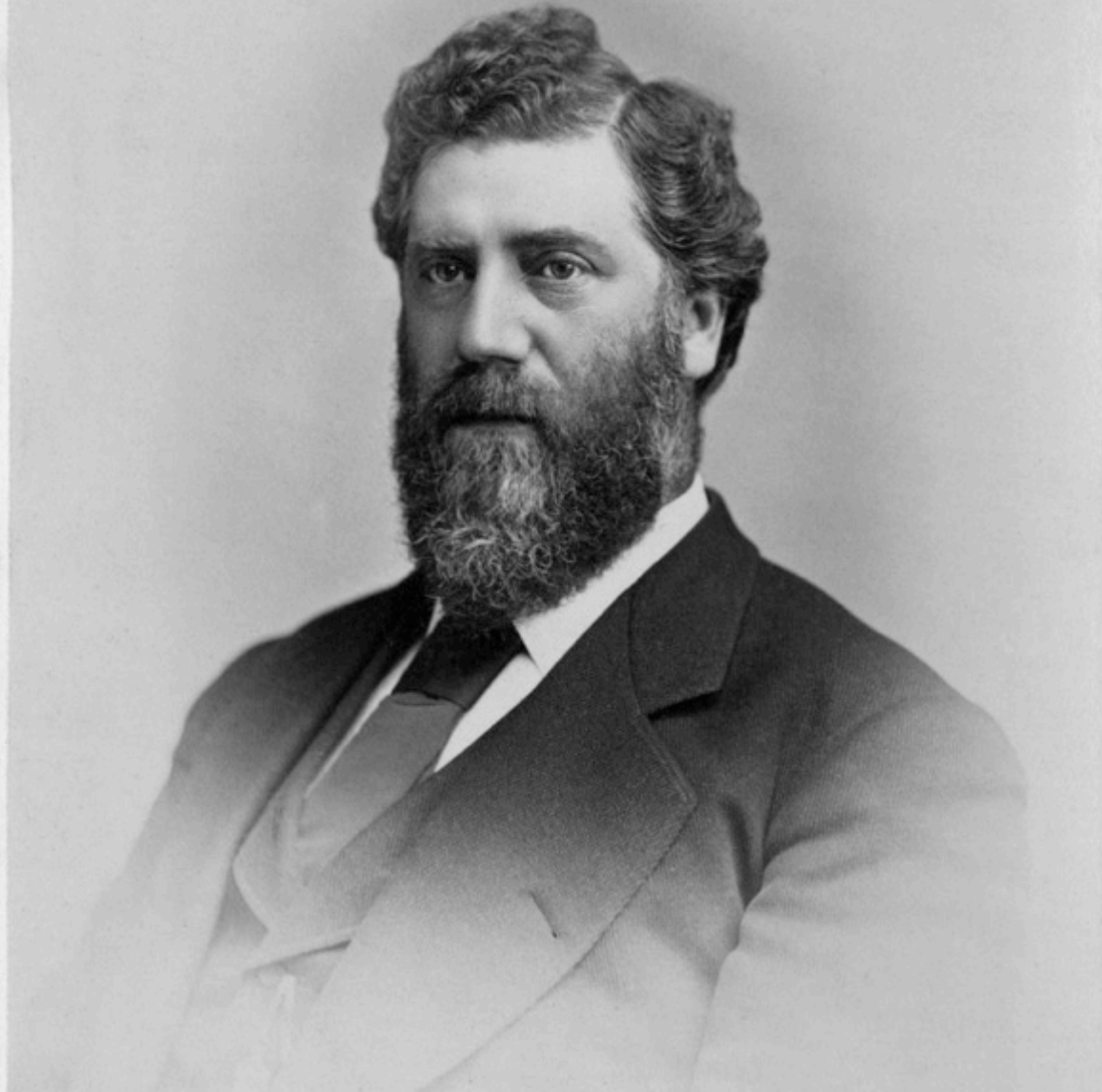
“Renaissance Portland” Landmark



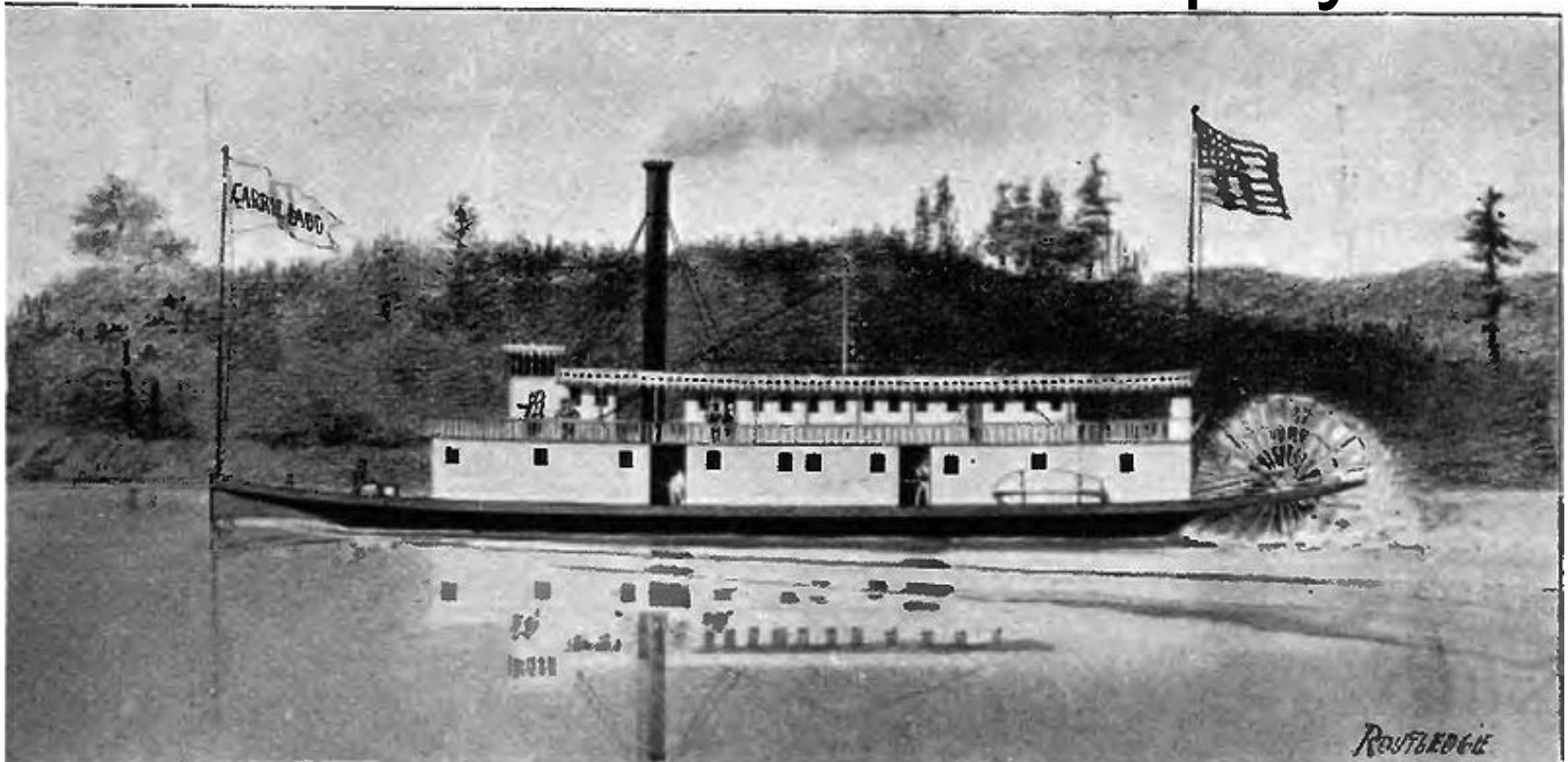
Libreria Vecchia (Library of St Marks) Venice 1536-2012



Simeon Reed, Manager and Investor



“Carrie Ladd” 1858 Willamette River Monopoly



Owners: W S Ladd, Simeon Reed, John Ainsworth, John & Wesley Ladd

Oregon Steam Navigation Co.

Reed and Ladd Co-founders

1859-1880 Columbia River Monopoly

General Mgr Simeon Reed 1864-79



The Oneonta
at the Upper Cascades 1867

1880s
Railroad
Builder:

Oregon
Steam
Navigation

Partner



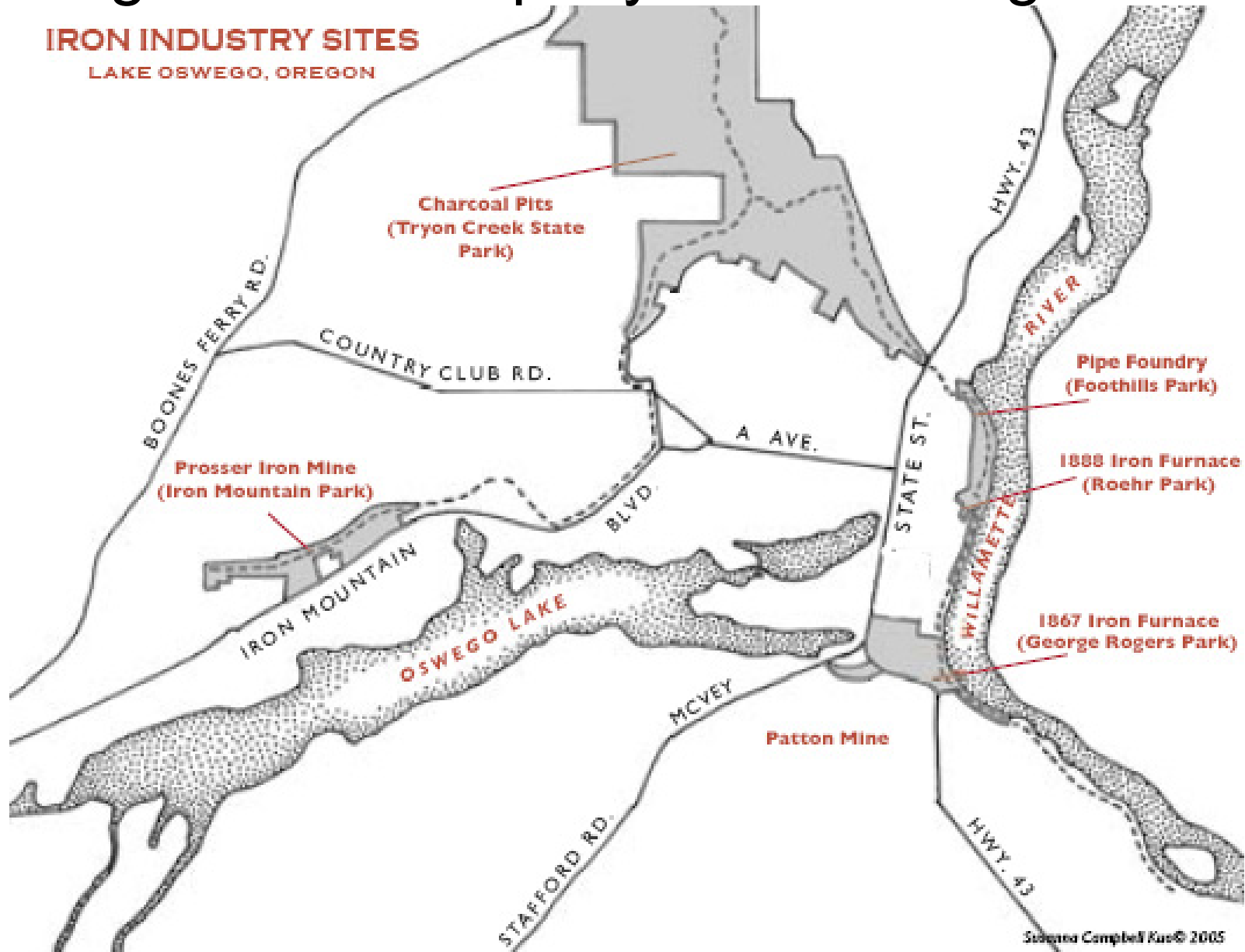
Henry Villard

1883 Northern Pacific Arrives East Portland



Oregon Iron Company Lake Oswego 1865

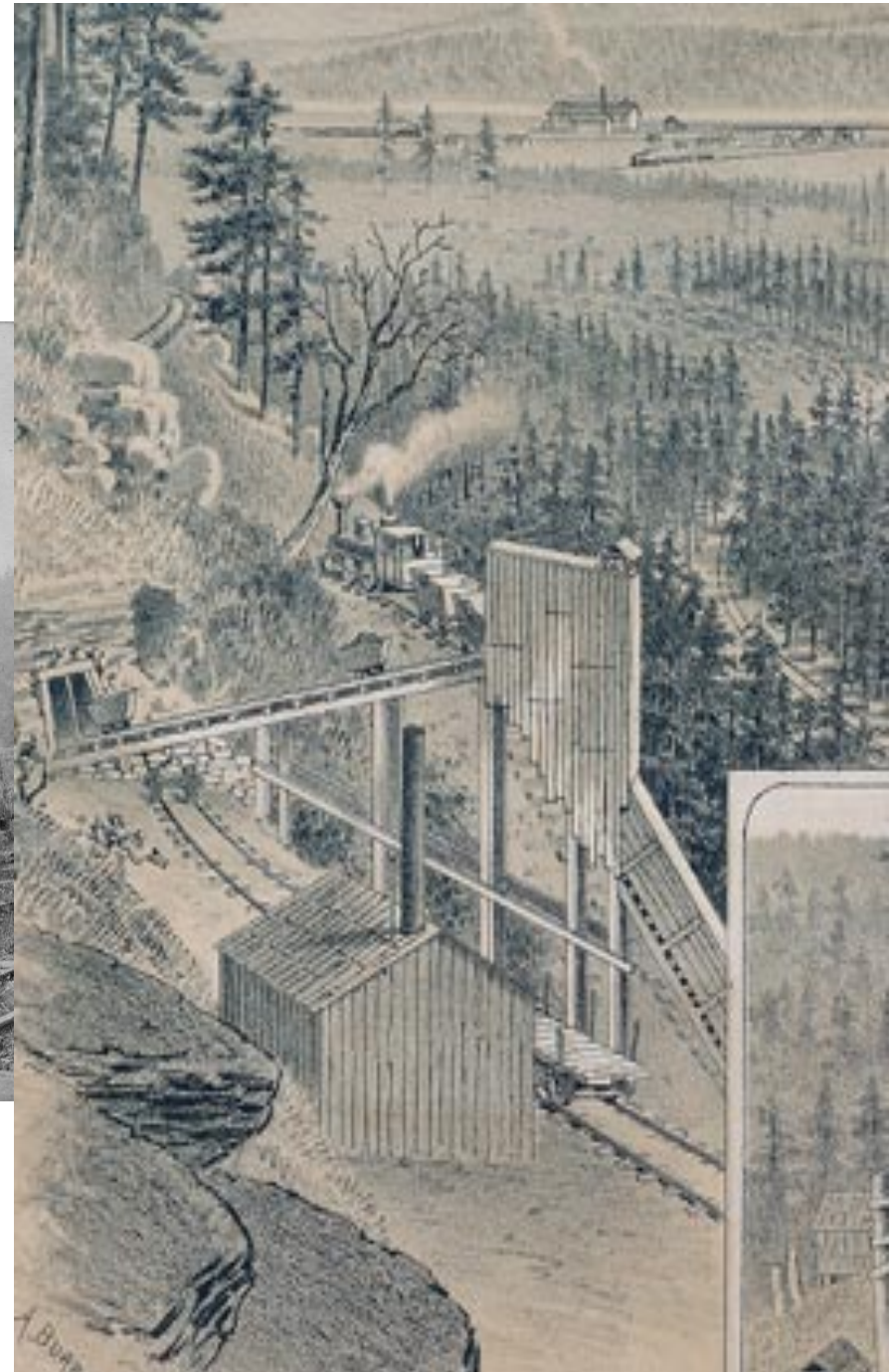
IRON INDUSTRY SITES LAKE OSWEGO, OREGON





**Oregon Iron Co.
William S Ladd, President,
1865-78**

Iron Mt Mine and Railroad

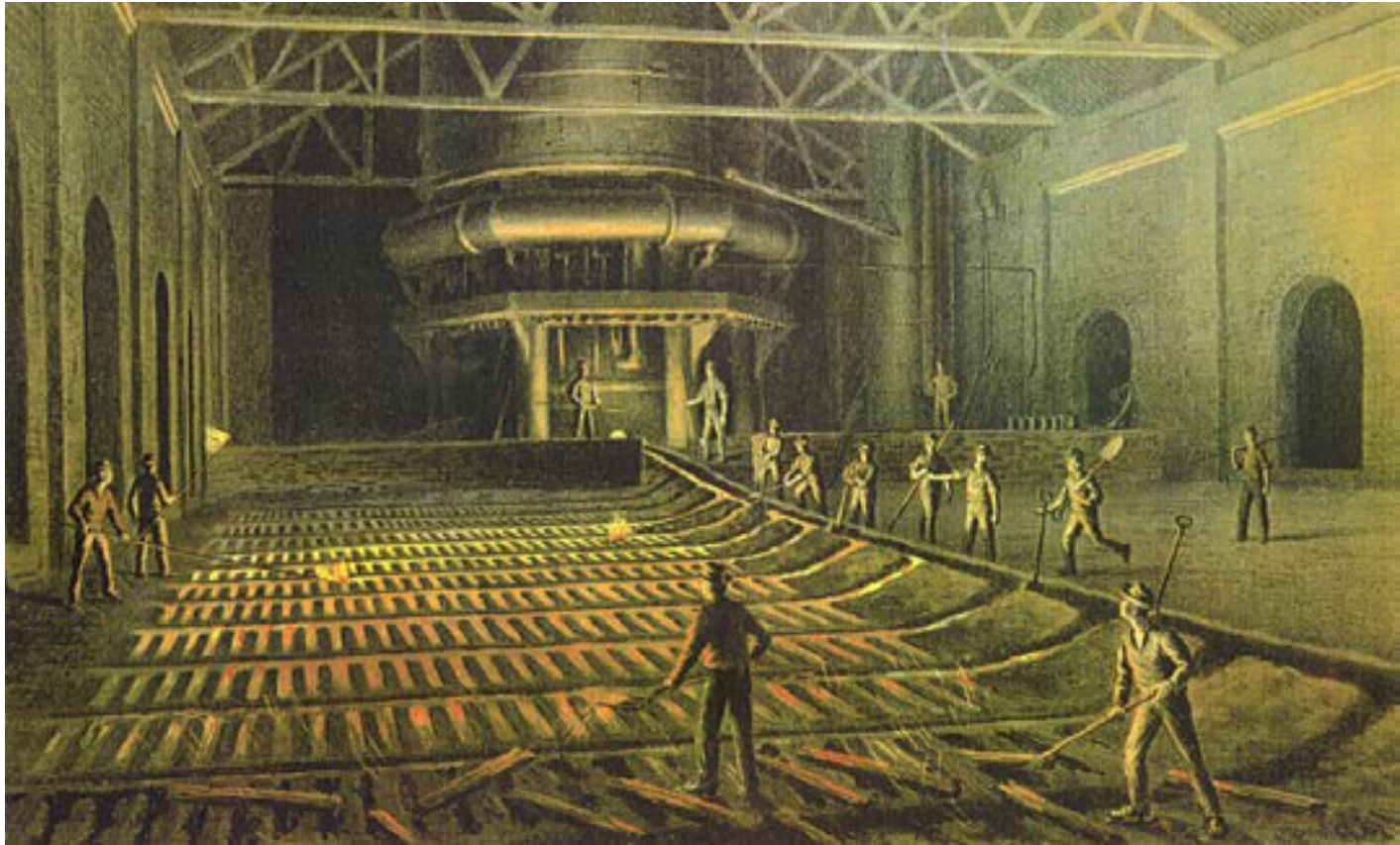


Oregon Iron and Steel, 1882-94

Simeon Reed, Pres

William M Ladd, Vice Pres.

Martin Winch, Secy.



Railroads, Pipes, Bridges, Ironfront buildings



Oregon Pipe Foundry 1888-1928

Abington Building 1886-1967

“Renaissance Portland” Masterpiece

- First 5-story building, most elegant iron front
- SW 3rd Ave., between Stark and Washington
- Simeon Reed offices Abington Lion still lives



Portland Flouring Mills, early 1880s



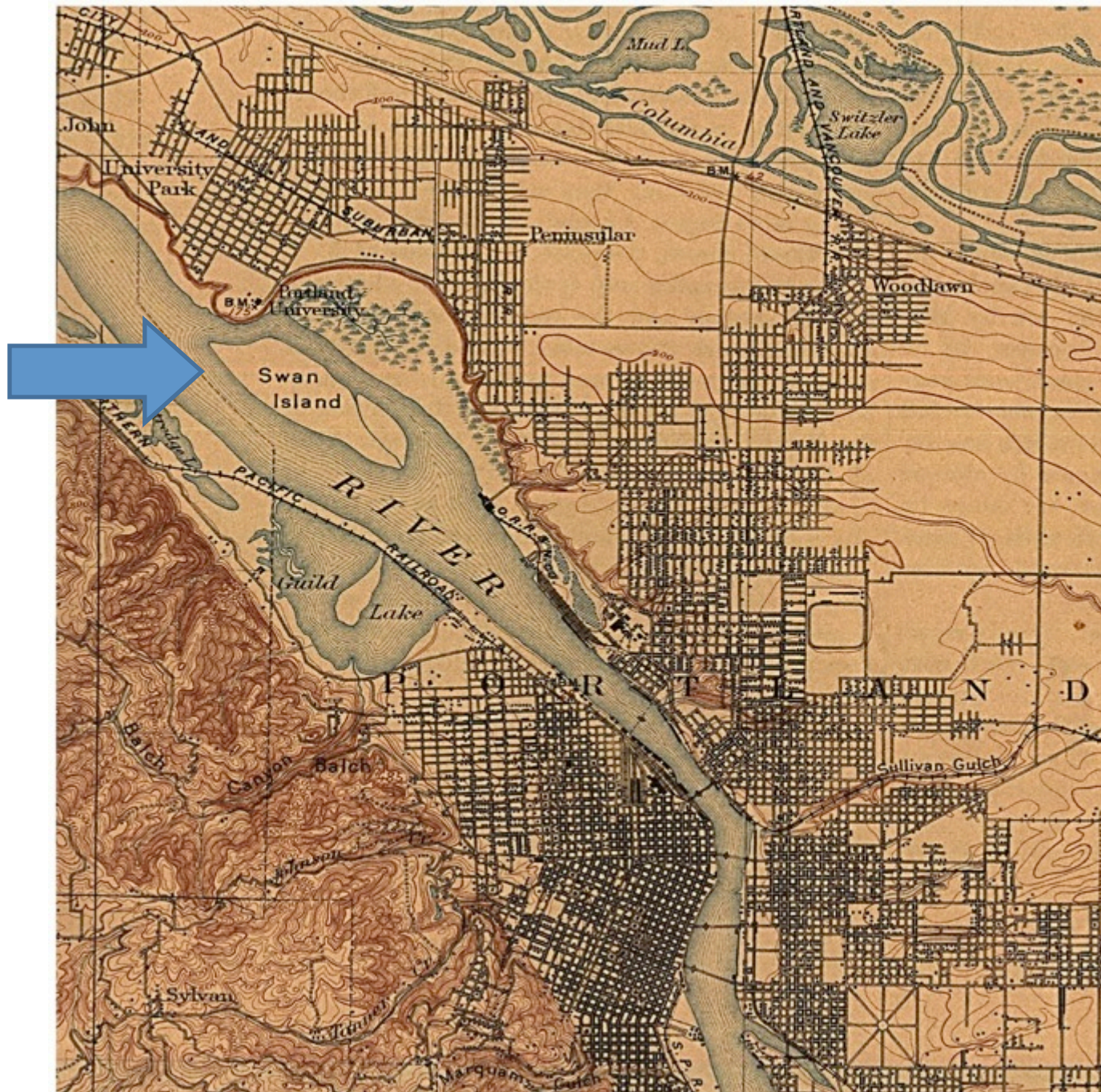
Ladd owned. Largest Mill in the Northwest

1889 Swan Island

Bought by
Simeon Reed
& nephew
Martin Winch

270 acres

Sold to Port of
Portland 1921



Portland, US Geological Survey, 1898

William S Ladd & Partners Rescue *"Villard's Ruins"* Railroad Hotel

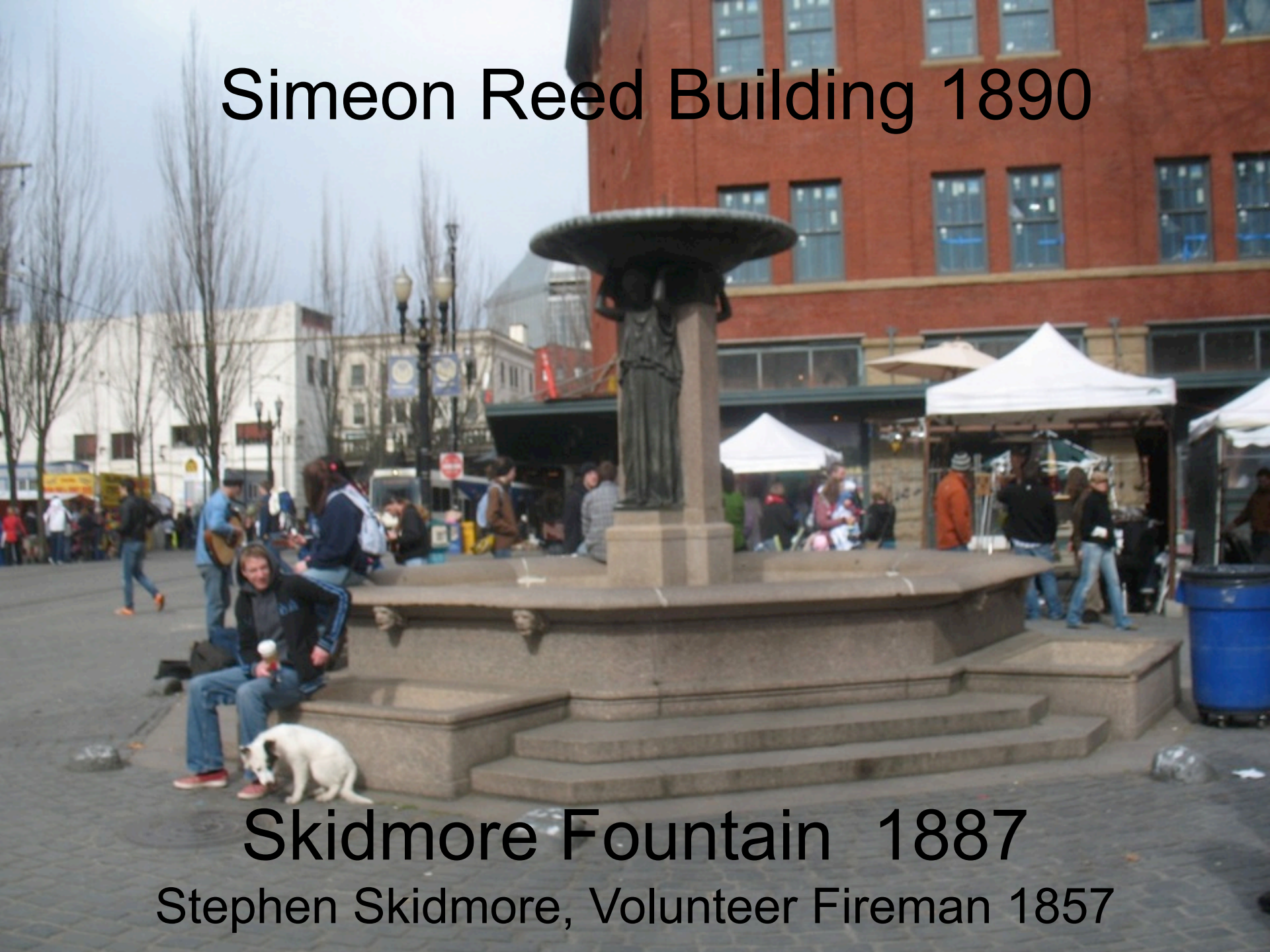


HOTEL PORTLAND
SW 6th & Morrison, 1890-1951



PIONEER COURTHOUSE SQUARE 1984
Site of Hotel Portland

Simeon Reed Building 1890



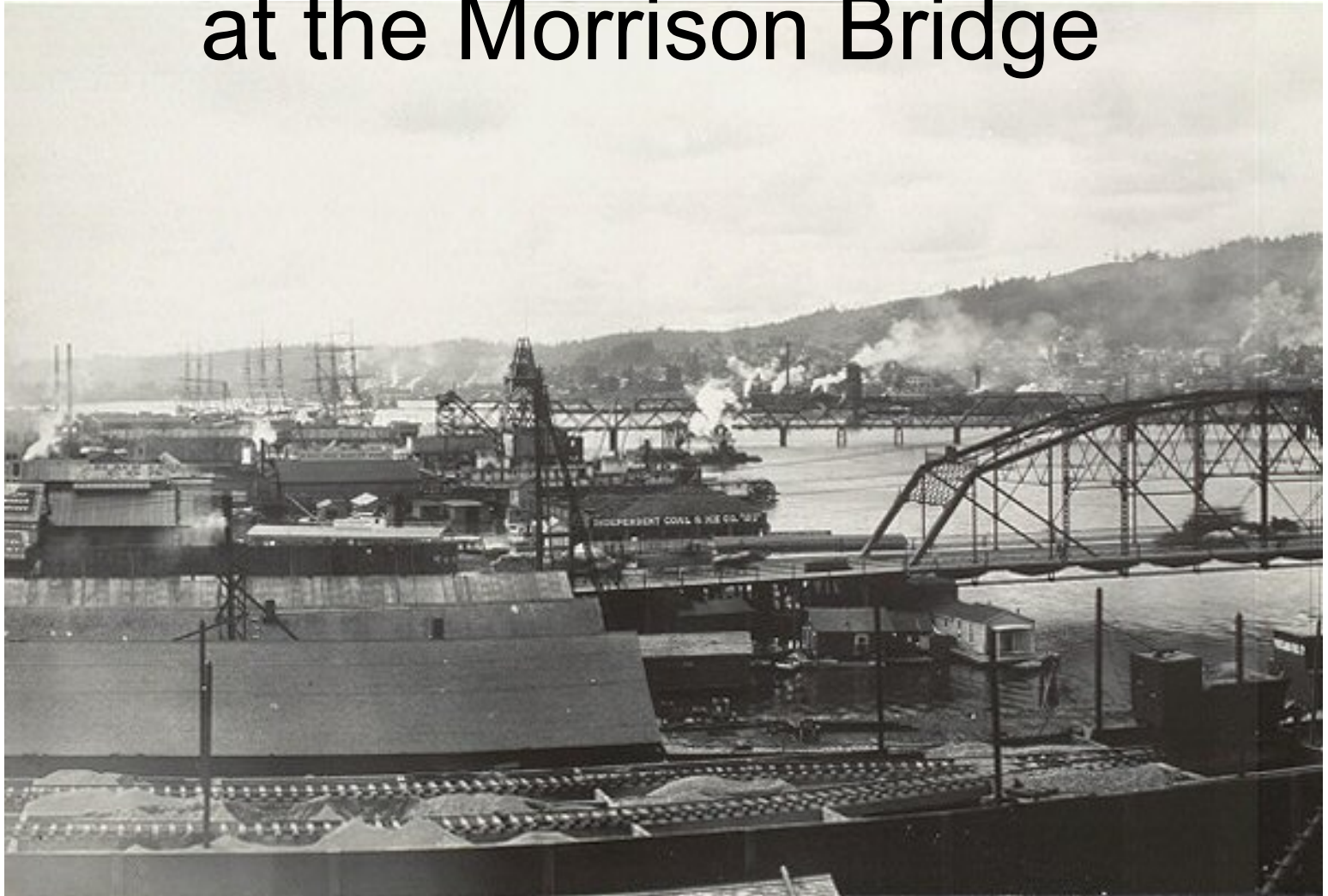
Skidmore Fountain 1887

Stephen Skidmore, Volunteer Fireman 1857



Concord Bldg, SW 2nd and Stark 1891 William S Ladd and Sons

Floating Brothels at the Morrison Bridge



NOT a Ladd & Reed Business

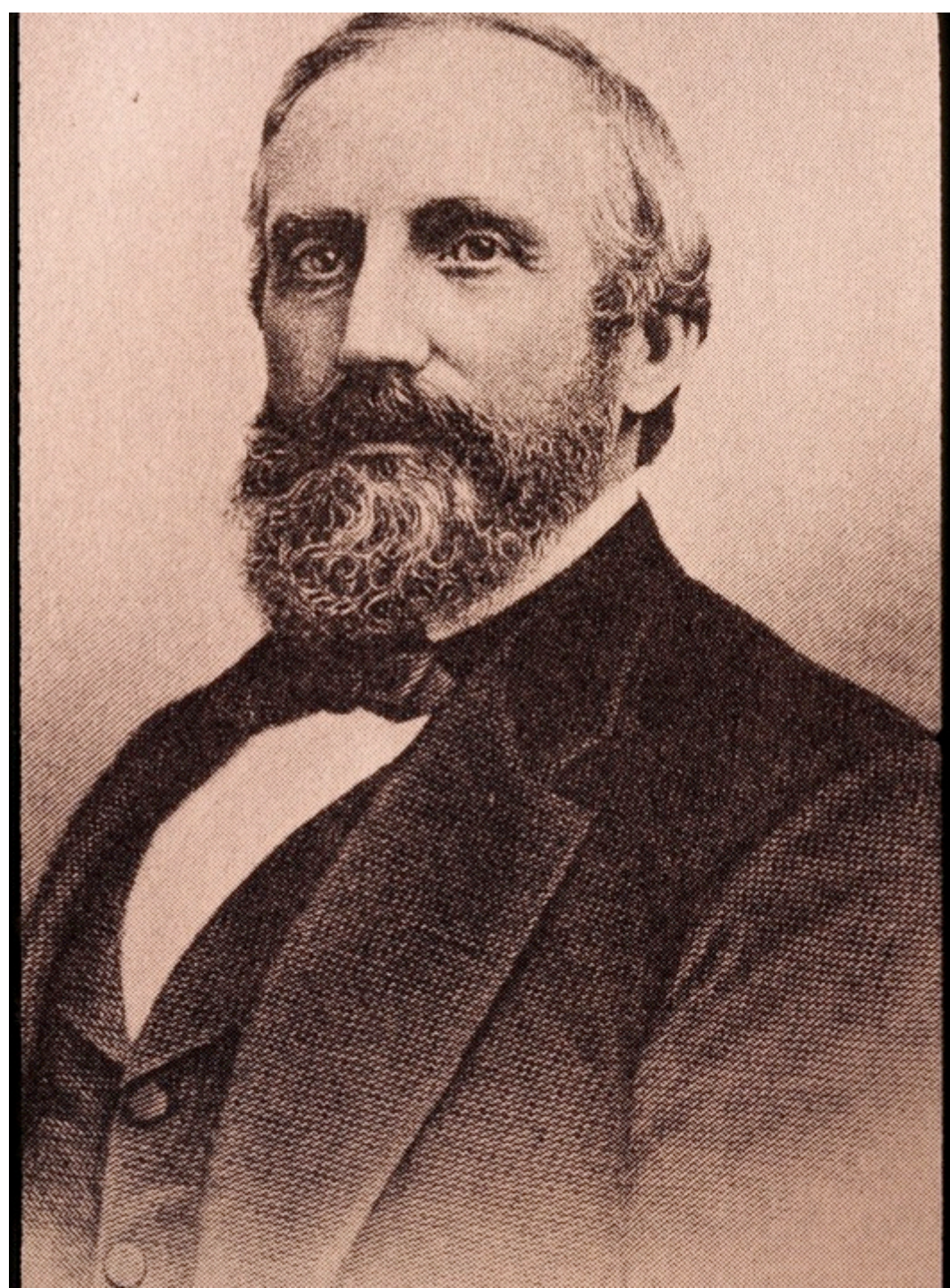


Ladd & Pratt Family Merger c. 1889

Frederick B. Pratt & Caroline Ames Ladd

**WILLIAM
SARGENT
LADD**

1826-1893



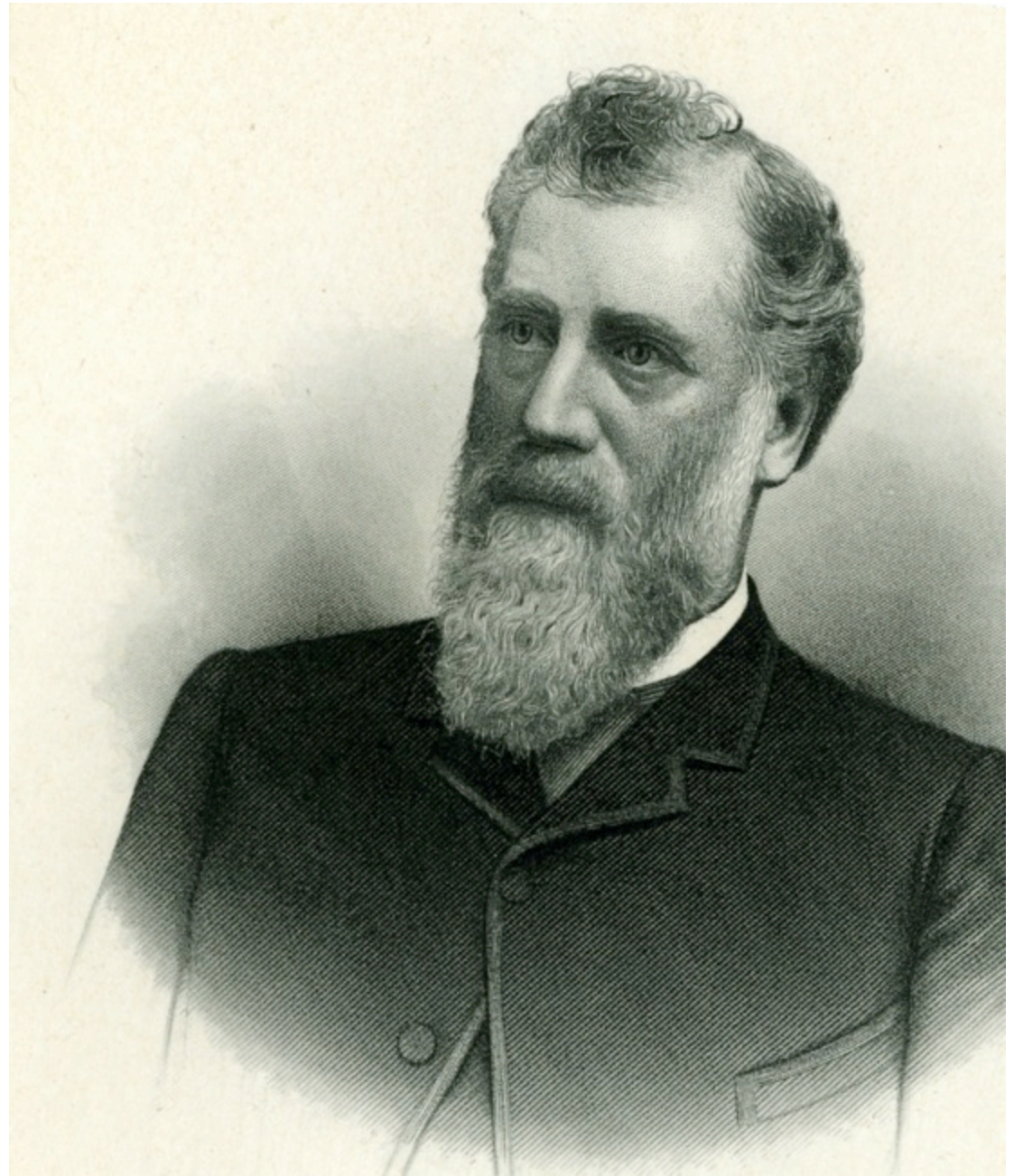
“William S Ladd was an adventurous trader and speculator.

He had the imagination and shrewd understanding of the strength and frailties of other men and a somewhat ruthless way of dealing with them.”

from William Brewster,
William M Ladd biography 1933

**SIMEON
GANNETT
REED**

1830-1895



Simeon Reed autobiography

“We always tried to help the farmers so
they could make
more money;
The merchants and storekeepers could
take care of themselves.”

on Oregon Steam Navigation Co.
c 1888