



WEBFOOTER EXTRA

SEPTEMBER 2024



ANTIQUE PAPER AUCTION

THURSDAY, SEPT. 19: 4 PM TO 7 PM

ANTIQUE PAPER SHOW & SALE

FRIDAY, SEPT. 20: 10 AM TO 5 PM

SATURDAY, SEPT. 21: 10 AM TO 4 PM

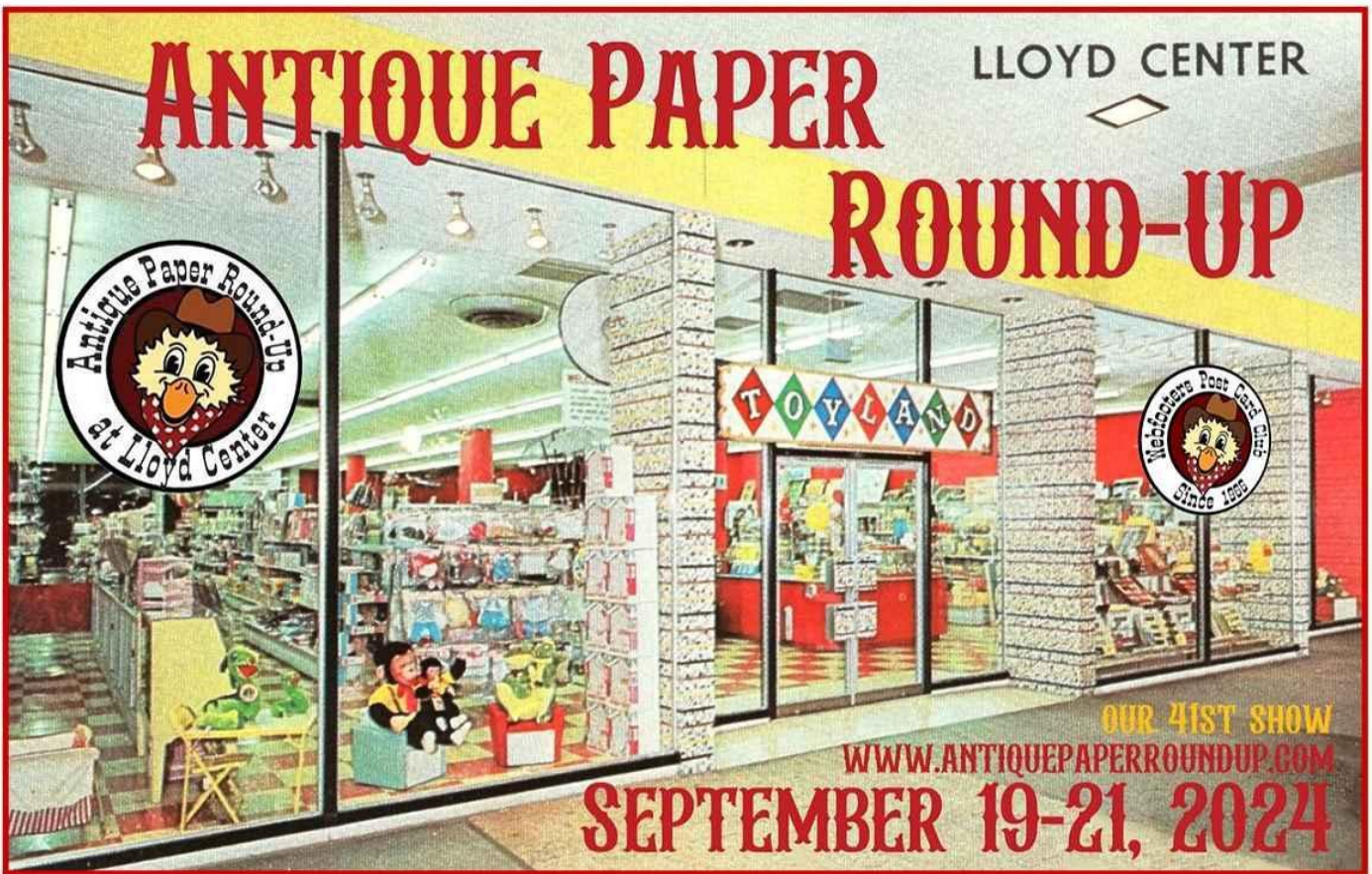


Lithographed Curt Teich chrome postcard folder cover featuring Lloyd Center's Spiral Staircase, circa 1963. Norm Gholston collection.

ANTIQUE PAPER

LLOYD CENTER

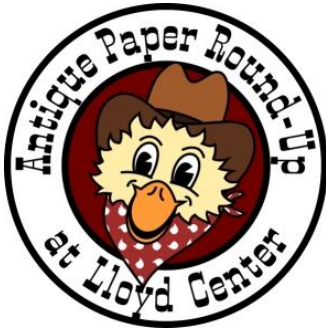
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LLOYD CENTER

America's largest shopping center



Lloyd Center, Portland, Oregon

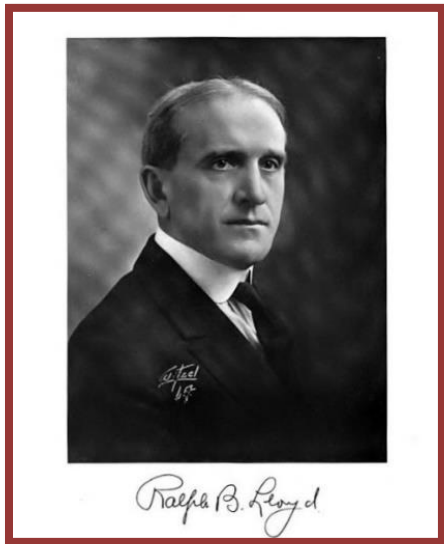
Lithographed chrome birdseye view postcard of Lloyd Center, circa 1962. Philip Austin collection.

Lloyd Center will forever be remembered for the delightful aromas that fill the air as you enter the mall. There's the unmistakable smell of the original Joe Brown's Carmel Corn as well as Cinnabon amid the backdrop of the Lloyd Center Ice Rink.

Many of us who grew up in the Portland area fondly recall good times visiting Lloyd Center, especially at Christmastime and other events. It was the place to shop, before it was cool to shop.

The concept for Lloyd Center was conceived in 1923 and it was named after southern California oil company executive Ralph B. Lloyd (1875–1953) who wished to build an area of self-sufficiency that included stores and residential locations. However, the mall wasn't built until 37 years later, due to major events such as the Great Depression and World War II, as well as Portland's conservative anti-development attitude.

Lloyd orchestrated the development of one of America's largest oil fields in Southern California and subsequently invested his petroleum earnings in commercial real estate in several western cities, most notably Portland, Oregon.



Ralph B. Lloyd was a multimillionaire oilman, credited with being the "father of the fabulous Ventura Avenue oil field" in Ventura. As manager of his father's extensive ranch holdings before World War I, Mr. Lloyd was instrumental in getting top oilmen to explore the area and developed it into one of the most valuable oil leases in California. He later became a powerful figure in the petroleum industry, organizing the Oil Producers Agency of California, and extended his holdings to the fields of banking, real estate and lumbering.

His father, Lewis I. Lloyd, a Confederate Army captain, purchased land for cattle grazing in Ventura County and formed the Ventura Land & Water Company in 1887. At one time, the company operated more than 8,000 acres of farm and cattle land and when it was dissolved in 1951, it was said to be the oldest operating corporation in the county.

After graduation from the University of California in 1898, Mr. Lloyd began his business career as superintendent of his father's ranches. In 1904, he became vice-president and general manager of Pacific Tank and Pipe Company in Portland, Oregon, but sold his interest in that company in 1911 to take over management of the Ventura Land & Water Company.

By 1914, Lloyd held large interests in the Ventura Avenue oil field and had invested in real estate in Portland and Los Angeles. In 1926, he organized the Lloyd Corporation and served as president until his death in 1953. He was a director of the Security-First National Bank of Los Angeles, the United States National Bank in Portland, the American Petroleum Institute, the Western Oil and Gas Association and the Oil Producers Agency of California.

The mall opened August 1, 1960 in a 100-store, open-air configuration. At the time, it was the largest shopping center in the Pacific Northwest and claimed to be the largest in the country. In 1960, Lloyd Center was located very close to the downtown retail core and was the first major retail development to seriously challenge it, aimed almost exclusively at commuters utilizing Portland's then-growing freeway system, especially the adjacent Banfield Expressway and nearby Interstate 5.



Lloyd Center, Portland, Oregon

Lithographed chrome postcard of Meier & Frank Co. at Lloyd Center, circa 1965. Philip Austin collection.

The original anchor stores were Meier & Frank at the center, Best's Apparel and Nordstrom's Shoes anchored the west end, J.C. Penney and Woolworth anchored the east end, while J.J. Newberry anchored the north end. The Newberry store was the national chain's largest at the time of its opening. The Seattle-based Nordstrom's Shoes chain acquired Best's apparel in 1963 and rebranded all locations as Nordstrom Best in 1967. The Nordstrom nameplate was adopted in 1973.

As of 1971, Lloyd Center's five largest stores were, from largest to smallest, Meier & Frank (314,000 square feet), Newberry's (100,000 sq. ft.), Penney's (97,370 sq. ft.), F. W. Woolworth (62,734 sq. ft.) and Nordstrom Best (52,891 sq. ft.).

The first significant expansion of the mall since its opening in 1960 was made in the fall of 1972, adding six stores. The 75,000-square-foot expansion included the addition of a 50,000-square-foot Lipman's store. In 1973, the J.C. Penney store was remodeled and expanded to 144,000 square feet.

Frederick & Nelson of Seattle acquired the Lipman's chain in 1979, and the Lloyd Center Lipman's store was renamed Frederick & Nelson. The store subsequently went through a dizzying succession of owners, nameplates and locations within the mall. It appears that, in 1988, Nordstrom moved into the old Lipman's/Frederick and Nelson building.

The Lipman's name was apparently reinstated at a new location in the north end of the mall in 1987, only to be replaced by that of Spokane-based The Crescent later in the same year. In March 1988, the store was acquired by Bellevue, Washington-based Lamont's.



Lithographed chrome postcard of Best's Apparel at Lloyd Center, circa 1965. Stephen Kenney collection.

By 1987, the mall was aging, and enclosed malls were becoming the norm across the United States. Between 1988 and 1991 the mall was gradually renovated. Nordstrom ended up demolishing the Lipman's store and opening an entirely new location on its space in August 1990. The former Nordstrom spaces had been gutted and refitted as inline stores, followed by a mall-wide renovation around late 1990-early 1991 which fully enclosed the mall and added a food court. The remodeled shopping hub was rededicated in August 1991. Glimcher Realty Trust bought the center in 1998 for \$167 million.

The J.C. Penney store closed in June 1998 and it was replaced by Sears in November 1999. The Newberry's store, the last in Oregon, closed in 2001, when the entire chain went out of business. Macy's bought Meier & Frank in 2006 and rebranded it as a Macy's store. Glimcher Realty Trust sold 60% of the center to Blackstone Real Estate Partners in 2010 after a deal to sell the entire mall fell through the year before. Lloyd Center was sold by Glimcher to Cypress Equities Real Estate Investment Management in June 2013. In February 2014, it was announced that Nordstrom would be closing its Lloyd Center store effective January 10, 2015.

An 18-month, \$50 million renovation began in March 2015, along with the closure of Regal 8 Cinema. Entrances to the mall were made more pedestrian-friendly and the central space was reconfigured with a new spiral staircase. The changes were in part a response to the increasing population of the Lloyd District from newly constructed apartment buildings.

On January 4, 2018, Sears announced that its Lloyd Center store would be closing in early April 2018 as part of a plan to close 103 stores nationwide. In January 2019, it was reported that Marshalls would be closing later that month.

On November 17, 2020, Macy's announced it would be closing in January 2021. After the closure of Macy's, no traditional anchor stores remained in the mall. On November 1, 2021, it was reported by local media that KKR Real Estate Finance Trust would be foreclosing on Lloyd Center by the end of the year, due to payments on its \$110 million debt loan not having been made since October 2020. In a press release on December 20, 2021, Seattle-based real estate company Urban Renaissance Group announced that they were the new owner-operators of Lloyd Center.

Opening in 1960, the Lloyd Center Ice Rink was the world's first shopping center rink. The open-air rink was widely popular, drawing more than a million visitors in its first two years, and it remains the mall's central attraction. The Ice Rink has attracted a few notable guests over the years. Actor Jim Backus, the voice of Mr. Magoo, once did a couple's routine with a bear. Robert F. Kennedy and his wife Ethel, circled Lloyd's ice rink just a month before his assassination in June 1968. Former Olympic figure skater Tonya Harding first learned to skate at the Lloyd Center rink at age 3.

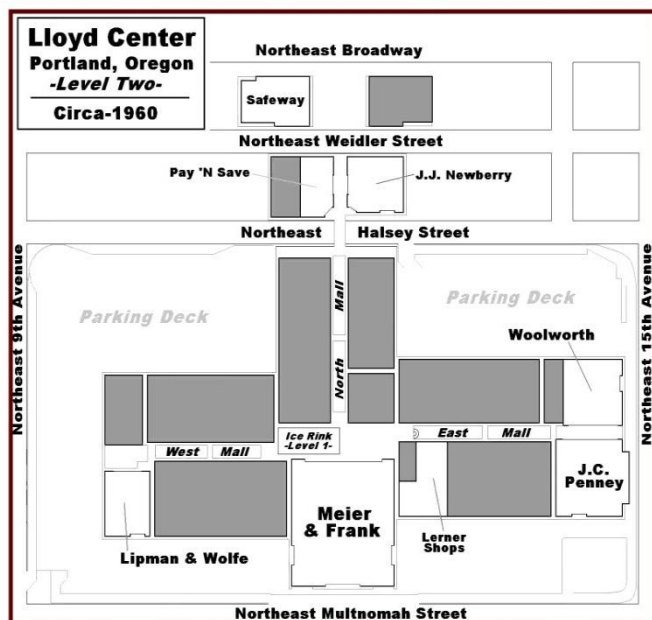
The open-air Ice Rink was covered when the mall went from an open-air configuration to an atrium roof design in the 1990s. The rink was reduced in size in 2016 from a standard rectangular rink design to a smaller oval shape. The redesign moved the rink to a more central location, and opened it up to be visible from all levels of the mall. Junior anchors in the mall currently include Barnes & Noble, Ross Dress for Less and Carrington College.

Sources:

The Los Angeles Times
Wikipedia

The Antique Paper Round-Up will held in the original Lipman & Wolfe store, later H&M.

Proposed layout of Lloyd Center in 1960.



CALENDAR

Sept 19-21 – Antique Paper Round-Up at Lloyd Center – Space C108
Near NE Halsey St and 11th Avenue in Portland – Park west of Barnes & Noble

October 5 – Webfooters Post Card Club Meeting at the Oregon Stamp Society
4828 NE 33rd Ave in Portland – 9:30 am to 1:30 pm

October 29 – Webfooters Board Meeting at Elmer’s Restaurant (no host)
9660 SE Stark St – 5:30 pm (Board meetings held every other month)

For the latest news, visit our website: email: webfootersinfo@gmail.com



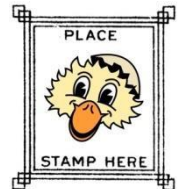
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Lloyd Center – America’s Largest Shopping Center – see page 3.



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