

Schlesinger Cos. restores name to Selling Building

The Schlesinger Cos. has restored the original name to the Selling Building, known since 1967 as the Oregon National Building for a long-gone tenant, Oregon National Insurance.

The change was made at the request of John Selling, 92, grandson of Ben Selling, a prominent Portland businessman who built the 12-story office building in 1911 at 610 S.W. Alder St.

"I thought it was a great idea," said Josh Schlesinger, vice president and asset manager for Portland-based Schlesinger Cos., a privately-held real estate investment and management firm with more than 1 million square feet of commercial space in its portfolio.

Schlesinger has owned the building since 1966, about a year before Oregon National moved in and the building was renamed.



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medical office building, the Selling Building has 95,000 square feet and is best known as home to retail tenants Moonstruck Chocolate Cafe, Payless Shoe Source and Rite Aid. Office tenants include Kittelson & Associates Inc., several law offices and medical firms. The Schlesinger Companies occupy the 12th floor.

Ben Selling was a former state legislator

The insurer is long-gone.

The building was listed as the "Selling Building" on the National Register of Historic Buildings in 1991.

Designed by A.E. Doyle as a

who was prominent in real estate circles. He was named Portland's "First Citizen" in 1928, the first year the award was given by the then-Portland Associations of Realtors. He and his wife, Tilly, lived at the Benson Hotel for more than 30 years.