

United States Department of the Interior  
National Park Service



# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instruction in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classifications, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

## 1. Name of Property

historic name Mallory Hotel

other names/site number \_\_\_\_\_

## 2. Location

street & number 729 SW 15<sup>th</sup> Avenue  not for publication

city or town Portland  vicinity

state Oregon code OR county Multnomah code 51 zip code 97205

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination \_\_\_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets \_\_\_\_\_ does not meet the National Register criteria. I recommend that this property be considered significant \_\_\_\_\_ nationally \_\_\_\_\_ statewide X locally.

  
Signature of certifying official/Title - Deputy SHPO

5-16-06  
Date

Oregon State Historic Preservation Office  
State or Federal agency and bureau

## 4. National Park Service Certification

I hereby certify that the property is:

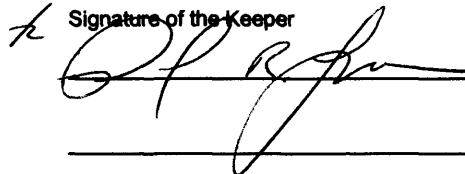
entered in the National Register  
See continuation sheet.

determined eligible for the National Register  
See continuation sheet.

determined not eligible for the National Register

removed from the National Register

other (explain): \_\_\_\_\_

  
Signature of the Keeper

Date of Action

5/19/06

Mallory Hotel  
Name of Property

Multnomah County, Oregon  
County and State

**5. Classification**

Ownership of Property  
(check as many as apply)

Category of Property  
(check only one box)

Number of Resources within Property  
(Do not include previously listed resources in the count)

- private
- public - local
- public - state
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing  
(enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

N/A

N/A

**6. Function or Use**

Historic Functions  
(enter categories from instructions)

Current Functions  
(Enter categories from instructions)

DOMESTIC: Hotel  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DOMESTIC: Hotel  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

Architectural Classification  
(Enter categories from instructions)

Materials  
(Enter categories from instructions)

LATE 19<sup>th</sup> AND EARLY 20<sup>th</sup> CENTURY  
CLASSICAL: Neo-Classical Revival  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

foundation: Concrete  
walls: Brick  
roof: Asphalt  
Other: \_\_\_\_\_  
\_\_\_\_\_

Narrative Description  
(Describe the historic and current condition of the property on one or more continuation sheets)

See continuation sheets.

Mallory Hotel  
Name of Property

Multnomah County, Oregon  
County and State

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing).

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

**Areas of Significance**  
(Enter categories from instructions)

Architecture

Commerce

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Period of Significance**

1912-1954

\_\_\_\_\_

\_\_\_\_\_

**Significant Dates**

1912

\_\_\_\_\_

\_\_\_\_\_

**Criteria Considerations**

(Mark "x" in all the boxes that apply)

**Property is:**

- A** owned by a religious institution or used for religious purposes
- B** removed from its original location
- C** a birthplace or grave
- D** a cemetery
- E** a reconstructed building, object, or structure
- F** a commemorative property
- G** less than 50 years of age or achieved significance Within the past 50 years

**Significant Person**

(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

N/A

\_\_\_\_\_

\_\_\_\_\_

**Architect/Builder**

Hans Hanselmann, Architect

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets)

**9. Major Bibliographical References**

**Bibliography** (Cite books, articles, and other sources used in preparing the form on one or more continuation sheets) See continuation sheets

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36CFR67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey
- recorded by Historic American Engineering Record

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Oregon Historical Society

Mallory Hotel  
Name of Property

Multnomah County, Oregon  
County and State

**10. Geographical Data**

Acreage of Property 0.23 (10,000 SF)

UTM References  
(Place additional UTM references on a continuation sheet)

1 10 524482 5040672  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_

4 \_\_\_\_\_

Verbal Boundary Description  
(Describe the boundaries of the property on a continuation sheet)

Boundary Justification  
(Explain why the boundaries were selected on a continuation sheet)

**11. Form Prepared By**

name/title John M. Tess, President

organization Heritage Consulting Group date December 1, 2005

street & number 1120 NW Northrup Street telephone (503) 228-0272

city or town Portland state Oregon zip code 97209

**Additional Documentation**

Submit the following items with the completed form:

Continuation sheets

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs: Representative black and white photographs of the property.

Additional items (check with the SHPO or FPO for any additional items)

**Property Owner**

name Gordon Sondland, Aspen Mallory Holdings, LLC

street & number 729 SW 15<sup>th</sup> Avenue telephone (503) 222-1515

city or town Portland state OR zip code 97205

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

# National Register of Historic Places Continuation Sheet

Mallory Hotel  
Multnomah County, Oregon

Section number 7 Page 1

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## Overview

The 1912 Mallory Hotel is located at 729 SW 15<sup>th</sup> Avenue in near-southwest Portland, Oregon. Specifically, it is located on Lots 3 and 4 of Block 317 in the City of Portland, Multnomah County, Oregon. The hotel was built in 1912 as a “family hotel,” designed by Portland architect Hans Hanselmann for former Oregon Congressman, Speaker of the House, and pioneer attorney Rufus Mallory.

The 8-story hotel is a reinforced concrete structure. It may be categorized as LATE 19<sup>th</sup> AND EARLY 20<sup>th</sup> CLASSICAL REVIVAL – Neo-Classical Revival Style.

Setting: The building is located in the Stadium District west of downtown Portland. Once part of the west end of downtown defined largely by early 20<sup>th</sup> century apartments, hotels and civic buildings, the district was separated from downtown in the 1970s by the construction of I-405. It is adjacent to and north of the Goose Hollow neighborhood and south and east of the Nob Hill neighborhood. The Mallory is one block west of I-405, and two blocks east of PGE Park outdoor sports stadium. Two blocks to the north is Burnside, the only east-west arterial that spans the breadth of the city. Two blocks to the south is the 8-acre Lincoln High School campus with a student body 1500. Today, the area is a transitional mix of apartment buildings, generally to the south, and small destination retail and office buildings and civic buildings to the north. Major nearby structures include PGE Park, Lincoln High School, Morrison Plaza, Neighbors of Woodcraft, and the Oregonian Printing Plant.

The Mallory is located between Morrison and Yamhill Streets. These streets are one-way (Morrison west and Yamhill east) with one-lane for vehicles and one lane for MAX light rail. The nearest MAX station is the Civic Stadium station located 2-3 blocks away.

Block 317 is a standard Portland block of 200 by 200 feet. The Mallory is located at the southeast corner. To the north is the Greek Revival Scottish Rite Cathedral, built in 1906. To the west is the c. 1920 Scottish Rite Annex with the 1930 Lafayette Apartments designed by Luther Dougan beyond. At the northwest corner is the c. 1900 Concordia Club, now adapted to office use.

Site: The Mallory is located on a 10,000-square-foot parcel. The parcel is generally flat, sloping slightly down from south to north. The Mallory is built to the lot line with no character-defining landscape features.

# National Register of Historic Places Continuation Sheet

Mallory Hotel  
Multnomah County, Oregon

Section number 7 Page 2

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**Structure:** The Mallory Hotel is an 8-story reinforced concrete building with a full basement.

**Exterior:** In form, the Mallory Hotel is an 8-story building with 7 floors of south-facing “H” atop a one story full-parcel base. The primary façade faces east onto 15<sup>th</sup> Avenue with a secondary similar façade along Yamhill Street and at the west. Materials are consistent, including the lightwell, with tan-colored brick in common bond with dark-colored mortar. Windows also are consistent, one-over-one, double-hung wood frame and wood sash, typically paired. The north façade is utilitarian, painted cementitious plaster with typically two-over-two double hung wood frame, wood sash windows.

The east façade is assembled in a symmetrical vertical form with three primary bays: The outer two bays featured coupled pairs of windows with a shallow decorative balcony at the eighth floor where the windows are tripartite. The center of the façade is defined by rusticated brick with fenestration symmetrical in a mirror A:B:B pattern where A is a smaller one-over-one double hung window and B is a standard size, separated by a shallow balcony containing a full-height fire escape. Decorative balconies between the B:B windows at the sixth and eighth floors, combined with tripartite rather than paired windows complete the assemblage. The façade is then articulated horizontally with a bracketed beltcourse and cast stone trim between the first and second floor, decoratively painted stucco banding at the 8<sup>th</sup> floor and a pronounced bracketed overhanging cornice at the roof.

The ground-floor treatment offers tripartite windows with transoms in each bay, with a painted tripartite cast stone panel above. At the south, the window openings have been closed using brick matching the façade. The hotel’s main entrance is at the center of the ground floor of the east façade. It is covered by a metal marquee. The doorway itself is a pair of centrally opening full-glass doors with oversized full glass transom above.

The south façade is an open “H” atop a full base. The east and west legs of the “H” are identical with three bays of windows, the outer two standard size and the center bay smaller. The legs themselves are five bays deep. The base of the “H” is a bay with a two-over-two window with smaller flanking windows flanking the bay on the building face. The base is consistent with the base of the east façade with a tripartite window, plus transom, plus painted cast stone panel. A secondary entrance is located at the second bay from the east, with an oversized brick surround and cast stone cornice and matching light sconces. The entrance is marked by a perpendicular blade sign.

# National Register of Historic Places Continuation Sheet

Mallory Hotel  
Multnomah County, Oregon

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Interior: The main entrance of the Mallory is a broad stair with marble, mirrors and cloth paneled walls leading to a grand if compact public space defined by tall floor heights, decorative plaster columns, coffered ceiling, elaborate gold trim and crystal chandeliers. The lobby is accented along the west wall by the use of full-height mirrors, and the use of large central leaded clear glass skylight. A ball room is located at the northwest, an executive conference room on the northeast, a large dining room along the south wall – connecting to the Lady’s Parlor – and a small lounge at the southeast. Finishes are appropriate to the lobby. The reception desk is located to the right (north) of the entry. Walls and ceiling are painted with marble baseboards while the concrete floors are covered with wall-to-wall carpet. With the exception of the lounge, the ground floor has a high degree of integrity. By contrast, the lounge was remodeled in the 1950s to reflect post-World War II design tastes with an undulating space highlighted with red brick and dark wood trim. Doors are typically mirror pairs, wood and multipaneled with decorative trim.

The upper floors are largely identical with variations in individual room sizes. These vary from small single rooms with smallish baths to large two room suites. Typically, the larger rooms are located at the southeast and southwest corners. The floor plan is “H”-shaped with a pair of elevators along the base of the H with a fire stair wrapping around the elevator tower. The “H” is off-center to the north with shorter legs northward from the southern legs. The corridor is double-loaded with a brief easterly corridor connecting at the center of the eastern corridor to the fire escape and a similarly short corridor running west from the west corridor. A concrete fire stair runs the height of floors 2-8 at the elbow of the “H”.

As built and today, the hotel features painted plaster walled corridors with wood baseboards, chair rails, picture rails and square decorative panels. Doors are full-wood, double paneled with wood-filled transom above. Floors are concrete covered with wall-to-wall carpet. The ceiling features a dropped-tile system hiding mechanical systems. Rooms have finishes comparable to the hallway, with painted plaster walls, wall-to-wall carpets, and plaster ceilings. The walls typically have wood baseboards with wood door and window surrounds and trim.

Bathrooms vary in condition, size, style and design. As built, not every room featured baths and a common bath was located on each floor. Over the years, baths were installed in each room while the common bath was converted into a vending area for soda and ice machines. In some instances, the bath consists of a shower, while others have smaller bath tubs and yet others have full size tubes. One vertical set of rooms has been adapted to be ADA accessible. Finishes in the

# National Register of Historic Places Continuation Sheet

Mallory Hotel  
Multnomah County, Oregon

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bath are largely painted plaster walls and ceilings, and tiled floors.

Alterations: The Mallory Hotel retains a high degree of integrity but has been updated over the years to be competitive in the marketplace.

On the exterior, there are three primary changes. In chronological order, the first involved enclosing the ground floor windows on primary east façade in brick. This was accomplished in 1954 when the sun parlor at the southeast corner was transformed into a cocktail lounge called the Driftwood Lounge. The second change occurred the following year (1955) when the entries were modernized, replacing the original doors with full-glass pairs in aluminum frame with transom above. The third was in the 1990s which involved a partial window replacement on the upper floors.

Inside, the public spaces and corridors remain largely intact, though with changing finishes. In the early 1920s, the kitchen was upgraded and the basement remodeled, enlarging the storeroom while reducing the size of the machine shop.<sup>1</sup> In 1935, the hotel rooms were modernized, increasing the number of rooms with private baths. This was accomplished by reconfiguring shared bathrooms while transforming closets into baths. As noted, in 1954, the sun parlor was transformed into a cocktail lounge called the Driftwood Lounge. The architect for that project was Hollywood designer Bert Ameche of Coppedge & Jacobson. As part of that work, the kitchen was once again modernized. Later that decade, mechanicals were upgraded with a new heating system, central air and new elevators. In the late 1990s, the hotel was made more accessible, including an ADA elevator, ADA-accessible rooms and public bathrooms. As part of this work, the sprinklers were upgrade and the corridor ceilings covered with dropped tile to hide the mechanicals.

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<sup>1</sup> City of Portland Building Development Services Microform and Card Files: 729 SW 15<sup>th</sup> Avenue



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Mallory Hotel  
Multnomah County, Oregon

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## Overview

The 1912 8-story Mallory Hotel, located at 729 SW 15<sup>th</sup> Avenue in Portland, was designed by architect Hans Hanselmann for property owner, Rufus Mallory, a former Oregon Congressman, political leader and noted barrister. The building is eligible for listing in the National Register under Criteria A and C as a largely intact building type, specifically a family-oriented hotel in downtown Portland. It is one of a small handful of stellar superior hotel properties developed in the boom-era after the Lewis & Clark Exposition, both in development and among extant resources. In particular, the hotel was marketed uniquely as a “family” hotel, both for positive reasons to secure non-transient family residents and to distinguish itself from the vast majority of Portland hotels branded as immoral by the City’s Vice Commission.

In December, 2004, the National Park Service reviewed a Part 1 – Evaluation of Significance for the property and determined that it appears to meet the National Register Criteria. The building is also listed in the City of Portland’s Historic Resource Inventory.

## History of the Building

On November 16, 1911, architect Hans Hanselmann completed his first set of plans for the 8-story Mallory Hotel.<sup>1</sup> The hotel was to be located on a parcel owned by former Congressman, Oregon political leader and noted barrister Rufus Mallory at the west end of downtown Portland. The parcel, quarterblock in size, contained two single family houses. Immediately to the west were another single family home and a duplex. To the north, the 1906 Masonic Scottish Rite Cathedral had just been completed (designed by Richard Martin) and west of that was the Concordia Club, a German American music club, offering “Sangerfest” performances.

Rufus Mallory was the hotel’s developer and namesake. Born on June 10, 1831 in Coventry, New York, Mallory moved to Iowa in 1855 and five years later to Roseburg, Oregon where he became district attorney for Jackson, Josephine and Douglas Counties. At that time, he also met and married his future wife Lucy A. Rose, whose father was founder of the city. Two years later, he was elected by the residents of Douglas County to represent them in the State Legislature. In the fall of that year, he became a resident of Salem, sharing legislative duties with the practice of law. In 1864, Governor Addison Gibbs appointed him District Attorney for the Third District, which included Linn, Polk, Marion and Yamhill Counties. In 1866, the Republican Party nominated him to run for U.S. Congressman from Oregon. He was elected and during his one

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<sup>1</sup>Original plans located on site.

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Mallory Hotel  
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term sat at the Impeachment trial of Andrew Johnson. Though frequently offered, he declined further political office in Washington, D.C.<sup>2</sup> In 1872, he became Speaker of the Oregon House and then in 1874, as an active leader in the State's Republican Party, served as a district attorney from Multnomah County. In 1882, he joined with Joseph Simon and Joseph Dolph to form one of the City's leading and most influential law firms. Mallory left an indelible impression on Oregon Courts. He was associated with most of the important litigation in Portland and the state. He was particularly successful as a defense attorney and in the representation of a number of railroad companies. He was instrumental in the development of the Columbia River.<sup>3</sup> Mallory died on April 30, 1914 of natural causes at his home at 1848 SE 39<sup>th</sup> Avenue in Portland, still active in the practice of law until his death.

The project manager was Charles K. Henry.<sup>4</sup> Henry was a commercial real estate broker, building manager and developer. He had just completed the Henry Building located at Fourth and Oak in downtown Portland. At the time, the Henry Building was considered a superior building both for location and for amenities. Henry was also involved in the development of the Multnomah Hotel and Laurelhurst residential development.<sup>5</sup>

In 1911, Henry established a working relationship with the architect Hanselmann. Little is known of the architect. In 1912, Hanselmann was established in the Henry Building in the former offices of Gibson & Cahill. Gibson & Cahill was the architectural firm responsible for the Multnomah Hotel. That firm existed in Portland in 1910 and 1911. Previously, Frank Gibson is known to have managed the Portland Crematorium in Sellwood, Oregon and worked as an architect/contractor. He designed similar mortuary facilities in Seattle and Spokane. Gibson also worked with Frances Berndt in the design and construction of the Henry Building. In 1913, Gibson moved to Los Angeles. His partner, Bernard Cahill, was a noted San Francisco architect but there is no evidence that Cahill ever located in Portland. He too was noted for mortuary buildings and pioneered the concept of civic centers. It is speculated that Hanselmann may have worked for Gibson & Cahill, perhaps as a project manager for the Multnomah, perhaps relocating from San Francisco to Portland.<sup>6</sup>

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<sup>2</sup> Joseph Gaston, Portland, Oregon: Its History and Builders (Chicago: The S. J. Clarke Publishing Co., 1911), pp. 5-7; Oregon Journal, May 1, 1914, p. 1; Oregonian, May 1, 1914, p. 1; Oregon Journal, May 2, 1914, p. 6; Oregonian, May 2, 1914, p. 8; Oregonian, May 3, 1914, p. 14; Oregon Journal, May 23, 1914, p. 12.

<sup>3</sup> *Ibid.*

<sup>4</sup> Oregonian, February 16, 1912, p. 10.

<sup>5</sup> New Houston Hotel National Register nomination, December 31, 1990; Multnomah Hotel National Register nomination, February 28, 1985.

<sup>6</sup> *Ibid.*, Richard E. Ritz, Architects of Oregon (Portland, OR: Lair Hill Publishing, 2002), pp. 63, 145-46, 162; Polk's

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Mallory Hotel  
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This speculation is strengthened by the design and construction similarities between the Multnomah and Mallory, both somewhat unusual within Portland. It is also strengthened by the fact that Hanselmann's known body of work consists of four hotels in Portland, all designed in 1911: The New Houston Hotel (230 NW Sixth Avenue), the Majestic Hotel (1217 SW Stark Street), the Hoyt Hotel (now demolished) and the Mallory. The New Houston and Hoyt were developed through Henry for Mrs. Edith Fairclough Goode, widow of prominent utility executive Henry W. Goode. The Majestic was developed for O. J. Ottenheimer. It is odd for an architect unknown in the city to secure four major commissions within one year. It is equally odd that with such a successful year, an architect would relocate. Yet, by 1913, based on City Directories, Hanselmann has vanished from the City. Efforts at locating Hanselmann either before or after in California or Washington State have been unsuccessful.<sup>7</sup>

Regardless, in the month after completing his first set of plans in November, 1911, Hanselmann continued to refine his drawings and issued a final set on December 13 of that year.<sup>8</sup> Construction had to have begun nearly immediately. By February 25, 1912, the site had been cleared, excavated and the reinforced concrete skeleton nearly complete.<sup>9</sup> By June, the hotel was nearly completed with scaffolding removed and fixtures ready for installation.<sup>10</sup> Construction costs were announced at \$150,000 with a total investment of land, construction, fixtures and furnishings of \$350,000. Billed as "Portland's Finest Family Hotel," the Mallory was open by August with "210 elegantly furnished rooms, each and every one supplied with every 20<sup>th</sup> – century convenience. Strictly up to date." A month later, the restaurant opened with "menu and service unexcelled." And although sandwiched between the completion of the Multnomah Hotel and the Oregon (Benson) Hotel, the Mallory was considered one of the superior hotel projects in the City.<sup>11</sup>

Over the years, the Mallory changed ownership several times, typically experiencing a refurbishing. Yet, despite changing ownership and remodeling, the hotel largely retains its integrity. In the early 1920s, still under the ownership of the Mallory estate, the kitchen was

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Portland City Directory (Portland: Polk's), 1910-1915.

<sup>7</sup> New Houston Hotel National Register nomination, December 31, 1990; Multnomah Hotel National Register nomination, February 28, 1985; Oregonian, April, 3, 1930, p. 14.

<sup>8</sup> Plans located on site.

<sup>9</sup> Oregonian, February 16, 1912, p. 10; Oregon Journal, February 25, 1912, p. 16.

<sup>10</sup> Oregon Journal, June 9, 1912.

<sup>11</sup> Oregonian, February 16, 1912, p. 10; Oregon Journal, February 25, 1912, p. 16; Oregon Journal, June 9, 1912, August 18, 1912 and September 8, 1912.

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Mallory Hotel  
Multnomah County, Oregon

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upgraded and the basement remodeled, enlarging the storeroom while reducing the size of the machine shop.<sup>12</sup>

In 1935, 51-year-old hotelier and state Republican leader Phil Metschan, Jr. acquired the Mallory. Metschan's father developed the Imperial Hotel and under Phil, Jr. that hotel was doubled in size. Metschan was noted for cultivating eastern Oregon associations and for being a superlative host and hotelier. In 1929, he had explored unsuccessfully expansion of the Imperial. Now six years later, he bought the Mallory and installed his son-in-law as manager. He also inaugurated a plan to modernize the now twenty-three-year-old property. In total, he invested roughly \$75,000 over a two year period to install a new roof and to increase the number of rooms with private baths. This was accomplished by reconfiguring shared bathrooms while transforming closets into baths. At this time, the number of total rooms was reduced by 35 to 175.<sup>13</sup>

In 1943, Al W. Gentner acquired the Mallory from Metschan. Gentner was born in 1894 in Portland. An enterprising youth, he worked as an Oregon Journal newsboy in south Portland, earning upwards of \$80 a month. He attended Shattuck School and then Lincoln High School, both within a couple blocks of each other on the now Portland State University campus. He graduated from Reed College and subsequently went to Harvard Law School, though enlisting as an ambulance driver assigned to the French army in World War I. After returning from the war, he enlisted in Stetson Law School in Florida and graduated in 1920. In 1924, he established his own law firm. In 1954, Gentner embarked on the hotel's most significant remodeling, transforming the lounge in the southeast corner into the Driftwood Lounge. For that project, he hired Hollywood designer Bert Ameche of Coppedge & Jacobson. As part of that work, he also modernized the kitchen. Gentner later modernized the hotel's heating system in 1959, also installing central air and new elevators at that time. The following year, he modernized the marquee.<sup>14</sup>

In 1977, Al W. Gentner died and the Mallory was taken over by his son, Al Gentner, Jr. During his ownership, in the late 1990s, the hotel was made more accessible, including an ADA elevator, ADA-accessible rooms and public bathrooms. Gentner, Jr. also upgraded the sprinkler

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<sup>12</sup> City of Portland Building Development Services Microform and Card Files: 729 SW 15<sup>th</sup> Avenue

<sup>13</sup> Imperial Hotel National Register Nomination, December 2, 1985; New Imperial Hotel National Register Nomination, October 24, 2003; Heritage files; City of Portland Building Development Services Microform and Card Files: 729 SW 15<sup>th</sup> Avenue.

<sup>14</sup> Ibid., Oregon Journal, April 17, 1934; Oregonian, April 15, 1977 and August 23, 2004; City of Portland Building Development Services Microform and Card Files: 729 SW 15<sup>th</sup> Avenue.

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Mallory Hotel  
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system. Gentner, Jr. recently sold the hotel to its current owners.<sup>15</sup>

## **The Mallory Hotel and Hotels in Downtown Portland in 1912**

The Mallory was built toward the end of one of Portland's most dynamic growth periods, a period that followed the 1905 Lewis and Clark Centennial Exposition and ended with the First World War.

The exposition attracted outside capital based on the sense that by geography and natural assets, Portland was a city destined to growth, destined to be one of America's great cities. In the words of the Oregonian, "The Lewis and Clark Exposition officially marked the end of the old and the beginning of the new Oregon." The city's population nearly tripled in a twenty-year timeframe. The rate of employment outpaced population growth. Bank clearings increased by 150% to \$558 million. Building permit values jumped 458%, from \$4,183,000 in 1905 to \$20,866,000 in 1910 and \$19,152,000 in 1911. Real estate transfers grew from \$15 million to \$25 million. Post office receipts grew from \$416,052 to \$1,002,610. And manufacturing output grew two-thirds, from 28,651,000 to 46,861,000. Streetcar traffic doubled and doubled again as Portland added 2,400 new houses and apartments each during the era. Between 1900 and 1916, the old Westside neighborhoods grew from 58,000 to 96,000 residents by packing families more tightly into already developed areas. Over the same period, the east side grew from 32,000 to 178,000. Development occurred on a large-scale basis, with the creation of neighborhoods such as Laurelhurst, Eastmoreland, Kenton and Parkrose.<sup>16</sup>

The fair attracted substantial outside capital to the city. By 1907, the city had over 55 out-of-state companies worth over \$1 million. The names included a laundry list of major national corporations: Armour, American Can, General Electric, Goodyear, National Biscuit, Sherwin-Williams, John Deere, Union Oil, and Standard of California. It also included many of the major capitalists of the era, with prominent names such as J. P. Morgan and Edward H. Harriman and less prominent outsiders as New York's Pratt family. It also attracted both sale showrooms and manufacturing facilities for the automobile.<sup>17</sup>

Increased trade, new factories and outside investment in real estate and utilities had a synergistic

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<sup>15</sup> Ibid.

<sup>16</sup> Heritage Consulting Group, *National Register Multiple Property Submission: Historic Resources in Downtown Portland, 1906-14*.

<sup>17</sup> Ibid.

## National Register of Historic Places Continuation Sheet

Mallory Hotel  
Multnomah County, Oregon

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multiplier affect on businesses that served the local market. Portland's department store kings all reported exceptional growth in retail sales during and after the exposition. There were new department stores for Meier & Frank, Lipman-Wolfe & Company, and Olds, Wortman & King. With population growth, sales traffic and tourism, hotels in the city also prospered.<sup>18</sup>

At the time the Mallory was constructed, the City of Portland had nearly 130 hotels of varying sizes serving various market niches; of these, just under 100 were on the west side south of Burnside – a number that excludes lodging homes and boarding houses. As the building type represents a building owner's or developer's response to a perceived marketplace, categorization is somewhat arbitrary.<sup>19</sup>

That said, a spectrum may be discerned: At the low end are wood-frame, two and three story buildings with retail on the ground floor and rooms with shared baths above. These are typically 19<sup>th</sup> century buildings and for the most part have disappeared. Though outside the downtown area and without ground floor retail, the best example of this type is the Fairmount Hotel (1905; 1920 NW 26<sup>th</sup> Avenue; NR). A step up is the type of building but with a stone or brick front. Examples here are Hotel Arminius (1904; 1022-38 SW Morrison; NR) and the Breslin Hotel (1907; 1110 SW Washington Street; demolished). In both instances, typically the hotel operations are leased and occupy only the upper floors with a staircase entry at the ground floor leading to a second floor lobby. Typically here, there are no private baths but only a common bath accessed by the corridor. It is this type that is most prevalent; of the nearly 100 in the downtown area, an estimated two-thirds fall into this category.

The next step up remains low-rise (3-4 stories) but incorporates a ground floor lobby and restaurant though still allocating the majority of the ground floor space to leased retail. Here examples are the Hotel Alder (1910; 415 SW Alder Street; NR), the Hotel Franklin (1906; 1337 SW Washington Street; NR) and the Clyde Hotel (1912; 1022 SW Stark Street; NR). Often targeted to businessmen, additional amenities may include trade rooms for displaying wares and the hotel may include transportation to and from rail stations. It also includes some rooms with shared baths between rooms (most often, those rooms on outside) as well as separate bath down the corridor. A slight variation here is the Arthur Hotel (1912; 726 SW 11<sup>th</sup> Avenue), which is a small 4-story building built without retail.

The next level is marked by greater size, greater style and greater amenities. These are typically

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<sup>18</sup> Ibid.

<sup>19</sup> Polk's Portland, Oregon City Directory, 1913.

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six or more stories of steel frame or reinforced concrete construction. They featured sizable lobbies and restaurant amenities. Bathrooms were shared, with common baths and an occasional private bath. At the low end were hotels such as the Washington (1912; 1129 SW Washington Street) and the Bellevue (1909; 204-218 SW Yamhill Street) which also incorporated outside retail. The higher-point, hotels such as the Cornelius (1908; 523 SW Park Avenue; NR), Nortonia (1908; 407-09 SW 11<sup>th</sup> Avenue) and the Elton Court (1912; 1033 SW Yamhill Street) are mid-rise at six-stories without retail, but shared bathrooms and noteworthy design by a professional architect.

The highest level is marked grand high-rise design, elegant entries and lobbies, patron restaurants and rooms with either private or shared baths. Added physical amenities typically include banquet rooms, parlors, a trunk storage room, and a barber shop. These hotels are also marked by a superior level of service that includes transportation to and from rail stations, doormen, bell staff, concierge services and room service. The largest examples are the Multnomah Hotel (1911; 319 SW Pine Street; NR) and the now demolished Portland Hotel (1890) on the site of Pioneer Courthouse Square. Smaller, though no less elegant examples include the Benson Hotel (1913; 309 SW Broadway; NR) and the Imperial/New Imperial Hotel Complex (1894/1909; 400/422 SW Broadway; NR). A step below in scale but not service are hotels such as the Seward (1909; 611 SW 10<sup>th</sup> Avenue; NR) and the Mallory.

## **The Mallory and Family Hotels**

The Mallory stood somewhat unique in Portland, advertising itself as a “family hotel”. In addition to the amenities found in other superior hotels, the family-orientation was demonstrated by nearly all of the Mallory guest rooms being interconnected, thereby allowing suites to be formed according to need.

The record of Mallory’s intentions in developing the Mallory as a family hotel is non-existent. Clues however may be found in two books: Paul Groth’s Living Downtown: The History of Residential Hotels in the United States<sup>20</sup> and in E. Kimbark MacColl’s The Shaping of a City: Business and Portland, Oregon 1885-1915<sup>21</sup>. The first positively details that families living in a hotel was not only viable but not-uncommon and a reasonable market to target. The second

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<sup>20</sup> Paul Groth, Living Downtown: The History of Residential Hotels in the United States (Berkeley: University of California Press, 1994).

<sup>21</sup> E. Kimbark MacColl, The Shaping of the City: Business and Portland, Oregon 1885-1915 (Portland, OR: The Georgian Press, 1976).

## National Register of Historic Places Continuation Sheet

Mallory Hotel  
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negatively details public concern for prostitution in local hotels and Mallory may well have used “family” as a code to distinguish his hotel as a reputable place to stay.

Paul Groth clearly details that until the end of the 1950s, a majority of hotel keepers not only offered travelers rooms for the night, but provided rooms or suites for permanent residents who rented by the month. As late as 1990, he estimates that 1-2 million people lived in hotels. During this era, permanent residents occupied over half of San Francisco’s 51,000 hotel rooms, while 87,000 lived in New York City hotels on a permanent basis. A 1930 survey of the more expensive American hotels showed that about one third were transient, one sixth were permanent and the remainder a mix. In expensive hotels, approximately 20% of the clients were permanent residents. As Groth writes:

*Prestigious addresses, time saved in traveling to work, snob appeal, spectacular views, and having unctuous service without supervising servants are conveniences that keep busy and wealthy residents at exclusive hotels.<sup>22</sup>*

Groth details that of San Francisco’s hotel stock, approximately 4% might be considered palaces and 12% mid-priced. In this categorization, the Mallory would be likely inserted at the palace level, or at the very least the high-end of the mid-priced.

In detailing family hotel life, Groth points to Edith Wharton’s 1913 novel, “The Custom of the Country”. Here, a wealthy Midwestern family move to New York and take up residence in the Hotel Stentorian. The trend was clear as early as 1836 when New York’s Astor House opened and approximately half the rooms were engaged by families in residence. Ninety years later, the same was true for San Francisco’s Mark Hopkins Hotel.

*Through palace hotel life, nouveaux riches could buy reliable entry to high society; similarly, through hotel life those already at social pinnacles could maintain their position.<sup>23</sup>*

In addition to status, wealthy people chose hotel life because it eliminated the routine responsibilities of managing a large house and garden, devising details for dinner parties and family meals, and supervising often unruly servants.

Hotel life also offered a gregarious existence not possible in private residences. Grand hotels

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<sup>22</sup> Paul Groth, Living Downtown: The History of Residential Hotels in the United States, p. 2.

<sup>23</sup> Ibid, p. 27.



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Mallory Hotel  
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were built for crowds, and hotel life was spectacularly public. In expensive hotels, it was possible to argue politics in the barroom while following social graces in the dining room. For palace hotels, the dining room was second in elegance and opulence only to the lobby. At the same time, once above the public rooms, the hotel provided nearly absolute privacy and relative isolation in the rooms and selectivity in patrons in quasi-public spaces. Perhaps ironically, the cost of hotel living was a fraction of the cost of maintain a residence at a comparable social level.

The common nature of this lifestyle is illustrated in 1907, when a New York paper ran a cutaway of the Plaza Hotel just before it opened with the headline: "Plaza Hotel To Be Home of N. Y. Blue Blood and Riches."<sup>24</sup> While singles and couples were the most common permanent resident, Groth writes that children were not uncommon. In one survey of the Lick House, half the permanent residents were families with children – though this trend dissipated following the Great War and the rise of the apartment building in the 1920s.<sup>25</sup>

Almost certainly, Mallory would have been familiar with this niche. While Portland did not have a stock of family hotels that Mallory could use as a prototype, the city did experience a constant flux in select buildings that moved between apartment house and hotel as demand warranted. He was also a traveled man who having served as U.S. Congressman was familiar with living as a resident in a hotel.

While Mallory may have gravitated to a "family" hotel for positive reasons, E. Kimbark MacColl's discussion of public outrage against vice suggests that Mallory may have also used "family" as a code word. Public outrage with widespread vice and prostitution appeared in the summer of 1911 with articles in the Oregonian. In response, Mayor A. G. Rushlight appointed a 15-member Vice Commission, headed by Reverend Henry R. Talbott of St. David's Episcopal Church. The Commission's first report was in January, 1912 – followed by two additional reports to the City Council over the year. By August, 1912, Governor Oswald West, having just completed successful anti-vice campaigns in Redmond and Huntington, announced "I am going to clean up Portland next". By the end of the month, the Vice Commission, Mayor and Governor were all in high gear – combating vice and prostitution with public posturing and selected raids. By the end of the year, the Vice Commission issued its 9-month examination of the problem: They had visited 547 hotels, apartments, rooming and lodging houses and found 431 (78%) were found to be "immoral". The report also clearly illustrated that the City's political and business

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<sup>24</sup> Ibid, p. 34.

<sup>25</sup> Ibid, passim, 1-89

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Mallory Hotel  
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leadership had essentially closed its eyes to the problem.<sup>26</sup>

Clearly, with this as a backdrop, a respected barrister and former U. S. Congressman would go to some lengths to distinguish his hotel from the evil 78%.

## **The Hotel Mallory and the National Register: Conclusion**

The 1912 8-story Mallory Hotel, located at 729 SW 15<sup>th</sup> Avenue in Portland, was designed by architect Hans Hanselmann for property owner, Rufus Mallory, a former Oregon Congressman, political leader and noted barrister. The building is eligible for listing in the National Register under Criterion "A" as a largely intact building type, specifically a family-oriented hotel in downtown Portland. It is one of a small handful of stellar superior hotel properties developed in the boom-era after the Lewis & Clark Exposition, both in development and among extant resources. In particular, the hotel was marketed uniquely as a "family" hotel, both for positive reasons to secure non-transient family residents and to distinguish itself from the vast majority of Portland hotels branded as immoral by the City's Vice Commission. The building's period of significance, therefore, extends from 1912-1954. This period extends from the building's construction date (1912) to the year of Gentner's interior modifications (1954). The latter date also represents the rough period when urban hotels began to scale down their monthly residency arrangements.

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<sup>26</sup> McColl, The Shaping of the City, pp. 402-12.

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Mallory Hotel  
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Mallory Hotel  
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## **OTHER SOURCES**

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Avenue

Heritage Consulting Group historic Portland research files

Multnomah County Tax Assessor Records

The Oregon Journal

The Oregonian

Sanborn Fire Insurance Maps for Portland, Oregon

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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Mallory Hotel  
Name of Property

Multnomah County, Oregon  
County and State

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## VERBAL BOUNDARY DESCRIPTION

The nominated area includes all of Lots 3 and 4 of Block 317. The street address of the property is known as 729 SW 15<sup>th</sup> Avenue in Portland, Multnomah County, Oregon.

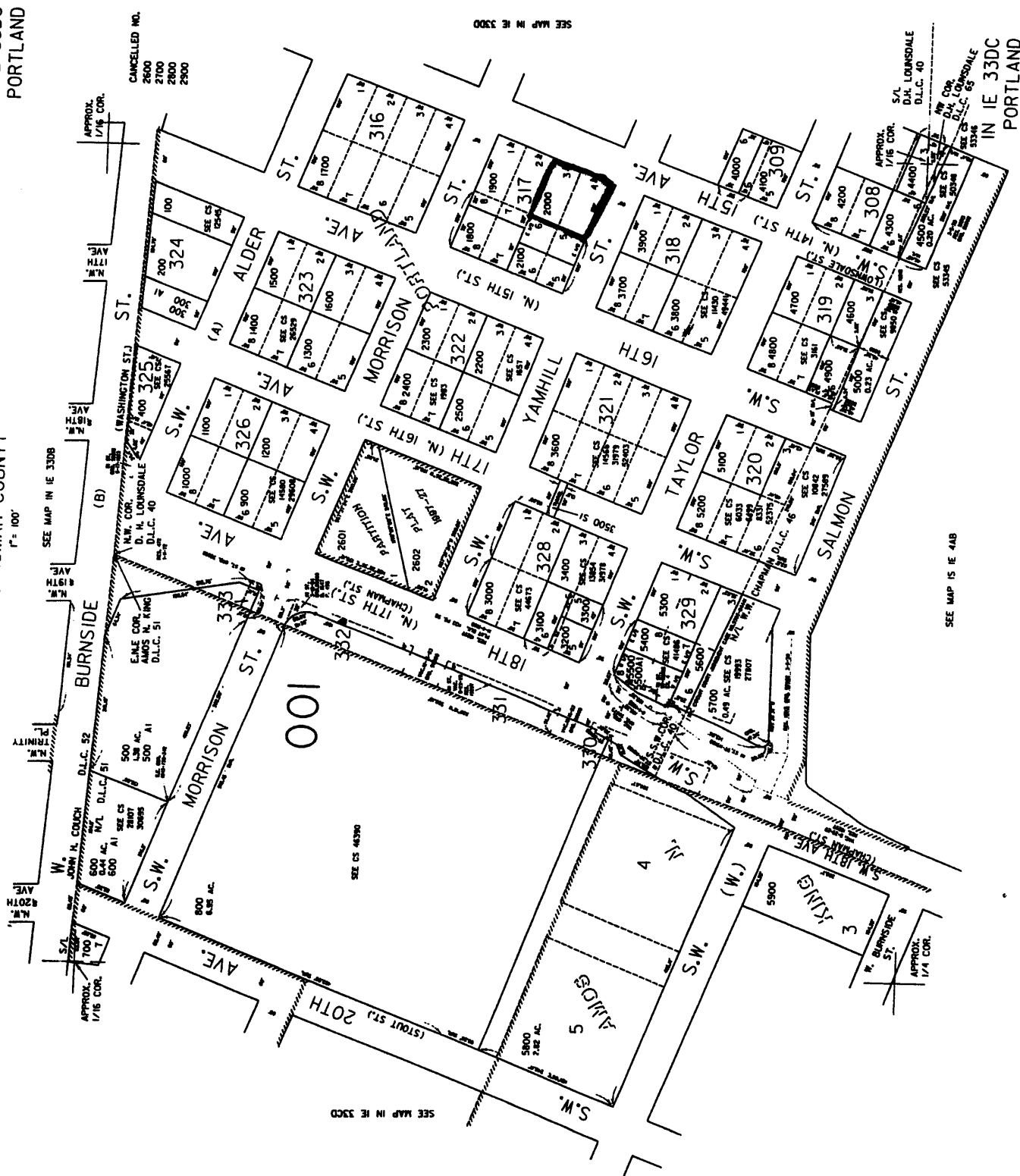
## BOUNDARY JUSTIFICATION

The nominated area includes the entire tax lot that is historically associated with the Mallory Hotel and that retains sufficient integrity to communicate the hotel's significance.

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSE ONLY

SW 1/4 SE 1/4 SEC. 33 T. 1N. R. 1E. W. 1/2  
MULTNOMAH COUNTY

IN IE 33DC  
PORTLAND



IN IE 33DC  
PORTLAND

SW 1/4 SE 1/4 SEC. 33 T. 1N. R. 1E. W. 1/2  
MULTNOMAH COUNTY

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSE ONLY

IN IE 33DC  
PORTLAND

SEE MAP IN IE 3300

SEE MAP IN IE 418

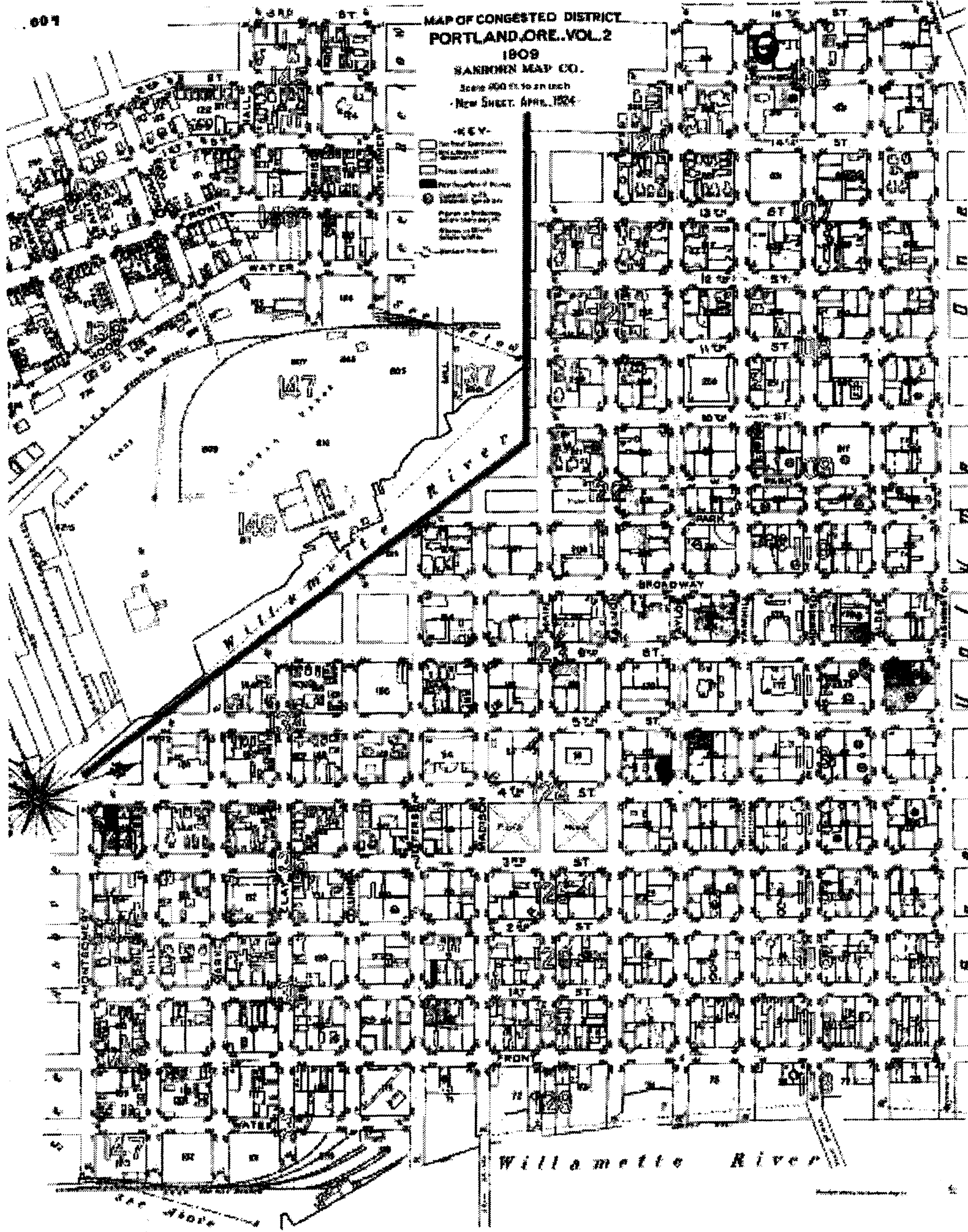
MAP OF CONGESTED DISTRICT  
PORTLAND, ORE., VOL. 2  
1908

SARINEN MAP CO.

Scale 400 ft. to an inch  
New SHEET, APRIL, 1908

KEY-

- Lot Number
- Street Name
- Building Footprint
- Vacant Lot
- Water Area
- Railroad
- Bridge
- Park Area
- Utility Lines
- Other Features

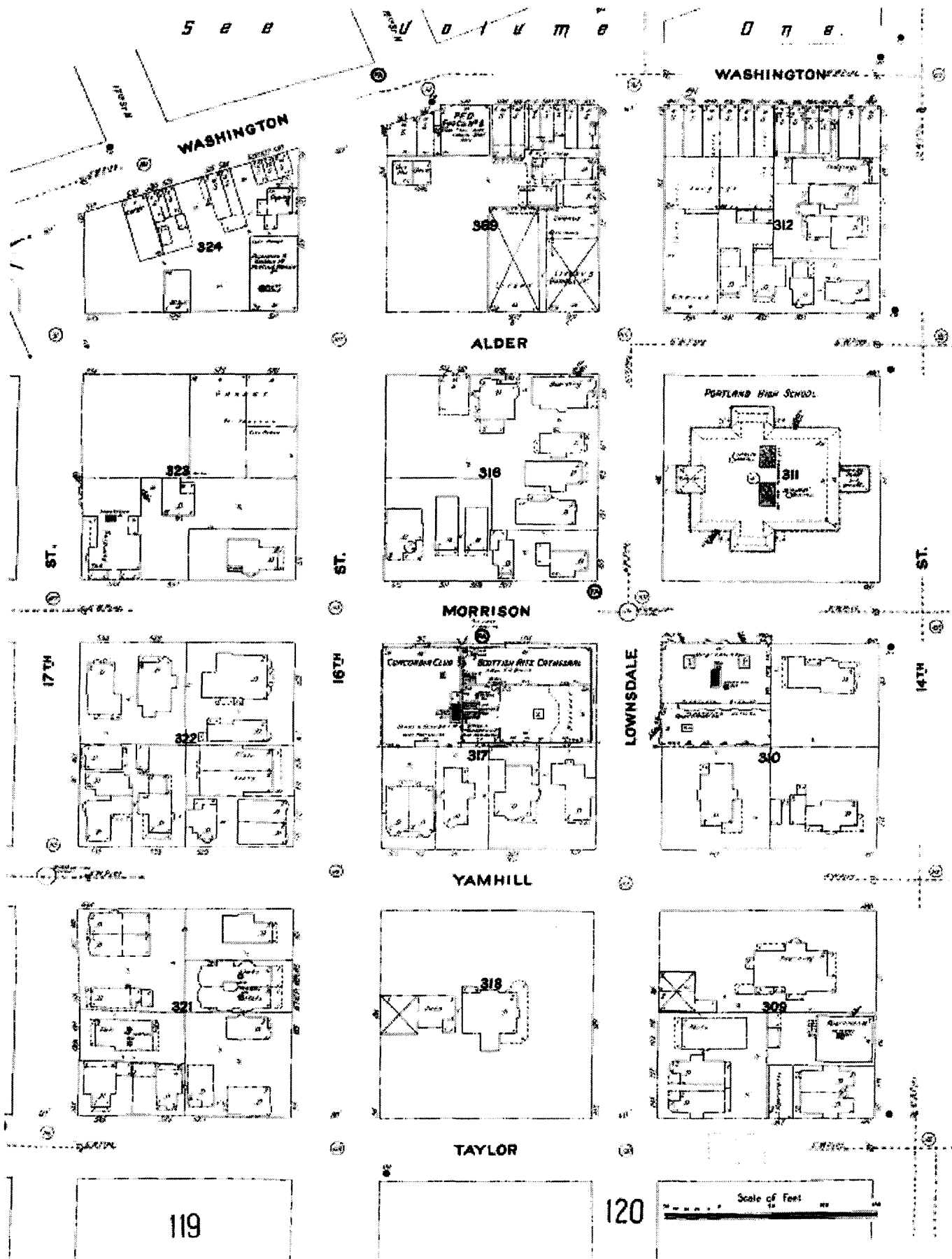


Willamette River

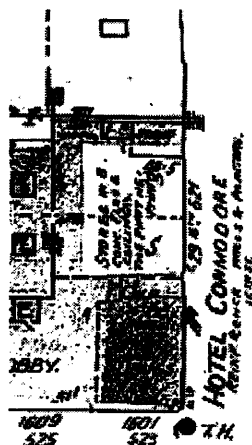


City of Portland - 2005



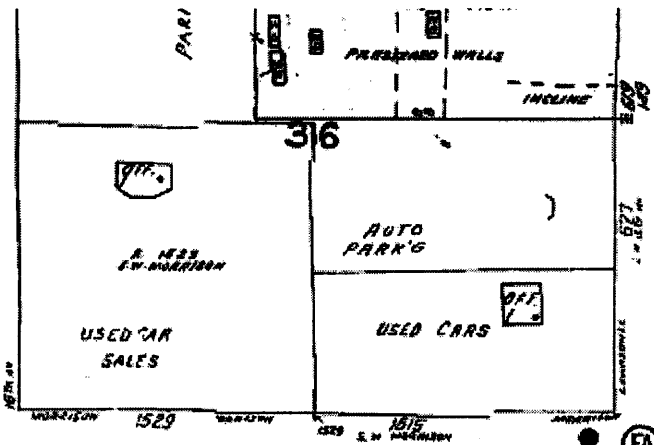


Sanborn Map  
1909



AV (ST.)

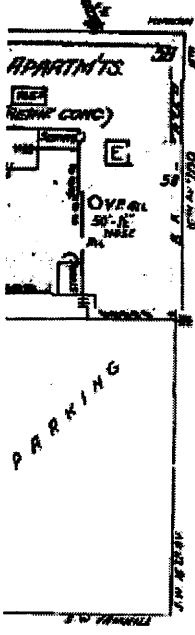
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S.W. MORRISON

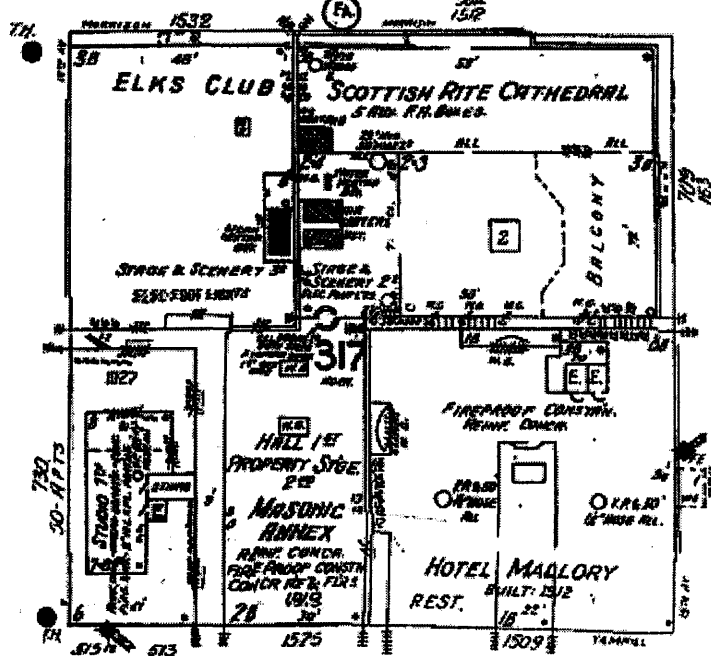
621 PACE

107



S.W. 16 TH

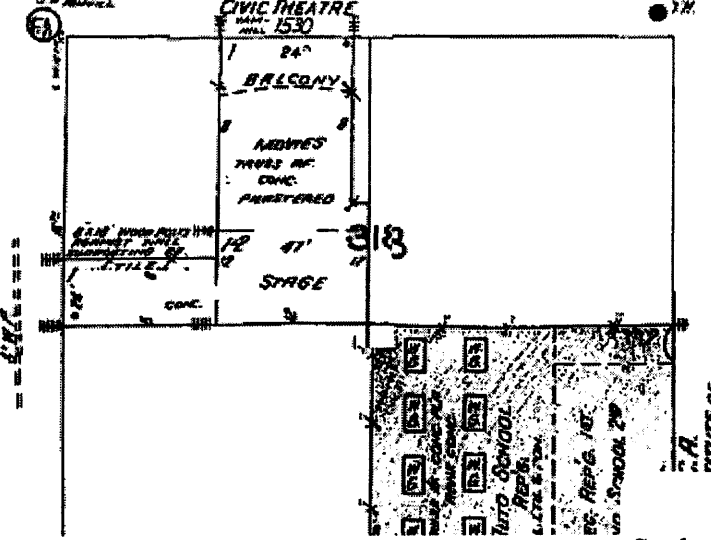
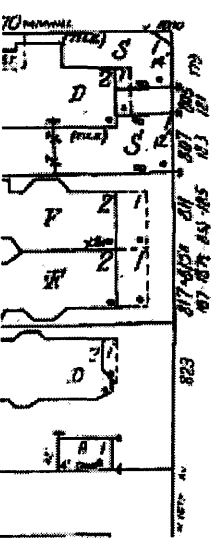
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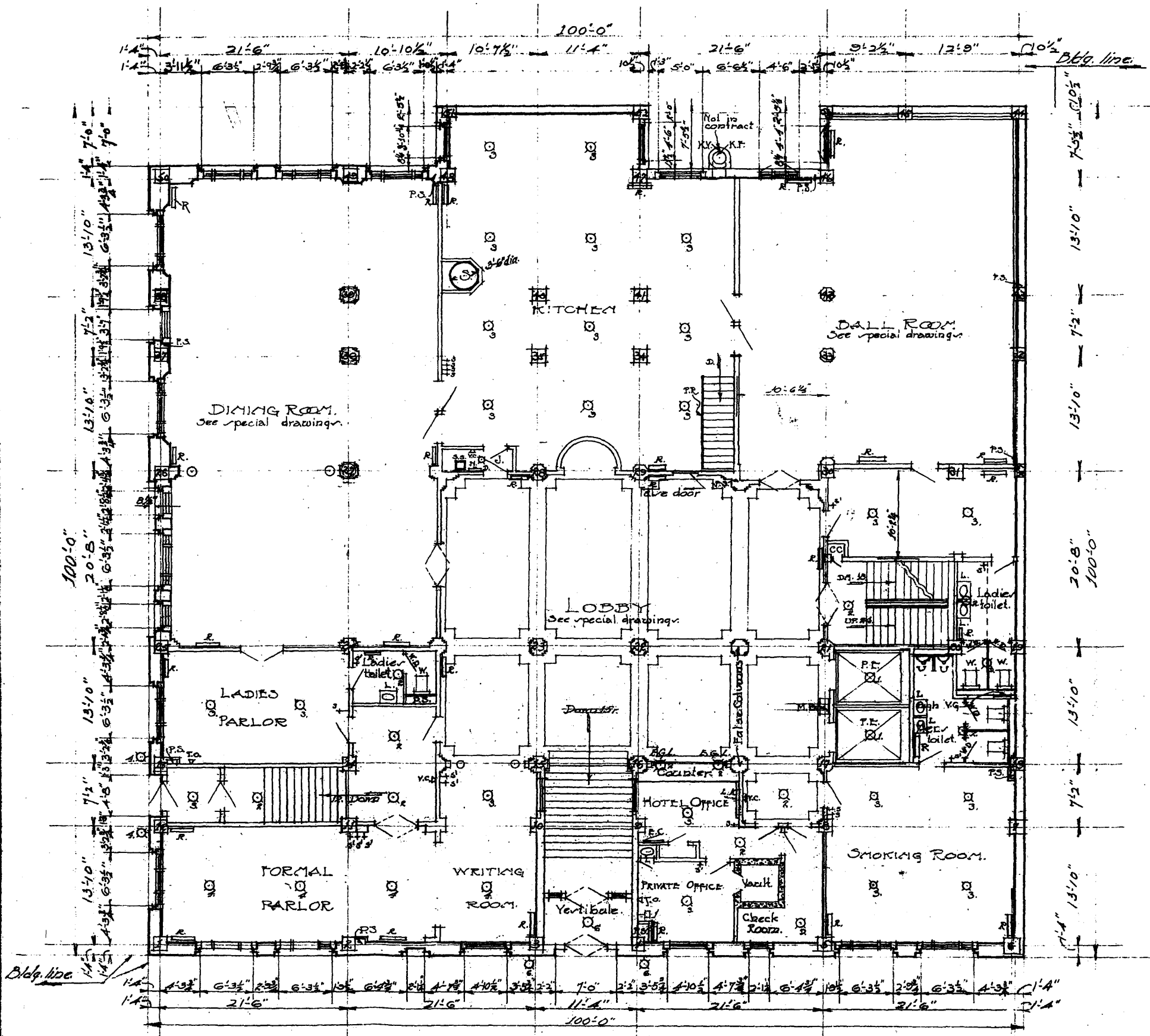
S.W. YAMHILL

S.W. 15 TH AV. (LONSDALE)

114



Sanborn Map 1950

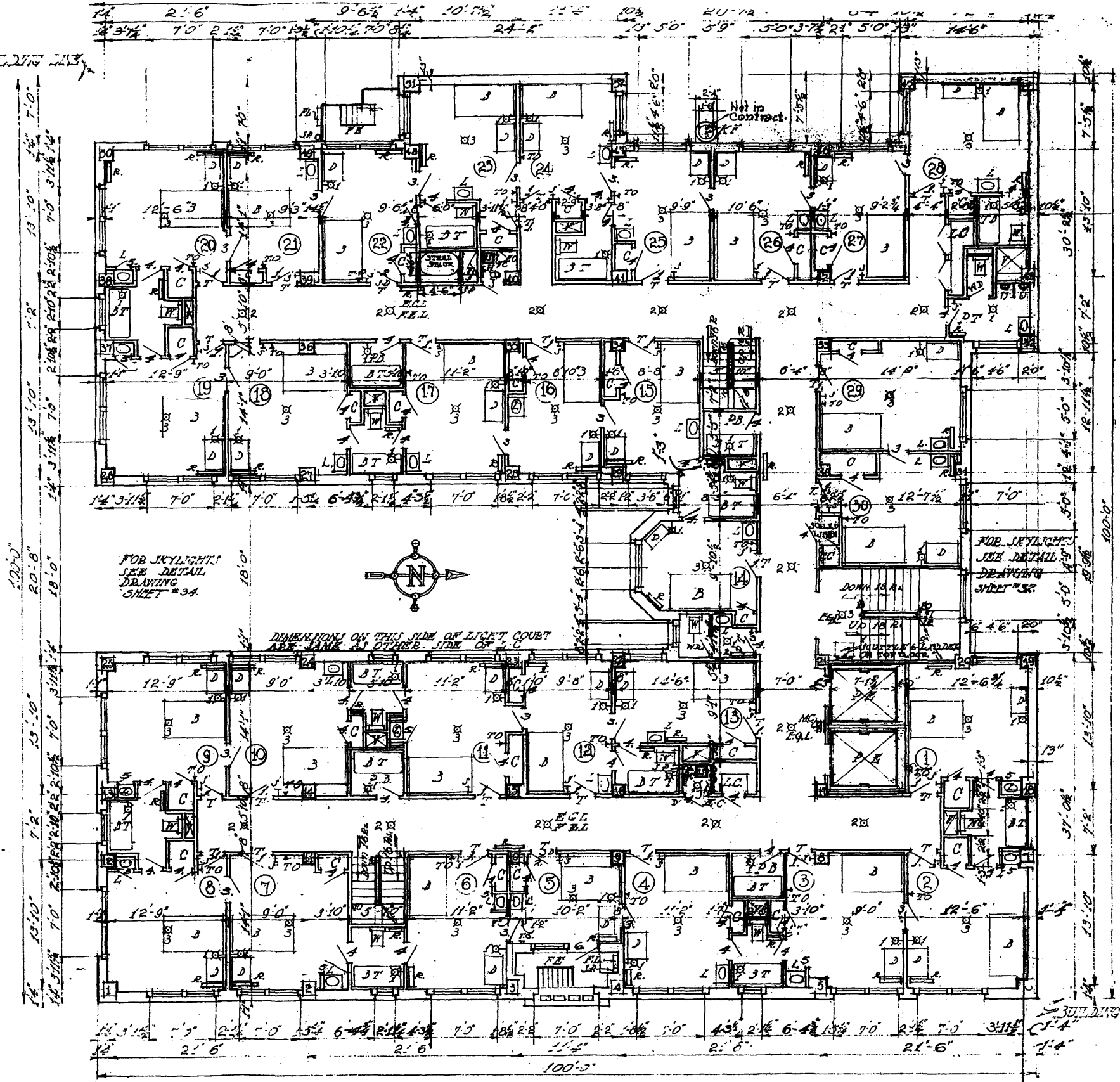


FIRST FLOOR PLAN

SEE REVISED  
DRAWING  
FOR ENTRANCE STAIRS

BUILDING PLAN

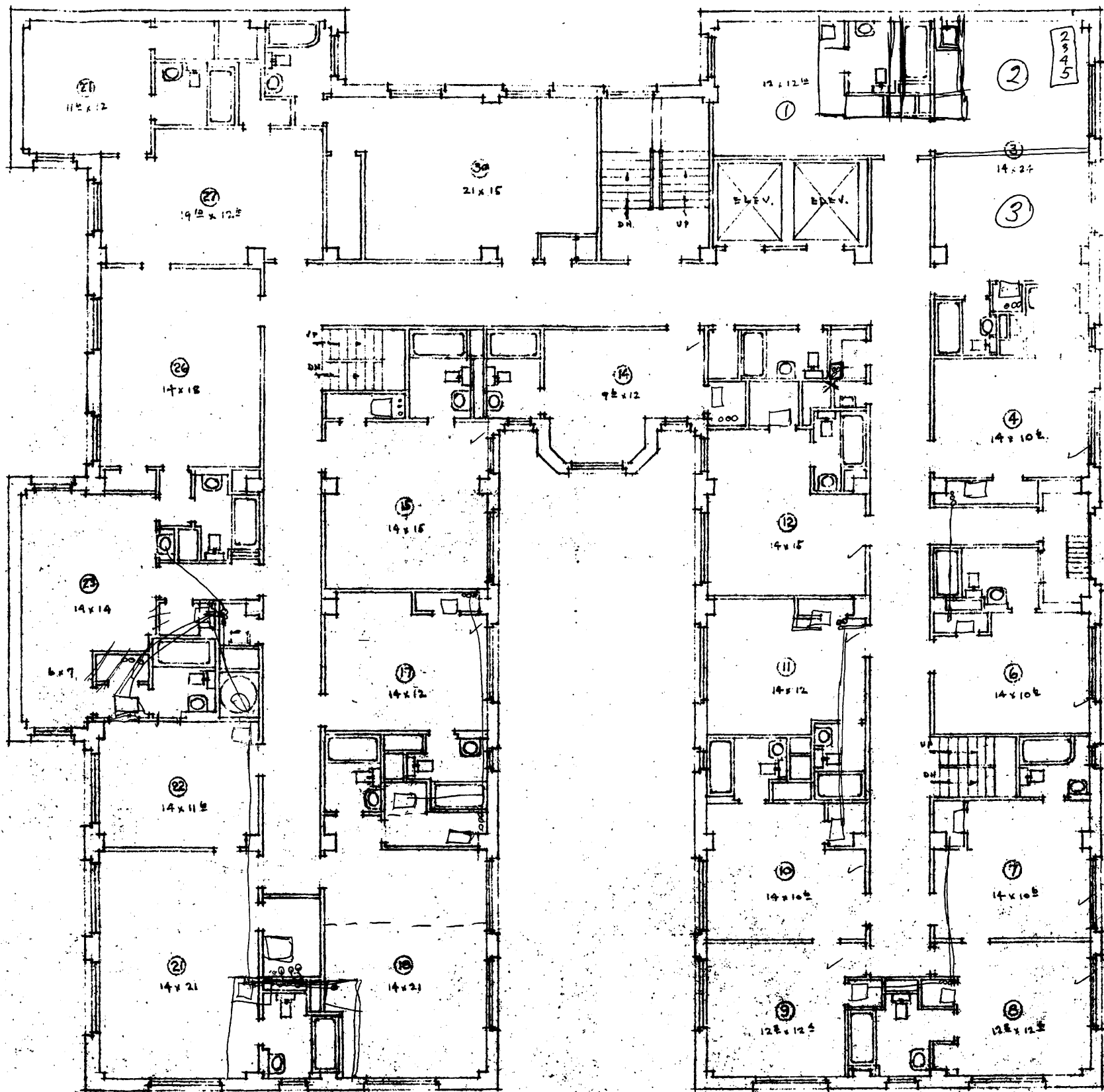
YAMHILL STREET



LOWNELL ST

## TYPICAL UPPER FLOOR PLAN

Location of radiator may be changed by the heating man by consent of the architect.  
Size of lavatories (See same note on F.S. Detail of lavatory door) sheet #38.



SUITE 3 EXISTS ON 6<sup>TH</sup>, 7<sup>TH</sup> & 8<sup>TH</sup> FLOORS ONLY; OTHER FLOORS HAVE ROOMS 1, 2 & 3.  
 ROOM 22 EXISTS ON ALL FLOORS EXCEPT 2<sup>ND</sup> WHERE ROOMS 23 & 24 OCCUR.  
 ROOM 23 EXISTS ON 7<sup>TH</sup> & 8<sup>TH</sup> FLOORS ONLY; OTHER FLOORS HAVE ROOMS 29 & 30.

TYPICAL FLOOR PLAN  
 SCALE: 1/8" = 1'-0"

MALLORY HOTEL  
 COMMONWEALTH INC. M'GRS.

# National Register of Historic Places Continuation Sheet

Mallory Hotel  
Multnomah County, Oregon

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Mallory Hotel (729 SW 15<sup>th</sup> Avenue, Portland, OR)

Multnomah County, Oregon

Heritage Photo

March, 2005

Heritage Consulting Group (1120 NW Northrup Street, Portland, OR 97209)

Direction of view (see Photo List below)

Photo # (see photo list below)

## Photographs

1. Exterior View, Looking W at E façade
2. Exterior View, Looking NW at E façade
3. Exterior View, Looking NW at S façade
4. Exterior View, Looking NE at S and W façades
5. Exterior View, Looking SW at N façade
6. Exterior Detail, Looking N at S façade lightwell
7. Exterior Detail, Looking W at E façade, Main Entry
8. Exterior Detail Looking N at S façade, Secondary Entry
9. Interior View, First Floor, Looking E from Lobby at Main Entry
10. Interior View, First Floor, Looking SW from NE corner of Lobby
11. Interior View, First Floor, Looking SE from NW corner of Lobby
12. Interior View, First Floor, Looking W from NE corner of Restaurant
13. Interior View, First Floor, Looking NW from SE corner of Meeting Room
14. Interior View, First Floor, Looking N from S end of Driftwood Room
15. Interior View, Eighth Floor, Looking E from W end of E-W Corridor-Typical
16. Interior View, Eighth Floor, Looking S from N end of west N-S Corridor – Typical
17. Interior View, Eighth Floor, Looking S from N end of east N-S Corridor – Typical
18. Interior Detail, Room Door and Surround – Typical
19. Interior View, Room 808, Looking SE from NW corner – Typical
20. Interior View, Room 808, Looking SW from NE corner – Typical
21. Interior View, Room 808, Bathroom, Looking W – Typical
22. Interior View, Room 821, Looking NW from SE corner – Typical
23. Interior View, Room 821, Looking S from NE corner – Typical
24. Interior View, Room 821, Bathroom, Looking E – Typical
25. Interior View, Fire Stairs at N – Typical
26. Interior View, Fire Stairs at N – Typical
27. Interior View, Fire Stairs at N off W corridor - Typical