

United States Department of the Interior
National Park Service

National Register of Historic Places Inventory—Nomination Form

For NPS use only
received JAN 19 1984
date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic New Heathman Hotel

and/or common Heathman Hotel

2. Location

street & number 712 SW Salmon Street N/A not for publication

city, town Portland N/A vicinity of Third Congressional District

state Oregon code 41 county Multnomah code 051

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied (partially)	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> N/A in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Heathman Associates ATT: Mark Stevenson
c/o Hotel Management

street & number 10550 SW Allen Blvd.

city, town Beaverton N/A vicinity of state Oregon 97005

5. Location of Legal Description

courthouse, registry of deeds, etc. Multnomah County Courthouse

street & number 1021 SW Fourth Avenue

city, town Portland state Oregon 97205

6. Representation in Existing Surveys

title City of Portland
Historic Resource Inventory has this property been determined eligible? yes no

date 1982 federal state county local

depository for survey records City of Portland, Department of Planning
1120 SW 5th Avenue

city, town Portland state Oregon 97204

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved	date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed			N/A

Describe the present and original (if known) physical appearance

General

The New Heathman Hotel, completed in December, 1927, is an imposing, ten-story structure constructed of reinforced concrete and faced with brick. Designed in the Jacobean period style, plans for the building were executed by the Portland architectural firm of DeYoung and Roald. The New Heathman Hotel is located in Portland's downtown commercial district on Broadway Avenue, historically the city's major movie theatre boulevard. The New Heathman Hotel shares the block with the 1928 Portland Publix (Paramount) Theatre, and is within two blocks of three other large theatre buildings. The building has functioned as a hotel (with retail stores at the ground level of Broadway Avenue) continuously from 1927 to the present, and now stand in good structural condition, although interior fixtures, facilities and furnishings are presently ill maintained, inadequate and outdated. In 1938 much of the interior spaces in the New Heathman Hotel are unoccupied.

Site

The New Heathman Hotel is located in Township 1 South, Range 1 East, Section 3 of the Williamette Meridian. The building occupies parts of lots 1, 2, 3 and 4 of Block 208 of the Portland Addition in Multnomah County. The New Heathman Hotel stand at the northeast corner of the block at the intersection of SW Salmon Street and SW Broadway Avenue. The principal facade, containing a series of street level retail and commercial store entrances, fronts on SW Broadway, while the main entrance to the hotel is presently located on SW Salmon Street. SW Broadway slopes gently upward from north to south.

Neighborhood Characteristics

Located in Portland's downtown commercial district, the New Heathman fronts on, historically, the city's brightest and busiest downtown entertainment street. Since the 1920s Broadway Avenue has been dominated by movie houses, hotels, night clubs and restaurants. Although the character of Broadway Avenue has shifted away from entertainment and hostelry to commercial offices and retail shops in recent years, many theatres, hotels and their appurtenant features continue to the present day. The New Heathman Hotel shares the block with the Portland Publix (Paramount) Theatre, one of the city's most elaborately designed theatres (and is listed in the National Register of Historic Places). The Broadway Theatre, designed by the prominent Portland architect, A. E. Doyle, stand directly across Broadway Avenue from the New Heathman. Two other brightly lit movie houses, the Music Box and the Fox Theatres, are located two blocks north of the New Heathman Hotel. The Guild Theatre is two blocks to the northwest, two blocks off Broadway Avenue. Although some of Portland's major hotels located in the vicinity of the New Heathman (including the Portland Hotel and the Congress Hotel) have been razed in recent years, several hotel structures still stand in the neighborhood. The first Heathman Hotel (now the Park Haviland) rises eleven stories on the block directly across SW Salmon Street. Another Heathman financed and operated hotel, The Sovereign Hotel (also currently residence apartments) is two blocks to the south, and a National Register listed property. Four to six blocks to the north of the New Heathman Hotel are the extant Park Avenue, the Esquire, the Cornelius and the Seward Hotels.

Directly west of the New Heathman block, and paralleling Broadway Avenue, Portland's tree-shaded Park Blocks, dedicated for public use soon after the city was platted, extend on a roughly north-south axis. The Park Blocks have featured buildings of a residential, religious, social, educational or cultural nature for over 130 years. Many, in the vicinity

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

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Continuation sheet NEW HEATHMAN HOTEL Item number 7 Page 2

of the New Heathman Hotel, represent the work of Portland's most prominent architects, including the First Congregational Church by Henry J. Hefty, the Portland Art Museum by Pietro Belluschi (both listed on the National Register), the Arlington Club by William M. Whidden and Ion Lewis, and the Sixth Street Church of Christ Scientist by Morris H. Whitehouse and Associates.³⁷

The land use of neighboring New Heathman blocks is reflected in current land use zones and city planning policies. The New Heathman Hotel property is zoned for commercial use (C1Z), while immediately to the west, adjoining blocks are zoned for multiple family residential use (RXZ). Recognizing the distinctive area characteristics of both Broadway Avenue and the Park Blocks, the City of Portland recently adopted special design guidelines for both districts. The general guideline for the linear twenty-six block long Park Blocks Special District is to "reinforce and protect the Park Blocks as a pedestrian promenade linking different areas of the downtown and providing opportunities for rest and recreation."⁷ General guidelines for the Broadway Unique Sign District are aimed at encouraging the use of large, brightly lit and flamboyant signs that perpetuate the traditional signage of Broadway Avenue in the 1920s through the 1940s. The New Heathman Hotel is located at a key location at the juxtaposition of these two unique design districts.

The New Heathman Hotel occupies a most strategic position adjoining the Public (Paramount) Theatre. During the past two years the City of Portland has actively pursued efforts to develop the Paramount Theatre, and property on the adjacent southerly block, as a performing arts center. Through the cooperative efforts of the city (now the owner of the Paramount Theatre), private enterprise and concerned citizens and artists, site development plans and architectural designs for rehabilitation of the Paramount Theatre and the construction of cultural facilities south of SW Main Street, are now nearing completion. In the spring of 1982 the Portland Center for Performing Arts Area Development Plan noted the critical location and development opportunities of the New Heathman Hotel: "the Heathman Hotel is located adjacent to the future Paramount/Concert Hall, and its condition is important to the success of that facility."³

Architectural Description: Exterior

The New Heathman Hotel is essentially rectangular in shape with overall dimensions of 160 x 70 feet. The total building area is approximately 11,200 square feet.

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NCRS use only
received
date entered

Continuation sheet NEW HEATHMAN HOTEL Item number 7 Page 3

The New Heathman is ten stories in height and constructed of reinforced concrete. The building stands on a reinforced concrete foundation with a full basement. The roof is also concrete and is flat with a slight slope for drainage.

The two principal facades (north and east) are faced with light-colored, combed-face brick above the first floor level. Dark and light colored brick is applied to the exterior walls to create a decorative diamond diaperwork pattern on the top story. The south and west facing walls, which adjoin buildings at the lower portion of the walls, are unfaced, painted concrete.

Window openings across the main north and east elevations of the building form a regular pattern both horizontally and vertically. The north elevation is seven bays wide above the ground floor level and the east SW Broadway Avenue elevation extends thirteen bays. Second floor windows on these two principal facades are both single and double casement, while the remaining upper eight floors are principally eight-over-eight, double-hung sash windows with wood framing.

The New Heathman Hotel lobby is reached through the main, diagonally angled, entrance on SW Salmon Street. The hotel restaurant and cocktail lounge (now vacant), as well as commercial shops at the north and south end of the ground floor, are accessed from SW Broadway Avenue.

Cast stone decorative details on the two principal facades of the New Heathman Hotel are evocative of the Italian Renaissance style. Conspicuous quoins at the three visible corners of the building accentuate the stateliness of the building: second story windows are likewise framed with cast stone quoining. Pairs of windows at the corner of the second floor level feature open pediments above molded cast stone decorative lintels and radiating voussoirs at the head of each window. At the base of each paired pedimented window on the second floor is a blind balustrade. Similar decorative elements also exist on the upper story, where paired corner windows are emphasized with a decorative molded lintel at the window heads and blind case stone balustrades beneath the sill. A wide horizontal panel wraps around both the north and east side of the building at the second and tenth floor levels. A narrow cornice at the upper floor features a cast stone corbel table and a thin continuous band with a finely detailed diamond pattern motif above. The exterior design, materials and decorative details are intact and unaltered above the ground floor level.

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For HCERS use only

received

date entered

Continuation sheet NEW HEATHMAN HOTEL

Item number 7

Page 4

Architectural Description: Interior

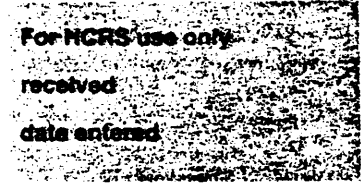
Rooms on the third to the tenth floors of the New Heathman hotel are historically and currently sleeping rooms reserved for hotel guests. There are presently 224 hotel rooms. The mezzanine level (on the second floor) consists of small offices located near the elevator, meeting and banquet rooms along the east and south side of the building, and men's and women's lavatories. A wide hallway/lounge area, from which the meeting/banquet rooms are entered, overlooks the main lower lobby. A wide, quarter-turn stairway, with a landing half way, leads from the main, ground floor lobby to the mezzanine lounge. Broad openings and doorways open from the ground floor main lobby to the small hotel registration desk/reception area, and the hotel cocktail lounge and restaurant. Walls dividing interior spaces in the hotel are generally lath and plaster, and are painted, wall papered or wood paneled.

The significant interior spaces of the New Heathman Hotel are the ground floor lobby, and the mezzanine level lounge/balcony looking over the lobby on two sides. Wall in the lobby feature original dark gum wood wainscot paneling that extends from the floor to the mezzanine balcony floor level. Above, wall surfaces are plastered and painted. The total height of the lobby ceiling (approximately twenty-five feet) is accentuated by a stately, square, chamfered column located at the base of the stairs, and a pilaster column on the east wall of the lobby. The quarter-turn, open stairway located on the north wall of the lobby features wrought iron balusters and an oval, varnished wood handrail. The balustrade is continued above the east lobby wall along the edge of the mezzanine balcony. Small, decorative, painted floor tiles around the perimeter of the lobby date from the 1930s, and are possibly original. (The center of the room, now laid with black and white checkerboard linoleum tiles, was originally carpeted.) On the west wall four tall, multi-light, semicircular arched windows and smaller square-headed clerestory windows flood light into the lobby. The present chandelier is not original.

The mezzanine balcony features five broad pilaster columns along the east wall with decorative acanthus leaves at the capitals. The ornamental acanthus leaf pattern is continued in the deep cove molding along the ceiling edges throughout the mezzanine level. At the south end of the mezzanine elliptical, arched openings encircle a large meeting room that originally functioned as "Studio A" of KOIN's radio facility. A single arched opening on the east mezzanine wall, that once opened into "Studio B," is now filled in although its outline is visible. The spatial arrangement of walls and rooms, as well as decorative details on the mezzanine level, date from the time of construction and the 1930s.

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet NEW HEATHMAN HOTEL Item number 7 Page 5

Alterations

The principal exterior alterations on the New Heathman Hotel are limited to the ground floor fronting on SW Broadway Avenue and SW Salmon Street. Originally the New Heathman consisted of nine bays on SW Broadway Avenue and four bays on SW Salmon: large plate glass windows extended across both facades at the ground level. Vertical, multi-pane transom lights capped the storefront windows. . A scalloped canopy extended over the sidewalk in front of the arched recessed hotel entrance on SW Salmon Street. Alterations to the storefronts have occurred repeatedly over the years. Perhaps the most notable exterior alteration was accomplished in 1949 when the SW Salmon Street entrance to the hotel was significantly altered according to design plans drawn by prominent regional architect Pietro Belluschi.² Above the ground floor level all remaining exterior design features and materials are substantially intact and date from the 1927 construction date.

Interior alterations in the street level store rooms fronting on SW Broadway Avenue, similiarly, have undergone several alterations since the building's construction. Wall partitions have been moved several times during remodeling processes (1928, 1940, 1962):² interior store space has been enlarged so that in 1983 there are four commercial store spaces (instead of the original nine) on SW Broadway Avenue. On the ground floor of the hotel, the interior of the front lobby was redesigned by Pietro Belluschi.² In the early 1960s, new management of the New Heathman prompted changes in the area of the registration desk in the front lobby.⁴⁰

The main lobby has remained essentially intact except for the alteration of a doorway opening into the coffee shop/restaurant on the south wall,³⁹ which probably occurred in the early 1960s. Between 1933 and 1939, within eleven years after the construction of the New Heathman, several changes were made on the mezzanine level to accommodate the expanding need of the KOIN radio facilities. The most substantial change was the addition of a north/south wall and several dividing wall partitions to create a number of small offices along the east side of the building. Minor alterations were made during this time to "Studio A" and "Studio B" at the south end of the mezzanine.² By 1940 all major changes on the mezzanine level were completed.³⁹ In the late 1950s some dividing wall between mezzanine level offices were removed and the ceilings lowered to create large banquet/meeting rooms. At about the same time an archway opening into "Studio B" was filled in, and wall partitions removed in "Studio A", creating a large banquet room.^{2,40} New elevators were installed in the building in 1974.²

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NCRS use only

received

data entered

Continuation sheet

NEW HEATHMAN HOTEL

Item number

7

Page

6

Proposed Rehabilitation

Planning the rehabilitation of the New Heathman Hotel was guided specifically by the Secretary of the Interior's Standards for Rehabilitation. Because the original use and intended use are the same, the thorough maintenance of historic integrity for both interior and exterior features is an easy possibility. On the exterior, recent storefront intrusions will be removed on the first floor and new storefronts, replicating the original, will be installed. The entire building will be cleaned with a low-pressure water wash. Seismic requirements will not result in any visible additions to the exterior. For the interior, all remaining original spaces and decoration will be maintained, including surviving lobby and mezzanine spaces. All guest rooms on floors three through ten will retain original configuration, windows, and trim.

Exterior Replace existing storefronts with design and materials replicating original.
Move entrance to SW Broadway Avenue as required by city downtown design standards and replicate original marquis and signage.
Recreate rusticated cast stone at base of storefront windows.
All windows repaired and repainted.
Surface cleaning with low-pressure water wash after testing to assure gentlest means possible.

Interior

Maintain and repair original lobby area.
Create restaurant and bar, kitchen, retail space, and service areas on first floor.
Rehabilitate existing guest rooms on SW Broadway Avenue and SW Salmon Streets: remodel rooms on alley side and finish similar to others.

The final rehabilitation will result in a building that matches the integrity of its National Register neighborhood and the Paramount Theatre; while it also continues to support the economic and social revitalization of the "Great White Way." With Portland City Symphony Founders Room already planned as part of the second floor connection with the Paramount, the rehabilitated New Heathman Hotel will continue its original function as an integral part of Portland's cultural life.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input checked="" type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify) entertainment

Specific dates 1927 **Builder/Architect** DeYoung & Roald, Architects
Lee H. Hoffman, Contractor

Statement of Significance (in one paragraph)

The ten-story, brick-faced New Heathman Hotel occupies the southwest corner of the intersection of Broadway and Salmon Streets in downtown Portland, Oregon. It was completed in the Jacobean style by Portland architects DeYoung and Roald in 1927. The local firm collaborated with New York theater designers Rapp and Rapp in the design of the New Heathman as a complement to the Publix Theater (1927), now known as the Paramount, a National Register property. The adjoining hotel and theater buildings fill an entire block in the city's central business district and reflect a typical pattern in movie theater development in the years preceding the stock market crash, when larger motion picture theater projects were undertaken with supporting commercial development, such as hotels and office buildings, on adjacent property. The New Heathman and the Publix Theater had common backers and contractors. The unity of their development on a single block and the compatibility of their design is now unusual in the city of Portland as a consequence of the attrition of other movie theater complexes of the golden age of motion picture palaces.

The New Heathman Hotel meets National Register criteria "a" and "c" as the largest-scale and most distinctive example of a pre-Depression commercial building designed in combination with a motion picture theater in the city of Portland and in the state as a whole. It is a restrained, or conservative example of the Jacobean style deliberately designed to harmonize with the brick-faced, Italian Renaissance-style theater. The diapered, or patterned brick work of the topmost story, the quoining at building corners and window framements, the bas-relief ornament of lintels and pediments of mezzanine window framements, and the many small panes in upper window sash are direct references to 16th and 17th century archetypes and are distinguishing characteristics of the period style. The hotel is significant to Portland also as the scene of innumerable historic social occasions and as the home of a leading Portland radio station for over a quarter of a century.

Formal opening of the New Heathman Hotel on 17 December 1927 marked the end of seven months of construction during which 1200 workmen were employed on one of Portland's largest building projects. (Completion of the New Heathman Hotel required the largest building construction contract bond ever written in the city of Portland to date.¹⁴)

The event was a gala affair. Portland's KOIN radio station, with specially designed broadcast studios and offices located on the mezzanine level of the New Heathman, featured live band and orchestra selections throughout the day. Music was punctuated by dedication speeches given by Oregon Governor I. L. Patterson and Portland Mayor George Baker. Portland businessmen, Mayor Baker and city commissioners, stockholders of the owning company, the Portland Paramount Corporation, New Heathman Hotel architects James W. DeYoung and Knud Roald, and leading contractors on the building project, attended a luncheon honoring George E. Heathman, operator of the grand hotel. Tribute was paid to J. A. Charlesworth and Dr. Millard C. Holbrook, developers of the entire block which included, in addition to the New Heathman, the expansive and elaborately designed Portland Publix Theatre (now the Paramount Theatre), and the small Studio Office Building adjoining the theatre and the hotel. ^{14, 15, 16}

9. Major Bibliographical References

Please see continuation sheets attached

10. Geographical Data

Acreeage of nominated property less than one

Quadrangle name Portland, Oregon-Washington

Quadrangle scale 1:24000

UTM References

A 10 52501010 51041021610
Zone Easting Northing

B
Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification The New Neathman Hotel occupies a portion of the NE corner of Block 208 of the Portland Addition to the City of Portland in Multnomah County, Oregon. The nominated are is described as follows: Beginning at the NE corner of said Block 208, thence south along east property line 160', thence west 51', thence north

List all states and counties for properties overlapping state or county boundaries (see continuation sheet)

state None code county code

state N/A code county code

11. Form Prepared By

name/title Gail E. H. Evans, Consultant, in collaboration with T. Allan Comp Ph.D.

organization N/A date September, 1983

street & number PO Box 1154 telephone (206) 452-4934

city or town Port Angeles state Washington 98362

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

title Deputy State Historic Preservation Officer date January 4, 1984

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I hereby certify that this property is included in the National Register

Entered in the National Register

Keeper of the National Register

date 2/16/84

Attest:

date

Chief of Registration

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NCRS use only

received

date entered

Continuation sheet

NEW HEATHMAN HOTEL

Item number

8

Page

2

At the opening of the New Heathman Hotel Portland's Oregon Journal newspaper devoted several columns to describing and praising the amenities of "Portland's newest and most modern hotel. Its planning, construction and general appointments are as modern as human ingenuity and talent could possibly make it." All two hundred and twenty-eight, sun-lit rooms, furnished by Portland's fashionable Olds, Wortman and King department store, featured bath or shower. The exceptional cuisine of the coffee shop was of "surprising beauty." Located within close proximity to Portland's largest department stores and retail district, the New Heathman stood near the heart of the city's theatre district on SW Broadway Avenue. With confident assurance the Oregon Journal announced: "the New Heathman marks a distinctive advancement in the hotel field of Portland and the Pacific Northwest."¹⁵

At the time of its construction the New Heathman attained significant notoriety among the other hotels in downtown Portland. The ten-story new Heathman was among the largest hotels of the day. Together, with the original eleven-story Heathman Hotel directly across the street, the two hotels offered a total of 530 rooms to travelers, a capacity greater than most, if not all, other hotels in the city.³⁶ (In the early 1970s when both the New Heathman and the Heathman Hotels were again owned by a single party, the two hotels' combined number of rooms was exceeded only by the recently completed Hilton Hotel.³⁴)

On the eve of construction of the New Heathman investor/manager, George Heathman, announced plans for the inclusion of a ground floor coffee shop with a capacity for 150 patrons, ostensibly "the largest coffee shop in the Northwest."¹³ Upon completion, the new Heathman and the Heathman Hotels promoted the "unexcelled cuisine" of their coffee shops in advertisements boasting that they were "conceded to be the finest in the city."³⁶

Today, located in the center of Portland's downtown business district, and along the city's principal entertainment thoroughfare, the monolithic ten-story New Heathman Hotel stands as one of Portland's last surviving examples of a major hotel constructed in the original city plat, during the city's greatest period of booming growth and development. In addition, unlike those extant fifty-year-old downtown hotel buildings whose use has altered, the New Heathman Hotel has retained its original function as a hotel.⁴

Founded in 1843 on the western bank of the Willamette River near the river's juncture with the Columbia River, Portland's early economy was based on transportation and trade. Growth during the first fifty years of the city's

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For HCERS use only

received

date entered

Continuation sheet

NEW HEATHMAN HOTEL

Item number

8

Page

3

existence was steady, but slow:^{35,36} by the turn of the century Portland and its eastern, cross-river suburb, had a total of 85,000 inhabitants.³⁶ The city's greatest boom in commercial development and growth took place during the first thirty years of the 1900s. With the rising supremacy of Portland as a major Northwest timber exporting center, population and building construction took an unprecedented leap. Between 1910 and 1930 the Portland area jumped in population from 270,000 to 395,000.³⁶ Building activity reflected the city's growth in population. Portland's first skyscraper, the twelve-story U. S. Bank Building, was erected in 1907, and prior to World War I, it was joined by several other banks and office buildings, and a new county courthouse and library.¹² Throughout the 1910s and into the 1920s a sharp increase in building permits occurred, especially in the construction of hotels. The 1910 Polk's Portland City Directory reported that "the past few years have been busy ones in building new structures of all kinds for Portland, but in no line has the activity been greater than in hotel building."³⁶ Business travelers and an increasing number of tourists visited the city in ever expanding numbers.

The New Heathman Hotel, one of the last major hotels constructed during Portland's greatest years of exuberant growth and gilded prosperity, joined several other leading city hotels. In the late 1920s Polk's Portland City Directory devoted full or half page advertising space to the New Heathman and the original Heathman Hotels, along with the hotel Congress, the Imperial Hotel, the Clyde, the Seward, the Lorraine, the New Perkins, the Nortonia and the Washington Hotels.³⁶ The prestigious Portland Hotel stood only three blocks away. The Depression years of the 1930s, and the emergence of new suburban communities, drained the city's commercial core of much of its vitality. Downtown construction all but halted. By the early 1940s the heart of the city was becoming neglected and dispirited. In the 1950s and 1960s several of Portland's older more gracious hotels had grown shabby, and were razed in the city's pursuit to revive its commercial center through urban renewal projects. Of those hotel buildings left standing, many were converted to apartments, and retail and commercial space. The New Heathman Hotel has not only survived the past fifty years of pulsating change, but continues to function as a hotel.

Construction of the New Heathman Hotel brought together some of Portland's more prominent architects, builders, financiers and business leaders.

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NCRS use only

received

date entered

Continuation sheet NEW HEATHMAN HOTEL Item number 8 Page 4

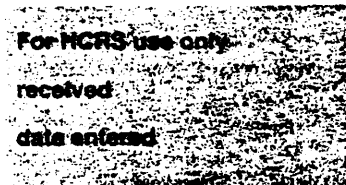
Architects James W. DeYoung and Knud Roald, principal partners in the firm of DeYoung and Roald, demonstrated their design skill in drawing plans for the New Heathman Hotel. Simultaneously, they were supervising architects for the adjoining Portland Publix (Paramount) Theatre, now listed in the National Register of Historic Places. 11, 14, 22 Associated with the prominent architectural firm of Rapp and Rapp of New York and Chicago in the construction of the Portland Publix Theatre, DeYoung and Roald were most likely responsible for making arrangements with local contractors and artisans, and overseeing the execution of the design plans. In addition to their involvement in the New Heathman Hotel and Portland Publix Theatre, DeYoung and Roald completed plans for numerous commercial buildings, churches, schools and residences throughout Oregon and Washington during their ten year professional partnership.

James W. DeYoung was born in Grand Rapids, Michigan in 1885, and as a young man moved to Portland in 1907. Soon afterwards he entered the prominent Northwest architectural firm of Doyle and Patterson where he worked as a draftsman for one to two years. In 1910, DeYoung was employed by the horticultural firm of J. B. Pilkington, and during the mid 1910s worked as an architect for L. R. Bailey Company, Portland builders and contractors.³⁶ Knud Roald, born in Norway in 1878, was educated at the University of Trondheim, Norway, and the University of Dresden, Germany, before immigrating to the United States in 1911.³² During the 1910s, Roald was employed as a draftsman for the notable Portland architectural firm of J. J. Hefty (1911-1912), and later worked as an architect for L. R. Bailey and Company (1915-1918).³⁶

The two architects formed the architectural firm of DeYoung and Roald in 1919.^{4,36} Included in their work in the Portland metropolitan area are the Fremont Methodist Episcopal Church, the Beaverton Congregational Church, the Ellis Avenue Methodist Episcopal Church in Portland, the Seventh Church of Christian Scientist in Portland, the Hamilton Arms and Rex Manor Apartments in Portland, and numerous store buildings and residences.^{4,5} Outside Portland, DeYoung and Roald completed plans for three churches in Corvallis, commercial and public buildings in Klamath Falls, Fossil, and North Bend (all in Oregon), and public and commercial buildings in Olympia, and Vancouver, Washington.⁵ Working either in concert with Roald, or independently, James W. DeYoung, Jr. recalls his father's execution of plans for a Catholic monastery in Sheridan, a school in Veronia, Oregon,⁶ as well as, theatres in Lakeview, Roseburg, Eugene, Sandy and Gresham, Oregon, and Longview and Kelso, Washington.³⁸ DeYoung and Roald's involvement with the raising of

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet

NEW HEATHMAN HOTEL

Item number

8

Page 5

the Portland Publix Theatre and the New Heathman Hotel were apparently the largest projects the team undertook during their ten year professional association.

In 1929-30 James W. DeYoung and Knud Roald broke their professional association. For a brief period DeYoung became a partner in the firm of DeYoung, Moscovitz and Rosenberg, and in 1930 the team completed plans for major alterations to the Yeon Building and the Meier and Frank Company Building, both in downtown Portland.⁴ Beginning in 1931, DeYoung practiced independently from an office located in the Studio-Office Building adjoining the New Heathman Hotel.³⁶ During this period DeYoung designed his family residence at NE Alameda and 51st Streets in Portland, which was featured in Sunset magazine as the first thatched roof house in Portland.^{6,23} James W. DeYoung died in 1978. Knud Roald, after leaving the firm of DeYoung and Roald, joined with architect John Schneider in 1941, and in 1943 became a principal partner in the architectural firm of Roald, Schmeer and Harrington.³⁶ Knud Roald died in Portland in 1965.³²

Lee H. Hoffman, general contractor for both the Portland Publix Theatre and the New Heathman Hotel, gained considerable prominence as the founder of the Pacific Northwest's largest construction company. The Hoffman Construction Company, founded in 1922, constructed numerous well know buildings and structures throughout Oregon and Washington. In addition to the Publix Theatre and the New Heathman, some of the firm's more prominent buildings include the Meier and Frank Building in Portland, the Portland Art Museum, the Oregonian Building, the Portland Towers, the Public Service Building in Portland, the Benson Hotel addition, the First National Bank Building, the Park Vista Apartments and Memorial Colliseum (all in Portland), the Oregon State Library in Salem, and Barnes General Hospital in Vancouver, Washington. Industrial projects completed by Hoffman include the Lake Cushman Dam on the Olympic Peninsula, Washington, and paper mills for Weyerhaeuser Timber Company, Crown Zellerbach Corporation, and Georgia Pacific Corporation.^{24,29} Born in Portland in 1884, Lee Hawley pursued a career in architecture in first the Portland firm of Whitehouse and Honeyman (1906), and later with Whitehouse and Fouilhoux. Between 1913 and 1917, Hoffman was a member of the latter firm. In 1919 he entered the contracting business, and in subsequent years became one of Portland's leading building contractors.⁸ In 1954, Hoffman turned over management of the construction company to his sons, W. Burns and Eric Hoffman. L. H. Hoffman died in Portland in 1959.²⁹ The Hoffman Construction Company remains one of Portland's major bulding construction firms.

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Continuation sheet NEW HEATHMAN HOTEL Item number 8 Page 6

Prominent Portland businessmen, realtors and financiers associated with the construction of the New Heathman Hotel include Claude S. Jensen, John A. Charlesworth, Millard C. Holbrook and George Heathman.

Owner of the entire block on which the New Heathman stands, Claude S. Jensen was one of the most widely known theatre executives in the West. Born in Logan, Utah in 1885, Jensen first entered the theatre business in 1908. In 1911, Jensen became president of Jensen and VonHerberg, which later became one of the world's largest theatre chains. At its peak investment period the corporations holdings included eight theatres in Portland, six in Tacoma, four in Seattle, five in Yakima and theatres in other Washington cities including Olympia, Bremerton, Sunnyside and Centralia, and theatres in Great Falls and Butte, Montana, and California. Claude Jensen was president of the real estate firm of Jensen Investment Corporation, and owner of the New Heathman block. A resident of Portland for over thirty years, Claude Jensen died in 1950 of self-inflicted bullet wounds.^{21,27}

Representing the Portland Paramount Corporation in the development of the Publix/Heathman block, John A. Charlesworth and Millard C. Holbrook attained local notoriety through their promotion and financing of several Portland real estate development projects. In the late 1920s, Charlesworth served as president and general manager of the Portland Finance Corporation, president of Fidelity Savings and Loan Association, and Charlesworth and Company, Incorporated.³⁶ Millard C. Holbrook was for twenty-five years a leader in the Portland real estate business, as well as a successful dentist. Born in Portland in 1876, he received a degree in dentistry from Philadelphia Dental College. For twenty years he practiced dentistry in Portland, and reportedly operated the city's first X-ray office. Entering real estate in the 1920s, Holbrook served as broker for the Portland Finance Corporation, and Charlesworth and Company, Incorporated. Later he became the president of the large Portland investment firm of Metzger-Parker, and finally, was selected vice president of Commonwealth, Incorporated. In addition to the Publix Theatre and New Heathman Hotel, M. C. Holbrook was instrumental in promoting and developing the construction of Portland's Medical Arts Building and the Eastmoreland and Seaside golf courses. During his lifetime Holbrook served as president of the Portland Realty Board, the Oregon Association of Real Estate Boards, the Oregon State Dental Association and the Lang Syne Society.^{28,36}

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Continuation sheet

NEW HEATHMAN HOTEL

Item number

8

Page

7

The Heathman family, for whom two large hotels in Portland were named, were active in Portland's hotel business for over twenty-five years. George E. Heathman, Jr. engaged in the hotel business shortly after his arrival in Portland in the early 1920s. Between 1925 and 1927, George E. Heathman was principally responsible for the erection and operation of three large Portland hotelries - the Roosevelt, the Heathman and the New Heathman Hotels, all located within a two block radius. (Heathman relinquished the ownership and operation of both the Roosevelt and the Heathman Hotels soon after their completion.) Born in Iowa, Heathman moved to Washington state where he was employed as a laborer, and later a building contractor, before he arrived in Portland and embarked on a career in the hotel business. In addition to building and operating three Portland hotels within three years, George Heathman served as president of the Associated Hotels Company in the late 1920s. Less than three years after the completion of the New Heathman Hotel, George Heathman, Jr. died suddenly from an "apoplectic stroke" at the age of forty-nine. At the time of his death Heathman was praised as "a man with the courage of his convictions." Although "he was cautioned that the city had all the hotels it needed . . . he succeeded in financing his enterprises, built his hotels well, operated them on a basis of reasonable charges and proved the prophets false . . ."^{18,25} The Heathman family, George's wife Katherine, and two of their four children, Harry and Della (Mrs. Lloyd Jaegar), remained active in the hotel business, retaining an interest in the operation of the New Heathman until the early 1960s. Harry Heathman remained directly responsible for the management of the New Heathman until shortly before his death in 1962. In addition, he held a national office with the American Hotel Owner's Association, traveling widely in foreign countries to perform the duties in this position. He served, also, a director of the now defunct Portland Traction Company and Portland's Good Samaritan Hospital.³¹

Since the time of its construction the New Heathman Hotel has been intimately associated with the entertainment industry of Portland and the region.

The New Heathman was built in 1927 on Portland's major theatre boulevard, whose large, boldly colored lights gave it the reputation of the "Great White Way." The New Heathman and the adjoining Portland Publix Theatre, a National Register property, were erected simultaneously, and shared the same block, the same property owner, the same development corporation, and the same general building contractor.^{17,29} Architects DeYoung and Roald were principal architects for the

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Continuation sheet NEW HEATHMAN HOTEL Item number 8 Page 8

New Heathman Hotel and associated architects for the Portland Publix Theatre.¹¹ Finally, when the Publix Theatre featured live theatrical performances members of the production often sought accommodations in the New Heathman Hotel.⁴⁰

The movie picture show made its first appearance in Portland after the turn of the century. By 1910 there were several nickelodeons, "little shanty theatres showing shorts of boxing matches and vaudeville skits," and by the end of the 1920s a few large cinemans were built.¹² Most of Portland's major downtown theatres were constructed near, or fronted on, Broadway Avenue. This colorful, brightly-lit thoroughfare soon became known as Portland's "Great White Way." Extant reminders of the exuberant theatre era of the 1910s and 1920s concentrated in a two block area on Broadway Avenue, are the Heileg (Fox) Theatre (1911), the Broadhill Building (Music Box Theatre) (1924), the Keller-Boyd Building (Hippodrome/Broadway Theatre) (1926), and the Portland Publix (Paramount) Theatre (1928).⁴

The simultaneous construction of the adjoining Portland Publix Theatre and the New Heathman Hotel on what was known as the Fleischner block, firmly established upper Broadway Avenue as Portland's theatre and hotel district. As work on the Publix Theatre, and the New Heathman hotel was about to begin, the Oregon Journal noted this development trend: "construction of the theatre and hotel indicates the development of upper Broadway as the theatrical and hotel center of the downtown district."¹³

The New Heathman Hotel is historically significant for its intimate association with the world of radio entertainment. Designed specifically for the radio studios and offices of KOIN radio, the mezzanine level of the New Heathman served as headquarters (1927-1953) for one of Portland's earliest and most popular and progressive radio broadcasting stations. KOIN's widely known radio personalities and musicians, located behind sound proof glass windows on the mezzanine, were clearly visible to the public, and provided live entertainment for guests and visitors in the New Heathman Hotel lobby.

Founded in 1926 in the basement of the original Heathman Hotel, KOIN moved to the New Heathman Hotel in 1927 where it was afforded "the finest broadcast studios in the country."¹⁰ KOIN was one of the first stations in the country to adopt the use of dynamic

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Continuation sheet

NEW HEATHMAN HOTEL

Item number

8

Page

9

microphones, and with early transmitting facilities atop the hills west of Portland, KOIN's early listening range extended from the greater Portland metropolitan area into California, Nevada and Idaho.

During the 1930s and 1940s, KOIN dominated Portland's radio stations with live entertainment. KOIN was the only Portland station with its own organ as part of the studio. Live music ranging from hillbilly to classical was part of KOIN's musical repertoire. This Portland radio station had a larger staff of musicians and entertainers than all other Portland stations combined, some of which gained fame throughout the Pacific Northwest including the KOIN concert orchestra (several of whose members performed with the Portland Symphony Orchestra), and the radio dramatic pair known as "Andy and Virginia."^{1,9} (KOIN was among the last, Portland radio stations to broadcast live orchestra music, which continued into the mid 1960s.)

Notable radio personalities aired over KOIN. Two KOIN radio musicians later received national recognition for their involvement with television, including singer Jane Powell (Joanne Burce), and song writer George Bruns (composer of Walt Disney's Davey Crockett tune that accompanied the popular children's television serial in the 1950s). Because of KOIN's excellent broadcasting facilities and wide listener audience, the KOIN New Heathman studios occasionally featured notable visiting radio artists, such as Lauritz Melchior, singer Margaret Whitting, radio announcer Lowell Thomas and CBS program writer Norman Corwin.³⁹ (KOIN radio was affiliated with New York's CBS network for many years.)

In addition, KOIN recieved several national radio broadcasting awards for several of its progressive and innovative radio programs, including the Ohio State, Variety, Billboard and George Washington Awards.³⁹ During World War II, KOIN was a national leader in promoting the sale of war bonds, and for assisting in the U. S. military Aircraft Warning Service (AWS) efforts.^{19,20} Again in the early 1950s KOIN was honored for two of its progressive programs dealing with equal opportunities for Blacks and the protection of forest resources.³⁹ In 1953 KOIN vacated its broadcast studios in the New Heathman Hotel as it entered the new media of television and expanded its facilities.

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Continuation sheet NEW HEATHMAN HOTEL Item number 9 Page 1

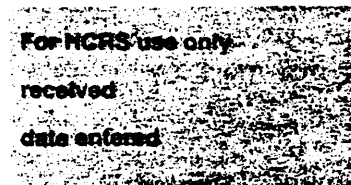
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Continuation sheet NEW HEATHMAN HOTEL Item number 9 Page 2

Oregon Journal (Portland, Oregon)

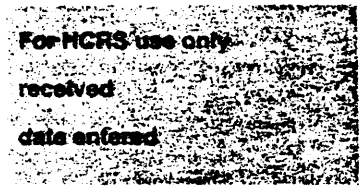
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Continuation sheet NEW HEATHMAN HOTEL Item number 9 Page 3

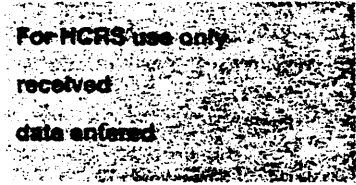
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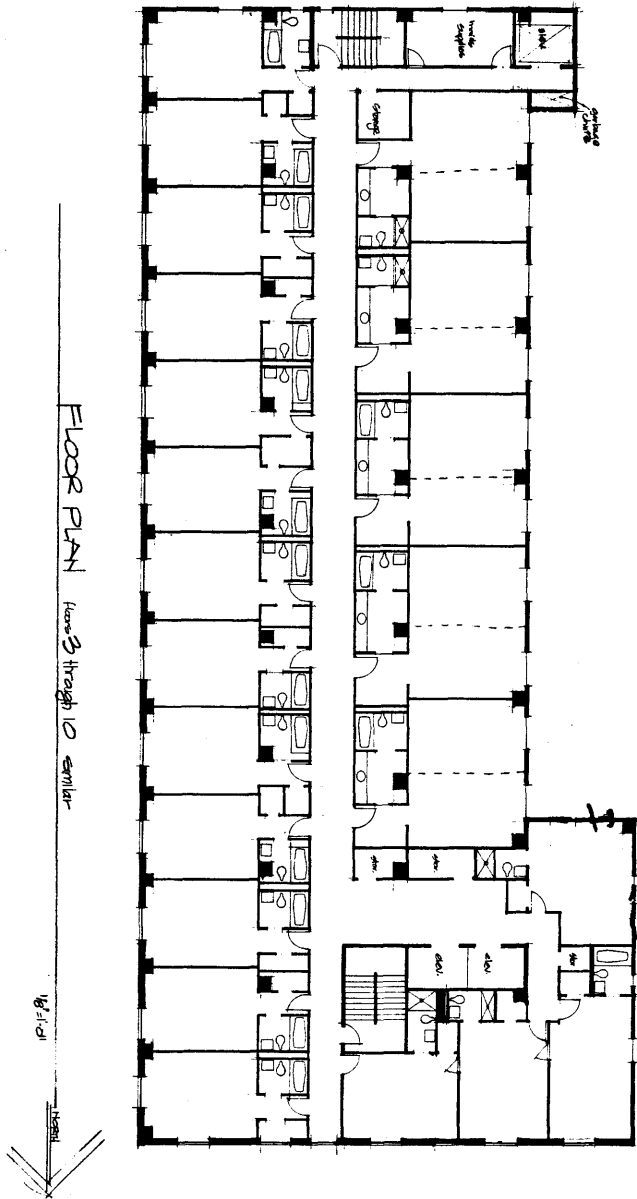
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Continuation sheet NEW HEATHMAN HOTEL Item number 10 Page 1

55' thence west 19', thence north 145', thence east 100' along the north property line to the point of beginning.

NEW HEATHMAN HOTEL
 712 SW Salmon Street
 Portland, Multnomah Co., Oregon



FLOOR PLAN Rooms 3 through 12 similar

1/8" = 1'-0"

North

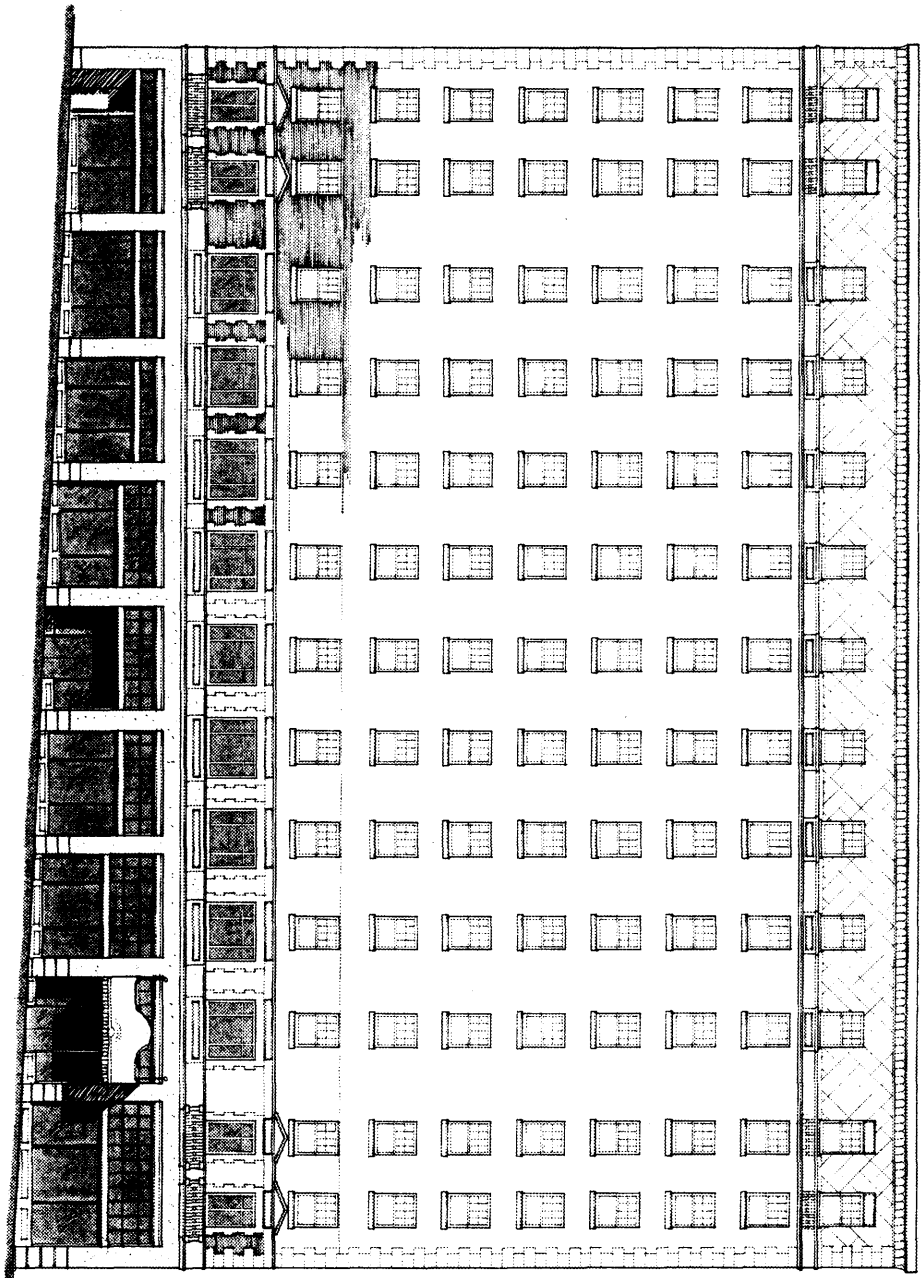
HEATHMAN HOTEL
 PORTLAND

CARTER CASE
 ARCHITECTS
 133 SW 2nd
 portland 97204
 227-0383

DATE	NO.	BY
7/14/35		
8-4-37		
7		

REVISIONS	BY

NEW HEATHMAN HOTEL
 712 SW Salmon Street
 Portland, Multnomah Co., Oregon



EAST ELEVATION

(Proposed)
 10-11-18

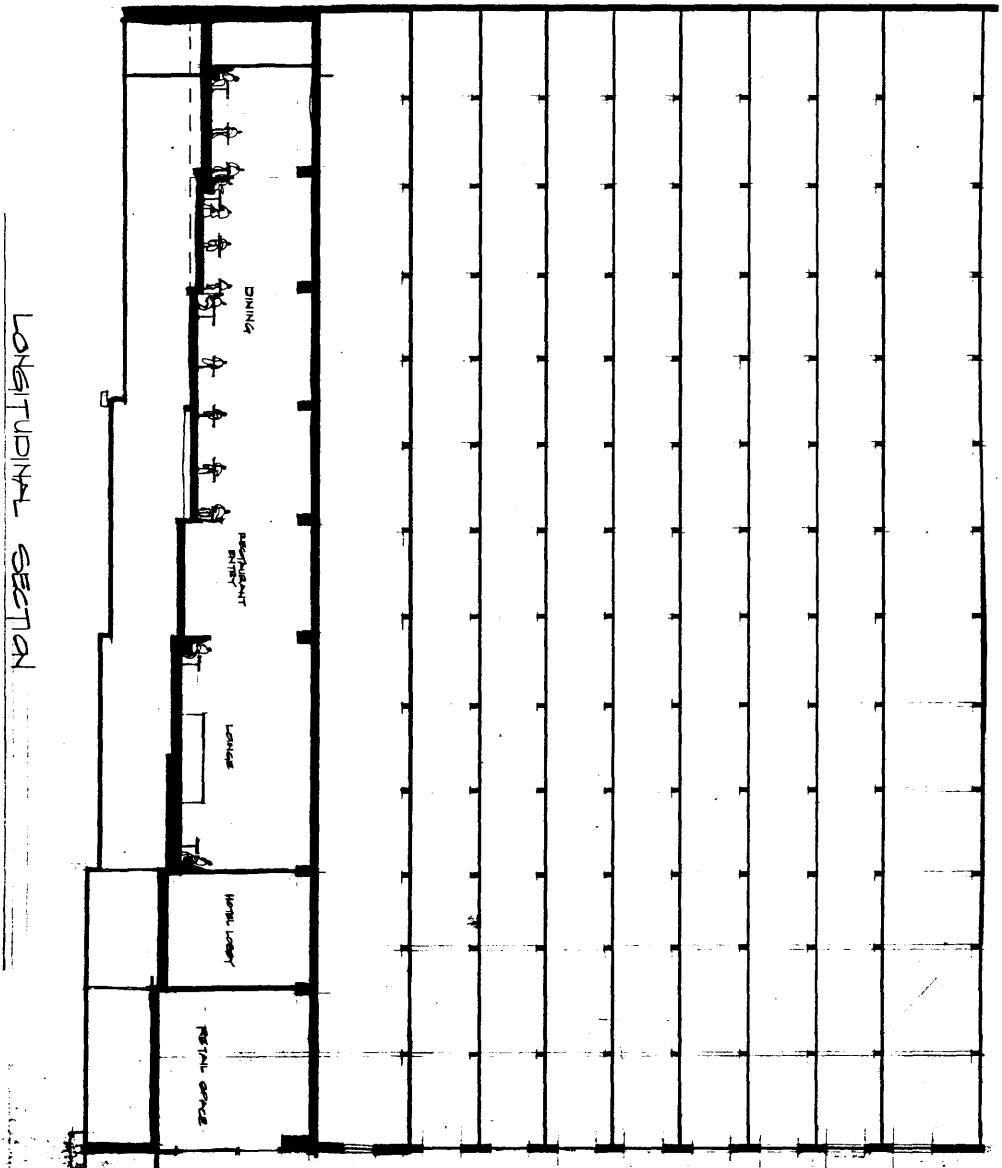
NO.	DATE	BY	REVISION

HEATHMAN HOTEL
 PORTLAND

CARTER OISE ARCHITECTS
 133 SW 2nd
 portland 97204
 503-462-2222

NO. 1-17-65
 DATE 5/2/67
 BY S.M.C.
 5

NEW HEATHMAN HOTEL
712 SW Salmon Street
Portland, Multnomah Co., Oregon



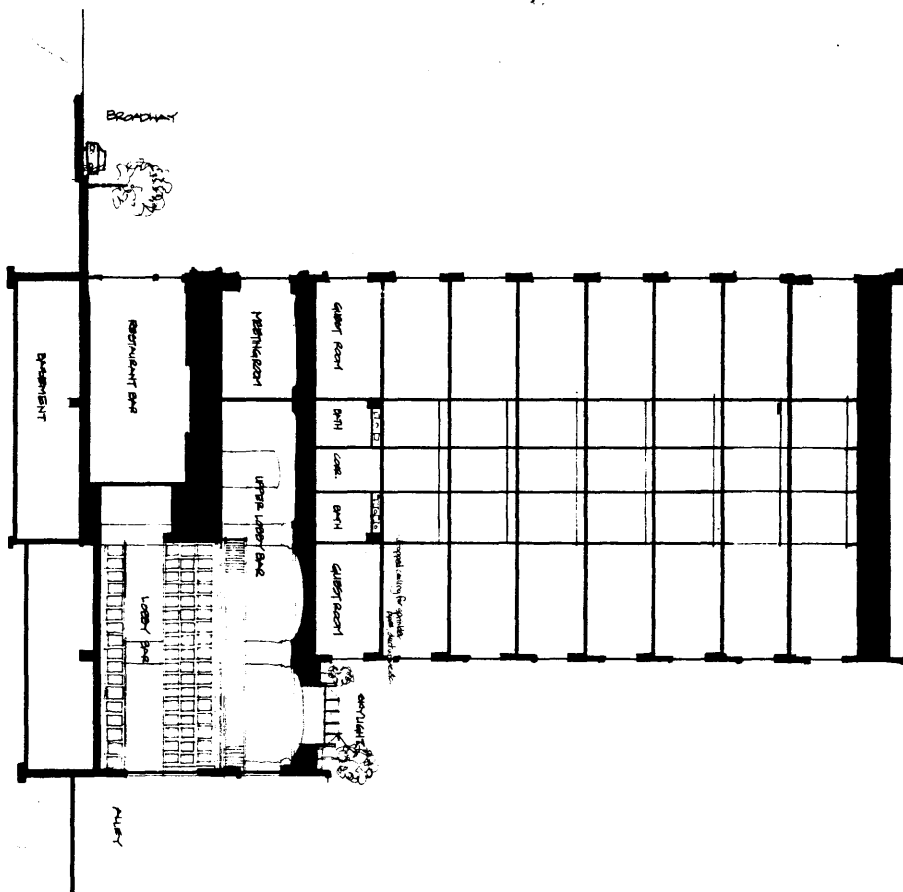
LONGITUDINAL SECTION

1/2" = 1'-0"

ORTER OISE
ARCHITECTS
133 NW 2nd
Portland, OR
503-525-5555

HEATHMAN HOTEL
PORTLAND

NEW HEATHMAN HOTEL
 712 SW Salmon Street
 Portland, Multnomah Co., Oregon

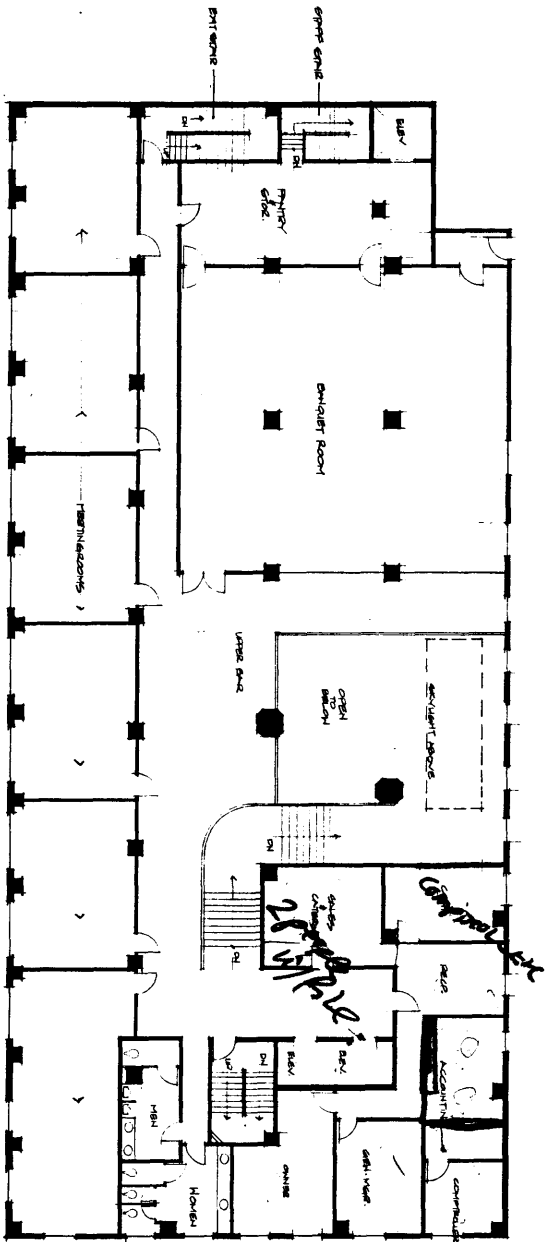


CROSS SECTION

1/8" = 1'-0"

3	DATE: 12.27.05 DRAWN BY: JG CHECKED BY: JG	CARTER CASE ARCHITECTS 133 SW 2nd PORTLAND, OREGON 503-227-0383	HEATHMAN HOTEL PORTLAND	
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NEW HEATHMAN HOTEL
 712 SW Salmon Street
 Portland, Multnomah Co., Oregon



SECOND FLOOR

1/21/51

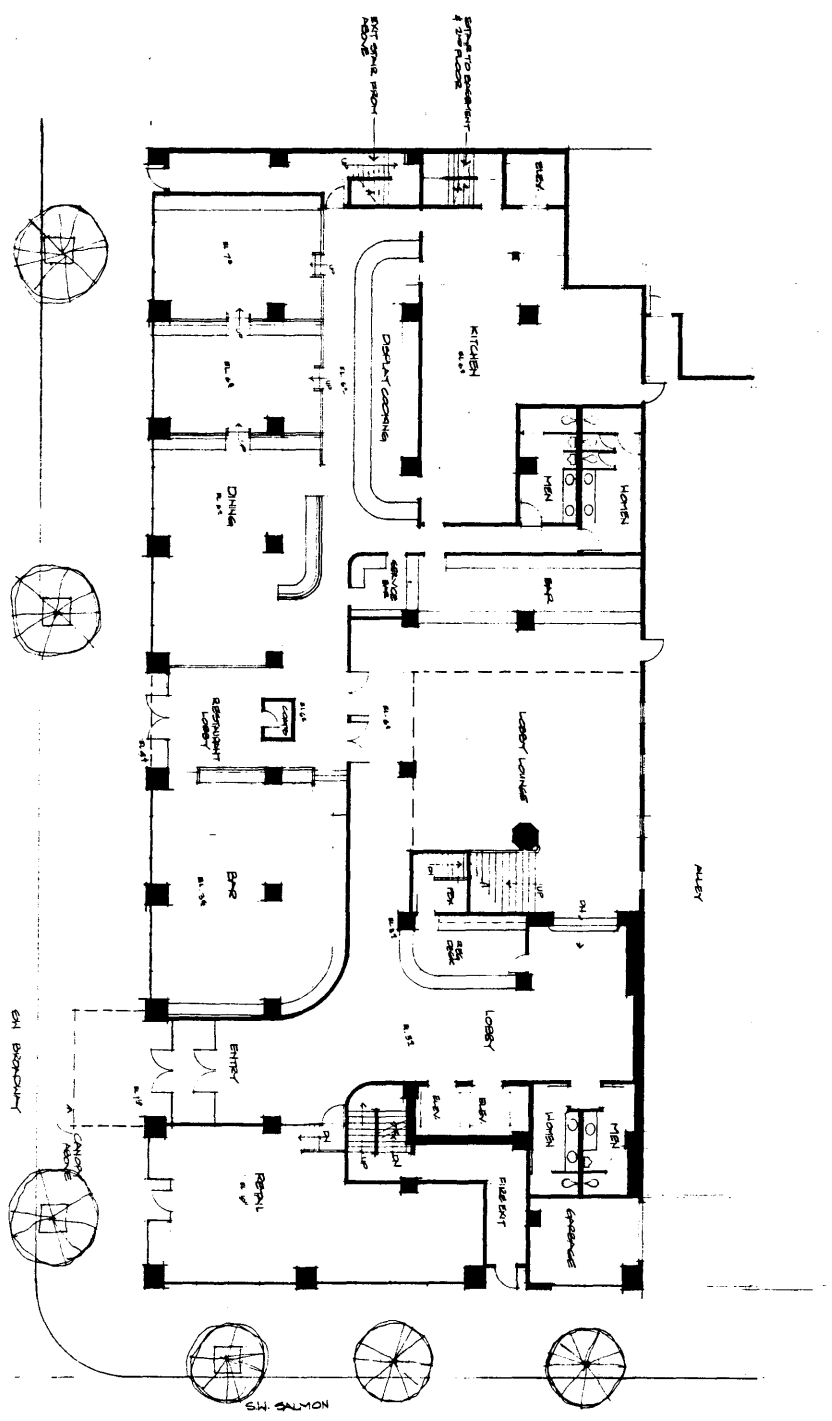
REVISIONS	BY

HEATHMAN HOTEL
 PORTLAND

ORTER OISE ARCHITECTS
 133 SW 2nd
 portland 97204
 227-6383

DATE 1-12-55
 DRAWN SGL/SL
 CHECK BJA/7

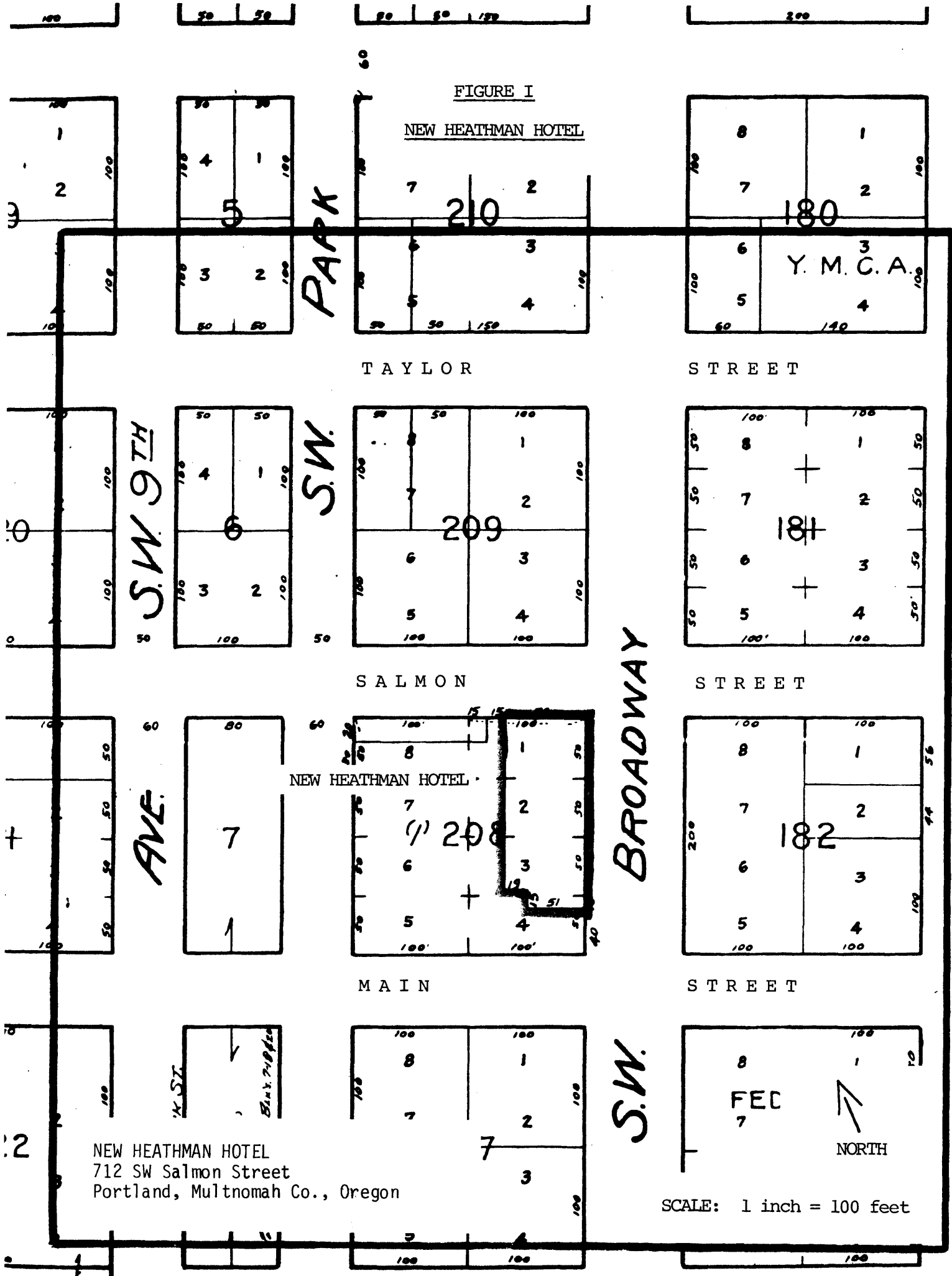
NEW HEATHMAN HOTEL
 712 SW Salmon Street
 Portland, Multnomah Co., Oregon



FIRST FLOOR PLAN

FIGURE I

NEW HEATHMAN HOTEL



SCALE: 1 inch = 100 feet

NORTH

FIGURE III
NEW HEATHMAN HOTEL
ZONING & LAND USE

**SKIDMORE /
OLD TOWN
HISTORIC
DISTRICT**

NEW HEATHMAN HOTEL
712 SW Salmon Street
Portland, Multnomah Co., Oregon

**BROADWAY
UNIQUE
SIGN DISTRICT**

RXZ

C1Z

NEW HEATHMAN HOTEL

**YANHLY
HISTORIC
DISTRICT**

**PARK
BLOCKS
SPECIAL
DISTRICT**



SCALE: 1 inch - approx. 550 feet

C1Z

**SOUTH
WATERFRONT
SPECIAL
DISTRICT**



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

North and east facades.

1983.

Photo by Gail Evans

Neg. held by Gail Evans,

P.O. Box 1154, Port Angeles, Wa. 98362.

1 OF 7.

HEATHMAN
HOTEL

HEATHMAN
HOTEL

HILTON

CLARKSON'S
RESTAURANT
LUNCH

Robt
Dress

FINE CLOTHES & MEN

ARTS GALLERY



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Looking south on Braodway Av. showing north
facade.

1983.

Photo by Gail Evans.

Neg. held by Gail Evans,

P.O. Box 1154, Port Angeles, Wa. 98362.

2 OF 7

HEATHMAN HOTEL

AMERICAN
HOTEL

John Helmer

CLEMENTINE'S
RESTAURANT
LOUNGE



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

North and east facades.
1983.

Photo by Gail Evans

Neg. held by Gail Evans,

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3 OF 7



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

South and east facade adjoining the Paramount
Theatre.

1983.

Photo by Gail Evans.

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4 OF 7



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Detail of tenth floor brick work at northeast
corner.

1983.

Photo by Gail Evans.

Neg. held by Gail Evans,

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5 OF 7



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Window detail, second floor on east facade.
1983.

Photo by Gail Evans.

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New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Interior: ground floor lobby and mezzanine
level.

1983.

Photo by Gail Evans.

Neg. held by Gail Evans,

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7 OF 7



SOVEREIGN HOTEL

NORTHWESTERN SCHOOL OF COMMERCE

NORTH WESTERN

DRUGS

LUNCH

FRUIT PORTLAND

RUSSELL

MOON

New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Looking south on Broadway Av.

December, 1927.

Neg. held by Oregon Historical Society
1213 S.W. Park Av., Portland, Oregon
Neg. No. 39260

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1410 SW PARK AVENUE
PORTLAND, OREGON 97205

NEGATIVE NUMBER:

39260



HOTEL 226 800

PARAMOUNT
LAMP KIN AND BAND NOW

MAURICE CHEVALIER
THE BIG POND

BROADWAY
THEATRE

ONE IN A MILLION
SO TAKE YOUR CHANCE

PARKING
12 hrs - 25¢

© 9-D

New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Looking ~~north~~ on Broadway Av. with the
Heathman on the left behind Paramount
sign.

Circa 1930.

Neg. held by Oregon Historical Society,
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Neg. No. 13628

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PORTLAND OREGON 97205

NEGATIVE NUMBER:

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New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

North and east facades.

Circa 1935.

Neg. held by Mark Stevenson,
10550 S.W. Allen Blvd., Beaverton, Or.

(Photo by Sowell-Simon Studio, Portland)

SARAS B 3 OF 7



NO. 1

New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

View of lower floors; east facade.
Circa 1935.

Neg. held by Mark Stevenson,
10550 S.W. Allen Blvd., Beaverton, Or.

521125 B 4 OF 7



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

North facade (seven bays wide).

Late 1930s.

Neg. held by Mark Stevenson,
10550 S.W. Allen Blvd., Beaverton, Or.

SANIAS B 5 OF 7



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Interior: mezzanine level.

Circa 1938.

Negative held by KOIN-TV, Portland, Oregon

SERIES B 6 OF 7



New Heathman Hotel, 712 S.W. Salmon St.,
Portland, Multnomah, Oregon.

Interior; mezzanine level.

Circa 1938.

Negative held by KOIN-TV, Portland, Oregon.

SLIDES B 7 OF 7

New Heathman and Heathman Hotels,
712 S.W. Salmon St., Portland,
Multnomah, Oregon.

East and north facade of New Heathman.
Early 1940s.

From a postcard held by Gail Evans,
P.O. Box 1154, Port Angeles,
Washington 98362

