

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 instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Dean's Beauty Salon and Barber Shop

other names/site number N/A

Name of Multiple Property Listing African American Resources in Portland, Oregon, from 1851 to 1973

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

street & number 213-215 NE Hancock Street

☐

not for publication

city or town Portland

☐

vicinity

state Oregon code OR county Multnomah code 051 zip code 97212

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 meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: national statewide X local

Applicable National Register Criteria: X A B C D

Signature of certifying official/Title: Deputy State Historic Preservation Officer

Date

Oregon State Historic Preservation Office

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

 entered in the National Register

 determined eligible for the National Register

 determined not eligible for the National Register

 removed from the National Register

 other (explain:)

Signature of the Keeper

Date of Action

Dean's Beauty Salon and Barber Shop
Name of Property

Multnomah Co., OR
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

- | | |
|-------------------------------------|------------------|
| ☒ | private |
| ☐ | public - Local |
| ☐ | public - State |
| ☐ | public - Federal |

Category of Property
(Check only **one** box.)

- | | |
|-------------------------------------|-------------|
| ☒ | building(s) |
| ☐ | district |
| ☐ | site |
| ☐ | structure |
| ☐ | object |

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

Contributing	Noncontributing	
1	1	buildings
		site
		structure
		object
1	1	Total

**Number of contributing resources previously
listed in the National Register**

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE / specialty store

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE / specialty store

7. Description

Architectural Classification
(Enter categories from instructions.)

OTHER / mid-twentieth-century vernacular
commercial style

Materials
(Enter categories from instructions.)

foundation: CONCRETE
walls: CONCRETE
BRICK
roof: ASPHALT
other: GLASS

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Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

Summary Paragraph

Dean's Beauty Salon and Barber Shop is a one-story, rectangular-in-plan commercial building located on NE Hancock Street midway between NE Rodney Avenue and NE Martin Luther King Jr. Boulevard in the Eliot neighborhood of Portland, Oregon (Figure 1). Its immediate setting is characterized by a combination of early twentieth-century residential development, mid-twentieth-century commercial buildings, and surface lot parking, as well as limited twenty-first-century infill (Figure 2). The salon and barber shop was constructed in 1956 in a mid-twentieth-century vernacular commercial style characterized by a horizontal emphasis, large areas of glazing on the street-facing façade, and prominent signage.¹ The building features a concrete foundation and a flat roof with a low parapet, and the exterior walls are constructed from tilt-up concrete panels clad on the primary (south) façade in narrow Roman brick with rusticated detailing. Exterior modifications are limited to the installation of air conditioning units in the transoms above either door on the primary façade, the removal of two original Coca-Cola branded signs from the east and west façades, the removal of neon tubing from the blade sign, and the construction of a small tool shed (Non-contributing building) near the northeast corner of the building in 2002. The interior of the building, which includes a waiting lounge, a consultation room, open-concept salon and barber shop spaces with wall-mounted workstations, restroom facilities, and storage/supply rooms, has experienced more extensive alterations; however, the configuration of interior spaces remains largely intact. Overall, Dean's Beauty Salon and Barber Shop retains integrity of location, setting, design, materials, workmanship, feeling, and association with regard to its exterior, and it also retains integrity of design, feeling, and association with regard to its interior.

Narrative Description

SITE

Dean's Beauty Salon and Barber Shop is located at 213-215 NE Hancock Street, on the north side of NE Hancock Street midway between NE Rodney Avenue and NE Martin Luther King Jr. Boulevard in Portland's Eliot neighborhood. Eliot is part of a larger group of inner North and Northeast Portland neighborhoods commonly referred to as "Lower Albina." Both locational descriptors—Eliot and Lower Albina—are used throughout this nomination, with Lower Albina referring to the greater collection of neighborhoods that includes Eliot, Boise, King, Humboldt, and Overlook.

The salon and barber shop's primary (south) façade fronts NE Hancock Street, which is a two-lane, two-way street lined by sidewalks and, in many places, a grassy curb strip. The area immediately adjacent to the building's primary façade is entirely paved, allowing customers to park on the street and step directly onto paved sidewalk (Photographs 1 and 2). A curb cut is located near the east corner of the south property line, providing street access to a short concrete-paved driveway adjacent to the east façade of the building (Photograph 3). A wood privacy fence extends off the northeast corner of the building, dividing the driveway from the rear (north) of the property. A gate near the center of the fence provides access to this area, which is planted with a grassy lawn and enclosed by a combination of wood and chain-link fencing along the east, north, and west property boundaries.

¹ "213-215 NE Hancock Street," *PortlandMaps*, accessed June 1, 2021, at https://www.portlandmaps.com/detail/property/213-215-NE-HANCOCK-ST/R102301_did/; Kay Toran (daughter of Benjamin and Mary Rose Dean) and Kimberly Brown (granddaughter of Benjamin and Mary Rose Dean), oral history interview by Kimberly Moreland and Shawnetta Nelson, April 5, 2021.

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The immediate vicinity of the property is characterized by a combination of residential and commercial architecture, as well as one religious building approximately 150 feet to the east. Most of the residences were constructed as single-family homes in the early twentieth century, although a small number of single- and multi-family residences have been constructed in the area since 2000. The commercial buildings largely date to mid-twentieth century, and many are auto-related. The religious building, presently called the Victory Temple Church of God, was constructed in 1955.

DEAN'S BEAUTY SALON AND BARBER SHOP - EXTERIOR

Dean's Beauty Salon and Barber Shop is a one-story building with a rectangular plan, a concrete slab foundation, and a flat roof with a low parapet and narrow metal coping. A decommissioned internal brick chimney is centered near the north edge of the roof. The building's exterior walls are constructed of tilt-up concrete panels, clad on the primary façade by Roman brick veneer in a running-bond pattern. Fenestration includes two glazed wood doors and a ribbon of large plate glass windows on the primary façade, and one unglazed wood door on the east façade. A custom blade sign reading "Deans / BARBER SHOP / BEAUTY SALON" projects perpendicularly from the center of the primary façade.

Primary (South) Façade

The building's primary façade is clad in narrow Roman brick featuring rusticated detailing and laid in a standard running bond pattern (Photographs 1 through 4). The building has two primary entrances, one each for the barber shop and the salon. The entrances are single-leaf, glazed wood doors, located side-by-side and slightly west of center in the primary façade (Photograph 5). Both doors are recessed in the façade. The western door, which leads to the barber shop, is positioned at a diagonal (southwest/northeast) relative to the façade; the eastern door, which leads to the salon, parallels the façade. Both doors originally featured transom windows, but these are presently infilled with large metal air conditioning units.

In addition to the two glazed wood doors, the building's primary façade features aluminum stick-built storefront windows. In the west portion of the façade (to the west of the door to the barber shop), the windows are positioned vertically and are nearly flush with the building face. In the east portion of the façade (to the east of the door to the salon), the windows are slightly inset and slope inward from top to bottom; at the base of windows is a narrow, integral planter constructed of Roman brick (Photograph 6). A metal pipe column runs from the western corner of the planter, where the building's footprint angles inward slightly toward the recessed entries, to the bottom of the overhang sheltering the windows.

The primary façade also features distinctive signage. A large, amorphous blade sign reading "Deans / BARBER SHOP / BEAUTY SALON" on a blue and black background extends perpendicularly from the building face near the center of the primary façade (Photograph 7). It is secured to the building by a metal framework and cable system affixed to the flat roof. Small holes in the sign indicate that the lettering was originally illuminated by neon tubing, but this has been removed. Additionally, a small, square metal blade sign reading "PUBLIC TELEPHONE" and featuring an image of a bell is affixed to the west side of the transom over the door to the barber shop.

Slight discoloration of the brick above the windows indicates the removal of an awning; however, historic photographs indicate that this awning was not original to the building (Figure 9).

East Façade

The east façade is comprised of two tilt-up concrete panels flanked by 1-foot-wide concrete block pilasters. The Roman brick veneer cladding the primary façade wraps around the southeast corner of the building to cover the southernmost of these pilasters (Photograph 4). The remainder of the east façade is blank, apart from a slightly inset, single-leaf wood door at the north end of the façade (Photograph 8). The wall surface and door are painted in shades of blue and grey. Security lights are affixed to the

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façade near the north and south corners of the building, and the electricity connection from overhead powerlines enters the building slightly south of the center of the façade.

North Façade

The rear or north façade of the building is also comprised of two tilt-up concrete panels flanked by 1-foot-wide concrete block pilasters (Photograph 9). A few utility connections are located in the east half of the façade, but it is otherwise blank. It is painted in shades of blue to match the east façade.

West Façade

The building's west façade, which adjoins the west property line, is also comprised of two tilt-up concrete panels flanked by 1-foot-wide concrete block pilasters. As on the east façade, the Roman brick veneer that clads the primary façade wraps around the corner of the building and covers the southernmost pilaster (Photograph 3). Apart from a metal gutter located near the southern end of the façade, the west façade is blank. The wall surface is painted in shades of blue to match the east and north façades.

DEAN'S BEAUTY SALON AND BARBER SHOP - INTERIOR

The interior of Dean's Beauty Salon and Barber Shop is organized into two functional areas: the western portion of the building, or the barber shop, which includes an open-concept barber shop and a men's restroom; and the eastern and northern portions of the building, or the beauty salon, which include a waiting lounge, consultation room, open-concept hair preparation area (including shampooing stations), women's restroom, cloakroom, and storage/supply rooms. The interior features replacement linoleum tile flooring and simple wood moldings. Some walls feature vertical wood paneling.

Barber Shop (West Portion)

The western portion of the building, accessed from the exterior via the western door in the primary façade, is the dedicated barber shop area (Photograph 10). The bulk of this space is dedicated to an open-concept barber shop with counters, sinks, and mirrors lined against the west (exterior) wall (Photograph 11). The ceiling features a popcorn finish, and the floors are linoleum tile. A men's restroom containing a non-original sink and toilet is located at the northwest corner of the space. Built-in open shelving provides storage along the north wall. A non-original doorway is located near the southern end of the east (interior) wall, providing direct access to the beauty salon (Photograph 12).

Beauty Salon (East/North Portion)

The eastern and northern portions of the building, accessed from the exterior via the eastern door in the primary façade, are the dedicated beauty salon area. The square footage of the beauty salon is approximately twice that of the barber shop. It includes several distinct spaces, including a waiting lounge, a consultation room, a supply closet, a hair preparation area, a women's restroom, a hair drying area presently used for storage, a cloakroom, and a storage room. The spaces feature acoustic-tiled ceilings and linoleum tile flooring throughout.

The waiting lounge is a rectangular space located at the southeastern corner of the building. It presently contains both regular seating and hooded dryer chairs (Photograph 13). Access is via a wide T-shaped doorway in an interior wall that forms the west side of the waiting lounge and the east side of a hallway (Photograph 14). This hallway runs the length of the building from south to north, from the primary entrance to the beauty salon to the north (exterior) wall of the building (Photograph 15).

To the north of the waiting lounge is the consultation room, an interior room with large pass-through windows in its north and south (interior) walls, and a supply closet located against the east (exterior) wall of the building. The consultation room, which contains the building's landline telephone, is accessed via an open doorframe in the main hallway (Photograph 16). The supply closet, which adjoins the consultation room to the east, is accessed via a single-leaf wood door in the hair preparation area.

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The hair preparation area, which constitutes the majority of the salon's floor area, includes two shampooing stations and one salon station on the west side of the hallway (Photograph 17) as well as two wall-mounted salon stations in an open-plan, rectangular space on the east side of the hallway (Photograph 18). Portions of the latter are clad in wood paneling (Photograph 19). The gas line that originally powered stylists' hot tools is extant at the east (exterior) wall. Half-walls separate the individual shampooing stations and salon station on the west side of the hallway, and a half-wall topped by a piece of waved acrylic separates the wall-mounted salon stations from the hallway.

The hallway terminates at the north (exterior) wall of the building. The internal brick chimney is visible against the wall. The northwest corner of the building contains a women's restroom with replacement finishes and a small rectangular room originally featuring two dryers and presently used for storage (Photograph 20). The northeast corner of the building contains a small rectangular cloak room and an additional storage space. The storage space features wood paneling and a secondary entrance to the building, located in the east (exterior) wall (Photograph 21).

TOOL SHED (NON-CONTRIBUTING)

A small, prefabricated tool shed with a gable roof and grooved plywood siding is located off the northeast corner of Dean's Beauty Salon and Barber Shop, within the fenced yard to the north of the building (Photograph 22). The shed was constructed in 2002.²

ALTERATIONS AND ADDITIONS

Dean's Beauty Salon and Barber Shop has experienced only limited alteration since its construction in 1956. Exterior modifications include the installation of air conditioning units in the transoms above the two doors in the primary façade, the removal of two original Coca-Cola branded signs from the east and west façades, the removal of neon tubing from the blade sign on the primary façade, and the installation of the tool shed near the northeast corner of the building. The dates of these alterations are unknown, and all are potentially reversible. A non-original awning that formerly spanned the primary façade has been removed, bringing the overall appearance of the building's exterior back to a close semblance of its original state.

The interior of Dean's Beauty Salon and Barber Shop has experienced a greater degree of superficial alteration, including the removal of some original finishes and salon furniture, but generally retains its original configuration. The most notable alteration to the building's interior is the addition of an open doorway in the interior wall that separates the barber shop from the beauty salon; historically, these spaces were separate and could be accessed only via the exterior entrances. The doorway connecting the spaces was constructed circa 1977.

INTEGRITY

The *African American Resources in Portland, Oregon, from 1851 to 1973* Multiple Property Documentation (MPD) Form describes basic integrity requirements for commercial buildings that are significant for their association with Portland's African American community. As noted in the MPD, for such buildings that are significant under Criteria A or B, integrity of association, location, and feeling are of a comparatively higher importance than design, setting, materials, and workmanship. Physical alterations will be less likely to render these properties ineligible than they would properties that are considered architecturally significant (Criterion C). Dean's Beauty Salon and Barber Shop, however, retains all seven components of integrity.

² Google Earth Pro (45.536645°, -122.663350°), May 2002, earth.google.com/web/; Google Earth Pro (45.536645°, -122.663350°), August 2002, earth.google.com/web/.

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Dean's Beauty Salon and Barber Shop is extant in its original location at 213-215 NE Hancock Street in Portland's Eliot neighborhood, and so retains integrity of *location*. Topographical features and the position of roads and sidewalks have not been altered since the building's construction, and the majority of the building's neighboring resources were constructed within the period of significance of the MPD. The vicinity has maintained a composition of single-family dwellings, small apartment buildings, light industrial facilities, and institutions similar to that depicted on Sanborn Fire Insurance Maps from 1950.³ Overall, the shop's integrity of *setting* remains fairly high, especially considering the extent of urban renewal and other redevelopment programs that have impacted Lower Albina in the decades that followed the shop's construction.⁴

As described above, the exterior of Dean's Beauty Salon and Barber Shop retains a high degree of physical integrity. Siding and fenestration are intact (with the exception of the transoms on the primary façade), and the footprint and roof form are original to the building. Exterior alterations are limited to the installation of air conditioning units in the transoms above the two doors in the primary façade, the removal of two original Coca-Cola branded signs originally applied to the east and west façades, the removal of neon tubing from the blade sign, and the installation of the tool shed near the northeast corner of the building in 2002. Despite some changes to interior finishes, the organization of the building's interior is also largely intact, and in particular the general division between barbering and salon spaces has been maintained. Dean's Beauty Salon and Barber Shop therefore maintains integrity of *materials*, *workmanship*, and *design* with regard to its exterior, and integrity of *design* with regard to its interior.

Finally, Dean's Beauty Salon and Barber Shop remains under the ownership and management of the Dean family and continues to serve a Black clientele—many of whom have patronized the shop for decades. In addition to the building's location in a historically African American neighborhood and its generally intact exterior and floorplan, its continuity of use is key in maintaining the building's integrity of *feeling* and *association*.

CHARACTER-DEFINING FEATURES

The exterior character-defining features of Dean's Beauty Salon and Barber Shop include its one-story height and general massing; flat roof with low parapet; Roman brick cladding, large plate-glass windows, and side-by-side glazed doors on the primary façade; and the large blade sign that projects over the sidewalk on the south side of the building. Character-defining features of the building's interior include the basic configuration of the floorplan (including the general separation of salon and barber shop spaces), the open plans of the salon and barber shop spaces (as opposed to separate suites), and the waiting lounge and consultation room in the southeast corner of the building.

³ Sanborn Map Company, *Insurance Maps of Portland, Oregon, Including Albina and Irvington*, vol. 6 [1924, updated Sept. 1950], Sheet 646.

⁴ For additional information on the urban renewal programs that impacted Lower Albina between the 1950s and early 1970s, see Context I, *Settlement Patterns*, in the *African American Resources in Portland, Oregon, from 1851 to 1973* MPD.

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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.

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 old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

ETHNIC HERITAGE / BLACK

COMMERCE

Period of Significance

1956 - 1979

Significant Dates

1956: year of construction

1979: year ownership of the salon passed from

Deans to daughter Gloria (Dean) Tims

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation (if applicable)

African American / Black

Architect/Builder

Dean, Benjamin (Designer)

Stuhl, Jack P. (Architect)

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Period of Significance (justification)

The period of significance for Dean's Beauty Salon and Barber Shop is 1956 to 1979, beginning with the building's construction for Benjamin and Mary Rose Dean and ending with Mary Rose Dean's death, at which time operation of the shop was passed to the Deans' daughter, Gloria Ella Tims (née Dean).⁵ This period encompasses the early decades of the shop's operation, during which it established itself as a financially successful Black-owned business and as a safe, welcoming gathering space for its clients within Lower Albina's postwar African American community. The period of significance also includes the major urban renewal and transportation projects that changed the physical and demographic landscape of Lower Albina, displacing hundreds of Black Portlanders from their homes and businesses during the 1960s and 1970s. These projects permanently impacted the Black business community in Lower Albina; Dean's Beauty Salon and Barber Shop was one of just a few midcentury Black barber shops or salons able to remain in operation, in its original location, through this period. The shop's resilience during this major upheaval stands as evidence that by the late 1970s, it had secured a significant and enduring role within Portland's African American community. Although Dean's Beauty Salon and Barber Shop continues to operate under ownership of the Dean family as of this writing, it was during the period 1956 to 1979 that the property achieved the significance that qualifies it for inclusion on the National Register of Historic Places.

Criteria Considerations (explanation, if necessary)

Criteria Consideration "G" is applicable because Dean's Beauty Salon and Barber Shop achieved significance within the past 50 years. Benjamin and Mary Rose Dean, who established the shop in 1956, owned and operated the barber shop and beauty salon together until Mary Rose Dean's death in 1979, at which time operation of the salon was transferred to the couple's daughter, Gloria Ella Tims. The business survived waves of urban renewal and transportation development programs in the 1960s and 1970s, even though many of their clients and neighboring Black-owned businesses in Lower Albina were displaced. The transition in operation from Mary Rose Dean to Gloria Tims in 1979 illustrates that the shop had cemented its role as a successful Black-owned business at the heart of Portland's post-war Black community, and that Benjamin and Mary Rose Dean had succeeded in their efforts to create generational wealth through entrepreneurship despite the discrimination that they faced as Black business owners in mid-twentieth century Portland. Although the period of significance for Dean's Beauty Salon and Barber Shop extends slightly beyond the 1851-1973 period of significance defined by the *African American Resources in Portland, Oregon, from 1851-1973* Multiple Property Documentation (MPD) Form, the context that supports the shop's eligibility is entirely encapsulated by the MPD.

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

Dean's Beauty Salon and Barber Shop is nominated to the National Register of Historic Places under the *African American Resources in Portland, Oregon, from 1851-1973* MPD. The building meets the general and property-specific registration requirements established by the MPD, and it is locally significant under Criterion A in the areas of Ethnic Heritage/Black and Commerce as one of the last extant Black-owned barber shops or salons established in Portland's Lower Albina neighborhood during the postwar period, and as the oldest confirmed continuously-operating Black-owned barber shop or salon in Portland.⁶ Dean's Beauty Salon and Barber Shop embodies a long tradition of African American entrepreneurship in Inner Northeast Portland,

⁵ Maggie White, "Family Barbershop and Salon a community legacy," *Northwest50Plus*, last updated April 1, 2021, https://www.northwest50plus.com/news/marion-polk/family-barbershop-and-salon-a-community-legacy/article_c1b5c51e-9333-11eb-ba1f-9f21cbfc152c.html.

⁶ "Where We Live: Dean's Beauty Salon and Barbershop," KOIN, February 8, 2021, <https://www.koin.com/news/oregon/where-we-live-deans-beauty-salon/>.

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specifically the proliferation of Black-owned businesses along N Williams Avenue and, to a lesser extent, NE Martin Luther King Jr Boulevard in the first two decades following World War II. The shop is also illustrative of the important role of barbering and beauty culture in African American culture, both as a means to build personal and generational wealth through entrepreneurship and as an important expression of pride and solidarity with other members of the Black community. Finally, Dean's Beauty Salon and Barber Shop is significant as an important cultural or gathering space for many members of Portland's Black community; this role has endured despite the government-sponsored clearance, redevelopment, disinvestment, and gentrification that have displaced a large percentage of Lower Albina's traditional African American residents, a fact which further underscores the shop's importance within the local community.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

APPLICATION OF THE AFRICAN AMERICAN RESOURCES IN PORTLAND, OREGON, FROM 1851 TO 1973 MPD

Dean's Beauty Salon and Barber Shop meets all of the General Registration Requirements provided in the *African American Resources in Portland, Oregon, from 1851 to 1973 MPD*:

1. The nominated property is located within the 2019 City of Portland city limits.
2. The period of significance for the nominated property, which is identified as 1957 to 1979, fits largely within the 1851 to 1973 period of significance defined by the MPD. Although the period of significance for the nominated property extends slightly beyond that defined by the MPD, the historical context that supports its eligibility (specifically, the context outlined in the MPD's Context II, *Business and Employment*) is thoroughly defined by the MPD.
3. The nominated property retains its significant association with Portland's African American history and demonstrates significance through the MPD's Context II, *Business and Employment*.
4. The nominated property is eligible for inclusion on the National Register of Historic Places under Criterion A, under the Ethnic Heritage/Black area of significance.
5. The nominated property retains integrity of location, setting, feeling, and association, and it retains integrity of materials, design, and workmanship with regard to its minimally-altered exterior, all of which demonstrate that the nominated property retains the required aspects of integrity for properties nominated under Criterion A through this MPD. Furthermore, the building retains its key character-defining features, as detailed in Section 7.
6. The nominated property falls under the *Commercial and Professional Buildings* property type and meets the required property-specific registration requirements. Furthermore, this property is identified within the MPD as a representative example of this property type, as it is an extant example of a particular category of Black-owned business that developed in Portland during the MPD's period of significance of 1851 to 1973.⁷

Dean's Beauty Salon and Barber Shop also meets all of the property-specific registration requirements for the *Commercial and Professional Buildings* property type as outlined in the *African American Resources in Portland, Oregon, from 1851 to 1973 MPD*:

1. The nominated property is associated with a longstanding Black-owned business that was important to Portland's African American community during the period of significance. In this case, the building was constructed specifically for occupancy by Dean's Beauty Salon and Barber Shop and is still owned and operated by the business as of this writing.
2. The nominated property draws its significance from the MPD's Context II, *Business and Employment*.

⁷ Catherine Galbraith et al., *African American Resources in Portland, Oregon, from 1851 to 1973* (Multiple Property Documentation Form, 2020), F-152 to F-153.

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3. The nominated property retains the required property-type-specific aspects of integrity for Criterion A (association, location, and feeling), as described in Section 7.⁸

INTRODUCTION

The following narrative describes the history and significance of Dean's Beauty Salon and Barber Shop, constructed at 213-215 NE Hancock Street in Portland's Eliot neighborhood in 1956.⁹ The shop's founders, Benjamin and Mary Rose Dean, were among the large in-migration of Black Americans who came to Portland during World War II in search of new employment opportunities in the area's wartime defense industries. Benjamin Dean worked as a welder in the Kaiser Shipyards, while Mary Rose Dean operated a salon out of the family's home. Following the war's end, Benjamin Dean studied to become a barber, and Mary Rose Dean continued to build her clientele. After several years of saving, and after struggling to find a fair-practicing lender among the city's white-controlled banking institutions, the couple were able to secure a business loan to construct their own combination barber shop and salon at 213-215 NE Hancock Street. Named "Dean's Beauty Salon and Barber Shop," the building was designed by Benjamin Dean with the assistance of local Portland architect Jack P. Stuhl. It was completed and opened for business in 1956, the beginning of the property's period of significance.

Since 1956, Dean's Beauty Salon and Barber Shop has transitioned through three generations of Dean family ownership and established itself as a "sanctuary" or gathering space for the local African American community. It is indicative of the larger history of Black-owned small businesses in Portland, which historically developed along N Williams Avenue and NE Martin Luther King Jr Boulevard and which were decimated by urban renewal, transportation developments, and gentrification between the 1960s and the present. Dean's Beauty Salon and Barber Shop is also reflective of the significant role of beauty culture and barbering within African American culture, both as a means to build wealth through entrepreneurship and as an avenue to express creativity, self-love, and solidarity with other members of the Black community.

HISTORY AND DEVELOPMENT OF AFRICAN AMERICAN BUSINESS IN PORTLAND

Portland's early African American business community was concentrated in inner Northwest Portland, near the white-owned railroad and hospitality industries that were the city's major employers of Black men during the late nineteenth century.¹⁰ However, as a result of redevelopment activities and rising property values on the west side of the Willamette River, African American Portlanders and their small businesses were gradually forced out of Northwest Portland during the first three decades of the twentieth century. Racially restrictive covenants, discriminatory real estate and lending practices, and geographically limited employment opportunities concentrated the community in Lower Albina, a collection of inner North and Northeast Portland neighborhoods including Eliot, Boise, King, Humboldt, and Overlook. By 1929, the onset of the Great Depression, nearly all of the city's Black-owned businesses had closed their original locations in Northwest Portland and reopened along N Williams Avenue and NE Martin Luther King Jr Boulevard (formerly Union Avenue), the major north-south thoroughfares through Lower Albina.¹¹ Due to the impacts of the Depression, few new Black business ventures were established in Portland during the 1930s. However, an exponential increase in the city's African American population during World War II precipitated a major revitalization of the city's Black business community during the 1940s and 1950s.¹² Many new ventures emerged in the early postwar era in response to increased demand. Continuing earlier trends, most of these established themselves in Lower Albina, in the commercial district centered on N Williams Avenue and NE Martin Luther King Jr Boulevard, north of Broadway.

⁸ Galbraith et al., *African American Resources in Portland*, F-153 to F-155.

⁹ "213-215 NE Hancock Street"; Toran and Brown, oral history interview, April 5, 2021.

¹⁰ Galbraith et al., *African American Resources in Portland*, E-45 to E-52.

¹¹ Galbraith et al., *African American Resources in Portland*, E-19 to E-20; Roy E. Roos, *The History of Albina: Including Eliot, Boise, King, Humboldt, and Piedmont Neighborhoods* (self-published, 2008), 33-35.

¹² Galbraith et al., *African American Resources in Portland*, E-23 to E-24.

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Dean's Beauty Salon and Barber Shop, owned and operated by Benjamin and Mary Rose Dean, was among dozens of new Black-owned small businesses established in Lower Albina during the first two decades after World War II. Opened in 1956, the salon functioned as an integral part of Lower Albina's vibrant commercial corridor. Over the next several decades, however, the neighborhood surrounding the Deans' shop was decimated by a series of urban renewal programs and transportation developments that displaced a disproportionate number of Portland's African American residents from Lower Albina.¹³ By the late twentieth century, repeated government-sponsored redevelopment efforts, disinvestment in the area, and refusal to assist Black families with financing for home improvements had led many African Americans to leave what remained of Lower Albina for "better" housing opportunities in other Portland neighborhoods or suburbs. Thus, between the 1970s and 2000, the area transformed from a thriving, self-contained Black community to a largely white neighborhood. Many of the Black-owned businesses that had survived urban renewal programs and transportation developments were forced to relocate or closed entirely during this period. Today, Dean's Beauty Salon and Barber Shop stands as one of the last longstanding African American businesses in Lower Albina.

CONTEXTUAL HISTORY OF AFRICAN AMERICAN BEAUTY CULTURE

Dean's Beauty Salon and Barber Shop represents a longstanding and important relationship between Black entrepreneurship and African American beauty culture and hair care. As described in Douglas W. Bristol, Jr.'s *Knights of the Razor: Black Barbers in Slavery and Freedom*, the evolution of the Black beauty and barbering industry tells a larger story of the history of African Americans' struggle for economic freedom in the United States. Enslaved Africans, sometimes called "waiting men," provided hair care and grooming services to slave-owners in eighteenth- and nineteenth-century America.¹⁴ After the Emancipation Proclamation of 1863, Black Americans continued to offer grooming services to an all-white, male clientele until the advent of the "Great Migration," the movement of 6 million African Americans out of the rural Southern United States to the urban Northeast, Midwest, and West.¹⁵

The Great Migration, which began in the 1890s and accelerated into the early twentieth century, assumed several forms. First, many Black Americans moved from rural areas to urban centers within the South; second, migrants from the South relocated to urban areas in the North; third, many set out for major cities in the American West, such as Los Angeles and Denver.¹⁶ The migration of African Americans to large urban areas triggered a pattern of racial segregation across the United States and provided Black beauticians and barbers with a critical mass of Black clientele to support their budding industry. In this way, it was possible for Black entrepreneurs to create financially autonomous, Black-controlled spaces that were outside of the reach of white employers. These places became sanctuaries, centers of communication and influence, and legacy businesses that created generational wealth for the Black community.

The Bedrock of Black Entrepreneurship

The establishment of Black-owned beauty salons and barber shops mirrors the greater African American struggle for economic freedom. Beginning in the late nineteenth century, the transcontinental railroad and the hospitality industry were some of the early employers of African American barbers. In Portland, approximately

¹³ Carl Abbott, *Portland, Planning, Politics, and Growth in a Twentieth Century City, Portland* (Lincoln, NE: University of Nebraska Press, 1983). In 1956, the citizens of Portland voted to build the Veterans Memorial Coliseum on the east bank of the Willamette River, a decision that cleared the southern portion of Lower Albina and displaced approximately 150 people. A few years later, in 1963, the purchase of right-of-way for the East Bank-Minnesota Freeway (Interstate 5 [I-5]) between NE Broadway and NE Fremont Street removed around 125 dwellings housing approximately 300 persons. For additional information on these projects and their impact on Portland's African American community, see Context I, *Settlement Patterns*, in the *African American Resources in Portland, Oregon, from 1851 to 1973 MPD*.

¹⁴ Douglas W. Bristol, Jr., *Knights of the Razor: Black Barbers in Slavery and Freedom* (Baltimore: John Hopkins University Press, 2019).

¹⁵ Henry Louis Gates, Jr., and Donald Yacovone, *The African Americans: Many Rivers to Cross* (New York: Stonesong Press, LLC, 2013).

¹⁶ Gates et. al., *The African Americans*.

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75 Black men were recruited from North Carolina, South Carolina, and Georgia to work in the Portland Hotel (located at the present site of Pioneer Courthouse Square) as barbers, waiters, and other service positions during the 1890s.¹⁷ Trained initially to groom the hair of an all-white clientele, Black-owned cosmetology and barber schools became prominent in the early 1900s and provided Black students with the skills needed to care for their growing Black clientele.

As a result of these developments, the beauty and cosmetology industry gave rise to America's first Black women millionaires, including Annie Turnbo Pope Malone, Sarah Breedlove (known professionally as Madam C.J. Walker), Sarah Spencer Washington, and Marjorie Stewart Journey.¹⁸ These innovators migrated from small Southern towns to Northern cities with a large population of African Americans, including Chicago, New York, and Indianapolis. In contrast, Nobia Franklin, a Texas beautician and entrepreneur, remained in the South. While she did not amass similar wealth as her predecessors, she became the owner of Franklin Beauty School, Inc., the most prominent Black cosmetology school in the South.¹⁹ These enterprising women manufactured their products, opened beauty schools and salons, and created patents for hair styling products, tools, and equipment that would revolutionize Black hair care.²⁰

Sanctuaries for Black Community

Barber shops and beauty salons served as cultural, social, and community sanctuaries for African Americans. They were fueled by the great migration of African Americans from the South to the North and West. Black beauty salons and barber shops were centers of communication and influence. Black beauticians and barbers financially supported other Black institutions, such as the Black newspapers in which they advertised. The Black barber shop and salon soon became pivotal gathering places, especially during the Civil Rights Movement. As distributors of information about current events, barber shops and beauty salons provided a place where Black people could freely express themselves and their political views.²¹

HISTORY AND DEVELOPMENT OF BLACK BARBER SHOPS AND BEAUTY PARLORS IN PORTLAND

In Portland, the barbering and beauty industries emerged as a prominent force within the Black business community as early as the first decade of the 1900s. The city's first recorded Black barber shop was the "Club Café Shaving Parlor" at NW 9th Avenue and Flanders Street, established by brothers William and Edward Rutherford in 1907. Like many independent African American barbers in the early twentieth century, the Rutherfords began their careers as "private barbers" in white-owned hotels; as such, they were permitted to provide in-room haircutting and shaving services to guests but prohibited from working more prestigious and comfortable positions in the hotel barber shop. After saving sufficient capital, the Rutherford brothers were finally able to leave their positions as private barbers and open their own barber shop, which catered to a Black clientele. In 1914, they relocated to 414-418 NW 6th Avenue in order to position themselves even nearer to Portland Union Station (800 NW 6th Avenue), then the geographic center of the city's early twentieth-century Black community.²²

¹⁷ Kimberly S. Moreland et al., *The History of Portland's African American Community (1805 to the Present)* (Portland, OR: Portland Bureau of Planning, 1993), 14. For additional information on African American men recruited to Portland's white hospitality industry, see Context II, *Business and Employment*, in the *African American Resources in Portland, Oregon, from 1851 to 1973 MPD*.

¹⁸ Gerrie Summers, "Black Cosmetic Pioneers: Learn About Four Women Beauty Entrepreneurs," *Liveabout.com*, last updated February 16, 2018, <https://www.liveabout.com/black-cosmetics-pioneers-2442513>.

¹⁹ The Franklin Beauty Culture School, Inc. Collection, Houston Metropolitan Research Center (Houston Public Library).

²⁰ Gates et. al., *The African Americans*.

²¹ "The Community Roles of the Barber Shop and Beauty Salon," *National Museum of African American History & Culture*, accessed June 3, 2021, at <https://nmaahc.si.edu/blog/community-roles-barber-shop-and-beauty-salon>.

²² Cathy Galbraith, "Rutherford, William H. & Charlotte, House; Rutherford, Otto & Verdell, House," National Register of Historic Places Nomination Form (Washington, DC: U.S. Department of the Interior, National Park Service, 2015), Section 8. For additional information on the establishment of Black barber shops and other Black-owned businesses in Northwest Portland during the early twentieth century, see Context II, *Business and Employment*, in the *African American Resources in Portland, Oregon, from 1851 to 1973 MPD*.

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At least three other Black-owned barber shops—Holliday & Holliday Tonsorial Parlors at 511 NW 6th Avenue, Elks Sanitary Barber Shop at 533 NW Flanders Street and later 326 NW 6th Avenue, and Waldo Bogle's Barbershop in the Golden West Hotel at 707 NW Everett Street—were operating in Northwest Portland in the first three decades of the twentieth century.²³ In the late 1920s, as the city's African American community gradually relocated to Lower Albina, several of these institutions left their original locations near Portland Union Station and reopened in storefronts along N Williams Avenue and NE Martin Luther King Jr Boulevard. By 1929, Elks Sanitary Barber Shop had reopened at 3352 NE Martin Luther King Jr Boulevard as "A.G. Agee's Barbershop," and by 1932, the Rutherford brothers (as "Rutherford's Tonsorial") and Bogle's Barbershop had relocated to 1608 and 1616 N Williams Avenue, respectively.²⁴

Around the same time, a number of African American women began advertising hair styling and other cosmetic services out of their homes in and around Lower Albina. The beauty industry was one of the few professional fields accessible to Black women in the early twentieth century, as it provided a necessary service within the local Black community and required relatively little capital or equipment to initiate a business venture.²⁵ Portland's first known, certified Black beautician was Inez Duke, who graduated from Portland Sanitary Beauty Parlors in 1927 and operated out of her home at 1736 N Vancouver Avenue.²⁶ Other Black beauticians who established businesses within their Lower Albina homes during the 1920s and 1930s include Zepha Turner Baker, a Madam C.J. Walker-trained beauty culturist who provided services and sold Madam C.J. Walker-branded toiletries from her home at 3427 NE Rodney Avenue and later 6535 NE Grand Avenue; Elise W. Reynolds, who offered hair and manicure services from 427 NE Roselawn Street; and Bertie Davison, who worked from her home at 129 NE Mason Street.²⁷ Additionally, at least two Black beauticians operated salon spaces in Lower Albina's commercial corridor during the early 1920s: Mme. M. Robinson, who specialized in scalp treatments and sold a proprietary hair tonic, saw her clientele in the upstairs of a building at NE Broadway and N Williams Avenue in the vicinity of present-day I-5, and Robena Martin offered eyebrow arching, hair styling, and manicuring at the same address as Bogle's Barbershop (1616 N Williams Avenue).²⁸

Like other Black-owned businesses in Portland, Black barber shops and beauty salons struggled to remain solvent during the Great Depression. Even some of the city's most longstanding establishments, including Rutherford's Tonsorial (1608 N Williams Avenue) and Bogle's Barbershop (1616 N Williams Avenue), were forced to close during this period.²⁹ However, the unprecedented influx of African American families to Portland during World War II revived Black business in Lower Albina. The city's increased Black population,

²³ "When in Need of a Hair-Cut and Shave, call at the Elks Sanitary Barber Shop," *Advocate* (Portland, OR), June 2, 1923; "Advocate Agents," *Advocate* (Portland, OR), August 18, 1923; "Hair and Beauty Preparations," *Advocate* (Portland, OR), May 3, 1924; "Holliday-Holliday Tonsorial Parlors," *Advocate* (Portland, OR), July 30, 1927; Galbraith et al., *African American Resources in Portland*, E-50. Other African American barbers may have run their businesses without a dedicated shop space, instead making house calls to their clients' homes. This "itinerant barber" model was recommended by a 1901 article in *The New Age*, a local Black-owned newspaper, as a means for barbers to reduce overhead costs and increase gross incomes ("Barbers Who Make Money: Those Who Serve Patrons at Their Homes Get Large Tips," *New Age* [Portland, OR], November 11, 1901).

²⁴ "E.W. Agee's Barbershop," *Advocate* (Portland, OR), May 11, 1929; "Barber III," *New Age* (Portland, OR), April 2, 1932; "Where to Buy the Advocate," *Advocate* (Portland, OR), October 1, 1932.

²⁵ Tiffany M. Gill, "Civic Beauty: Beauty Culturists and the Politics of African American Entrepreneurship, 1900-1965," *Enterprise & Society* 5, no. 4 (December 2004): 583-585.

²⁶ "4 Graduates Honored: Pupils of Various Schools Guests at Restaurant Dinner," *Oregonian* (Portland, OR), July 3, 1927; "Graduat,s 'Honor'd at Banqu't," *Advocate* (Portland, OR), July 9, 1927.

²⁷ Bosco-Milligan Foundation, *Cornerstones of Community: Buildings of Portland's African American History (Revised and Expanded)* (Portland, OR: Bosco-Milligan Foundation, 1997), 36-37; "Make Your Appointment at Elise W. Reynolds Home Beauty Parlor," *Advocate* (Portland, OR), November 3, 1923; "Make Your Appointment at Elise W. Reynolds Home Beauty Parlor," *Advocate* (Portland, OR), March 22, 1924; "Mrs. Zepha Baker Beautician," *Advocate* (Portland, OR), April 4, 1931.

²⁸ "Mme. M. Robinson, Beauty Culturalist," *Advocate* (Portland, OR), May 31, 1924; "Local Woman Opens Beauty Shop," *Advocate* (Portland, OR), December 13, 1930. The historic address of Mme. Robinson's salon was 360½ Williams Avenue.

²⁹ Galbraith et al., *African American Resources in Portland*, E-52.

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which racist housing restrictions continued to concentrate in inner North and Northeast Portland neighborhoods, included a number of hardworking and creative entrepreneurs, as well as a large clientele eager to patronize local Black-owned businesses. Dozens of new business ventures opened along N Williams Avenue, NE Martin Luther King Jr Boulevard, and nearby blocks in the two decades following the war.³⁰

Barber shops and beauty salons continued to play a powerful role in Black consumer culture in the postwar era, and a number of new establishments were opened in Lower Albina in the late 1940s through the 1960s.³¹ As had been common in the early twentieth century, some barbers gained experience and built their clientele by first working out of hotels: Charles Maxey and Ulese Raiford both began their careers in the barber shop of the Royal Palm Hotel, a Black-owned hotel at 310 NW Flanders Street, before establishing their own independent barber shops in Albina during the postwar period. Raiford opened Ray's Barber Shop at 2833 N Williams Avenue, and Maxey founded Maxey's Parlor Barber Shop at 26 N Weidler Street.³² Other Black-owned barber shops operating in Lower Albina during the postwar period include the F & F Barber Shop at 2017 N Williams Avenue, De Luxe Barber Shop at 2726 N Williams Avenue, Sportsman Barber Shop at 3638 N Williams Avenue, Friendly Barbershop at 3705 N Williams Avenue, Dawson's Tonsorial at 20 N Cherry Street, Ideal Barber Shop at 6 NE Russell Street, and the Medley Hotel Barbershop at 2272-2280 N Interstate Avenue.³³

Several new Black-owned salons and beauty parlors were also opened in Lower Albina during the early postwar period. Black beauty culture remained one of the only industries controlled primarily by Black women, and therefore these business owners were some of the most economically autonomous women within their communities.³⁴ While many Black beauty culturists continued to operate out of their homes, as had been common in the 1920s and 1930s, dedicated salon spaces and beauty shops became more prevalent in the postwar era. Inez Duke, who had operated out of her N Vancouver Avenue home in the 1920s and 1930s, opened the We-Three-Salon of Beauty at 2940 NE Martin Luther King Jr Boulevard, and Lillian Williams, who had come to Portland in 1945 seeking work in the shipyards, opened Lillian's Beauty Salon at 2529 N Williams Avenue.³⁵ Other Black beauty culturists operating in Portland during the 1940s, 1950s, and 1960s include Inez Duke's daughter-in-law Cutropia Duke, who ran Cutropia's Beauty Salon from her home at 3004 NE 8th Avenue; Cassie Jenkins, who worked at Lillian's Beauty Salon and later became co-proprietor of the Love-Lee Ladee Beauty Salon at 106 N Killingsworth Street; and Etoile Cox, who owned and managed Charlene's Beauty Box at 1409 N Williams Avenue.³⁶

Black business, and barbering and beauty salon businesses in particular, thrived in Lower Albina during the early post-World War II period. However, Portland's schedule of urban renewal programs and state-directed transportation improvements displaced several establishments during the late 1950s and into the 1970s. Among others, Charlene's Beauty Box at 1409 N Williams Avenue and Maxey's Parlor Barber Shop at 26 N

³⁰ Galbraith et al., *African American Resources in Portland*, E-63.

³¹ For additional information on the proliferation of Black-owned businesses in Lower Albina during the early postwar period, see Context II, *Business and Employment*, in the *African American Resources in Portland, Oregon, from 1851 to 1973* MPD.

³² Bosco-Milligan Foundation, *Cornerstones of Community*, 71, 73; "Maxey's Parlor Barber Shop," *Portland Challenger*, November 28, 1952; "Maxey's Parlor Barber Shop," *Portland Challenger*, February 6, 1953.

³³ Galbraith et al., *African American Resources in Portland*, E-36; "Ideal Barber Shop," *Portland Challenger*, December 12, 1952; "Dawson's Tonsorial Parlor," *Portland Challenger*, May 30, 1952; "De Luxe Barber Shop," *Portland Challenger*, May 30, 1952; "De Luxe Barber Shop," *Portland Challenger*, August 22, 1952; "Ideal Barber Shop," *Portland Challenger*, April 17, 1953; "Dawson's Tonsorial," *Portland Challenger*, June 15, 1953.

³⁴ Tiffany M. Gill, *Beauty Shop Politics: African American Women's Activism in the Beauty Industry* (Chicago, IL: University of Illinois Press, 2010), 2.

³⁵ Bosco-Milligan Foundation, *Cornerstones of Community*, A129; "Still Expanding [...] Lillian's Beauty Salon," *Portland Challenger*, February 20, 1953.

³⁶ Bosco-Milligan Foundation, *Cornerstones of Community*, A58, A107; "Love-Lee Ladee Beauty Salon," *Portland Observer*, January 21, 1971; "Charlene's Beauty Box," *People's Observer* (Portland, OR), September 30, 1944.

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Weidler Street were displaced by freeway construction in the early 1960s, and Ray's Barber Shop at 2833 N Williams Avenue was forced to relocate for Emanuel Hospital's building program in the late 1960s. Charles Maxey teamed with Elijah Cash and reopened as the Cash & Maxey Barber Shop at 4601-4603 N Williams Avenue; Ulese Raiford reopened Ray's Barber Shop at 5126 NE Martin Luther King Jr Boulevard. A few shops were even displaced multiple times during this period: Dawson's Tonsorial at 20 N Cherry Street was forced to relocate for construction of the Veterans Memorial Coliseum in the 1950s and then again for construction of the I-5 freeway in the 1960s. Mack Dawson's third and last establishment, Dawson's Barber Shop, remained open at 3624 N Vancouver Avenue through the 1970s.³⁷

Urban renewal and other redevelopment projects also displaced many African American residents of Lower Albina during the 1960s and 1970s, precipitating the decline of the Black business community along N Williams Avenue and NE Martin Luther King Jr Boulevard. As described above, disinvestment, redevelopment, and gentrification gradually displaced much of Lower Albina's African American community and forced the closure of many Black-owned businesses between the 1970s and the early 2000s. Of the barber shops and beauty salons that had proliferated in Lower Albina neighborhoods during the postwar period, only Dean's Beauty Salon and Barber Shop remains both extant and operational today.³⁸

DEAN'S BEAUTY SALON AND BARBER SHOP: 1956 TO PRESENT

Dean's Beauty Salon and Barber Shop, established by husband and wife Benjamin and Mary Rose Dean in 1956, was among the many barber shops and beauty parlors opened in Lower Albina during the postwar era. The Deans were among the wave of African American in-migrants who moved to the Portland area in the early 1940s, in search of opportunities in the city's defense production industries.³⁹ Raised in Birmingham, Alabama, the couple had attended A.H. Parker High School and married in their early twenties.⁴⁰ In the first few years of their marriage, Benjamin Dean was employed in various service positions in grocery and drugstores in Birmingham. Mary Rose Dean, who had graduated from a local branch of the Madam C.J. Walker School of Beauty in 1936, operated a salon from the family's home and cared for their children, Benjamin Jr., Gloria, and Kay.⁴¹

The Deans made their decision to relocate to the Portland area in 1942, after seeing an advertisement for defense production work posted at their local church. In search of new and more lucrative employment opportunities and relief from the racial prejudices of the Jim Crow South, Benjamin Dean and his brother-in-law drove from Birmingham to Vancouver, Washington, where Dean found a position as a welder in one of the area's Kaiser Shipyards. Three and a half months later, Mary Rose Dean and the couple's children came west by train, and the family moved to the Bagley Downs neighborhood of Vancouver.⁴² While Benjamin Dean continued his work in the shipyard for the duration of the war, Mary Rose Dean established a new salon business in the family's Vancouver home.⁴³

Following the end of World War II and the closure of the Pacific Northwest's shipyards, the Deans purchased a home at 121 NE Hancock Street, in the Eliot neighborhood of Lower Albina, and Benjamin Dean took a

³⁷ Bosco-Milligan Foundation, *Cornerstones of Community*, 73, 103, A52, A129.

³⁸ See "Comparative Analysis," below, for a summary of the other extant buildings that housed Black-owned barber shops and beauty salons during the postwar era and earlier.

³⁹ For additional information on African American involvement in Portland's defense industries and related demographic shifts, see Context I, *Settlement Patterns*, and Context II, *Business and Employment*, in the *African American Resources in Portland, Oregon, from 1851 to 1973* MPD.

⁴⁰ Ancestry.com, *1940 United States Federal Census* (Online Database), (Provo, UT: Ancestry.com Operations, Inc., 2012).

⁴¹ Toran and Brown, oral history interview, April 5, 2021.

⁴² Bagley Downs is one of six major housing development established by the Vancouver Housing Authority during World War II, in an effort to house the influx of new residents seeking defense work (Pat Jollota, "Vancouver – Thumbnail History," *HistoryLink.org*, posted August 7, 2009, accessed June 3, 2021, at <https://historylink.org/File/9101>).

⁴³ Toran and Brown, oral history interview, April 5, 2021.

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position as a janitor with the Federal Reserve.⁴⁴ Like many African Americans who remained in Portland after the war's conclusion, Dean was underemployed and dissatisfied with the menial positions that most white-owned and white-operated businesses forced on Black employees. In search of an opportunity to improve his family's financial position and his own professional independence, he decided to follow his wife into the barbering and beauty industry. Barbering was stable, would allow him to work within the Black community, and would grant him the financial and professional autonomy that was denied to him in white-controlled industries. In the early 1950s, Dean enrolled in a local barbering college, attending daytime classes and working evening shifts at the Federal Reserve. Meanwhile, Mary Rose Dean resumed her salon business in the family's new home in Lower Albina.⁴⁵

Financing and Constructing Dean's Beauty Salon and Barber Shop

The Deans lived in the heart of Portland's postwar African American community, and Mary Rose Dean built up a loyal clientele at her in-home salon in the early 1950s. Benjamin Dean completed his barbering program and began offering services at Ideal Barber Shop, a Black-owned barber shop located at 6 NE Russell Street in Lower Albina.⁴⁶ As his barbering college had focused narrowly on cutting and caring for Caucasian hair, Dean received specialized training in Black haircare under Ideal Barber Shop's proprietor, P. W. Wilborn.⁴⁷ He practiced alongside A.B. James and Charles Maxey, the latter of whom would also open an independent barber shop in the years that followed. As described above, barbering remained a profitable and attractive industry for African American men in early postwar Portland, and more than a dozen other Black-owned barber shops opened in Lower Albina between the late 1940s and 1960s.⁴⁸

During Benjamin Dean's time at the Federal Reserve and Ideal Barber Shop, the Deans saved a portion of their income with the ultimate goal of opening their own joint salon and barber shop in Lower Albina. Around 1954, Benjamin Dean had accrued enough capital to begin the process of securing a business loan. This was a challenging prospect in postwar Portland, as racial prejudices and discriminatory lending practices prevented the city's many white-owned financial institutions from underwriting loans to people of color. (Portland's first Black-owned and -operated banking institution, the NAACP Federal Credit Union, would not be organized until 1955).⁴⁹ Despite his good financial standing, Dean struggled to find a fair-practicing loan officer at a white-owned institution. After being denied financing by the First National Bank, Dean ultimately received a \$10,000 business loan with the aid of a Jewish loan officer working in the vicinity of the present-day Oregon Convention Center (possibly Simmons Credit Co. at 1023 NE Union, presently Martin Luther King Jr. Boulevard).⁵⁰ According to the Deans' daughter, Kay Toran, the loan officer admired Benjamin Dean's family values and work ethic, and at last approved the loan that would enable the couple to construct their new business space.⁵¹

⁴⁴ Toran and Brown, oral history interview, April 5, 2021. The Dean's daughter, Kay Toran, recalls that they paid \$950 for their home at 121 NE Hancock.

⁴⁵ Bosco-Milligan Foundation, *Cornerstones of Community*, 105; Toran and Brown, oral history interview, April 5, 2021.

⁴⁶ "Ideal Barber Shop," *Portland Challenger*, December 12, 1952; "Ideal Barber Shop," *Portland Challenger*, April 23, 1954.

⁴⁷ Toran and Brown, oral history interview, April 5, 2021.

⁴⁸ Galbraith et al., *African American Resources in Portland*, E-64. For the names of other Black-owned barber shops operating in Lower Albina during the early postwar period, see the Comparative Analysis at the end of Section 8 of this nomination.

⁴⁹ National Register of Historic Places, Otto and Verdell Rutherford House, 14.

⁵⁰ Kay Toran, daughter of Benjamin and Mary Rose Dean, recalls the loan officer's office being located on Martin Luther King Boulevard (formerly Union Avenue), opposite a Robert Hall clothing store. Contemporary newspaper advertisements place Robert Hall at 910 NE Union Avenue, and Sanborn Fire Insurance Maps dating to 1950 (the latest available date, and just a few years before Dean secured his business loan) indicate that there were only two offices located on the west side of Union Avenue and in the vicinity of Robert Hall at this time: 933 NE Union Avenue and 1023 NE Union Avenue. Advertisements in the *Oregonian* indicate the 933 NE Union may have been affiliated with the auto industry, while 1023 NE Union Avenue was a creditor company operating under the name "Simmons Credit Co." (Sanborn Map Company, *Insurance Maps of Portland, Oregon, Including Albina and Irvington*, vol. 6 [1924, updated Sept. 1950], Sheet 669; "40' Insulated Semi, Simmons Credit Co.," *Oregonian* [Portland, OR], November 18, 1956).

⁵¹ Toran and Brown, oral history interview, April 5, 2021.

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The Deans purchased property at 213-215 NE Hancock Street, two lots east of their home, and engaged local white architect Jack P. Stuhl to complete the architectural plans for their combination barber shop and beauty salon.⁵² Stuhl was relatively new to the field at this time; a World War II veteran and recipient of the Purple Heart, he completed his degree at Lewis & Clark College in 1950 and would go on to design a wide range of buildings in the Portland area.⁵³ His most notable commission is the Cedaroak Park Elementary School at 4515 Cedar Oak Drive in West Linn, Oregon, which he completed in the 1980s.⁵⁴ He also designed a small number of multi-family homes in Northwest and Southeast Portland and a concrete fountain in Holladay Park, approximately one mile southeast of Dean's Beauty Salon and Barber Shop.⁵⁵ The origin of Stuhl's relationship with the Dean family and the extent of his involvement in Lower Albina development are unknown.

Benjamin Dean, who had learned basic drafting principles in his high school classes, was heavily involved in the design of his and his wife's combination barber shop and beauty salon.⁵⁶ Due to custom or local regulation, the male-oriented barber shop and the female-oriented salon had to be physically separated: the final designs put Benjamin Dean's barber shop on the west side of the building, at 213 NE Hancock Street, and Mary Rose Dean's beauty salon on the east side, at 215 NE Hancock Street.⁵⁷ There was no interior door to provide access between the two spaces at this time—rather, the only entrances to each were from the exterior. The building's interior was thoughtfully organized, with a division of functional spaces in the beauty salon (waiting lounge, consultation, hair preparation, drying, etc.) and an open-concept plan in the barber shop. The exterior was Modern in design and material, with a horizontal emphasis, integral planters, angled plate-glass windows, tilt-up concrete walls, and narrow Roman brick veneer across the street-facing façade.⁵⁸

The plans for Dean's Beauty Salon and Barber Shop were approved by the City of Portland by 1956. During construction of the building, which was completed later that year, Benjamin and Mary Rose Dean engaged Black tradesmen wherever possible. The building's original plumber, Hank Washington, and electrician, whose name has been lost, were both local Black men who operated their independent small businesses from Lower Albina. The Deans' commitment to supporting other Black entrepreneurs illustrates the strong connection and sense of solidarity between African American business owners in postwar Portland. In its location on NE Hancock Street between N Williams Avenue and NE Martin Luther King Jr Boulevard, at the center of Lower Albina, Dean's Beauty Salon and Barber Shop was situated at the geographical heart of this small but vibrant community of Black entrepreneurs. Within walking distance of the shop were a cluster of Black-owned businesses including Powers Grocery at 1803 NE 1st Avenue, Neighborhood Bill's Grocery Store at 2115 N Williams Avenue, Paul's Paradise (a nightclub) at 19 N Russell Street, Cleo's Tavern at 3037 N Williams Avenue, Tropicana Bar Be Cue at 3217 N Williams Avenue, and Vann's Walnut Park Chapel (a funeral home) at 5211 Williams Avenue, as well as the medical office of Dr. Walter C. Reynolds in the present location of Dawson Park.⁵⁹

Dean's Beauty Salon and Barber Shop in the 1950s and 1960s

Benjamin and Mary Rose Dean opened for business at Dean's Beauty Salon and Barber Shop in 1956, shortly after the building was completed. The Deans and the stylists who worked in the shop occasionally advertised their business in the *Portland Challenger* and the *Oregon Mirror*, the local African American newspapers, but

⁵² Jack P. Stuhl, "Advance Construction – Builder," Portland Bureau of Development Services Records.

⁵³ "In Memoriam," *The Chronicle Magazine* (Lewis & Clark College) (Winter 2007), <https://www.lclark.edu/live/news/14381-in-memoriam>.

⁵⁴ Fran Jones, "4 New Classrooms Possible," *Oregonian* (Portland, OR), October 23, 1986.

⁵⁵ "Construction Permits High," *Oregonian* (Portland, OR), August 8, 1959; "Repair Shop Gains Permit," *Oregonian* (Portland, OR), April 14, 1960; "Holladay Park History," *Portland Parks & Recreation*, accessed April 13, 2021, at <https://www.portlandoregon.gov/parks/article/508700>. The fountain is no longer extant.

⁵⁶ Toran and Brown, oral history interview, April 5, 2021.

⁵⁷ The doorway connecting the spaces was constructed circa 1977 (Toran and Brown, oral history interview, April 5, 2021).

⁵⁸ Jack P. Stuhl, "Advance Construction – Builder," Portland Bureau of Development Services Records.

⁵⁹ Toran and Brown, oral history interview, April 5, 2021.

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seem to have built their clientele primarily through word of mouth.⁶⁰ Mary Rose Dean, through her established home business, and Benjamin Dean, through his time at Ideal Barber Shop, had built up a positive reputation within the local community that translated to their new shop. The family were also active members of Mt. Olivet Baptist Church (1734 NE 1st Avenue), a historically Black church located less than two blocks south of Dean's Beauty Salon and Barber Shop, and made many social and professional connections within the congregation.⁶¹

As owners and proprietors of Dean's Beauty Salon and Barber Shop, Benjamin and Mary Rose Dean placed an emphasis on customer service and strove to create a welcoming, family-oriented environment for their clients. From its outset, the shop served as a sanctuary, a place for socialization and civil discourse; current events—both local and national—were regularly discussed among clients and employees. The open floor plans of the barber shop and the salon's hair preparation area were well-suited to group conversation, and the safe, familiar atmosphere encouraged open discussion. Even topics that were controversial at the time, including local politics and the views of civil rights leader Malcolm X, were discussed openly and freely within the shop. Following national tragedy, such as the assassination of Martin Luther King Jr. in April 1968, the shop served as a space for collective mourning; in happier times, it was a space for community celebration. As a *de facto* community gathering space, Dean's Beauty Salon and Barber Shop also acted as a conduit between members of the local African American community—connecting people in need of services with other Black-owned small businesses, facilitating friendships and professional connections, and sharing advice on topics ranging far beyond hair care and beauty services.⁶²

In line with the shop's family-oriented atmosphere, the Deans involved their children and grandchildren in shop operations from the very beginning. Benjamin and Mary Rose Dean instructed their children in budgeting, business management, and customer service skills within the context of the barber shop and beauty salon. While two of their children would ultimately pursue careers outside of barbering and hair styling, the couple's daughter Gloria Ella (Dean) Tims completed a beauty school program and began to cut and style hair alongside her mother in 1958.⁶³ Tims regularly brought her own young children into work with her, and in this way another generation was raised to carry forward the Deans' legacy of quality hair care, excellent customer service, and financial independence.⁶⁴

Dean's Beauty Salon and Barber Shop in the 1970s through Today

As urban renewal programs and transportation developments forced demographic changes in Lower Albina, Benjamin and Mary Rose Dean made the decision to move from their home at 121 NE Hancock Street to North Tabor, a predominantly white neighborhood in east-central Portland. Due to racial prejudices among the Deans' new neighbors, the couple's real estate agent signed for the house at 600 SE 55th Avenue in their stead.⁶⁵ Despite the changes to Lower Albina and their own relocation to North Tabor, however, the Deans continued to operate Dean's Beauty Salon and Barber Shop in its original location at 213-215 NE Hancock Street. Although a growing number of the shop's clients had been displaced by urban renewal and gentrification, longtime customers continued to patronize the Dean family's business. The continued relationship between the shop and its clients demonstrates the significance of Dean's Beauty Salon and Barber Shop as a gathering space for members of the city's Black community, even or perhaps especially during a period of social upheaval and neighborhood change.

⁶⁰ "Dean's Barber Shop," *Portland Challenger*, April 11, 1962; "Dean's Barber Shop," *Oregon Mirror* (Portland, OR), April 4, 1962.

⁶¹ Toran and Brown, oral history interview, April 5, 2021.

⁶² Toran and Brown, oral history interview, April 5, 2021.

⁶³ Casey Parks, "Black barbershops in Portland: After 61 years in family business, who will head Dean's Barbershop and Beauty Salon next? (Photos)," *OregonLive*, last updated January 9, 2019, https://www.oregonlive.com/portland/2015/06/portland_black_barbershop_dean.html.

⁶⁴ Toran and Brown, oral history interview; Nicole Rose, "Who is Ella Dean?," *EllaDean.com*, accessed May 20, 2021, at <https://elladean.com/pages/who-is-ella-dean>.

⁶⁵ Toran and Brown, oral history interview, April 5, 2021.

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From the 1970s through today, Dean's Beauty Salon and Barber Shop has experienced successive changes to the surrounding community, changes to the urban fabric of Lower Albina, and changes in Black hair care and styling trends. The natural hair movement, which originated during the Civil Rights Movement of the 1960s and gained momentum through the 1970s and 1980s, encouraged African Americans to embrace their natural afro-textured hair in protest of white, Eurocentric standards of beauty.⁶⁶ Wearing hairstyles such as afros, locs, and braids came to represent a public declaration of self-love and solidarity within the Black community. The movement was especially powerful among the younger generation. Dean's Beauty Salon and Barber Shop adapted to the evolving culture of Black hair care during this period, providing natural hair services alongside established relaxing, pressing, and curling treatments. Mary Rose Dean's family remembers her as someone who preached self-confidence, self-determination in beauty standards, and the idea of "beautifying yourself from your own standpoint."⁶⁷ Throughout the shop's 65-year history, this philosophy has been reflected in the versatility, adaptability, and creativity of its barbers and stylists.

Benjamin and Mary Rose Dean eventually stepped back from their responsibilities at Dean's Beauty Salon and Barber Shop. Following Mary Rose Dean's death in 1979, their daughter Gloria Tims (née Dean) took over as owner and proprietor.⁶⁸ Tims's own daughters, Kim Brown and Kelly Johnson, spent much of their childhood in the salon, and Brown remembers her grandmother telling her "that it was time to go to beauty school."⁶⁹ Brown initially followed a different path, traveling widely and living in Italy for a time, but in 1985, she returned to Portland and completed cosmetology training at the Beau Monde College of Beauty. In 1987, she assumed ownership and management of Dean's Beauty Salon and Barber Shop from her mother.⁷⁰ Brown's niece, Nicole Rose, daughter of Kelly Johnson and granddaughter of Gloria Tims, is also continuing the family's legacy in the hair care industry with her own line of handmade hair oils for natural hair, named "Ella Dean."⁷¹ Altogether, four generations of Dean women have been involved in the Black hair care and styling industry in Portland, three of them at Dean's Beauty Salon and Barber Shop itself.

Since its establishment in 1956, Dean's Beauty Salon and Barber Shop has survived government-sponsored land clearance and redevelopment that changed the physical and economic landscape of Lower Albina; the displacement of the neighborhood's Black community through urban renewal, freeway construction, and gentrification; and recently, the economic hardships of the COVID-19 pandemic. Through all of these challenges, Dean's has remained an important and immovable institution in Lower Albina and in Portland's African American community. As of this writing, many longstanding, loyal clients continue to rely on its consistency not only for hair care and styling services, but for community.

ELIGIBILITY EVALUATION

Eligibility under the *African American Resources in Portland, Oregon, from 1851 to 1973* MPD

Dean's Beauty Salon and Barber Shop meets the general and property-specific registration requirements set forth in Section F of the *African American Resources in Portland, Oregon, from 1851 to 1973* MPD. The property is locally significant under Criterion A in the area of Ethnic Heritage/Black for its association with the history of African American cultural history as it developed in Portland during the 1851 to 1973 period of

⁶⁶ Chanté Griffin, "How Natural Black Hair at Work Became a Civil Rights Issue," *JSTOR DAILY* (July 3, 2019), <https://daily.jstor.org/how-natural-black-hair-at-work-became-a-civil-rights-issue/>; John M. Goering, "Changing Perceptions and Evaluations of Physical Characteristics Among Blacks: 1950-1970," *Phylon* 33, no. 3 (3rd Quarter, 1972): 231-241.

⁶⁷ Toran and Brown, oral history interview, April 5, 2021. Quote by Kimberly Brown.

⁶⁸ Ancestry.com, *U.S. Social Security Death Index, 1935-2014* [database on-line] (Provo, UT, USA: Ancestry.com Operations Inc, 2014); Toran and Brown, oral history interview, April 5, 2021.

⁶⁹ White, "Family Barbershop and Salon a community legacy."

⁷⁰ Toran and Brown, oral history interview, April 5, 2021.

⁷¹ Samantha Swindler, "Hair care brand Ella Dean is named for family behind Oregon's oldest Black-owned business," *OregonLive*, last updated March 25, 2021, <https://www.oregonlive.com/business/2021/03/hair-care-brand-ella-dean-is-named-for-family-behind-oregons-oldest-black-owned-business.html>.

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significance of the MPD, and it retains a high degree of integrity with regard to its own 1956 to 1979 period of significance.⁷² As a commercial building, a property type identified and described by the MPD's property-specific registration requirements, the property also represents an important, extant element of "the district that extended along N Williams Avenue during the 1950s and 1960s [which] served as the commercial heart of Portland's postwar African American community and featured a wide variety of service-oriented businesses, cafes, and restaurants."⁷³ Additionally, Section F of the MPD specifically identifies Black-owned barber shops and beauty salons as resources that were "paramount in the community, not just for personal care, but for allowing patrons to maintain social contacts and stay abreast of current events in the community."⁷⁴

Significance under Criterion A

Dean's Beauty Salon and Barber Shop is locally significant under Criterion A in the areas of Ethnic Heritage/Black and Commerce, for the period of significance spanning 1956 through 1979. The shop represents a long tradition of African American entrepreneurship in inner northeast Portland, specifically the proliferation of Black-owned businesses along N Williams Avenue and, to a lesser extent, N Martin Luther King Jr Boulevard in the first two decades following World War II. It is especially significant for the fact that it was constructed specifically for its African American owners, with the aid of a substantial business loan. Black entrepreneurs living in Portland during the mid-twentieth century faced significant discrimination in their efforts to secure business loans from mainstream banking and lending institutions, which were invariably white-owned and -controlled. Benjamin and Mary Rose Dean's own struggle to secure a business loan illustrates the disproportionate hurdles that faced Black entrepreneurs in Portland during this period.

Dean's Beauty Salon and Barber Shop is also reflective of the important role of barbering and beauty culture in African American culture, both as a means to build personal and generational wealth through entrepreneurship and as a tool to express creativity, self-love, and solidarity with other members of the Black community. Mary Rose Dean's progression from the Madam C.J. Walker School of Beauty to home practice, and ultimately to salon ownership is indicative of the economic mobility that the beauty culture industry could provide African American women in the mid-twentieth century and earlier. Similarly, barbering offered Benjamin Dean an opportunity to work within the African American community, as opposed to within white-controlled organizations including the Kaiser Shipyards and the Federal Reserve, and the means to establish financial independence as a small business owner. Together, Mary Rose and Benjamin Dean were able to create a successful business that produced generational wealth for their family during the 1956 to 1979 period of significance and beyond. Their daughter, Gloria Tims, and granddaughter, Kim Brown, have carried this legacy forward to the present day.

Finally, Dean's Beauty Salon and Barber Shop's prominence within the local African American community, as demonstrated by its more than six decades of continuous operation, illustrates its importance as a gathering space and a kind of sanctuary for its clients. This role has become even more important over time, as urban renewal programs in the 1960s and 1970s, disinvestment in the 1980s and 1990s, and gentrification in the early twenty-first century have decimated Lower Albina's Black business community and displaced a large percentage of its African American residents. Within African American culture, barber shops and salons have long served the role of cultural and social sanctuaries—places outside of white control, where Black people can freely express themselves and their social and political views. Dean's Beauty Salon and Barber Shop exemplifies this environment, its open floor plans and familiar atmosphere encouraging conversation on all manner of topics. During the period of significance, Dean's also served a critical role in connecting clients in need of services with other local Black-owned businesses and in facilitating friendships and professional connections between its customers.

⁷² Galbraith et al., *African American Resources in Portland*, F-145.

⁷³ Galbraith et al., *African American Resources in Portland*, F-153.

⁷⁴ Galbraith et al., *African American Resources in Portland*, F-153.

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Comparative Analysis

Dean's Beauty Salon and Barber Shop is uniquely significant for the length of its association with the Black barbering and salon industry in Lower Albina. The shop is the oldest confirmed continuously-operating Black-owned barber shop and salon in Portland; a majority of the other Black-owned shops and salons founded in the postwar era and earlier have closed, and many of their buildings have been demolished. Known Black-owned salons established in inner Northwest Portland and in the Albina area prior to 1973 (the end of the period of significance described by the *African American Resources in Portland, Oregon, from 1851-1973* MPD) are listed below.⁷⁵ This list was determined by reviewing advertisements in historic Black-owned newspapers including the *Advocate*, the *New Age*, the *Oregon Mirror*, and the *Portland Challenger*, as well as secondary sources including the Portland Bureau of Planning's *History of Portland's African American Community (1805 to the Present)* (1993), the Bosco-Milligan Foundation's *Cornerstones of Community* (1997), and the *African American Resources in Portland, Oregon, from 1851-1973* MPD (2020). Though extensive, this is not presumed to be a complete list due to the fact that many Black-owned small businesses are thought to have advertised through word of mouth in the local community.

Business Name	Owner/Operator	Address	Decade(s)	Building Status
A.G. Agee's Barbershop		3352 NE Martin Luther King Jr Boulevard	1920s/1930s	no longer extant
Bogle's Barbershop	Waldo Bogle	707 NW Everett Street (in the Golden West Hotel)	1910s/1920s	extant
Bogle's Barbershop	Waldo Bogle	1616 N Williams Avenue	1930s	no longer extant
Cash & Maxey Barber Shop	Elijah Cash and Charles Maxey	4601-4603 N Williams Avenue	1960s/1970s	extant
Charlene's Beauty Box	Etoile Cox	1409 N Williams Avenue	1940s	no longer extant
Club Cafe and Shaving Parlor	William and Edward Rutherford	835 NW Flanders Street	1900s/1910s	no longer extant
Cutropia's Beauty Salon (home salon)	Cutropia Duke	3004 NE 8 th Avenue	1950s to 2000s (estimated)	extant
Dawson's Barber Shop	Mack Dawson	3624 N Vancouver Avenue	1960s/1970s	extant
Dawson's Tonsorial	Mack Dawson	20 N Cherry Street	1950s	no longer extant
Dawson's Tonsorial	Mack Dawson	1504 N Williams Avenue	1950s	no longer extant
De Luxe Barber Shop	Bishop J.C. Foster	2726 N Williams Avenue	1950s/1960s	no longer extant
Dean's Beauty Salon and Barber Shop	Mary Rose and Benjamin Dean	213-215 NE Hancock Street	1950s to present	extant
Elise W. Reynolds Home Beauty Parlor	Elise W. Reynolds	427 NE Roselawn Street	1920s/1930s	no longer extant
Business Name	Owner/Operator	Address	Decade(s)	Building Status
Elks Sanitary Barber Shop	Edward W. Agee	533 NW Flanders Street	1920s	no longer extant
Elks Sanitary Barber Shop	Edward W. Agee	326 NW 6 th Avenue	1920s	extant

⁷⁵ Barber shops and salons established after 1973, the end of the period of significance described by the *African American Resources in Portland, Oregon, from 1851-1973* MPD, are not included in this list.

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F & F Barber Shop		2017 N Williams Avenue	1950s/1960s	no longer extant
Friendly Barbershop	S.Q. Broadous	3705 N Williams Avenue	1960s/1970s	no longer extant
Fullilove & Moore Barbers	James Fullilove and R. A. Moore	230 SW Washington Street	1910s/1920s	extant
Holliday & Holliday Tonsorial Parlors	Walter C. and William Holliday	511 NW 6 th Avenue	1920s to 1950s	no longer extant
Ideal Barber Shop	P.W. Wilborn	6 NE Russell Street	1950s	no longer extant
Lillian's Beauty Salon	Lillian Williams	2529 N Williams Avenue	1950s/1960s	extant
Lillian's Beauty Salon	Lillian Williams	2322 NE Martin Luther King Jr Boulevard	1960s to 1990s	extant
Love-Lee Ladee Beauty Salon	Cassie Jenkins	106 N Killingsworth Street	1970s	extant
Martin Beauty Shop	Robena Martin	1616 N Williams Avenue	1930s	no longer extant
Maxey's Parlor Barber Shop	Charles Maxey	26 N Weidler Street	1950s	no longer extant
Medley Hotel Barbershop	Willie L. Shire	2272-2280 N Interstate Avenue	1930s	no longer extant
Mme. M. Robinson Beauty Culturist	M. Robinson	5 NE Broadway	1920s	no longer extant
Ray's Barber Shop	Ulese Raiford	2833 N Williams Avenue	1950s/1960s	no longer extant
Ray's Barber Shop	Ulese Raiford	5126 NE Martin Luther King Jr Boulevard	1960s	extant
Riteway Barbershop	Maurice Gregsby and James Varner	512 NW 6 th Avenue	1950s	no longer extant
Royal Palm Hotel Barbershop	Willie L. Shire	310 NW Flanders Street	1940s/1950s	extant
Rutherford's Tonsorial	William and Edward Rutherford	1608 N Williams Avenue	1930s	no longer extant
Rutherfords Haberdashery	William and Edward Rutherford	414-418 NW 6 th Avenue	1910s/1920s	extant
Sportsman Barber Shop	Willie Harris	3638 N Williams Avenue	1950s/1960s	no longer extant
Tillamook Street Barbershop	Herman Brame	105 N Tillamook Street	1970s/1980s	extant
We-Three-Salon of Beauty	Inez Duke	2940 NE Martin Luther King Jr Boulevard	1950s to 1970s	no longer extant
(home salon, name unknown)	Bertie Davison	129 NE Mason Street	1920s/1930s	extant
(home salon, name unknown)	Inez Duke	1736 N Vancouver Avenue	1920s to 1950s	no longer extant
Business Name	Owner/Operator	Address	Decade(s)	Building Status
(home salon, name unknown)	Mary Rose Dean	121 NE Hancock Street	1950s	extant
(home salon, name unknown)	Zepha Turner Baker	3427 NE Rodney Avenue	1920s	extant

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(home salon, name unknown)	Zepha Turner Baker	6535 NE Grand Avenue	1920s to 1960s	extant
(name unknown)	Clifford Bonham	11 NE Russell Street	1930s/1940s	no longer extant

Of these establishments, Dean's Beauty Salon and Barber Shop is among just eight known Black-owned barber shops and salons that were established in commercial buildings within the Lower Albina area during the postwar period and remain extant today. The other buildings are the former Cash & Maxey Barber Shop at 4601-4603 N Williams Avenue, the former Dawson's Barber Shop at 3624 N Vancouver Avenue, the former Lillian's Beauty Salon locations at 2529 N Williams Avenue and 2322 NE Martin Luther King Jr Boulevard, the former Love-Lee Ladee Beauty Salon at 106 N Killingsworth Street, the former Ray's Barber Shop at 5126 NE Martin Luther King Jr Boulevard, and the former Tillamook Street Barbershop at 105 N Tillamook Street. Of these, Dean's Beauty Salon and Barber Shop is the only business that remains in operation, and as such, the building possesses unmatched integrity of feeling and association.

Dean's Beauty Salon and Barber Shop is also distinguished from these other establishments in that the building at 213-215 NE Hancock Street was constructed specifically for its African American clients, Benjamin and Mary Rose Dean. Due to the discriminatory lending practices of white-controlled banking institutions in Portland (and throughout the United States), few Black entrepreneurs were able to secure business loans to finance new construction. Of the barber shops and salons listed in the table above, Dean's Beauty Salon and Barber Shop is the only establishment known to have been constructed by its African American owners and proprietors.

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Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 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 # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☒ Other
Name of repository: Kim Brown (Dean family), secondary sources

Historic Resources Survey Number (if assigned): N/A

Dean's Beauty Salon and Barber Shop

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10. Geographical Data

Acreage of Property less than one

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

Latitude/Longitude Coordinates

Datum if other than WGS84: N/A

(enter coordinates to 6 decimal places)

1 45.536649°

Latitude

-122.663349°

Longitude

3

Latitude

Longitude

2

Latitude

Longitude

4

Latitude

Longitude

Verbal Boundary Description (Describe the boundaries of the property.)

The historic boundary of Dean's Beauty Salon and Barber Shop corresponds with the boundary of tax lot R102301, the south half of lot 5 in block 21 of the Albina District in Portland, Oregon. The southern boundary of the property is delineated by the sidewalk fronting NE Hancock Street. The boundary area encompasses approximately 0.09 acres or 3,750 square feet.

Boundary Justification (Explain why the boundaries were selected.)

The tax lot is the historic boundary for the property, with which the building has been associated since its construction for Benjamin and Mary Rose Dean in 1956.

11. Form Prepared By

name/title Caitlyn Ewers, Matthew Davis, and Kimberly Moreland

date 08/02/2021

organization Architectural Resources Group (ARG) and Moreland

telephone 971-256-5324

Resource Consulting, LLC (MRC)

street & number 720 SW Washington Street, Suite 605

email m.davis@arg-pnw.com

city or town Portland

state OR

zip code 97205

Additional Documentation

Submit the following items with the completed form:

- **Regional Location Map**
- **Local Location Map**
- **Tax Lot Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

Dean's Beauty Salon and Barber Shop

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Dean's Beauty Salon and Barber Shop

City or Vicinity: Portland

County: Multnomah **State:** Oregon

Photographer: Caitlyn Ewers, Architectural Resources Group

Date Photographed: April 26, 2021

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photograph 1 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0001
Overview of Dean's Beauty Salon and Barber Shop, camera facing north.
- Photograph 2 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0002
View of primary (south) façade, camera facing north.
- Photograph 3 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0003
Lateral view of primary (south) façade and west façade (obstructed), camera facing northeast.
- Photograph 4 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0004
Lateral view of primary (south) façade and east façade, camera facing northwest.
- Photograph 5 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0005
Detail of primary entrances to barbershop (left) and beauty salon (right), camera facing north.
- Photograph 6 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0006
Detail of angled window and integral planter in primary (south) façade, camera facing north.
- Photograph 7 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0007
Detail of original blade sign extending over primary (south) façade, camera facing west.
- Photograph 8 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0008
Secondary entrance to the beauty salon, located at the rear of the east façade, camera facing northwest.
- Photograph 9 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0009
View of rear (north) façade and backyard, camera facing south.
- Photograph 10 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0010
View of barber shop waiting area, camera facing southwest.

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- Photograph 11 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0011
View of open-concept barber shop space, camera facing northwest.
- Photograph 12 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0012
View of door between barber shop and salon spaces as seen from the salon, camera facing southwest.
- Photograph 13 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0013
View of waiting lounge in beauty salon, camera facing east.
- Photograph 14 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0014
View of primary entrance to beauty salon and T-shaped doorway to waiting lounge, camera facing southeast.
- Photograph 15 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0015
View of hallway through beauty salon, camera facing north.
- Photograph 16 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0016
View of beauty salon consultation room, camera facing east-northeast.
- Photograph 17 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0017
View of beauty salon hair preparation area, camera facing southwest.
- Photograph 18 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0018
View of beauty salon hair preparation area, camera facing northeast.
- Photograph 19 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0019
View of pass-through window between beauty salon consultation room and hair preparation area, camera facing southeast.
- Photograph 20 of 22** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0020
View of storage area with women's restroom beyond, camera facing northwest.
- Photograph 21 of 22:** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0021
View of storage area, camera facing northeast.
- Photograph 22 of 22** OR_MultnomahCounty_DeansBeautySalonandBarberShop_0022
View of non-contributing tool shed off the northeast corner of the building, view southeast.

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 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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List of Figures

(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all documents should be inserted with the top toward the top of the page.)

- Figure 1:** Regional Location Map
- Figure 2:** Local Location Map
- Figure 3:** Tax Lot Map
- Figure 4:** Site Plan
- Figure 5:** Original Drawings, Sheet 1
- Figure 6:** Original Drawings, Sheet 2
- Figure 7:** Original Drawings, Sheet 3
- Figure 8:** Newspaper advertisement for Dean's Beauty Salon (*Oregonian* [Portland, OR], February 10, 1957)
- Figure 9:** Dean's Beauty Salon and Barber Shop, exterior photo, 1957 (Dean family photograph collection)
- Figure 10:** Dean's Beauty Salon and Barber Shop, exterior photo, 1965 (Dean family photograph collection)
- Figure 11:** Mary Rose Dean at work at Dean's Beauty Salon, 1966 (Dean family photograph collection)
- Figure 12:** From right to left, Gloria Dean Tims, Mary Rose Dean, and Kelly Johnson, 1966 (Dean family photograph collection)
- Figure 13:** Mary Rose Dean's graduation from the Madam C.J. Walker School of Beauty, 1936 (Dean family photograph collection)
- Figure 14:** Undated photograph of Benjamin and Mary Rose Dean (Dean family photograph collection)

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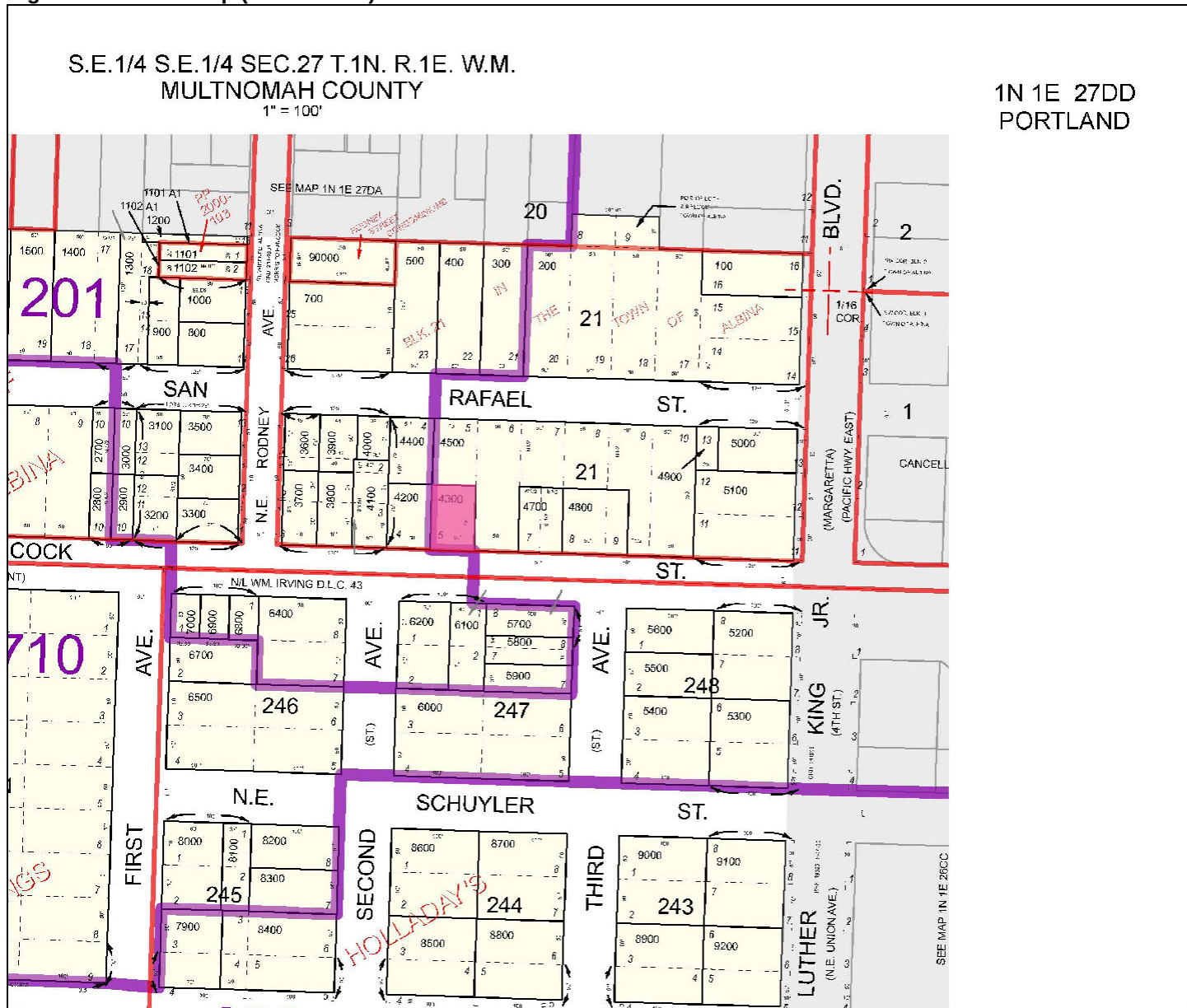
Figure 2: Local Location Map



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Figure 3: Tax Lot Map (site shaded)



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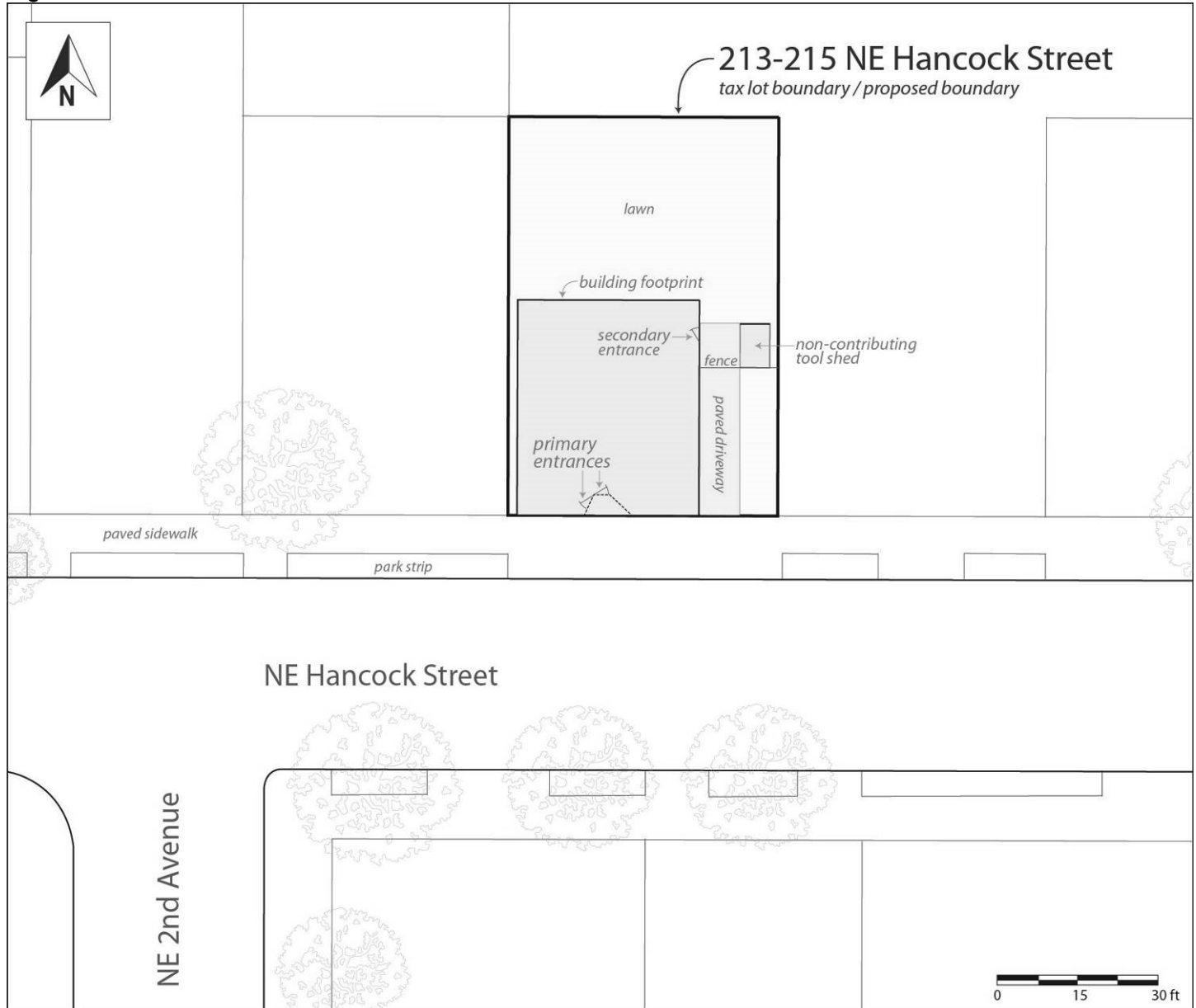
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Figure 4: Site Plan



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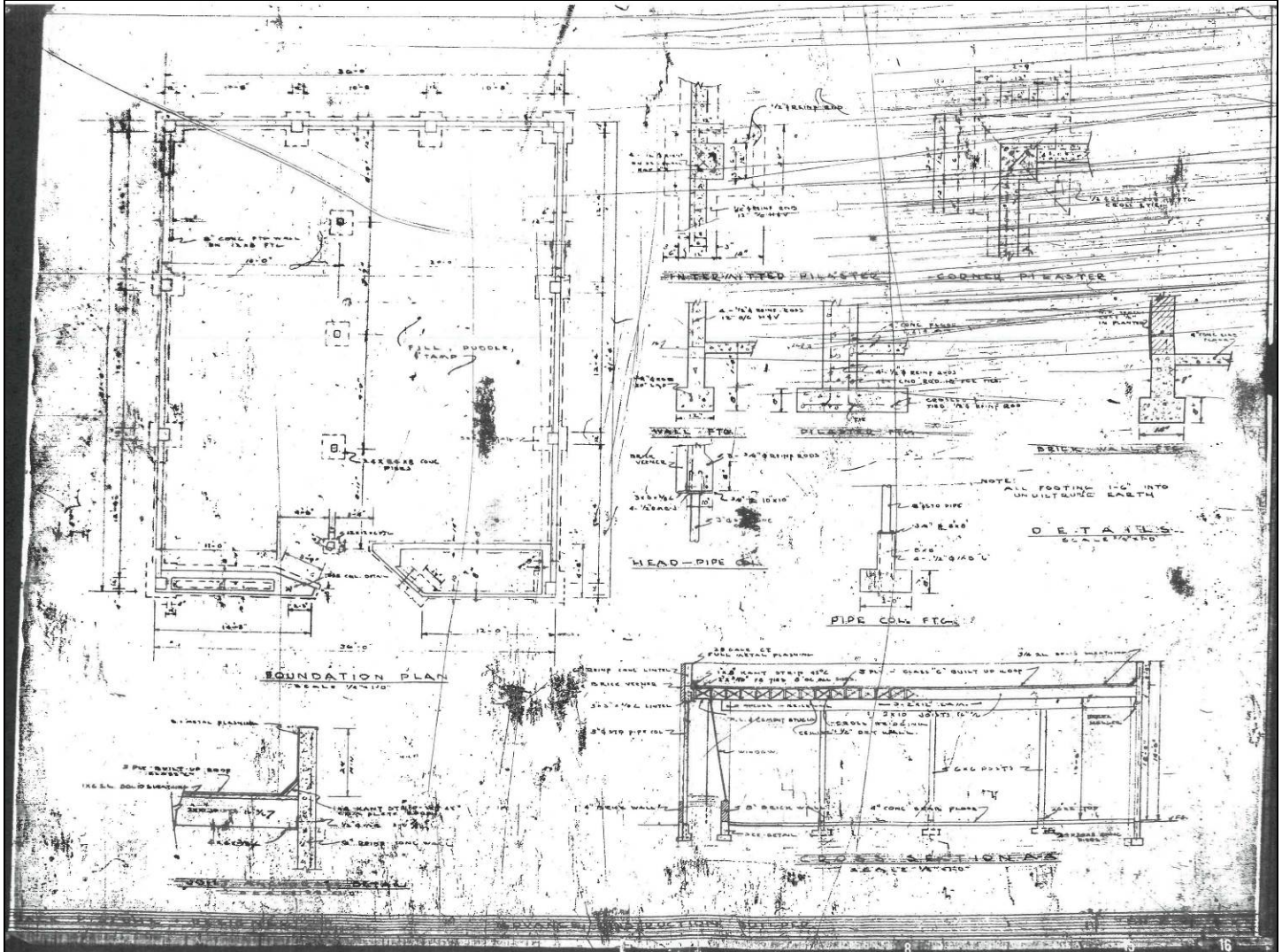
Dean's Beauty Salon and Barber Shop

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Figure 5: Original Drawings, Sheet 1



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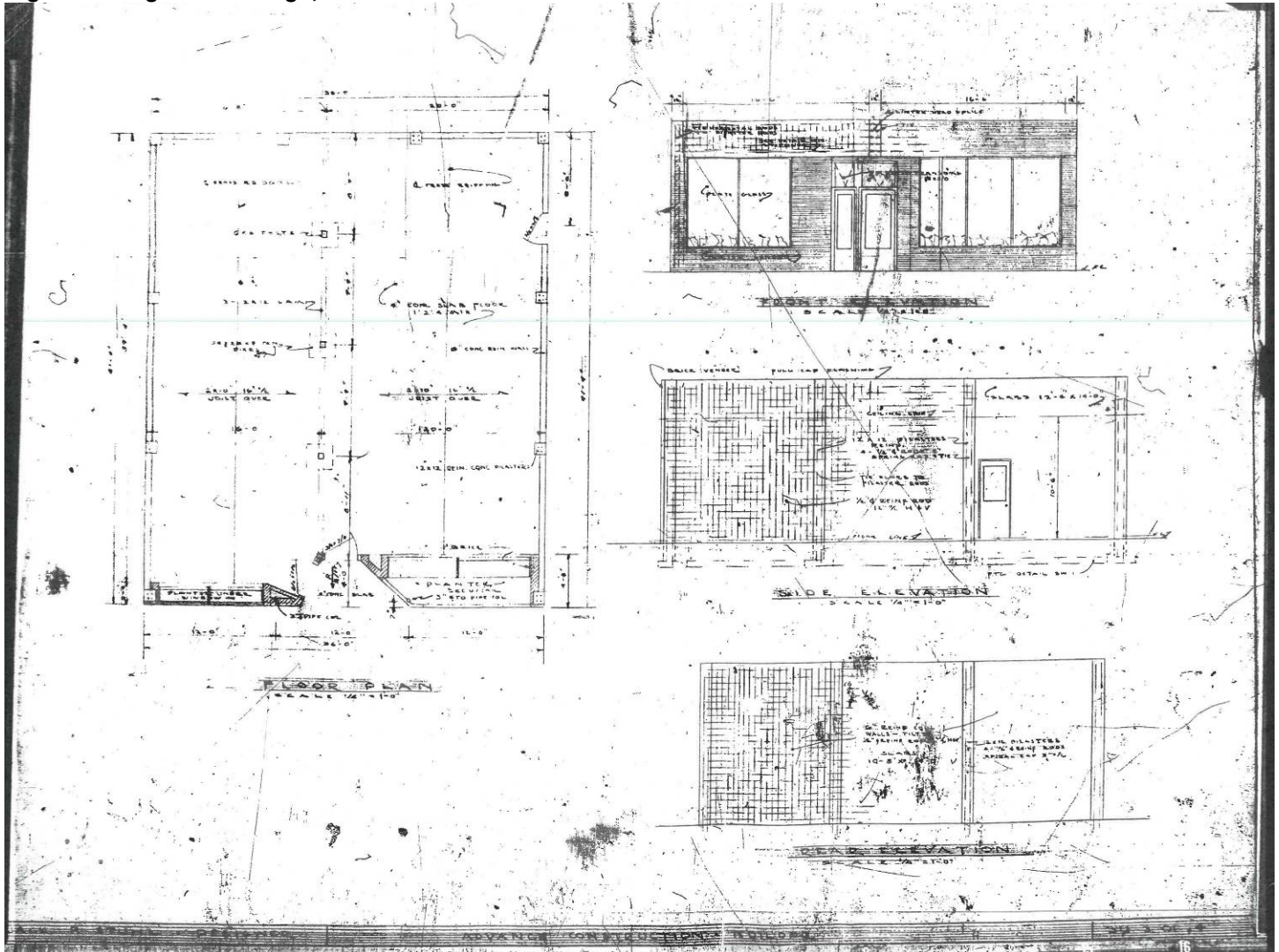
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Figure 6: Original Drawings, Sheet 2



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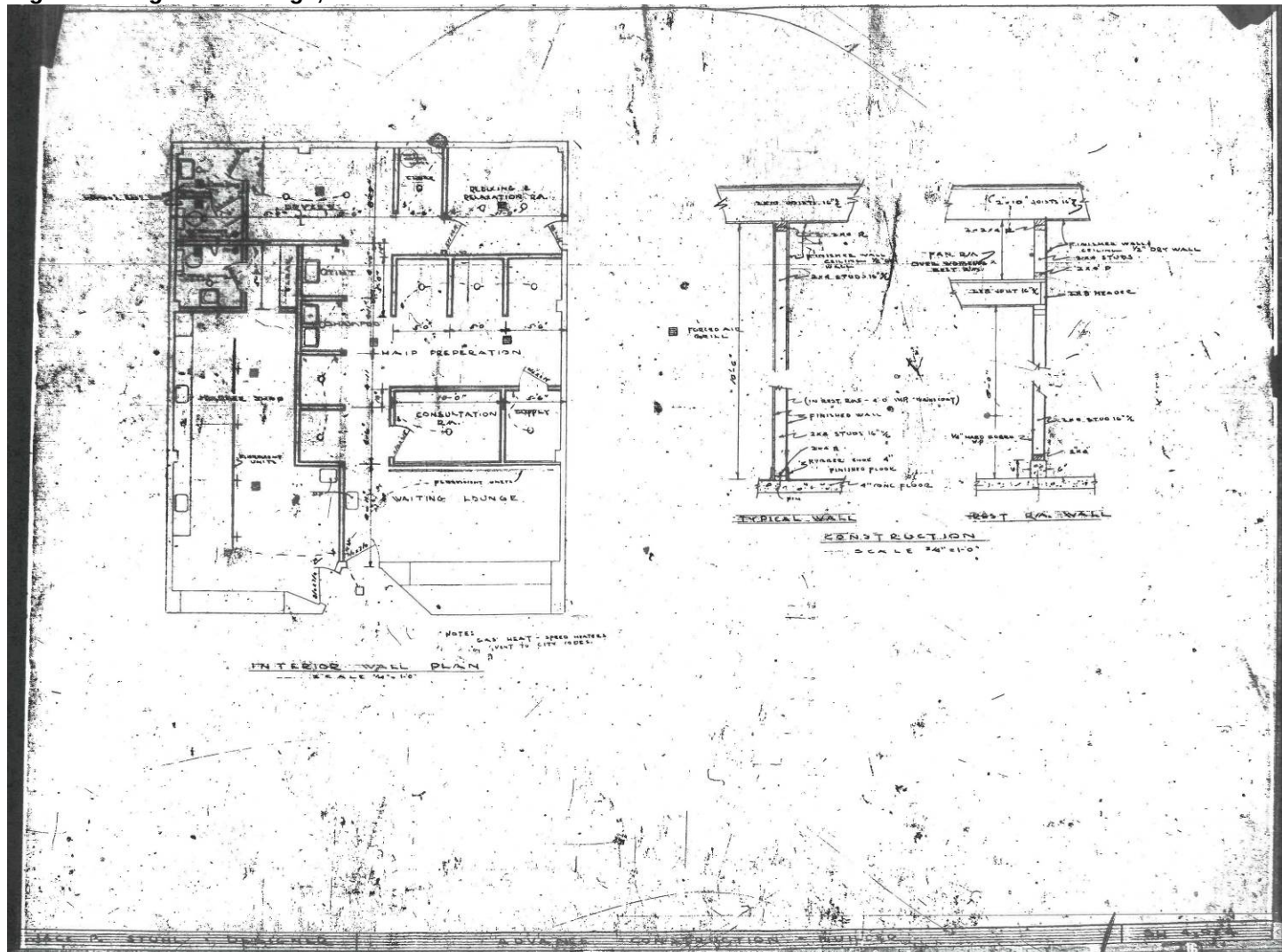
Dean's Beauty Salon and Barber Shop

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Figure 7: Original Drawings, Sheet 3



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Figure 8: Newspaper advertisement for Dean's Beauty Salon (*Oregonian* [Portland, OR], February 10, 1957)

**TINTINGS and
HAIRCUTS**

Nu-lox, Lustrasilk
and Satin Tress

Ida Brown
Mary R. Dean

For
Appointment
AT 2-3379

Dean's Beauty Salon
215 N. E. Hancock

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Figure 9: Dean's Beauty Salon and Barber Shop, exterior photo, 1957 (Dean family photograph collection)



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Figure 10: Dean's Beauty Salon and Barber Shop, exterior photo, 1965 (Dean family photograph collection)



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Figure 11: Mary Rose Dean at work at Dean's Beauty Salon, 1966 (Dean family photograph collection)



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Figure 12: From right to left, Gloria Dean Tims, Mary Rose Dean, and Kelly Johnson, 1966 (Dean family photograph collection)



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Figure 13: Mary Rose Dean's graduation from the Madam C.J. Walker School of Beauty in Birmingham, Alabama, on, May 1, 1936; photograph taken by Black photographer Hanson Alston (Dean family photograph collection)



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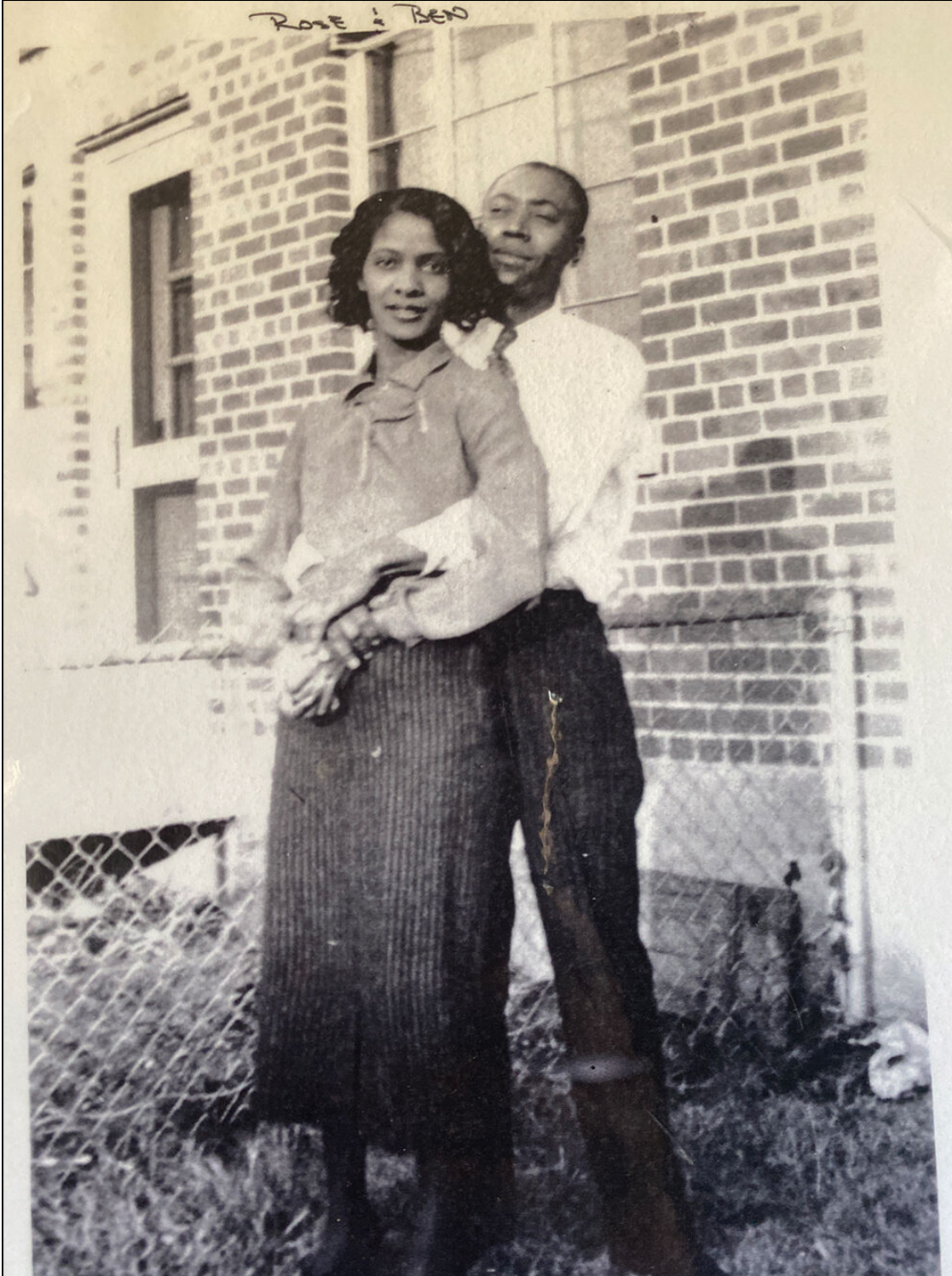
Dean's Beauty Salon and Barber Shop

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Figure 14: Undated photograph of Benjamin and Mary Rose Dean (Dean family photograph collection)



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Photograph 1 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0001
Overview of Dean's Beauty Salon and Barber Shop, camera facing north.



Photograph 2 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0002
View of primary (south) façade, camera facing north.

Dean's Beauty Salon and Barber Shop
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Photograph 3 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0003
Lateral view of primary (south) façade and west façade (obstructed), camera facing northeast.



Photograph 4 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0004
Lateral view of primary (south) façade and east façade, camera facing northwest.

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Photograph 5 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0005
Detail of primary entrances to barber shop (left) and beauty salon (right), camera facing north.



Photograph 6 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0006
Detail of angled window and integral planter in primary (south) façade, camera facing north.

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Photograph 7 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0007
Detail of original blade sign extending over primary (south) façade, camera facing west.



Photograph 8 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0008
Secondary entrance to the beauty salon, located at the rear of the east façade, camera facing northwest.

Dean's Beauty Salon and Barber Shop
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Photograph 9 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0009
View of rear (north) façade and backyard, camera facing south.

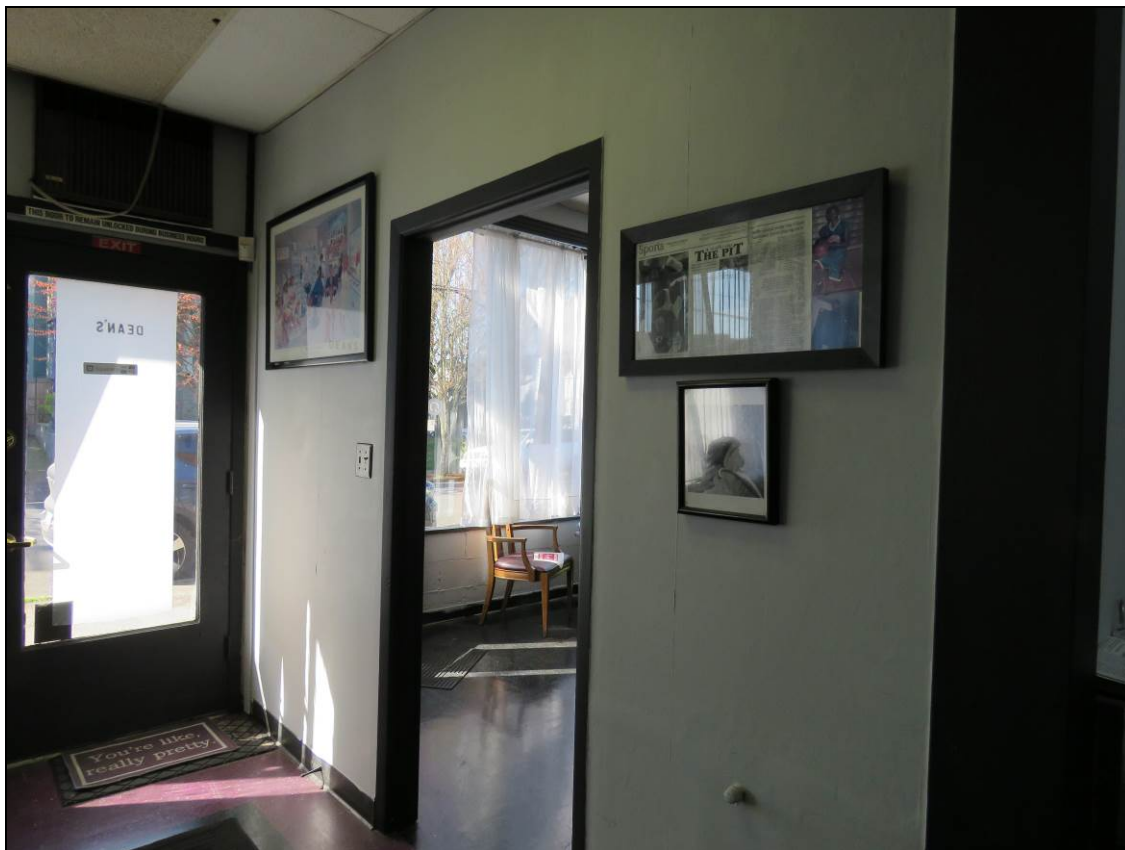


Photograph 10 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0010
View of barber shop waiting area, camera facing southwest.

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Photograph 11 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0011
View of open-concept barber shop space, camera facing northwest.



Photograph 12 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0012
View of door between barber shop and salon spaces as seen from the salon, camera facing southwest.

Dean's Beauty Salon and Barber Shop
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Photograph 13 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0013
View of waiting lounge in beauty salon, camera facing east.

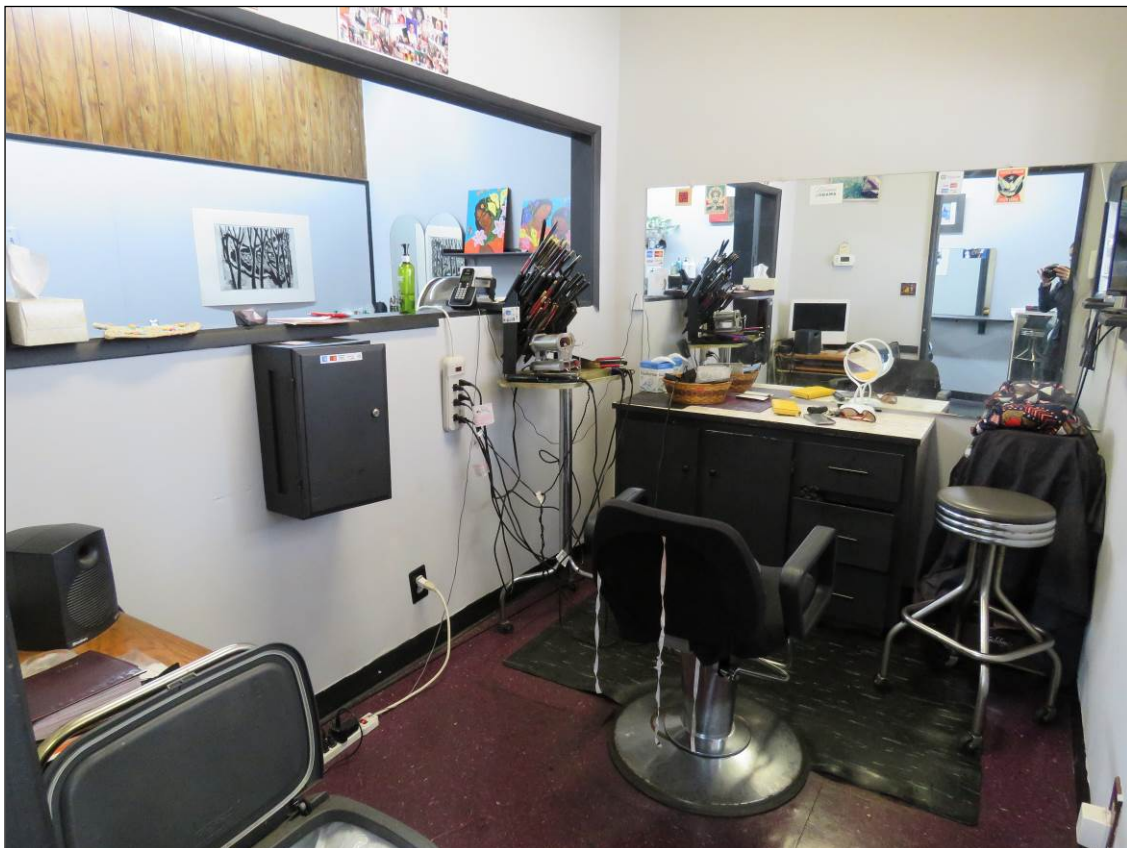


Photograph 14 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0014
View of primary entrance to beauty salon and T-shaped doorway to waiting lounge, camera facing southeast.

Dean's Beauty Salon and Barber Shop
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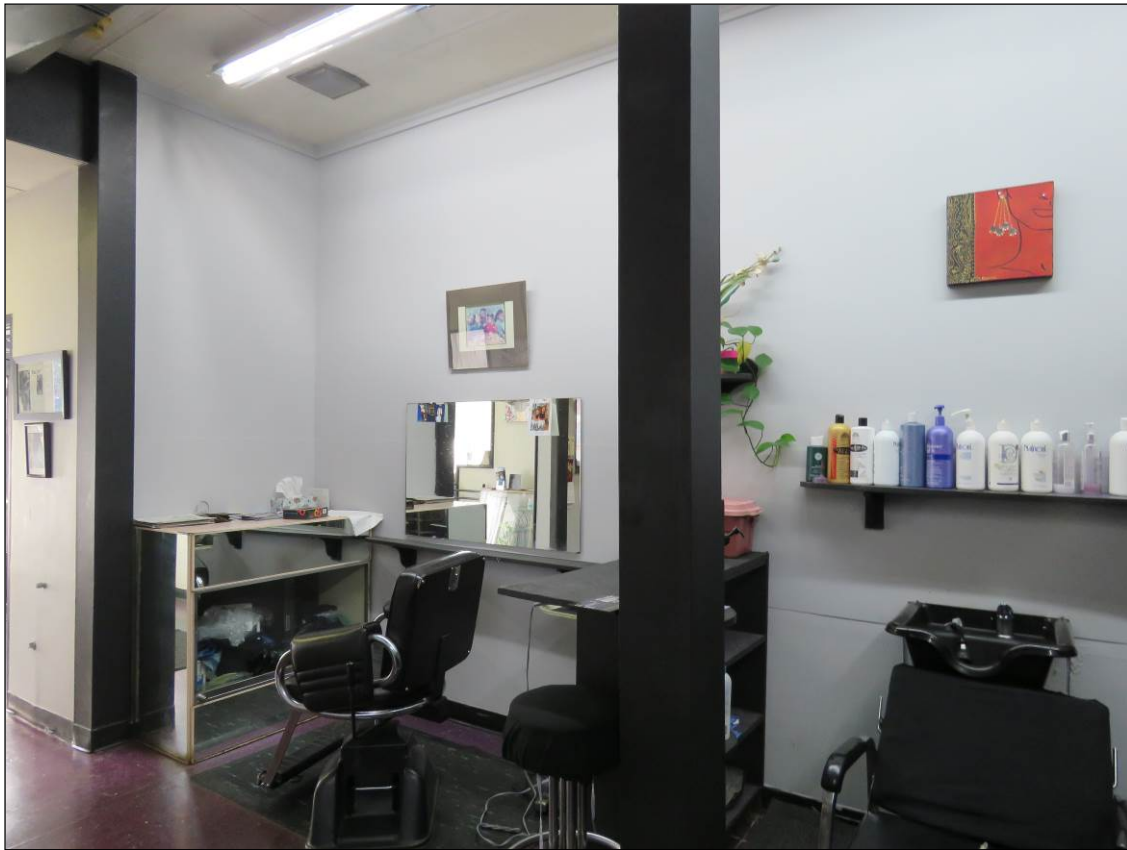


Photograph 15 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0015
View of hallway through beauty salon, camera facing north.

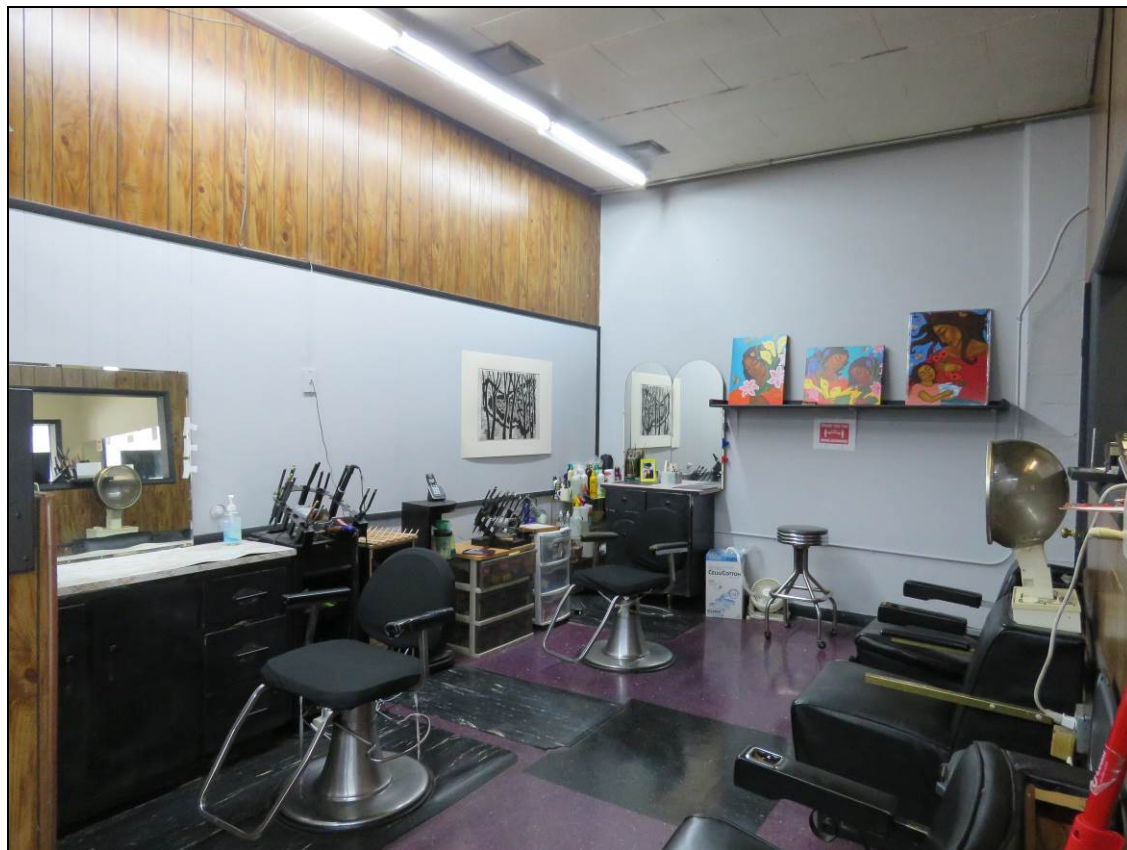


Photograph 16 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0016
View of beauty salon consultation room, camera facing east-northeast.

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Photograph 17 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0017
View of beauty salon hair preparation area, camera facing southwest.



Photograph 18 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0018
View of beauty salon hair preparation area, camera facing northeast.

Dean's Beauty Salon and Barber Shop
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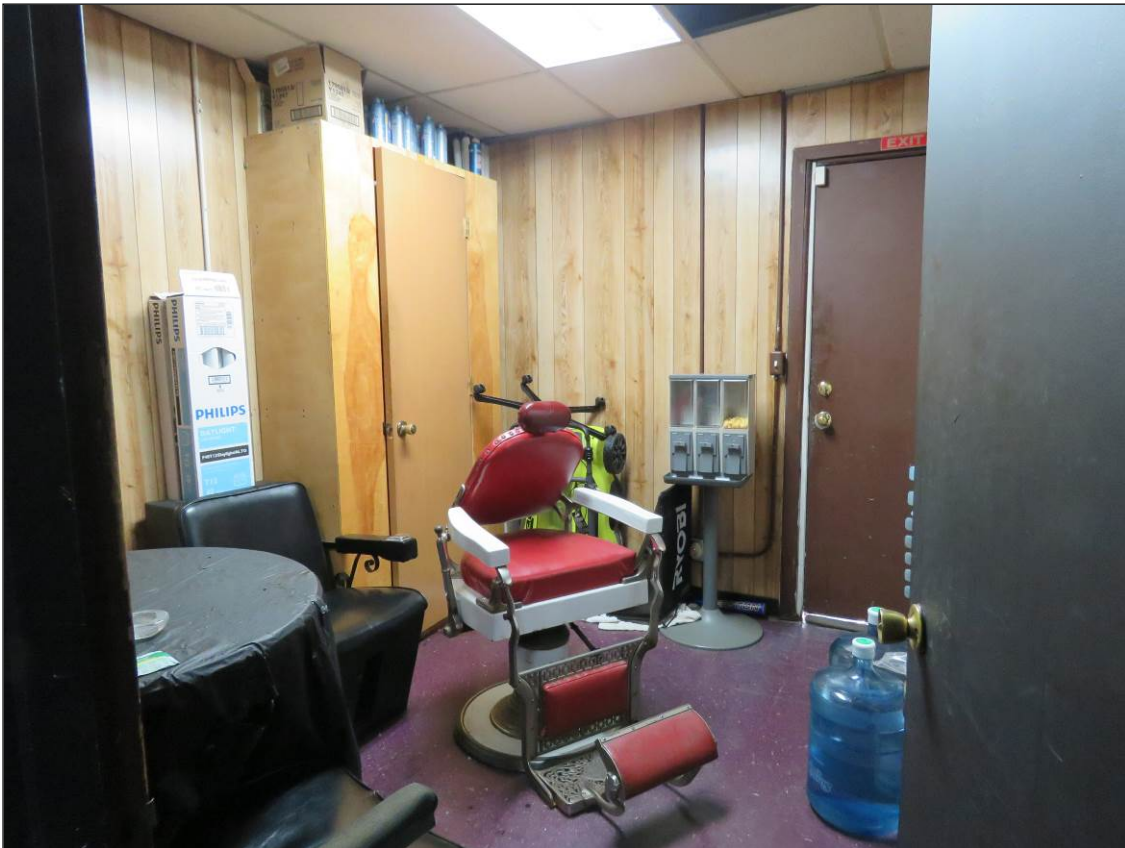


Photograph 19 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0019
Pass-through window between beauty salon consultation room and hair preparation area, camera facing southeast.



Photograph 20 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0020
View of storage area with women's restroom beyond, camera facing northwest.

Dean's Beauty Salon and Barber Shop
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Photograph 21 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0021
View of storage area at northeast corner of the building, camera facing northeast.



Photograph 22 of 22: OR_MultnomahCounty_DeansBeautySalonandBarberShop_0022
View of non-contributing tool shed off the northeast corner of the building, view southeast.