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CITY OF BERKELEY  
DEPARTMENT OF HOUSING AND DEVELOPMENT

(APPLICATION REQUESTING DESIGNATION FOR LANDMARK STATUS)

ES: Ordinance 4694-N.S. Individual Landmark \$50.00 Historical Dist. \$100.00

1. Name of Property Shattuck Hotel Survey Code No. \_\_\_\_\_
2. Building  Site \_\_\_\_\_ Open Space \_\_\_\_\_
3. County Alameda 4. City Berkeley 94704
5. Street 2060 Allston Way (2200-20 Shattuck Av., 2060-86 Allston Way)
6. Vicinity (if rural) \_\_\_\_\_
7. Present Occupant Shattuck Hotel, Huston's Shoes, Lee Frank Jewelers
8. Present Owner Trans-Action Commercial Investors Ltd., 414 13th St., Oakland 94612
9. Original Owner (if known) Shattuck Hotel Association
10. Date of Construction 1909-10, 1913-14, 1926-7, etc. 11. Style Mediterranean/Mission
12. Architect/Builder Benj. G. McDougall, Walter H. Ratcliff, etc. 13. Original Use hotel & stores
14. Historic Value: national \_\_\_\_\_ state \_\_\_\_\_ county \_\_\_\_\_ city  neighborhood \_\_\_\_\_ none \_\_\_\_\_
15. Architectural Value: national \_\_\_\_\_ state \_\_\_\_\_ county \_\_\_\_\_ city  neighborhood \_\_\_\_\_ none \_\_\_\_\_
16. Notable Garden or Landscaping: yes \_\_\_\_\_ no
17. Photographs: contemporary \_\_\_\_\_ historical \_\_\_\_\_  
dates 1983, 1987 dates many  
photographer J.D. Robinson, B. Marvin photographer \_\_\_\_\_  
repository photographers repository \_\_\_\_\_
18. Bibliography: Published Sources \_\_\_\_\_  
see Public Records \_\_\_\_\_  
attached Interviews \_\_\_\_\_  
Other \_\_\_\_\_
19. Block Number 2027 20. Lot No. 1 21. Lot Size: Frontage c. 260'  
Depth c. 275'
22. Current Zoning Status C-2 23. Adjacent Property Zoning Status C-2
24. Present Use: residential (single family \_\_\_\_\_ multiple ) office \_\_\_\_\_  
store  public \_\_\_\_\_ other \_\_\_\_\_ specify work in  
progress
25. Adjacent Property Use (check all that apply): residential (single  
family \_\_\_\_\_ multiple ) office  store \_\_\_\_\_ public   
other \_\_\_\_\_ specify \_\_\_\_\_

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26. Assessed Property Value: current \$5,500,000 5 yrs. ago \$4,137,000 10 yrs. ago \_\_\_\_\_

27. Present Condition of Property: exterior: excellent  good  fair  poor   
 interior: excellent  good  fair  poor   
 grounds: excellent  good  fair  poor   
 work in progress on interior & exterior of south ground floor.

28. Property Endangered: yes  no  source, if yes \_\_\_\_\_

29. Potential New Property Uses: theaters & stores planned

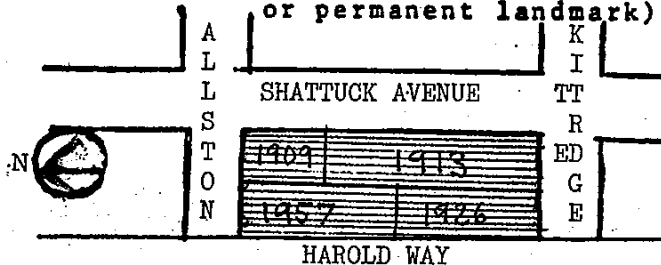
30. History: Briefly describe the historical significance of this property.

see attached

31. Architecture: Briefly describe the appearance of this structure. Indicate notable features as well as later alterations and changes. Include notable landscaping or natural features.

see attached

32. Location Map (nearest intersection or permanent landmark)



33. Photograph (Contact print from 35mm black and white photo).

attached

34. Additional Comments or Continuation of Previous Answers

Owners contemplate closing off the interior connection of the 1957-58 building from the rest of the store and selling it as a separate parcel sometime in the future: they would like it understood that in that case it would not become an independent landmark or remain included within a landmark designation.

35. Recorder: Name Betty Marvin for Title \_\_\_\_\_  
 Address 414 13th Street Date Nov. 2, 1987  
Oakland CA 94612

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18. Bibliography

City of Berkeley, Codes & Inspection: building permits, Sanborn map.  
Zoning Division: 1983 landmark packet for Shattuck Hotel.

Sanborn maps, city directories, tract maps, photos, clippings: Oakland History Room, Berkeley Architectural Heritage, Berkeley Historical Society.

Berkeley Gazette, 1/19/98, "Summer Resort for This City..."

- 9/10/98, "Passing of the Founder of Berkeley"
- 6/18/04, "Modern Drygoods Emporium"
- 9/23/07, "Berkeley Hotel Company Formed"
- 5/3/40, Hal Johnson, "Shattuck City Benefactor"
- 7/28/41, "Sale of Whitecotton Block"
- 12/30/42, "Hotel Whitecotton Changes Hands"
- 3/25/43, "Berkeley Hostelry Resumes Original Name"
- 11/8/44, "Local Store Founder Dies"
- 5/9/45, "Plan City Expansion After War"
- 5/20/47, "Hink Store Addition Will Replace Whitecotton Building"
- 7/25/47, "Shattuck Hotel to Be One of Most Modern"
- 2/17/48, "Hotel Greeters to Honor Miller for Shattuck's New Look"
- 5/12/48, "Hink's Will Expand"
- 5/12/48, "Shattuck at Once City's Oldest Yet Newest Hotel"
- 3/12/56, "Death Takes Financier Woolsey"
- 11/19/62, "Hink's--Institution Here for 58 Years"

Berkeley Reporter, 9/13/08, "Mrs. Rosa Shattuck Dies at Old Home"

Western Hotel Reporter, Shattuck Hotel Edition, 12/24/10

Berkeley Chamber of Commerce Courier, 3/14/16, p.30, "Splendid Hotel and Splendid Management" & p.30, "Largest Retailers in Berkeley"

4/25/14, full page ad for Hink's

" , Journal of a City's Progress, v.3 n.2 (1912), "Enlarged Hotel Shattuck.."

Oakland Tribune, 1/1/88, p.90, "The Blake House..."

7/27/13, "Berkeley to Have Longest Building in State"

8/13/73, "Quit Music Business Too Soon--Heidt"

Oakland Observer, 6/1/12, p.15, "Luxurious Additions to Hotel Shattuck"

3/14/14, p.8, "Hotel Shattuck annex..."

Berkeley Review, 3/31/60, "Portrait of a Merchant"

The Express, 12/9/83, Alice Kahn, "A Great Story At Home"

Davis' Commercial Encyclopedia, Berkeley, 1914, p.223, Woolsey biog.

J.M. Guinn, Historical & Biographical Record of...Oakland & Environs, LA, c.1908  
biographies of Shattuck, Naylor, Woolseys.

W.W. Ferrier, Berkeley, California..., 1933

Werner Hegemann, Report on a City Plan for...Oakland and Berkeley, 1915

H.F. Withey, Biographical Dictionary of American Architects (Deceased), 1956

Architect & Engineer, Nov. 1916, B.J.S. Cahill, "Work of B.G. McDougall..."

Nicholas Hanson, "Residential Work of Walter Ratcliff," BAHA, 1980

Betty Marvin, landmark forms for Wells Fargo, Hillside School, Fidelity Savings

Karen Weitze, Origins and Early Development of the Mission Revival..., Stanford  
dissertation, 1978

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30. History - p.1

The flagship building of downtown Berkeley, the Shattuck Hotel is the largest and grandest of a number of urban hotels built in Berkeley during the post-earthquake/pre-PPIE building boom. It is connected with Berkeley's founding Shattuck family in more than just name, being developed by Shattuck heirs on the Shattuck home site. It was designed in 1909/1912 by regionally prominent architect Benjamin Geer McDougall, and expanded in 1926 by Walter H. Ratcliff Jr., Berkeley's premier architect of the 1920s. Its style and its massive reinforced concrete construction make it a fine example of California's Mission/ Mediterranean grand hotel genre. Two of its current business occupants, the Shattuck Hotel and Huston's Shoes, have been there from the beginning, as had Hink's department store which closed in 1985; the Hink family in particular were prominent downtown merchants, and as the leading downtown hotel the Shattuck has been the site of major civic, cultural, and commercial functions.

Francis Kittredge Shattuck (1824-98), one of the four original claimants of the land which became Berkeley, after a business and political career in Oakland made his home from about 1870 on a parcel of land bounded by Bancroft, Center, and Milvia Streets and Shattuck Avenue, and devoted himself to developing his claim into the business and transportation center of Berkeley, giving a 100'-wide right of way from the south Berkeley border to bring the Southern Pacific branch line to Shattuck and Addison in 1876, and co-founding Berkeley's first bank, post office, water company, etc. In 1891 the Shattucks built themselves a new Queen Anne on their garden estate, and rented their old mansard-style house on the property to the Delta Kappa Epsilon fraternity. After a few years the Dekes moved to South Campus, and on January 1, 1898, the Gazette ran an article about a rumored "Summer Resort for this City: Shattuck Mansion May be Transformed into a Hotel - Summer cottages to be erected on surrounding grounds." Shattuck's sister M.K. Blake (wife of his partner George Blake) had done something similar with her Oakland Seminary for Young Ladies (Tribune, 1/1/88, p.90), but it is not clear what became of the Shattuck plan. In any case, the idea of a hotel on the site had been planted.

F.K. Shattuck died in September 1898. His widow Rosa continued to live at the house, and made a name as a philanthropist and the wealthiest woman in Alameda County. She continued promoting family real estate interests, starting the development of the area into a civic center by donating land for the 1906 Carnegie Library (on the present library site) and the YMCA, built after her death at Allston and Milvia. In 1907 (Gazette, Sep. 23, p.6) she participated in the formation of "a new corporation known as the Shattuck Hotel Association, which proposes to begin the construction at once of a half-million dollar hotel at Shattuck Avenue and Allston Way...The majority of the stock will be owned by Mrs. Rosa M. Shattuck, who will give in exchange for about three-fourths of the issue the site of the hostelry." Directors of the company were William E. Woolsey, president--husband of Mrs. Shattuck's niece Rosa and later her heir, at that time living at the Shattuck home; John Weston Havens, another Shattuck nephew; Addison W. Naylor, Francis Shattuck's second-in-command and successor as president of his First National Bank of Berkeley and Berkeley Bank of Savings; Judge William Waste, a neighbor of Naylor's and later on the California Supreme Court; and Benjamin F. Brooks, listed in directories variously as "merchant" and "promoter." The project was still pending at the time of Rosa Shattuck's death; her obituary in the Berkeley Reporter (9/13/08) noted among her benevolences her "offer" of "the most desirable site in Berkeley, on the old homestead on Shattuck Avenue near Allston Way, for the erection of tourist hotel." The Association solicited plans (Architect & Engineer, Feb. 1908, p.76), selected architect Benjamin Geer McDougall of San Francisco, and began construction in mid-1909 (contract notice, Daily Pacific Builder, 6/25/09). Contractor was Kidder & McCullough, an active turn of the century Berkeley firm; cost was announced as \$101,630.

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30. History - p.2

Architect Benjamin Geer McDougall (1866-1937) was a member of an early San Francisco architectural dynasty, Barnet McDougall & Sons. Though he worked in a rather Beaux-Arts eclectic mode, he trained at the California School of Design and in his father's office. He practiced with his brothers George (later State Architect) and Charles, and then alone. A 1910s who's who (Men Who Made San Francisco) said he was "identified with many of the biggest architectural undertakings, not only in San Francisco, but in the interior of the state," and his works were featured in a long article in the November 1916 Architect and Engineer. They included the Standard Oil and Sheldon Buildings in San Francisco, the gothic Cathedral Building (1913) and St. Paul's Episcopal Church (1912) in Oakland, the classical Klamath County Courthouse, houses in Piedmont and in the Claremont district of Berkeley, and the Georgian Berkeley YMCA (1910), fulfillment of Mrs. Shattuck's bequest. Just before the Shattuck Hotel commission he had built the reinforced concrete St. Mark's Hotel in Oakland (1907), and was known for the Mission Revival Porterville Grammar School and Fresno Chamber of Commerce, published in Architect and Engineer in June 1906.

The Shattuck Hotel, described in contemporary reports as "Spanish" and "Spanish Renaissance" in style, is similar to other grand hotels of the period loosely described today as Mission Revival, beginning with Carrere and Hastings' Ponce de Leon and Alcazar in Florida (1887-90), and established as a California trademark by the Greene (1892-98) and Raymond (c.1902) in Pasadena and the more literally Mission Revival Mission in Riverside (1902-14). In the work of William Weeks and others, the Mission style was associated with reinforced concrete, and although concrete construction was well established in Berkeley by 1909 (John Galen Howard's South Berkeley and downtown banks, and buildings on the UC campus) the Shattuck was one of the city's largest and most ambitious concrete buildings to date. The Mission style with tile roofs and towers was also well represented on a smaller scale: the Hulbert Block dating back to 1895 (Edy's, totally remodeled), and other still-extant examples from 1902-05 (all city landmarks): Mikkelsen & Berry, 2132 Center; Bonita Apartments, 1942 University; and the Barker Building, 2486 Shattuck.

The 6-story hotel announced in 1907, and designed by McDougall, was far removed from the summer cottages rumored in 1898: Berkeley's steady growth at the turn of the century, the natural result of climate, excellent transbay transportation, and the University, had been sharply accelerated by the 1906 San Francisco earthquake and fire. Berkeley's population almost doubled in the one year after the fire, tripled (13,000 to 40,000) between 1900 and 1910, and the Shattuck Hotel was only one of a number of significant developments of big-city buildings and institutions: city hall by Bakewell & Brown and new city charter, 1909; new brick railroad station, 1907; new Renaissance-style post office (also on Shattuck/Woolsey land), 1913. Other Berkeley hotels were developed in the same period--the Claremont (1906-15), Crail (2109 Shattuck, 1909), Carlton (1906), and Berkeley Inn (1911)--but it was the Shattuck that received the most attention from local boosters, as Berkeley's "first satisfactory commercial hotel" (Ferrier, Berkeley, Calif., p.266), earned an 8-page feature with detailed descriptions in the Western Hotel Reporter (Dec. 24, 1910; attached), and was launched with a Chamber of Commerce banquet where Joaquin Miller was a featured speaker (Gazette, 12/16/10). The Woolseys engaged Noah Gray from the Potter hotel chain in Southern California as manager for the 150-room hotel. They themselves moved into the hotel, and were advertised in the San Francisco Blue Book among its prominent permanent residents. Non-residents were lured with teas and twice-weekly concerts (Observer, 3/14/14). The dining room in particular prospered, and in 1912 (building permit #2355, 10/8/12) local builder-architect A.H. Broad was commissioned to make a \$6900, 38x50' matching addition to the one-story dining room wing along Allston. Earliest storefront occupants included W.J. Mortimer realty and a hat shop (1910 E.H. Mitchell Co. postcard).

30. History - p.3

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In 1913 the Woolseys and their associates decided to expand the building to more than three times its original size, with a \$135,000 addition by McDougall (permit #2700, 3/4/13). This would turn the hotel into "the longest structure in any of the Bay cities--5 feet longer than the Emporium building in San Francisco" (Journal of a City's Progress: the Tribune said longest in the state), and also finally changed the pastoral character of the Shattuck homestead. Kittredge Street was cut through from Shattuck to Milvia between the library and the south end of the enlarged hotel, and the two Shattuck houses moved to standard-size lots on the south side of Kittredge, where they remained into the 1930s. Continuing the quasi-civic development of the Shattuck/Woolsey land, construction was going on at the same time on the Elks Club and post office on the other side of newly-extended Henry Street, i.e. Harold Way (Tribune, 7/27/13). The gardens remained on the rear of the block, and were advertised among the hotel attractions, but the "roof palm garden and solarium" at the south end of the annex seem a concession to urbanization. The block-long building was illustrated in Werner Hegemann's 1915 Oakland-Berkeley City Plan (p.101) as an example of good urban design.

Ground floor stores in the addition were reported as leased even before ground was broken, the largest one to J.F. Hink & Son dry goods, which had opened in 1904 (the business dated back to 1872, in San Francisco, Oakland, Eureka, and Woodland) across the street in the Wanger Block at the southeast corner of Shattuck and Kittredge. Another immediate tenant was Huston's shoes from Center Street, in business "since 1869" (inscription on store) in Woodland where they had known the Hinks. Lester Hink (Berkeley Review, 3/31/60) gave a more dramatic explanation of the store's influence on the hotel expansion: "Mr. W.E. Woolsey had a magnificent home where this store now stands...I went to him and told him, Mr. Woolsey,...I intend to move my store into a new building on this property. He said 'but Mr. Hink, this is my home'...On March 9, 1914, I moved in." Hink's remained in the building until mid-1985, responsible for the two subsequent additions to the building, a Berkeley institution, its leaders active in civic life, noted already by 1916 (Courier, 3/14/16, p.34-5) as the "largest exclusive dry goods store west of Chicago" and the creator of the "famous Hink system of dividends by which every patron becomes a stockholder."

In 1926 Hink's commissioned a \$110,000 addition on the southwest quarter of the block (permit #26688, 11/17/26, architect Walter H. Ratcliff) as well as extensive modernization of the existing store with a new Tudor-flavored oak interior, front arcade with ornamental plaster ceiling and free-standing display cases, and overhanging marquee the full width of the store. The addition provided a mezzanine shopping and office area, more than doubling the store size, as well as a roof garden where the Spanish parapets along the roofline served as walls to the courtyard. Along the street the annex's huge industrial windows are an arresting if unorthodox downtown frontage, and the Spanish details harmonize with Ratcliff's Armstrong College (1923) across Harold Way.

Walter Ratcliff Jr. (1881-1973) was one of Berkeley's most prolific and prominent architects from about 1910 to 1930, and founded a firm now in its third generation as The Ratcliff Architects and said to be the oldest in the East Bay. He was born in England, studied chemistry at UC, began designing houses while in college, traveled in Europe and studied with John Galen Howard before beginning his own practice in 1908. An early commission was the Elks Club on Harold Way. As Berkeley City Architect from 1913, he designed firehouses, Hillside School, and the West Berkeley Day Nursery. From 1923 he was supervising architect of Mills College, and studied Spanish Colonial buildings in Mexico. He is best known for his distinctive interpretations of the Spanish and Tudor styles prevailing in the 1920s--both represented in his work on Hink's. Several of his buildings are city landmarks, including Mobilia, Fidelity Savings, Wells Fargo (Mercantile Trust), and University Garage downtown. The developers of the Mercantile Trust building in 1925 included W.E. Woolsey, John Weston Havens, and Frank Linden Naylor: Mercantile Trust was a successor to the Shattuck banks.

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30. History - p.4

Business continued to substantiate Hink's claim to "make it unnecessary for the women of Berkeley to go elsewhere to do their shopping" (Courier, 4/25/14), and further expansion was contemplated by 1945 (Gazette, 5/9/45) but held off "until building conditions become more normal" (Gazette, 5/20/47), on the site of the 1921 Whitecotton Office Building, to extend the store the full length of Harold Way and provide an entrance on Allston. This project finally took place in 1957-58, with a new men's department wing designed by (Henry A.) Schubart and (Howard A.) Friedman, a San Francisco firm active c.1953-67, and built by Cahill Construction of San Francisco (permit dated 12/31/57). In contrast to the Ratcliff addition with its walls of windows, this building is totally enclosed, reflecting a change in retailing fashions away from the daylight store. Another modern merchandising touch, added in 1956, was Hink's two-story parking garage across Kittredge, which probably helped the store--and downtown Berkeley--hold its own against the suburban malls for as long as it did.

Lester Hink died in 1977; tradition recorded in the Express, Dec. 9, 1983 ("A Great Story At Home," a full history of Hink's by Alice Kahn) attributes the store's bankruptcy the same year to Hink's reliance on the Bank of Berkeley for a large loan, called in when the bank was taken over by the Bank of California--ironic for a business and a building so closely tied to local banking pioneers. The store lasted another eight years under the ownership of Dunlap's of Modesto, and closed in mid-1985.

The Shattuck Hotel has remained in business through several changes of ownership and style. By 1916 (Courier, 3/4/16, p.30) W.E. Woolsey was managing it in partnership with his son-in-law Fred T. Robson, an Iowa-born engineer who built water systems throughout California and was Public Works Commissioner of Berkeley. The family real estate business later became Woolsey-Robson-Heidt, with the addition of Woolsey's musician son William Harold and another son-in-law, bandleader Horace Heidt (Tribune, 8/13/73). William Harold Woolsey managed the family properties, including the Constitution Square and Penney's buildings, until his death in 1956 (Gazette 3/12/56), and also remained involved with Shattuck's Berkeley banks. He was presumably the namesake of Harold Way. (Woolsey Street in south Berkeley, incidentally, is named for another Woolsey family, who came from Ohio in 1853; William E., 1854-1939, came to California from New York in 1868, and lived in Santa Rosa for 25 years before joining the Shattuck family around 1900: Davis' Commercial Encyclopedia.)

In 1920, however, W.E. Woolsey sold the Shattuck Hotel to W.W. Whitecotton of Los Angeles, reputedly a clerk at the hotel who married a wealthy widow guest, bought the hotel, and changed its name to Whitecotton, regardless of local attachment to the Shattuck name. According to his ad in the 1925 San Francisco Blue Book, he also operated the Lankershim Hotel in Los Angeles. He developed a Whitecotton Office Building behind the Shattuck on Allston (permit #10984, 11/28/21, architect James W. Plachek), a two-story somewhat classical building not related to the hotel; and the Hotel Whitecotton Apartments, the three upper stories added to the Corder Building in the 2300 block of Shattuck (now the Shattuck Apartments). Whitecotton departed from the Berkeley financial scene in the Depression, and died in Los Angeles in 1933, though his name remained for years on downtown Berkeley's two biggest buildings. After Whitecotton the hotel and building ownership separated; a Shattuck Properties Company was formed to wind up Whitecotton's Berkeley estate, finally accomplished by sale of the building in 1941 to Levi Strauss Realty (Gazette, 7/28, 7/31, 8/7/41), which held it until about 1980.

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## 30. History - p.5

The hotel business was owned and operated from 1930 to 1942 by Jake Livingston (Gazette, 5/12/48), and thereafter by Wallace and Joan Miller, who changed the name back to Shattuck (Gazette, 12/30/42, 3/25/43). In 1947-48 Miller commissioned a "rejuvenation" by the famous New York industrial design firm of Raymond Loewy Associates, which included the all-glass hotel entrance on Allston and new baths and furnishings. Loewy's West Coast representative expressed pride that the modernistic makeover would be "up to date for ten years or more" (Gazette, 7/25/47, 2/17/48; permit dated 6/20/47). In 1956 the hotel was again announced as "Completely 'New'" (Gazette, 1/11/56). In those business-oriented years the Shattuck was "the meeting place of practically all local service clubs and the scene of nearly all outstanding civic gatherings" (Gazette, 5/12/48). In 1968 Mrs. Miller sold the business to buyers who "said they would convert it to a residential hotel," which it was until a reemphasis on tourist and conference and restaurant business by the present owner in the early 1980s, in combination with reuse of the downtown Masonic Temple as a Berkley Conference Center.

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31. Architecture - p.1

The Shattuck Hotel is a tile-roofed, reinforced concrete and stucco Mission/ Mediterranean style hotel and store complex, 5 stories high along Shattuck Avenue and 2 stories high along Harold Way. It occupies the whole of the city block bounded by Shattuck Avenue, Allston Way, Harold Way, and Kittredge Street, approximately 270' square. It was built in four major increments: (1) the corner of Shattuck and Allston (about 160' on Allston by about 80' on Shattuck--the first pair of towers) in 1909-10; (2) the remaining Shattuck frontage and about halfway down Kittredge in 1913-14, completing a unified 5-story towered and arcaded block of hotel and commercial frontage; and two subsequent 1+-story and basement rear additions to Hink's department store, (3) the quarter block along Kittredge and Harold Way in 1926-27, with Spanish detailing and factory sash, and (4) the final semi-detached boxy addition at Harold and Allston in 1957-58. The building's original color was white; it has recently been painted in two shades of warm beige (the towers darker), with window and bas-relief details in white, and friezes and cornice moldings in maroon and dark teal blue. Over the years the storefronts and hotel entrance have been repeatedly remodeled, windows replaced and ornamental balconies removed, but the building's size and distinctive shape and character are still the strongest presence on Shattuck Avenue.

The 1909 and 1913 portions together make up a single symmetrical, block-long 5-story frontage, ground floor stores topped by 4 hotel stories of about 300 rooms. The facade stands about 60' high, punctuated by four square tile-roofed towers about half a story higher. The two north towers (the ends of the original building) are spaced the distance of 6 upper-floor windows, as are the south two; the distance between the inner tower is 13 windows. The Allston Way side of the 1909 building has 5-story towers at both ends and a more elaborate 6-story tower at the center over the hotel entrance, making this the most ornate elevation of the building. The Kittredge Street hotel end, in contrast, extends only 3 bays west of the corner tower, and is rather oddly unornamented and topped by a plain parapet and glassed-in and trellised roof garden.

The pyramidal tower roofs and the sloping parapet roofs between them are red clay tile, with heavy ornamentally sawn exposed rafters. On the towers there is a relief frieze around the eaves; elsewhere the top floor's arched windows rise almost to the roofline, leaving just room for 3-sided tile inserts in the spandrel areas. The fourth and fifth floor windows are connected vertically by their molded frames and recessed spandrel panels into a two-story arcade, formerly marked off more strongly by wood-railed balconies on large classical brackets at fourth floor level (fifth on the towers): one of these survives, minus the brackets, just over the hotel entrance on Allston, and the base of another, with the brackets but without the balustrade, on the rear off Kittredge. (This alteration is dated c.1950 by a newspaper photo published 5/12/48 showing balconies in place, and a photo at Berkeley Historical Society dated c.1951 by cars and clothes, without--building permit not found.)

Windows on the second and third floors stand singly, punched into the concrete with only simple molded wooden sills; those in the 5-story towers are similar but have narrow molding all around, and the top ones have relief crests of urns, torches, and shields, probably cast concrete. Except for the curved sash in the top halves of the arched windows, all the street-side pivoted-sash windows were replaced with double-hung aluminum sash sometime around the 1960s, but the original configuration of mullions was kept, with smaller panes on the upper two floors.

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31. Architecture - p.2

The 6-story tower on Allston has the 2-story arcade treatment at the top (4 windows wide), plain third and fourth floors, and adds a strongly Renaissance ornamental second story (mezzanine; piano nobile) with 3 pairs of deep-set windows in double arches opening onto the balcony, topped by a corbeled cornice and wide geometric-patterned tile frieze. The walls of the towers are flush with the main walls, marked off only by the roofs, different window treatment, and downspouts, and now by contrasting paint colors. The Shattuck facade is angled slightly in relation to the side walls, following the gently oblique route of Shattuck Avenue, except that the two original (north) towers are square while the intervening wall slants.

The ground floor of the 1909-14 building consists of storefronts along Shattuck, hotel lobby and dining room along Allston, and store rear along Kittredge. The lot slopes down to the west, so that the mid-block hotel and store entrances are half a flight up from the sidewalk, and the windows well above street level.

The original (north) corner building was designed for 5 small stores in its ground floor; the 1913 addition provided for two small stores at the north end and was planned from the first to have Hink's department store in the entire south half. All the storefronts have been repeatedly rearranged and resurfaced; originally they were a series of c.15' bays with prism glass transoms, awning boxes, tall plate glass show windows, recessed entries, and glass-fringed marquees over the Shattuck Avenue hotel entrance and entrance to Hink's. Part of the original relief frieze and transom strip (in its 1927 form, with textured glass and wraparound marquee) is visible at the former Hink's store, where the 1927 storefront with recessed arcade, as well as the 1960s plastic and sheet metal overlays, have been removed; more of the frieze and transom may survive behind Huston's molded plastic sign strip, and less probably, under Lee Frank's white marble facade (corner of Allston, occupying most of the 1909 section). Huston's has a probably pre-war recessed entry with rather tattered black vitrolite facing, and a stainless steel picture-frame storefront at the children's department; the white marble facade at Lee Frank, with canted corner, terrazzo pavement, stainless steel marquee, and streamlined interior was designed by Michael Goodman in 1966 (permit dated July 27), who also worked on Hink's and Huston's signs and storefronts about the same time.

Along Allston the ground floor is concrete, deeply rusticated above the base; the first bay from the corner (rear of the jewelry store) has 4 small, high rectangular windows with keystones. Originally the whole remainder of this frontage was a series of 11 round-topped arches with radiating rustication and keystones, as now found west of the hotel entrance. The arched door and 2 windows at the hotel entry--the ground floor of the 6-story tower--were replaced in 1947 with floor-to-ceiling plate glass windows and vestibule walls, white and gray terrazzo columns, dark green terrazzo base and steps, and a new marquee with recessed lighting. The remaining 8 arches--4 in the 5-story building and 4 in the 1-story dining room/ballroom extension at the west--have deep-set wood-sash windows, with fanlight uppers (partly hidden by bubble awnings) and large center pivoted sash. The second bay from the end was recently converted into a restaurant door; photos show that other windows at other times were so converted through the years. The 1-story dining room extension dates partly from 1909 (the east bay) and partly from 1912 (3 matching bays). It has a plain paneled and molded parapet. Along the c.10' alley which provides access to utility areas (kitchen, boiler room, etc.) in the middle of the block, its west wall shows traces of arches like those along the street, boarded up and stuccoed over, probably when the Whitecotton Office Building (demolished) was constructed along that wall in 1921.

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31. Architecture - p.3

The interior of the hotel lobby and dining room have been repeatedly updated. The dining room's architectural features are reasonably intact--classical columns and deeply coffered ceilings with classical friezes, arcade on the interior wall echoing the Allston Way windows. The lobby has been more often and more thoroughly redone: it is currently a 1980s Craftsman with polished hardwood moldings, reception counter, and edging on the 4 mirrored columns. (The columns, spaced throughout the lobby and dining room and store interiors, are of course structural as well as trademark architectural features of the building: the skeleton of the building can currently be seen where work is in progress in the Hink's space.) The hotel floors have also been modernized; numerous permits in 1946-47 and 1953-55 gave particular attention to adding bathrooms, and rearranging some of the suites of rooms.

Along Kittredge, the first 4 1-story bays are part of the original building, the rear of the Hink's store. In 1926-27 the half-block west of this was added, extending halfway through the block along Harold Way (148'6"x127'6"x 36' high). This 1-story plus basement and mezzanine addition is reinforced concrete, stucco, and tile in harmony with the hotel building, with large banks of industrial-sash windows on both frontages, high above street level (the 4 bays of windows in the original 1-story section appear to have been altered to match). There is a split-level entry with bronze framing and pink granite side panels on Kittredge, and grilled basement windows all around. There is a simple cornice molding and frieze about 2' below the roofline, and about the middle of both Kittredge and Harold Way frontages a free-standing parapet with peaked tile roof, grilled rectangular "windows" and volutes at each end--these formerly had the store name in metal letters. At the north end of this section on Harold there is in addition a tile-roofed mini-penthouse with textured stucco and narrow arched windows. Below this is a truck door to the basement, and also on Harold are two pedestrian utility doors, one of which was probably once a customer entrance. Two early roll-down awnings still exist along Kittredge.

The northwest corner of the block is occupied by a 2-story concrete addition to the Hink's store, 118'x74'x30'high, connected through its south wall making an L-shaped store space, and separated from the hotel dining room by the 10' alley. This was built in 1957-58. It is plain, sharp-edged, unstuccoed (concrete shows plywood form marks), and nearly windowless: there are 4 large display windows, 2 on each street frontage, but they have no connection to the store inside, and a few small, high metal-sash windows to the second floor. The entrance is recessed into the west end of the Allston side, its vestibule walls lined with 1" ceramic tile, ochre with red and orange accents. A rectangular stainless steel and stucco canopy or marquee wraps around the corner, and has the same tile along its edge and continuing as a band around both sides of the building (now painted). Freestanding streamlined metal letters on the marquee say "Hink's of Berkeley."

In style and structure the 1957 wing is virtually a separate building, as its predecessor on the site was, and is not contributory to the early 20th century character of the Shattuck Hotel; owners contemplate closing off the interior wall and selling it as a separate property.

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**TOLD TO PAY HOTEL BILLS TO RECEIVER**

**Woodbury Fails to Meet Notes**

Transient and permanent residents of the Hotel Belleclaire, at Broadway and Seventy-seventh Street, New York, were surprised yesterday when they were notified to pay their bills to a receiver appointed by the Supreme Court on December 8. The notification was in these words:

"Notice is hereby given that, pursuant to an order of the Court made by Mr. Justice Seabury, I have been appointed receiver of the leasehold and leasehold interest of the defendant, Elmer F. Woodbury, in the Belleclaire Hotel, and that all moneys for rents or rooms and apartments therein are payable and should be paid to me and not to the defendant or any other person. Dated New York, December 9, 1910."

The order was signed by William Steele Grey, receiver, who lives at the Iroquois Hotel, in West Forty-fourth Street. The receiver was appointed December 8th by Justice Seabury in an action brought against Elmer F. Woodbury, proprietor of the hotel, by Louis C. Neuberger to foreclose a mortgage on Mr. Woodbury's lease. The mortgage was

given as security for notes accepted by Albert R. Keen, formerly proprietor of the Belleclaire, in part consideration for the transfer of his leasehold interests to Mr. Woodbury. Mr. Keen later assigned part of the notes and security to Louis C. Neuberger. When the first note became due, according to the complaint, Mr. Woodbury failed to pay and suit was started to foreclose the mortgage. Mr. Gray then was appointed receiver.—N. Y. Herald.

**STRIKE DELAYS WORK ON SANTA CRUZ HOTEL**

Labor troubles in connection with the erection of the new hotel which is being erected at Santa Cruz by Fred W. Swanton and associates, precipitated a strike last week which caused a cessation of the work. The cause of the trouble is said to be the fact that the union men were asked to work nine hours without the customary increase of time and a half for overtime.

**HOTEL SHATTUCK DINING SERVICE**

*The management of the Hotel Shattuck is to be congratulated on its happy selection of the Dining Service in China and Glassware.*

*This equipment which is a notable feature of the extreme detail emphasized in every Department of the Hotel, consists of a beautiful American China Service, furnished by Nathan Dohrmann Company of San Francisco, and shows exquisite shapes in dainty decoration of delicate hair-lines. Added to this a sparkling service of Imported French Glassware lends the last touch of refinement to the Dining Room.*

*The entire Silver Service from the Gorham Manufacturing Co. was also furnished by us.*

**NATHAN DOHRMANN CO., San Francisco.**

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*Fresh Dressed Poultry, Selected Ranch Eggs, Game in Season.*

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**Artistic Millinery**

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BERKELEY, CAL.

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**THE ART FIXTURE CO.**

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Shattuck at Bancroft, Berkeley

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**Wholesale and Retail**

**Paper of All Kinds**  
 Bags, Twine and Stationery

2107 ALLSTON WAY,

BERKELEY

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Above: original building nearing completion, 1910  
Below: c.1914 with 1912 (R) and 1913-14 (L) additions  
(Louis Stein/Berkeley History Project)



LL3

lass has the night watch and at one time was connected with the Alexander Young Hotel in Honolulu.

M. L. Huribert is bookkeeper and auditor and while this is his first ex-

has a record of long service in California hotels. The engine-room is in charge of John Donavan, who comes over from the Jefferson, and who has been with the Colonial in

#### REVOLVING TREE TO DELIGHT CHILDREN AT THE ST. FRANCIS

A revolving Christmas tree, with 1,200 varicolored lights, the center of every manner of mechanical toys, is the holiday feature the Hotel St. Francis has prepared as a treat for the children. The idea of a revolving tree, the first ever displayed here, came from Charles Hightower, an engineer, formerly chief at the Union Iron Works, and later at the St. Francis.

The tree was cut in the mountains above St. Helena and is so big that it has been placed in the tapestry room instead of in the lobby, the scene of the festivities of two years ago. Electric batteries have been installed at the base to give the tree three revolutions a minute. Mechanical toys of every description will be in evidence. Around the tree a canal has been built and in the artificial lake a battleship fleet will sail automatically. There are to be 15 battleships in line. Moving whales, croaking frogs and other live animals of the sea will contribute to the fun. Aeroplanes will sail about the tree and a double railroad train bearing Santa Claus will make the circuit.

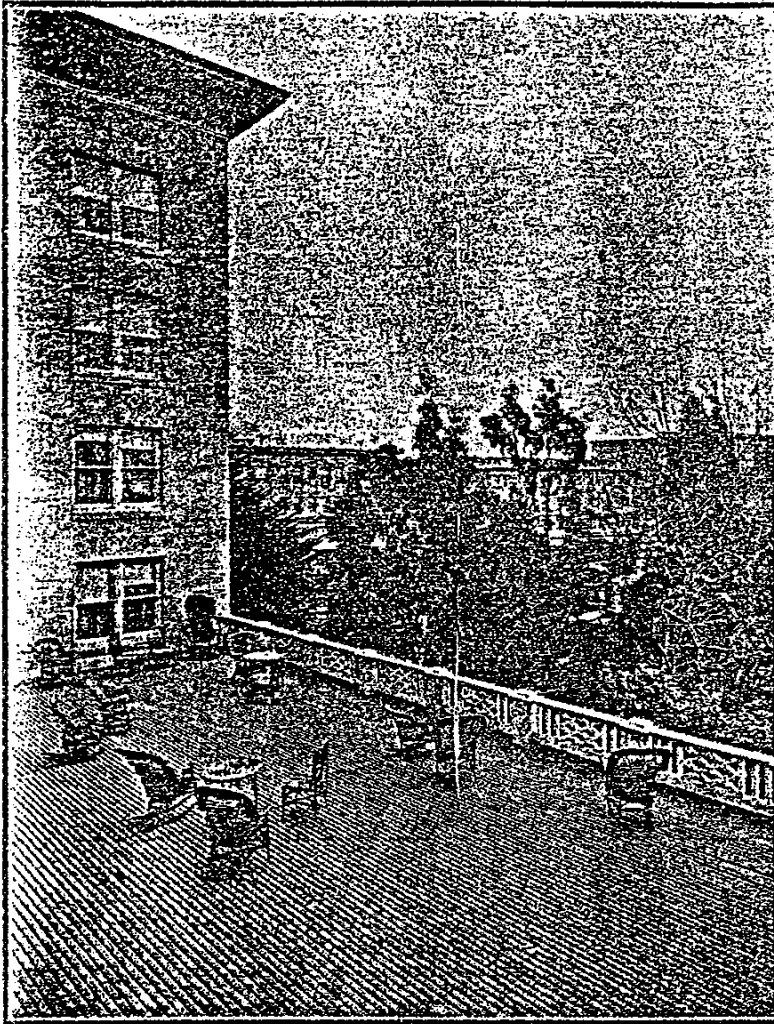
The tree was unveiled at 9 o'clock Friday evening. While the room was darkened. Jefferson de Angelis, the well-known comedian, who was born in San Francisco in 1850, acted as master of ceremonies. After delivering a parody on the poem, "Twas the Night Before Christmas," De Angelis pressed an electric button, the curtains fell aside and the action of the tree was started.

James Woods, manager of the hotel, says that he wants all the children of the city to visit the tapestry room and see Santa and the big tree. It is principally for the orphaned that this treat has been prepared.

#### I. S. A. NOMINATES OFFICERS FOR 1911

The following members of San Francisco Branch 21, I. S. A., have been nominated to serve as officers and directors for 1911:

President, W. B. Hayward, caterer, Wheeler & Hayward, 1561 Bush Street; vice-president, Alfred H. Johnson, Bohemian Club; secretary and treasurer, F. T. Christy, proprietor Imperial Restaurant, 633 Third Street; corresponding secretary, S. A. Gottlieb; trustees: H. Check, manager, Alta Club; H. McLeod, manager, Burlingame Club; A. W. Schroeter, Bohemian Club. James B. Tait, State Regent.



A VIEW FROM THE SHATTUOK ROOF GARDEN

perience in the hotel business Mr. Huribert is an expert accountant and has for some time been connected with leading business houses. Miss E. L. Stewart is in charge of the dining-room and for the past twelve years has seen service in such houses as the Potter, the Maryland, Del Monte, and for four seasons with the hotels in Yellowstone Park. The housekeeper is Mrs. Augusta Bush, who was formerly an assistant house-

keeper at the St. Francis, and who San Francisco and at Byron Hot Springs. The hotel was fortunate in securing the services of Joseph I. Muckensturm as chef, Mr. Gray having sent to Boston for him. Mr. Muckensturm was for a long time at the Manx and at Paso Robles and in Boston, was at different times; chef at the Algonquin, Somerset and Union Clubs. Ernest Neyddeger has charge of the bake shop and was formerly with the Jefferson, the Potter and for several seasons at Lake Tahoe.

## Homestead Savings Bank

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BERKELEY, CAL.

Everything in drug store  
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Berkeley Store: Shattuck and Center.

Phone Berkeley 113 Home F 2113

Co., equipped the kitchen with dish-washing machines, silver cleaning and sterilizing machines, roll warmers, knife polishers, also an ice shaving and cube cutting machine.

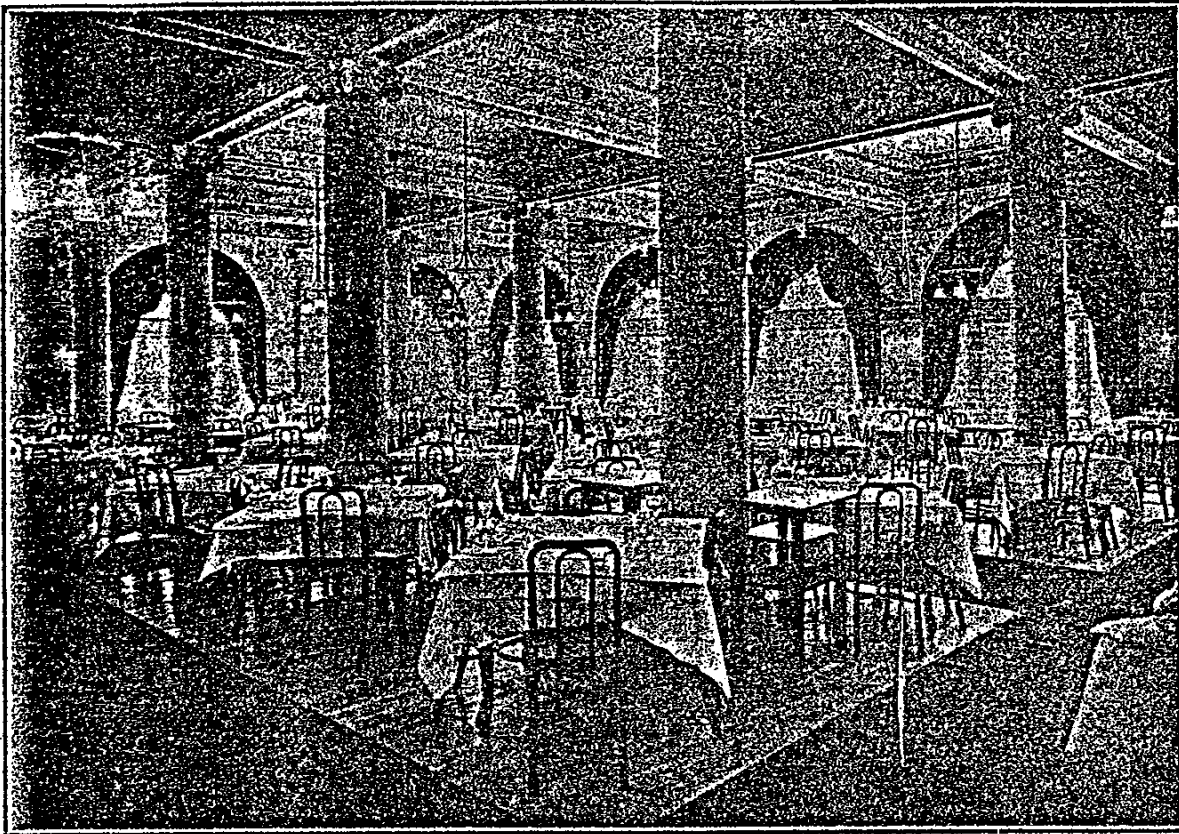
Off the kitchen are the other work-

ideas with a view of eliminating the various defects he has noticed during his experience in the practical end of hotel keeping. In the basement on the Allston Way side is a large baggage room and receiving room for

and has received a thorough training in every branch of the hotel business, under the most practical hotel proprietors.

Mr. Gray was associated with the Potter Hotel Company for nine years,

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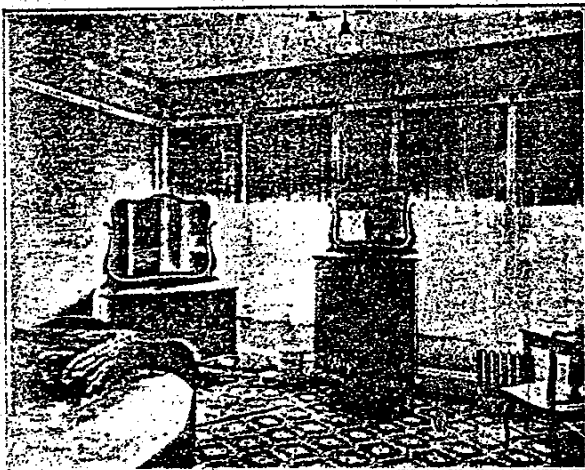
THE MAIN DINING ROOM

ing rooms of the culinary department, the dish and silver rooms, where all the china and silver service is cared for by experienced employees. The china of the hotel is in accordance with the rest of the furnishings and equipment, and rims of flowers and decorations are conspicuous by their absence. It is of simple design, with a plain bluish green line around each piece. Nearest the dining room entrance is the pantry, and on the other side of the kitchen is the bake shop, with a regulation size Hubbard oven, and all other bakers' working implements. The large ice boxes were built after Mr. Gray's own

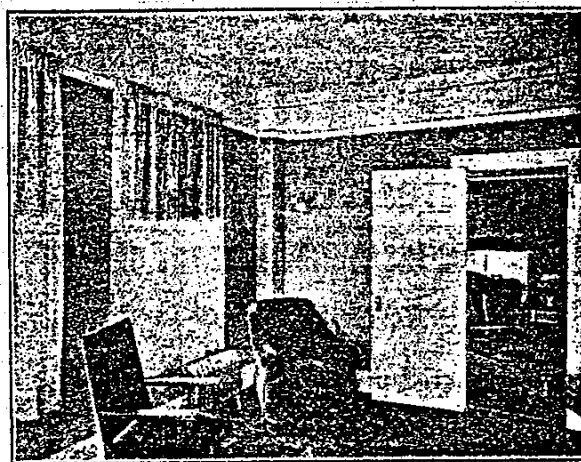
supplies, and on the other side is the engine room, containing all necessary machinery to operate the elevators, furnish heat, hot water, etc. All electricity used in the hotel is purchased from the Oakland Gas and Electric company.

Taken all in all, the Shattuck is a complete hotel in every sense of the word, and it goes without saying that the public will show its appreciation of such a fine institution by giving it unlimited support and liberal patronage. Noah W. Gray, who will manage the hotel for the owners, is a hotel man of long and varied experience on the Pacific Coast,

five years spent at the Van Nuys in Los Angeles and four at the Potter in Santa Barbara, resigning his position as assistant manager to take the management of the Alexander Young Hotel in Honolulu, where he remained two years. Later Mr. Gray was with the Jefferson and Stewart under Mr. Stewart's management, and a year ago formed a partnership with his brother-in-law, Mr. C. E. Linzee, and leased the Jefferson. George G. Thompson is chief clerk. Before the fire Mr. Thompson was at the St. Nicholas Hotel in San Francisco and more recently with the Athens in Oakland. Percy S. Doug-



PARTIAL VIEW OF ONE OF THE BEDROOMS



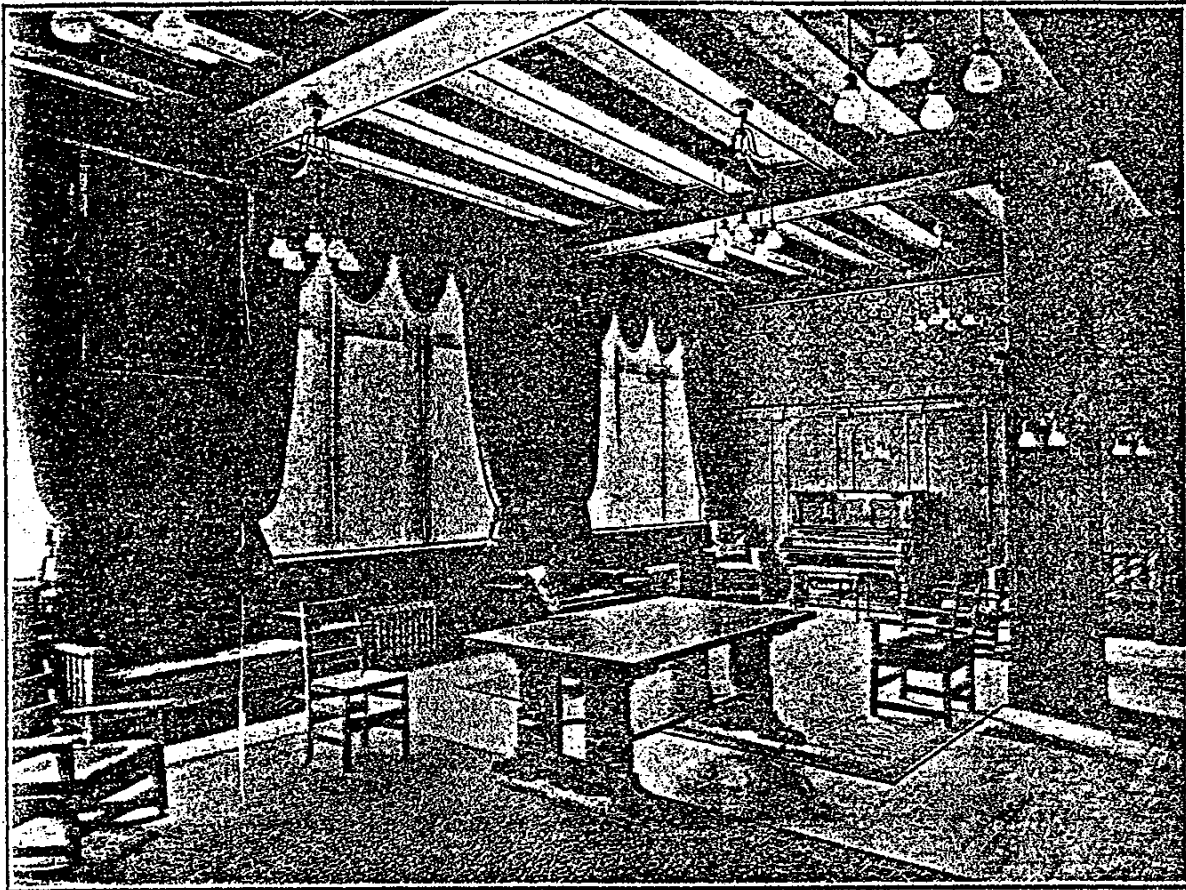
ONE OF THE SUITES

dividuals, but it shows how carefully everything was thought out. All rooms have a color of their own, and that one color prevails throughout the room down to the smallest article of furniture. If a room has

tection, and on each floor are found tested rubber-lined canvas hose all connected with fire hydrants and ready for any emergency. The electric light fixtures also deserve special mention. They are of heavy

the Potter and Van Nuys, he would only have to look in the kitchen and storerooms. This department is complete down to the smallest detail, and the arrangement of the equipment is for quick service, con-

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A VIEW OF THE LOUNGING ROOM

blue wall paper it also has a blue carpet, blue comfort on the bed, blue linoleum on the bathroom floor, etc. And you will find that the rim around the water pitcher, cuspidor and match stand is also blue. Delicate colors were chosen, and the wall papers are of solid colors, so that even in the guest chambers there is nothing to disturb the quiet elegance of the general scheme. The carpets all over the house are Bigelow Axminster, and were made to order by W. & J. Sloane of San Francisco. This firm also installed the furniture both in the guest rooms and public rooms, and deserve much of the credit for the artistic effect and tone produced through the whole house.

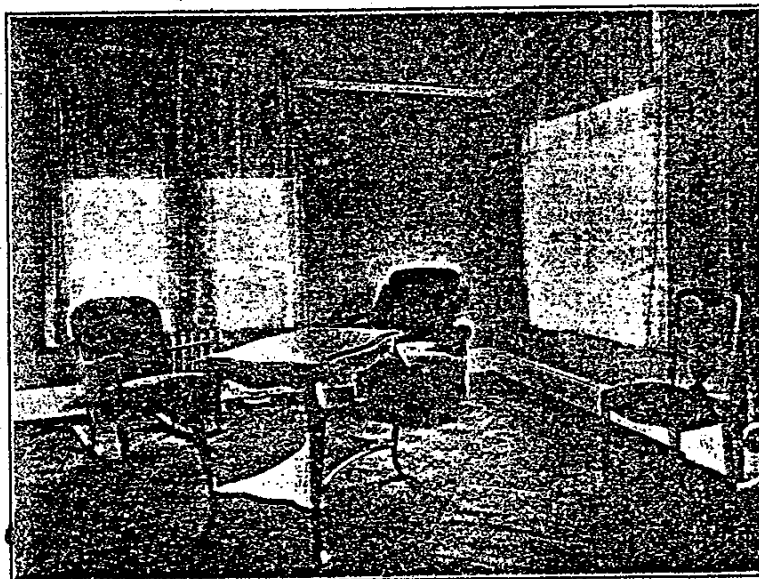
The rooms can be rented singly or en suite, from one room with or without a bath, up to ten rooms with three baths, all connecting. There are one hundred and fifty rooms in the building, half of which have bath, and from all of which good views can be had. On the west side of the building one can see very clearly the ships passing in and out of the Golden Gate. Special care was taken in the plumbing and sanitary arrangements of the Shattuck. This was done under the direction of B. E. Underwood of Berkeley, who succeeded in installing plumbing that is second to none in the West. Notwithstanding the fact that the house is strictly fireproof nothing was overlooked in the way of fire pro-

tection, made for the hotel, and conform with everything else about the house.

The Shattuck is equipped with a latest model vacuum cleaner and the machinery required to operate it. If one needed any further proof that the manager of the Shattuck, Mr. Noah W. Gray, was a graduate of

convenience and to prevent the confusion so prevalent in hotel kitchens during rush hours. Modern ranges, coffee urns, steam tables, heating closets, egg boilers, etc., were installed by W. W. Montague & Co. of San Francisco.

Albert Nelson & Co., the Pacific Coast agents for G. S. Blakeslee &



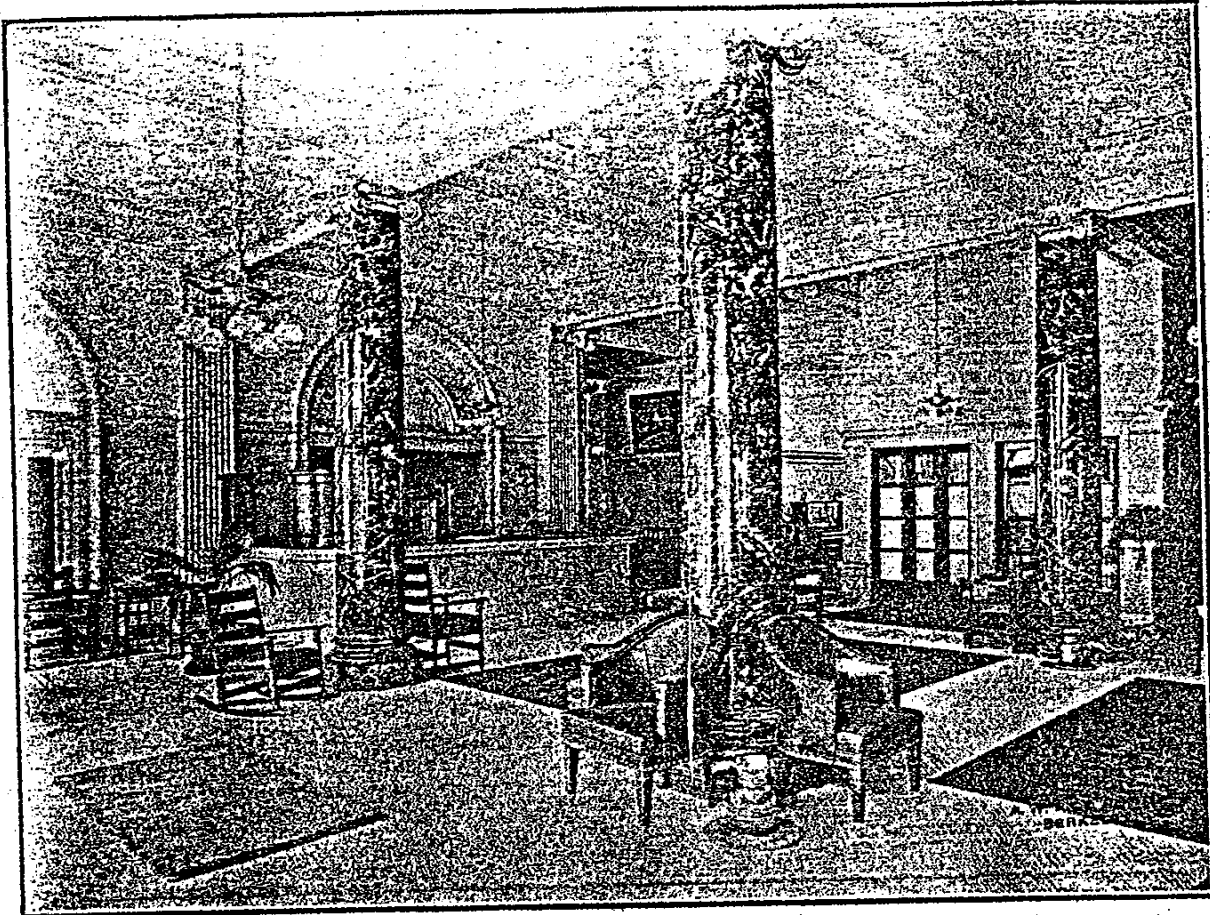
A CORNER IN THE SITTING ROOM

nished by D. N. & E. Walter & Co., the same firm having furnished the lace curtains and shades, and they were selected, arranged and put in place under the personal supervision of the firm. One of the most attrac-

niture is in every room. The rooms are plentifully furnished and contain articles of furniture that are lacking in so many houses but are so necessary to the guest who remains any length of time. The reading lamps

mattresses and heavy pillows. The bed linen, towels, etc., are all of the best grade of Piquot. The bathrooms are large and contain medicine chests and fixtures of nickel, all that a guest could possibly require. Shav-

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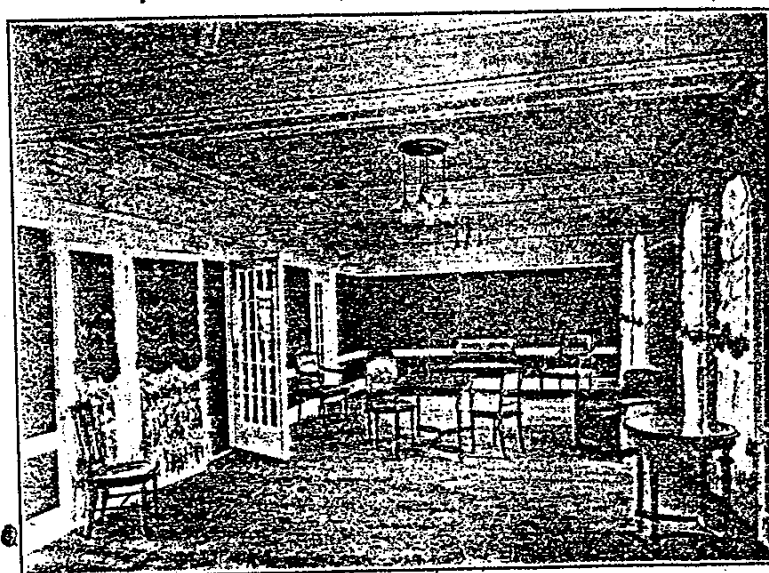
OFFICE AND MAIN LOBBY

tive features of the Shattuck is the sun parlor, on the south side of the building, overlooking the gardens, and enclosed on three sides by the hotel walls. It could also be called a roof garden. Having an entirely southern exposure, it will be a popular lounging place for the guests, as it is protected from all winds, and in California when you take away the wind and give one the sun you have an ideal winter climate. The sun parlor is arranged to correspond with the gardens below. Large palms, bay trees and tropical plants are scattered about, and the little tables, tabourettes and comfortable chairs are of a waterproof India reed wicker. It is needless to say that the sun parlor will be popular with the ladies for afternoon tea and with the gentlemen for their cigar after dinner.

Going up the fireproof stairway every wall and floor is of steel and concrete to the floors above one finds rooms that are as completely and as tastefully furnished as those of any hotel in the country, and in the selection of the furnishings and equipment for these rooms the comfort of the guest was the principal thing considered. This can be seen the minute one enters a room. The ceilings are high and the windows large, thus insuring plenty of light and ventilation. Plenty of light and air is a hobby around the Shattuck. Circassian walnut or mahogany fur-

at the head of the bed, the full-length mirrors, the dressing tables and writing desks are all important to the permanent guest. The clothes closets in every room are extra large, and besides ample shelf room contain a clothes pole, stretched across at a proper height. On the beds are fifty-pound white curly hair

ing-mug holders, towel racks, electric iron holders, soap and sponge holders and other conveniences are also included. The tubs are longer and deeper than the usual size, news which will make many a "six footer" happy. The bed sheets are also of extra length. Not that the Shattuck was built exclusively for tall in-



LADIES' PARLOR

# THE HOTEL SHATTUCK, BERKELEY 7A

**B**ERKELEY'S complete hotel, the Shattuck, opened to the public on December fifteenth, is a fitting and lasting monument to the memory of F. K. Shattuck, one of the founders and pioneers of Berkeley, and who has done more for the advancement of the city than any other one individual. It was Mr. Shattuck who induced the Southern Pacific Railroad to come into Berkeley, which afterwards led to the Key Route coming in. Mr. Shattuck was instrumental in securing for the city its present flourishing banking institutions, its libraries, good roads, and laying the foundation for what is now one of the most prosperous and beautiful cities on the Pacific Coast. Recently the estate left by Mr. Shattuck passed into the hands of Mr. and Mrs. Woolsey, who, realizing the need of a fine hotel conveniently located in Berkeley, began laying their plans for the erection of the Shattuck. They had the location and the funds, besides the well wishes of their fellow citizens in their desire to fill a much needed want and to add another beautiful structure to their city.

The Shattuck is located on the southwest corner of Shattuck Avenue and Allston Way, in the northern part of the old Shattuck estate and gardens. It commands a view of the Berkeley hills on the east and north, a view of the bay on the west, while on the south lie the Shattuck gardens, a park of tropical trees, palms and foliage, giving the hotel the appearance of one of the resort hotels of the sunny Southland. The building is six stories in height, constructed of reinforced concrete and steel, and is as absolutely fireproof as man and modern methods can make it. It is built on the style of the Spanish Renaissance, with lofty towers on all sides, the architecture being in keeping with the idea of having the hotel distinctly Californian. The building is pure white, surmounted by a heavy red-tiled roof, and has two large entrances, one on Shattuck Avenue and the other on Allston Way. No better location could possibly have been selected, the hotel being on the principal business street, convenient to all points of interest and less than half a minute from the stations of the Southern Pacific and the Key Route, and at the same time having surroundings and environment that appeal to the highest class of permanent and family trade. The office, lobby and foyer of the Shattuck is particularly attractive, being spacious and light, with four heavy scagliola pillars of Ionian design. The colors of the lobby are white and gold, and

in the many panels around the walls hang paintings from a valuable collection, and large, oak-framed pictures of scenes in California. The furniture of the lobby consists of large leather couches and mahogany chairs, the dark wood and coverings making a pleasing contrast to the white and gold of the ceiling and walls.

On the left of the desk, coming in from the Shattuck Avenue entrance, is the music room, which is akin to the tapestry room of the St. Francis, and which will be a comfortable lounging room for the guests and those coming for luncheon and dinner. Overlooking the gardens and

side of the room, these being draped in plush of Copenhagen blue with gold figures, fringe and tassels to conform with the color scheme of the room. The dining room is all in blue and gold, the colors of the University of California, which is located in Berkeley. Along the pillars and rafters is the crest of the house, a blue shield with a gold S in the center. The dining room has a seating capacity of three hundred guests, and besides the regular daily business the Shattuck will make a specialty of catering to banquets, receptions and parties. Already more than a dozen banquets have been arranged for, and the indications are that the room will be kept busy all during the winter months. The table cloths, napkins and other dining room linen is of a fine Irish grade, the best that could be found in the market, and the silverware is of a special design made by Gorham & Co. of New York for the Shattuck.

It was the intention of Mr. Woolsey to purchase in Berkeley everything he possibly could, and the result is that 75 per cent. of the moneys expended in the erection and equipment of the Shattuck was given to Berkeley business men, and this fact in itself has endeared the Shattuck to the local population of the city, who regard the hotel as a strictly home product from the ground up.

There are four elevators in the hotel, two passenger and two service, all of the latest type Otis electric, and equipped with every known guard and contrivance to prevent accidents. These cars are extra large and run from the basement to the upper floors of the building, and are handled by experienced operators. Every room in the hotel is an out-

side room and gets the sun at some part of the day, and the windows are all extra wide and extra high, making the Shattuck one of the best lighted hotels in the country both day and night. During the day the sun and daylight flood through the large windows all over the house, and the white woodwork make it as light as outdoors, while at night the large Tungsten lights all through the halls and in the bedrooms, lobby, foyer, dining rooms and public rooms make one doubt that it is really night.

On the second floor, above the office, is the ladies' parlor, facing Allston Way. This room is also in brown, similar to the music room, is furnished with the finest of French imported Circassian walnut, and the walls are covered with a brown German tapestry paper, and the draperies are also brown and white. All the draperies in the Shattuck were fur-



NOAH W. GRAY, Manager

with its dark rafters and panels of pine and subdued light, it has the true Spanish atmosphere of the days of the old missions, and every piece of furniture, bric-a-brac and coloring is restful. Above the selected panels that extend around the room are silk tapestries to correspond, and the furniture of plain, severe mission style was carefully selected. The rich brown draperies and the large Saxony rug of green and black figure on a brown background, complete the furnishings of one of the prettiest rooms in the hotel.

Directly in front of the desk, nearest the Allston Way entrance, and taking up nearly half of the entire main floor of the building, is the dining room, one of the lightest and airiest in the whole State. Large plate glass windows extend the full length of the room down the Allston Way side, and over on the west

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# Opening of the Shattuck, What it Means to Berkeley

By WELLS DRURY, Secretary of the Berkeley Chamber of Commerce

THE opening of the Hotel Shattuck marks an epoch in the history of Berkeley. It gives to the University city something that it never before possessed—a downtown hotel that is worthy of the community, which numbers over 40,000 souls.

Situated in the very heart of the business part of Berkeley, this hotel attracts the attention of the newcomer by its architectural beauty. It is steel frame, reinforced concrete, the exterior finish being snowy white. The location is most sightly, being at the intersection of Shattuck Avenue and Allston Way, and occupies part of the old Shattuck homestead, the background being enriched by the foliage of stately trees and graceful vines that bear the impress of years of careful attention.

The Shattuck is within one block of the postoffice, and is equidistant from the First National Bank and the Berkeley National Bank. Near by are grouped the City Hall, the High School, the Home Telephone Building, the new Y. M. C. A. Building, just ready for dedication, while not far distant is the Masonic Temple, with a number of other handsome edifices close at hand.

Berkeley's prominence is due to many natural advantages that draw desirable families to this locality. The geographical situation is such that it may be reached with a minimum effort, and its attractive topographical appearance holds the attention of every visitor who comes within the influence of its charming attributes.

Berkeley is justly famed for its picturesque location (directly opposite the Golden Gate, only 35 minutes from San Francisco) for accessibility, (facilities of ingress and egress, 112 trains in and out each day), for climate (equable and invigorating), for educational advantages (the seat of the University of California and of numerous high-class schools and academies), for home-making opportunities (no saloons or other objectionable resorts), for varied and select amusements (something worth while taking place almost every day and evening in the year), for those qualities which go to make up and round out a perfect community in which to enjoy life—for all these and others that will occur to the minds of those who know Berkeley, it is safe to assert that California's University city has no superior on the Pacific Coast.

That these attributes have drawing powers is proved by the fact that during the past ten years Berkeley's population has increased more than 20% per cent. Here are the official figures:

Population of Berkeley, 1910....40,434  
Population of Berkeley, 1900....13,214  
Increase in ten years.....27,120

It must be clear to the most casual observer that a city which grows like this must possess unusual and substantial qualities. The people do not flock to a community unless there are good and sufficient reasons for

their doing so, and the prosperity of Berkeley is proof positive that this city has a firm basis of merit; and there is every reason to believe that the growth of the past decade will be more than duplicated in the years to come.

Some of the changes that have taken place in the past ten years are worthy of more than passing notice. In the first place the manufacturing interests of our city have expanded so that at the present time at least one-eighth of our population derive livelihoods directly from that source. These in turn by their patronage of the different mercantile activities give support to hundreds



WELLS DRURY

of others, and from this the importance of the manufacturing industry may be estimated.

Mention should be made of the climatic advantages of Berkeley as a manufacturing center. Manufacturers of experience in this city declare that they are able to turn out more finished product within the same number of men than in most of the Eastern cities. This, they explain, is because the employes are able and willing to give full service every working day in the year, in physical comfort, and without the inconveniences of extreme heat or cold. The vitality of operatives is conserved by the equable climate, and the fresh breezes which sweep the western part of our city, charged with health-giving ozone, keep the entire force in prime condition, summer and winter.

As an indication of how the business of the western part of our city is growing, it is proper to state that less than three years ago the receipts of the railroad companies in that section amounted to about \$5,000 a month, and that the present income from that source is more than \$30,000 a month.

Climate is a theme on which Berkeleyans have a right to dwell with emphasis, for this is a strong point that appeals directly to people from the East, as well as those who come from the interior of the State and from other places on the Pacific Coast. It is our beneficent climate that will bring people here and keep them here.

Berkeley enjoys the enviable distinction of having adopted a progressive charter that secures to its inhabitants a truly representative government, under the commission plan. The operations of the organic act thus far have been satisfactory to a great majority of the people, and the instrument provides a guaranty that any well-founded protest may be made effective through the machinery of the initiative, the referendum and the recall.

The amount of property returned for taxation shows an increase, as follows: 1907, \$27,736,570; 1908, \$31,597,938; 1909, \$33,125,860; 1910, \$34,946,314, exclusive of railroad assessments. Revenues for municipal improvements are materially augmented.

Berkeley's schools are maintained at a high standard of efficiency, and as a consequence the percentage of students passing thence to the University is very large.

The leading religious denominations are represented by strong and well-maintained churches.

It is proper to note that the unsurpassed educational advantages and the intellectual atmosphere which pervade the community are uplifting in their influences. The high moral tone of the people must be counted among the valuable assets in the formation of a desirable dwelling place for the families that desire to enjoy the conveniences of metropolitan life and sylvan surroundings.

Berkeley is more and more becoming the Mecca of the refined and health-loving people of the country. The Hotel Shattuck is to them a most welcome refuge from the more strenuous scenes of the larger cities. The Hotel Shattuck is a house with a soul, a place for the foregathering of congenial human beings who know what is best in the way of entertainment, and know where to get it. Berkeley's well-known and most desirable features add to the drawing power which will bring guests to the Hotel Shattuck. Intellectual, aesthetic, musical, dramatic, scientific, artistic and social functions are enjoyed in Berkeley almost every day and night of the year, and for these delightful events there will be many seekers who will take their comfort in their inn—the Hotel Shattuck.

The Shattuck Hotel Association, owners of the new establishment, are sparing nothing to make the place a favorite with the traveling public as well as with the home people. The cuisine is superior, the service perfect, the atmosphere home-like and satisfying and entirely enjoyable. Thus it is seen that the Hotel Shattuck starts out with happy auguries for success.

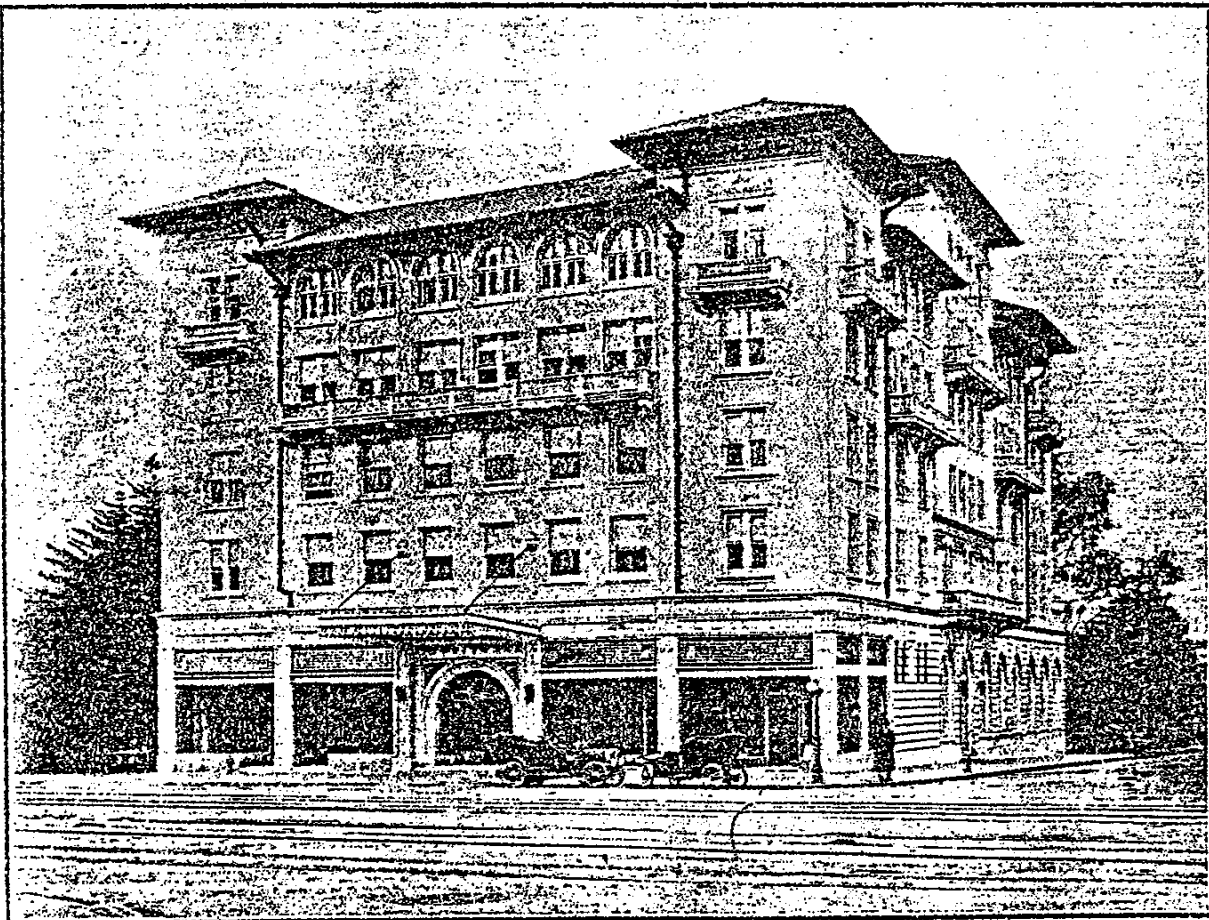
Hotel Men—Take Notice!

We can save you from 15% to 25% on all Linens, Draperys, Spreads or Comforts will pay you to make inquiry from J. F. HINK & SON, Inc., Berkeley, California.

HOTEL SHATTUCK EDITION TA

WESTERN  
HOTEL REPORTER

SAN FRANCISCO, CALIFORNIA, DECEMBER 24, 1910



BERKELEY'S NEW HALF MILLION DOLLAR HOTEL, THE SHATTUCK, WHICH IS NOW OPEN TO THE PUBLIC UNDER THE MANAGEMENT OF NOAH W. GRAY

7A

THE COURIER

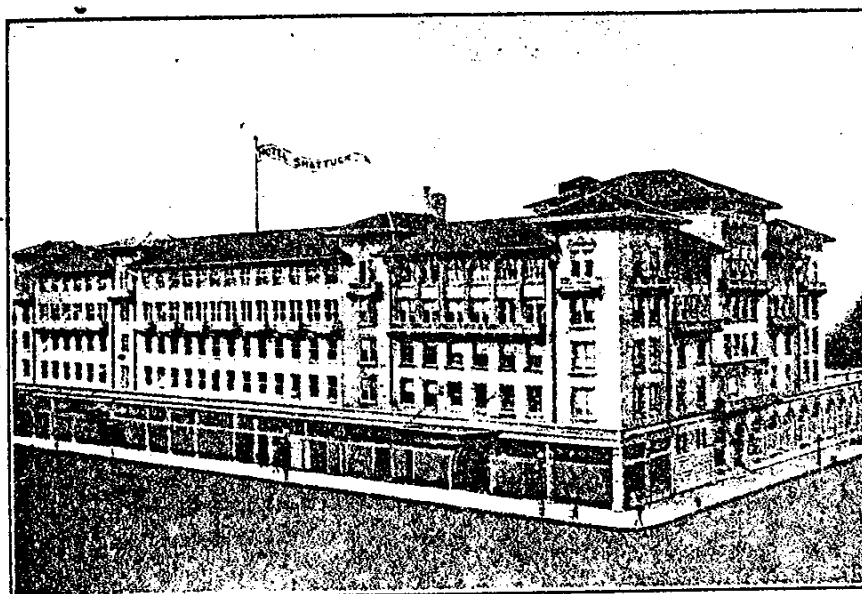
PAGE THIRTEEN

# Hotel Shattuck

BERKELEY, CALIFORNIA

THE FINEST FAMILY HOTEL IN THE CITY

*300 Rooms—Splendidly Furnished*



*Attractive Rates to Permanent Guests*

TENNIS COURTS

TEA ROOMS

GUESTS' LIBRARY

BALL ROOM - - PARLORS

MUSICALES AND DANCES

GENTLEMEN'S SMOKING ROOM

BILLIARD ROOM

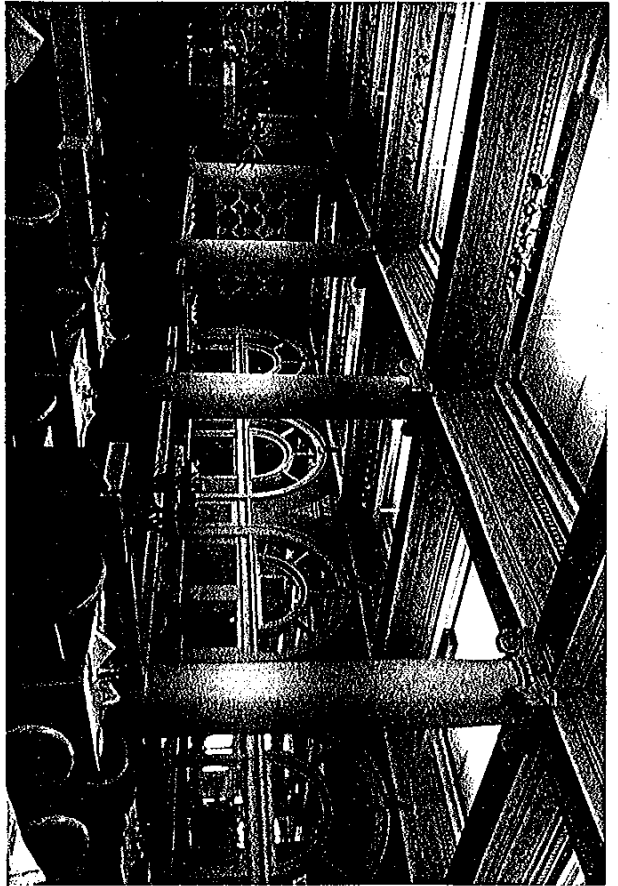
HAIR DRESSING AND MANICURE

PARLORS

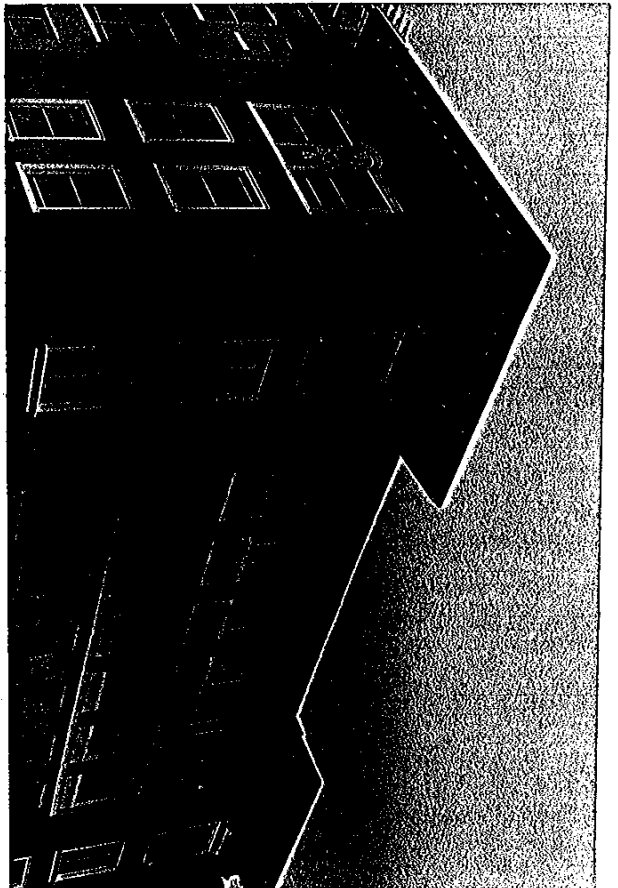
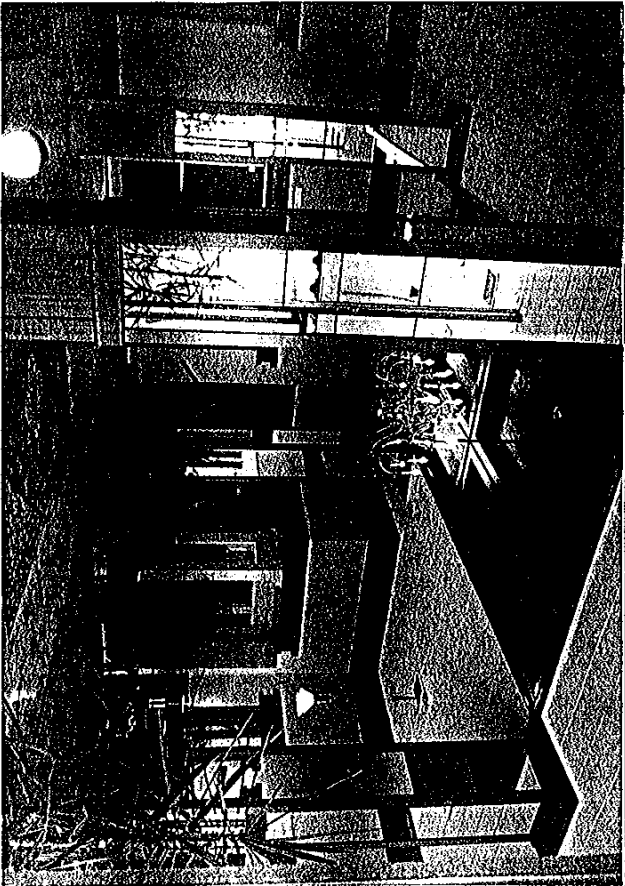
LARGE CHILDREN'S  
PLAYGROUND AND  
APPARATUS



W. W. WHITECOTTON  
Proprietor Hotel Shattuck.  
Member Berkeley Rotary Club.



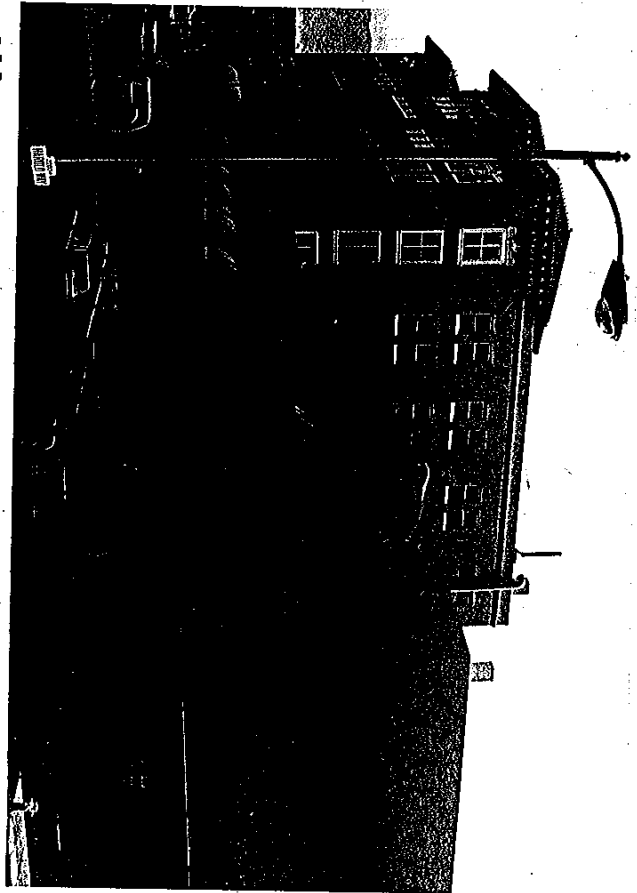
Dining room interior  
Hotel lobby



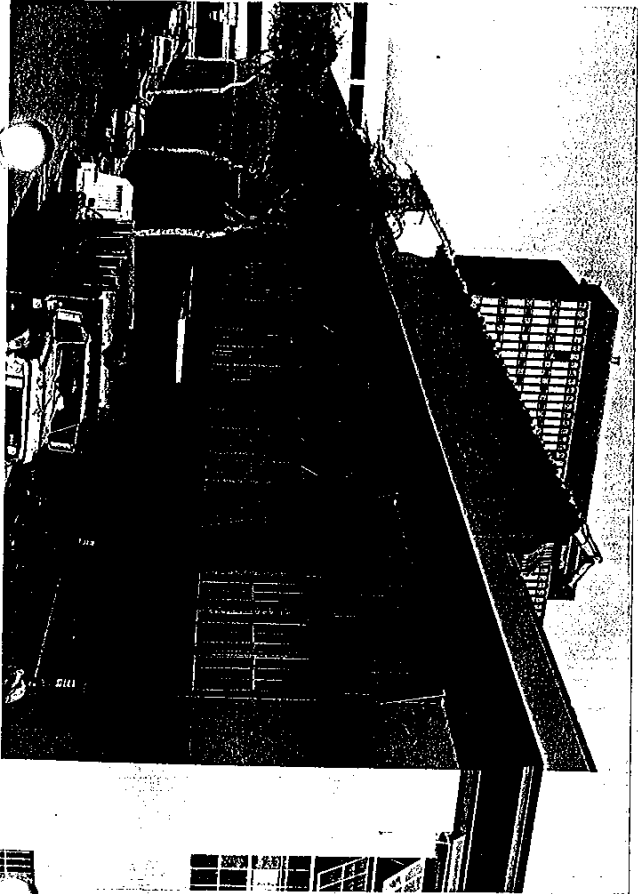
Southeast tower detail  
Windows, parapet, & awning (L) on Kittredge



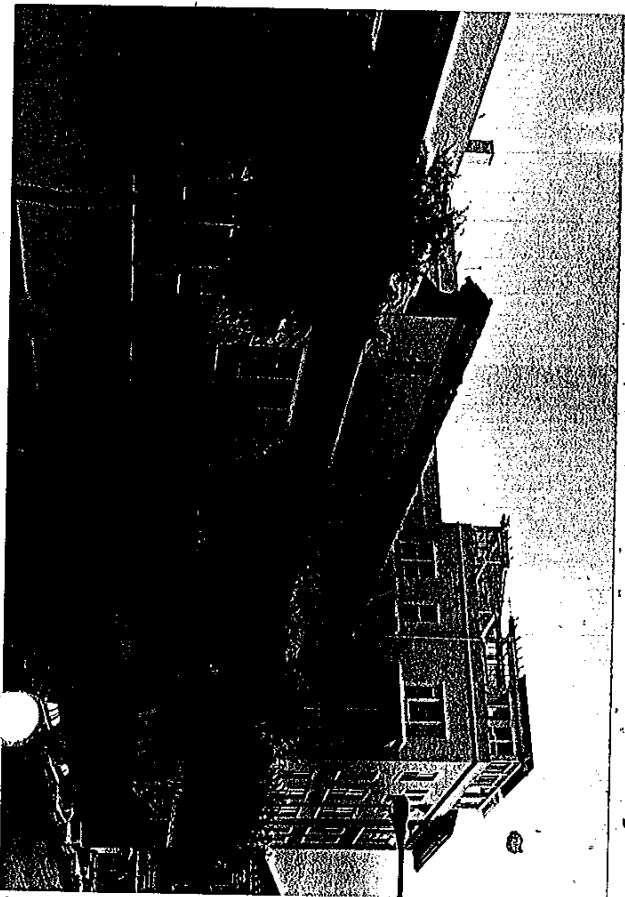
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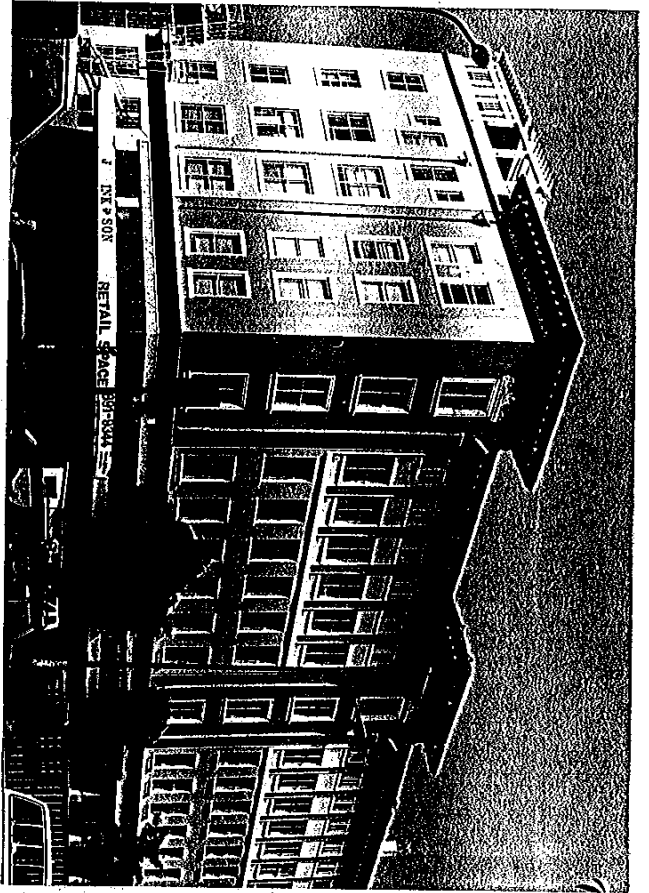


Allston from Harold Way, 1957 building at R  
view north along Harold Way

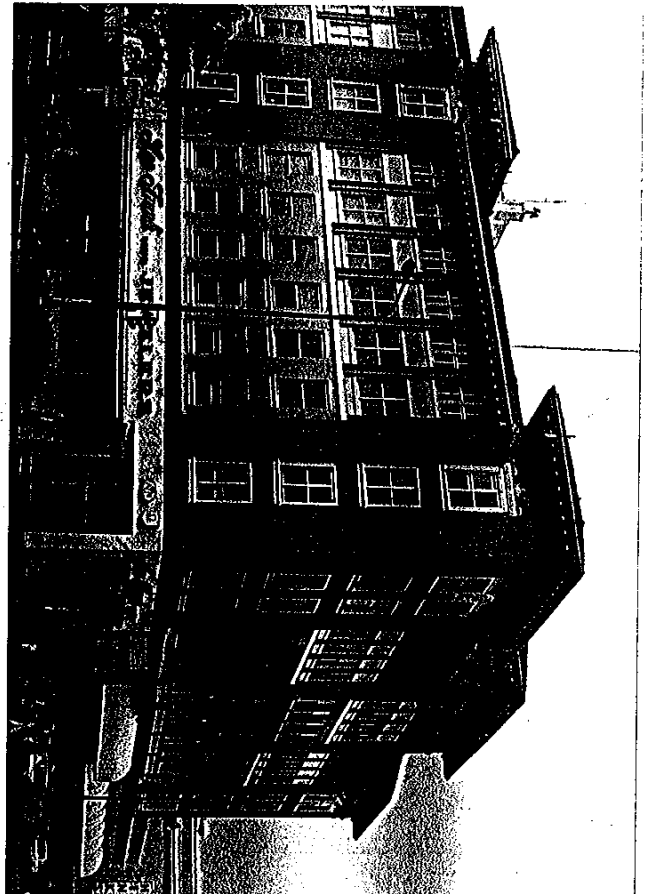
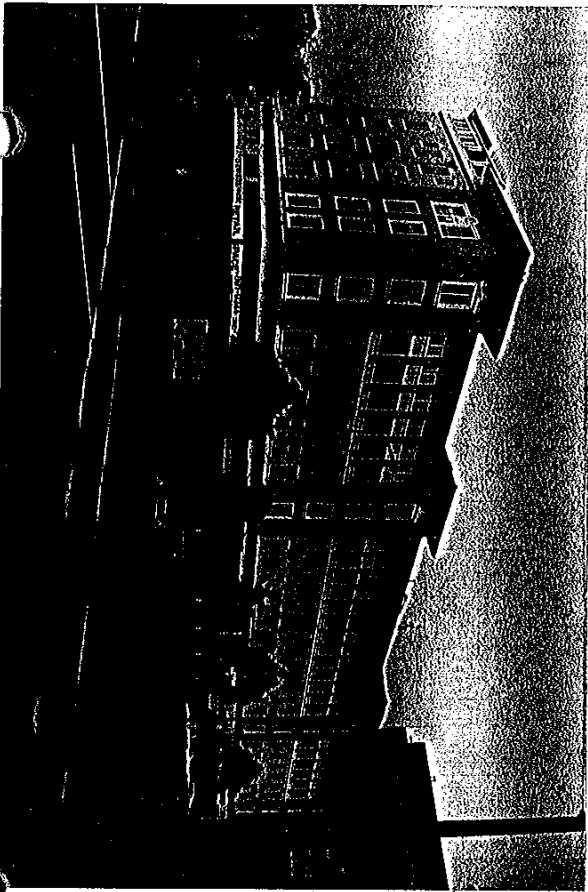


parapet detail, 1927 building on Harold Way  
Kittredge from Harold Way, 1927 and 1913 blgs.





Shattuck Avenue facade.



Below: interior during construction, from Kittredge Street entrance.

