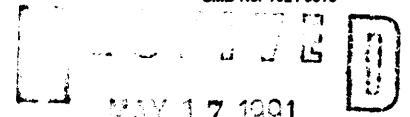


United States Department of the Interior  
National Park Service



National Register of Historic Places  
Registration Form

NATIONAL  
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Schuler Apartment Building  
other names/site number GeBauer Apartments

2. Location

street & number 38 North Oakdale Av. N/A not for publication  
city, town Medford N/A vicinity  
state Oregon code OR county Jackson code 029 zip code 97501

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	_____ buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	_____	_____ sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	_____	_____ structures
	<input type="checkbox"/> object	_____	_____ objects
		<u>1</u>	<u>0</u> Total

Name of related multiple property listing:  
N/A

Number of contributing resources previously listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this  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.  See continuation sheet.

Signature of certifying official *Sam Hamrick* Date April 23, 1991  
State or Federal agency and bureau Oregon State Historic Preservation Office

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

Signature of commenting or other official \_\_\_\_\_ Date \_\_\_\_\_  
State or Federal agency and bureau \_\_\_\_\_

5. National Park Service Certification

I, hereby, certify that this property is:  
 entered in the National Register.  
 See continuation sheet.  
 determined eligible for the National Register.  See continuation sheet.  
 determined not eligible for the National Register.  
 removed from the National Register.  
 other, (explain:)

**Entered in the National Register**

*Alana Byer* 6/19/91  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Signature of the Keeper Date of Action

---

**6. Function or Use**

---

Historic Functions (enter categories from instructions)

Domestic: multiple dwelling

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---

---

Current Functions (enter categories from instructions)

Domestic: multiple dwelling

---

---

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**7. Description**

---

Architectural Classification

(enter categories from instructions)

Late 19th and 20th Century American

---

Movements: Mission Style

---

---

Materials (enter categories from instructions)

foundation — concrete

---

walls — stucco

---

— concrete

---

roof — asphalt, built up

---

other

---

---

---

Describe present and historic physical appearance.

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Continuation Sheet**

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The Schuler Apartment Building, completed in 1926, is a three-story concrete structure designed in the "Mission" style with details evocative of the Spanish Colonial Revival. Built at a prominent intersection in downtown Medford, Oregon, the building is an imposing element of that city's skyline. Continually in use for its original purpose, the Schuler Apartment Building retains a substantial integrity in setting, use of materials and workmanship. The building continues to reflect its historic appearance and successfully conveys the associations for which it is significant.

**LOCATION:**

The Schuler Apartment Building is located at 38 North Oakdale, the southeast corner of the intersection of North Oakdale and West 6th Streets in Medford, Oregon (Township 37 South, Range 2 West of the Willamette Meridian, Section 25 and identified on Jackson County Assessor's plat 25AD as tax lot 9700.) The nominated property consists of the west 20 feet of Lot 7 and all of Lots 8 and 9 in Block 78 of the Original Medford Town map.

**SETTING:**

The site of the Schuler Apartment Building is at the edge of the downtown commercial/public core of Medford on a flat lot surrounded by commercial uses. Numerous other historic properties are within the immediate vicinity including the Edgar Hafer House, the Medford Carnegie Library, the Jackson County Courthouse, Cargill Court Apartments, and the Fluhrer Bakery Building all of which are presently listed in the National Register of Historic Places. Other prominent buildings in the area include the Holly Theater and The Home Telephone and Telegraph/University Club Building. To the

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southeast, on the opposite corner of Block 78 are the recently built apartments, a visual duplication of the site's original 1911 Medford Hotel, which was removed from the National Register following its destruction by fire in August 1988.

To the north of the nominated property are newer government offices, St. Mark's Episcopal Church and mixed R1, multi-family residential, and professional office uses. The area boasts many large trees and other vegetation. To the immediate east of the Schuler Apartment Building is the former "Colonial Garage Building", currently used by a restaurant supply business. This structure is separated from the nominated property by a 14' wide dirt and grass area used for parking.<sup>1</sup> A paved alley on the south leads to the parking area of the Medford "Hotel". Tree-shaded parkway lawns line the concrete sidewalks on the north and west elevations.

**EXTERIOR:**

The Schuler Apartment Building is three-stories high with a full basement that rises approximately five feet (5') above grade. Overall building height is 35-40 feet. Exterior walls are bearing concrete, approximately twelve inches (12") thick. Surface finish is a heavy stucco on all but the rear, east, elevation which is left unfinished, showing the horizontal lines of the original formboards. The internal structural system is wood frame.

The basic overall building shape is that of an elongated "U", 135' in length and 45' wide. A 25' wide and 16' deep area is centered along the North Oakdale elevation and provides a courtyard for the covered main stairway entrance. The extreme east of the courtyard area contains a second stair flight, possibly a later addition, which leads down to the basement units. Two light wells, running the upper three floors in height, provide additional interior illumination to the units on the west side of the structure. The original metal fire escape is located on the center rear of the building.

<sup>1</sup> The present owner is in the process of closing this area to vehicles and creating a resident-only garden/patio area.

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The Schuler Apartment Building has a single slope hot-mopped asphalt roof. This is surrounded on all but the east elevation by a red tile-capped parapet wall. On the west elevation the parapet is accentuated by three pierced curvilinear gables or non-functional "bell arches" reminiscent of California Mission architecture. A hipped, tile-roofed tower, housing the original 1926 Otis elevator mechanism, is located at roof level, slightly off-center from the main entry. The original 4' wide mahogany and glass front door with brass hardware remains. Two original cast-iron, octagonal wall sconces flank the main entry and light the front porch. (See photos 7 and 8) Later addition brick planter boxes, probably c. 1960s, flank either side of the main stairs as well as the southern wall of the courtyard.

The bilaterally symmetric expanse of the west elevation is divided by four full-height bay windows which project slightly (17") away from the main wall. Each of these bays terminates just below the parapet where it is capped by a small pent roof. These pents are supported by seven massive wooden brackets consistent with the scrolled profile reminiscent of Spanish Colonial Revival designs and evoke the traditional "vigas" of adobe construction. Roof material on the pents themselves is of red Spanish tile. The central entry stairway landing is covered by a concrete canopy detailed to match the main roof line with a proportionately-sized parapet arch and red tile roofing.

Each of the many windows of the Schuler Apartment Building have a heavy concrete sill line that protrudes slightly from the wall surface, accentuating the horizontal lines of the building. Original wood casement windows, 2/1 lights, remain in some locations, most providing daylight for interior closets. The majority of the upper story windows were replaced with aluminum sliders in the early 1960s. As a component of the current restoration effort, these non-historic elements will be replaced with wooden casement and double-hung windows designed to match those remaining original features. A small number of the striped canvas awnings, dating from the early 1960s if not earlier, remain on the west elevation, providing shade from the harsh evening sun.

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Along the rear (east) of the Schuler Apartment Building are four 10' x 10' shed roof towers. Framed in wood, these towers now have an exterior stucco finish to match the main structure. Continuous windows band all three exposed walls of each tower. (See photos 4 and 5) Early sources, as well as on-site inspection of construction details, show that these towers were originally screened-in sleeping porches of the type common at the time of the Schuler's construction. At an unknown date (probably c. 1950s) these porches were enclosed and made into all-season rooms. It is assumed that the stucco finish was added at that time. The original open bases, supported by four 3' high concrete piers, remain on the two northern towers. The bases of the two southernmost porch towers have been enclosed and the interior space between them covered by a small shed-roof to form a basement workshop and maintenance area. A non-compatible metal parking canopy, installed c. 1960s, is located to the south of the fire escape and is scheduled for removal with the conversion of the rear grassy area into a tenant garden space.

**ARCHITECTURAL STYLE:**

In general the Schuler Apartment Building is designed in what is commonly called "Mission" style, following the design ideals used in the California Missions during the 18th and 19th Centuries. "Generally, it [the Mission Style] is a simplified version of the Spanish Colonial Revival Style."<sup>2</sup> The rectilinear, boxy, outline of the structure is enhanced with the addition of the typical Mission features of the curvilinear gables at the parapets and the use of red Spanish tiles on both the parapet and the pent roofs over the front window bays. The heavy stucco texturing of the exterior walls themselves is evocative of the original adobe construction of the actual California Missions.

<sup>2</sup> Rosalind Clark, Oregon Style: Architecture from 1840 to the 1950s. (Portland: The Professional Book Center, Inc., 1983), p. 165.

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The trend toward the use of the Mission style in multi-family residential dwellings in Medford can be traced to the conversion of the Medford Sanitarium into the Cargill Court Apartments in the early 1920s.<sup>3</sup> Other southern Oregon apartment dwellings, most notably The Myrtle Arms (1923) in Coos Bay, were also designed in the Mission idiom. F.E. Conway, the builder of the Coos Bay project, was for many years prior to his move to Coos County, a contractor in the Ashland area.

The Schuler Apartment Building shares many interior and exterior design details with the earlier Cargill Court. The central courtyard feature created at Cargill Court by the addition of two flanking wings to the original medical facility has been emulated in the recessed courtyard of the nominated property. The connection between these two structures will be discussed more fully in the following Statement of Significance.

**INTERIOR:**

Each of the four interior levels of the Schuler Apartment Building shares the same basic floorplan. A central longitudinal hallway bisects the building from north to south. The central portion of each floor is divided east to west by a central area which forms a service core. On the west of this area is the elevator shaft and a small lobby space,<sup>4</sup> to the east is the internal stairwell and a short hallway with a trash chute. (See floorplans) The hall also provides access to the rear fire escape. On the first floor only the lobby space is augmented by the main entry/security area which holds resident mailboxes and the intercom/door buzzer building access control system. The original 1926 Otis brand elevator has been recently rebuilt and continues to serve its original function, providing access to all four building levels.

<sup>3</sup> See Kramer, Cargill Court [NR Nomination], December 1989.

<sup>4</sup> On the 3rd floor a portion of this lobby is given over to the ladder providing roof access.

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Detailing of the hallways and public spaces is original throughout. Wall finish on the three floors is of lath and plaster with a heavy stucco texture. Individual unit doors are all original; two-panel doors with mortise sets and octagonal clear glass knobs. Some units have had security deadbolts added at a later date. Casings are 6" wide plain boards with matching baseboards. A 4" wide crown molding is present throughout. At the first floor main entry a recessed plaster niche, approximately 24" x 48" with an arched top and back, faces the lobby area.

The internal stairway retains original painted 1 1/4" by 1 1/4" balusters with stained fir treads and newel posts detailed in a simple rectilinear fashion. (See photo 10) A 3" wide chair rail-type moulding, located at shoulder level, parallels the stringers on all flights. The present owner is currently in the process of replacing the inappropriate 1960s pattern carpeting with runners of commercial grade low pile carpeting in a muted tone.

Much of the basement level of the Schuler Apartment Building is given over to service areas. Resident storage lockers, heating and electrical plants and a laundry room, in addition to the workshop space mentioned above, fill most of that area to the south of the central stairwell. The north, beyond the elevator, contains six rental units (#'s 26 through 31) three of which are single bedroom and three studio apartments.<sup>5</sup> The interior doors, hardware, wall treatment and other detailing in the public areas of the basement is inconsistent with that of the upper floors. Work here demonstrates a lesser quality of materials and construction. Wall surfaces are 3/8" gypsum board and flooring is vinyl over concrete slab. Interior unit trim, as well as that of the hallways are plain board, narrower than that of the upper floors, with a raked head casing that protrudes over the vertical members. Doors are single panel with c. 1930s hardware. Although clearly not a

<sup>5</sup> The Schuler Apartment Building, as do many apartment buildings or skyscrapers in western society, avoids the designation of a unit "13" in response to the prevalence of superstitious tridecaphobia. Hence the presence of an apartment "31" in a 30-unit apartment building.



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part of the original period of construction, all basement elements do appear to be as originally installed during the c. 1938-9 construction of these units.

Each of the main three floors contains eight individual one bedroom units four on either side of the central service core.<sup>6</sup> All main floor units have private baths and kitchens in addition to sleeping/living areas. Each unit also includes a large closet as well as a separate linen closet areas.

**INDIVIDUAL UNIT INTERIORS: (FLOORS 1-3 ONLY)**

The interiors of the individual rental of the Schuler Apartment Building retain a high degree of integrity with their original design and detailing. No alterations or changes of the interior walls is evident and it is assumed that all interior floorplans are as originally constructed. Original lath and plaster wall surfaces survive. Interior wooden trim matches the plain board casings and baseboard of the hallway. A cornice, also matching the hall, is present in the living room area only. Free-standing gas radiators (wall mounted in bathrooms) remain and continue to provide heating. Wooden cabinets in the kitchen and built-in medicine cabinets in the baths are currently being restored and repainted on a unit by unit basis with care given to retain and re-plate original hardware as necessary. Original wall mounted intercoms/door buzzers to provide guest entry remain in many units. Some early or original light fixtures also remain in use.

Following the acquisition of the Schuler Apartment Building by the present owner in 1990, a unit by unit rehabilitation program was begun to return the Schuler to its former quality. In addition to painting, cleaning and general upgrading, new vinyl flooring is being installed in kitchens and bathrooms. Muted tone, low pile carpet is being installed, or replacing c. 1960s large pattern goods, over the original wooden (oak in the living rooms, fir in hallways) flooring to provide

<sup>6</sup> Numbered 1 to 25, please see floorplans for specific locations.

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increased acoustic and thermal comfort for residents. A 1930s-type Wilton pattern carpet will soon be installed in the hallways, lobbies and other public areas.

**SUMMARY:**

The Schuler Apartment Building is an imposing concrete structure built in the Mission style. It serves as a dominant visual feature within the downtown Medford core. Predominantly intact, The building retains a considerable degree of consistency with its original design, appearance, setting, construction and use of materials allowing to successfully convey its original appearance and adequately relate the associations for which it is significant.

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties:

nationally     statewide     locally

Applicable National Register Criteria     A     B     C     D

Criteria Considerations (Exceptions)     A     B     C     D     E     F     G

Areas of Significance (enter categories from instructions)  
Architecture

Period of Significance  
1925

Significant Dates  
1925

Cultural Affiliation  
N/A

Significant Person  
N/A

Architect/Builder  
Schuler, Richard

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

See continuation sheet

**9. Major Bibliographical References**

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 # \_\_\_\_\_

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository:

Jackson County Courthouse

**10. Geographical Data**

Acreeage of property 0.22 acres Medford West, Oregon 1:24000

UTM References

A 

1	0	5	1	0	1	4	0
---	---	---	---	---	---	---	---

4	6	8	5	6	0	0
---	---	---	---	---	---	---

Zone Easting Northing

B 

--	--	--	--	--	--	--

--	--	--	--	--	--	--

--	--	--	--	--	--	--

Zone Easting Northing

C 

--	--	--	--	--	--	--

D 

--	--	--	--	--	--	--

See continuation sheet

Verbal Boundary Description

The nominated property includes all of Lots 8 and 9 plus the westernmost 20' of Lot 7, Block 78 of the Original Medford, Oregon town map located within Section 25, Township 37S, Range 2W, Willamette Meridian and identified on Jackson County Assessor's Map 37S2W25AD as Tax Lot number 9700.

See continuation sheet

Boundary Justification

The nominated property includes the entire parcel purchased by Richard Schuler on September 10, 1924 and occupied by the Schuler Apartment Building from 1925 onward.

See continuation sheet

**11. Form Prepared By**

name/title George Kramer, Consultant  
organization \_\_\_\_\_ date December 1, 1990  
street & number 386 North Laurel telephone (503) 482-9504  
city or town Ashland state Oregon zip code 97520

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## National Register of Historic Places Continuation Sheet

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The imposing, three-story Schuler Apartment Building of stuccoed concrete construction that commands the southeasterly corner of the intersection of Oakdale Avenue and Sixth Street on the western edge of the central business district of Medford, Oregon, in all likelihood, was designed as well as constructed by local builder Richard Schuler in 1925. It was the first and most prominent apartment buildings in the Jackson County seat to employ the stylistic conventions of period architecture and some variation of the courtyard configuration based on the success of the Mission-style Cargill Court adaptive redevelopment carried out by local architect Frank C. Clark. The archetype apartment building in Medford was listed in the National Register in 1990. Schuler's Apartment Building meets National Register Criterion C as the largest, best preserved and most coherent design of Medford buildings of the early modern period developed specifically for multiple housing units.

It is believed Richard Schuler had been the contractor who converted the Medford Sanitarium to the Cargill Court Apartments according to Clark's plans in 1921, and that he borrowed liberally from the experience in developing his own design. The California Mission theme, the forecourt, the stacked sleeping porches, and the projecting window bays, for example, are features common to both designs. Schuler and his son, Ira, were investors in the new commercial development along West Sixth Street that culminated in the Schuler Apartments.

The Schuler Apartments rise as a block-like mass on a high basement having an elongated, U-shaped ground plan measuring 45 x 137 feet. Rectilinearity and bilateral symmetry are the hallmarks of the plain, but workmanlike design. Stucco-clad street elevations, sheer from ground line to parapet, are expressive of formal, mirror-image interior spatial organization along a central, longitudinal hallway. An entry forecourt is recessed in the center of the west-facing principal facade on North Oakdale Avenue. Visual interest is provided on the facade by four rectangular window bays that rise the height of three stories and are capped by tile-clad, bracketed pent roofs. Bay window openings appear to have had originally a three-part organization in which sidelights were divided from a large central window by heavy mullions. All windows had vertical toplights and were unframed. Window replacement with aluminum sliders has been effected generally, but this non-historic treatment is to be reversed in rehabilitation now

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underway. The contrast between dark voids of window openings and the light-reflecting wall space provide pictorial relief. At the high, straight parapet, which screens a flat, built-up roof, the important features of the Mission-style theme are displayed in the form of tile coping and three small-scale curvilinear bell arches, one at the center of either end section, and one crowning the central, recessed entrance section. The parapet is echoed in a Mission-style porch sheltering the landing of a flight of front steps. The porch has a solid railing, tile coping, and bell-arch crest.

A prominent feature of the roofline is the square, hip-roofed tower of the Otis brand elevator that was an installation original to the building. On the rear, east-facing elevation, there project four three-story shed-roofed sleeping porch bays of frame construction. These porches were enclosed and compatibly finished with stucco, spandrels and ribbon windows in the 1960s.

The building interior has a spartan, uncluttered quality, and historic finishes, including wood flooring, window and door trim, plaster walls and ceilings, are intact for the most part. The main stair is a dog leg type in the Craftsman-Mission tradition, having square balusters and newel posts with molded caps. Wrought iron lanterns at the front entrances are characteristic features of the Mission Style. Originally, the building contained 24 units on three main floors. Basement units were added in 1939.

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The Schuler Apartment Building, completed in 1925, is an imposing three story concrete structure located at the edge of Medford's downtown core, part of the 6th Street development of the mid-1920s. Built and probably designed by local contractor Richard Schuler, the building represents the full utilization of the stylistic conventions that came to characterize Medford's downtown multi-family residential development during the period between the two world wars. The Schuler Apartment Building retains considerable integrity in appearance, setting, materials and workmanship. It continues in its historic use and successfully relates the associations for which it is significant. The Schuler Apartment Building is nominated for consideration to the National Register under criterion "C".

**CONTEXT:**

Laid out primarily in a grid pattern, the City of Medford was established and affected spatially by the railroad. The major east-west access route and the commercial core of Medford has always been Main Street, originally named 7th Street, which runs one block south of the nominated property. At the western edge of the "downtown", the intersection of Main and Oakdale (formerly "J" Street) a public service center developed around the Washington Elementary school area and, after 1911, the Medford Carnegie Library.

Main Street itself was divided into East and West Main by the railroad tracks, crossing Main between Fir and Front Streets. Large commercial concerns lined either side of the tracks,

<sup>1</sup> In 1927 Jackson County voted to move its seat of government from Jacksonville to Medford. Washington Elementary was razed and a new Art Moderne style Courthouse, now listed on the National Register, was built its is place.

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mostly lumber yards, feed and grain warehouses fruit packing plants, and other industries that rely on freight transport. Through access from one side of the city to the other was thus limited within the downtown to Main Street, a situation which apparently created a bottleneck. The problem of access from one side of town to the other was even further exacerbated by the rise in popularity of the automobile and the growth in traffic along the Pacific Highway (now Riverside, Highway 99) at the eastern end of the downtown core, roughly parallel to Bear Creek. Further, as building lots along Main Street became crowded, an ancillary commercial street that was readily accessible to consumers was required to meet the needs of the growing city.

Agitation for the opening of the street [Sixth] over the railroad tracks was commenced in early 1923 when the city fire department asked that the street be opened in order to allow fire trucks to reach the west side of Medford.<sup>2</sup>

Following extended negotiations with the Southern Pacific Railroad that eventually resulted in a bill before the Oregon Legislature, a compromise was reached whereby SP would deed the right-of-way to the City of Medford following completion of the Natron Cut-off in 1926-7. This newer route, which followed the easier grade over the Siskiyou Mountains into Klamath Falls, would markedly reduce traffic along the line through Medford. Development along Sixth Street began immediately. "Numerous new buildings have been constructed since the opening of the street was assured and plans are underway for the construction of others in the near future making it one of the main business arteries of the city."<sup>3</sup>

The Schuler Apartment Building was one of the earliest structures to be built in anticipation of the increased access resulting from the opening of Sixth Street. Other

<sup>2</sup> Medford Mail Tribune, "Sixth Street Now Open for Travel", 14 September 1927, Special 6th Street Section, 4:1-3.

<sup>3</sup> Ibid.



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improvements included the construction of Johnson's Co-Op Market [later the Groceteria], the numerous service stations, and the "Panatorium", a dry cleaning and dyeing establishment. Together, in conjunction with various previously existing buildings and uses, Sixth Street took on a character which blended both residential and service uses in a manner not yet seen in the Medford area. This in large measure contributed to the advantages of downtown living in pre-war Medford.

One pre-existing concern that expanded in anticipation of the area's new importance was the Colonial Garage, located on Sixth, just east of the nominated property. The company, which doubled its size in 1924, was owned by G.M. Loomis and I. E. Schuler.

Ira Ellsworth Schuler was born in North Dakota in 1883. Moving with his parents to Medford in 1908, Schuler returned east where he earned a Master's degree at the University of Minnesota and began work toward a doctorate at Northwestern. Returning to Medford in 1920, Schuler taught at the Medford High School. By 1924 he and partner Loomis owned the Colonial Garage. Schuler soon became the sole proprietor although he would sell out his interest by the end of the decade. Later Schuler was associated with James Collins in the real estate field, finally opening his own office with Royal E. Beebe in 1942. In 1945 Schuler and Beebe purchased the controlling interest in the Commercial Printing Company, a large concern that remains in business in the Rogue Valley at this writing.

In addition to his many business activities, Schuler was prominent throughout the Rogue Valley for his involvement with a variety of charitable and athletic organizations. He was one of the original organizers of Rogue Valley Baseball Inc., which took over sponsorship of Medford's minor league baseball team in 1946. Through his wife, Margaret, Schuler was involved with the development of the Oregon Shakespeare Festival Association in Ashland. Schuler died at the age of 68 on 8 December 1951.<sup>4</sup>

<sup>4</sup> Medford Mail Tribune, "Long-Time Local Resident Dies, 9-December 1951, 1:6.

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Continuation SheetSection number 8 Page 6**CONSTRUCTION:**

The lots that comprise the nominated property were purchased by Richard Schuler in September 1924.<sup>5</sup> In combination with his son, Ira, the Schuler s now controlled the entire western half of Block 78.<sup>6</sup> A newspaper article, announcing the 1924 purchase, stated "This location is one of the most desirable . . . ones close to the business district."<sup>7</sup>

Following the purchase of the subject lots, Ira Schuler and Loomis enlarged the Colonial Garage a 65 x 50 addition, the arched roof portion immediately east of the apartments. Construction of the garage addition, under the direction of Richard Schuler, began immediately following the transfer of the title. However, "[Ira] Schuler plans to let the dwelling houses [on the lots] remain for the present."<sup>8</sup> These two residential structures, one fronting on Oakdale, one on West 6th, were built at least prior to July 1907.<sup>9</sup>

Less than two months later Schuler had apparently changed his mind and decided to raise the two residential structures and begin the construction of the nominated building.

<sup>5</sup> JCD 157:288 and 157:289, filed 10 September 1924.

<sup>6</sup> The exact financial relationship between the two Schuler's with regards to this project remains in doubt. Ira was the owner of the Colonial Garage and locally is reputed to "have built" the nominated property however Richard's was the name on all the related property titles. Ira did live in the apartments for a short time and his long-term Medford prominence likely enhanced his early deeds. In 1927 Richard and his wife granted a warranty deed to Ira (JCD 157:200) on the nominated property meaning Ira legally owned the building only following its construction. It is assumed for the purposes of this nomination, however, that both Schuler's were jointly involved in the financial development of the project.

<sup>7</sup> Medford Mail Tribune, 17 September 1924, Special 6th Street Section, 6:2.

<sup>8</sup> Ibid.

<sup>9</sup> See Sanborn Fire Insurance Maps, July 1907 Sheet 7.

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Workmen while engaged yesterday afternoon in razing an old barn back of the Hotel Medford, located on the alley between Ivy and Oakdale Streets, in preparing the site for the building of an apartment house by O.V. Myers<sup>10</sup>, uncovered several sticks of dynamite and caps in some hay.<sup>11</sup>

Although no period documentation has been located regarding the actual construction of the Schuler Apartment Building, it is fairly certain that the general contractor and designer of the structure was Richard Schuler.<sup>12</sup>

Richard Schuler was born in Wisconsin on 6 June 1854. He married Ida M. Brown in St. Charles, Minnesota in 1876 and together they had six children including Ira, who was the second eldest. Richard Schuler moved to Medford in 1908 and resided there until his death on 29 May 1930.<sup>13</sup>

Schuler reportedly operated a grocery store in North Dakota, but after moving to Medford he worked as a building contractor. The 1910 Jackson County Census shows Schuler as being a "House Carpenter" and the 1911 city directory lists his occupation as "Builder". In addition to the nominated property and the Colonial Garage mentioned above, Schuler built many single-family houses in the downtown Medford area,

<sup>10</sup> Orin V. Myers lived in Medford as early as 1912 at which time he was a partner in Hall and Myers Taxi Company. By 1930 he and his wife Berdeen lived at 609 South Oakdale and he owned the O.V. Myers Company, apparently a used car dealership. He remained in auto and trucking related businesses from 1922 until at least 1948. His exact connection with the subject property is unclear although he at no time held any financial interest in the property according to Jackson County deed records.

<sup>11</sup> Medford Mail Tribune, 8 November 1924, 6:1.

<sup>12</sup> Personal Communication with the author, Mrs. Ruth Garrett (Richard Schuler's granddaughter), 16 October 1990.

<sup>13</sup> Medford Mail Tribune, 29 May 1930, 6:5.

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especially in the 10th Street vicinity.<sup>14</sup> Although not conclusively documented it is highly likely that Richard Schuler was the contractor responsible for the conversion for the Medford Sanitarium and the addition of two wings to create the Cargill Court Apartments.<sup>15</sup>

Apparently, the construction of The Schuler Apartment Building continued through winter 1924 and into 1925, with the building housing its first residents sometime in the Fall of 1925 or early 1926. While no formal opening announcement could be located, a photo of the completed building was published in the Medford Mail Tribune on 2 January 1927.

**APARTMENT DEVELOPMENT IN MEDFORD:**

The success of Cargill Court opened the way for the development of upper-scale multi-family residential housing in Medford. As the first example of a structure specifically intended for multi-family usage, the success of Cargill Court, both financially and socially, established a pattern which subsequent projects sought to emulate. Apartments were now seen as respectable homes and the level of quality of the new structures of the 1920s elevated the concept of multi-family dwellings from the earlier boarding houses and converted rooms that had until then provided all of Medford's multi-family rentals.

The use of Mission and Craftsman elements at Cargill Court established a stylistic trend for multi-family housing in Medford that would govern apartment design through the mid-1930s. The nominated property, only the second structure in Medford designed specifically for apartment use, owes much of its appearance to the earlier building. Even so, the development of The Schuler Apartment Building in Medford was at the time an innovative project. "[it] was very big,

<sup>14</sup> Personal Communication, Mrs. Garrett.

<sup>15</sup> The conversion of Cargill Court, located on Sixth Street one block east of the nominated property, was completed in 1921.

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beautiful, [and] at the time quite unusual and different for this small town."<sup>16</sup>

Later apartments, although all built on a much smaller scale, continued to utilize the Mission design theme pioneered at Cargill Court and perfected by Richard Schuler. This trend slowly evolving into a pure, at times almost picturesque, Spanish Colonial Revival form. Later multi-family structures in Medford include The Findlay Apartments (505-15 South Holly, c. 1935), and Durell Court (329-33 North Holly, c. 1930). The Arthur Arms Apartments, although actually completed earlier than The Findlay, represented the completion of the shift to Spanish Colonial Revival design with the use of turrets, elaborate stucco finish and a central ceramic tiled courtyard area.<sup>17</sup>

Richard Schuler obviously was pleased with the design, and presumably the success, of Cargill Court. He either refined his own ideas, or borrowed liberally, in designing the Schuler Apartment Building. In plan, both buildings are "U" shaped, Cargill Court through addition, the Schuler Apartment Building through the use of the central recessed area which creates the entry courtyard. The use of central courtyards, either open to the street on one side as in these two Medford examples, or fully enclosed in the center of a four-sided project, was a standard convention of early apartment house design. In urban settings a courtyard offered a protected garden area away from the street and an opportunity to provide a landscaped green space that was important to many city dwellers. All courtyards, and the irregular building plans that created them, offered additional opportunities for light and ventilation, an especially important factor in designing successful structures in the era prior to the widespread use of air conditioning and central heat.

<sup>16</sup> Margaret Schuler, Oral History Transcript OH-112, p. 4.

<sup>17</sup> For a more detailed discussion of the continued evolution of multi-family residential design in downtown Medford prior to World War II see Kramer, Cargill Court NR Nomination, December 1989.

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Although most of the original interior trim has been removed from Cargill Court, that which remains clearly shows the connection with The Schuler Apartment Building. The exterior of both buildings share stylistic features, although the nominated property is the more purely Mission. The use of bays to break the solid wall surfaces and provide additional interior light is present on both, as is the use of small pent roofs to provide a visual cap. Most obvious is the use of identical newel post design of the stairwells. Perhaps the most telling example of the impact of Cargill Court on the design of the Schuler Apartment Building is the inclusion in the latter of the wooden sleeping porch towers along the east elevation. Unlike Cargill Court, the nominated property had no "medical" reason for the inclusion of such an impractical, at least in view of the southern Oregon climate, design.<sup>18</sup>

In the Schuler Apartment Building, the designer, be it Richard Schuler or someone else, virtually duplicated all of the essential elements of the Cargill Court design: the bay windows, the recessed courtyard entry, the sleeping porch towers and even the use of particular stylistic conventions such as the pent roofs. These elements are expressed in a more coherent whole in view of the single phase construction of the project. The Schuler Apartment Building, as a result, may be viewed as full development of the use of Mission design in apartment design in the Medford area.

Originally, the Schuler Apartment Building contained 24 separate units on the three main floors, numbered 1-25 without a unit "13". By 1939 the units in the basement had been constructed, one of which was used by the on-site manager, bringing the total number to 30. The Schuler Apartments would remain the largest single multi-family residential structure in Medford for the next 25 years.<sup>19</sup> The early 1950s

<sup>18</sup> Cargill Court's central portion was originally the Medford Sanitarium, specializing in the treatment of tuberculosis. Open porches and free-flowing air were considered a method of inhibiting and treating that disease in the first part of the 20th century.

<sup>19</sup> The 30 units of the Schuler were only approached by Cargill Court's 22 units (in four structurally separate

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completion of the 49-unit Medford Plaza Apartments, ended the Schuler's position as Medford's largest apartment, and ironically also would end the era of multi-family residential development in the downtown Medford area.

**SOCIAL HISTORY:**

Most of the individuals who lived in The Schuler Apartment Building during its period of significance were young working class couples or retired professionals. Some exceptions, professional people or business owners, did make their homes in the building. Most notable among these is Harry Rosenberg who with his brother David established and managed Rosenberg Brothers/Bear Creek Orchards. Eventually this company would evolve into Harry and David, Jackson and Perkins and the Bear Creek Corporation, still one of the largest employers in southern Oregon and the largest mail-order concern in the nation.<sup>20</sup> Another orchardist, Maurice Spatz, of the Crystal Springs Packing Company, lived in the building in 1930. As late as 1948 Drs. Lydiard and Breese, both long-time Medford physicians, made their homes in the Schuler indicating the continued acceptability of downtown apartment living in Medford's professional community..

By the late 1950s and early 1960s however the Schuler Apartment Building, like most apartments in Medford, had primarily become the home of elderly retired people, students and others on either side of the middle-aged, home buying generation. With the closing of most of downtown's consumer amenities, such as nearby markets and drug stores, the advantages of downtown apartment living eroded. The Schuler Apartment Building began the slow downturn that only now has reversed itself as housing in Medford's core is again on the upswing.

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buildings). No other apartment complex in Medford contained more than 12 units and most had only 4 or 6 individual rentals.

<sup>20</sup> Interestingly enough, David Rosenberg for a short time made his home in Cargill Court.

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Continuation SheetSection number 8 Page 12**OWNERSHIP:**

For unknown reasons, Ira Schuler sold the building that bears his family name only a few years following its completion.<sup>21</sup> The new owners, Max and Myrtle GeBauer were prominent business people in the Jackson County area and for many years, even following their own sale of the building in 1937, the complex was known as the GeBauer Apartments. Following two separate investment company ownerships, the property was sold to the Kliks family who in turn sold it to John C. and Margaret V. Spafford. They marketed the apartments as being ". . . ideal for the retired or semi-retired."<sup>22</sup> The Spafford's shared ownership over the years with other individuals until 1987 when Edward and Hazel Rosehill, who had been involved with property since the early 1960s obtained full control. Consequently, some local individuals know the structure as "The Rosehill Apartments" and it that name which appears on the current appraisal records relative to the structure. The current owner purchased the property in early 1990.

**SUMMARY:**

The Schuler Apartment Building remains a imposing three-story concrete structure within the downtown Medford core. Built by local contractor Richard Schuler, the building, the second specialized apartment complex built in Medford, is the single best preserved example of the use of the Mission style which established the design conventions that would characterize Medford's downtown multi-family residential development during the period between the two world wars. The Schuler Apartment Building retains considerable integrity in appearance, setting, materials and workmanship. It continues in its historic use and successfully relates both the feeling of its historic period and the associations for which it is significant.

<sup>21</sup> Schuler to Max and Myrtle GeBauer, JCD 171:174, 14 May 1928. See Note 7 above.

<sup>22</sup> Caption from a "View of the GeBauer Apartments" postcard printed during the Spafford's ownership. (See photo 2)



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THE SCHULER APARTMENT BUILDING  
38 North Oakdale Avenue  
Medford, Jackson County, Oregon, 97501

PHOTOGRAPHIC INVENTORY

1. Historic View: West elevation, looking east across Oakdale.

Photographer: Unknown  
Date of Photograph: 1926  
Negative: Southern Oregon Historical Society,  
(SOHS), negative # 13024 (copied from  
the Medford Mail Tribune, 2 Jan 1927)

2. Historic View: West elevation, looking east across Oakdale.

Photographer: Brainerd of Medford  
Date of Photograph: c. 1962  
Negative: George Kramer (copied from color  
postcard view found in property  
basement during renovation, 1990)

3. Exterior View: West elevation, looking east across Oakdale.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

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4. Exterior View: North elevation, looking southwest from Sixth.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

5. Exterior View: East elevation, looking north from rear grassy area. Detail of former sleeping porch tower.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

6. Exterior View: South elevation, looking northeast from Oakdale.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

7. Exterior View: West elevation, looking east from Oakdale. Front entry porch detail.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

8. Exterior Detail: Entry porch light fixture.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

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9. Interior View: Stairwell, second floor flight looking down.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

10. Interior Detail: Stairwell newel post and balusters.  
(First floor landing)

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

11. Interior View: Second floor hall, looking north from central public core area.

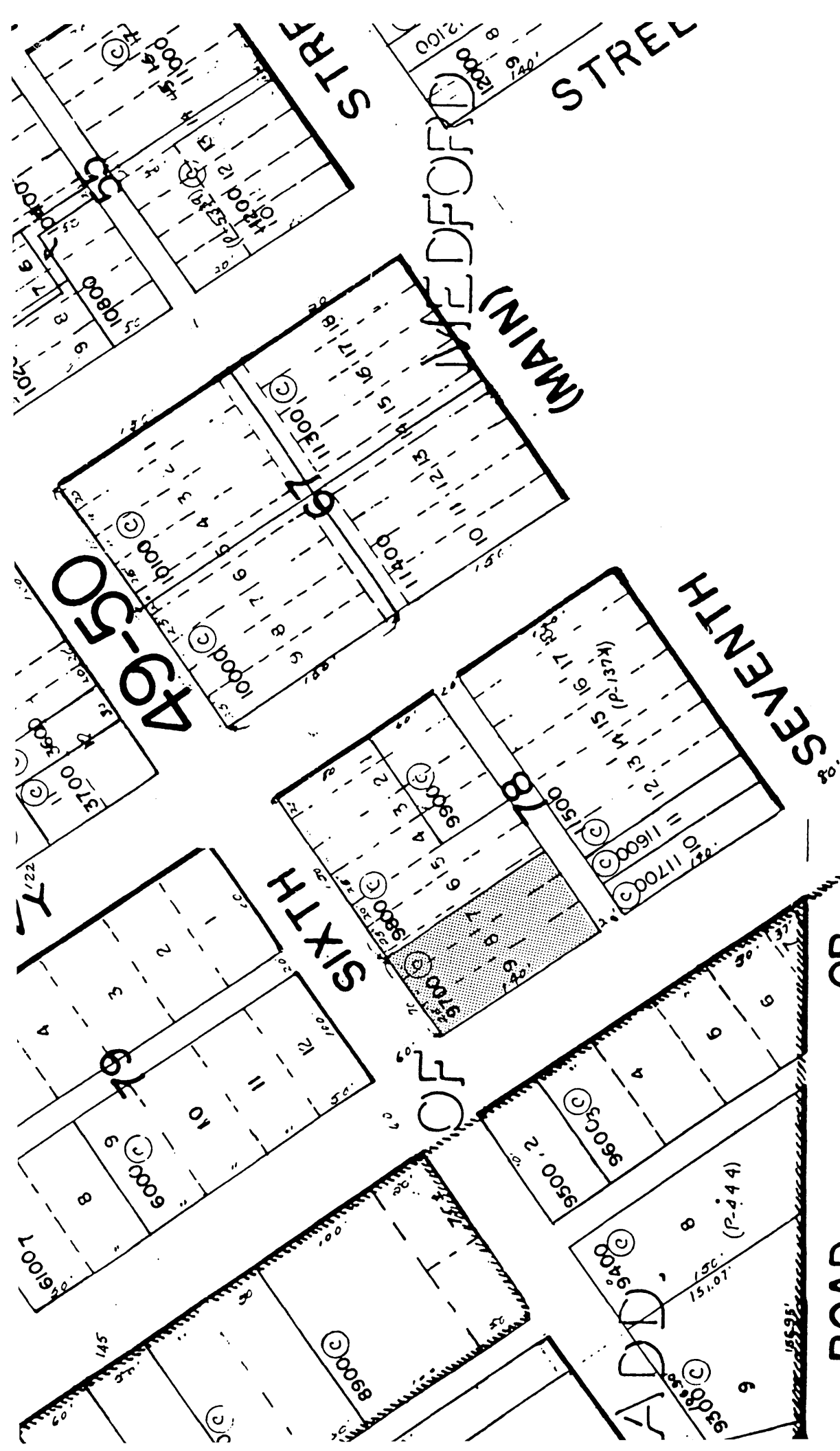
Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

12. Interior View: Typical unit living room, (Apartment 11), looking southeast from public hallway .

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

13. Interior View: Typical unit kitchen, (Apartment 11), looking east.

Photographer: George Kramer  
Date of Photograph: September 1990  
Negative: Collection of the Photographer

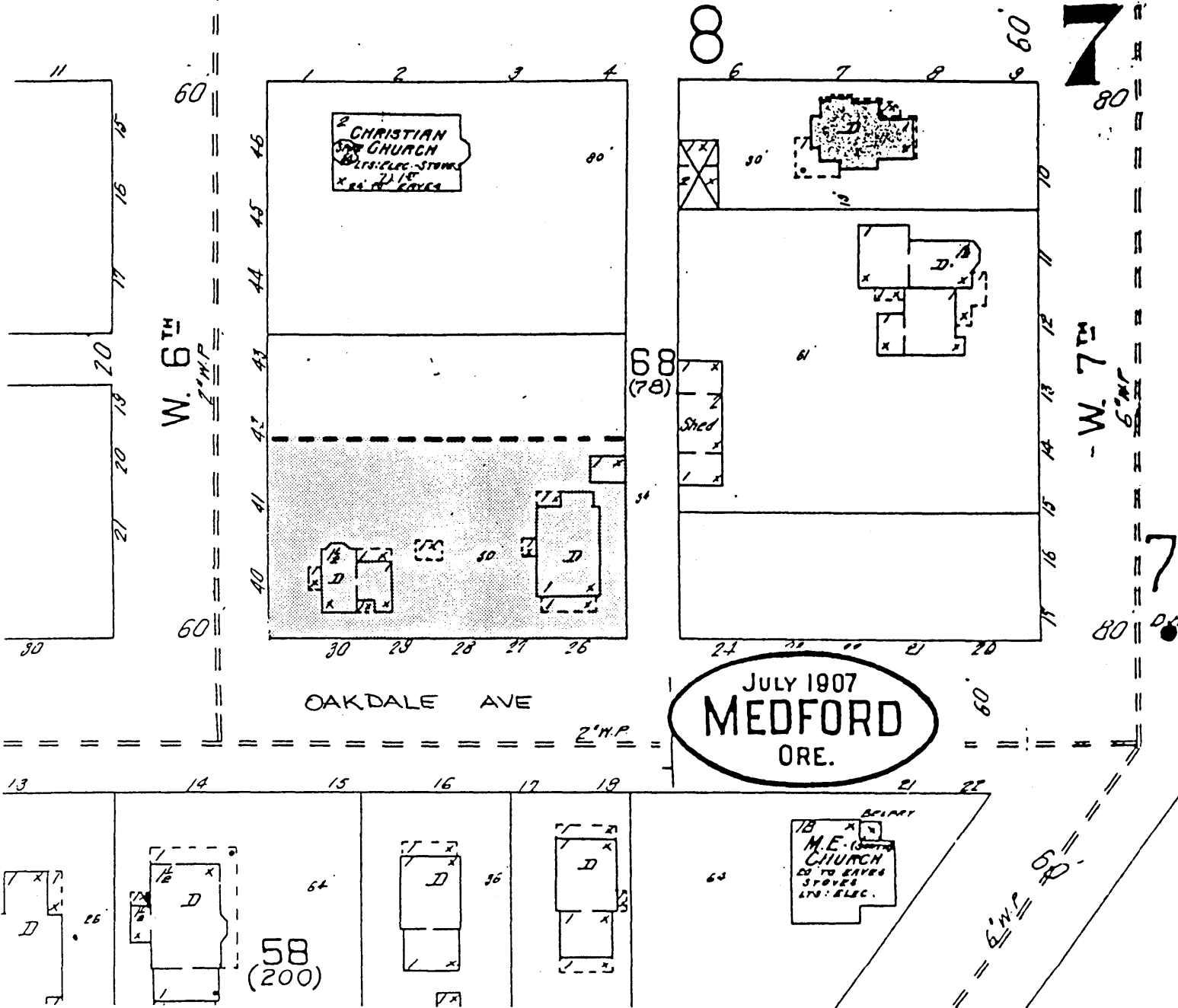


**SCHULER APARTMENTS, MEDFORD**

37S-2W-25AD, TAX ID 9700  
 Original Town of Medford, Block 79  
 Lots 7, 8, and 9

ROAD OR ROAD

GALLOWAY ADD.  
 Laurel St.  
 Astoria St.



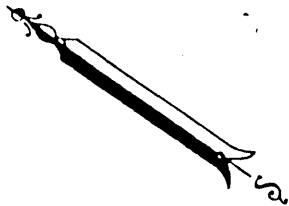
Nominated Area Shaded in Gray

SANBORN FIRE INSURANCE MAP  
 July 1907  
 Sheet 7

**THE SCHULER APARTMENTS**  
 38 North Oakdale  
 Medford, Jackson County, Oregon

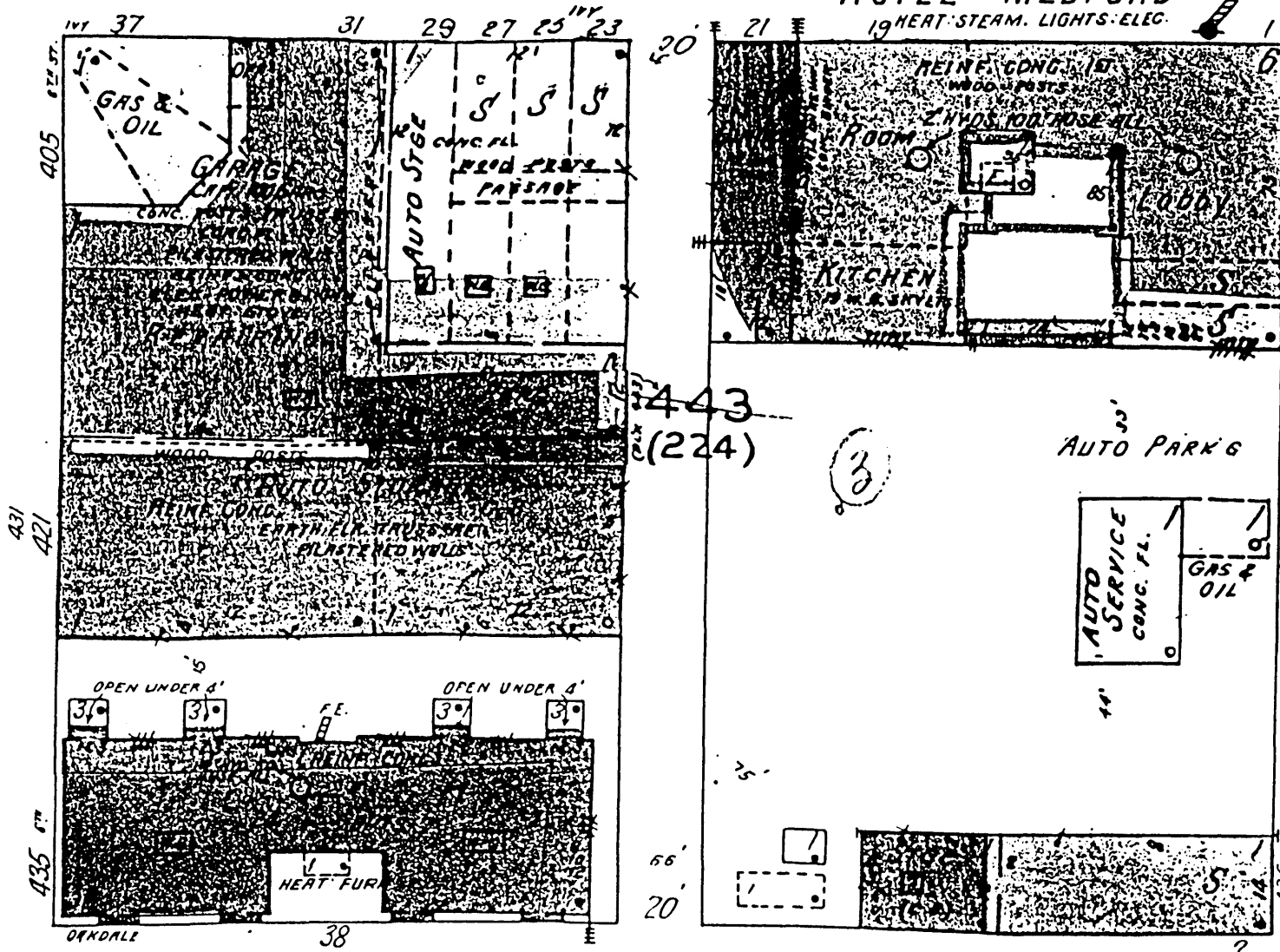
60 ft. wide

6" W. PIPE



# HOTEL MEDFORD

HEAT STEAM. LIGHTS ELEC.



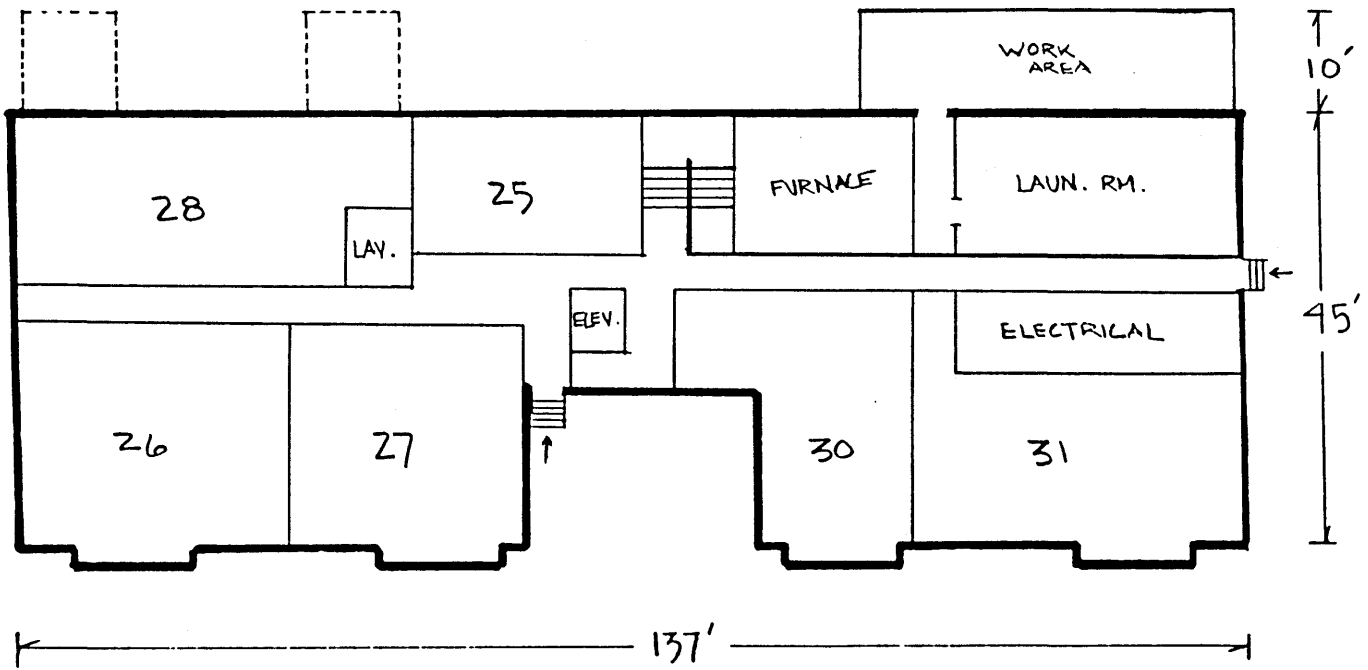
AV. N.

SANBORN FIRE INSURANCE MAP  
July 1927  
Sheet 17

**THE SCHULER APARTMENTS**

38 North Oakdale  
Medford, Jackson County, Oregon

MAIN

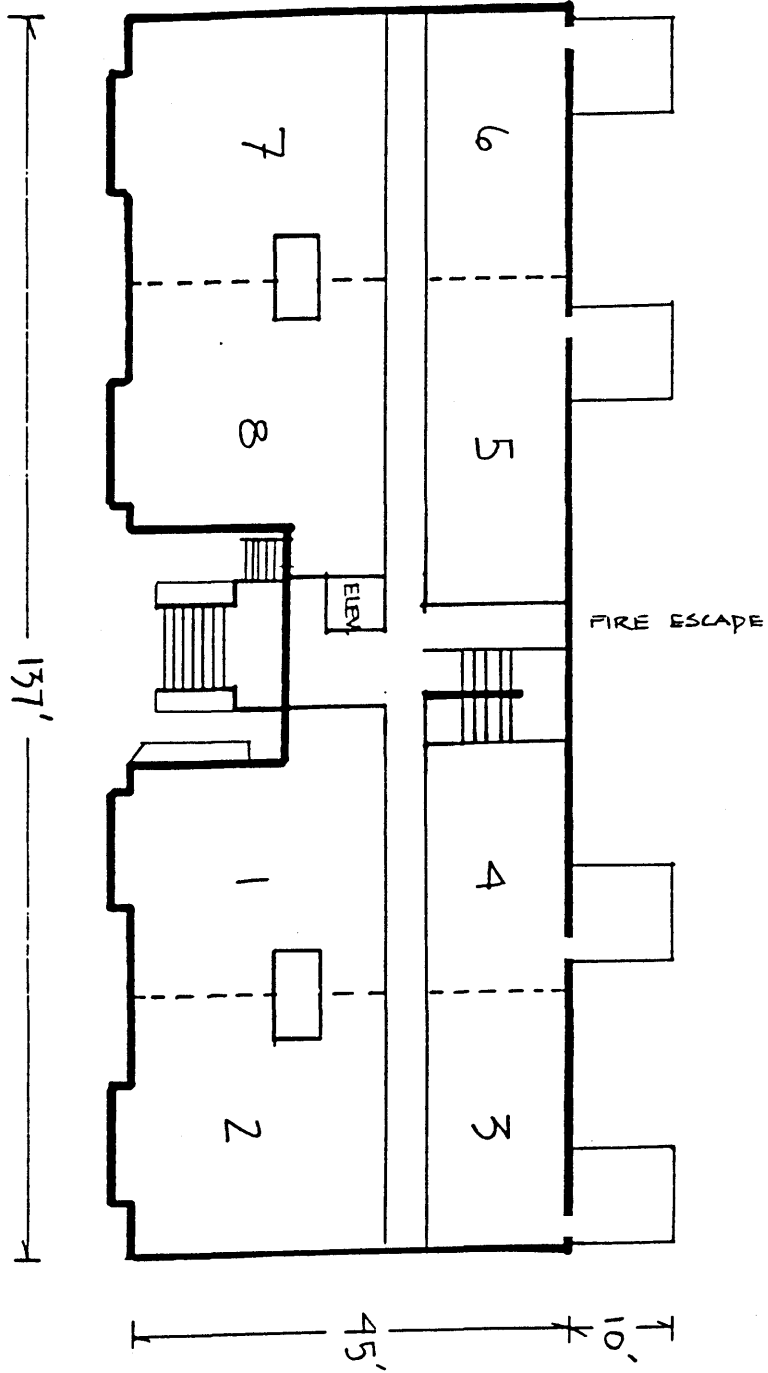


**INTERIOR PLAN: BASEMENT LEVEL**



**THE SCHULER APARTMENTS**  
 38 North Oakdale  
 Medford, Jackson County, Oregon



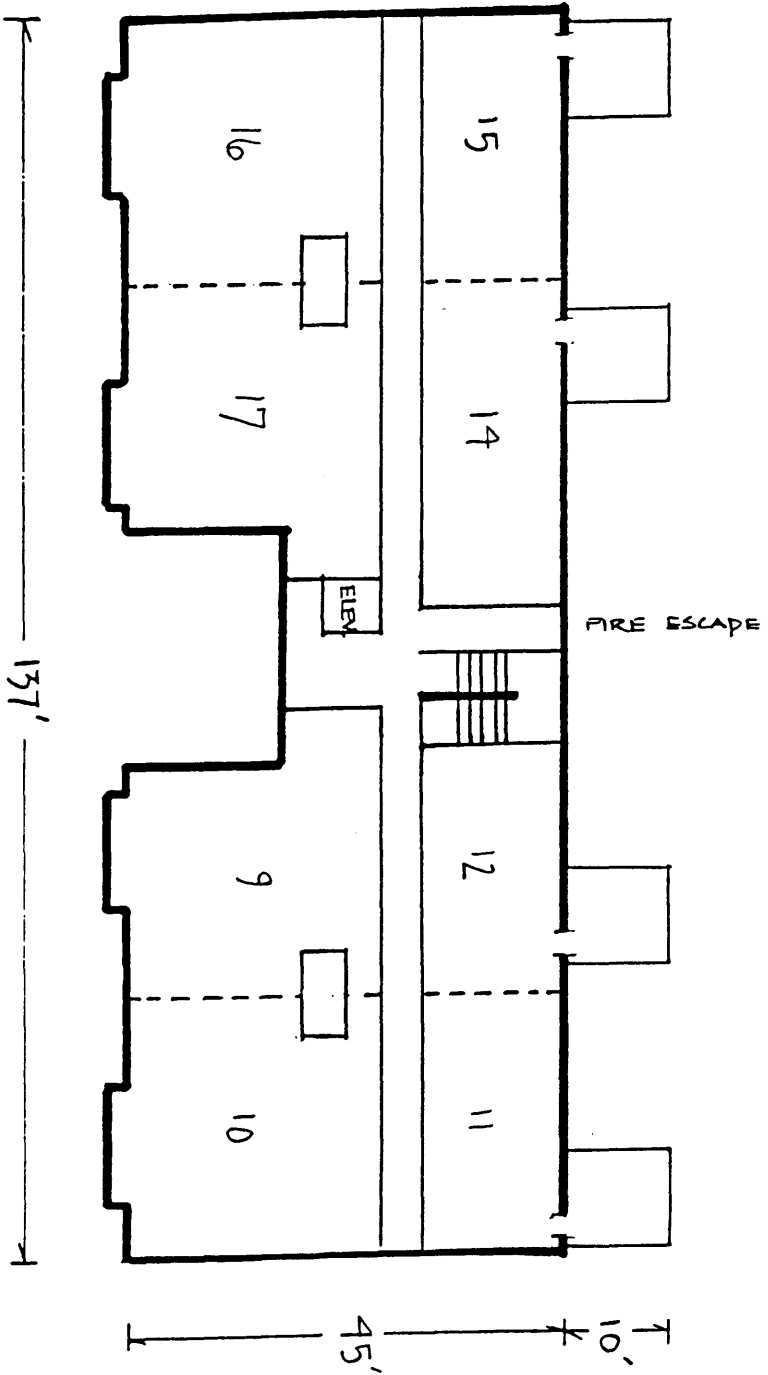


INTERIOR PLAN: FIRST FLOOR



THE SCHULER APARTMENTS

38 North Oakdale  
 Medford, Jackson County, Oregon



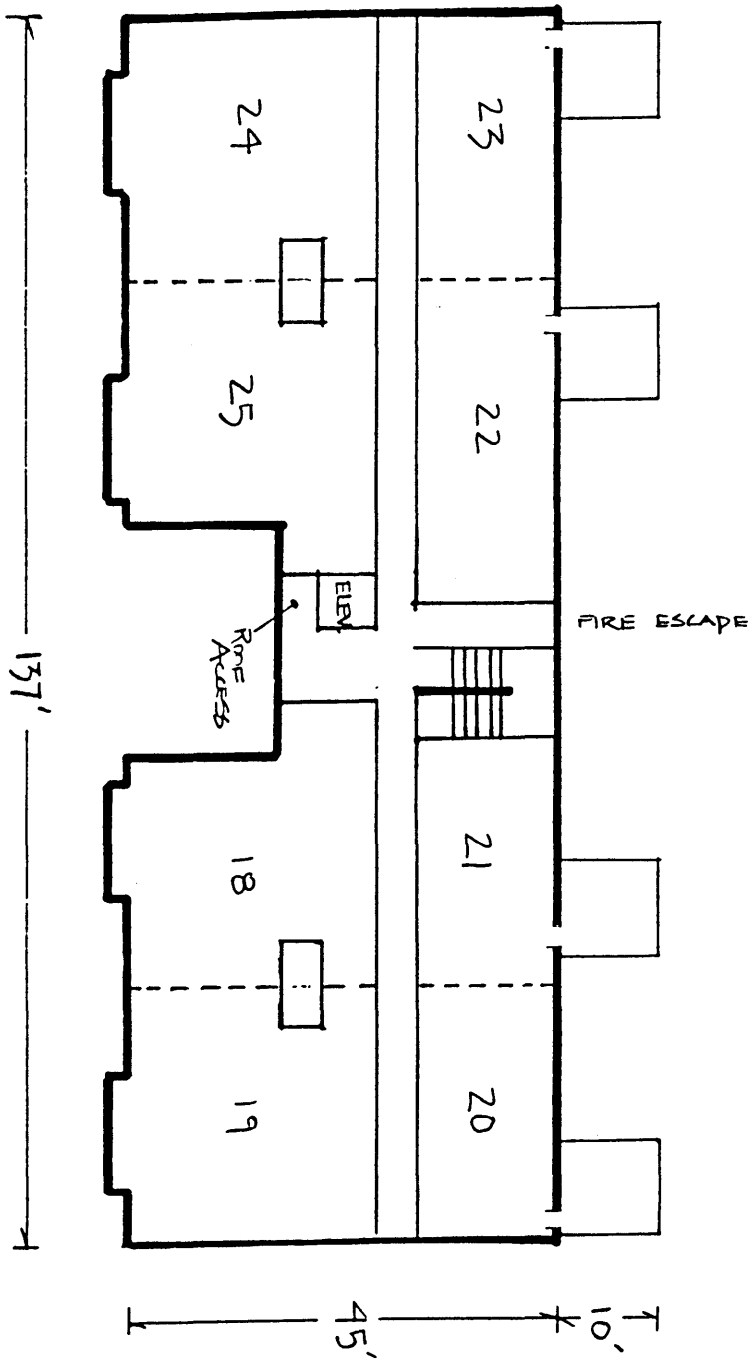
INTERIOR PLAN: SECOND FLOOR



**THE SCHULER APARTMENTS**

38 North Oakdale

Medford, Jackson County, Oregon

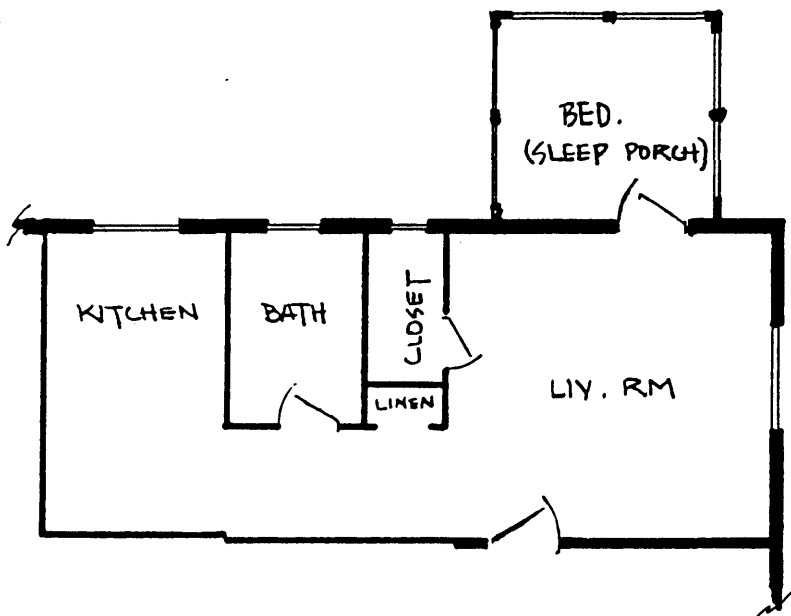


INTERIOR PLAN: THIRD FLOOR



**THE SCHULER APARTMENTS**

38 North Oakdale  
 Medford, Jackson County, Oregon



TYPICAL UNIT FLOORPLAN  
(UNIT 11)

1/8" = 1'-0"

**THE SCHULER APARTMENTS**

38 North Oakdale  
Medford, Jackson County, Oregon