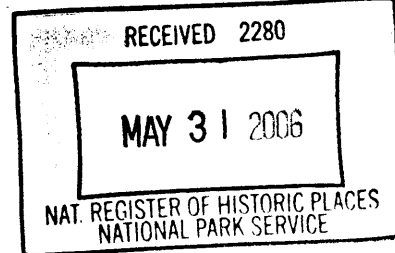


United States Department of the Interior  
National Park Service



# National Register of Historic Places Registration Form

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

### 1. Name of Property

historic name Deidrich Building

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

### 2. Location

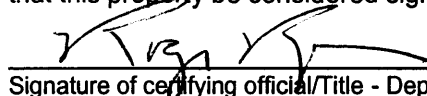
street & number 195 North Third Avenue  not for publication

city or town Stayton  vicinity

state Oregon code OR county Marion code 047 zip code 97383

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant  nationally  statewide  locally.



Signature of certifying official/Title - Deputy SHPO

5-23-06

Date

Oregon State Historic Preservation Office

State or Federal agency and bureau

### 4. National Park Service Certification

I hereby certify that the property is:  
Action

entered in the National Register  
See continuation sheet.

determined eligible for the National Register  
See continuation sheet.

determined not eligible for the National Register

removed from the National Register

other (explain):

 Signature of the Keeper

Date of

7/7/2006

Deidrich Building  
Name of Property

Marion County, Oregon  
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**5. Classification**

Ownership of Property  
(check as many as apply)

Category of Property  
(check only one box)

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

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

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

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

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

Number of contributing resources previously listed in the National Register

Historic Downtown Area of Stayton MPS

N/A

**6. Function or Use**

Historic Functions  
(enter categories from instructions)

Current Functions  
(Enter categories from instructions)

COMMERCE/TRADE: specialty store  
 DOMESTIC: multiple dwelling

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COMMERCE/TRADE: specialty store

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**7. Description**

Architectural Classification  
(Enter categories from instructions)

Materials  
(Enter categories from instructions)

LATE 19<sup>th</sup> and 20<sup>th</sup> CENTURY AMERICAN  
 MOVEMENTS: commercial style

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foundation: concrete  
 walls: concrete  
 roof: asphalt  
 Other:

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

See continuation sheets.

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Deidrich Building  
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## DESCRIPTION SUMMARY

The Deidrich Building is a two-story, concrete block, commercial building situated in the rural town of Stayton, Oregon. Oriented on an east/west axis, this two part building reveals the formal architectural composition that concrete block buildings assumed in the town during the 1910s. Constructed in 1912, the building's rusticated concrete block walls, elaborate, concrete-molded entablature, and castellated parapet demonstrate a degree of architectural refinement. While retaining its fenestration pattern replete with lintels and keystones, the building has lost nearly all of its original double-hung windows. The survival of the building's most significant architectural details, namely the first floor storefronts and the concrete block detailing, compensate for this loss.

## GENERAL DESCRIPTION

The Deidrich Building is a two story concrete block building 50 feet wide and 99 feet long, located on the northeast corner of Florence Street and 3<sup>rd</sup> Ave. in Stayton, Oregon. Constructed in 1912, the building typifies the organization of commercial spaces during the period by featuring a first floor devoted to retail and the second to residential and office space.<sup>1</sup>

The exterior of the building is made of pre-cast, hand-made hollow concrete block. The block was plastered on the finished interior spaces. The back and party walls were plain face block and plastered where possible but the 3rd Ave front and Florence Street side feature the distinctive "rock face" block that imitates rusticated stone.

The retail space in the front of the building features large, uninterrupted windows and transoms while the residential second floor features smaller window openings. This structural contradiction is solved with steel. Two, ten inch, horizontally laid "I" beams with flanges riveted at both the top and bottom to connect and strengthen the beams and support the upper block, rest on block columns, generally, and a round steel column at the north-east corner of the building. These interesting technologies of 1912 are covered *in situ* in concrete that extends two inches out from the block surface and sixteen inches high to produce a sign board for advertising. Between the sign board and the plate glass store windows is a row of translucent transom windows that follow the large glass windows and the upper beam around the corner and down the north wall ten feet. The smaller window openings throughout the exterior are made the same way but instead of a signboard they are presented as if they were a stone lintel with a keystone in the middle. Under these lintels are double hung wooden

<sup>1</sup> Two Part Commercial Block" according to categories set forth by Longstreth, Richard in *The Buildings of Main Street*, Alta Mira Press, 2000, pp.24-53.

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windows. The original transoms and store windows are set in milled woodwork, using a commercial sized ogee window cutter. At the entrance corners the glass is supported by narrow bronze muntin, which are morticed into the millwork at the top and bottom. All is original except the ten foot section of store window that is on the north wall which has been replaced in modern materials divided into three pieces of glass.

The retail space is divided into two separate stores. The corner store, the dominant and larger of the two, is 26' 6" wide, leaving the south store only 23' 6" wide. The difference is apparent in the recessed entryways, where the ramp sides are straight on the south store and splayed on the north, leaving two more transom windows on the north side than on the south. On each storefront the double doors are the same height and width at eight feet tall and five feet wide. The lost south store doors were duplicated using the original north store doors as a model.

The doors of the retail spaces are hung directly on finish quality six-by-six posts that run through the ceiling and floor to attach to the structure. The recessed windows are also supported by these members. The front retail spaces are not partitioned for sixty feet until they meet the rear stairway enclosure.

The north store originally had wooden site-made adjustable shelving units all along the interior dividing wall, 8'- 8" tall but far below the twelve-foot high ceiling. A sloping display platform at the level of the bottom of the front glass finished the interior wall display capabilities. Both stores had wide baseboards capped with a complicated bolection molding. Only fragments of the baseboard and about half the shelving survive.

A single chimney flue on each side served stoves heating the stores. The chimney in the north store is located near the back double hung window which serviced the office area of the hardware store. The south store was fitted with spring-loaded, double swinging hardware for the front doors at an early date, possibly related to the room's initial use as a saloon. The back wall of the south room was removed at a fairly early time to add six feet to the store and a six-foot door was installed in the remaining dividing wall to allow the entrance of cars from the back.

After the six-foot stair structure, the remaining thirty-two feet of the first floor was originally used as an implement storeroom and then for automobile display and repair. The ceilings in this area were never plastered, the floor was stronger, the block walls left as they were laid. Three, one-over-one, double hung windows originally lit the space from the west. In the warehouse area the two-inch by six-inch stud wall that divides the stores in front is replaced by four six-by-six columns. A ten-foot wide outside doorway allowed vehicles inside and a five-foot sliding door was located in the southwest corner in the back. At an early date the two free-standing six-by-six columns were cut 44 inches down from the ceiling and two one-inch round steel rods were

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placed below the cuts and stretched up to be anchored along the six-by-six top plate of the wall in an effort to provide a clear area for the automobiles below. The same wood that was removed is in place now as well as the rods. The northwest corner of the warehouse space was partitioned off in 1939 and given an outside door and windows to be used as an Oregon Liquor Control Commission store, a use which continued until 1959.

The blocks are laid with torus mortar joints and, although from the same mold, are randomly inverted to diminish the appearance of repetition. All the block are eight inches high and are a full sixteen inches long, rather than modular, so when laid the measurement between the block is more than sixteen inches. The interior floor and ceiling joists are laid in pockets at the edges of the block and therefore nothing in the building is a standard four-foot module.

The uniformity of the exterior decorative walls is deceptive in that the building has seven different kinds of block. The structural block downstairs are ten inches thick, rock face on the north and plain face on the south and west. No ten inch block are cast rock face on two faces. The second floor block are eight inches thick and corner blocks have rock face sides and ends; eight inch half-blocks are also used. Both are also used under the front windows. The north store has angled corner rock face blocks. How the ten inch northwest corner blocks reveal an eight inch end has not been discovered. The block surrounding the garage door and store windows are cast in an "L" shape to create a space for the door and window frames.

There are three more different castings that compose the entablature and parapet. A cyma recta molding is cast into blocks that are twenty-four inches long and ten inches wide and form the fourth course down from the top. Supporting this molding is a course of half-block. Every other block is rock face, which projects from the wall to bridge the distance the cyma recta band projects. The alternate blocks appear to project in because they are plain face. A four pointed star shape design is cast on the face of these blocks. Because they are half-blocks the extra mortar joint causes the line with the lower blocks to constantly shift. This is resolved at the south end in a partial block. The second and third courses are standard rock face block. The top course is castellated and made by laying a block-and-a-half every twenty-four inches. Covering the core openings of the block is a four inch slab of solid concrete, possibly made in the block machine, twenty-four inches long and nine inches wide. Atop the upper block another slab four inches thick, ten-and-a-half wide but nearly thirty inches long provides overhang for the top of the wall but leaves very curious shadows for the observer from street level.<sup>2</sup>

The interior of the building is made of wood. The poured-in-place concrete foundation for the block is massive and has not moved in any significant way, but the foundation in the middle of the building is very insignificant,

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<sup>2</sup> This amazing look was described, in 1912, by the *Stayton Mail* writer as 'chateau style' (see Section 8, page 5).

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causing a person to wonder if it was not placed by a different contractor. The first floor structure is made of two-inch by twelve-inch joists with diagonal sheathing of rough one-inch by twelve-inch nailed above. The finish floor is generally one-inch by four-inch tongue and groove, although the front of the north store has narrower and, in this town, more prestigious flooring. The back of the retail space is all two-inch tongue and groove flooring with traces of motor oil on top.

The second floor structure is the same as the first except the joists are two by sixteen inches. The second level is accessed on the north elevation through double doors to a six-foot wide stair. A six-foot wide hallway intersects the stair at the top and runs all the way to the back of the building where a single toilet room serviced the entire upper floor.

Five rooms were located on the north of the hall and each room had two windows double hung, one over one, the end room's second window being on the back. The last forty-five feet on the south was never finished and is serviced by two windows on the back. Judging from the condition of the floor, the space may have had wood shed use. Two rooms towards the front on the south side were finished but had no light or air. The front of the building has three double windows. Each set serviced one room. The middle room accessed the hall and connected the other two rooms. This suite of rooms may have been a residence for the original owner and may have included the first windowless room. The corner office reported in the 1912 newspaper account of the building<sup>3</sup> would have been in the north-west corner because of circulation; the second apartment would then have run from the front apartment to the stair structure. Three additional hung chimneys served stoves heating the second floor except for the windowless rooms and the woodshed.

The roof is hidden behind the parapet walls that are over six feet high in the back. The slope is created by the roof joists and ceiling joists which work as a truss and are slightly shorter as you work your way to the back of the building until there is no truss. The back of the building is nondescript parged plain face block and had a fire escape added when the shorter hall window was changed to a door. A chimney on the back which serviced the liquor store area is more recent and being removed.

The south side exterior is also utilitarian and was built next to an existing building, since demolished, that has left its imprint where the blocks have not been parged. The upper floor was converted to five apartments in the 1960s. Aluminum slider windows were added to make the windowless rooms serviceable. Generally the apartments were made by adding two of the original rooms together, lowering the original ten-foot ceilings so that venting could occur at the top of the original window openings. The apartments were made without

<sup>3</sup> Ibid.

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permits and must be remade with corrections including the restoration of the upper windows for egress, blocking the party wall windows with concrete block and removing windowless bedrooms. Original sash exists as well as several window frames *in situ* to guide a future restoration of the windows. These windows are similar to those existing on the first floor. The south store front has been restored. An unfortunate metal awning has already been removed from the entire front leaving only a line where the blocks are sawn to flash the water.

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**8. Statement of Significance**

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

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

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

ARCHITECTURE  
COMMERCE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**  
1912-1939  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**  
1912-1939  
\_\_\_\_\_  
\_\_\_\_\_

**Criteria Considerations**  
(Mark "x" in all the boxes that apply)

Property is:

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

**Significant Person**  
(Complete if Criterion B is marked above)

N/A  
\_\_\_\_\_

**Cultural Affiliation**

N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Narrative Statement of Significance**  
(Explain the significance of the property on one or more continuation sheets)

**9. Major Bibliographical References**

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

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

- Primary location of additional data:**
- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: Santiam Heritage Foundation



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## SUMMARY STATEMENT OF SIGNIFICANCE

The commercial and residential building at 195 N. 3rd Avenue, Stayton, Marion County, Oregon constructed in 1912 for Peter Deidrich is locally significant under National Register Criterion A as contributing to Stayton's historic main street development. The Deidrich Building is one of several concrete block buildings constructed on the west side of 3<sup>rd</sup> Avenue between 1908 and 1916. Built to house a retail hardware store and a complex of rental spaces, the warehouse portion of the hardware store became the Stayton area's first authorized Ford motor car sales and service agency in 1913. As noted in the Registration Requirements for the Historic Downtown Area of Stayton MPS, the retention of these associations would qualify the Deidrich Building for nomination under Criterion A.

Nomination under Criterion C is also applicable. The 50 x 99 foot; two story, pre-cast, concrete block building occupies its original site and is the most nearly intact example of a group of similar early twentieth century commercial buildings erected between 1908 and 1916 during a remarkable period of the expansion of Stayton's commercial center. Nine pre-cast block buildings from this period survive along a three block portion of 3rd Avenue. While similar in massing, the upper facades of these buildings exhibit a remarkable variety of surface detail and ornamentation. Street level entries and display windows of most of the buildings have been radically and irreversibly modified. The Deidrich building alone retains its original street level composition, and its unique crenellated parapet and cornice details, executed in pre-cast concrete, sets it apart from other examples of the period. The second floor windows have been reversibly modified but the original concrete lintels, keystones, and sills are intact. As noted in the Registration Requirements for the Historic Downtown Area of Stayton MPS, alterations to window sash should not necessarily preclude a building from consideration, particularly when the building still retains its window embellishments and overall fenestration pattern. The building, therefore, conforms to the Registration Requirements for Commercial Buildings set forth in Section F of the aforementioned Multiple Property Submission and qualifies for nomination under National Register Criterion C.

## RESOURCE HISTORY AND HISTORIC CONTEXT

### The Development of Stayton as a Trading Center

The town of Stayton, Oregon was established in the early 1870's at a site where water from the nearby North Santiam River could be diverted to provide power for mills to convert locally available materials into products

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needed by the pioneer settlers such as lumber, woolen yarn, flour, and furniture.<sup>1</sup> In 1872 a town plat was filed and a post office established.<sup>2</sup> By 1878 at least six merchants or providers of service had established themselves in the proximity of the six mills, the town claimed a population of around 300, and the former area trading center of Sublimity, two miles to the north, had fallen into decline.<sup>3</sup>

The location of a town's main street was usually determined by an important transportation artery.<sup>4</sup> Although Stayton's Original Town was near significant north/south and east/west County roads,<sup>5</sup> neither initially influenced the town center. A sketch map of the town and a view photo from around 1885<sup>6</sup> show that most commercial activity was concentrated along Water Street, near the water-powered mills, and extended for short distances northward along 2<sup>nd</sup> and 3<sup>rd</sup> Avenues. A view photo of the town taken in 1904<sup>7</sup> shows a significant migration of commercial activity northward along 31 Ave which would become the town's new main street.

A period of increased industrial activity and population growth in Stayton during the early 1900's, likely prompted the shift from wood-frame to masonry business building construction on 3<sup>rd</sup> Ave.<sup>8</sup> The masonry re-figuring of Stayton's main street was more or less coincidental with the innovation of pre-cast concrete block construction.<sup>9</sup> That the blocks could be manufactured locally probably encouraged their use as Stayton's lack of immediate rail service added expense to the importation of heavy building materials.

Eleven buildings of concrete block were put up during a period of eight years; nine of these, including the Deidrich building, survive along three blocks of 3<sup>rd</sup> Ave. They represent a nearly unprecedented concentration of Early Twentieth Century Commercial examples of concrete stone building and exhibit remarkable variations of decorative and finish detail. The five buildings situated along the west side of 3<sup>rd</sup> Avenue between Ida and High Streets are particularly significant as an uninterrupted group of concrete block buildings that were erected by five different owners. Such a complete and diverse grouping is rarely, if ever seen in Oregon.

<sup>1</sup> One of the earliest documented buildings, the Thomas Bros. furniture *factory* salesroom, probably preceded the platting of the town by several years. *The Stayton Mail* (hereafter *SML*) 22 Feb. 1907.

<sup>2</sup> Jones, Mathilda Siegmund, *History of Stayton*, Marion County Historical Society Vol. 1, 1955.

<sup>3</sup> *Historical Atlas of Marion and Liun Counties, Oregon*, Edgar Williams & Co. 1878, pp. 25, 26.

<sup>4</sup> Bailey, Barbara Ruth, *Main Street*, Oregon Historical Society publication, 1982--pp. 81-82.

<sup>5</sup> Williams, *Atlas* op. cit. - p. 48.

<sup>6</sup> Unpublished map and photo in collection of the Santiam Heritage Foundation (hereafter SHF).

<sup>7</sup> *Ibid.*

<sup>8</sup> Bailey, op. cit. p. 95 observes that the beginning of masonry construction is a significant signal of town prosperity and the occasion of civic pride.

<sup>9</sup> Rice, Harmon Howard, *Concrete Block Manufacture*, John Wiley Sons, 1908.

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### Peter Deidrich and the Hardware business in Stayton

Significant markers of the development of a market town are the multiplication and specialization of services offered by the merchants.<sup>10</sup> While both of these tendencies can be found in Stayton long before the 1908-1916 relocation of existing businesses into concrete stone buildings, an account of the early hardware stores in Stayton provide a context relevant to the history of the Deidrich building.

In the earliest stages of town development, hardware needs were probably provided by the general merchandise stores and the local blacksmith. The first mention of a store in Stayton specializing in hardware and implements is in 1887,<sup>11</sup> surprisingly late considering the concentration of water-powered industries in the town and the large agricultural area that it served. The hardware merchant was almost certainly R. G. Keene<sup>12</sup> whose store was located at 3rd and Water in a wooden building that had been an early general store. A second hardware was established in 1896 by Fred Rock on 3 Ave. a block north of Water Street.<sup>13</sup> and in 1898 a 17 year old German immigrant named Peter Deidrich came to Stayton and became a clerk in Rock's hardware.<sup>14</sup> Rock enlarged his establishment in 1903 with a bold 50' false front, calling it Rock's Double Store, with the hardware and implement department in the south half and a general merchandise store in the north.<sup>15</sup>

J.O.C. Wimer had taken over the Keene hardware by 1893,<sup>16</sup> but the business seems to have disappeared by 1900, its stock taken over by either Rock or, more probably, by the Streff family who had been operating a furniture store on Water Street in a large building that had also originally been a general merchandise store. The 1904 town view photo<sup>17</sup> clearly shows that the Streffs were stocking hardware and farm supplies as well as furniture. Rock sold the hardware portion of his business to Lee and John Kerber in 1909<sup>18</sup> but the following year the business was taken over by Peter Deidrich.<sup>19</sup>

<sup>10</sup> Bailey, op. cit. pp 129-130, p. 195.

<sup>11</sup> Salem Statesman, 29 Oct. 1887.

<sup>12</sup> Polk Directory, 1889.

<sup>13</sup> SML 17 Dec. 1896.

<sup>14</sup> SML obit. 24 Oct. 1957.

<sup>15</sup> SML 19 Dec. 1903.

<sup>16</sup> Polk Directory, 1893.

<sup>17</sup> Op. cit.

<sup>18</sup> SML 10 Jan. 1909.

<sup>19</sup> SML 21 Jan. 1910.

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### The Deidrich Building

In February of 1912 construction of Deidrich's new building started just south, across Florence Street, from his existing establishment.<sup>20</sup> As had been the case with previous concrete block construction in Stayton, a wood frame building, in this case a residence, was moved *from* the site. The Deidrich building would match in size the other two largest concrete block buildings in town--the 1910 Oddfellows Lodge at 122 3<sup>rd</sup> and the 1911 New Roy Block at 375 3<sup>rd</sup>. The ground floors of all these buildings were divided into the familiar "double store" arrangement. The second floor of the Oddfellow building, of course, contained meeting rooms; the Roy and Deidrich second floors were intended to provide residential apartments and professional office spaces.

No evidence of an architect for the building has surfaced but we do know that the structure itself was a remarkably local product: the aggregate for the blocks came from the North Santiam River, less than a quarter of a mile away;<sup>21</sup> the concrete blocks were cast in a yard on West Water Street, about three blocks from the building site; the carpenter for the project lived just across the Street from the block yard;<sup>22</sup> and the lumber for the building came from the Brown-Petzel sawmill about two blocks away.<sup>23</sup>

A *Stayton Mail* article of 14 November, 1912 praised the newly completed building:

#### Deidrich Block

The new Deidrich block, the most handsome building to be erected here this year, is now completed and the occupants have already taken possession. The new building is of the most modern type, and forms a valuable addition to the business section of this city.

Being of fireproof construction, the building is a safe as well as a handsome structure. It is built of concrete blocks set with mortar of a darker shade, thus securing a very attractive contrast. The front and north walls are raised above the roof in chateau style, giving an extremely pleasing effect. The lumber throughout is selected stock, furnished by the Jos. Petzel mill.

<sup>20</sup> *SML* 15 Feb. 1912.

<sup>21</sup> Lau, Ernst, *The Waterways of Stayton*, Santiam heritage Foundation pub. 2001, pp. 48-50.

<sup>22</sup> *SML* 15 Feb. 1912 identified the block supplier as B. C. Lau, the carpenter as Charles Lampman, and, although it can't be documented for this building, the mason was probably another local man, John van Handel, who frequently worked with the other two contractors during this period.

<sup>23</sup> *SML* 14 Nov. 1912.

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The building covers a ground space of 50 x 100 feet. The ground floor is occupied by Mr. Deidrich's hardware store, and the Bureau Bar, conducted by Roy Mullinix. The saloon is 23 x 60 feet and the balance of the ground floor is taken by Mr. Deidrich's large stock of implements and hardware. The sales room covers a space of 25 x 60, while in the rear is a storeroom, 40 x 50.

The second floor is fitted up for offices and living rooms. The corner office is taken by Attorney S. H. Heltzel, and the Mullinix and Deidrich families are occupying the living rooms. The upstairs is tastily and conveniently fitted up, and is in keeping with the balance of the building.

Mr. Mullinix has moved his fixtures from his old location on Second Street, and now has an establishment that will compare favorably with first class saloons anywhere.

Mr. Deidrich has not quite completed the placing of his large stock, as he expects to install some new shelving to accommodate his large line of kitchen ware. However, he has finished the task of moving, and is entirely ready to accommodate customers at the new stand. The modern, plate glass front, and the neatly arranged interior, make the store one of the most attractive in Stayton.

The erection of the building was made necessary by the fact that Mr. Deidrich's business was outgrowing his old quarters. As the new store was arranged to accommodate this increasing trade, Mr. Deidrich now has fully twice as much room as before, and expects to carry twice as large a stock. He has not added any new lines but will carry a much more complete stock of all the lines he already handled, including farming implements, builder's hardware, paints, stoves and ranges, and general household hardware.

Both Mr. Deidrich and the town of Stayton should be proud of the new block. Its construction was not a contract job, but was done under the direct supervision of Mr. Deidrich, who is to be complemented on the successful way in which he carried on the work, and the very satisfactory' results he accomplished.

The very last statement reveals how concrete block manufacture permitted an independence in building construction that other forms of building construction did not necessarily permit. Using local materials and probably without the assistance of an architect, Deidrich directly oversaw the erection and design of his new building. Such arrangements became common throughout Oregon and the United States in the early twentieth century.<sup>24</sup> The building's composition of several different types of block mirrors earlier storefront conventions.

<sup>24</sup> Pamela Simpson, "Cheap, Quick, and Easy: The Early History of Rockfaced Concrete Block Building" in *Perspectives in Vernacular Architecture III* (Columbia, MO: University of Missouri Press, 1989), 108-118.

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While much of the building is composed of rusticated block face, the window lintels feature a concrete keystone. The upper part of the building features a cornice composed of star-shaped embossed blocks interspersed with square rusticated blocks. Immediately above this detail is a cyma recta-molded concrete cornice. A castellated parapet lies immediately above the cornice. These details outline the versatility of concrete block building.

Additional second floor tenants were noted the following year when a dentist moved his office from the old Rock building,<sup>25</sup> and the Stayton Town Recorder and Justice of the Peace occupied another of the offices.<sup>26</sup> The Deidrich family continued to live above the shop until 1921.<sup>27</sup>

Tenants in the south part of the double store changed frequently: the Bureau Bar was gone within two years followed by a short-lived 5 & 10 cent store<sup>28</sup> and an even shorter-lived men's clothier.<sup>29</sup> The failure to establish a reliable tenent may have been an advantage, for in 1913, Deidrich had obtained the franchise to sell Ford motorcars.<sup>30</sup>

At this time, Fords accounted for about one half of the automobiles in operation and were especially desirable in largely rural areas. Deidrich's was the first authorized automobile dealership in Stayton.<sup>31</sup> He soon added Studebaker<sup>32</sup> and, later, Dodge Brothers cars<sup>33</sup> for sale to up-scale customers but the bulk of his business, of course, was in Fords. "Deidrich sells 6 Fords in 10 days" read a story in *The Stayton Mail*,<sup>34</sup> and there were reports of rail cars of Fords arriving at the Kingston depot for Deidrich. In 1917, Deidrich established a repair shop with a hired mechanic.<sup>35</sup>

By 1920, Ford was losing market share to Chevrolet--there was now a Chevrolet dealership in Stayton--and the Ford Motor Car Company, facing a serious financial crisis and with a huge inventory of unsold cars, required

<sup>25</sup> SML 3 July 1913.

<sup>26</sup> SML 17 July 1913.

<sup>27</sup> SML 28 Apr. 1921.

<sup>28</sup> SML 18 March 1918.

<sup>29</sup> SML 29 Apr. 1915, 13 Jan. 1916.

<sup>30</sup> SML 22 Jan. 1914, 1957 obit.

<sup>31</sup> In 1910, a man named Floyd Robertson built and operated, for about a year, Stayton's first automobile garage and may have obtained Fords for resale but was never an official agent.

<sup>32</sup> SML 18 Mar. 1915.

<sup>33</sup> SML 23 Aug. 1917.

<sup>34</sup> SML 1 June 1916.

<sup>35</sup> SML 23 Aug. 1917.

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their dealers to accept and pay cash for large shipments of Model T's that the dealers neither wanted nor could sell profitably.<sup>36</sup> The alternative, which Peter Deidrich chose, was to no longer be a Ford dealer.

The Stayton dealership was taken over initially by the large Salem Ford dealer, Valley Motor,<sup>37</sup> A week later, Deidrich announced the closing out of his hardware business.<sup>38</sup> Apparently he had rented out the entire ground floor of the building to the Ford agency. It is probable that the partition and support posts between the south rental and the rear storeroom were removed at this time (see building analysis) to permit the storage of surplus Model T's within the building.<sup>39</sup> Deidrich had certainly not gone broke, for in 1921 he bought one of the finer houses in Stayton and moved his family from the upstairs apartment.<sup>40</sup>

The Ford agency remained in the Deidrich building until 1922 when it moved to a newly constructed reinforced concrete garage.<sup>41</sup> Deidrich immediately reopened his hardware business and added a line of groceries.<sup>42</sup> The following year he became a Star automobile dealer,<sup>43</sup> but by 1925 had leased the south rental to the local Chevrolet dealer as a showroom.<sup>44</sup> A grocery occupied the south rental briefly in 1929<sup>45</sup> and in 1932 it was remodeled slightly to accommodate a dental office.<sup>46</sup>

At the end of Prohibition, the State of Oregon Liquor Control Commission (OLCC) established a system of licensed stores for the sale (but not consumption) of hard liquor. Peter Deidrich obtained the sole franchise for Stayton and nearly the entire Santiam Valley area.<sup>47</sup> For years, the Stayton OLCC store set state-wide records for annual stock turnover.<sup>48</sup> Deidrich died in 1957 but members of his family would operate this business for another twenty years.

<sup>36</sup> Sward, Keith, *The Legend of Henry Ford*, Rinehart & Co. 1948 pp. 74-80.

<sup>37</sup> *SML* 12 Feb. 1920.

<sup>38</sup> *SML* 19 Feb. 1920.

<sup>39</sup> The 1921 Sanborn Fire Insurance map of the building shows the partition removed.

<sup>40</sup> *SML* 28 Apr. 1921.

<sup>41</sup> *SML* 17 Aug. 1922.

<sup>42</sup> *SML* 19 Oct. 1922.

<sup>43</sup> *SML* 7 June 1923.

<sup>44</sup> *SML* 15 Jan. 1925.

<sup>45</sup> *SML* 13 June 1929.

<sup>46</sup> *SML* 8 Dec. 1932.

<sup>47</sup> *SML* 15 March 1934.

<sup>48</sup> *SML* 1 Feb. 1940.

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In 1939, Deidrich sold his hardware business to Chris Neitling and Wilbur Lesley,<sup>49</sup> who had been associated for some time with the competing hardware store in Stayton. The dentist in the south rental moved into a new building of his own<sup>50</sup> and Neitling opened a doorway between the two stores and added stocks of major household appliances and floor coverings. The posts and partition that had been removed to permit vehicle access to the south rental were probably replaced at this time. A portion of the warehouse at the west end of the building was partitioned off for Deidrichs' OLCC store<sup>51</sup> with a window and separate entrance door cut in the north wall (see building analysis).

Neitling purchased the building in 1960 and made the modifications to the second floor apartments noted in the building analysis. The hardware and floor covering business passed through a number of hands between 1965 and 1987 when the building was purchased by Al Christie and was resold to the present owners in 1996. Currently, the ground floor of the building is being partially - occupied by an art gallery and a lampshade studio; the second floor apartments are unoccupied because of non-conformance to present building codes.

The Deidrich Building therefore is a microcosm of Stayton's economic and architectural development during the twentieth century. Hosting a number of different businesses and housing arrangements over time, the building reveals the versatility of two-part commercial buildings and concrete block construction. The building's composition of concrete block detailing is evocative of a significant period of Stayton's architectural history.

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<sup>49</sup> *SML* 9 March 1939.

<sup>50</sup> *Ibid.*

<sup>51</sup> *Ibid.*



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### 10. Geographical Data

Acreage of Property Under one acre

#### UTM References

(Place additional UTM references on a continuation sheet)

1 10 516510 4960140  
Zone Easting Northing

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

2 \_\_\_\_\_

4 \_\_\_\_\_

#### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet)

#### Boundary Justification

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

### 11. Form Prepared By

name/title Gregg Olson and Ernst Lau

organization \_\_\_\_\_ date 12-12-05

street & number 6872 Witzel Road telephone 503-743-2229 / 503-580-7380

city or town Salem state Oregon zip code 97301

### Additional Documentation

Submit the following items with the completed form:

Continuation sheets

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs: Representative black and white photographs of the property.

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

### Property Owner

name Gregg Olson and Linda Whitehead

street & number 6872 Witzel Road telephone 503-743-2229 / 503-580-7380

city or town Salem state Oregon zip code 97301

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

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

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## VERBAL BOUNDARY DESCRIPTION

The nominated area includes all of Lots 5 and 6, Block 6 of the Original Town of Stayton, Oregon. The Marion County, Oregon Tax Assessor's map reference number is 91W 10DC and tax lot number is 11500.

## BOUNDARY JUSTIFICATION

The nominated area includes the entire lot that is associated with the Deidrich Building of Stayton, Oregon.

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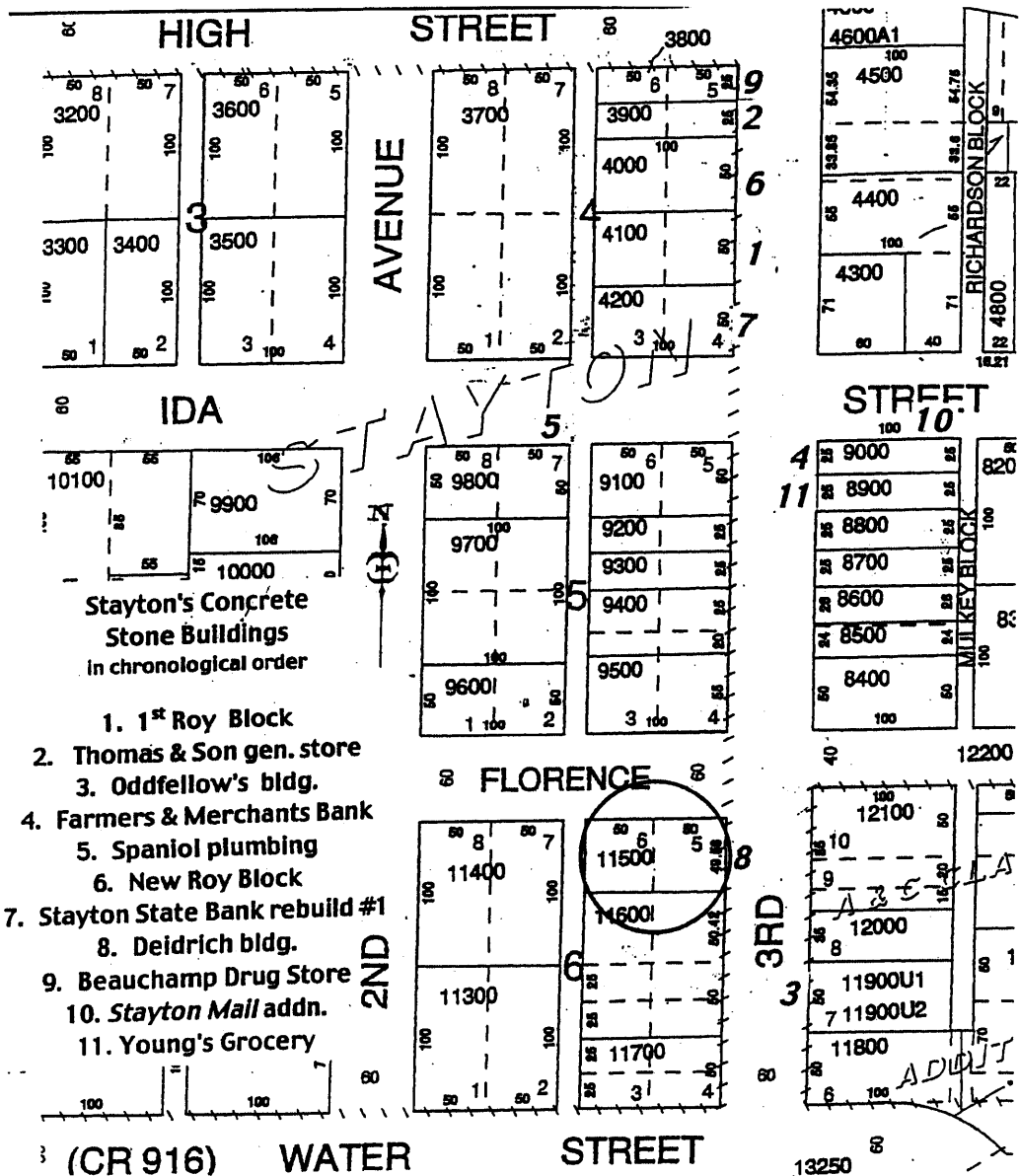


Figure 1. The Diedrich Building is circled on the map above. The other concrete block buildings along 3<sup>rd</sup> Avenue are numbered as well.

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This portion of the 1921 Sanborn map of Stayton, Marion County, Oregon locates the Deidrich building (circled) within the group of eleven Early 20<sup>th</sup> Century Commercial pre-cast concrete stone buildings built between 1908 and 1916. Nine of the buildings presently survive in recognizable and generally good condition and are at least partially occupied.

Not only are this number and concentration of examples of cast stone architecture remarkable, but the variety of surface treatments and ornamental details given the individual buildings makes the group a valuable document of the cast stone period.

Of the group, the Deidrich building alone has retained its original street level appearance; second floor modifications are easily reversible.

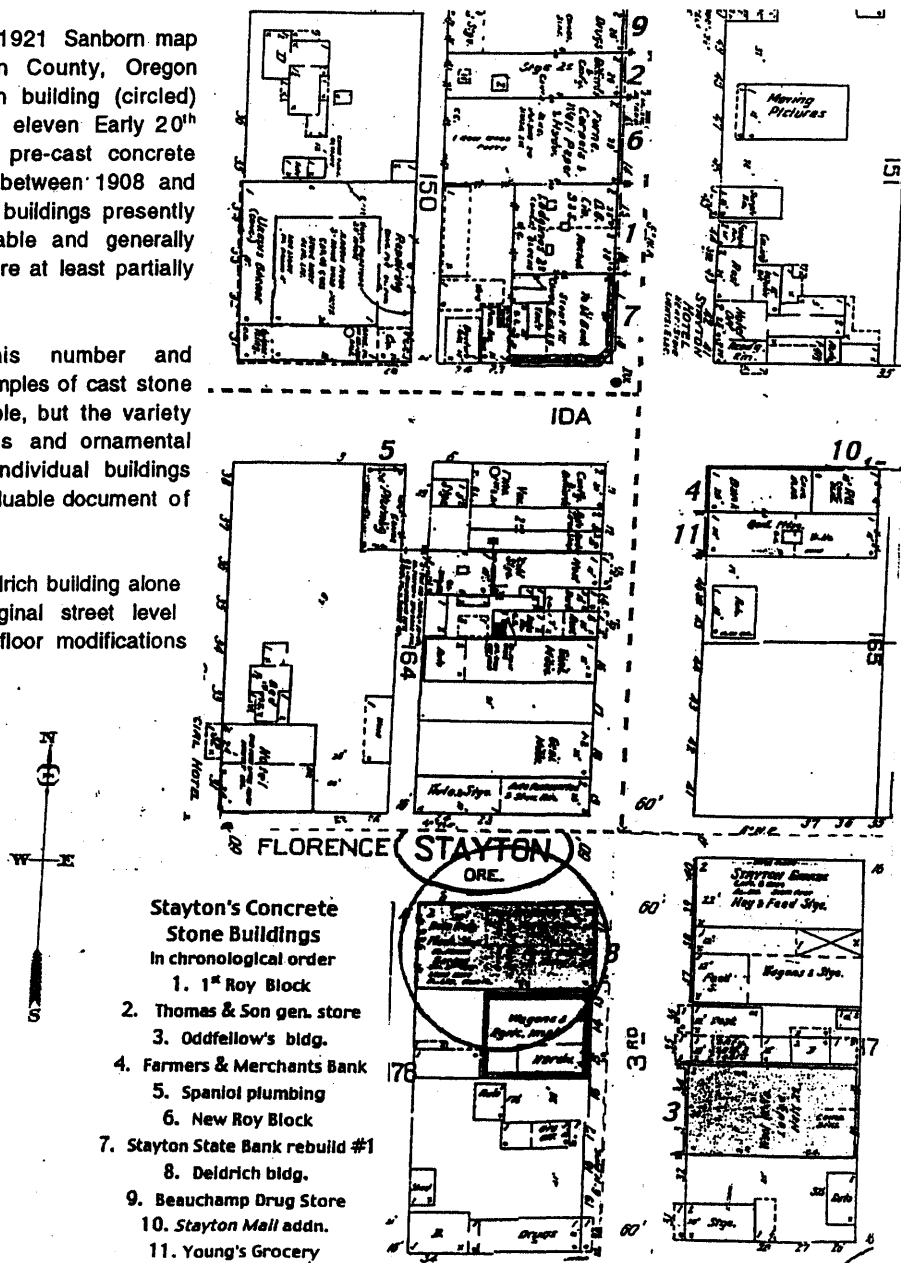


Figure 2.

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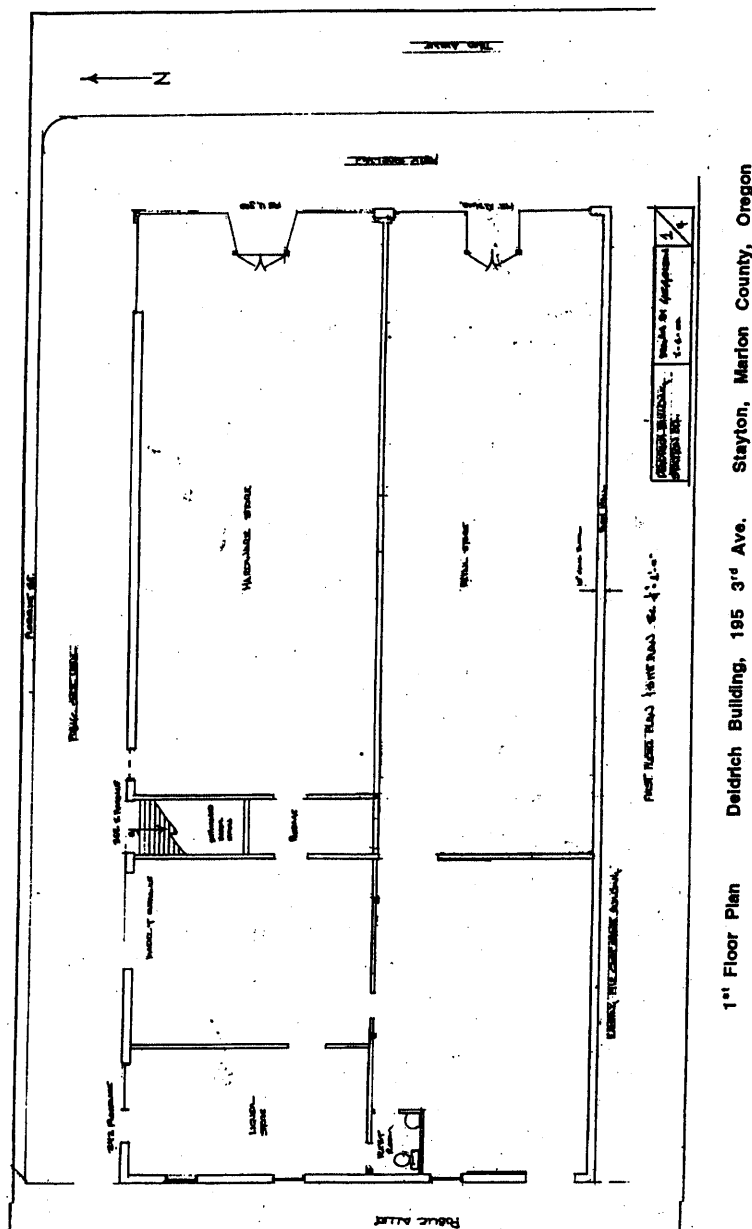


Figure 3.

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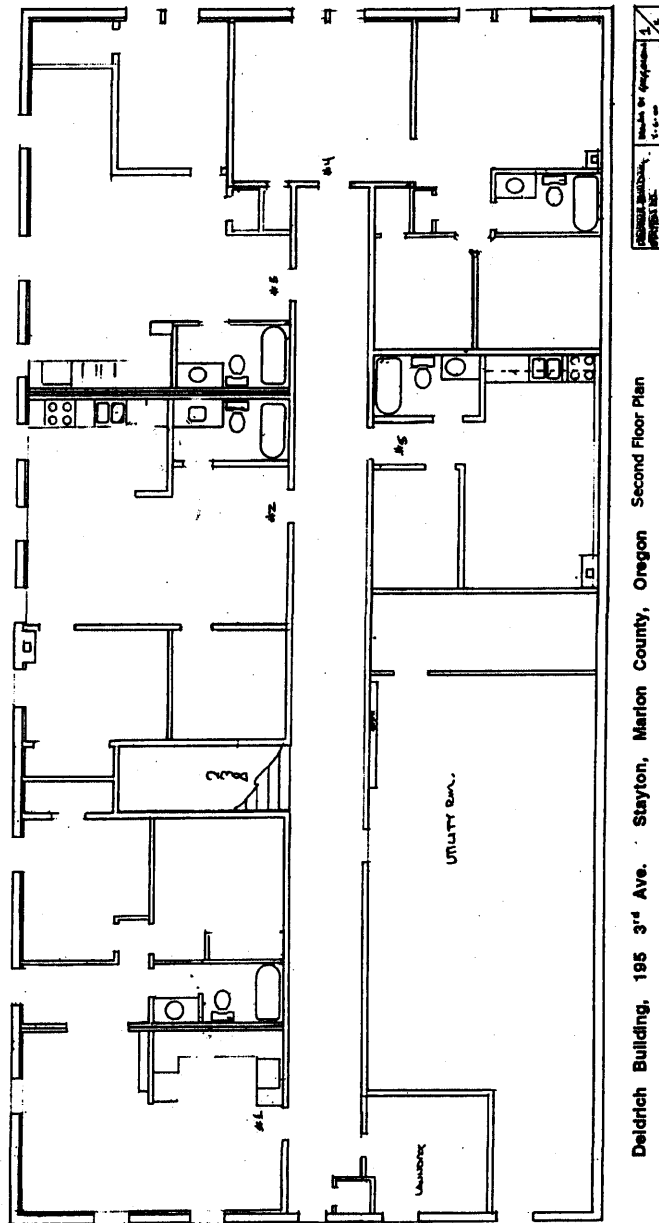


Figure 4.

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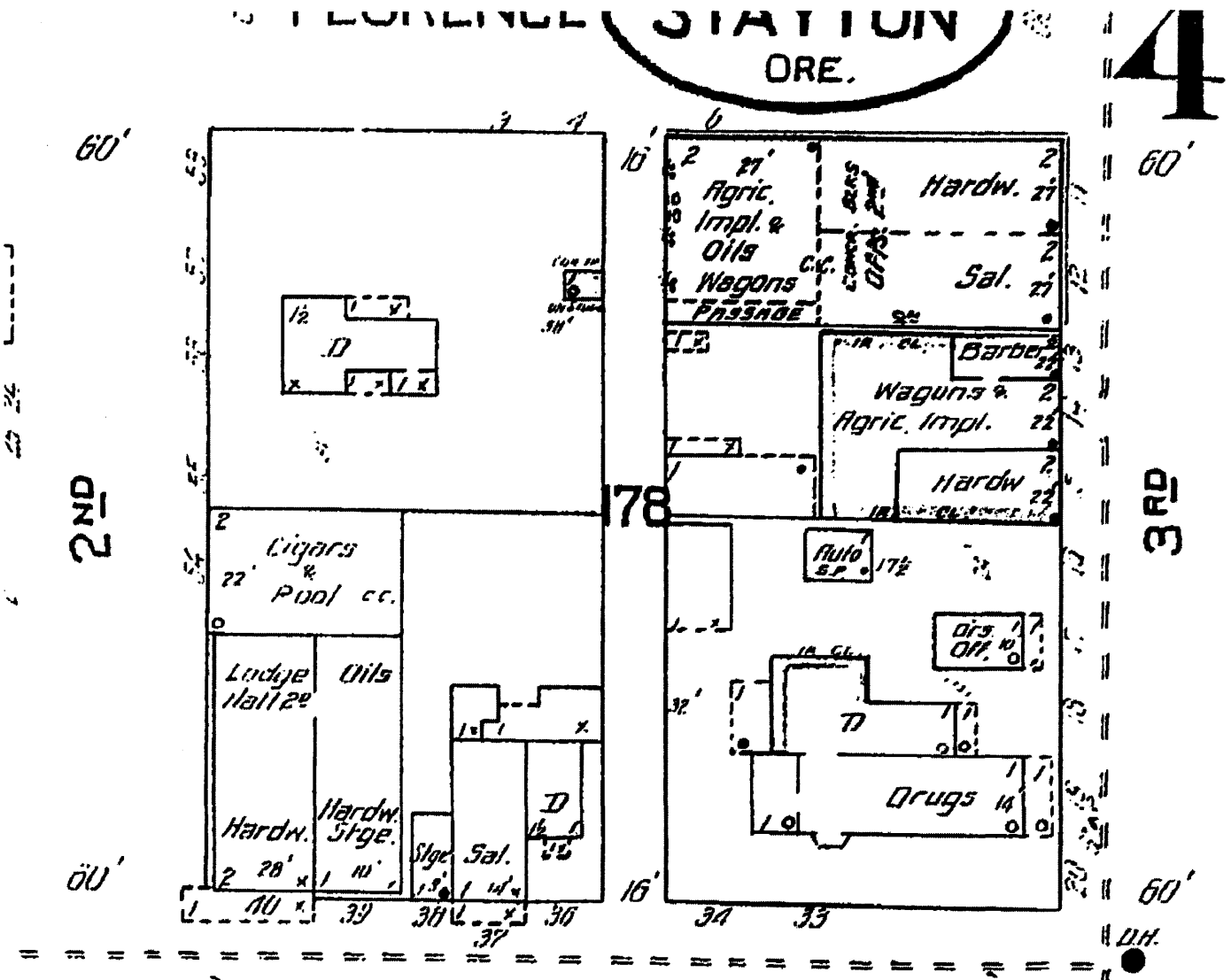


Figure 5. 1913 Sanborn Fire Insurance Map for Stayton. The Deidrich Building is situated in the upper right hand corner of this block.



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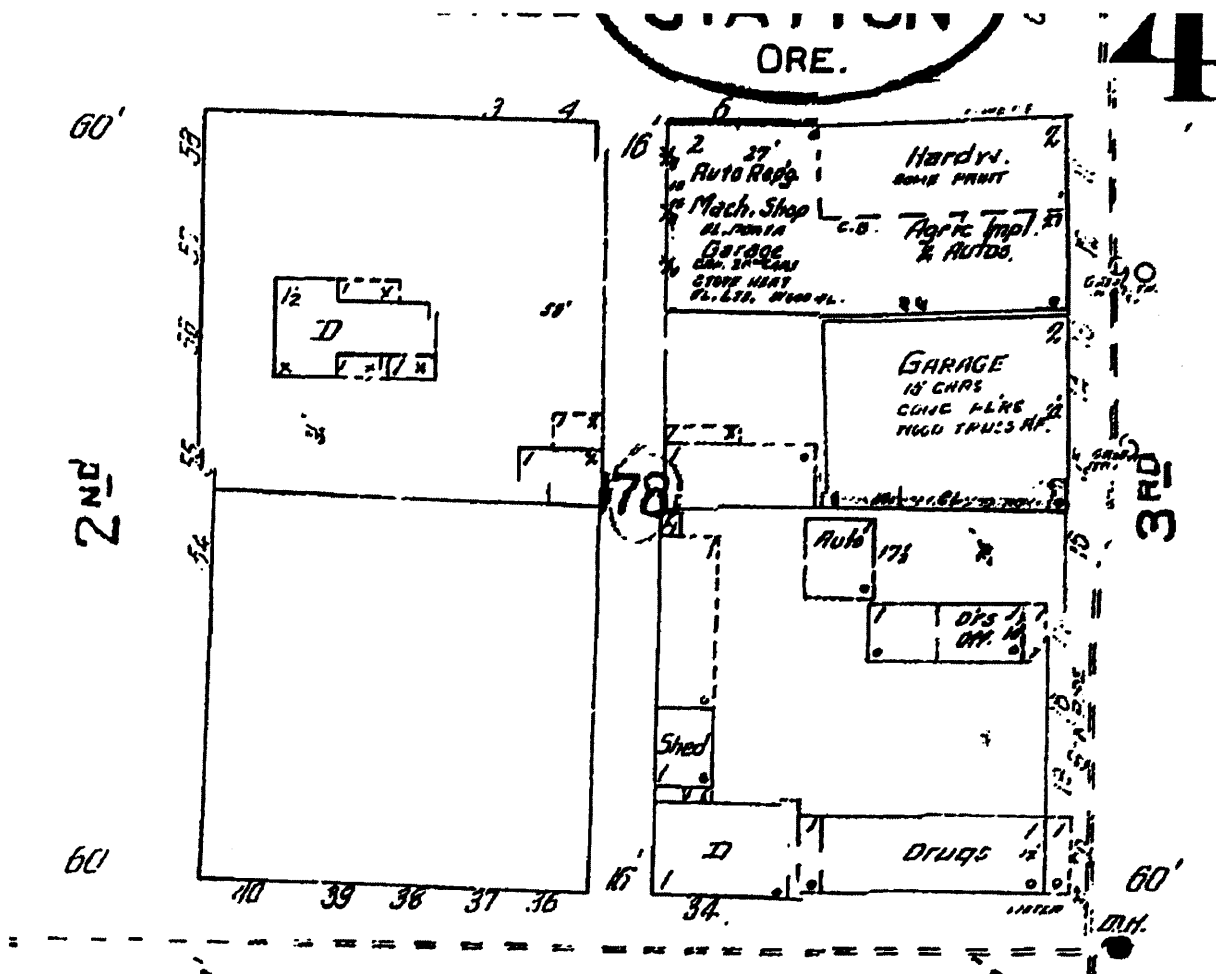


Figure 6. 1913-1931 Sanborn Fire Insurance Map for Stayton showing the Deidrich Building situated in the upper right hand corner of the block.

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PHOTO IDENTIFICATION

Photo # 1 of 12

Photographer: F. G. Lau

Date: 1940

Negative: Santiam Heritage Foundation file, c/o Ernst Lau, 308 East Water Street, Stayton, Oregon, 97383

Photo taken looking north on 3<sup>rd</sup> Avenue from Water Street. This is the earliest discovered photo of the Deidrich building (third on the left).

Photos #2 through 12

Photographer, Ernst Lau

Date: October, 2005

Negatives: as above

Photo #2 of 12: East elevation of the Deidrich building

Photo #3 of 12: Detail of north-east cornice treatment

Photo #4 of 12: South elevation, diagonal view from the south-east

Photo #5 of 12: North elevation, diagonal view from the north-east

Photo #6 of 12: West elevation

Photo #7 of 12: Detail of recently restored south store show windows and entry

Photo #8 of 12: Surviving original double-hung wooden sash on north side of building.

Photo #9 of 12: Interior view of restored south rental windows and entry.

Photo #10 of 12: Surviving portion of original store base molding.

Photo #11 of 12: Steel truss system installed ca. 1917-1920 to permit automobile access to the south rental space.

Photo #12 of 12: Surviving original door on second floor; framing evidence shows that all doors on the second floor were fitted with transom windows.