OMB No. 1024-0018 Expires 10-31-87

United States Department of the Interior National Park Service

National Register of Historic Places Inventory—Nomination Form

received SEP 2 5 1986 date entered

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

1. Nan	1e						
historic	Enders Building		Number of contributing resources: 1				
and or common			Number of no	on-contributing res	ources: 0		
2. Loca	ation						
street & number	r 250-300 E	ast Main	Street N/A_ not for publication				
city, town	Ashland		N/A vicinity of Second Congressional District				
state	0regon	code	41 county	Jackson	code 029		
3. Clas	sificatio	n					
Category district _X building(s) structure site object	Ownership public _X private both Public Acquisi N/A in process N/A_ being consi		Status X occupied unoccupied work in progress Accessible yes: restricted yes: unrestricted no	Present Use agricultureX commercial educational entertainment government industrial military	museum park private residence religious scientific transportation other:		
4. Owr	ner of Pro	opert	У				
name	Albert Te	itelbaum		Drescher Child	ren Family Trust		
street & number	12919 Montana Ave		., #303	c/o Allen & Sh 300 E. Main St			
city, town	Los Angel	es, CA 9	N/A 0049 vicinity of	Ashland state	Oregon 97520		
5. Loca	ation of	Lega	l Descripti	on			
courthouse, regi	istry of deeds, etc.		Jackson Count	y Courthouse			
street & number			Eighth Street	and Oakdale Avenue			
city, town			Medford	state	Oregon 97520		
6. Rep	resentat	ion i	n Existing	Surveys			
	ewide Inventor oric Propertie		has this pro	pperty been determined e	ligible? yes _X_ no		
date 1982				federal _X sta	te county local		
depository for s	urvey records	State H	listoric Preserva	tion Office, 525 T	rade Street SE		
city, town		Salem		state	Oregon 97310		

7. Description

Condition		Check one	Check one		
excellent X_ good	deteriorated ruins	unaltered _X_ altered	X original sit	te date	N/A
fair	unexposed				

Describe the present and original (if known) physical appearance

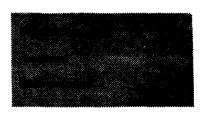
The Enders Building, constructed in two episodes (1910 and 1914), occupies the greater part of half a city block in downtown Ashland, Oregon. The resource stands in the center of the business section of the community and is surrounded by other early 20th century commercial structures. The building has characteristics of the Commercial style. Constructed of reinforced concrete, it has a one-story and a two-story section. Between 1910 and 1928, the Enders Building contained numerous small shops under Enders family management and the Columbia Hotel, which occupied the second story. The exterior retains substantial integrity; fenestration is original, although storefronts have been altered. One major alteration to the exterior has been the blocking of the transom windows above the glass storefronts. On the interior, fire doors which led from store to store have been filled in and ceilings have been lowered. The interior of the Columbia Hotel remains unchanged.

Located in Township 39 South, Range 1 East, Section 9, Willamette Meridian, the Enders Building comprises Jackson County Tax Lots 4900, 5000 and 5100 (Assessor's Plat 39-1E-9BD). Together with the Citizens Bank Building which abuts it on the west, the Enders Building extends a facade of approximately 310 feet. Facing in a northeasterly direction, the original portion of the building (1910), and the addition (1914), run approximately 250 feet along the south side of East Main Street. The structure is about 90 feet deep. First Street bounds the Citizens Bank Building on the west, and Second Street, which was deeded by H. G. Enders Sr. to the City, bounds the Enders Building on the east. The former Lithia Springs Hotel (1925), stands at the corner of First and East Main Streets. Immediately across East Main Street, the Elks Building comprises a large part of the north side of the street. East Main Street is the earliest route of travel through Ashland and follows the path of the Oregon-California Trail. The road was later developed as part of the Pacific Highway system. The primary entrances to the Enders Building face this thoroughfare. At the south, or rear of the building runs Enders Alley. The Fordyce Roper House and the former Enders House are located behind the Enders Building on South Second Street.

Characteristics of the Commercial style which are incorporated in the Enders Building include a flat roof, simple decorative parapet, bilateral symmetry, rectangular windows, and a smooth dressed surface. The influence of Chicago School architecture is also evident in second story fenestration. "Chicago" windows are noted as having a broad fixed central light of plate glass, and narrow side lights with opening sash. The total area of glass normally exceeds that of the brick or other structural facing material. Seven bays extend across the second story facade of the main block of the Enders Building.

The 1910 portion of the structure has two stories, and the 1914 addition has one story. A flat roof covers all parts of the building. Eleven separate entries on the ground floor lead to individual stores. The entire building is constructed of reinforced concrete, with the exception of the rear wall of the single-story 1914 addition, which is brick. The 1910 block of the Enders Building, houses the Columbia Hotel. On the facade, storefronts with recessed entrances lead to interior shop spaces. Four shops are incorporated on the ground floor of the original volume. Large plate glass windows comprise the store fronts on the

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

7

age

2

first story. Concrete pilastered columns with bases and cornices frame end windows on the second story. Casements are constructed of wood. A projecting cornice runs the length of the building at the base of the parapet. Oak doors with large bevelled plate lights and transoms lead to the shops. A transom composed of leaded diamond-shaped green and clear glass lights the entrance to the Columbia Hotel entry stairhall in the center of the block. The rear elevation of the main block has one-over-one, double-hung windows. Old loading doors have been blocked in. A brick exterior chimney rises on this elevation.

Five main entrances in the facade of the single-story Enders Building addition lead to seven interior store spaces. (Two doors have been incorporated into two recessed entries). The major portion of the addition's stuccoed facade is plain. Simple concrete cross-like bands provide interest on the upper facade. Storefronts in the addition are similar in form to those in the main block of the building. Large plate glass windows reveal the merchandise and entry doors are oak with bevelled glass lights. Brick is used as the facing material on the rear elevation of the addition. Seven double-hung windows extend across the rear of the addition. The south elevation of the Enders Building is plain concrete with two small rectangular windows on the upper portion.

The interior of the original portion of the building contains one large shop which occupies the area once filled by Enders' store. Three smaller shops comprise the rest of the space. Ceilings have been lowered throughout and fir floors are covered with carpeting or linoleum. The fire doors which originally led from one shop to the next thoroughout the building were blocked about 1935. On the interior of the Columbia Hotel a centrally located double flight, straight stair rises to the hotel lobby. Fir is employed for the floor and stairwell wall paneling. Swinging doors with glass lights are located at the landing. The interior of the hotel is basically H-shaped in plan. Twenty-two guest rooms remain of the original twenty-eight. The hotel lobby has a fir floor and plaster walls. The ceiling is distinguished by a large central skylight. (Six skylights are positioned throughout the hotel). A wooden built-in bookshelf and cabinet separate the hallway from the main lobby. Old light fixtures, iron grills and radiators remain throughout the structure. Each room contains an original wash basin and mirror. Centrally located bathrooms serve several rooms.

In the addition of 1914, seven separate shops comprise the space that originally contained five businesses. (Two additional small store spaces have been created out of a large shop). Ceilings have been lowered in all shops. Fir floors are covered with carpet and linoleum.

Primary alterations to the exterior of the building include the blocking of the band of transom windows above the storefront plate windows. These windows were closed about 1955. 4 Original recessed entries remain on seven of the nine major storefronts of the structure; the other two have been made flush with the wall plane. Large plate glass windows are employed on each storefront and original oak doors with bevelled glass remain in seven of the entries. One storefront retains marble panels at the base. Modern wood or metal replacement

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

7

Page

doors have been added in three instances. Non-historic materials have been added to portions of three storefronts. Tile, brick and wood are present on parts of separate shops. These materials were added between 1950 and 1975 and in each case have been applied to the exterior of the concrete. Corrugated metal paneling has been employed in a band across the southernmost storefront and covers the place where transom windows were formerly located.

In spite of the cited alterations, the Enders Building conveys its historic period and functions. It retains the essential aspects of its appearance and original plan. The Enders Building was the first concrete commercial building in Ashland and constituted a dramatic departure from the traditional vernacular brick business structures. It continues to express the qualities that made it distinctive at the time of its construction.

Footnotes

- Rosalind Clark, <u>Architecture Oregon Style</u>, Portland, Oregon: Professional Book Center, Inc., pp. 125-131.
- Marcus Whiffen, American Architecture Since 1780, A Guide to the Styles, Cambridge, Mass: Masachusetts Institue of Technology, 1969, pp. 183-190.
- George Francis Smith, interview, October 1, 1985. Mr. Smith's parents operated a store for many years in the Enders Building.
- 4 Ibid.

8. Significance

Period prehistoric 1400–1499 1500–1599 1600–1699 1700–1799 1800–1899 1900–	Areas of Significance—C archeology-prehistoric agriculture architecture artX commerce communications	community planning conservation economics	law literature military music	e religion science sculpture social/ humanitarian theater transportation other (specify)
Specific dates	1910, 1914	Builder/Architect Fra	ank Chamberlain Clark	. architect

Statement of Significance (in one paragraph)

The Enders Building, located on East Main Street in Ashland, Oregon, was constructed in two episodes between 1910 and 1914. Together with the Citizens Bank and Trust Company Building, an adjacent National Register property on the west, the Enders Block and its 1914 addition combine as a 310-foot long street facade of exceptional stylistic cohesion. The main block of the Enders Building has a 90-foot frontage on East Main Street and is a two-story building of reinforced concrete construction. Designed in the Commercial style by leading local architect Frank C. Clark and opened for use in 1910, it housed the Enders Mercantile Company on the ground floor and the Columbia Hotel, which occupied the second floor. While the ground story storefronts were altered variously in the intervening years for five separate shops, the upper facade, organized into seven wide bays, is entirely intact. Distinguishing features of the upper facade are generous Chicago School windows and detailing in the Classical vein, including belt cornices, a parapet having flat stepped crests, and tabernacle framements for windows of the outer bays. The hotel interior, characterized by high quality millwork, is little altered since 1910 and, in fact, the Columbia Hotel is understood to be the only hotel in Ashland which remains from the period. In 1914, the main block was enlarged at the easterly end by a 160 X 90-foot stuccoed concrete addition of one story which historically was detailed with a belt cornice and parapet cresting consistent with the main block. The Enders Building meets National Register criterion "c" as a locally distinctive example of Commercial style architecture and as the earliest example of reinforced concrete building construction Ashland's business district. The building is secondarily significant as the location of an historic hotel unaltered to the present day and as the historic enterprise of Henry G. Enders (1861-1927), leading Ashland mercantilist and real estate developer.

Ashland developed in the 1850s as a modest supply center for area farmers. It was centered around a sawmill and flour mill constructed along the banks of Ashland Creek. In 1884, the Oregon and California Railroad reached Ashland, and the town's population swelled as people realized the potential for jobs and prosperity. In ten years the number of residents rose from 842 in 1880 to 1,784 in 1890. By 1910, 5,020 citizens were counted.¹ Between 1890 and 1910, the Ashland area experienced additional growth as extensive peach orchards came into bearing. Local residents and newcomers purchased land for planting and speculation. Prospective residents flocked to Ashland, and fruit tracts and small farm developments soon spread from the town in all directions. Ashland's economic life continued to center near the creek. The post office, a bank, and several stores comprised the core business area.

In 1907, Henry G. Enders moved to Ashland and opened a mercantile establishment. Mr. Enders, born on November 21, 1861 in Michigan, had operated stores in Denver, Colorado; Cheyenne, Wyoming; and Boise, Idaho before relocating his family in Ashland. Upon his arrival the local paper stated:

9. Ma	jor Bibli	ographica	Refer	ences		
December	12, 1910; Ma	8, 1907; May 2, y 14, 1914; July views, February 2	16, 1914; A	Nugust 21,	1925.	6, 1910, (see continuation sheet)
10. G	eograph	ical Data				
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E			P			
Willamette easterly 3 nominated	Meridian, the feet of Lot of proeprty is of	e Enders Building 11 of the Enders Cherwise describe	occupies a Addition to <u>d as Tax Lo</u>	ll of Lot Ashland ts 4900,	s 1 thro in Jacks 5000 and	p 39 South, Range 1 East ough 10 and the south- on County, Oregon. The 1 5100, Jackson County Assessor's Map. Ref. No. 39-1E-9BD.
state	N/A	code	county			code
	orm Prep					
name/title	Kay Atwood					
organization	N/A			date	Decembe	r 2, 1985
street & numb	er 102 South P	ioneer Street		telephone		82-8714
city or town	Ashland			state	Oregon	97520
	ate Hist	oric Prese	rvatio		er C	ertification
The evaluated	significance of thi	s property within the st	ate is.			
	national	state	X_/local	<i>j</i>		
665), I hereby (according to ti	nominate this prop	erty for inclusion in the cedures set forth by the	Mational Regis	ster and certi	ervation Ac fy that it ha	t of 1966 (Public Law 89- as been evaluated
itle	Deputy Stat	e Historic Prese	rvation Off	icer	date	September 22, 1986
For NPS us	se only					
i hereby	certify that this pro	operty is included in the	$D \cup C \cap C \cap C$			N - 93-C1
V Kanadi ci	Nethonal Regis	Jun	ational Regi	ster	date	10-23-86
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Attest: Chief of Re	egistration				2016	

GPO 911-399

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

8

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H.G. Enders has opened his new clothing store in the McCarthy Block at the corner of Main and Granite. He has one of the largest storerooms in Southern Oregon and has it filled with a large stock of his line of goods. (2)

Within three years Mr. Enders was ready to expand. The crowded conditions around the flour mill encouraged him to consider building a new store farther out East Main Street. Ashland's rapid growth, Mr. Enders platted the Enders Addition to Ashland -- a tract which extended from Hargadine Street to Main Street and from First to Second Streets --1910 and deeded Second Street to the city. The Elks organization had planned to buy the top floor of the centrally-located Oddfellows Building for their meeting place, but Mr. Enders sold them three of his East Main lots for \$1700 on the provision that they would build within one year. (3) (The building remains across East Main Street from the Enders Building.) In May, 1910, the Ashland Tidings stated that excavation had begun on Henry Enders' property:

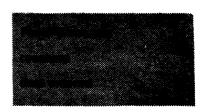
H.G. Enders announces his readiness to begin work at an early date on a big business block on the east side where excavation has been going on." (4)

On June 23, 1910 progress had been made:

H.G. Enders is right on hand with plans for a large business block on his property in the central business section... Architect Clark is now at work on the preliminary design which embraces a large building in two stories, 93 x 90 on the ground floor. The block will be modern in every respect... and will present a solid frontage of many feet along the south side of Main Street. (5)

Frank Chamberlain Clark began his architectural practice in Ashland in 1903. He was born in Greene, New York, December 27, 1872. After two years at the Cooper Union, Mr. Clark served in the architectural offices of Arthur Curtis Longyear, Oscar S. Teale and Robert Williams Gibson of New York, and in the office

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

8

age

3

of Stanford White. During this period Clark was responsible for architectural details of Madison Square Garden. Clark came to the west coast in late 1896 and worked two years with Frederich Roehrig. He opened his own office in 1899 and went to Arizona to execute projects in Prescott, Tuscon and Jerome. Clark's first project in Ashland was the design for the administration building at the State Normal School. Among buildings for which Clark is noted are the Chappell-Swedenburg House, the Taverner and E.V. Carter Houses in Ashland; the Delroy Getchell House, the Medford Elks Building and Senior High School in Medford, the Central Point Presbyterian Church, the Holly Theater and Bear Creek Orchards Packing House in Medford, Oregon. Frank C. Clark died in Medford in 1957. (6)

With the Enders and Elk's Buildings firmly established on East Main Street, the Citizens Banking and Trust Company opened bids on September 5, 1910 for a new building to join Enders's on the west side. By October 6, 1910 work on the Enders Building was almost complete and the local paper again reported the news:

Enders is going ahead with moving operations. . and this week will find him settled in his mammoth new block on East Main Street, housed in ample and elaborate quarters second to none in any town treble the size of the Granite City. (7)

In December the building was opened and described as the largest structure of its kind in Southern Oregon containing 11,000 square feet of space on the ground floor: (8)

There are four main entrances on the ground floor and over 2500 feet of plate glass used on the frontage. The height of the ceiling on this floor is 16 feet in the clear, the first floor being one large room. The Enders stock proper occupies the two central sections of this space, while the remainder of the room will be utilized as occasion requires. Ultimate intent is to convert the establishement into a department store and a portion is already engaged towards furthering this plan ... The front doors are of oak with bevelled glass lights, artistic in design and very substantial.

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

8

Page

4

The second floor is being fitted up for rooming house apartments or offices, and there are 28 rooms on this floor, besides the hallways and lobbies.

The walls of the building are of concrete, and the inside finish is of fir throughout. Enders ... foots the bill for the entire improvement to the tune of approximately \$35,000 for the building and the lots on which the building stands... Workmen are constructing a business block that is the largest of its kind in Southern Oregon and which stands as a monument to Mr. Enders' business enterprise and public spirit. (9)

Four years later, H.G. Enders was ready to expand. The construction of a new concrete addition to the original store was announced:

Work has started on the Enders Building. This is going to be a great addtion to the fine buildings of the town as four stores are to be erected. The dimensions will be 93' and 90 in depth. (10)

Enders states that he will divide his block into four business rooms. One will be a spacious storeroom 24' by 85' the others will be 75 feet deep with frontages of 18 and 16 feet and 13 feet respectively. Mr. Enders has the idea of building on the roof and the west end where it joins his present store, a sun parlor to be used by the Columbia Hotel, which occuies the 2nd floor of his department store building. (11)

This new building with the new stores will certainly be quite an addition to the business showing of our city. (12)

Mr. Enders and his son, Henry G. Enders Jr., managed the entire business. Fire doors between each shop provided an interior walkway through the long structure. Outer doors to each shop allowed entry from Main Street. Henry G. Enders Jr., manager of the business for twelve years, recalls that between 1914 and 1928 he and his father sold men's clothing and furnishings, shoes, ladies ready-to-wear and dress goods. Also included

National Register of Historic Places Inventory—Nomination Form

Continuation sheet ENDERS BUILDING

Item number

8



Page

5

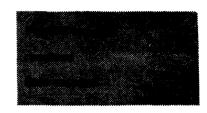
in the building was a fifteen cents store, a music department, a restaurant and confectioners, a hardware and sporting goods store and a grocery store. Two trains a day from the north and south came into Ashland and many Californians as well as Oregonians arrived on morning trains, shopped and returned home on the late trains. These shoppers affected business in a positive way. Henry G. Enders Jr., recalls doing \$500,000 worth of business one year in Ashland when the local population numbered approximately 4000. (13)

In the early 1920's Henry G. Enders Sr. and his son invested several thousand dollars in the proposed Lithia Spring Hotel, (now the Mark Antony Hotel). Henry Enders Jr. served as the first board president for the hotel when construction was finally underway. When the hotel opened in 1925, Enders's store provided, at cost, all the bedding for the rooms, including woolen blankets from Oregon City. (14) Henry Enders Sr. served as president of the Chautaqua Park Board in 1909-1910. In addition, he guaranteed what the Bagley Canning Company could produce to convince the successful canning operation to move their plant from Talent to Ashland. Mr. Enders Sr. died August 30, 1927 and local businesses closed the day of his funeral. The local paper credited "the pioneer business leader of the community" with an "outstanding career in the business development of Ashland". (15)

The Enders Building passed from family ownership within two years after the death of Henry Enders Sr. Individual shop keepers took over their own areas of the store and the shops have been operated independently for almost sixty years. The Columbia Hotel has continued to function as it was originally planned. The Enders Building is significant for its association with Henry G. Enders Sr. Constructed three years after his arrival in Ashland, and center of his operations until his death in 1927, the Enders Building remains a highly visible representative of Mr. Enders influence. (16)

The Enders Building is significant in the area of commerce as the structure which housed Ashland's and the region's major mercantile establishment for eighteen years. At construction, the resource was the largest building of its kind in Southern Oregon and for many years was the largest mercantile establishment

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

8

Page

between Sacramento and Portland. (17) This was the first reinforced concrete commercial building in Ashland and the first of many designed by Frank Clark. (18) The Enders Building dramatically affected the development of Ashland as the first major business building to be situated on East Main Street away from the traditional town center. Houses were torn down or moved to make way for it. (19) Other stores soon followed and today the heart of Ashland's business center lies along East Main Street. The Columbia Hotel, established in 1910, has functioned continuously for 75 years and is the only existing hotel of it's period to survive in the city.

The Enders Building retains sufficient integrity of location, design, setting, materials, workmanship, and feeling to convey its historic associations. The building remains in its original location and retains its historic relationship with surrounding structures. Among nearby properties which were standing in 1910 and which are now on the National Register of Historic Places are Trinity Episcopal Church, the Fordyce Roper House, the Citizens Bank and the Baldwin Beach House. Two other nearby buildings, constructed later than 1910, are the First Baptist Church (1911), and the Lithia Springs Hotel, (1924-1925).

The setting of Enders Building remains intact. Main Street business area of which it is a key component has commercial structures lining both sides of the street. initial relationship which evolved as other structures joined the Enders Building on the block is still evident. The style, form, proportion, scale and ornament of the exterior of the Enders Building retain original elements and preserve the de-The primary sign quality. exterior alteration was the blocking in of a small band of windows above the large storefront plate windows. On the interior of the building ceilings have been lowered, the fire doors filled in, and the original fir floors covered with carpet or linoleum. For the most part the building materials retain integrity. The concrete facade remains primarily intact. Some non-historic materials have been added in varying proportion to the store fronts. The interior of the Columbia Hotel is completely intact, and retains its spacial organization and detail. Although the Enders Building is now divided into separate store areas, the small individual shops, with their

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

8

Page

variety of offerings, suggest the original feeling of the resource. The primary difference is that interior passage between stores is no longer possible.

The Enders Building, at the heart of Ashland's business section, retains sufficient integrity to retain its association with Henry G. Enders Sr. as well as its commercial significance. The resource effectively represents the theme of commercial development in Ashland and remains a unique and prominent structure.

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

8

Page

8

- 1. "Population of Oregon Cities and Counties and Metropolitan Areas, 1850-1957," (Oregon State University: Bureau of Municipal Research and Service, Information Bulletin No. 106.) p.4
- 2. Ashland Tidings, August 8, 1907
- Henry G. Enders Jr., Interview with Kay Atwood, February 21, 1974
- 4. Ashland Tidings, May 2, 1910
- 5. Ibid., June 23, 1910
- 6. Gail E.H. Evans, Kay Atwood, Frank C. Clark Survey, 1982
- 7. Ashland Tidings, October 6, 1910
- 8. Ibid., December 12, 1910
- 9. Ibid.
- 10. Ibid., May 14, 1914
- 11. The sun roof was completed and used for several years. Henry G. Enders Jr. explains that children gained access to the roof and used it for play, eventually requiring its abandonment. (Interview with Henry G. Enders Jr. September 20, 1985.) The sun roof was dismantled in 1920.
- 12. Ashland Tidings, July 16, 1914.
- 13. Interview with Henry G. Enders, Jr. February 21, 1974
- 14. Interview with Henry G. Enders. Jr., September 20, 1985
- 15. Ashland Tidings, August 31, 1925
- 16. The former Henry G. Enders Sr. House stands directly behind the Enders Block on South Second Street. It was moved there

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

8

Page

e

from East Main Street about 1920.

- 17. Interview with Henry G. Enders Jr., September 20, 1985. Mr. Enders recalls that the nearest big department stores during that period were Weinstock-Lubin in Sacramento, California, and Meier and Frank Co. in Portland, Oregon.
- 18. Gail E.H. Evans and Kay Atwood, Frank C. Clark Survey, 1982. Thirty-two extant Clark-designed commercial buildings were inventoried in the Rogue Valley. Only twenty of these retained sufficient integrity to be assessed. Nine extant commercial structures remain in Ashland, seven others have been destroyed. Only two of the nine Ashland buildings had sufficient integrity to be assessed. One is the Ashland Improvement Company Building, 1904, a brick structure, and the other is the Enders Building. The Enders Building is the earliest commercial concrete structure designed by Clark in the region. Of the eighteen inventoried commercial buildings designed by Clark between 1904 and 1915, the Enders Building is the only one built of concrete.
- 19. The Fordyce Roper House which had most recently been used as the Southern Oregon Hospital was purchased by Mr. Enders and moved one block up hill to South Second Street where it now stands. Other frame buildings were moved or destroyed. The block where the Enders Building is now located was residential in character during the late 19th Century.

National Register of Historic Places Inventory—Nomination Form



Continuation sheet ENDERS BUILDING

Item number

Page

Ashland Tidings, August 8, 1907; May 2, 1910; June 23, 1910; October 6, 1910; December 12, 1910; May 14, 1914; July 16, 1914; August 21, 1925.

Enders, Henry G. Interviews, February 21, 1974; February 20, 1985.

Evans, Gail E.H., Atwood, Kay. Frank C. Clark Survey, 1982.

"Population of Oregon Cities and Counties and Metropolitan Areas, 1850-1957," (Oregon State University: Bureau of Municipal Research and Service, Information Bulletin No. 106.) p. 4

