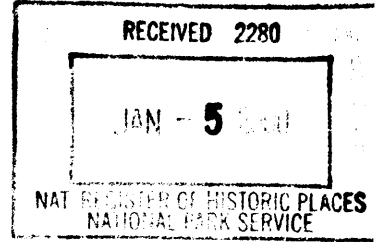


United States Department of the Interior
National Park Service

25



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *How to Complete the National Register of Historic Places 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 classification, 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 Twin Falls Downtown Historic District

other names/site number _____

2. Location

street & number Roughly bounded by 2 Ave N, 2 St E, 2 St W, 2 St S, 3 Ave S, 3 St W. N/A not for publication

city or town Twin Falls N/A vicinity

state Idaho code ID county Twin Falls code 083 zip code 83301

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. (See continuation sheet for additional comments.)

12/28/99
Date

Signature of certifying official/Title
STEVE GUERBER, State Historic Preservation Officer

Idaho State Historical Society
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. 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:)

Signature of the Keeper Date of Action 2/4/00

Twin Falls Downtown Historic District
Name of Property

Twin Falls, Twin Falls Co., Idaho
City, County, and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

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

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

Contributing	Noncontributing	
<u>42</u>	<u>33</u>	buildings
		sites
		structures
		objects
<u>42</u>	<u>33</u>	Total

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

N/A

Number of contributing resources previously listed in the National Register

2

6. Function or Use

Historic Functions
(Enter categories from instructions)

- COMMERCE/TRADE: office building
- COMMERCE/TRADE: financial institution
- COMMERCE/TRADE: restaurant
- COMMERCE/TRADE: department store

Current Functions
(Enter categories from instructions)

- COMMERCE/TRADE: office building
- COMMERCE/TRADE: financial institution
- COMMERCE/TRADE: restaurant
- COMMERCE/TRADE: specialty store
- See continuation sheet for remainder of Section No. 6

7. Description

Architectural Classification
(Enter categories from instructions)

- Classical Revival
- Art Deco
- Spanish Colonial Revival
- Prairie School

Materials
(Enter categories from instructions)

- foundation concrete, stone
- walls brick, concrete, terra cotta, stone,
- roof _____
- other _____

Narrative Description

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

X See continuation sheet(s) for Section No. 7

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" on one or more lines for the criteria qualifying the property for National Register listing.)

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

Criteria Considerations

(Mark "x" on all 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.

Areas of Significance

(Enter categories from instructions)

- architecture
- commerce
- _____
- _____
- _____

Period of Significance

- 1905-1949
- _____
- _____

Significant Dates

- N/A
- _____
- _____

Significant Person

(Complete if Criterion B is marked above)

- N/A

Cultural Affiliation

- N/A
- _____
- _____

Architect/Builder

- Burton Morse, Ernest Gates, J.H. Dodd, Houghtelling and Vissner C. Harvey Smith, Wayland & Fennell
- _____

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

See continuation sheet(s) for Section No. 8

9. Major Bibliographical References

Bibliography

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

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 # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

- Twin Falls Public Library

See continuation sheet(s) for Section No. 9

Twin Falls Downtown Historic District
Name of Property

Twin Falls, Twin Falls Co., Idaho
City, County, and State

10. Geographical Data

Acreage of property 20 acres

UTM References

(Place additional UTM references on a continuation sheet.)

A 1/1 7/0/7/8/0/0 4/7/1/4/6/1/0
Zone Easting Northing

B 1/1 7/0/7/5/3/0 4/7/1/4/6/3/0
Zone Easting Northing

C 1/1 7/0/7/5/6/0 4/7/1/4/3/6/0

D 1/1 7/0/7/6/4/0 4/7/1/4/1/6/0

Verbal Boundary Description

(Describe the boundaries of the property.)

See continuation sheet(s) for Section No. 10

Boundary Justification

(Explain why the boundaries were selected.)

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Elizabeth Egleston Giraud
organization consultant date June 15, 1999
street & number 2561 E. Elm Avenue telephone (801) 474-1831
city or town Salt Lake City state UT zip code 84109

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/or 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 _____
street & number _____ telephone _____
city or town _____ state ____ zip code _____

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. 470 *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, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 6 Page 1 Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC: hotel

RECREATION: theater

COMMERCE/TRADE: specialty store

EDUCATION: school

Current Functions
(Enter categories from instructions)

DOMESTIC: hotel

RECREATION: theater

GOVERNMENT: post office

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1 Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

7. Description

Materials

(Enter categories from instructions)

walls ceramic tile

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

TWIN FALLS DOWNTOWN HISTORIC DISTRICT
TWIN FALLS, IDAHO
SECTION 7
ARCHITECTURAL DESCRIPTIONS

The Twin Falls Downtown Historic District is located in the heart of the original town of Twin Falls in Twin Falls County, Idaho. The district is situated a few blocks north of the Union Pacific railroad tracks and abuts the southern boundary of the Twin Falls City Park Historic District. To the north and east are low-density, residential neighborhoods. The district consists of commercial buildings in an eleven-block area that is bisected by the downtown's major streets: Main Avenue (southeast to northwest); and Shoshone Street (southwest to northeast). The streetscapes of Main Avenue on either side of Shoshone were almost completely filled in by 1911, but many lots in the district have remained empty since the townsite was platted in 1904, and thus the edges of the downtown have always had an empty appearance.

Although numerous buildings have been modified, the alterations have been confined to the street-level storefronts and consist of siding or plastic awnings over the transoms and the application on the bulkheads with ceramic tiles. Most of the alterations are reversible, however, and few historic structures have been demolished, with the exception of the Perrine Hotel (see site 44). The upper stories are largely intact, displaying double-hung windows, elaborate cornices, stepped parapets and the original materials (brick, concrete block and terra cotta). The prevailing style consists of classical variants; some examples are very ornate examples of Renaissance and Neo-Classical Revival while modest buildings display classical elements such as modillions, dentils or blind arched cornices. In the 1970s, the city expanded the sidewalks into a curvilinear pattern, planted trees and installed street furniture. Despite the alterations imposed on some of the buildings and the change to the sidewalk design, the overall streetscape retains a consistency achieved by the buildings' similar heights (one to three stories), designs, massings, and abutments to the sidewalk. The district continues to convey its role in the development of the city from 1905 to 1949.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

1. Standard Printing Company/Bobier Building
136 Second Avenue N. (138-144 Second Avenue N.)
Non-contributing
c. 1915

Opaque glass tiles and awnings obscure any trace of this structure's historic appearance on its street facade. This is a one-story building of brick construction with plate-glass display windows.

This building is the consolidation of two structures probably erected during the teens. The building to the northwest was larger, consisting of three bays with the entrance placed symmetrically in the center bay. Early in its history the Western Auto Company's Service Garage occupied the building; subsequent businesses included the Union Motor Company (1930), the Bobier Motor Company (1932), and Detweiler Bros. Inc. Heating and Engineering (1937-59). From 1955 to 1965 Adrian's Upholstery was located at this address.

The building to the south was only one bay wide and most of its street elevation was composed of a large window. Prior to 1922, it housed the C.M. Gates Company auto garage. In the 1930s the Auto Electric Service was located here, and Bohemian Breweries' wholesale office was the following tenant from 1941 until the mid-1950s. By 1969, the current business, Standard Printing, was listed in the city directory at 136-140, indicating that remodeling had occurred and the buildings were combined. They are counted as one structure in this nomination because the only remaining indication that these were two separate structures is the party wall visible from the alley.

2. Coburn Auto Company
130 Second Avenue N.
Contributing
c. 1920

Constructed of brick, with a simple, symmetrical facade, the Coburn Auto Company building boasts one of the few pedimented rooflines in the district. The plate glass windows are divided into thirds, as are the transoms, and an outset row of bricks delineates the roofline, providing space for the name of a business. Masonry diamonds embellish the piers separating the wall openings, and ceramic tiles have been applied to the bulkheads. The building has a high degree of physical integrity.

Little is known about the businesses that occupied this space. An early Bisbee photograph indicates that it was home to the Coburn Auto Company.¹ Subsequent businesses have included the Twin Falls

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

Duck Pin Bowling Alley, Sun Valley Stages and McRill Auto Repair and Radiator. Today a real estate management company occupies the structure.

3. 128 Second Avenue N.
Non-contributing
c. 1922

This one-story structure is the same size and massing as the building next door (site 4). The wall surface of the street facade is entirely clad with vertical wood siding with the exception of the display windows and glass door. It has been combined with site 4, but is counted separately because it can be easily discerned as a separate building.

Little is available concerning the history of this structure. The building appears on the 1922 Sanborn Fire Insurance map, but no business is listed at this address until 1936 in the city directory. By 1941 two tenants in the directory are listed: Ritz Beer and an electrical contractor, Harry Dinkelacker. Ritz Beer remained until the early 1950s, after which Larsen Amusement Co. vending machines followed and occupied the building until 1965. Today a law office occupies the building.

4. 126 Second Avenue N.
Non-contributing
c. 1937

The street elevation of this one-story building has wood siding, diagonally laid on the upper half and brick below. The brick is not of the historic period, and contrasts with the original masonry that is visible on the wall facing the alley. The building has one large window and an entrance cut out of the corner.

The 1922 Sanborn map indicates that a dwelling occupied this site, and the earliest business that can be found in the city directory is the Edward T. Guttery auto repair shop in 1936. During the 1940s the Empire Distributing Co. Wholesale Beer was located here until Reeves Wholesale Tobacco moved in in 1950. The Reeves company remained until it was replaced by another tobacco concern, Hemenway and Moser, in 1965. Hemenway and Moser occupied the structure until 1971. Today a law office occupies the building and the abutting structure.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 5 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

5. Telephone Exchange Building
219 Shoshone Street N.
Non-contributing
1909

A one-story building that abuts the B.P.O.E. (site 6), the Telephone Exchange Building has lost the integrity of its street elevation by the application of a recent brick veneer.

City directories list Mountain States Telephone and Telegraph Company as a tenant from 1923 until the early 1940s. First Federal Savings and Loan Association occupied the building from 1946 to 1956.

6. B.P.O.E.
122 Second Avenue N.
Contributing
1920

Constructed of concrete and faced with a yellow-brown brick on the second story, the B.P.O.E. building displays the classical ornamentation that prevails in this district. These embellishments include a series of arched windows on the second level with keystones, modillions and a dentil molding under the projecting cornice, and Doric columns with a full entablature over the recessed entrance on Shoshone Street N. A cartouche on the second story is centered over the entrance, and smaller versions are placed in the tympanum of the corner windows.

The windows of both stories have suffered the most extensive alterations. All the upper story openings, with the exception of the corner windows, are masked with paneling from the springline to the top of the arch, and some have been completely covered. An early photograph depicts the windows as one-over-one, double-hung sash windows with a fanlight.² On the first story, horizontal wood siding obscures all the transoms and almost all of the street-level windows. Originally, the transoms were multiple panes of prismatic glass with large display windows below.

The Elks originally planned to spend \$300,000 for a five-story building, but scaled back their scheme, resulting in a two-story structure costing \$110,000. It was designed by local architect Ernest Gates. The B.P.O.E. chapter of Twin Falls continues today at this location. Over time the storefronts have housed various businesses, including Hoosier Furniture and the public library during the 1930s.³

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 6 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

7. Twin Falls Title and Abstract
202 Shoshone Street E.
Contributing
1917

Classical detailing and an extensive use of terra cotta characterize this small, one-story structure. Fluted columns with Ionic capitals, an entablature and a pediment emphasize the corner entrance. The frieze of the entablature extends along both street frontages. Below the frieze is a transom and plate-glass windows in a tripartite arrangement. The transoms now advertise the products of a national stock brokerage firm.

A two-story addition, fronting Second Avenue E., was constructed behind the Title and Abstract Company building. It appears to date from the 1940s. It is clearly distinguished from the original structure, which has maintained a very high degree of integrity.

Local architect Burton Morse designed this building in 1917.⁴ The Peavy-Tabor Insurance Company, established in 1910, occupied it from its construction until 1960.

8. Central Market
147 Shoshone Street N. (137-147 Shoshone Street N.)
Contributing
c. 1918

Like many of the buildings in this district, the Central Market building has undergone major alterations on the first story while the second remains intact. The windows on the second story are divided into four panes. A masonry lintel and a mousetooth surround outlines these openings. The brick cornice has a complex and heavy design consisting of recessed rectangles and dentils. The first-story transom area is obscured by vertical metal siding for the storefront on Shoshone Street and E.I.F.S. in a rusticated pattern on the corner. The display windows are still evident but the original material of the knee walls has been replaced with tile.

City directories first mention the Central Market in 1918, managed by Merle Stephenson and Bert Kester. It continued to be listed until 1937. In 1950 it was listed as the "New Central Market at no. 143"; in that year the Douglas Hotel was listed at no. 141 and Shirley and Mendiola's men's clothing shop was listed at no. 137. Currently an Italian restaurant occupies the building.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 7 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

9. 133 Shoshone Street N. (129-131 Shoshone Street N.)
Non-contributing
c. 1922

This is a one-and-one-half story structure with a brick facade and recessed display windows. No trace of the historic appearance of the building is visible from Shoshone Street.

This structure appears on the 1922 Sanborn map as a bakery and confectionery. The first business listing that could be found in the city directory was for the Rialto Hotel (no. 129) and Singer Sewing (no. 131) in 1925. These businesses remained through the 1930s.

10. 125 Shoshone Street N. (125-129 Shoshone St. N.)
Non-contributing
c. 1975

This is a one-story brick building with a canted metal band delineating the roofline.

11. Cooper-Norman Accountants
155 Second Avenue N.
Non-contributing
1974

This is a two-story brick building. Two arched windows flank a fixed, rectangular window on the first story of the Second Avenue N. elevation; a smaller version is centered above the rectangular window on the second story of this facade. A loggia on the southeast elevation continues the arch motif. Rectangular windows illuminate the second story on this facade.

12. 161 Second Avenue N.
Contributing
c. 1921

A crenellated parapet wall is the unique feature of this one-story brick building. Brick inset panels and other decorative elements also embellish the parapet. This building has concrete lintels and plate-glass windows over a high foundation.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 8 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

A brick structure is indicated at this address on the 1922 Sanborn map and the building permit confirms its construction date as 1920; however, all businesses indicated in local promotional literature and city directories have addresses fronting Second Street N. (around the corner). The Western Auto Company is listed at 142 Second Street N. from 1920 until 1930, and the Exide Battery and Ignition Station was open for business in 1923 at 128 Second Street N. The first listing of any business for its current address is the Union Motor Co. in 1941, which stayed in this location until the mid-1950s. By 1960, Glen Jenkins Chevrolet Wholesalers is listed at this address.

13. Service station
264 Main Avenue N.
Contributing
c. 1922

This is a one-story, stucco structure with a bar-tile roof. The building style, Spanish Revival, is defined by these materials. The 1922 Sanborn map indicates that this building was used as a gas or service station. The footprint has changed slightly by the construction of an additional bay to the southeast; this addition has maintained the Spanish Revival style.

The first mention of this gas station in the city directories is in 1939, when it was listed as a Sinclair Super Service. It retained this name until it became "Robert R. Brown Gas and Oil" in 1950.

14. J.A. Barrett Auto Co.
250 Main Avenue N.
Contributing
c. 1921

The physical integrity of this building has been compromised by the application of vertical wood siding over original wall openings. Today only a four-panel display window and two glass doors remain in what was once most likely a large expanse of glass. Despite this recent siding, the building's unusual masonry ornamentation is still evident: squares and diamond patterns in the frieze, quoins, and inset horizontal panels on the piers. Because the massing and the original brick design is visible, the building is considered contributing.

Born in Morgan, Utah in 1882, John A. Barrett moved to Twin Falls in 1912 to work for a Studebaker car dealership. The 1918 city directory mentions his name under "J.A. Barrett Studebaker

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 9 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls Twin Falls Co, Idaho

Bros. Co. of Utah," although his business was not this address. By 1922 the Sanborn map indicates the existing building with his name, but apparently Barrett's was not here long as it fails to appear after 1926 in the directory. His obituary states that he moved to Long Beach, California after living in Twin Falls, so perhaps he moved to that community during the late 1920s.⁵

The building's use during the 1930s is unclear; from 1941 until 1960 it was used as the "Bowladrome." For a few years in the early 1960s it sat vacant, until 1965 when the D & B Supply Co. Inc., an agricultural implement firm, occupied the building. Today a printing company is located here.

15. 242 Main Avenue N. (244 Main Avenue N.)
Non-contributing
1960

This one-story, brick structure is one of the smallest and most modest in the district. Its plate-glass display window is slanted at an angle toward the door, which is located at the right bay of the street facade.

An appliance business first occupied this structure in the early 1960s, followed by a printing company, a camera store and an art gallery. Today a beauty salon is located in the building.

16. 236 Main Avenue N. (236-238 Main Avenue N.)
Non-contributing
c. 1922

This building originally accommodated two storefront businesses, but was combined into one in the late 1960s. It has no historic architectural integrity, as the street elevation is clad with metal, corrugated siding on the upper half; the sidewalls and bulkhead have been faced with flagstone. A metal awning extends the full length of the building.

The earliest mention of this structure in the city directory is 1928, when the C & S Amusement Co. is listed at no. 236. It was followed by the Fred M. Stone bowling alley in 1931 and Farmers Insurance from 1941 through 1964. The Emerick Electric Motor Service occupied no. 238 from 1941 through 1954, followed by Cain's Appliances and Valley Sporting Goods.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 10 Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

17. 226 Main Avenue N. (230 Main Avenue N.)
Contributing
c. 1922

This one-story structure was combined with the building next door (site 18) within the last fifteen years, but they are counted as two structures in this document because they can still be discerned as such. This is a one-story building; the upper wall area has been clad with metal panels; the lower half consists of plate-glass windows. Thinly-ribbed metal siding covers the narrow side walls. A round, plastic awning extends the length of this site and site 18.

Little is known about the history of this structure. City directories mention the Maytag Pacific Intermountain Co. in 1931. Subsequent tenants include a tire shop (1936-1940), a barber (1941-1945), and a real estate loan company (1945-1969).

18. 226 Main Avenue N.
Non-contributing
c. 1941

This is a one-story structure with brick on the upper half and glass tile on the sides of the building. The plate-glass windows extend to the ground; there is no bulkhead.

Pacific Finance is the first business listed at this address (1941). From 1950 until the early 1960s a physician, Charles Beymer, occupied the structure.

19. 222 Main Avenue N.
Non-contributing
c. 1930

This is a one-story structure with wide, wood vertical siding. The display windows extend almost to the ground, and a metal awning that slants upward and away from the building extends from the facade.

The first twenty years of this building's existence was spent housing auto supply establishments: Western Auto Supply from 1930 to 1947, and Mackenzie's Auto Equipment from 1947 to 1950.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 11 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

Twin Falls Glass and Paint Company occupied the structure from 1950 until the early 1960s. Today an insurance company is located here.

20. Idaho Typewriter Exchange Agency
218 Main Avenue N.
Non-contributing
c. 1924

The application of vertical metal siding on the upper half and "skinny brick" on the bottom half has masked the historic fabric of the street facade. Plate-glass windows display the wares within, and a flat metal awning protects pedestrians.

This building was erected for the Idaho Typewriter Exchange Agency in 1924. The business sold typewriters and office equipment over an eight-county region but gradually changed to a retail operation. By 1930 the business was known as the Sherwood Typewriter Exchange, reflecting the new ownership of Carl Sherwood. The name changed again when Bob Snyder, who entered a partnership with Sherwood in 1949, bought Sherwood's interest in 1956. "Bob Snyder Office Equipment" continues to occupy this structure.

21. 204 Main Avenue N. (214-216 Main Avenue N.)
Contributing
c. 1909

This two-story brick structure has been incorporated into the furniture store next door (site 22), but because it is still visible as a separate structure it is counted as one property in this nomination. The two windows in the upper story are shuttered, the awning that is part of the furniture store extends along the facade, and the same ceramic tiles clad the sidewalls.

This building appears on the 1909 Sanborn map and its use is indicated as "plumbing." During the 1930s it was occupied by the Ideal Bakery and provided residential quarters on the second story. During the early 1950s a chiropractor had an office in the second story and the Twin Falls Home and Auto Supply was situated below. A Sherwin Williams paint store was located in the building from 1955 until 1972. Cain's Appliances absorbed the building into its structure in 1974.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 12 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

22. Consolidated Wagon and Machine/Cain's Furniture
204 Main Avenue N.
Contributing
1909

The application of a brick facade in the early 1940s drastically altered the original appearance of the Consolidated Wagon and Machine Company. An early Bisbee photograph portrays a brick structure divided into several bays by brick piers. On the upper story the end bays had three arched windows outlined by a row of headers; pairs of double-hung windows with stone lintels and sills punctuated the remaining bays. A series of pointed arches were located under a stepped, brick cornice, and the piers ended above the roofline. The usual plate glass display windows with multi-pane transoms were located on the first story.⁶

Remodeling undertaken in 1941 concealed the intricate masonry. Although the building is still visually divided by the piers, the cornice and the arches are covered by a fluted banding that has an Art Deco tone, and the second story windows are boarded. A glass-tile veneer was applied to the wall surfaces on the first story. A plastic awning with a steeply rounded profile separates the two stories and extends the full length of the structure on both street elevations. Because the alterations were undertaken within the historic period, this structure is considered contributing.

The building was constructed in 1909 for the Consolidated Wagon and Machine Company, one of several agricultural machine establishments that flourished in the first decades of Twin Falls' development. Consolidated continued to occupy this structure until the mid-1940s, after which it is no longer listed in the city directories. Detweiler Company Bros. Inc. had part of its plumbing and heating operation here from 1945 until 1955, after which Nielson Hardware used the building. In 1960 Greenawalt's Furniture and Appliance is listed at this address; by 1964 Cain's Home Furnishings, the present occupant, is listed. Rick Riser and Elvis Cain established the business, initially known as Riser-Cain, in Twin Falls on March 1, 1946. They sold Frigidare Appliances at their first store at 156 Main Avenue N. (site 25).⁷

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 13 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

23. Idaho Power Company building
164 Main Avenue N.
Non-contributing
c. 1918

Only the rounded corner and a few second-story windows provide a link to this structure's earlier appearance. An early photograph, printed in a 1975 edition of the *Twin Falls Times News*, depicts a heavy terra cotta cornice and a series of closely paired, double-hung windows on the upper story. The first story featured plate-glass windows with a divided transom and masonry quoins. The Main Street facade is completely covered by a stucco veneer which wraps around the corner and extends on the first story on the Second Street N. elevation. Six sets of paired windows are evident on this secondary elevation, but the cornice is completely encased by a modern material and the first-story windows have been boarded or removed.

The Idaho Power Company occupied this structure from 1918 until 1962. It currently houses a Mexican restaurant.

24. 160 Main Avenue N.
Non-contributing
c. 1930

This is a small, one-story structure with a deeply recessed entrance and plate-glass windows. Stucco covers the upper half of the building; heavy columns support a flared covering that extends across the width of the building. The stucco and the columns appear to date from the 1980's.

Little information is available concerning the history of the structure. It does not appear on the 1922 Sanborn map, and the address is listed as "vacant" in the 1931-32 city directory. During the period from 1936 to 1941 the building housed the Specialty Beauty School and a photography studio, and from 1950 to 1960, it housed Runnings Gifts and Stationery. Cain's Appliances was located here for four years before relocating to its larger store at 204 Main Avenue N. (site 22).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 14 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

25. Koto building
156 Main Avenue N.
Contributing
1920

This is a two-story, brick structure with a substantial metal cornice and frieze of classical design. Lettering in the frieze identifies the developer, (Tom) Koto, and the date of construction, 1920. The second-story facade consists of four deeply recessed windows with brick surrounds. The windows are divided into thirds, with two narrow lights flanking a wide, fixed pane. The muntins defining this tripartite division carry into the transom above. J.H. Dodd was the architect for this building.⁸

Like most historic structures along Main Avenue, the facade at the street level has incurred incompatible alterations while the upper story remains intact. In this case, the alterations include the installation of plate-glass windows on the street level that angle in toward the building and the use of bulkheads constructed of brick that is not of the historic period. An early photograph indicates that the placement of windows and doors has also been altered. The texture of the brick and the material of the window frames (metal) indicate that these alterations occurred in the late-1960s or 1970s. An equally incompatible feature, but one that might be more easily reversible, is the application of protruding metal features between the first and second stories that support the sign board.

A promotional book, *Twin Falls Up-to-Date*, published in 1923, describes Tom Koto's as able to accommodate seating for 140 people on the main floor and 150 people in a banquet room located in the basement.⁹ Mr. Koto opened his restaurant in another location in 1908; the restaurant remained in this structure until 1930. Subsequent businesses could not be traced in the city directories until 1947, when Riser-Cain Appliances is listed. The appliance store continued in this address until 1959 before moving next door (site 21) and then to its present location (site 18).

Other spaces in the building were rented to insurance companies (150 Main Avenue N.) and the Twin Falls Hotel (second story).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 15 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

26. Twin Falls Amusement (T.F.A) building/Orpheum Theatre
146 Main Avenue N. (144-148 Main Avenue N.)
Contributing
1921

Constructed in 1921 at a cost of \$150,000, the Orpheum Theater remains the most elaborate building on Main Avenue. Its location in the center of the block, the heavy classical detailing, and the high parapet ensure its dominance of the streetscape. The upper two stories are faced with terra cotta and although the first floor has suffered the unfortunate application of a rock veneer, the upper levels remain intact.

The unadulterated portion of the facade is divided into four bays, separated by pilasters with Ionic capitals. The windows on the second story are a double-hung sash with heavy terra cotta surrounds, while the windows on the third story have simpler surrounds. These windows were originally double-hung but hoppers have been added to the bottom lights. The pilasters support a full entablature; the date and developer is indicated in the frieze and a dentil course decorates the cornice. The most outstanding feature of the facade, however, is the parapet, which consists of three disks recessed into the parapet wall between the pilasters and flanked by a balustrade of turned balusters.

Originally the Orpheum had a glass awning with a slight arch over the entrance. It could seat 800 people and was extolled as having an "absolutely fireproof" operating room that was constructed of solid concrete and steel. A ladies' dressing room and ladies' and gentlemen's restrooms were located on the second floor.¹⁰

The Twin Falls Amusement (T.F.A.) Company, incorporated in 1920, owned the Orpheum, of which early Twin Falls resident Alex R. Anderson was the president and manager. Carl J. Hahn and Harry Eaton, prominent officers of the Twin Falls Bank and Trust (site 43), were the vice-president and secretary-treasure, respectively. By 1930, the T.F.A. Company owned all three theaters in the city, including the Idaho (128 Shoshone Street E., demolished) and the Roxy (116 Main Avenue N., site 29).¹¹ With the exception of 1977, when the theater was listed as the Mall Cinema Theater, this building has always housed the Orpheum, and it continues to function as a movie theater.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 16 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

27. Model Building
136 Main Avenue N.
Contributing
c. 1921

A two-story, brick building, this structure has little ornamentation. Outset bands of bricks provides detail below the roofline, and horizontal, masonry panels are placed above the two fixed, single-pane windows on the second floor. A wide, metal panel separates the two stories; this is the only feature that significantly detracts from the building's historic integrity. The street-level elevation consists of plate-glass windows and mosaic tiles.

Little information is available concerning the history of the Model Building. In 1932 an engineer, Ellis Bjorling, the Christian Science Reading room, the T.F.A. Company, and the Vulcan Mines occupied the structure. For several years, beginning in 1953, Lloyd's Jewelry was located here.

28. Cotillion Hall
124 Main Avenue N. (124-138 Main Avenue N.)
Contributing
c. 1920

Cotillion Hall was built in three separate phases. C.M. Smith and W.P. Rice built the central section, and, later, each man added an extension that matched the central block.¹² These phases resulted in Cotillion Hall's most distinctive feature: its length. It is two stories and is constructed of brick. It has an elaborate cornice with figure four brackets, modillions and garlands. The upper-story windows have fixed panes; the street elevation consists of plate-glass windows.

As with many commercial structures along Main Avenue, the bottom story served retail uses and the upper story was rented as rooms or offices. In the early 1920s, J.C. Moore, a representative of an agricultural wholesaler, Superior Milling Co., lived on the second story at no. 124, while an office of United Stores occupied the space next door. Early businesses on the first story included a bowling alley, a cigar store, and a clothier named Dumkey. Subsequent establishments included Wilson-Bates Appliances (1942-1960 at no. 136); Independent Meat (1930-1945 at nos. 126 and 128); and the Twin Falls Hardware and Sporting Goods Store. From 1932 until the mid-1990s the Paris Department Store occupied the largest retail space.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 17 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

29. Majestic Pharmacy/Roxy Theater
116 Main Avenue N.
Non-contributing
1905

Construction on this building commenced in 1905, making it one of the earliest structures in the district. It was erected for C.M. Smith's brother, Frank, and his partner, F.C. Bradley.¹³ The rusticated stone that characterized the upper story is now completely hidden by the recent application of vertical metal siding; the only hint of the building's former appearance is the round-arched entrance with rusticated stone. Under this siding is also a round-arched cornice and heavy stone lintels with keystones.

In its early years, the Majestic Pharmacy (1908-1914) was located here. The building housed Woolworth's during the 1920s and a coffee shop during the 1930s. It was best known, however, as the home of the Roxy Theater, established by Ernest "Joe" Kohler in 1931. Mr. Kohler also managed the Orpheum Theater from 1921 to 1930, and served as mayor of Twin Falls for two terms. After his death in 1945 his niece and her husband, Bessie and Max Lloyd, managed the theater from 1945 to 1958. By 1960, a shoe store had replaced the theater.

30. Moorman Building
110 Main Avenue N.
Contributing
c. 1910

This narrow, brick structure has a scroll-bracketed, metal cornice, a step-coursed cornice and ornate corner pinnacles. The two upper-story windows have a wide lintel and keystone and a corbelled surround. The first story consists of plate-glass windows.

Hickler's Cash Store, listed at this address from 1910 to 1918, was most likely the first business in the building. It shared space with the Kingsbury Printing Company (1912 to 1920). For several subsequent years the Logan Music Company occupied the first level and the real estate offices of Henry C. Gettert were located above.¹⁴ During the late 1920s through the mid-1930s a confectionery business, Pixton's, was here; from 1936 to 1957, the Moorman building housed Snowball's Sport Shop. Mary Lee Aldrich Haug described Snowball's in *Tribute to the Past, Legacy for the Future* as

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 18 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

'the' gathering place for Magic Valley's unemployed men [during the Depression.] It was a place where men with lots of time on their hands could congregate with others in the same predicament. They could shoot a game of pool or snooker or simply sit at the counter and talk to their cronies... Snowball's main attraction was the back room where the townspeople could play a game of snooker, pool, poker or panginny.¹⁵

A restaurant currently occupies the building.

31. Moore/Eldridge Building
106 Main Avenue N.
Contributing
c. 1906

This brick structure has a blind arcade for a cornice; other than this feature, the building is very plain. It is two stories in height and approximately the same width as the Moorman Building to the north and the Baugh building to the south. The first story has a non-historic ceramic tile bulkhead and plate-glass windows.

The William H. Eldridge Clothing establishment occupied this structure from 1910 until the mid-1930s; rental housing was located in the upper story. By 1950, a lawyer, dental lab, a physician, and a U.S. Forest Service ranger's office are listed at this address.

32. Baugh Building
102 Main Avenue N.
Contributing
1916

With its smooth, stone facade and unaltered storefront, the Baugh building has a very high degree of integrity. The building has a simple cornice, a corner entrance and a classical entry on Shoshone Street N. The windows on the second story are one-over-one, double-hung sash, while the fenestration on the first story has retained its original proportions.

The eponymous building was constructed for a Shoshone, Idaho physician who owned the property for a number of years prior to construction. Local newspapers speculated as early as 1908 that a new

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 19 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

building on this corner, combined with the bank that was planned to be built diagonally across the street, would make these corners "the most substantial and beautiful in the State." Although the bank was erected in 1909, the Baugh building was not constructed until 1916. Wayland and Fennell, a Boise, Idaho architectural firm, was the architect and a Twin Falls resident, Ernest White, was the contractor. It cost \$27,000.¹⁶ It has housed drugstores for most of its existence: Schramm-Johnson Drugs from 1923 to 1937, Walgreen Drug from 1939 to 1953, and City Drug from 1954 until the mid-1980s. A restaurant currently occupies the Baugh building.

33. First National Bank of Twin Falls
103 Main Avenue E. (101-107) Main Avenue E.
Non-Contributing
1905

This building underwent a dramatic reskinning probably in the late 1950s or early 1960s. Bisbee photographs portray a brick building with rustication on the first story. Windows on the second story were one-over-one, double hung sash and were recessed into shallow panels. An entablature emphasized the roofline, and the words "First National Bank" were incised in the frieze at the curved corner. The application of a porcelain enamel veneer on the first level and structural, opaque glass on the second, and the replacement of the original windows with metal sash has caused the structure to lose all semblance of its former self.¹⁷

The bank was known as the First National Bank of Twin Falls from its inception in 1905 until 1936, when it became Fidelity National Bank of Twin Falls. Ira Perrine founded the bank, using as capital the mortgages and contracts he had accumulated by selling water rights. By 1971, it had become Idaho First National Bank; it is now Key Bank.

Other businesses were located in the building with addresses on Shoshone Street E. These included Howard E. Sabin in 1923, an "advertect," who handled "all kinds of commercial advertising, show cards and sign writing, and publicity of almost every description"; the short-lived *Farmer's Digest*, published by Marshall F. Browne from 1922; and the *Twin Falls Chronicle*, published by William Hornibrook.¹⁸ Hornibrook, a native of Cherokee, Iowa, was a lawyer who began publication of the *Chronicle* upon arrival in Twin Falls in 1908. He served in the Idaho State Legislature from 1910-12 before moving to Oregon, published newspapers on the West Coast, and served as U.S. Minister to Siam from 1915 to 1926.¹⁹

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 20 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

34. 109 Main Avenue E. (109-111 Main Avenue E.)
Non-contributing
c. 1907

This is a narrow, one-story building whose upper half is composed of plastic, back-lit signage while the bottom half consists of plate-glass windows framed by thin marble strips.

Sanborn maps from 1911 indicate that this structure was used for hardware with a printing company in the rear, but this contradicts city directory information that mentions the Farmers and Merchants Bank at this address from 1910 until 1914. At any rate, subsequent businesses included an optician establishment (1932 to 1963), a barber shop (1928 to 1945), and a real estate agency (1950 to 1955). Jensen's Ringmakers Jewelry has occupied the structure since 1965.

35. 113 Main Avenue E. (113-115 Main Avenue E.)
Non-contributing
c. 1907

This is a one-story building. The street elevation is completely covered by materials that are not of the historic period: flat metal siding on the upper half and ceramic tile on the lower half.

A variety of businesses have been located in this structure: O.A. Stalker & Company clothiers (1910); Robert Parrott Optical Shop (1914 to 1918), American Electric Company (1925 to 1936); Luce's Bootery (1936); Postal Telegraph-Cable Company (1941), and the Twin Falls Realty and Insurance Co. (1950 to 1955).

36. C. Harder Bakery and Grocery
117 Main Avenue E. (117-119 Main Avenue E.)
Contributing
1906

This two-story, concrete-block building is distinguished by rusticated piers and an abstract entablature on the second story. The fenestration consists of double-banked, one-over-one, double-hung windows on the second floor and plate-glass windows on the first floor. A round, plastic awning now extends across the structure.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 21 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

Harder Frederick Harder was a German immigrant who lived in New York City, Denver and the mining camps of Colorado before moving his family to Idaho in 1905. When he arrived in Twin Falls he immediately established the first bakery at what is now 230 Second Avenue E., and the following year constructed this building, using the second story as a residence for his family. He named his grocery and bakery business after his wife, Carrie. In 1909 he sold the building and left retail for good, turning to wholesale produce and planting an orchard on eight acres on Blue Lakes Boulevard. Harder established the Munson-Harder Wholesale Produce Co., dealing in potatoes, onions, beans, apples, berries, eggs and honey.²⁰

From 1910 to 1914, city directories list the Twin Falls Bakery and Grocery and the public library located at this address. From 1920 to 1932, the City Cafe occupied the structure, and from 1941 to 1971 Kingsbury Prescription and Pharmacy was the primary tenant. The building has accommodated a variety of businesses since the mid-1970s.

37. 123 Main Avenue E. (121-123 Main Avenue E.)
Contributing
c. 1925

This is a one-story, brick building with concrete coping and a wide, concrete band separating the former transoms from the parapet wall above. In the parapet, outset bricks form a horizontal box. What were probably transom windows at one time have been filled in with wood and embellished with moldings in a geometric pattern. The pattern and moldings match those on the bulkhead. The simple, striped awnings are in keeping with the age and architecture of the structure and the plate glass windows and entrance appear to be original. Although the transoms have been obscured, this building displays a high degree of integrity and unity of design.

Little information has been uncovered concerning the history of this structure. It does not appear on the 1922 Sanborn maps.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 22 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

38. Gott building
125 Main Avenue E.
Contributing
c. 1907

This concrete-block structure is similar to the Harder Bakery two doors away at 117 Main Avenue E. (site 36). Both buildings were constructed about the same time, have an outset horizontal band between the upper-story windows and the roofline, have a similar dentil course of rough-faced masonry and exhibit a decorative placement of rough-faced blocks. This building could accommodate three retail establishments at the street level; the center entrance in the facade provided ingress to offices and rental housing above. As with many structures in this district, most of the alterations have occurred at the first level, but despite the variety of wall treatments exhibited by each tenant, the facade is unified by one awning. These wall surfaces include wood, plastic, and metal siding.

A variety of businesses have occupied this structure. In 1910 it housed the *Twin Falls Times*, J.B. White and Bros. Real Estate, and the Bowman and Monroe shoe store. From 1914 to 1932 the Citizens Electric Co. was located at no. 125, and for a few years in the late 1920s Singer Sewing was located at no. 131 and the Idahome Hotel could be found on the second story. The Shodair Hotel had a longer life; it survived at no. 129 from 1928 until 1953. The City Cafe and Bertha Campbell's Ready-to-Wear were two other long-lasting establishments, operating from 1936 to the late 1960s. Beginning in 1955, Ms. Campbell lived above her store. Today a restaurant, a jewelry store and an investment company are located here.

39. 135 Main Avenue E.
Contributing
c. 1920

This is a two-story, red-brick structure with a heavy dentil cornice and pinnacles demarcating the end walls. Dentils also decorate the surrounds of the two windows on the second floor. A horizontal fluted band of metal siding separates the two stories. The street-level facade consists of plate-glass windows and a tile bulkhead.

Little historical information is available for this structure. The earliest Sanborn map on which it appears is 1922, and the earliest city directory listing found was the Smoker Billards cigars in 1932. This establishment did not remain much longer -- by 1936 the Rowles-Mack Co. clothiers was located here and stayed in business until the early 1960s.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 23 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

40. J.E. White Real Estate building
137 Main Avenue E. (137-139 Main Avenue E.)
Non-contributing
1908

This two-story, brick structure has lost all of its architectural integrity. It now sports a very wide awning over the second-story, fixed windows and a shallow, angled awning over the first-story storefront. The features of the second story appear to date from the 1950s or 1960s.

J.E. White hired H.H. Howe to erect this building for his real estate venture, which opened for business on August 22, 1908. White arrived in the area the previous May to investigate possibilities of the Salmon Tract and eventually settled in Twin Falls.²¹ White continued to use this building until the late 1950s.

41. Claude Brown Music Co.
143 Main Avenue E.
Non-Contributing
1910

This is a one-and-one-half story, brick building with concrete coping. Bands of outset bricks located below the roofline provide the only ornamentation; these bands continue on the building to the west, at 147 Main Avenue E. (site 42). Corrugated metal covers the upper story openings. The street-level elevation consists of plate-glass windows and brick and lava-rock end walls. A round, plastic awning extends along the facade.

Kingsbury Printing, listed in the city directory from 1910 to 1914, was the first business to occupy this building. On January 12, 1920, the Claude Brown Music Co. moved in, occupying space here until the early 1970s.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 24 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

42. Hemenway and Moser Co.
147 Main Avenue E.
Non-contributing
c. 1909

This one-and-one-half story, brick building has three inset panels in the second story and the same masonry detail below the roofline as does the building next door (site 41). The three panels and the wall above are the only visible remnants of original materials, as vertical siding and lava rock have been applied to the wall below.

The Fargo Tailoring Company is mentioned at this address in 1910. By 1917 a tobacco company, Hemenway and Moser Co., had moved in, occupying the building until the late 1940s. Hemenway and Moser was established in Salt Lake City in 1890 by Oscar Hemenway, a native of Deerfield, Michigan.²² During the 1950s Evergreen Stores was located here; however, it had been replaced by Redden's Pool and Billiards by 1960.

43. Twin Falls Bank and Trust
102 Main Avenue S.
National Register listing 1986
1909-1978

The Twin Falls Bank and Trust building was constructed in three stages: the original 1909-1910 steel and stone building that fronts on Main Avenue S. and Shoshone Street S.; a 1956 addition to the southeast of the original section; and a concrete and glass, 1978 addition attached to the southeast of the 1956 section that is perceived as a completely separate building along the Main Avenue S. streetscape. All sections of the building have flat roofs and are two stories in height.

The 1909-1910 section was constructed of Bedford stone that has an ashlar finish. The squarely proportioned windows, the deep window and door reveals, and the distinction between upper and lower wall finishes (the lower story is rusticated and the upper story is smooth) place this building firmly in the Neo-Classical Revival style. The classical appearance is further enhanced by the Doric columns that flank the entrances, the entablatures at both the roofline and the entrances, the heavy belt course, and the carved-stone disks on the frieze.

The 1956 section of the building consists of two bays along the Main Avenue elevation that mimic the fenestration, materials and design of the original structure. This addition contains a narrow entry to a

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 25 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

hallway and an elevator providing access to the upper-floor offices. During a period when many upper-story offices were being vacated, this addition ensured the continued occupancy of the building. The 1978 concrete and glass addition consists of a simple wall of glass on the Main Avenue streetscape. The building connects through the first-floor lobby to the older structures. The 1956 and 1978 additions have no notable alterations. Alterations to the 1909-1910 structure include the replacement of the first-story windows in the two bays northwest of the entrance on Shoshone Street. A clock is attached to the building just below the belt course at the corner of Shoshone Street and Main Avenue. It was installed in 1917. In the mid-1960s the bank installed a drive-through teller machine southwest of the building and expanded the parking.²³

The Twin Falls Bank and Trust was established on June 1, 1905 in a frame structure a few lots away and was known as "McCornick's Bank" after its founder, William McCornick. Born in Picton, Ontario in 1837, McCornick was a successful, self-made businessman who left Canada to seek riches in the American West, working first as a ranchhand in California and then at the Comstock Lode in Nevada in 1862. His development of a lumber supply business indirectly tapped the wealth of the Comstock and established the basis of his fortune. In 1873 he established McCornick and Co. in Salt Lake City, which became the largest private banking house between the Missouri River and the Pacific Ocean.²⁴ He was involved in many ventures. In addition to his banking success, McCornick served as a director in the American Smelting and Refining Corporation, which controlled almost all the smelting operations in the U.S. and Mexico, and he had large interests in valuable western mining operations, such as the Silver King and Daly West mines in Park City, Utah. His other business interests included Utah Power and Light Co., the Bear River Land and Water Co., Consolidated Wagon and Machine, Rocky Mountain Bell Telephone, U & I Sugar Co., and the First National Bank of Logan and Nephi, Utah. McCornick managed the Twin Falls bank for 14 years, until his death in 1921.²⁵

Other prominent bank officers from this early period include Carl J. Hahn and Franklin Kimball. Hahn was born in Hanover, Germany, and was active in the Twin Falls bank from 1905 until 1921. He served as the first appointed and then elected Twin Falls County treasurer from 1907 to 1910, and again in 1928, in time to see the county courthouse bonds retired that were issued during his first term in office. From 1907 to 1909 he also served as Twin Falls' second mayor. He died in Twin Falls in 1939.²⁶

Franklin Kimball worked for McCornick's banking and business empire for 40 years, beginning at McCornick's predecessor firm, A.W. White and Co. Kimball established branch banks at Bellevue, Idaho (1880), Eureka, Utah (1905) and at Twin Falls. He was one of the organizers of the Republican Party in Utah and his wife, Lucretia Heywood, organized the Christian Science Church in

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 26 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

Utah.²⁷

McCornick bought this corner, the site of the first store in the city, for \$23,000 from William Burton and Ira Perrine.²⁸ Other businesses located in storefronts along Shoshone Street, included Riley Millinery (1910 to 1920) and Priebe's Jewelry (1910 to the mid-1920s). In 1989 First Security Bank of Utah purchased the Twin Falls Bank and Trust.

44. Wells Fargo Bank
113 Main Avenue W.
Non-contributing
1969

This is a three-story, concrete and glass structure. True to its modernistic style, the upper stories overhang the ground story, and the deeply recessed entrance at the southeast corner creates the only void on this streetscape. The first story fenestration consists of fixed windows divided into a narrow, vertical pattern by steel muntins. The elevations of the second and third stories consist of a glass wall divided by vertical, protruding concrete members. The roofline has a thick, metal, flat band that proclaims the name of the bank.

This is the site of the former Perrine Hotel, the first permanent structure to be erected in Twin Falls. It was demolished in 1968 to make way for this structure.

45. 125 Main Avenue W.
Non-contributing
c. 1907

Sanborn maps indicate that this two-story building is as old as 1907. It occupied the eastern half of two city lots and originally served as an annex for the Perrine Hotel. Any vestige of its historic appearance, however, is completely hidden from the street by the application of a metal, perforated screen on the upper story. This curtain includes a scalloped, concrete cornice that matches the tripartite-arched awning over the entrance. This arch is continued on the building next door to the north (135 Main Avenue W., site 46).

The street-level facade consists of plate-glass windows in metal frames. A wide, metal awning

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 27 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

extends over the sidewalk.

William Roper opened his first men's apparel store in nearby Burley, Idaho, in 1912, expanding into Rupert in the late 1920s and Buhl, Idaho in 1948. The next year he opened a branch at this location.²⁹

46. The Gem Building
137 Main Avenue W. (133-137 Main Avenue W.)
Contributing
c. 1909

This is a two-story, brick structure with a high parapet on the street elevation. Decorative features include two rows of stepped bricks that emphasize the parapet and step down at the corners, as well as outline two horizontal boxes above the four second-story windows. These openings are one-over-one, double-hung sash with concrete surrounds and lug sills. Two entirely dissimilar treatments separate the stories: to the southeast is the space-aged, arched, concrete awning described under site 45, and to the northwest is a shallow, metal awning and a flat band of vertical, corrugated siding also used on the facade of the one-story building next door (site 47). Plate-glass windows in metal frames and 1950s-era tiles compose the remaining street level wall.

The Twin Falls Grocery and Mercantile Company occupied part of this structure in 1910; by 1914 the Twin Falls Floral Company is listed at no. 137. Young's Hardware occupied the structure during the 1920s. In 1932 the city directory lists the first story as vacant but mentions renters in the rooms above. Twin Falls Glass and Paint Co. occupied the store front at no. 133 from 1942 to 1945; Sav-Mor Drug occupied no. 137 from 1942 to 1960. The pharmacy is currently in business next door at site 47.

47. The Guibert Building
139 Main Avenue W.
Contributing
c. 1909

This is a one-story, brick building with a slightly stepped parapet and a horizontal band extending almost the length of the structure a few courses below the roofline. Because this is visible and the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 28 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

building is so small, it is counted as contributing despite the wide, metal band of vertically corrugated siding that composes a swath of the street elevation. Below, plate-glass windows in metal frames display the drugstore wares within, and mosaic tile clads the narrow strips of the end walls.

A variety of businesses are listed in the city directories at this address in the building's early years. During the 1930s this was the location of Wall's Cash Grocery, and during the 1940s and 1950s a women's clothing establishment, Sweetbriar Shop Inc., occupied the building. It has housed Sav-Mor Drugs since 1960.

48. 147 Main Avenue W.
Non-contributing
1908

This is a one-story building with metal in the upper half and tile and plate-glass windows in the bottom half. A flat, metal awning extends across the length of the building.

The Independent Meat Co. occupied this structure from 1908 to 1930. The subsequent occupant was the Cinderella Shop (1932 to 1941), purveyors of "Princella" hosiery, followed by the current establishment, Price Hardware. Price Hardware was founded in 1904 and was known as Twin Falls Hardware. When Coe Price purchased the business in 1935 it became known by its current name.³⁰

49. 151 Main Avenue W.
Non-contributing
1911

This is a one-story building with a recessed entry. Corrugated metal obscures the upper half of the building.

During its early years this structure housed the First Premium Bakers before becoming the Thos. J. Woods Real Estate Loans office in 1918. Subsequent businesses seem to have come and gone quickly. The Public Works Administration (PWA) guide to Idaho, published in 1937, mentions the Weaver Museum, featuring a "collection of guns, fossils, curios and mummified remains," at this address. The name of the museum refers to a physician who had an office at this location during the mid-1930s.³¹ During the 1950s and 1960s Beck's Shoes was located here, followed by Royal Optical

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 29 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

(1971 to 1994). Price Hardware expanded its operation into this building in 1995.

50. 153 Main Avenue W.
Contributing
c. 1918

This two-story, brick structure has a slightly raised, center parapet and decorative masonry in the parapet and above the second-story windows. The first story consists of plate-glass windows in metal frames deeply recessed from the street wall. The second-story windows are sliders in metal sash and are not of the historic period. Although the building's original fenestration has suffered alterations, the narrow piers of brick on the first story have not been replaced and exhibit the original brick.

The retail space at 153 was occupied by Letsch and Williams Real Estate in the mid-1930s, the Rosana Shop (a woman's clothing store) from the early 1940s through the 1950s, and jewelry businesses since 1960.

Two significant, early Twin Falls businesses were located in this structure: Alvord and Mott grocers (1922 to 1930 at no. 157) and Twin Falls Floral (1918 to 1954 at no. 155). The grocery store, established in 1922, was marketed as a specialty food shop "for particular patrons."³² Scott's Cafe is listed in city directories at this street number from 1936 until the late 1950s; after this it housed Bob Geer's Trophy Room restaurant for several years.

John Lundahl founded Twin Falls Floral in 1909, and located his first downtown store in the First National Bank (site 33). In 1916 he moved the business to this location and sold it three years later to E.D. Williams and his son Orlo. After Orlo retired, his son J.C. operated the business before closing it in 1954.³³ The Maico Hearing Center has been located in this storefront since 1955.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 30 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

51. The Woods Building
161 Main Avenue W.
Contributing
c. 1920

This two-story, brick building historically has accommodated a millinery concern in the eastern half (fronting Main Avenue) of the building and office space in the remaining half (off of Second Street W.). It cost \$60,000 to construct.³⁴ This is a comparatively plain structure, but although alterations have affected the fenestration, it retains a high degree of integrity. Its only embellishment are the bands of outset brick that create even rows of masonry above the second-story windows and the rusticated brick piers that separate the plate-glass windows at the street level.

Riley Millinery occupied the Main Avenue retail space from 1920 to 1935. The proprietors, Etta and Stella Riley, had been in the hat business for twenty years in Gibson City, Illinois, before deciding to look into the Pacific Coast as a place to live in 1910. While en route west, they visited a friend in Twin Falls and decided to stay, establishing their shop in the Twin Falls Bank and Trust Building (site 43). Etta was the more business-minded while Stella focused on producing the hats. In addition to managing their store, they also operated a 160-acre farm a few miles away near Jerome, Idaho and cared for two invalid sisters, Louise and Alice. The Rileys welcomed unwed mothers into their home, providing them with a place to stay in return for the care of Louise and Alice while Etta and Stella tended to business.³⁵

When the Riley sisters retired in 1935, they sold their business to Reed's Millinery, which remained at this location until 1965. A pawn shop, finance company, and the current tenant, a law firm, have been the ensuing occupants.

52. U.S. Post Office
201 Main Avenue W.
Contributing
1916

This Neo-Classical Revival style building was constructed in 1916 using brick and Boise stone for the trim. It is distinguished from other buildings on Main Avenue by its wide setbacks and hipped roof. The classicism of this federal structure is defined by the round-arched windows on the Second Street W. elevation; by the simple Tuscan columns and pilasters that flank the entrance; and by the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 31 Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

abstracted entablature, consisting of a simple architrave, a frieze of soldier bricks and an extruding cornice in a cyma reversa profile with dentils.

According to Patricia Wright, citizens hotly debated the design for their new post office. They pushed for frugality when a federal edifice was proposed several years earlier because it was to be locally financed. Once Senator Borah was able to secure federal funding in 1909, constituents advocated an elaborate design.³⁶ The offices of the local school district now occupy the building.

53. Gregg Business College
221 Main Avenue W.
Contributing
1920

This two-story, brick structure has a relatively high degree of integrity. The building has pinnacles, a stepped parapet, bands of corbelling and exaggerated keystones and end voussoirs above the three second-story windows. A belt course extends along the facade, providing a continuous sill for the windows and ending in a stepped ornament in the end piers. The small panes of glass of the original transom windows are evident, but the rest of the original storefront has been filled in with brick, windows and entrances that are not of the historic period.

The Gregg Business College was founded in 1915 by Macy Hoover and was first located at 142 Main Avenue S.³⁷ It is listed in the city directory at this address from 1920 until 1931, after which Link's School of Business is mentioned. Link's lasted until 1940. Subsequent tenants include the Moose Hall, the Twin Falls Cigar Store, and Kingdom Hall.

54. Radio Rondevoo/Calvary Chapel
229 Main Avenue W.
Contributing
1940

This two-story building is faced with brick and terra cotta and is one of the longest buildings in the district, encompassing seven city lots. Visually the street elevation is demarcated into six storefronts, each with a separate, single-door entrance, large display windows and bulkheads with ceramic tiles. On the second story are sets of two, metal sash windows, with lights divided horizontally into thirds placed over each storefront.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 32 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

In the middle of the six bays is the main entrance to the building, consisting of three double-swing doors, similar to those seen in movie theaters. Protruding over the sidewalk is a marquee sign that announces the name of the current occupant: the Calvary Chapel. Terra cotta is used on street-level walls to separate each bay, as a wide band underneath the second-story windows, as Art-Deco style ornamentation above the main entrance, and as roof coping. Five single windows with the same configuration as the others on the upper story are set in this decorative, terra cotta element. The remainder of the second-story elevations is red brick.

Florence Gardner hired a successful and prolific contractor, Anthony Daniel Bobier, to construct this building in 1940 for the headquarters of local radio station KTFI. Ms. Gardner's brother, Stanley Soule, started the business in 1928, using the call letters KGIO. Two years later the letters were changed to reflect the name of the community. Prior to the erection of the Radio Rondevoov, KTFI and its predecessor were located in the Herriott Building (site 55) and the Park Hotel (demolished). Ms. Gardner took over the radio station after her brother's death in 1937. KTFI became an NBC affiliate the following year.³⁸

During its tenure as the home of KTFI, the downstairs was used as a ballroom and the studio and offices were located upstairs (the transmitter is located west of Twin Falls on Highway 30 between Twin Falls and Filer). After the sale of the station in 1960 to Western Broadcasting, the ballroom was converted into a roller rink. Calvary Baptist Church has occupied the building since 1984.

55. 251 Main Avenue W.
Non-contributing
c. 1964

This is a one-story building that replaced a concrete-block building and a used car lot. It has a shingled, mansard roof and vertical wood siding flanking the plate-glass windows.

Bert Sween and Son Furniture occupied the building from 1964 to 1980. A camera store, Inkley's, now occupies the storefront at no. 251; no. 257 is used by the nearby Baptist congregation.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 33 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

56. Moon's Paint and Glass
301 Main Avenue W.
Non-contributing
1918

This one-story, brick building occupies a corner site on Main Avenue W. and Third Street W. The application of wood siding has compromised the integrity of the structure.

Edgar A. Moon, a contractor, established a paint and glass business in this building in 1918. Besides window glass, he also carried glass products for automobiles, such as windshields and headlights. Moon's Paint and Glass remained at this location until 1971. Spencer's Stationery occupied the building from 1978 to 1991. The building is currently used by a social service agency.

57. Jenkins Chevrolet/*Twin Falls Times-News* building
361 Main Avenue W.
Contributing
c. 1918

This is a one-story, brick building with a stepped parapet wall. An early Bisbee photograph indicates that this building has retained its unique profile and fenestration pattern. The most significant alterations include the replacement of the original garage doors at the two end bays with more recent doors.³⁹

Gooding Motor first occupied this structure (1918), followed by the Fitzgerald Motor Co. (1923 to 1928). Jenkins Chevrolet was the longest tenant as it was located in this building from 1929 to 1970. Glen Jenkins, who moved to Twin Falls in 1917 and began his career that year for Gooding Motor, founded it.⁴⁰ After the business moved to Blue Lakes Boulevard in 1970 the *Twin Falls Times-News* took over the building.

58. 160 Second Street W.
Non-contributing
1983

This is a two-story, stucco building. There is an ell with a shed roof at the northeast corner of the building. In front of this ell is a parking lot accessed off Second Street W. The first story has deeply

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 34 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

recessed, plate-glass windows; the second story has no openings.

The *Twin Falls Times-News* occupied this site prior to the construction of this building. A travel agency occupies the structure.

59. Masonic Hall/Casey Parker Implement Co.
184 Second Street W.
Contributing
1909

This two-story, red brick structure is one of the most formal Renaissance Revival style buildings in the district. The classical elements are achieved through the use of light-colored brick for pilasters, window surrounds, and triglyphs in the frieze. The primary entrance on Second Street W. consists of deeply recessed, double doors with a pediment above. Above the entrance is an elongated cartouche of Masonic insignia placed in a round-headed blind arch. Masonry quoins flank the entrance bay. Alterations to this structure include the replacement of the windows without true divided-light panes, the removal of a pediment that was originally placed over the entrance bay on the Second Street W. facade, and the sandblasting of the brick.

Local architects Houghtaling and Visser designed this structure for use as a Masonic Hall in 1909. Richard Elwood Bobier, who arrived in Twin Falls the prior year, was the contractor. The Masons used the building until the agricultural implement business, Casey-Parker Implement Co., took over in 1922.⁴¹ A similar establishment, owned by Ora McVey, replaced Casey-Parker in 1933, but did not remain in this location long, moving to the Johnson Building (site 64) within a few months. During the rest of the Depression, the structure was occupied by an establishment known as "Home Implement," and a second-hand furniture store, Musgrove Merchandise Mart. In 1950 the *Twin Falls Times-News* bought this building and three others directly northeast, occupying them until its move in 1970 to its current location on Main Avenue W. (site 57). A law office currently occupies the building.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 35 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

60. Herriott Motor Building
156 Second Avenue W.
Contributing
c. 1917

The massing of this red-brick structure has two sections: a two-story block that consists of the primary elevation facing Second Avenue W. and a one-and-one-half story block that fronts Second Street W. The two-story section has brick pilasters with Prairie-style ornamentation at the top. The center bay ends in a rounded parapet, below which the word "Herriott" is incised in a concrete sign band. The second-story windows are currently boarded; the remaining windows are large, fixed panes in metal frames that are not of the historic period. On the Second Street W. elevation, the windows are in a deeply recessed wall plane and are demarcated by brick piers.

This structure was designed by Burton Morse and the contractor was W.G. Reed. Although the building proclaims "Herriott," city directories do not list a business of this name at this address. Instead they list the Idaho Automobile and Supply Company, which sold Reo and Overland automobiles and served as the headquarters for the Pocatello-Buhl Truck Line.⁴² The local radio station, KTFI, was located here from 1932 to 1937, as was a ballroom "Radioland," before moving to the Radio Rondevoov on Main Street in 1940 (site 54). During the 1940s it was used as the Rollerdome skating rink.

61. Twin Falls Canal Company building
163 Second Avenue W.
National Register listing 1996
1909

This building is a one-story, brick structure that has undergone few exterior alterations. The distinguishing features are its small size, the entrance and the treatment of the wall surface. The entrance is located in the northeast corner and is diagonally placed. The single door is framed by sandstone elements that include columns, an arch above the transom, and a nameplate above that states "Twin Falls Canal Co. 1909" in raised letters. The walls are distinctive because of the brick corbelling, the brick piers that extend above the cornice, and the deep reveal (approximately 4") of the windows. The windows are fixed, single paned, with transoms. Some of the transoms are divided by a single, vertical muntin; others have small, prismatic panes.

The Twin Falls Canal Company was the successor and locally owned entity of the Twin Falls Land

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 36 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

and Water Company (TFLWC), the organization formed in 1900 that provided the financial backing and leadership in building the canal system that opened the Twin Falls tract. Once the State Land Board determined that the canal system was in good working order, the tract was formally accepted by the settlers from the TFLWC on September 15, 1909, and the Twin Falls Canal Company was born.⁴³

The company purchased land from John M. Claar, and although newspaper reports predicted that the Canal Company would erect a "substantial affair, susceptible of enlargement," this structure of modest scale and dimensions was erected instead.⁴⁴ It served as the Canal Company's headquarters until it relocated in 1993, and now is owned by a local attorney and operated as the Twin Falls Arbitration and Mediation Center.

62. 157 Second Avenue W.
Contributing
1947

In size and massing this building is similar to the Twin Falls Canal Co. next door (site 61). It is a one-story, brick structure whose upper story has been stuccoed.

The first mention of a business at this address in the city directory is Culligan Soft Water in 1947, which occupied this building until 1963. A fireplace store is now located in the building.

63. 127 Second Avenue W.
Non-contributing
c. 1921 - 1964

This is a one-story, brick structure that is dominated by a corrugated metal storefront. The southeastern half of the building was constructed in the early 1920s; remnants of its historic appearance are apparent in the pointed-arched window openings on the side elevation. In the early 1960s the space was doubled by an addition.

The earliest mention of the original building in the city directory is for Drake's Funeral Parlor in 1932, which occupied the structure until the late 1930s. Reynold's Funeral Home was the following tenant, remaining from 1941 until 1959. From 1965 until the 1970s Banner Furniture was located here; Furniture Outlet now occupies the building.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 37 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

64. Johnson building
119 Second Avenue W.
Contributing
1908

This is a two-story, brick building with heavy tab-and-shield ornaments on brick pilasters and a wide frieze and modillions accenting a metal cornice. The windows on the second story are one-over-one, double-hung wood sash with keystones. The openings on the first story are large, plate-glass windows with transoms. A slanted awning extends along the street elevations and separates the transoms from the display windows. The building has a high degree of integrity and has changed little when compared to early photographs.⁴⁵

Charles Johnson constructed the building for his brother, J.G.⁴⁶ Early on, it was occupied by a furniture company, Ostrander and Co., referring to Arthur R. Ostrander, the brother of Ernest Ostrander, who owned a large lumber yard a few blocks west on Shoshone Street W. By the late teens Wesley Burkholder had bought the business from Ostrander and operated his own furniture store. He moved his concern from this location to Shoshone Street and Second Avenue E. in 1931. Beginning in 1945 the building served as a car dealership and parts establishment, first as "Jesse Chase Used Cars" (1945 to 1950), and then as MacKenzie Auto Equipment (1950 to 1975). The American Hotel occupied the upper story from 1932 until the mid-1960s.

65. 210 Shoshone Street W.
Contributing
c. 1940

This is a small, one-story, brick structure with plate-glass windows.

The first mention of a business at this address in the city directory is in 1941 for "George Kay Paint and Body Shop" and the "Gilbert O. McRill Auto Rep." Mr. McRill continues to be listed until 1960, when Hertz Rent-a-Car System, the current tenant, is listed.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 38 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

66. Wills Construction
222 Shoshone Street W.
Non-contributing
1977

This is a one-story, concrete-block structure with a lava-rock street facade. It was built in 1977 for the present occupant, Wills Construction. It replaced a building with a similar footprint that was used as Cliff's Barber Shop from 1950 to 1974.

67. A.L. Bradley building
215 Shoshone Street S.
Contributing
c. 1907

This is a two-story, brick building whose first story is compromised by the application of horizontal wood siding. It has been combined with the building to the southwest (site 68). Corbelling is still visible and brick surrounds can be seen over the three windows of the second story. The original windows, which were probably one-over-one, double hung, have been replaced with a 1940s-era metal sash. A wooden signboard extends across both structures. Horizontal wood siding has covered the lower half of both this site and site 68. Lava-rock construction is evident on the west wall.

This is one of the oldest structures in the district. It was used for a harness and saddlery shop, owned by A.L. Bradley. He maintained his business here until 1925 and lived upstairs during the early years of his business. The current business, Red's Trading Post, is first listed in the city directory in 1939.

68. 219 Shoshone Street S.
Non-contributing
c. 1907

The physical integrity of the facade of this building has been totally obscured by the application of permastone on the upper half and wood siding on the lower half. This structure was built of lava rock, which is still apparent on the side and rear elevations.

In 1910, the city directory mentions auctioneers Munyon and Lue as occupying this building. No subsequent listing was found until 1932, when James Patten billiards was listed. Four years later the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 39 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

directory mentions "Andrew D. Wilson beer" at this location; by 1945 the building housed the St. Regis Pool Hall (still owned by Wilson). The St. Regis lasted until 1971, when the building was integrated into Red's Trading Post. This section now serves as a tattoo and piercing studio.

69. 126 Second Avenue S. (126-130 Second Avenue S.)
Contributing
c. 1917

This two-story, tan brick building originally occupied two city lots; at a later date (after 1922) an addition was constructed to the south that very closely matches the first structure. The building is relatively plain; its only embellishment is derived from the masonry bands of header, soldier and stretcher bricks forming a simple cornice. Similar use of bricks form a band connecting the upper story windows, which are one-over-one, double hung. These windows are original. Their sills are formed by the wide, concrete band extends above the transom of the first-story, plate-glass windows. The transom, visible only on the original building, is separated into vertical bands by narrow muntins, and unfortunately has lost its visual impact by the application of paint. On the addition, a rounded, plastic awning obscures the transom.

Reynolds Brothers, a hardware and sporting goods concern, occupied this building from 1918 to 1929. Mountain States Implement Co. was the tenant from 1930 until the late 1960s. The earlier structure is currently used as a bingo hall; a party supply store is located in the addition.

70. 136 Second Avenue S. (136-138 Second Avenue S.)
Contributing
c. 1930

This is a one-story, red brick building with a slightly stepped parapet wall and concrete coping. Other than these elements, it is devoid of ornamentation. It has two single-door entrances in the center of the street facade with fixed, large windows in the outside bays. An unusual band of horizontal fixed windows is located above the plate-glass window in the southernmost bay.

During the 1930s this structure housed Frank G. Abel soft drinks; by 1942 the "Idaho Cigar Store & Beer" is listed at this address. In 1950, Adrian's Upholstery is listed as occupying the building.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 40 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

71. 146 Second Avenue S.
Non-contributing
c. 1980

This is a one-story, concrete-block structure with a brick facing on the street facade. This facade is dominated by a one-car garage door, flanked by two narrow vertical windows and a single door.

72. Max's Harness Shop
259 Shoshone Street S.
Non-contributing
c. 1935

This is a one-story, red brick building that fronts on both Shoshone Street and Third Avenue S. It is rated as non-contributing because all the windows have been covered with vertical wood siding. The ornamentation consists of bands of outset brick that form horizontal rectangles near the roofline. The building's most distinguishing characteristic is the three-dimensional horse placed on the northwest corner of the roof.

Max's Harness Shop is listed at this address from 1936 until 1960. Lee's Saddlery was the next occupant, but was listed for only a few years until the current business, Vicker's Saddlery, moved in in 1965.

73. Addison Smith Building
305 Shoshone Street S.
Contributing
1910

The structure at no. 305 is a two-story structure that fronts on both Shoshone Avenue and Third Avenue S. It has a diagonally placed entrance on the northeast corner, above which is a blind, brick panel outlined in stepped masonry. The name of the first owner, Addison Smith, and the date, 1910, are incised in a concrete plate directly above the blind panel. An early Bisbee photograph reveals the alterations that have occurred: the original, double-hung windows in the second story have been replaced with multi-pane steel sash.⁴⁷ The transom windows, which historically consisted of prismatic panes, are obscured by the contemporary signage. Even the plate-glass windows, usually immune to alterations due to their size, have been hidden by vertical wood siding. The building now

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 41 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

incorporates a two-story structure to the southwest (site 74).

Little could be found either in city directories or contemporary publications about the early years of this structure. Its namesake, Addison Smith, was a U.S. congressman from Idaho from 1913 to 1933. The 1911 Sanborn map indicates that an awning factory and photograph studio were located here. By 1922 the map states that the eastern section was an office, that lodging was located upstairs, and that an auto repair and welding shop occupied the section of the building that fronted Third Avenue S. City directories list the Baisch Motor Co. in the "Addison T. Smith Building" from 1941 until 1960, after which Fuller and Co. Paint moved in. Currently, the Abbott Auto Service occupies the Addison Smith building and site 74.

74. 315 Shoshone Street S.
Contributing
1940

This is a two-story, brick structure. Steel-sash windows are located in the second story, while fixed, plate-glass windows remain below. A one-story, brick garage (site 75) is attached abuts this building to the south. Site 74 is attached to site 73.

This building was occupied by a cabinet making shop from 1941 until the Warberg Bros. Coal and Transfer Co. took over in 1945. The Warberg establishment is listed at this address through 1955.

75. Garage
325 Shoshone Street S.
Contributing
1941

This is a one-story, brick garage that abuts site 74. It has concrete coping and a concrete lintel over the roll-up garage door. There is a man door next to the garage door.

This small structure was used by the Warberg Bros. Coal and Transfer Co.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 42 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

ENDNOTES

- 1 Bisbee photograph #1065. All Bisbee photographs are on file at the Twin Falls Public Library, Twin Falls, Idaho.
- 2 Bisbee, #1052.
- 3 Patricia Wright, *Twin Falls Country: A Look at Idaho Architecture*, Boise, Idaho: Idaho State Historic Preservation Office, 1979, p. 28.
- 4 Ibid., p. 29.
- 5 Obituary for J.A. Barrett, *Salt Lake Tribune*, February 23, 1945, p. 16.
- 6 Bisbee, #73-221.1346.
- 7 Donna Scott, *A Tribute to the Past, A Legacy for the Future*, Twin Falls: Idaho: Twin Falls County Business History, 1990, p. 172.
- 8 Wright, p. 35.
- 9 James Ivie, *Twin Falls Up-to-Date*, published by the author, 1923, p. 26.
- 10 Ibid., p. 13.
- 11 Scott, p. 131.
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- 13 Ibid.
- 14 Ivie, p. 17 and p. 31.
- 15 Scott, p. 76.
- 16 Wright, p. 37.
- 17 Bisbee, #1514.
- 18 Ivie, p. 37.
- 19 Cory Jensen, "John and Mary Ellen Birch House," 336 S. 1100 E., Salt Lake City, Utah, Utah State Historic Preservation Office Intensive Level Site form, 1998.
- 20 Scott, p. 55.
- 21 Ivie, p. 20.
- 22 "Heart Trouble Fatal to Oscar G. Hemenway," *Salt Lake Tribune*, January 25, 1919, p. 6.
- 23 Jennifer Eastman Attebery, "Twin Falls Bank and Trust Building," National Register of Historic Places nomination, 1986, on file at the Idaho State Historic Preservation Office.
- 24 John McCormick, *The Westside of Salt Lake City*, Salt Lake City, Utah: Utah State Historical Society, 1982, p. 59.
- 25 "William McCormick, Pioneer Utah Banker, Succumbs After Operation," (Salt Lake City) *Deseret News*, May 18, 1921, p. 1.
- 26 "Leading Figure in Twin Falls Dies," *Salt Lake Tribune*, October 25, 1939, p. 7.
- 27 "Death Claims Pioneer Salt Lake Businessman," *Salt Lake Tribune*, February 3, 1941, p. 9.
- 28 Scott, p. 31.
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- 30 Advertisement in the *Twin Falls Times-News*, July 25, 1954, p. A/9.
- 31 Federal Writers Project, *Idaho - A Guide in Word and Pictures*, Caldwell, Idaho: The Caxton Printers, Ltd., 1937, p. 241.
- 32 Ivie, p. 33.
- 33 Scott, p. 109.
- 34 Ivie, p. 3.
- 35 Scott, p. 61.
- 36 Wright, p. 40.
- 37 Ivie, p. 28.
- 38 Scott, p. 196.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 43 Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

ENDNOTES

- 39 Bisbee, #1246.
- 40 Ivie, p. 27.
- 41 Wright, p. 39.
- 42 Ibid., p. 7.
- 43 John Rosholt, "Milner Dam and Main Canal of the Twin Falls Company," *Historic American Engineering Record*, 1989, on file at the Idaho State Historic Preservation Office, pp. 51-52.
- 44 "Canal Company to Erect Home," *Twin Falls News*, October 15, 1909, p. 1.
- 45 *The Twin Falls Country, Southern Idaho*, Twin Falls, Idaho: The Kingsbury Printing Co., 1913, no page number.
- 46 Wright, p. 38.
- 47 Bisbee, #1067.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 1

Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

TWIN FALLS DOWNTOWN HISTORIC DISTRICT TWIN FALLS, IDAHO SECTION 8 STATEMENT OF SIGNIFICANCE

The Twin Falls Downtown Historic District is locally significant under Criterion A for its association with the growth and development of this regional center of south-central Idaho. The buildings are associated with local and regional businesses that provided retail, financial and entertainment services for the residents of both Twin Falls and the surrounding agricultural area. The architecture and spatial arrangement of this collection of buildings has no counterpart in Twin Falls.

The district is also locally significant under Criterion C for its representation of a commercial streetscape from the period 1905 to 1949. It displays an array of materials and documents the adaptation of commercial structures for changing business climates. The district includes buildings of local architects Burton Morse and Ernest Gates as well as those of regional significance, such as C. Harvey Smith and the firm of Wayland and Fennell. While agriculture has always been the mainstay of Twin Falls' economy, the downtown district demonstrates the diversity of the commercial enterprises that evolved and adapted to offer services to the citizens of this region.

HISTORIC CONTEXT

Reclamation in Twin Falls

Located in south-central Idaho, Twin Falls is the regional center for a rich agricultural area whose development can be attributed to the vast reclamation network constructed during the first two decades of the twentieth century. The various reclamation projects were known as "tracts" and in the Twin Falls vicinity include Minidoka, Salmon and Northside. The project specifically responsible for the inception of Twin Falls was the Twin Falls Southside Irrigation Tract. This reclamation effort, involving the construction of Milner Dam and its related canal system, has provided water to more than 200,000 acres on the south side of the Snake River since it opened in 1905. The efforts of the Twin Falls Land and Water Company, formed in 1900 to provide the financial backing and leadership in building the system and the opening of the tract, represented the earliest and most successful example of reclamation under the Carey Act of 1894. This legislation was intended to foster cooperative ventures between private investment, state supervision and local management to irrigate large areas of arid Federal land. The completion of the reclamation projects and the development of the numerous communities in this part of Idaho represent the success of such a partnership.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 2 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

The Carey Act of 1894 was intended to bridge the gap between the necessary financial commitment and the available technology. This legislation provided one million acres of Federal land per state to settlers in arid areas after private investors supplied the capital to build the necessary dams and canals. The investors would recoup their money by selling water rights to the settlers, and once the farmers had successfully reclaimed their land, they could apply for a deed. Although initial efforts in Idaho to apply this legislation failed, the Twin Falls project was an outstanding success because it had the essential financial backing and knowledgeable engineers.¹

Ira B. Perrine, a pre-reclamation settler who lived at the bottom of the Snake River canyon near present-day Twin Falls, is credited with devising a rough plan for the project and generating interest in it. Beginning in 1884, Perrine wintered his dairy cows at his farm in the canyon, and successfully raised wheat, fruits, vegetables and berries that he sold to miners in the Wood River area and in Cassia County, north and south of the river, respectively.² Presumably, this farming experience, combined with the necessity of developing a rudimentary irrigation system in the canyon, inspired his drive to provide water to the thousands of empty acres on either side of the Snake River.

Perrine filed on the Snake River, and formed the Twin Falls Land and Water Company (TFLWC) in 1900. Once incorporated, the company presented a completed survey of 244,000 acres to the state engineer, who then granted the water rights. Some lots were left out of the segregation in order to allow for the establishment of town sites; these lots later became the communities of Twin Falls, Kimberly, Buhl, Filer, Hansen and Murtaugh.

Work on the Milner Dam and the canal system began in March 1903, employing over 500 men. The dam opened on March 1, 1905 and the canals were opened the following day. The State Land Board required assurance that the entire system was in good working order and required the TFLWC to repair the dam's tunnels, replace some of the concrete of the canal piers and make any other necessary repairs. Once this was completed, the settlers formally accepted the tract on September 15, 1909. The TFLWC was turned over to the settlers and became known as the Twin Falls Canal Company.

Development and Growth of Downtown Twin Falls

Although the response to the first land drawing, held on July 1, 1903, was disappointing, interest grew in the project as the work progressed. The second opening, held on October 20, 1904, was encouraging and the response indicated that the project would be a success. Land set aside for town sites in the tract quickly became the communities of Hansen, Murtaugh, Filer, Buhl (all named for the investors in the project) and, of course, Twin Falls. On July 16, 1904, several investors incorporated the Twin Falls Investment Company (TFIC), responsible for conducting the real estate transactions of the new tract and providing proof of title. Paul Bickel, the chief engineer of the reclamation project

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 3 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

and first mayor of Twin Falls, devised the plan of the new community on its present site after considering land near Shoshone Falls and property north of what became the town of Kimberly (seven miles to the southeast). These locations were infeasible because they could not accommodate a railroad grade, so Bickel, instead, chose the present site of the intersection of Main Avenue and Shoshone Street as the starting point. He submitted a plat of the first four city blocks radiating from this point to Cassia County on May 12, 1904. Three months later, a second plat included 14 additional blocks, and by December of the same year Bickel had submitted a fourth plat encompassing a square mile divided into 164 blocks. The blocks consisted of 32 lots measuring 25' by 125'.³

These early plats set aside sites for the Lincoln and Bickel schools, laid out the area for the railroad and industrial area, and reserved four blocks immediately northeast of the business district for a city park and public and ecclesiastical buildings. Bickel's assistant, John E. Hays, is credited for devising the diagonal layout of the early townsite, which is set on a 45 degree angle to cardinal points. Hays believed that this arrangement would provide the best drainage and sewer lines while providing buildings with sunshine on every side at least sometime during good weather.⁴ Hays' layout was not continued for subsequent plats, however, and over time this has created complicated intersections and oddly shaped lots at the borders of the early plats.

The TFIC set up business in a small frame structure on what is now Main Avenue South, selling \$3,000,000 worth of land of the tract in the first year. Even in the midst of a sagebrush desert, buyers recognized the value of what would become downtown property, paying \$400 for a city lot on Main Avenue or Shoshone Street in 1904 that rapidly inflated to \$2,500 by the beginning of 1905.⁵ The downtown quickly began to take shape. The earliest commercial streetscape consisted of frame storefronts, interspersed with open land, that faced dirt streets; none of these remain. The TFIC constructed the Perrine Hotel, a three-story, concrete-block structure that opened for business on Christmas day, 1905. The juxtaposition between the open, transient-looking landscape and the fine hotel did not last long. Settlers poured in from all over the country, and businessmen moved quickly to supply the goods and services that the newcomers had relied upon elsewhere. Within a few months after the opening of Milner Dam on March 1, 1905, the new city of Twin Falls had a bank, doctor, attorney, dentist, school, newspaper, bakery and rooming house. The Oregon Shortline Railroad, a subsidiary of the Union Pacific system, reached Twin Falls on July 28, 1905. The Twin Falls line branched off from the main line at Minidoka, Idaho, north of the Snake River, and provided a crucial transportation link with the rest of the state and the country.⁶

By 1910, Twin Falls had taken on the look of a small, prosperous, western city. It had electric streetlights, paved streets, and several substantial buildings, including the Twin Falls Bank and Trust (site 43) and the county courthouse. But even before this, confidence in the success of the city was

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

evident in the substantial qualities of downtown buildings. Concrete block was the most prevalent material to replace the frame storefronts, but fired brick was also used, and several extant buildings from the period 1904 to 1910 illustrate this early architecture. The types of businesses changed between these initial and secondary phases of growth in the district, shifting from hardware and agricultural implement concerns to a higher concentration of offices, retail and entertainment establishments offering a broader variety of goods and services.

During these first years, commercial development progressed along Main Avenue to the southeast and Shoshone Street to the southwest near the rail and warehouse area. Beyond the certainty of value of these primary corridors, however, most property owners were unsure just where the future direction of development would occur. For example, the substantial buildings for the Consolidated Wagon (site 32), the Casey-Parker Implement (site 59), and the Johnson building (site 64), were located a number of lots away from other commercial activity. When the Twin Falls Canal Company built its small office diagonally across from Casey-Parker, an observation in the Twin Falls News indicates that development patterns were still conjectural:

This part of the business section is therefore apparently inline for considerable immediate improvements, and the trend in this direction suggests that the more southern and western streets will presently be carrying their share of the store and other buildings, following, as it were, the drift of residence construction and population that way.⁷

But commercial and residential construction did not move in this direction. Residential growth moved northwest and northeast while downtown businesses continued to fill in the remaining lots along Main Avenue.

During the years between 1910 and 1921, Twin Falls residents saw the construction of its most stylish and substantial buildings, including the Elks Building (site 6), the Orpheum theater (site 26), and a new post office and federal building (site 47). Visitors and residents could dine at a number of restaurants; tourists and salesmen could chose between the Perrine and another large hotel, the Rogerson (not in the district); and rural women shoppers were supplied with a ladies' rest room, consisting of a separate building fitted with easy chairs and a telephone.⁸ The transition from horses to the automobile in the late teens was apparent in numerous car showrooms. Survivors of this building type in the district include the Coburn (site 2), J.A. Barrett Auto Co. (site 14), and the Herriott Motor Building (site 60). Few of these early auto businessmen remained in these structures for long, but Jenkins Chevrolet (site 57) was an exception as it lasted from 1929 to 1970 in the same building.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 5 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

Downtown saw little construction activity, however, after 1921. Idaho's agriculturally based economy, like those of surrounding states, slumped during the 1920s due to the depressed commodity prices following World War I. Economic conditions only worsened in the 1930s. A few small buildings, such as the storefront next to the Idaho Power building (site 24) and the Idaho Typewriter Exchange (site 20) filled in the remaining lots on Main Avenue northwest of Shoshone Street in the early 1920s. New construction picked up to a small degree about ten years later. A Spanish Revival gas station (site 13) was built in the 200 block of Main Avenue North, and the Detweiler Bros. appliance and refrigeration business relocated in 1935 from a site near the railroad to the Gott building on Main Avenue E. (site 38). This firm was extremely successful, obtaining lucrative government contracts during World War II and additional classified work for the atomic energy sites in Arco, Idaho and Hanford, Washington.⁹ It remained downtown, occupying the Bobier building (site 1) from 1937 to 1945 and the Consolidated Wagon and Machine Company (site 22) from 1945 until 1959, when it returned to the warehouse district. The only substantial building constructed during the era immediately prior to World War II was the Radio Rondevoo (site 54). Built in 1940 for Florence Gardiner, it was the headquarters of a local radio station KTFI, begun in 1928 by her brother, nineteen-year-old Stanley Soule. Gardiner managed the station after Soule died in 1937.

Although the post-World War II era brought prosperity, downtown businesses faced competition from suburban strip malls. While this was not devastating for financial institutions, conditions for small, locally owned retail operations gradually declined. Lack of parking was perceived as the culprit, and in 1955 merchants organized the Off-Street Parking Corporation, taking out stock to purchase downtown properties. The Corporation's plan consisted of demolishing buildings and using the vacant land for surface parking.¹⁰ It was the precursor to the downtown urban renewal that the business district undertook from 1968 to 1970. Urban planners, landscape architects and civil engineers altered Main Avenue so that it was "converted from a traffic artery to a leisurely and attractive street oriented to the pedestrian shopper."¹¹ The street was narrowed to allow greater space for landscaped pedestrian areas. Benches, kiosks, drinking fountains, street lamps and trees, including evergreens, were placed along the wider, curvilinear sidewalks. Although few buildings, if any, along Main Avenue, were actually demolished as part of the Urban Renewal Agency's action, downtown lost its earliest remaining landmark, the Perrine Hotel, during this time. A bank replaced the hotel.

The effect of the suburban shopping centers was not as great as the opening in 1986 of an enclosed shopping mall on the outskirts of the city, close to Interstate 84. Up until this time the downtown commercial core could at least provide the allure of department stores, which had not been available in the strip malls. The mall, however, offered even larger stores, forcing the last Main Avenue holdout, the Paris, to close in the mid-1990s after over sixty years in business. Downtown's

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

problems have been further exacerbated by the opening of national "big box" discount retailers. Today, most retail establishments in the downtown struggle, and minimal activity occurs in the evening. A few individuals, however, have recognized that the historic qualities of the district offer a unique niche for tenants and shoppers and hope to use preservation to revitalize downtown Twin Falls.

ARCHITECTURAL CONTEXT

The Twin Falls Downtown Historic District portrays commercial design and construction during the period of 1905 to 1949, a time in which downtown Twin Falls catered to the retail, office and entertainment needs of south-central Idaho. Architecturally, the district visibly expresses the awareness of merchants, builders and architects regarding national aesthetic trends. The fine examples of classical revival styles in the district that date from the first two decades of the century are in keeping with Progressive-era ideals, which included a repudiation of Picturesque styles in order to inspire a renewed sense of civic duty and optimism in the new century.

Classicism, seen in the symmetry of the upper-level fenestration and in the details used, is the prevailing aesthetic seen in the district, but other styles are also represented. These include Spanish Revival and subdued examples of the Art Deco and Prairie styles. Despite the alterations that mask the original fabric of numerous street-level facades and the modification of the vehicular and pedestrian pathways, the upper stories of most of the buildings are intact and many of the incompatible alterations are reversible. The historic appearance of the district continues to be evident in the materials (brick, terra cotta and concrete block), in the overall shape and massing, and in the consistent abutment of the buildings to the sidewalk and each other.

Initially, lava rock, found in the nearby Rock Creek and Snake River canyons, was the only native building material available to the settlers. Its use for foundations and party and rear walls is evident on the A.L. Bradley building (site 62), but overall it was considered difficult to work with. Residents did not have to wait long, however, for more commonplace materials. In 1904 the Davis brick kiln produced a rough version of fired bricks in Rock Creek canyon and Charles Smith and Herman Schurger opened a concrete block factory.¹² Early buildings constructed with concrete block include the C. Harder Bakery (site 36), the Gott building (site 38) and the Perrine Hotel (demolished). The city had rail access by August 1905, which insured that the building materials available nationally could be used in Twin Falls.

By 1917 a variety of materials was in use, some very refined, as seen in the terra cotta of the Orpheum Theater (site 26) and the Twin Falls Title and Abstract building (site 7), as well as the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 7 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

Bedford limestone of the Twin Falls Bank and Trust (site 43). By the 1950s, downtown property owners, in an effort to stay up to date, "modernized" their storefronts with opaque glass tiles and porcelain enamel. For the most part only narrow strips of wall on the street-level surface were affected, but in one example, the First National Bank (site 33), the original brick surface was completely obscured by the application of both these materials.

Most of the buildings in the district are firmly in the classical mode, with even the least stylized exhibiting a symmetrical facade and a cornice with dentils or modillions. The district contains several fully developed examples of the Renaissance Revival style, including the B.P.O.E. (site 6), the Masonic Hall (site 59) and the Twin Falls Title and Abstract building. Another classical variant, the Neo-Classical Revival, is evident in the smooth walls and restraint of the Baugh building (site 32), the Twin Falls Bank and Trust and the post office (site 52).

Several regional and local architects are represented in the district. The new communities associated with reclamation provided ample opportunity for architects, to the extent that even for thriving firms such as Wayland and Fennell of Boise, schools, churches and hotels in south-central Idaho provided the majority of their commissions from 1904 to 1912. Two of the architects or firms, C. Harvey Smith and Wayland and Fennell, pursued work regionally and had established reputations elsewhere. Although he built a house in Twin Falls, C. Harvey Smith, the architect of the Twin Falls Bank and Trust, only lived in the community for a short time before returning to Spokane. He had worked in Spokane for a number of years before his Twin Falls interlude; upon his return to Washington he became an extremely prolific architect in the Inland Empire. He received many commercial and institutional commissions as well as designed between 500 and 600 homes in Spokane before his death in 1942.¹³

The Baugh building represents the work of (Charles) Wayland and (James) Fennell in the district. Wayland and Fennell obtained commissions in neighboring states and worked extensively in eastern Idaho. Their work spanned more than four decades and their successor firm is still based in Boise.¹⁴

Burton Morse, whose work in the district includes the Twin Falls Title and Abstract building and the Herriott Motor building (site 60), brought new ideas from Chicago when he moved to Twin Falls in 1908. A Midwesterner by birth, Morse's formal education, consisting of engineering and architecture at the University of Illinois, contrasted with the apprenticeship programs that characterized the training of most of his colleagues. Morse seems to have worked solely in south-central Idaho; he lived in Twin Falls until his death in 1941.¹⁵

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 8 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

Both Morse and another early Twin Falls architect, Ernest Gates, were leaders in the nascent Idaho Society of Architects, which was organized in 1916 in response to the growing professionalism of architecture in the state. Morse served as the first vice-president during the first year of the organization's existence and president the following year. Gates, whose work in the district is represented by the B.P.O.E., served as secretary in 1917.¹⁶ All four architects mentioned above provided designs for Twin Falls in a classical idiom and are represented in the community by significant institutional structures. Most of these are extant and are included in the Twin Falls City Park Historic District, which was listed in the National Register in 1978.

The Twin Falls Downtown District, despite alterations and non-historic intrusions, continues to convey its association with the history of commercial activity in Twin Falls and the surrounding area. The history of the businesses and architecture relate the story of a quick and prosperous development owed exclusively to irrigation. Although activity has declined because of suburban development, viable businesses continue to operate downtown. The district continues to provide a distinct hub for the community.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 9 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

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- 2 Leonard Arrington, *A History of Idaho*, Moscow, Idaho: University of Idaho Press, 1994, p. 477.
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- 4 Ibid.
- 5 Donna Scott, *A Tribute to the Past, A Legacy for the Future*, Twin Falls, Idaho: Twin Falls County Business History, 1990, p. 20.
- 6 "Residents Worked Hard for Railroad; Put Up Cash for Branch Lines to Wells," *Twin Falls Times-News*, July 25, 1954, p. D/14.
- 7 "Canal Company to Erect Home," *Twin Falls News*, October 15, 1909, p. 1.
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- 9 Ibid., p. 172.
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- 12 "Early-Day Contractors Built Most of Buildings Still Used Today," *Twin Falls Times-News*, July 25, 1954, p. 10.
- 13 *History of the City of Spokane and Spokane Country, Washington*, Spokane, Washington: The S.J. Clarke Publishing Co., 1912, p. 104.
- 14 Jennifer Eastman Attebery, *Building Idaho: An Architectural History*, Moscow, Idaho: University of Idaho Press, 1991, p. 96.
- 15 Carolyn Burke and Ed Bourget, "Burton Morse House," National Register of Historic Places nomination, 1992, on file at the Idaho State Historic Preservation Office.
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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 1 Name of Property Twin Falls Downtown Historic District
County and State Twin Falls, Twin Falls Co., Idaho

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 3

Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 1

Name of Property Twin Falls Downtown Historic District

County and State Twin Falls, Twin Falls Co., Idaho

TWIN FALLS DOWNTOWN HISTORIC DISTRICT TWIN FALLS, IDAHO SECTION 10 GEOGRAPHICAL DATA

Acres: 20

UTM References

E: 11/4714170 N 707990 E
F: 11/4714320 N 707880 E
G: 11/4714450 N 707950 E

Verbal Boundary Description

The Twin Falls Downtown Historic District includes the properties located in the following lots and blocks in the Twin Falls Townsite plat:

All of blocks 86 and 102; lot 21, block 72; lots 23, 26, 27-32, block 71; lots 17-28, block 87; lots 17-32, block 85; lots 1-16, block 100; lots 3-16, block 101; lots 1 and 2, block 103; lots 4-12, 17, 21, block 118; lots 1-4, block 132.

Boundary Justification

The Twin Falls Downtown Historic District consists of the area roughly encompassed by the above UTM coordinates. The boundaries are drawn to include buildings historically associated with commercial development in Twin Falls and that are the most representative because they have maintained physical integrity.