

United States Department of the Interior  
National Park Service

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National Register of Historic Places  
Registration Form

NATIONAL  
REGISTER

OHP

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural 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 Ferndale "Main Street" Historic District

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

2. Location

street & number 300 - 580 Main Street/ 330 Ocean/ 207-290 Francis Street  not for publication

city or town Ferndale  vicinity

state California code CA county Humboldt code 023 zip code 95536

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.)

Steady P. Craig 11.22.93  
Signature of certifying official/Title Date

California Office of Historic Preservation  
State of 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 the 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  
1/10/94

Name of Property \_\_\_\_\_

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	
39	13	buildings
		sites
		structures
1	2	objects
40	15	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**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

- Domestic/Single Dwelling
- Domestic/Multiple Dwelling
- Domestic/Hotel
- Commerce/Business
- Commerce/Financial Institution
- Commerce/Specialty Store
- Commerce/Department Store
- Commerce/Restaurant

**Current Functions**  
(Enter categories from instructions)

- Domestic/Single Dwelling
- Domestic/Multiple Dwelling
- Domestic/Hotel
- Commerce/Business
- Commerce/Financial Institution
- Commerce/Specialty Store
- Commerce/Department Store
- Commerce/Restaurant

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

- Italianate
- Stick/Eastlake
- Queen Anne

**Materials**  
(Enter categories from instructions)

- foundation Wood
- walls Weather Board
- Stucco
- roof Asphalt
- other Glass
- Wood Gingerbread

**Narrative Description**

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

See Continuation Sheet

**8. Statement of Significance**

**Applicable National Register Criteria**

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

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

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

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

**Areas of Significance**

(Enter categories from instructions)

Architecture

Commerce

**Period of Significance**

1877-1943

**Significant Dates**

N/A

**Significant Person**

(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

**Architect/Builder**

Frost, Thomas J.

**Narrative Statement of Significance**

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

**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:

Ferndale "Main Street" Historic District  
Name of Property

Humboldt County, CA  
County and State

**10. Geographical Data**

Acreeage of Property 4.6 acres

**UTM References**

(Place additional UTM references on a continuation sheet.)

1 

1	0
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3	9	3	1	5	0
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4	4	9	2	2	9	0
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Zone Easting Northing

3 

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Zone Easting Northing

See continuation sheet

**Verbal Boundary Description**

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

**Boundary Justification**

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

**11. Form Prepared By**

name/title Kathleen Stanton, Cultural Resources Consultant/ Susie Van Kirk, Historian  
Jeana Jahier, Architect  
organization \_\_\_\_\_ date 5 February 1993  
street & number P.O. Box 185 telephone 707-826-7139  
city or town Bayside state CA zip code 95524

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

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

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

**Photographs**

Representative black and white photographs of the property.

**Additional items**

(Check with the SHPO or FPO for any additional items)

**Property Owner**

(Complete this item at the request of SHPO or FPO.)

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.

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# National Register of Historic Places Continuation Sheet

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## Architectural Classification

Classical Revival  
Mission/Spanish Colonial Revival  
Bungalow/Craftsman  
Moderne  
Other: False Front

## Materials

Walls -- Ceramic Tile  
Roof -- Asbestos, Metal

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Continuation SheetSection number 7. Page 2.Ferndale "Main Street" Historic District  
Humboldt County, CA

## Description (continued)

Ferndale's "Main Street" National Register District is located in rural Humboldt County in Northwestern California. The City of Ferndale first developed as a regional transportation center that linked the town with remote areas for the trading of agricultural goods and supplies. Later, and most importantly, Ferndale developed as a dairy town. The town is geographically defined by the Salt and Eel Rivers to the north, the Wildcat Mountains to the south, the Pacific Ocean to the west and the Eel River Valley to the east. The "Main Street" district between Shaw and Francis Streets is surrounded by historic residential neighborhoods. The "Main Street" National Register District, currently recognized as part of California State Landmark No. 883, is the City's historic commercial area. The linear four block district includes a distinctive Victorian commercial core interspersed with a few 19th century residences and early modernistic 20th century commercial buildings. The integration of these building types and their distinctive architectural styles distinguishes this collection of buildings from any other area in the city. Ferndale's agricultural setting and a relative lack of modern development have preserved this "Victorian Village" which provides an excellent architectural sense of the past.

Buildings within the district represent two distinct architectural periods, the Late Victorian era of the 19th century (1880 - 1900) and the Early Modernistic period of the 20th century (1920 - 1936). Despite the differences in architectural styles associated with these periods, from the highly ornate Victorians to the plain stucco facades of the 1920's and 1930's, the buildings relate well to one another. Most of the facades have a false-front design, glass storefronts with transom lites, and recessed entranceways which visually unite the buildings. The Victorian Stick Style buildings are primarily one and two-story commercial false fronts with elaborate cornices, fanciful bay windows, and glass storefronts. The Modernistic buildings are almost all one story, false front commercial structures with plain, stucco parapets and glass storefronts. A few exceptions include Italianate, Queen Anne, Neo-Classical, Bungalow, and Mission styles.

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Ferndale "Main Street" Historic District  
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Description (continued)

The period of significance for the historic district is 1877 - 1943. This period begins with the construction date of the earliest extant building, the 1877 Alford's Drug Store, and ends fifty years ago. The most important contributing buildings of this period are those structures which best represent a particular architectural style or are the works of local architect, T.J. Frost.

The buildings associated with the Late Victorian Period are best represented by the 1877 Alford Drug Store (Italianate); the 1884 Dr. Alford Home (Stick Style); the 1881 Enterprise Office and the 1902 D.A. Branstetter Building (Victorian False Fronts); the 1901 S.H. Paine Building (Queen Anne); and six Stick Style Victorian buildings designed by Architect T. J. Frost which include the 1891 Masonic Temple, 1891 Ira Russ Bank Building, 1891 Rings Pharmacy, 1898 New York Cash Store/Red Star Clothing Store, 1900 Jake Loewenthal's Reliable Store, and the 1900 Z. Russ and Sons Meat Market. The 1911 Ferndale Bank is the best example of the Neo-Classical style, however, it is not a local interpretation of the popular architectural type. The plans, supervisor, and construction crew for this building were imported from San Francisco.

The best examples of Early Modernistic stucco styles are the 1920 Hart Theatre (Modernistic work of Eureka architect, Franklin Georgeson); the 1923 Ferndale Enterprise Building (Modernistic); the 1924 New Hart Building (Mission); the 1930 Kemp Building (Mission); the 1930 Petersen's Service Station (Modernistic); and the 1936 Fritz Dahlquist Plumbing & Electric Shop (Modernistic).

Three notable non-contributing buildings are the 1948 Newell and Lentz Department Store (International Style), the 1949 Howard Larsen's Dodge Service Station (Art Moderne); and the 1950 Home Cafe Building (Post Modern). Currently, these buildings lack sufficient age to warrant historic designation, but by the turn-of-the-new-century they will be eligible for inclusion in the district as contributing buildings due to their age and architectural merit.

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## Description (continued)

The Post War Period produced several other non-contributing buildings that were constructed in the 19th century, but later radically altered to produce a "modern" facade in the 1940's. When these "modern" alterations achieve sufficient age to be considered historic, these buildings may eventually be judged on their own merits as expressions of post war prosperity and the popularity of modernistic architecture.

A final period of non-contributing buildings includes the Neo-Victorians. These are new buildings designed to look "Victorian" as well as original Victorian buildings that were previously altered and then architecturally re-interpreted during the 1970's as the Victorian Revival Movement swept historic preservation efforts in Humboldt County and elsewhere in the nation.

The general condition of the contributing buildings is good to excellent. Pride in the town runs high among the residents, and business and property owners in Ferndale. Tourists, as well, are drawn to the town's well preserved homes representing a diverse range of architectural styles and the unique business district with its wealth of historic commercial buildings. In recent years, the new name "Victorian Village" has been associated with Ferndale because of its charm and quaint appeal which makes it one of the best preserved, small rural towns in California.

## 1. 577 Main Street (NC) 1960/1987

Historical Name: Former site of the Pixley/American Hotel

Other Name: Red Front Store

AP Number: 31-084-12

This is a modern, one-story, false-front building constructed in 1960 and therefore, does not date within the period of significance. An addition to the north end of the building occurred in 1987. At that time the Western style false-front, Victorian brackets and quoins, and shingled awning were constructed.



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Ferndale "Main Street" Historic District  
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Description (continued)

This modern building replaced the historic, three-story, American Hotel which was demolished in 1957. Mr. Wilcox who removed the structure reported that, "most of the lumber in the building was clear redwood and as sound as the day it went into construction." Much of the lumber was salvaged for re-use. Apparently, the demolition occurred because the rental income for the building was no longer sufficient to maintain it despite claims made by state and city officials that the building was a "hazard to life and property".

2.) 561, 563 Main Street (C) 1901/1948  
Historical Name: Charles A. Doe Building  
Other Name: Cohen's Economy Store/Western Family Shoe Store  
AP Number: 31-085-15

This 2 1/2-story Neo-Classical style building was constructed by Charles A. Doe in 1901. "Mr. Doe's new building is a handsome structure and a credit to the Cream City. W.S. Fitzell, the architect and builder, superintended its construction." The first floor storefronts were remodeled in 1948 by the owner at that time, Primo Marca.

The rectangular structure has a gable roof covered in wood shingles. On the ground level, two central entrance doors are flanked by large plate glass windows. Decorative glass block is used above and below the shop windows. A shingled awning projects above the windows and runs the width of the building. The ground level facade is sheathed in stucco. A plain side door leads to the upstairs residence.

The sides of the building and the second and third floor front facades are original in design, yet sheathed in asbestos siding. Two bay windows project from the second-story. One is angled with a gable pediment and the other is square, topped with a bellcast hip roof. The third-story is pierced with a Palladian style window that is decorated with a blind fanlight divided by wooden spokes. The north side of the building is pierced by a decorative oval window on the ground floor and a gable dormer in the attic. Three chimneys pierce the north side of the roof. The eaves include a decorated box cornice with dentils.

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Ferndale "Main Street" Historic District  
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Description (continued)

The interior of the second floor was completed after the commercial storefront was occupied. "Mr. and Mrs. Doe's new home comprises the entire upper story of the new structure and is most conveniently arranged, being divided into parlors, bedrooms, dining room, kitchen, bath, etc." Charles Doe and his family moved into the upstairs residence in March of 1902 and "christened their elegant new home...with two euchre parties."

The downstairs storefront was first occupied by Merchant D. Pierce of the Empire Dry Goods Store. In 1903 the storefront was occupied by Cohen's Economy Store for over 35 years. In 1948, after the ground floor was remodeled, Younggreen's Propane Gas Appliance Store and the Western Family Shoe Store located here.

3.) 553 Main Street (NC) 1950  
Historical Name: Home Cafe Building  
Other Name: Diane's Cafe  
AP Number: 31-085-14

This is a modern, two-story building that does not date during the period of significance. This structure was built in 1950 for the owners, Mr. and Mrs. Primo Marca. This building was constructed on the former site of Hiram Hatch's 1891 Hardware Store.

The symmetrical front facade of this modern building is a mixture of vertical and horizontal design elements. The ground level is pierced by central double doors that are flanked by tall, plate glass shop windows. A brick veneer covers the outside walls and resembles flat columns. The first floor facade is capped by a projecting awning that is covered in clay tiles. Above this awning, the plain facade is pierced by two permanent rectangular shaped windows. The roof is flat.

The modern building was leased to Mr. and Mrs. Pieper who ran the Home Cafe. The building lacks an original neon sign that projected from the shingled awning over the central entranceway. The second story windows have also been changed to stationary glass.

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Ferndale "Main Street" Historic District  
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Description (continued)

4.) 543 Main Street (C) 1901/1933/1936/1950's

Historical Name: Hiram Hatch Building

Other Name: Marca's Bakery/Ferndale Bakery/Eureka Baking Company

AP Number: 31-085-13

This building was originally constructed in 1901 for Hiram Hatch as a single story structure. The contractors, Haywood and Matthews, built the structure on a cement foundation with a "prepared paper roof". Subsequent exterior alterations to the building date from 1933 and 1936 which include stucco siding, as well as a "modern marquee" with "large display windows beneath". A second story addition built in the 1950's was removed in 1992 when the building was remodeled for the Eureka Baking Company.

The tripartite design of this false-front building has a strong horizontal emphasis. The symmetrical ground level facade is pierced by a central entranceway with a wooden screen door that is flanked by plate glass windows. Above these windows is a horizontal band of transom lites. The glass has been removed, but the mullions remain intact. Since the April earthquake, the guyed awning or marquee above the storefront windows has been removed. Three metal eyes are visible above the transom where the awning cables joined the facade.

The modern second floor addition is sheathed in asbestos siding, has a flat roof and is pierced by two permanent windows. The current owner intends to remove this 1950's addition.

The retail history of this building indicates that it was always used for food related businesses and therefore, updated and modernized frequently. In 1903 the interior of the building was "arranged" for Miss Burrill's confectionery store and ice cream parlor. When the Ferndale Bakery opened under new management in 1933, the building was "remodeled, redecorated and repaired". A complete "modernization" of the Ferndale Bakery was completed in 1936 which included interior and exterior changes. In 1940, the Bakery expanded to include a lunch counter and soda fountain. Interior changes occurred to provide a modern, low service counter with nine stools and a large booth facing the window. The interior decor was "finished in blue and white enamel from floor to ceiling." This business expansion was short lived.

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## Description (continued)

By 1941, Mr. Marca opened his bakery business here which he "equipped with the latest obtainable bakery machinery". The interior of the building was "entirely rebuilt" doing away with the "attractive" blue and white enamel decor. During the 1992 remodeling, a blue and white interior decor was reintroduced.

5.) 535 Main Street (C) 1902/1936/1958

Historical Name: R.H. Edward's Building

Other Name: Rochdale Store/Marcussen Cash &amp; Carry/Louie's Grocery

AP Number: 31-085-12

This single-story, false front building has a stepped, gable parapet with a permanent, shingled awning over modern, plate glass storefront windows. The building was originally constructed in 1902 by contractors, Haywood and Matthews. "It will be a one-story structure with an iron roof and when completed will be occupied by the Rochdale Co-operative Store."

Alterations to the facade included a marquee or guyed awning and stucco veneer on the false front parapet which dates from 1936 when the Marcussen Cash and Carry Grocery remodeled. "A modern front has transformed the building into one of the most attractive business houses along Main Street and the ample window space is designed to display the large stock carried by the Marcussen Company..." The building has a modern storefront with four large, plate glass windows; double entrance doors of chrome and glass; and a projecting roof canopy covered in asphalt shingles. Four metal eyes? are visible on the false front parapet where the cables for a guyed awning were once attached to the facade.

This building originally housed the Rochdale Store which was incorporated in 1900 by E. C. Damon and his brother-in-law, P.R. Burris as the Ferndale Rochdale Company Cooperative Association. The purpose was "to engage in a general merchandise, commission, manufacturing, and shipping business."

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Ferndale "Main Street" Historic District  
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Description (continued)

6.) 513-525 Main Street (C) 1930

Historical Name: Kemp Building

Other Name:

AP Number: 31-085-18

This wonderfully intact, Mission Revival style building has a front arcade that is supported by four, pierced, stucco columns. Two columns at either end of the single story building rise to the height of the roof and are simply decorated with four tiles shaped in a diamond pattern. The low, horizontal building houses five stores beneath a clay tile roof. The storefront of large picture windows resembles a glass wall. The sills beneath the storefront windows are stucco. Each of the five stores has a glass panel door decorated with thin, wooden mullions around the edges.

Jack Kemp had this building constructed in 1930 using plans prepared by architect, Newton Ackerman. Chris Winkler who was assisted by Keith Roberts were the local contractors. The Kemp Building was considered an attractive addition to the business section of Ferndale. Modern features included display windows set back from the sidewalk by an arcade with tile roof which did away with "the necessity of awnings". The floors were laid on a concrete foundation and all the rooms were "handsomely finished in natural pine". Among the early occupants of the building were: Dr. F. G. Worthington, dentist; Beatrice Myers Winslow, Notary Public; the Gus Putney Shoe Repair Shop; Rudolph Jacobsen, Tailor; and the Ferndale office of the Pacific Gas and Electric Company.

7.) 505 Main Street (C) 1900/c.1946

Historical Name: Old Red Front Store

Other Name: Peter N. Lund Building

AP Number: 31-085-10

The facade of this two-story, false front, Italianate Style Victorian is accentuated by two, tall, square bay windows which project from the second story. The bays are decorated with colored glass in geometric patterns. Wooden dentils and brackets of varying sizes are applied in repeated patterns beneath bellcast shaped roofs with fishscale shingles. Two finials on

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Description (continued)

either side of the bays mark the top of the parapet. The second story on the north side of the building projects slightly over the first floor. A decorative fan-shaped bracket provides the illusion of support for this extension.

A row of transom windows with three lites each separates the first and second floors. The storefront facade was remodeled in the late 1940's. At that time the wooden, guyed canopy supported by three cables was installed. The plate glass storefront windows which flank the central doorway were put in at that time also. The wall beneath the storefront windows is covered in a veneer of red ceramic tile.

In 1900 Peter Lund, a carriage and sign painter by trade, built this building. The Lund Family lived upstairs and over the years the storefront had a variety of uses. The most notable business was the Red Front Store which Martin Eriksen established in 1899. The Red Front Store remained in this location for 60 years until 1960 when the store relocated to Main and Shaw Streets. Peter Lund also had a building constructed in 1892 on the lot next door to the south which first housed the Valley Oracle Printing Shop. This property is now a small park with benches and murals.

8.) 491 Main Street (N.C.) 1895  
Historical Name: Williams Building  
Other Name: Kausen & Williams Hardware Store  
AP Number: 31-085-08

This historic building has been considerably altered from its original form. When built, this commanding three-story structure designed by Architect A.J. Frost was heralded as "one of the handsomest and one of the most substantial edifices in the county". Today, the second and third stories have been removed and the front facade has been transformed into a false-front building with a modern, western style parapet.

What remains of the original facade can be seen along the alley where the bevel-edged siding and sash windows decorated with ornate, bracketed hoods remain intact. Original descriptions of this building which housed Kausen and Williams Hardware Store on the ground level and the family quarters of George Williams on

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## Description (continued)

the second, detail the immense size (4600 square feet), elegance, and beauty of the building with its large French plate glass windows. "In the matter of time and detail, no expense was spared." At one time, a moat passageway above the alley connected this building with its neighbor to the south at 475 Main Street.

After an earthquake in 1954, the second and third stories were removed. Due to the substantial alterations to this outstanding landmark, the architectural and historic integrity of the structure has been lost.

## 9.) 475 Main Street (C) 1898

Historical Name: New York Cash Store/Red Star Clothing Store

Other Name: The Gazebo

AP Number: 31-085-07

The front facade of this highly ornate Victorian building is a visual delight of detailed decoration belonging to the Eastlake - Stick Style. A pair of angled, oriel bay windows which project from the upper story dominates the lavish design of this commercial falsefront. The upper lites of the sash windows in the bays are stained glass in geometric patterns. A bracketed parapet with a central triangle follows the outline of the angled bays and provides a decorative crown of encrustation to the entire facade. Narrow, rounded pilasters applied between the windows on the bays are aligned with the brackets above emphasizing the height and drama of the building.

The first floor facade is similar in design to the building next door at 491 Main Street. The central entranceway is recessed and flanked on either side by large, plate glass windows with a transom light above. The transom is divided by thin, wooden mullions to create paned windows. The April 1992 earthquakes damaged the storefront windows and transom lites which have been replaced in kind to their previous design.

This building was constructed in 1898 for George W. Williams by master carpenters T.J. Frost, Bert Haywood, Bert Matthews, and George Branstetter who built many structures in town. Newspaper accounts in 1898 declared that the "ediface" when completed would be one of the handsomest in the county. "Mr. Frost is the architect of the new structure and has clearly

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## Description (continued)

demonstrated the fact that he has no superior in his line of work in Humboldt."

The first business in the new building was J. F. Atherton's dry goods store advertised as the New York Cash Store. The business "evidently didn't pay" despite advertisements for low prices. After a year, these out-of-towners from Placerville left Ferndale for Oroville. Subsequently, the Red Star Clothing Store occupied the ground level. From 1936 to 1945, The Pittsburgh Paint Store occupied the ground level.

In 1945, the building was sold to Elmo Reidy who remodeled the interior "to make a first class candy shop and ice cream parlor." Elmo's candy shop boasted a large curving fountain with 18 cushioned stools and a second counter with seating for another 18 plus two booths. "The focal point of the store's interior is the huge mirror at the back bar. Moved into Ferndale more than fifty years ago, the mirror is a landmark that served at Burrill's and Mill's candy stores before becoming the property of Mr. Reidy. The color scheme throughout is sharp white and blue contrasts. Mr. Reidy is justly proud of his establishment and admits it is the culmination of a dream of long standing." Hundreds of local townspeople turned out for the opening of the shop to enjoy locally produced Golden State ice cream, Mill's candies, and a luncheon menu of sandwiches and salads. The business was sold to the Brownlows in 1951 and was known as Brownlow's Cafe and Fountain.

An entranceway on the north end of the first floor facade leads to the residence upstairs. For over 52 years Mrs. Kausen lived upstairs, occupying an apartment since the building was constructed in 1898 by her father, George Williams. The second story, alley facade is pierced by several single and paired sash windows with ornate hoods. A doorway with transom lite and decorated hood leads onto a small square balcony with a turned post balustrade. Originally, this doorway lead to a moat bridge that crossed the alley and connected Mr. Kausen's residence with that of Mr. Williams, his father-in-law, who lived on the second floor of the building next door.



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## Description (continued)

10.) 455 Main Street (C) 1888/1920/1948/1954

Historical Name: G.W. Williams Building

Other Name: Williams Hardware Store/The Blacksmith Shop

AP Number: 31-085-06

This was the first of three 19th century commercial buildings constructed by G.W. Williams on Main Street. The first floor storefronts on all three buildings characteristically have the same design layout typified by a recessed, central entrance flanked by large storefront windows with a row of transom lites above.

This one-story, false front commercial building was originally a two-story building constructed in 1888 for George Williams by Mr. Kinzel. Subsequently, numerous alterations to the interior and exterior occurred to accommodate various businesses. The store was "thoroughly renovated" in 1896 when L.H. Miner's grocery and variety store occupied the space. In 1920 the postoffice moved from the south storefront because the construction of the new Hart Theatre building next door blocked the natural lighting. At that time, Mrs. Mills, who owned the variety store occupying the north half of the building, expanded her business to occupy the entire ground floor. Necessary "alterations and renovating" occurred.

In 1948, when the Dedini Radio and Appliance store moved into the building, the structure was "completely remodeled to make the best display of modern household necessities." After the earthquake in 1954, the second story was removed and replaced by a triangular, false-front parapet. The roof was rebuilt to create a gable roof covered with corrugated metal that is hidden from view by the triangular false-front parapet. The horizontal shiplap siding appears original.

This building originally housed G.W. Williams first hardware store and tin shop on the first floor and the family residence upstairs. In 1896, when the new Kausen-Williams Hardware Store was built two doors north, the present building was partitioned down the middle and housed the Ferndale Post Office on one side and Loveland's Wells Fargo Office and variety store (later known as the Mills Variety Store) on the other.

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11.) 441-451 Main Street (C) 1920/1935

Historical Name: Hart Theatre

Other Name: Village Playhouse, Ferndale Little Theatre, Ferndale Repertory Theater

A.P. Number: 31-085-24

This "modern" fireproof motion picture theatre of reinforced concrete was designed by the reknown Eureka architect, Frank Georgeson. The Englehart Paving and Constructin Company was awarded the building contract and completed the structure with a seating capacity of 425 in four months time.

The stucco parapet on this two-story, false front theater is divided into a tripartite design by four, raised pilasters that resemble flat, square columns. The pilasters rise slightly above the top of the angled parapet, leading the eye upward which emphasizes the height of this austere facade. The inscription "Village Playhouse 1920" is centered in the middle of the parapet wall. Originally, the words "The Hart" were affixed to the front "in outstanding letters".

A marquee suspended by five cables is positioned below a row of transom lights on the first floor level. The marquee which dates from 1935 is lit with round globe, electrical lights supported on short, square, wooden columns. The original box office stands alone in the recessed, sheltered entranceway. Two storefronts with plate glass windows flank either side of the box office. The exterior walls of the building are concrete with one-over-one lite sash windows which pierce the sides of the second story. The gable roof behind the false front parapet is covered with asphalt shingles.

The theater was used for over thirty years for silent films, traveling theatrical companies and later, talking pictures. The theater business was continually besieged by financial and technological problems. In 1923, a chimney fire which happened while a show was in progress damaged the ceiling destroying some timbers, rafters, and the lath and plaster nearby. In 1925, a rear addition was added to provide a stage so the building could be used for live performances. In 1928 the stores opposite the box office were enlarged for the Paris Shop and Heart Candy Shoppe, "the present quarters being very

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crowded". Martin's Grill and Coffee Shop succeeded the Candy Shoppe in 1930. In 1935 the building was almost entirely rebuilt with "echo absorbing walls", a modern foyer, and 350 new upholstered seats. "A modern front will have a neon lighted marquee and specially constructed display lights."

In 1945 the "showhouse" was redecorated inside and out and guaranteed free of fleas! New equipment for movies was installed again in 1953 as well as new carpeting and 100 comfortable new seats. The theatre opened and closed numerous times throughout its history and re-opened again in 1972, as the Village Playhouse. It is operated now by the Ferndale Little Theatre for the presentation of stage plays and musicals.

12.) 425,427,431 Main Street (C) 1875/1900/1901/1936/c.1942

Historical Name: First Masonic Hall

Other Name: Masonic-Odd Fellows Hall

A.P. Number: 31-085-04

This two-story commercial false-front building is a blend of nineteenth and twentieth century architectural styles. Constructed in 1875 at a cost of \$3800, the building has experienced a number of facade and interior changes. Originally a second story porch projected from the front facade. This was removed in 1901 and replaced by a canvas awning "which will greatly improve the appearance of the building". In 1901 an addition was made to the building to enlarge the banquet hall on the second story. An historic photograph of the building taken in 1906 after the earthquake shows a similar front facade for the second story and false-front parapet.

Three angled bay windows capped with shingled hoods supported by decorative brackets project from the second floor. The sash windows in the bays have one-over-one lites with a single lite transom above. Between the three bays are two circular windows decorated with delicate tracery that has a lacy appearance. The stepped parapet has curved edges that rise to meet two finials at the top of the wall. The letters I.O.O.F are centered on the horizontal shiplap siding of the parapet.

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Below the parapet wall is a shingled awning that projects from the facade above the second-story bay windows. The awning is decorated with patterned fish scale wood shingles and supported by single decorative brackets. Paired brackets decorate the eaves on the side of the building.

The first story commercial facade is similar to many other storefronts on Main Street. Large pane glass windows with recessed entranceways are topped by a row of transom lites. A guyed awning supported by seven cables projects over the sidewalk below the transom window. This would date from the "extensive repairs" made to the building in 1936. At that time, huge steel girders were installed to replace the old supports in the lower story and a modern store space was also constructed to accommodate the new tenants, Becker's Cash and Carry Grocery.

A plain wooden horizontal band between floor levels delineates the commercial storefronts from the residential quarters upstairs. Later changes to the commercial storefront included tile below the large picture windows. This feature may date from 1942 when the building housed the Ferndale Bowl. The tile is apparent in a 1951 photo of the building advertising Ambrosini's Variety Store and has subsequently been removed.

The present building was constructed by the Ferndale F. & A.M. in 1875 as the first Masonic Hall. The Odd Fellows rented meeting space in this building until 1878 when they purchased half interest in the building. After that, it was known as the Masonic-Odd Fellows Hall. In 1890 when the F. & A.M. began construction of a new Masonic Temple, the I.O.O.F. bought the half remaining interest. The Ferndale Grange Association was the original tenant of the store space downstairs.

13.) 421 Main Street (NC) 1893/c.1930-1940/1976-1977

Historical Name: H.J. Mueller Building

Other Name: Mueller's Furniture &amp; Undertaking/Citizen's Furniture &amp; Undertaking

A.P. Number: 31-085-03

This two-story commercial false-front building has undergone numerous alterations to the front facade that have resulted in a modern eclectic design that is not historical. The

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first floor storefront has a central recessed entrance flanked by large plate glass windows and topped by a row of transom lites with modern, opaque glass. Two, large modern faux Victorian brackets divide the transom window above the entranceway. Wood dividers with plain brackets divide the other transom lites and the large storefront windows. A doorway with transom lite and decorative brackets pierces the south corner of the first floor facade and leads to the residential quarters upstairs.

The second story is pierced by a row of sash windows decorated with modern faux Victorian trim and brackets. The horizontal wood siding is narrow shiplap boards that were applied over a stucco facade in 1976-1977. It seems that sometime in the 1930's or 1940's that the second story bay windows were removed, the facade was stuccoed and perhaps the roof line of the false-front parapet was created. Today, the plain parapet wall is angled and pierced in the center with a square vent.

The building was constructed in 1893 and first operated by H.J. Mueller as a furniture store and mortuary. In 1903, "owing to ill health in my family and my decision to seek a change of climate for them," Mr. Mueller sold his business to his rivals Peter N. and J.N. Lund of the Citizen's Furniture and Undertaking Company. After the 1906 earthquake, the Lund Brothers moved their furniture and undertaking business into Mueller's building which they later purchased in 1915. The Citizen's Furniture Company operated in this location under succeeding owners for sixty years.

## 14.) 409 Main Street (C) 1877

Historical Name: Alford's Drug Store/Michel Drug Store

Other Name: Mossi Billiard &amp; Pool Parlor/Becker's Billiard's

A.P. Number: 31-085-02

This two-story commercial false-front building is an Italianate styled Victorian with some Neo-Classical elements. An 1882 lithograph of the building shows decorative quoins along the sides of the second story where today there are Neo-Classical style pilasters. The first floor facade is slightly recessed beneath the second story and was damaged in the April 1992 earthquakes. The windows remain boarded-up and 2x4's support the projecting second story.

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The central entrance has a divided transom lite above and is flanked by two large windows. Patterned molding decorates the door trim to the main entrance. A second doorway with decorative lower wood panels and rectangular glass above pierces the north corner of the first floor and leads upstairs to the residential quarters.

A decorative horizontal band with tiny brackets that appear from a distance as dentils, visually separates the floor levels. The second story symmetrical facade is pierced with three sash windows trimmed with bracketed hoods. Originally, these windows had six-over-six lites. Today they are single lites. The parapet wall is a boxed cornice decorated with paired brackets and frieze which is original to the 1877 construction of the building.

Alterations to the building include wood shingle siding on the south facade which was applied after a fire in 1924 which started in the neighboring building and burned through the south wall destroying much of the household furnishings belonging to the tenants of the upstairs flat. The lower floor was also considerably damaged by water.

15.) 399, 405 Main Street (C) 1924  
Historical Name: New Hart Building  
Other Name:  
A.P. Number: 31-083-19

This single story, false-front building is distinguished by the semi-elliptical arch of the parapet wall. Two storefronts with deeply recessed entrances and large, plate glass windows pierce the ground level facade. A guyed canopy supported by four cables extends over the sidewalk beneath a row of transom lites with opaque glass. This building was damaged in the April 1992 earthquakes and as a result, the cracked stucco siding was removed and replaced with horizontal shiplap siding. In addition, the transom lites were restored to fixed glass where louvered windows were once installed.

This building replaced two older structure's on this site. One was constructed in 1880 and the other in 1896. The older building was destroyed by fire in 1924. The new building was

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constructed in three months with a cement foundation. The tenants were jeweler, P.M. Canepa, who was located at this site from 1902 until his retirement in 1937. The other shop was occupied by Cruikshanks & Eriksen, an exclusive men's store.

16.) 393 Main Street (C) 1896  
Historical Name: P.F. Hart Building  
Other Name: The Milwaukee Saloon  
A.P. Number: 31-083-17

This two-story, false-front commercial building is a regal interpretation of the Victorian Eastlake - Stick Style. The 1896 building suffered some damage from the April 1992 earthquakes. The storefront windows are boarded-up, the glass transom lites have been replaced with clear plastic, and the siding was removed, exposing the wood sheathing on the ground level. The structure was originally built with a cement foundation. A modern doorway in the north corner leads to the living quarters upstairs.

The exterior of the second story remains intact with two, tall, square bay windows that dominate the facade. Four single lite, double hung windows pierce each bay. Above these windows, the parapet wall includes fanciful brackets with round, turned ends which support a boxed cornice below a shingled, bell cast mansard roof. Decorative dentils, small brackets, and wood molding fill the frieze with textural detail. The siding on the building is horizontal shiplap. Edge boards resembling flat columns on the front facade provide the illusion of height as do the long brackets beneath the cornice and the mansard roof. The edge board on the north end of the building is missing since the earthquake.

In 1896 this building was constructed by Mrs. P.F. Hart to house Calachini & Comisto's Milwaukee Saloon downstairs with business offices on the second floor. The front of the saloon originally had plate glass windows that were specially freighted to Ferndale. The elegant interior was "handsomely papered" and the woodwork varnished regularly. Over the bar hung a large gilt-framed "looking glass". "A beauty."

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17.) 385, 389 Main Street (NC) 1894/1947  
Historical Name: Dan A. Branstetter Building  
Other Name:  
A.P. Number: 31-083-06

This two-story, false-front commercial building was constructed in 1894 by the owner, a carpenter named Dan A. Branstetter. The original facade was described as "elegant and handsome" with plate glass storefront windows. In 1947, the building was "modernized". Cream stucco replaced the wood siding to provide a "streamlined modern front". "Gone are the quaint balconies (bay windows) of the original front." From newspaper accounts of the "refurbishing", the original facade would have closely resembled the Victorian Eastlake - Stick Style of the 1896 P.F. Hart Building which still stands next door.

The visual result of the modernization produced a flat, plain street facade sheathed in a veneer of stucco with asbestos shingles on the sides. The second story bay windows were removed and replaced with one-over-one lite casement and sash windows. The downstairs storefront was also converted at that time from one shop to two.

The first floor storefront was damaged during the April 1992 earthquakes and has been recently remodeled. Horizontal wood siding has replaced the row of transom lites. New windows have been installed and several horizontal bands of decorative wood molding have been applied to the stucco facade between the first and second floors.

The original tenants of the building included Mrs. C. A. Bartlett, dressmaker, and Miss. L. Lausen, jeweler. The Branstetter's lived upstairs for many years. In 1915 when a new foundation was put under the structure, the businesses occupying the building included Dinsmore's jewelry store, Reis' barber shop, and the Ferndale Club. In 1925, Mr. and Mrs. Paul D. Towne, well known photographers of Ferndale, opened their studio upstairs over the Mathes jewelry store and Reis' barber shop.



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18.) In front of Branstetter Building at 385, 389 Main Street  
Historical Name: Town Clock (C) 1923  
Other Name: Big Sidewalk Clock  
A.P. Number: 31-083-06

The town clock on the sidewalk in front of the Branstetter Building was erected by Fritz Mathes in 1923. The landmark clock toppled over in 1954 when it was struck by the door of a truck. The rusted base was rebuilt and replaced at that time. Today the clock is operated by battery and has supplied Ferndale residents with the correct time for 70 years.

19.) Centennial Monuments (NC) 1952  
Historical Name: Site of the Gilt Edge Hotel  
Other Name: Ferndale City Parking Lot  
A.P. Number: 31-083-07

This property was the site of the Gilt Edge Hotel which was torn down shortly after the turn-of-the-century. Vacant ever since, the land was donated to the City of Ferndale circa 1940 to be used as either a park or parking area by George W. Hunter, a Superior Court judge in Eureka, whose wife was a member of the pioneer Williams family. Two plaques dedicated to early settlers and prominent citizens of the area stand adjacent to the sidewalk. Flagpoles are also erected beside each plaque. The United States Flag waves on the pole at the south entrance to the lot and the California Flag can be seen to the north. (2 nc objects)

20.) 361 Main Street (C) 1902  
Historical Name: D. A. Branstetter Building  
Other Name: Mills Candy Store  
A.P. Number: 31-083-08

This is a single-story, commercial false-front Victorian with a recessed, central entrance. The building was originally constructed with a concrete foundation. The multi-lite glass panel entrance door is surrounded by fanlights. Large, plate glass windows flank either side of the entranceway. The symmetrical front facade is distinguished by three, large, arched transom windows that pierce the width of the building above the street level. Thin, wood mullions divide each transom window into

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five permanent lites. A dense row of short, spindle-like columns below the transoms emphasizes the horizontal design of the facade. Wood moldings with leaf tracery complement the semi-elliptical shape of the transom's arch. A shingled mansard roof with a fish scale pattern tops the parapet wall. The boxed cornice is decorated with slender brackets, a row of dentils, and wood molding in rectangular patterns.

The gable roof of the building behind the false front is covered in asphalt shingles. A raised skylight projects up from the roof in the back and dates from the period of significance. The north facade facing the parking lot has been covered in stucco siding. This probably dates from 1947 when the building was added onto in the back to provide for apartments.

The rear portion of this structure is divided into two stories for residential units. An exterior staircase leads to a second story veranda that is supported by square wood columns and decorated with a lacy widow's walk roof trim. The columns and roof decoration appear to be "found" materials that were salvaged from another historic building in town and later re-used here.

This building was constructed by local carpenters in 1902. Bartlett's Cigar Store and billiard hall was the first business in the building. Later, it was the shop for Burrill's Candy Store and ice cream parlor and soda fountain which later became known as Mill's candies. The ornate fountain and mirror, long a landmark inside this building, was moved to 475 Main Street where Elmo Reidy started his candy and ice cream business in 1945.

21.) 341 - 353 Main Street (C) 1902  
Historical Name: M.H. Donnelly Building  
Other Name: Palace Saloon  
A.F. Number: 31-083-09

This two-story, false front commercial building was constructed in 1902. Mr. Donnelly, the owner, planned to open a first-class saloon with his brother, John, on the ground level and utilize the upstairs for offices. Descriptions of the construction indicate that the building was shingled on the exterior. Presently, the front facade is sheathed in asbestos siding.

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The April 1992 earthquakes damaged the street level facade. Recent repairs to the storefront included short, modern windows and horizontal wood siding where the transom lites were located. Two, narrow double doors with a square, modern transom lite above pierce the north corner of the front facade and lead to the residential quarters upstairs.

The second story is dominated by two, square bays each with four, single lite sash windows. The decorative detail on the bays and the siding have been covered with asbestos shingles. The mansard roof with patterned shingles and boxed cornice with brackets and dentils remains intact on the parapet wall. The gable roof behind the parapet is covered with asphalt shingles and pierced by skylights.

Mike Donnelly's Palace Saloon occupied the lower floor of this building when it first opened in 1902. The Donnelly's celebrated the Grand Opening of their business with a roast pig supper "with all et ceteras". No cost was spared in the furnishing of the "roomy and well appointed" saloon. During Prohibition, the saloon operated briefly as a restaurant using the same name. In 1960, the Dusina's opened a modern liquor store in the building that operated in conjunction with the bar. Inside, the original bar and much of the ornate interior woodwork can still be seen.

22.) 339 Main Street (NC) 1992

Historical Name: Former site of the 1906 "Brick Store"

Other Name: Valley Grocery

A.P. Number: 31-083-10

This new Neo-Victorian style building does not date within the period of significance. The former brick building on this site was damaged by the April 1992 earthquakes when a brick parapet collapsed and the owners decided to demolish the building.

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23.) 337 Main Street (C) c.1889

Historical Name: Post Office/Drug Store Building

Other Name: Williams Bldg./Lowenthal Bldg./Taylor Bldg.

A.P. Number: 31-083-20

This two-story, false front commercial Victorian was constructed sometime between 1886 and 1889. In 1896, it was "enlarged, remodeled, and furnished with a plate glass front." In addition, the floor was lowered to the street grade and a new foundation was installed. Master carpenter, T.J. Frost, supervised the renovation and his craftsmanship remains intact on the front facade of the building. The April 1992 earthquakes broke the plate glass windows which have since been replaced in kind to their previous design.

The street level storefront has a recessed entrance with tall, narrow windows and transom lites that produce a glass wall effect. Flat, molded columns with buttons and brackets edge the corners of the facade. Above the transom, two horizontal rows of brackets of varying sizes and rectangular patterned molding delineate the upstairs level from the ground floor. Two pairs of one-over-one lite sash windows pierce the second story. Each pair of windows is capped by a steep, ornate triangular pediment. Decorative buttons are whimsically placed at angles on the flat columns that divide the windows. The parapet wall appears to be missing three brackets at the top that once capped the flat pilaster columns.

When the Brick Store building was demolished subsequent to the April earthquakes, the north exterior wall of the building was exposed. New exterior boards and windows have been installed. This structure has a look-alike twin next door to the south at 325/327 Main Street.

Loewenthal's Cash Clothing House first occupied the building after the 1896 renovation. Previously, the building housed Ring's Drug Store. In 1898 the Ferndale Clothing Emporium opened in this building followed by the dry goods store operated by M.G. MacLenna & Co.

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24.) 325, 327 Main Street (C) 1898  
Historical Name: Taylor Building  
Other Name: Brice Building  
A.P. Number: 31-083-20

This two-story, commercial Victorian is almost an exact replica of the building next door at 337 Main Street. It was constructed as a new building in 1898 by owner, M. S. Taylor. Taylor also owned the Ivanhoe Hotel to the south of this structure and the building to the north with the matching 1896 facade. When he constructed this "twin" building he remodeled the hotel at the same time, removing a portion of its northern end to make room for the new building. After the hotel remodel, the upstairs portion of this structure and its northern 1896 twin were connected internally to the hotel on the second floor. This area was referred to as the "east annex" where "roomy, well lighted and fittingly furnished" apartments were available.

This building has had some remodeling that has compromised the architectural quality of the facade. The downstairs storefront windows are new and no longer line up with the transoms above as in the facade next door. Most apparent is the loss of the gabled pediments above the second story windows and the parapet wall. These changes were made in 1936 when the roof was repaired and "the false front above the upper story" was removed. At that time, the owner, Mr. Valsecchi, made considerable improvements to the property including modernization.

25.) 315 Main Street (C) 1875  
Historical Name: Robert's Hotel/Ferndale Hotel  
Other Name: The Ivanhoe  
A.P. Number: 31-083-21

After a devastating fire in September, 1875, the Robert's Hotel was rebuilt to the same floorplan of the 1870 structure. Numerous additions and improvements have been made to this building throughout its commercial history as a hotel. An addition in 1894 was made to provide for a billiard, card, and reading room.

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The most notable 19th century change to the building was made in 1898 when the south side fronting Ocean Avenue was rebuilt to bring the building "out to the street and on a line with Robert's Hall". This expansion enlarged the office and dining room as well as the kitchen and sample rooms. The wash and toilet rooms inside were new and decorated with mosaic tile. Changes to the east side facing Main Street included the removal of the 1875 balcony and a rearrangement of windows and doorways. The new balcony or porch was covered by the new roof and had round instead of square columns. The hotel and adjoining two stores were then painted pure white. The transformation of the building was so extensive that the local newspaper predicted that even valley residents and old time guests of the hotel would hardly be able to recognize the old hostelry.

The kitchen was remodeled in 1915 to allow for skylights and an air draft. Additional improvements were recorded in 1924. The most notable 20th century changes were made in 1936 when the roof was repaired and "modernized". At that time, the false front with heavy cornice "which surmounts the entire Main Street front" above the upper story was removed. The gable roof was then reconstructed into a flat roof with a plain parapet.

Barring the changes to the roofline, the Main Street facade seen today is very similar to the 1898 facade except that the central entrance door has been narrowed from a double door to a single door. The exterior siding on the south side has been covered up or replaced with smooth sheathing that may date from renovations that occurred in 1947 and 1958.

The Ferndale Hotel was considered one of the finest hostelries in town. By 1915, the hotel was renamed the Ivanhoe and today retains this title.

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26.) 330 Ocean Street (NC) 1977

Historical Name: Former site of Robert's Pioneer Livery Stable  
American Stable/Brice's Stable

Other Name: Bank of Loleta/U.S. Bank

A.P. Number: 31-032-20

This single-story, modern Victorian with Eastlake - Stick Style detailing and mansard roof with fishscale patterned shingles is an architecturally sympathetic addition to Main Street. This structure was not built within the period of significance for the district.

27.) 219 Francis Street (C) 1881

Historical Name: Enterprise Office

A.P. Number: 31-032-06

This single-story, false front commercial building has a charming asymmetrical facade. An 1882 lithograph of the building shows very little change to the front facade. Alterations include a change in position for one front door and an adjacent window to accommodate a change in location of an interior wall. A wooden shingled awning was also added over the double door entranceway. These changes probably date from 1886 when the building was converted from a commercial use to a residence.

The building rests on a pier and post foundation. The wooden skirting boards are designed to resemble ashlar stone. Four wooden steps lead to two identical front doors with transom lites above. A shingled wooden canopy projects from the parapet over the entranceway. Three two-over-two lite windows pierce the facade although the windows visible on the north side indicate that the original windows probably had six-over-six lites.

A wooden horizontal band decorated with dentils marks where the parapet wall was attached to the original gable end buildings resulting in a false front facade. The horizontal shiplap siding is consistent around the entire building. The parapet is capped with a boxed cornice complete with brackets, dentils, and a decorative band of circular wood tracery. The parapet extends partly around the corners of the building to hide the shingled, gable roof.

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When the Ferndale Enterprise moved to this building, there was space for a composing and press room and a business office. In 1886, after the Enterprise moved out of the building, the owner, Dr. Alford, had the structure converted into a "dwelling house" and "raised and set back from the street". The building remains in its 1886 position. Several families occupied the house during the 19th century: A. Loveland and family (1886); the McCahill's; Dennis Daugherty family (1892); and Thomas Flowers family (1900). In 1903 the building housed Wolfe's Photograph Gallery.

28.) 207 Francis Street (C) 1884

Historical Name: Dr. Alford Home

Other Name:

A.P. Number: 31-032-17

This quaint Victorian cottage looks as though it came out of an Andrew Jackson Downing pattern book for country houses. The recessed front door is protected by a canopy porch that is not supported by posts. The wooden awning is decorated with stickwork that includes curled brackets, pointed pendants, and fish scale shingles. A square bay projects from the front facade and is also heavily adorned with stickwork. The square bays on the side of the house are plain. The siding is horizontal shiplap below the window openings and then bat-n-board for the main body of the house. The projecting eaves of the roof are visually supported by curly brackets and the frieze is a wide band of fish scale shingles. Wooden quoins delineate the corners of the front facade. The low hip roof is covered with asphalt shingles.

This 1884 house was built for Dr. and Mrs. Frank Alford. In 1893 Mary Alford sold the house to William F. Reis. The Reis family lived in the house until 1900. For a short time in 1897 Mrs. Reis moved to Placer County with her two children "for the benefit of her little daughter's health, who suffers continually with asthma." In 1900 they sold the "handsome residence" to Charles Spiller. In 1901, Spiller moved the house "out even with the street". A new foundation was built under the structure after the April 1992 earthquakes. This work also included the construction of a modern deck with steps and railing leading to the front door.



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Description (continued)

29.) 212 Francis Street (C) 1891  
Historical Name: Masonic Temple  
Other Name:  
A.P. Number: 31-101-07

This ornate, Stick Style Victorian building is another outstanding design by local architect, Thomas J. Frost. Construction began in 1890 with a brick foundation for the "handsome building, large and commodious...a decided ornament to our town."

Today this two-story, rectangular shaped structure with a flat roof stands tall on its corner lot. Arched windows separated by pilasters emphasize the height of this large building. The decorative bands between the first and second story and the frieze highlights the building's width and length. The ground level of the front facade is pierced with two entrances and two windows, each separated by decorative, pilasters resembling Victorian, Ionic columns complete with buttons and rosettes. One corner entranceway with ornate, double doors leads upstairs to the second story. These doors have glass uppers and detailed, rectangular molding below. Two, single-lite transom windows above the doors allow light into the stairwell and emphasize the height of the entrance. Two multi-lite casement windows with arched transoms separate the two entrances. The second entrance is recessed with double, French doors and does not appear original, but dates within the period of significance.

The second floor facade is pierced by four sash windows each with arched, upper lites. Triangular pediments with upright finials, dentils, and center keystones add to the classicism of the building's design. The decorated slipsills below each window include brackets and rectangular wood designs. The decorated frieze is emphasized by a band of arched trim resembling an arcade. Sculpted brackets top each pilaster below a boxed cornice. Above this a decorative medallion provides additional detail to the roof line.

The original siding on the building is horizontal shiplap. The south facade has been covered in wooden shingles.

The present building was dedicated in 1891 with the members and their families of the Masons and the Eastern Star attending.

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After the installation of officers, Mr. Ira Russ, who generously contributed a half interest in the lot for the new building was saluted with a series of resolutions and a speech. A "delicious" banquet followed.

The first Ferndale Masonic Lodge was organized in October, 1868, with fifteen members and received its charter as Ferndale Lodge No. 93 F & AM the following year. The Masons met in several buildings including the Old Dodge Store before their first hall at 425-431 Main Street was completed. The new building had store space downstairs and a meeting hall above which the Masons shared with the Odd Fellows. In 1890, the Masons began construction of the present building, which was completed the following year. The Odd Fellows took over the former building. The cornerstone from the first lodge, a solid granite block from the ranch of Silas Morrison at Bear River, was moved to the present site.

30.) 230 Francis Street (C) 1899  
Historical Name: Thomas H. Faulkner House  
Other Name:  
A.P. Number: 31-101-08

This vernacular, single-story, bungalow is distinguished by a recessed, front porch entrance and gable roof with flared eaves. The original siding is wide groove shiplap. Some siding on the front facade is narrow groove shiplap and indicates an alteration. The building most likely had a full facade front porch that later was partially enclosed. Single lite, sash windows pierce the front facade. Originally, these were six-over-six lite windows like the upper sash of the existing attic window below the apex of the gable roof. The roof is covered with composition shingles. The deck of the front porch is constructed of modern, used brick.

This property was the former site of Bulmer and French's butcher shop. In 1899, A. J. Bulmer sold the property for \$1,000 to Thomas H. Faulkner, a blacksmith. Mr. Faulkner built a two-story blacksmith shop and a "comfortable dwelling house" that same year. The Faulkner Building was remodeled in 1926 as an auto garage and it may have been at that time that the house was also remodeled to reflect California's popular bungalow style.

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Description (continued)

31.) 248, 250 Francis Street (NC) 1899/1926/c.1960's  
Historical Name: T. H. Faulkner Building  
Other Name: Blacksmith Shop/Faulkner Garage Building  
A.P. Number: 31-101-12

This building was constructed in 1899 as a two-story structure. Faulkner's blacksmith shop occupied the ground level and Mansfield's paint shop was located upstairs. In 1926 the building was remodeled and expanded into a one story garage large enough for 20 cars. A modern storefront which does not date within the period of significance, has been added.

32.) 290 Francis Street, 400 Ocean Avenue (C) 1891  
Historical Name: Ira Russ Bank Building  
Other Name: Village Inn  
A.P. Number: 31-101-13

This impressive Stick Style - Eastlake Victorian commercial building is visually noted for its highly decorated bay windows and cornice topped with a shingled mansard parapet roof. The windows and bracketing are Italianate in style. The round corner bay window and the square bays down the sides of the building, which alternate with matching windows, are well coordinated with the cornice detailing.

The first floor facade is a series of tall shop windows with single lite transoms above. "...The window lights used on the first floor are of the finest French plate, being in size about 54 inches by 8 feet." The April 1992 earthquakes damaged many of the storefront windows facing Ocean Avenue on the north facade of the building. The replacement windows are tall panes of divided lites which are not original in design. The entrances on the north facade are recessed. The main, corner entrance is angled below a large, round bay with five sash windows that projects out over the corner sidewalk. This bay window originally had a cupola on top and ironwork cresting around the mansard roof. The pilasters on the street level facade are identical to those found on the Masonic Temple at the other end of the block.

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This magnificent structure is another example of the talented work of Ferndale architect, Thomas J. Frost, who also designed the Masonic Temple which incorporated similar architectural elements. Frost was also recognized as a "master mechanic" with a long established reputation as a "draughtsman".

The building "rests upon a solid brick foundation 2 feet wide on the bottom and tapering to one foot on the top." The roof was originally "an expensive tin roof with a sky-light 6x38 feet in size." The siding is horizontal shiplap. Numerous wrought iron hitching posts with horses heads line the sidewalk on Francis Street and Ocean Avenue in front of this monumental building.

The owner, Ira Russ, had the structure built in 1890 and completed in 1891 to house banking facilities and stores on the ground floor with 33 rooms (single and suites) upstairs including bathrooms, waterclosets and eight fireplaces. Early tenants included a branch of the Humboldt County Bank; the Ferndale Bank; and later the Russ-Williams Bank which became a part of Bank of America in 1935.

33.) 300 Main Street (NC) 1949

Historical Name: Howard Larsen's Dodge Service Station

Other Name: Former site of Berding Warehouse (1869); Berding Building (1899)/State Theater Building (1925).

A.P. Number: 31-092-06

Although this building has not yet achieved sufficient age to be considered historic, it has good architectural integrity as a simple example of a modern gas station "constructed to the latest specifications for its type of business". It should be considered a contributing building to the district in 1999.

The "attractive" building provided a display room and a large service department with two repair stalls and restrooms. In the paved area in front of the building, fuel pumps supplied Richfield gasoline. The station specialized in "motor tune up work, lubrications, and brake and tire repairs.

This modern filling station is a one-story, stucco structure with a flat roof. The front facade is distinguished by louvered garage doors with glass uppers. The office door is also a two-thirds glass upper with wooden panel below. Two permanent

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glass lite windows flank either side of the office door. A large plate glass window with a rounded, glass block slipsill pierces the corner of the front facade. In addition, a narrow, stucco canopy with rounded corners projects above the doors and windows providing another element of Moderne Styling to the building. The south facade facing Ocean Avenue has been pierced with a square, plate glass window.

This modern building was constructed on the former site of A. Berding's old 1869 and 1899 warehouses. The second building housed several different Ferndale businesses and the State Theatre before it was torn down circa 1940.

34.) 334 Main Street (C) 1923

Historical Name: Enterprise Building

Other Name: Former site of 1896 Enterprise Office

A.P. Number: 31-092-07

This single-story, 20th century commercial building has a stucco facade with a cut-away, stepped parapet inscribed with the word ENTERPRISE centered above the middle storefront window. The entrance on the north end of the front facade is pierced with double glass doors with a tiny, multi-lite transom above. A striped fabric awning extends over the doorway above the sidewalk. Two, large, fixed store windows with the same tiny, multi-lite transom design also pierce the front facade. The south side of the building shows the horizontal marks from the form boards used to construct the concrete walls. Narrow buttresses alternate between two sash windows along the south side.

This has been the site of the Ferndale Enterprise newspaper since 1896. The old building was torn down in 1923 to make way for a larger facility that was "urgently needed" and eight feet wider and twenty feet longer than its predecessor. The lobby, business office, and a private office are still used as originally designed. The composing room, stock room and storage rooms are now used as an antique shop. Originally the rear of the building was used as a press room and stereotyping room.

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The plans for this building were prepared by W. M. Kleeper, "the well known architect who was with the Pacific Lumber Company at Scotia for a number of years and handled many large jobs." The reinforced concrete building was reportedly "practically fireproof" with interior walls of plasterboard and an asbestos roof. The paper has been in continuous operation in Ferndale since 1878.

35.) 344 Main Street (C) 1900

Historical Name: Jake Loewenthal's Ferndale Reliable Store

Other Name: The Parlor; The Eifert Gallery

A.P. Number: 31-092-17

This one-and-a-half-story commercial false front building has a fanciful Victorian facade. The street facade is designed with a central, recessed entranceway with a single door with a glass 2/3rds upper flanked by fanlights of similar design and proportion. Glass storefront windows flank either side of the entranceway and were broken by the April 1992 earthquakes. Since then, the glass has been replaced and the original design has been retained. A thin, wooden mullion divides each large pane of glass. A wider mullion divides the shop windows from the transom lites above. The parapet is equally divided into six sections separated by thin pilasters and large, decorative brackets. The frieze includes a unique fan design that accentuates the horizontal rhythm of the facade. The siding on the building is a wide-grooved shiplap. The gable roof behind the parapet is covered with asphalt shingles.

Jake Loewenthal, was a successful and "well known pioneer clothing merchant of Eureka". He began his business career circa 1870 in the Cream City as an employee of A. Berding. He became "one of the best known merchants in Humboldt County" with two men's clothing stores. They were "among the largest of their kind in the county."

Loewenthal had this structure built in 1900 as a branch store for his successful men's clothing business based in Eureka. The Ferndale business was known as "The Reliable Store". The "elegant" building was constructed by contractors Rackliffe and Reese and noted as "a very noticeable improvement" to Main Street.

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In 1910, Josh Vansant agreed to lease the property for \$50 a month "for theatrical purposes" and "the building was fixed up in good style, a stage built, and other improvements made". Apparently the business arrangement fell through and "never proved a paying proposition, as C. W. Molrine had the show business pretty much cornered in the Cream City." Loewenthal commenced a suit for \$200 against Josh Vansant for reimbursement of rent.

In 1918 the building was used as a grain warehouse for the Russ, Aggeler, and Williams Company of the Brick Store. The building housed over 100 tons of grain and dairy feeds at that time. In succeeding years the building has had a variety of uses as a grocery store, the town's mortuary and funeral parlor, and as a meeting hall for the Assembly of God Church.

36.) 350 Main Street (C) 1902/1926

Historical Name: T. H. Brown's Office Building

Other Name: Drs. Ring and Ross Medical Offices; Ferndale Cleaning Works

A.P. Number: 31-092-09

This one-story, Victorian false front commercial building has a symmetrical facade with a recessed central entrance and shop windows on either side. A rectangular transom lite above the doorway clearly identifies the building with the address in gold block numerals. The parapet has a slight mansard roof with a shingled pattern. Below this a row of dentils decorates the frieze. The words "OLD CLEANERS BLDG" are applied in large letters below the frieze and are not original in scale or type to the historic facade.

This building was constructed in 1902 as medical offices for Dr. Hogan J. Ring, a prominent local physician, and Dr. T. D. Ross. Brown's new office building replaced an older structure that housed the Rochdale Company before it was torn down in 1902. Carpenters Kerri constructed the "solid wall, one-story building, 26x44 feet in size". The building was designed for ground floor offices with a common wall separating the offices and dividing the building in half.

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In 1926, the office building was remodeled into a dry cleaners with a rear addition for the plant operations. The central common wall was removed and the double entrance was converted into a single, central entranceway as seen today. The dry cleaning plant operated at this site as the Ferndale Cleaners and later Shaw's Cleaners for over fifty years.

37.) 358 Main Street (C) 1928

Historical Name: Rose Mullady's Millinery & Art Needlework Store

Other Name:

A.P. Number: 31-092-22

This unadorned, single-story false front commercial building has a symmetrical facade with recessed, central entrance. Large, plate glass windows flank either side of the doorway. The glass door is divided by thin, wooden mullions along the edges. A narrow row of transom lites visually separates the storefront windows from the blank parapet above. Originally the parapet was covered in stucco siding which was recently removed. Edgeboards at the corners of the building appear as flat columns with large and small brackets which are Victorian in design and likely not original to the modern design of this building.

The new Ring Building was constructed by contractor Chris Winkler in 1928. The facade was described as an attractive stucco and plate glass front. Today, the stucco on the false-front parapet has been removed, but the plate glass front with transom lites remains intact.

In 1928, Ross and Meredith Ring and Helene Ring Breeden had the old 1884 building, which was moved in 1896 to this lot from the adjacent lot to the north, torn down. They had inherited this and other property from their grandfather, T.H. Brown, an early pioneer, in 1907. This has been the site of many millinery businesses including McBride's Millinery; the Ready Millinery Store; and Mrs. Rose Mullady's Millinery and Art Needlework Store.



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38.) 362 Main Street (C) 1896  
Historical Name: Rings Pharmacy  
Other Name:  
A.P. Number: 31-092-11

This two-story building with its fanciful Victorian facade upstairs and 1955 commercial storefront downstairs appears to have had several architectural alterations. The south facade indicates a Greek Revival style building with a gable roof, dormer windows with gable end returns and multi-lite window panes. The original siding is hidden behind asbestos shingles and the gable roof is covered in corrugated metal.

The second story front facade exhibits one of the most elaborate Victorian false fronts in town. The Stick Style - Eastlake design includes two projecting square bay windows with corbeling at the base. The one-over-one lite sash windows in the bays are separated by decorative pilasters. The boxed cornice is heavily ornamented with concave brackets and the frieze includes rows of molded ribbon designs and richly sculpted wooden fans. The upstairs entrance on the first floor is flanked by heavily ornate pilasters and wooden decorative trim that resembles tie back curtains. The two-thirds glass panel door with wooden decorative design below is also original.

The street level facade was modernized in 1955 with a serious intent to preserve the building.

"Ferndale's oldest one-family operated business, Ring's Pharmacy, needed some major repairs...but, instead of coming out with a "modern," characterless, new building front, the Rings were able to preserve the old charm of their building a still get a modern store. Mr. and Mrs. A. M. Ring held off on the necessary reconstruction of the two-story frame building until they were satisfied the interesting old lines of the original building would be maintained."

To preserve the original second story facade, the Rings went to considerable expense to provide additional stringers between the first and second stories to carry the load. The "massive construction" is hidden behind a solid wall above the storefront windows. This wall was used to advertise the store with the words

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Ring's Rexall Drugs painted in large letters. This advertisement has since been painted over.

A 1955 newspaper account of the remodeling showed before and after photographs of the building. The alterations included the removal of wooden storefront windows with large transom lites above which were replaced with larger plate glass windows divided by chrome mullions. The design of the recessed, central doorway and its relation to the storefront windows remain the same on the modern facade. A Ring's Rexall Drugs sign supported by a guyed wire projects over the sidewalk from the south end of the front facade. The April 1992 earthquakes appear to have damaged glass in the modern storefront and an ornate pilaster below the drugstore sign was been removed.

This "exceedingly attractive" building was designed by T.J. Frost who also fabricated the shelving and interior of the drugstore in 1896. The store interior was modernized in 1955. Above the drugstore were the living quarters for T.H. Brown and wife and J.H. Ring and family. Ring's pharmacy has been in continuous use as a drugstore since the building was constructed in 1896. The store has also operated as Ferndale's oldest family run business.

39.) 376 Main Street (C) 1900  
Historical Name: Z. Russ & Sons Meat Market  
Other Name: Ferndale Meat Company  
A.P. Number: 31-092-12

This single-story, false front, Victorian building has two store fronts that are wonderfully intact. The building was designed by architect and artist, T.J. Frost. Flat pilasters divide the shop windows and rise from the ground level to the top of the transom lights. Presently the transoms are not visible. The capitals and the decoration of the pilasters on this building are very similar in design to the pilasters found on the Masonic Temple (1891) and the Village Inn (1890), also T.J. Frost designs.

Two, narrow double doors with 2/3rds glass uppers lead into the meat market. The office to the south has a recessed entrance with a multi-lite glass door with fanlights and transom above. Two, narrow, round pilasters flank either side of this entrance.

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A band of dentils delineates the storefronts from the upper portion of the false front. Signage with the words "Ferndale Meat Co." is applied to the facade in large letters, centered over the storefronts. Above this is a fanciful frieze decorated with wood trim including dentils and brackets spaced close together.

Since 1900, the north half of the building has been used as a meat market. The south half was used as a harness shop, candy store and in 1931 the interior was "extensively remodeled" for Cumings Variety Store.

40.) 394 Main Street (C) 1911/1927

Historical Name: Ferndale Bank

Other Name: Bank of America

A.P. Number: 31-092-01

This single-story, reinforced concrete building with stucco siding is an impressive Neo-Classical style landmark at the corner of Main and Brown Streets. The design of the building maximizes the corner location with numerous arched windows down the sides of both streets and a diagonal corner entrance. Two Doric columns flank either side of the main entrance with double doors and a transom lite above. The corner is rounded and provides a recessed alcove for the entrance. Above the door, a triangular pediment with the date 1911 inside establishes the date of construction. The arched windows have a center keystone and between them a sculpted ornamentation with decorative swags is applied to the walls. A cornice with dentils provides a horizontal design to the facade. A stepped parapet above the cornice is also decorated with sculpted ornamentation.

This structure was built on the former site of the old 1882 Grange Store. A San Francisco contractor and several of his skilled workmen came to Ferndale to construct the building with the help of a crew of local carpenters. The cement foundation for the building and the vault is supported by rows of piling driven deep into the ground every few feet. The contractor stated that the foundation would support a structure several times as large as the bank building. The concrete roof was covered with five layers of felt with pitch and gravel and pierced with many skylights. Tons of iron and steel used in reinforcing the

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concrete made the bank "as solid as though carved from a solid block of granite."

The "rich and handsome" interior finish of the building included a tiled floor in the front with "battleship linoleum" covering the cement in the back rooms. Several kinds of marble were used for baseboards and wainscoting in addition to Eastern white oak for the woodwork. The massive doors were covered with plates of solid copper and hung on brass hinges. The cost for the construction was about \$28,000.

In 1927 the building was expanded to the south. The new addition replicated the Neo-Classical style so well that today it is hardly noticeable. Chris Winkler was the local contractor responsible for the construction work.

41.) 406 Main Street (NC) 1948

Historical Name: Newell & Lentz Department Store

Other Name: Grinsell Department Store

A.P. Number: 31-091-10

This Streamline Moderne building is a marvelous example of the unadorned simplicity of modern design. The storefront windows are positioned at an angle and cut with a flair at the top to produce an angular, glass wall effect. The plate glass windows are supported by thin strips of metal and anchored in a base of glass block with rounded edges. The transom lites above the shop windows are also glass block. A stucco canopy projects slightly out over the sidewalk. Thin, flat pilasters rise above the canopy to produce a tripartite design for the false front parapet. A wooden sign with Art Deco motifs says "Lentz Department Store" and is positioned in the center of the parapet.

This building was constructed in 1948 specifically for the Newell & Lentz Department store which still occupies the building. The design of the building was "in keeping with the trend for modernization of local business houses" in Ferndale after World War II. The architecture was considered "the latest design with large, sloping non-reflection show windows".

Other businesses that occupied the three stores on this site prior to the department store included the Palace Saloon (1897); Hart's Saloon (1897); Campbell's Harness Shop (1898);

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Mirror Saloon (1902); Wilson Barber Shop (1902); and Svendsen Harness Shop (1902). The Post Office was situated in the corner building for over 25 years (1920-1946).

42.) 424 Main Street (C) 1894/1936

Historical Name: James Mullady Building

Other Name: Marcussen's Grocery

A.P. Number: 31-091-21

This two-story, false front, commercial Victorian suffered structural damage from the April 1992 earthquakes. The ground level facade was boarded up. A guyed awning supported by three wires remained suspended over the sidewalk. The edges of this wooden awning were printed with signage: "Feed NILSEN CO. Seed, Hardware". The second story is pierced by two, square, bays with one-over-one lite sash windows. The brackets and diamond decoration on the bays is identical to the Meng building next door. The angled parapet is stepped and the siding is horizontal shiplap. The south facade is shingled.

James Mullady had this building constructed by the Kerri Brothers in 1894 as "an exact mate for M.P. Meng's new building which adjoins it" to the north. Jack Cardoza's Variety Store was the first tenant on the ground level. He was also known as a confectioner and fruit dealer. The Creamery Restaurant occupied the building in 1895 in the room behind Cardoza's store. The Kerri Brothers built an addition on the back for the kitchen. In 1894, the monthly rent for the storefront was \$22.50. Cardoza obtained a three year lease for the building in 1894 and again in 1897. In 1900 the lower floor was remodeled for Damgaard & Christensen's saloon. Later the building was occupied by Marcussen's Grocery.

In 1936, "a complete remodeling of the front of the Marcussen store" occurred. "When finished, the building will present one of the most modern fronts along Main Street." In 1955 the Nilsen Company of Eureka took over the grocery business and expanded the store to include "Feeds, Seeds, Pipe, Cement, and Ranch Hardware".

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43.) 430, 436 Main Street (C) c.1891/1892

Historical Name: M. P. Meng Building

Other Name: Pioneer Shoe Store

A.P. Number: 31-091-12

This two-story, false front, commercial Victorian suffered structural damage from the April earthquakes like its southern neighbor at 406 Main Street. The ground level facade was boarded up. Two, square bays with one-over-one lite windows pierce the second story facade. The brackets and diamond decoration on the bays is identical to the building next door. The angled parapet above the bays is stepped. The roof behind the parapet is hipped and covered with asphalt shingles.

Mr. M.P. Meng had this building constructed in 1894 as a commercial and residential investment. The ground level was occupied by his boot and shoe shop business and the upper half by his family. The structure was built on a concrete foundation by carpenters Fred Johnson, John Holmburg, and Jensen. The result was "a very neat and solid structure". This building was completed a month before its twin was constructed on the adjoining lot to the south for Mr. James Mullady. Like its twin, it was extensively remodeled in 1936 for a "modern store space on the downstairs floor".

Other businesses to occupy the building after Meng's Shoe Store were the Tappendorf Electric Shop; the Marcussen Grocery Company (1925); and the Pittsburgh Paint Store. Mrs. Beatrice Myers Winslow, accountant and public stenographer, occupied the front portion of the building in 1936 after the remodeling was completed. Mr. Horace Winslow operated an electric repair shop in the back of the building.

44.) 444 Main Street (C) c.1876/1919

Historical Name: Gill House/Blackburn Building

Other Name:

A.P. Number: 31-091-25

This single-story, false front, commercial building was originally a residence built sometime between 1876 and 1884. The existing false front parapet was built onto the front of the house when it was converted into a law office for A. W. Blackburn

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in 1919. At that time the house was moved to the front of the lot and remodeled.

Today, the storefront is pierced by two, fixed, modern wood windows and an entrance alcove that is trimmed with wide molding and brackets. Inside the alcove, a modern door leads into the store. The siding on the false front wall is shiplap and a bracketed and shingled mansard roof projects from the top of the square, parapet wall. Behind this false front parapet are several 19th century architectural features. The siding is wide groove shiplap with six-over-six lite windows on the north side with large, two-over-two lite windows on the south side. The roof is gable and covered with composition shingles.

Before Attorney Blackburn moved the building forward and remodeled for an office in 1919, the structure had a long history of commercial use. Charles W. Gill purchased the property from A. Berding in 1876 and built his home there. He transferred the property to his wife, Mary Cordelia Gill in 1885. She began her laundry business, Ferndale Laundry, at this site in 1884 and continued until 1893. The Creamery Restaurant was located here in 1898 and the Ferndale Bakery in 1901.

45.) 452 Main Street (C) c.1870  
Historical Name: Grangreen/Ward/Gill House  
Other Name: Alford Drug Store/Robarts Pharmacy  
A.P. Number: 31-091-13

This collection of joined buildings includes a 1918 storefront facing Main Street that is attached to a 19th century residence built circa 1870. The house is a 1 1/2 story, gable end building with wide-grooved shiplap siding. The storefront appears to be two buildings that are joined.

The larger storefront to the south of the lot, in front of the house has an angled, recessed entrance. The shop windows are plate glass with rectangular shaped, fixed panes above. The parapet is made of shiplap siding with a shallow, boxed cornice. Modern sticks of wood molding have been added to the frieze board which detracts from the simplicity of the building. Three decorative brackets delineate the interior and exterior walls of the two stores. The northern storefront had been altered with

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## Description (continued)

modern, fixed windows where the transom lites once pierced the facade. The glass upper and wooden panel door is original.

This property began as a residence constructed circa 1870 for Ed Grangreen. Grangreen sold the house to Mary and James Ward in 1881. They built a shoe shop on the property and lived in the house until 1887 after which they rented the house to Dr. Thompson and wife (1887) and then Fred Doe and family (1888). James operated the Ward Shoe Shop here until 1889. He sold the property in 1888 to James Gill.

In 1918, the Gill House was remodeled and the storefront added to the existing facade of the gable end house. W.B. Alford moved his business known as Alford Drug Store to this location in 1918 after the alterations were completed. He purchased the property the following year in 1919. Alford's Pharmacy later became Robart's Pharmacy in 1922 until Robarts sold the business to J.H. Ring in 1925. After this time, the south storefront was used as a meat market. The north portion of the storefront was used as a barber shop.

46.) 460 Main Street (C) 1924

Historical Name: Eel River &amp; Southern Telephone Co. Building

Other Name: Telephone Central Office

A.P. Number: 31-091-14

This single-story, false front, commercial building has been sensitively rehabilitated in recent years. The original stucco siding has been removed from the front facade and replaced with horizontal shiplap siding. The stepped and curved parapet is nicely detailed with trim boards that accentuate the design. The central entrance is recessed with a transom lite above the doorway. The front door is a modern French door with multi-lite panes. The shop windows are also new, although their placement is original. The transom lites above the fixed glass shop windows have been rebuilt with wide wood mullions instead of thin mullions like the originals.

The Eel River and Southern Telephone Company was organized on December 10, 1910 and established their office at this site. The old building was torn down in 1924 except for the rear portion which housed the switchboard during the new construction.



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The new building was constructed by contractor W.M. Klepper who designed the simple stucco front with wide groove shiplap siding on the side facades. The old Farmer's Exchange consolidated with the Eel River and Southern Telephone Company and several other smaller private exchanges which later became the present Citizens Utilities Company.

47.) 468 Main Street (C) 1936

Historical Name: Fritz Dahlquist Plumbing & Electrical Shop

Other Name: Paul's Restaurant/Fern Cafe/Fuller Plumbing & Electric

A.P. Number: 31-091-15

This single-story, false front, commercial building has a recessed, central entranceway flanked by large, plate glass windows that create a glass wall effect to the front facade. A band of original transom lites, divided by thin wood mullions, visually separates the shop windows from the parapet above. The cut-away parapet is stepped and curved for visual interest. A thin band of color at the top of the parapet has been painted to highlight the design.

The exterior of this building is sheathed in metal siding. Descriptions of the building in 1936 when it was first built noted the "unusual copper front of the building". The false front and the sides of the structure have since been painted. A large mural with elephants and other African animals adorns the north facade.

Fritz Dahlquist opened his first plumbing and electric shop in Ferndale about 1911. His store was located in various spots throughout those years including the Paine Building; a shop he built on Ocean Avenue; and this building at 468 Main. When he went out of business in 1938 after two years in this location, it came "as a complete surprise to his many friends".

The building was then used as a restaurant for many years between 1938 and 1947. Paul's Restaurant and later the Fern Cafe opened at this address. In 1946 the Dahlquists sold the building to Leslie (Lew) and Elizabeth Fuller who opened Fuller's Plumbing and Electric Shop in 1947. A fire that broke out in the building in 1951 reportedly caused thousands of dollars in damage.

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Prior to the construction of this building in 1936, this was the site of the 1876 Centennial Hall. Cummings Furniture and Undertaking Store (later known as Smith & Miller's Furniture Store) was located on the ground level of this building with the hall on the second floor.

48.) 476 Main Street (C) c.1891/1924/1936  
Historical Name: Gill Building/Hiller Building  
Other Name: Canclini's Shoe Store and Harness Shop  
A.P.Number: 31-091-16

This is a small, single-story, commercial false front building with a central, recessed entrance flanked by fixed, pane glass windows. The front door has a glass upper with a wooden panel below and transom lite. A guyed wooden canopy extends out over the front facade below three sets of transom windows. The canopy is supported by four wire cables. The cut-away parapet is angled and a thin painted line highlights the design. The facade is covered in stucco siding and the south side of the building is sheathed in horizontal shiplap. The gable roof is covered in corrugated sheet metal and pierced by skylights.

This structure was built sometime between 1889 and 1894 and has had various uses including the U.S. Post office (1894); a millinary shop (1900); and an office for Optician A.P. Winslow (1924). The structure was moved north in 1924 "a few feet from its former location". The building was then "extensively remodeled" by its new owner, F. Canclini, for his shoe repair business known as the Ferndale Shoe Factory. The following year in 1925, Canclini built a rear addition to the structure and installed a new roof with skylights. These features are still visible from the south facade of the structure including the corrugated iron roof. Later, in 1935 "in keeping with the present trend to modernize homes and store buildings" the store was enlarged and completely remodeled. A separate building was constructed in the back as a work shop and the front portion of the original store was used for displays of shoes and harness.

Frank Canclini retired in 1959 after 38 years in the shoe repair business in Ferndale. For 35 years he operated his business from this building. He learned his trade in 1904 in Italy where he lived in a town near the Swiss-Italian border.

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Description (continued)

49.) 484 Main Street (C) 1901  
Historical Name: S.H. Paine Building  
Other Name:  
A.P. Number: 31-091-01

This large, two-story Victorian building has a commercial storefront facing Main Street with a central, recessed entrance flanked by plate glass windows with transom lites above. Decorative edge boards at the corners of the building simulate pilasters. The same wood molding parallels the transom lites providing a ribbon decoration.

The second story houses apartments. A corner octagonal bay window projects over the sidewalk and acts as a focal point to this building. The spire roof above this octagonal bay was removed in 1955. Numerous single lite sash windows pierce the second story. Ribbons of wood molding visually delineate the first and second stories and the false front parapet. The parapet has a patterned shingle mansard roof with an elaborate frieze that includes fan decorations, brackets, and square trim. A finial can be found on the back side of the building at the end of the parapet wall.

The side of the building facing Washington Street is pierced with two doors and several windows of various sizes. One Victorian door with transom lite leads to the apartments upstairs and the other door is a modern office entrance.

This large Victorian building was built by contractors Kerri and Branstetter for Sylvanus H. Paine in 1901. It was considered "one of the most substantial and handsome buildings in the county" when it was completed. Paine moved his meat market into one of the ground level stores. The other was occupied by the E.W. Wells and Son drug store. Upstairs, Dr. K.M. Lundborg opened dental parlors and the Will Kerri family resided. Paine insulated the "double floors" upstairs with heavy felt to deaden the sound from below. Paine's meat market included an electric motor for his sausage grinder.

In 1902 Paine sold his meat market business to Messrs. Beck and Rasmussen. Then the E.W. Wells drug store business of Eureka discontinued their Ferndale branch store in 1903. After that time the building's interior was remodeled several times to meet the

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needs of various tenants. N.R. Hanse opened his Bowling Alley Saloon in 1903 which operated until 1918 when the interior was remodeled for an "auto salesroom" for J.E. Larson and Merton Taubman. From 1920 to 1927 the F. Dahlquist Plumbing and Electrical Business operated from here. In 1927, the interior was "extensively remodeled for garage use". Hanson's Garage was the Ferndale dealer for Chrysler cars and Goodyear tires. In 1937 the upstairs was converted into the Codoni Apartments "equipped with all the newest devices for comfortable living".

50.) 524 Main Street (C) 1930/1946  
Historical Name: Petersen's Service Station  
Other Name: Tipple Motors  
A.P. Number: 31-143-01

This single-story, stucco, false front commercial building fronting Main Street has a recessed, central entrance with two French Doors. Large, plate glass windows with transom lites flank either side of the entrance. The cut-away and angled parapet provides an interesting design that is enhanced by a narrow trim board painted a dark brown color. The words "TIPPLE MOTORS" are painted on the parapet in large, block letters. The signage, parapet, and storefront windows extend around the corner to the south side of the building which is also pierced with doorways leading into the restrooms and the large garage.

This modern garage and service station was built in 1930 by contractor Chris Winkler for F.N. Rasmussen and Miss Edna Putnam, owners. The original building was of corrugated iron, with steel trusses and a stucco front. In 1947 the Tipple and Davie Plant was extensively altered. It was probably at this time that the exterior corrugated iron walls were rebuilt of wood and stucco. By 1951, the facade was the same as at present.

The first tenant of the station was Pete Petersen who was the Ferndale dealer for Buick automobiles and shell gasoline. Petersen sold his business in 1939 to Jack Tipple after 20 years of service. Tipple had a partner, Lyle Davie, whom he bought out in 1951. The Tipple Motors business is still in operation at this location.

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This corner was the former site of the old John Kemp house. The Greek Revival style Upright-and-Wing type house was moved in 1928 by Mr. Jennings who lived in the house to a new location in Ferndale. The Kemp house predates 1880.

51.) No address (NC) 1982

Historical Name:

Other Name: Public Restroom

A.P. Number: 31-143-01

This modern, Victorian-styled, one-story building with stepped parapet houses the public restrooms for the town's visitors. The property was donated to the City in 1982 by the Tipple's "in consideration of the City's promise to buttress with concrete the foundation of Tipple Motors". This building was not constructed within the period of significance.

52.) 536, 550 Main Street (NC) 1888/1946

Historical Name: Doe's Hall

Other Name: Young Men's Institute, Catholic Hall Association

A.P. Number: 31-143-02

This two-story, commercial, false front building houses the town's Post Office downstairs with residential apartments on the second floor. Although the building was constructed in 1888, the front facade dates from 1946 when the building was modernized to accomodate the postoffice and 1950 when a fire damaged the structure.

The street level facade is pierced by two entrances at either end of the building. The north entrance leads upstairs and has a single door with glass upper flanked by fanlights with a double transom lite above. The south entrance has double doors with glass uppers and a double transom lite above. Between these doorways, three fixed pane windows with transom lites divided by thin wood mullions completes the asymmetrical storefront facade. Above this, four single-lite, sash windows pierce the second story and provide symmetry to the upper portion of the facade. These windows are topped with a molded shelf. A louvered vent pierces the center of the angled parapet which includes a simple shelf molding supported by small, paired brackets at the cornice.

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This 1888 building was originally constructed for use as a commercial building with a public hall. The lower story was 12 feet high and the upper was 18 feet. Mr. G.A. Taylor of Eureka superintended the construction with Charles Stein supervising the interior decoration. The first tenant was Mr. John Killor who opened a wagon repair shop on the ground level. Upstairs, the hall had a seating capacity for about 400 people with a gallery, men's and women's dressing rooms, and an island for musicians. A wide staircase provided easy access upstairs and both sides of the hall were well supplied with windows for good ventilation. The cost for construction was about \$2,000.

In 1889, a few months after the completion of this building the upstairs hall was used by the Ward Theatrical Company for "R.C. White's celebrated production of "She" dramatized from H. Reder Haggard's noted novel of that name". The production of "She" provided the residents of Ferndale "an opportunity of seeing this noted play without going to a city". The building owner, Mr. C.A. Doe, agreed to build a stage, paint a full supply of elegant scenery, and fix his hall in first-class shape to prepare for "the grandest event in the history of Ferndale's theatricals". Later that year, Mr. Doe sold his building to the Catholic Hall Association for \$4,000. For a decade, the hall was used as a meeting place for the Young Men's Institute and for public use. Shortly before the building was sold to Sylvanus H. Paine in 1899 the lower story was painted red.

Over the years the building had a variety of uses including a skating rink (1894); a storage warehouse for keg butter awaiting shipment or sale (1899); a mattress factory with furniture refinishing and upholstery (1900); a saloon (1909); a ten car garage known as the Cream City Garage; and upstairs apartments where the hall was.

Despite these diverse uses, the exterior remained very little changed from its original 1888 appearance. Then in 1946, the federal government provided the building owner with a ten year lease for Ferndale's postoffice which still occupies the building. Extensive remodeling occurred which included "a completely modernized front, the lowering of the present high roof some twenty feet to conform with other buildings in the

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area, and remodeling of the interior". The apartments on the second floor were vacated and it took about three to four months for the construction work and then another year for the individual post office boxes to arrive before the building was finally completed and ready for business. The post office moved to its new site on November 27, 1947. A fire occurred in 1950 and rehabilitation work began that same week.

53.) 554 Main Street (NC) 1895/1901-1909/c.1945

Historical Name: C.A. Doe Building

Other Name: Canfield Building

A.P. Number: 31-143-03

This 1895 two-story, commercial, false front building has been altered with stucco facade and modern glass storefront windows. The central entrance has two doors that do not match. The transom windows are intact, but they have been painted. Striped fabric awnings project above the shop windows and also block the transoms from view. The second story is pierced by two pairs of single-lite sash windows. A deeply molded trim surrounds the top and sides of the windows. The flat-topped parapet has a shelf cornice supported by brackets. The frieze board is decorated with thin wood molding.

This building was constructed for Charles A. Doe by John Kerri in 1895. Doe intended to use the building in connection with the American Hotel accross the street. The ground level was for sample rooms and the upper story for sleeping rooms. Historical maps indicate that only the south half of this building was constructed in 1895. In 1899 the ground level was occupied by Mr. B. Olander, tailor. The upstairs was "fitted up" for rooms owing to the lack of accomodations at the American Hotel, a popular hostelry across the street. In 1902, Jack Kemp opened a vegetable store to exclusively handle produce from the "Traulsen gardens up Francis Creek". By 1909 the storefront was used as a sample room and the structure was doubled in size with a central entrance. The ground level of the new north half was used as a carriage house for Doe's Livery Stable next door. In 1924, Optician A.P. Winslow moved his offices from the Hiller Building (476 Main Street) to this site.

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Description (continued)

54.) 580 Main Street (C) 1927

Historical Name: S & E Garage and Ford Dealership

Other Name: Ray L. Albert & Sons Ford Dealership

A.P. Number: 31-143-04

This large, single-story, false front commercial building was built as a garage in 1927. The new building had a stucco exterior, concrete floors, large plate glass windows, and "fire resisting construction". The huge building resembles a warehouse and when it was completed it was one of the largest garages in the county.

This corner structure anchors the northern end of the commercial district with its impressive size and architectural integrity. The symmetrical front facade facing Main Street is pierced by a central opening flanked by three, large plate glass windows. Striped fabric awnings delineate these openings. The stucco siding provides a smooth, modern appearance that is devoid of detail except for the design of the stepped and angled parapet. A trim board painted a dark color highlights the parapet.

The north side facade facing Shaw Avenue is pierced by large storefront windows that turn the corner from the front. Small, single lite sash windows and large, multi-lite industrial windows pierce the facade. Two large garage door openings with gooseneck light fixtures allow access into the building for large vehicles. The gable roof is covered in composition shingles.

Mr. and Mrs. C.H. Wetherbee had this garage constructed in 1927 by contractor, William Flowers. Eight hundred yards of dirt fill were brought to the site before construction began in 1927 and the concrete floor was laid. This building housed the local ford dealership run by Sutherland and Escola and then by Ray L. Albert and Son in 1937.

Sutherland and Escola's Garage better known as S. & E. Garage had occupied this site prior to the new construction. They were housed in the old Ferndale Livery Stable that was constructed in 1887 for Charles A. Doe.



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Statement of Significance

The Ferndale "Main Street" District is significant under Criterion A as an intact late 19th and early 20th century Victorian commercial district where the city's original retail and financial center was established and thrived throughout the period of significance (1877 to 1943). The district is also significant under Criterion C in the area of architecture. Ferndale is notable for the number of historic commercial and residential structures which retain a high degree of architectural integrity. As a cohesive collection of buildings, the structures represent a significant part of the architectural evolution of Ferndale.

The areas of significance for the district involve Architecture, and Commerce. The architectural diversity of Ferndale's Victorian and Modernistic architecture is contextually related to the city's commercial and architectural development achieved during the late 19th and early 20th centuries. Both eras of Architecture represent the importance and success of the dairy industry. Likewise, the businesses which supplied the goods and services to the inhabitants of Ferndale represent the importance and success of local Commerce throughout the period of significance.

The site of present day Ferndale was once a vast expanse of open land covered with tall ferns and stands of alder, spruce and redwood trees. This fertile alluvial plain of the Eel River was the southern boundary of the Wiyot Indian people. The Wiyot lived for centuries in established villages along the protected shores of Humboldt Bay and near the mouths of streams and rivers like the Eel and the Mad. At least 1,000 years passed before they encountered Euro-Americans during the California Gold Rush.

White settlement of the Humboldt Bay Region began in earnest during the spring of 1850. In the summer of 1852, the Shaw brothers, Stephen William and Seth Louis, claimed land, built a cabin, and cleared five acres of ferns in the vicinity of present day Ferndale. That winter, after a dozen enterprising men survived a season of hard weather, some chose to stay and settle.

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Statement of Significance (continued)

In 1854, Seth Shaw built his home which he completed in 1866. He named his estate Fern Dale which is a National Register site just south of the proposed District.

By 1860, the population of Pacific Township which included the small communities of Ferndale, Salt River and surrounding farms was large enough to warrant a post office which was established at Seth Shaw's house. During the 1870's, Ferndale developed into the commercial center of the Eel River Delta. By 1871 the town included 2 stores, 2 hotels, 2 blacksmith shops, 2 churches, a tinshop, wheelwright, express office, and school. In the 1875 state elections, the Pacific Township furnished 245 voters, of whom 216 voted at Ferndale.

The early settlers in Ferndale were primarily farmers who were born in the United States. They raised wheat, barley, and oats, but potatoes produced the largest cash crop "sufficient to support the place." In 1860, of the occupations reported on federal census records, the majority (66%) were farm related. Ten percent were involved with stock raising and ranching, and only 6% were dairy-related occupations. Even in 1870, the percentages for dairy-related occupations were not much different, 9% of reported occupations. The "other" occupations that were reported, such as school teachers, carpenters, teamsters, blacksmiths, saloon keepers, merchants and so on, reflect the commercial growth of Ferndale during the 1870's.

An enterprising man named Joseph Russ is credited with the establishment of the dairy industry here in 1860. He established an extensive network of self-sufficient dairies throughout the Bear River area south of Ferndale. In 1881, there were eighty-one dairies operating in Bear River with over 4,500 cows being milked. In 1884, Russ' large Mazeppa ranch with its own blacksmith shop, carpenter shop, butcher shop and one of the largest barns in the county, milked 150 cows and employed 20 men. In many cases the Russ dairies provided the initial employment for the Danish and Swiss immigrants who were later to establish their own dairies in the Ferndale area.

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Creameries began to appear in the valley during the 1880's. An 1881 history of Humboldt County reported that Humboldt County butter was the finest in the state and brought the highest prices too. Ferndale and surrounding farms were "devoted to that industry entirely" during this decade. An average size dairy in these early days consisted of about 50 cows requiring two milkers. Dairymen with a herd of 75 cows would average about 18,000 pounds of butter at 25 cents per pound or \$4500 dollars annually. A dairy cow produced a sixty dollar product annually. Conversely, calves for slaughter averaged six to ten dollars a head.

An expanding dairy industry prompted the establishment of cooperative creameries where local dairymen could take their milk for processing. The advantage to the dairyman was tremendous. He was relieved of butter making, the cost of kegs, salt, transportation, and commission. In return he was assured a competitive price for his milk and the butter industry excelled with a product of uniform quality. Beginning with the Humboldt (Pioneer) Creamery in 1889, about a dozen creameries were built in the area during the 1890's and into the 1900s. Each small neighborhood of dairymen formed its own cooperative creamery, the first cooperative creameries in the state.

Shortly after the turn-of-the-century, a number of small creameries were consolidated. The trend toward centralization began with Aage Jensen, a Dane, and the construction of the Central Creamery, later known as the Golden State Creamery (another National Register site). Establishment of the Ferndale Cow Testing Association in 1909 put the area's dairy industry on a scientific basis as production records helped upgrade the quality and quantity of the milk produced. The Ferndale Association was the first in California.

As the dairy industry flourished, the little town of Ferndale became known as the "Cream City". Fine Victorian commercial buildings began to line Main Street with their

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architectural counterparts appearing throughout the residential areas. An 1891 newspaper account describes Ferndale as "the leading town of Eel River Valley".

"...The prosperity of the town is apparent to all... Being the outlet for the products of the fertile lands of Eel River Valley and the vast grazing regions of Bear River, and the gateway through which the varied and extensive outputs of the Mattole section pass, its location is the very best. The richness of the surrounding country, the immense quantities of agricultural commodities raised, and the value of the butter exported, make Ferndale the commercial center of the greater portion of southern Humboldt...

The fine appearance of the business houses and the handsome dwellings of Ferndale are a source of just pride. Several buildings were erected within the past year that would not be out of place in San Francisco. Nearly every resident of Ferndale owns his own dwelling, which vary in size and design, according to the taste or purse of the owner, but they are all neat, tasty and well cared for. In Ferndale and out of town... you will find handsome and costly houses and beautiful grounds... The people of Ferndale and vicinity are prosperous and successful in their pursuits."

The dairy industry gave Ferndale a stable economy which was enhanced by the town's position as an active transportation center during the late 19th and early 20th centuries. Ships carrying cargo, passengers, and mail made regular runs between Ferndale and San Francisco at Port Kenyon on the nearby Salt River. While Port Kenyon gave the town direct access to the sea, the stage lines that connected Ferndale with the rest of the county were equally important. Daily stages ran north to Eureka on Humboldt Bay and a Wells Fargo franchise was established in

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Ferndale as early as 1879 to provide regular service to southwestern Humboldt County. Ferndale was the gateway that offered the only route south to the Bear River, Petrolia, and Upper Mattole region.

Stages travelling north and east from Ferndale faced the barrier of the mighty Eel River. Ferries and temporary summer bridges helped link Ferndale with other towns across the river until the construction of Fernbridge occurred in 1911. This massive concrete arch bridge is an engineering marvel. At the time of its construction, it was the world's longest concrete arch bridge. It has withstood several major floods and earthquakes while more modern bridges have been swept away or demolished by such natural forces. This bridge is now a National Register Site.

The early vernacular buildings constructed thirty years prior to the period of significance either no longer exist or have been substantially altered from their original form and architectural style. Most early buildings were destroyed either by fire or deterioration and were replaced by elaborate Victorian architecture more reflective of the prosperity of that era.

The substantial wealth that poured into Ferndale from its position as a dairy and trade center, contributed to the construction of the many fine Victorian commercial buildings, churches and homes that still stand today. Ferndale's Main Street business district offers all the stores and services to make the town self-sufficient. Several business like Rings Pharmacy, the Ferndale Meat Company, the Ivanhoe Hotel, and several saloons are still operating in buildings originally designed for such uses.

One Ferndale architect in particular is credited for his pivotal role in the development of the district's Victorian architecture. Six outstanding commercial designs by Thomas J. Frost remain in the district. These buildings date from 1890 to 1900 and include the Russ Bank Building (1890), the Masonic Temple (1891), the Loewenthal Building (1896) and twin Taylor

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Building (1898), Rings Pharmacy (1896), George Williams Building (1898), and the Russ Meat Market Building (1900). Mr. Frost's work was highly acclaimed in local newspaper accounts. He was touted as a "master mechanic", "artist", and "skilled worker". His architectural ability was recognized as outstanding and his carpentry skills were equally high. The opinion in 1887 that "work done by Mr. Frost is always well done" is still true today

The gradual silting in of the Eel and Salt Rivers and the development of Humboldt Bay as the main shipping center, brought about the abandonment of Port Kenyon shortly after the turn of the century. The loss of Port Kenyon, the completion of the Northwestern Pacific Railroad between San Rafael and Eureka in 1915 and the development of Highway 101 in the early 1920's as the main traffic arterial north, all contributed to the decline of Ferndale as a regional trade center.

The 20th century buildings associated with this period of decline and the Early Modernistic period of architecture represents the intent of businesses to reflect modern values, but their was very little economic prosperity to support them. As a result, Ferndale's commercial core escaped the drastic modification of existing buildings and the destruction of the town's Victorian character which affected so many other cities in California.

Today, Ferndale is set apart from the transportation networks for bus, truck, rail and air services. This isolation has helped preserve the town's historic architecture and has required a degree of commercial self-sufficiency. Dairying has continued as a viable industry, but in recent decades tourism has developed and perhaps surpassed dairying as the town's major commercial enterprise.

Local efforts to preserve the Victorian buildings and construct new structures or facades that mimic Victorian designs with new Neo-Victorian architectural styles reflects the town's recognition of the economic value tourism provides. Prompted by

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an appreciation for local artwork and architecture, tourism is now a local industry dependent on wealth from outside sources that has provided a new era of economic prosperity for Ferndale.

The Ferndale "Main Street" Historic District is distinct from the Eureka "Old Town" Historic District in several ways. Firstly, Eureka's historic district includes four times the number of contributing structures as Ferndale's district. Secondly, Eureka's Old Town includes a more diverse range of uses including commercial, shipping, manufacturing, and residential due to its close proximity to Humboldt Bay. Ferndale's district during the period of significance is primarily commercial and residential in nature with very few individual houses remaining in the commercial core.

Ferndale also has a greater wealth of Early Modernistic style buildings which reflects, in part, modern values and 20th century commercial continuity. Many of the architectural alterations to "modernize" historic buildings reflect these values associated with prosperity whether realized or idealized. Substantial financial and cultural networking occurred with businesses found in the San Francisco Bay Area. The result was the importation of fashion trends expressed in the adoption of Victorian and Modern architectural styles. Locally and regionally, Ferndale's "Main Street" district is truly a unique cultural landscape worthy of National Register recognition.

The district has continued to maintain its commercial importance to the town of Ferndale. However, since this importance has not been shown to be exceptional, the period of significance has been ended at 1943, fifty years ago.

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Ferndale "Main Street" Historic District  
Humboldt County, CA

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Verbal Boundary Description

Please see attached scale map.

Boundary Justification

The district boundaries were drawn to include the contributing commercial structures for Ferndale.



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Ferndale "Main Street" Historic District  
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Additional Documentation

Photographs

P#1. - P#15. Kathleen Stanton, Photographer  
January 1993

Negatives on file with Kathleen Stanton, Cultural Resources Consultant  
P.O. Box 185  
Bayside, CA 95524  
707-826-7139

(The above information applies to all the photographs.)

P#1. View looking southeast down Main Street.

P#2. View looking southeast down Main Street.

P#3. View looking southwest.

P#4. View looking southwest.

P#5. View looking west.

P#6. View looking west.

P#7. View looking west.

P#8. View looking northwest.

P#9. View looking northeast.

P#10. View looking southeast.

P#11. View looking southeast.

P#12. View looking southeast.

P#13. View looking east.

P#14. View looking southeast.

P#15. View looking northeast.

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National Park Service**

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Ferndale Main Street Historic District  
Humboldt County, CA

Additional Documentation

Photographs, P#16 - P#28

Kathleen Stanton, Photographer

Date of photo: September, 1993

Negatives on file with photographer, P.O. Box 185, Bayside, CA 95524

P#16, Looking west, 577 Main Street

P#17, Looking east, l to r, 554, 536-550 Main Street

P#18, Looking east, public restroom, Main Street

P#19, Looking west, 553 Main Street

P#20, Looking west, 491 Main Street

P#21, Looking east, 406 Main Street

P#22, Looking west, 421 Main Street

P#23, Looking east, 444 Main Street

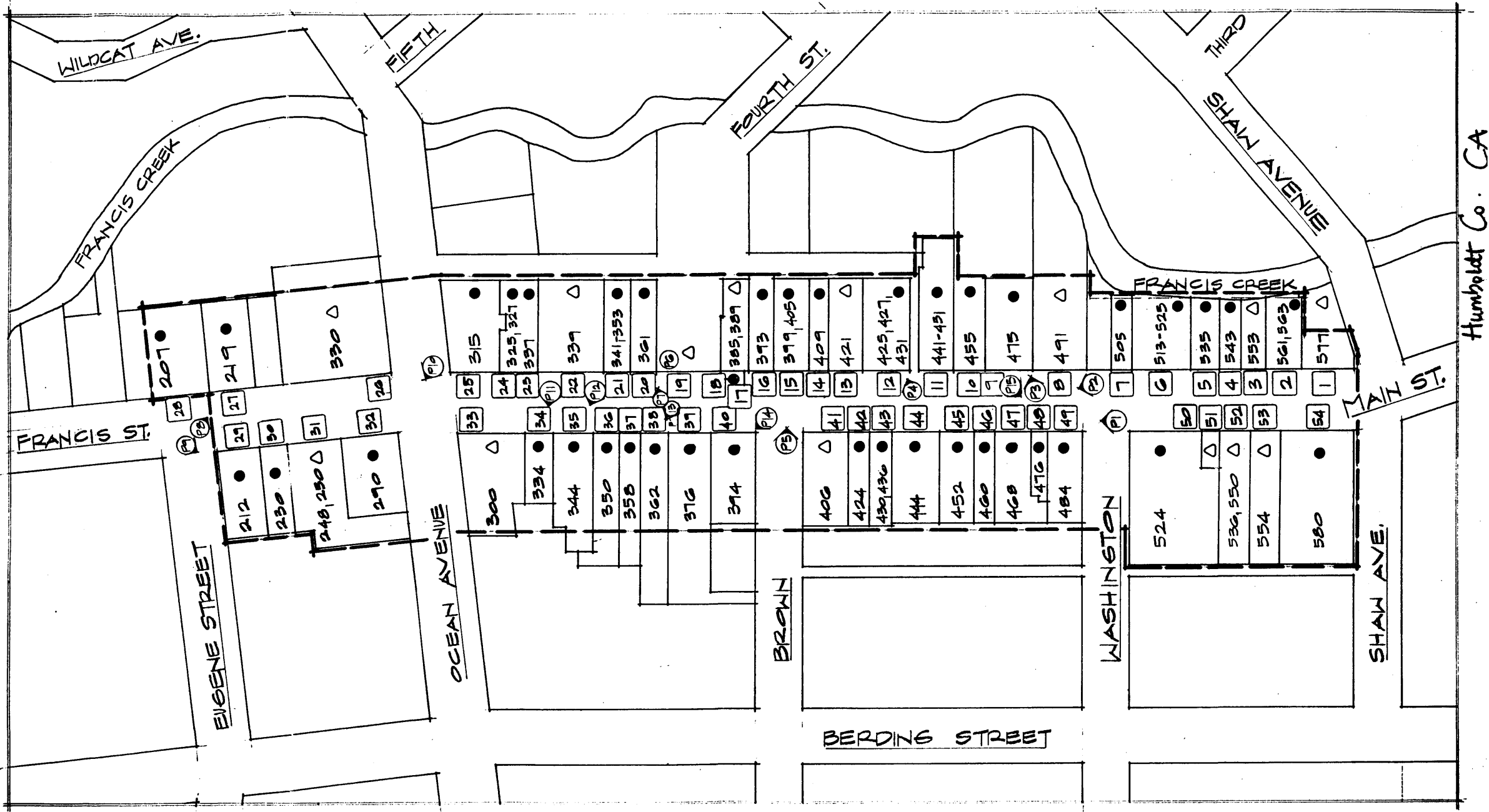
P#24, Looking west, 339 Main Street

P#25, Looking west, 385, 389 Main Street

P#26, Looking southwest, 330 Ocean Street

P#27, Looking east, 248, 250 Francis Street

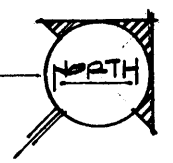
P#28, Looking east, 300 Main Street



SKETCH MAP for FERNDALE "MAIN STREET" COMMERCIAL HISTORIC DISTRICT

SCALE: ± 1" = 100' LEGEND: (P) PHOTOGRAPH, "300" = ADDRESS, [ ] TEXT NUMBER, ● CONTRIBUTING, △ NON-CONTRIBUTING  
 --- DISTRICT BOUNDARY

JEANA JAHIER ARCHITECT



Humboldt Co. CA