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United States Department of the InteriorNational Park Service

LIAN 2 6 1990

National Register of Historic Places Registration Form

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

	of Property								
historic na				Building					
other name	es/site number	Phipps	Buildir	ng					
2. Locati						····	T 4		
street & nu	umber			Main Stree	t		14/4	for publication	1
city, town		Medford					14/ /	inity	
state	Oregon	code	OR	county	Jackson	code	029	zip code	97501
3. Classi	fication								•
Ownership	of Property		Category	of Property		Number of Re	esources v	vithin Property	
X private			X buildir	ng(s)		Contributing	None	contributing	
public-l	local		distric			1		buildings	
public-	State		site					sites	
public-l	Federal		structi	ure				structures	
			object					objects	
						1		Total	
Name of re	elated multiple pr	operty listing	j: 	·			-	resources prevegister N/A	viously
4 State/	Federal Agenc	v Certificat	ion						
		,							
Signature	pinion, the prope e of certifying offici Oregon Stat	al e Histor	-4		MI	er criteria. 🖳 S		anuary 10,	1990
State or	Federal agency and	d bureau							
In my o	pinion, the prope	rty meets	does	not meet the I	National Regist	er criteria. 🗌 S	ee continua	tion sheet.	
Signature	e of commenting or	other official					Da	ite	
State or	Federal agency and	1 hureau	,						
State of	rederar agency and	Dureau							
5. Nation	al Park Service	e Certificat	ion						
I, hereby, o	certify that this pr	operty is:					III UIIO		
entered	in the National I	Register.		Alelo	urpy	Hat1 ind	<u> </u>	2/2	3/40
determi	ned eligible for the	ne National			100			7	,
Registe	r. See continua	ation sheet.							
	ned not eligible f								
	l Register.								
	-								
remove	d from the Natior	nal Register.							
	explain:)								
				ato	Signature of the	Keeper		Date of Ad	ction

6. Function or Use		
Historic Functions (enter categories from instructions)		ctions (enter categories from instructions)
Commerce/Trade: business		cce/Trade: psecialty store
Commerce/Trade: professional	Vacant	:/not in use (upper floor)
Commerce/Trade: specialty store		
7. Description		
Architectural Classification (enter categories from instructions)	Materials (e	nter categories from instructions)
	foundation	concrete
Late 19th and Early 20th Century	walls	brick
American Movements: Chicago/Commercial		
	roof	metal: copper
	other	windows: glass
	J	stone: granite

Describe present and historic physical appearance.

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The two-story commercial brick building constructed in 1909 for Tayler and Ira D. Phipps, stands on the north side of A.C. Main Street between Bartlett Street and Central Avenue in Medford, Oregon. Designed by architect C.O. Powers, the Tayler-Phipps Building combines elements of American Renaissance classicism and Chicago styles and is distinguished by a glazed brick facade, brick pilasters, large double-hung second story windows light courts on the engaged side elevations. The lower storefront, remodelled in 1937, reflects the Art Deco style, evident in black Carrara glass wall sheathing, large metal-framed winand a mosaic tile entry floor. This storefront is the dows, sole survivor of several of its style that once stood Medford's commercial district. The second floor interior is notably intact containing a large skylight, extensive crusta-Walton paneling, a granite and tile fireplace, and original fixtures. Despite remodeling of the easterly lower storefront, the building retains its integrity of design, setting, workmanship, and feeling, and effectively conveys materials, its historic associations.

Section 30, Township 37 South, Range 1 West of the Willamette Meridian, the Tayler-Phipps Building is situated on lots 15 and 16 in Block 13 of Medford's original town (Tax Lot 800, Assessors Plat 30 BC). The resource is composed of separate entities on the first level and is joined by a common second The facade fronts on East Main Street and is oriented to the southeast; a twenty foot wide, paved public alley runs parallel to the northwest and rear elevation. The building's side elevations are engaged with other structures. The resource adjoins the Wilkenson-Swem Building (1895) on the southwest elevation and a remodelled 19th century commercial structure The block in which the building stands is on the northeast. composed of seven two-story masonry structures constructed between 1895 and 1926. The Tayler-Phipps and Wilkenson-Swem buildings are the only structures in their block to have escaped excessive 20th century facade remodellings. Surrounding blocks have structures of various ages, commercial uses and states of architectural integrity.(1)

The building, constructed of red brick laid in a common bond pattern with six stretcher courses between header courses, has a buff glazed brick facade, laid in a running bond pat-

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tern. The building measures 50 by 85 feet . Supporting piers rest on concrete footings. The roof is flat and covered with copper sheets and asphalt roll roofing. The upper facade has five large one-over-one, double-hung wood framed windows with brick sills. Corbeled brick pilasters provide vertical emphasis at the center and sides of the upper facade. The identifying emblem "19 Phipps 09" is set in granite above the windows on the easterly portion of the facade. Additional brick corbeling forms a simple cornice. A recessed, centrally placed entry leads from the street to the upper floors. Leaded, frosted glass blocks and decorative wrought iron grillwork top the double-leaf entry doors and two-light transom. The one-overone, double-hung windows in the side elevation light courts contain wired glass.

Remodelled in 1937, the lower storefront on the westerly portion of the front elevation was faced entirely with black Carrara Former square projecting display windows were enlarged, qlass. stepped, and filled with plate glass bound in metal frames. Neon script lettering, originally spelling Nor-field Shoes, has been altered appropriately to Norris Shoes. Geometrically arranged in zig-zag, squares and diamonds, a mosaic tile entry floor composed of blue, green, brown, red and buff tiles joins the public sidewalk and the store's main entrance. The central entry contains double-leaf glass doors with a transom. Three stylized brass footprints, bearing the words, "Shoes" and "Foot Fitting," are imbedded in the concrete sidewalk and guide prospective customers to the door. In approximately 1955 the easterly lower storefront was remodelled. Display windows were expanded and reconstructed of metal-framed plate glass and a wood and plaster panel was placed over the original transom. was added to the lower walls below the display windows. cloth awnings currently extend across the lower facade.

The rear elevation of the Tayler-Phipps Building is unplastered, unpainted red brick. A central projection contains three small one-over-one double hung windows and a three-paneled door with one glass light. One window has been filled and a rear wood stairway was removed in 1974. Two modern entry doors, one glass and one wood with glass panels, lead to the interior stores. There are four large one-over-one double hung wood windows on the second story with segmentally curved relieving arches above. Two lower windows have been converted to dis-

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play windows. Fixed cloth awnings top lower windows and doors. A poured concrete one-story addition, measuring 16 feet by 24 feet with a flat roof, was added as a confectionery kitchen about 1925.

The interior of the Tayler-Phipps Building's ground floor is divided into two large store spaces. The present owner, who continues a sixty-year family presence in the westerly store, has recently bought the easterly building. An opening between the two stores has recently been made to allow business extension through both spaces. Some interior brick remains exposed, the ceiling has been lowered on both sides, and sheet rock has been added to most wall surfaces.

The interior of the upper floor remains remarkably intact. Unoccupied for approximately twenty-five years, the space has received no architectural alterations. The floor, which contains eight offices, including Dr. Phipps's former dental suite, is arranged on a central hall plan with rooms flanking the hall on each side. The light courts illuminate interior offices. A large skylight with wood vents extends over the central stairwell which contains a straight stair with a landing. The staircase has turned wooden balusters, a paneled, square newel post, round wooden handrail and original metal slip guards on the treads. Interior walls are plastered; ceilings are eleven feet in height. Dark-stained fir floors remain in place. Linoleum covers the floor in the former X-ray laboratory.

Interior doors are three paneled with frosted, rolled glass lights and transoms and are trimmed in dark wood with cornices at the top. Lincrusta-Walton wainscoting, 42 inches high and trimmed with wood, covers the lower portion of the entire interior hall. The thin, delicately embossed material resembles leather and remains unpainted, covered only with a protective glaze of varnish. With the exception of a few areas under the skylight, the Lincrusta-Walton paneling is in excellent condition.

Originally heated with coal, the upper floor contains one fireplace located in the former dental office waiting room. A variegated tile surround frames the opening and cast iron fireplace door. A massive rock-faced granite mantel shelf with granite brackets tops the fireplace.

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Additional original details include light switches, door hard ware, light fixtures, wood ceiling cornices and baseboards in the offices, and ceiling plaster with raised decorative tracery in the former dental office.

The Tayler-Phipps Building's upper facade and interior upper floor remain in original condition. The westerly lower storefront, remodelled in 1937 in the Art Deco style remains the sole example of several of its type once existing in Medford's commercial district. The rear elevation, visible from surrounding streets, retains its original character. Despite some remodelling to the lower easterly storefront, the resource retains its ability to convey its historic associations with A.C. Tayler and Ira D. Phipps and with a period of intense development in Medford, Oregon.

Notes

(1) Scott Clay, Nomination to the National Register of Historic Places for the Wilkenson-Swem Building, 1982.

8. Statement of Significance		
Certifying official has considered the significance of this proper	ty in relation to other properties: statewide X locally	
Applicable National Register Criteria A B Z C	D	
Criteria Considerations (Exceptions)	D DE F G	
Areas of Significance (enter categories from instructions) Architecture	Period of Significance	Significant Dates
	Cultural Affiliation	
Significant Person N/A	Architect/Builder Powers, C.O., archit	
	- McKechnie, Harper, b	ouilder

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

9. Major Bibliographical References	
Atwood, Kay. JACKSON COUNTY CONVERSATIONS, Ashland Boyden, Mark. June 15, 1989. Interview. Clay, Scott. July 27, 1989. Interview. Foster, Mary. Phipps family documents in private commedford Mail Tribune, January 8, 1909; April 1, 1909. December 23, 1909; January 2, 1910; February 6, 1909. March 22, 1959. Norris, John. Interviews, June, July, 1989. Snedicor, Jane. "History of Medford," n.d. n.p. c.	ollection. 9; November 28, 1909; 920; April 15, 1937;
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 #	See continuation sheet Primary location of additional data: State historic preservation office Other State agency Federal agency Local government University Other Specify repository:
10. Geographical Data	
Acreage of property 0.16 acres Medford, Ore	egon 1:62500
UTM References A 1 0 5 1 0 6 2 5 4 6 8 5 8 7 5 B Zone Zone Easting Northing C 1 1 1 1 1 1 1 1 1	ne Easting Northing See continuation sheet
Verbal Boundary Description	
The Tayler-Phipps Building is located in Section 30 Meridian in Medford, Jackson County, Oregon. The mas Lots 15 and 16 of Block 13 of the Original Town as Tax Lot 800 at said location.	nominated area is legally described
	See continuation sheet
Boundary Justification	
The nominated area is comprised of the full urban to commercial building built for Ira D. Phipps and A.C.	
[See continuation sheet
11. Form Prepared By	
name/title Katherine C. ATwood	
=	date July 31, 1989
street & number 102 South Pioneer Street	, ,
city or townAshland	state Oregon zip code97520

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The Tayler-Phipps Building, a small-scale Commercial style building of brick construction located on East Main Street in downtown Medford, Oregon, was built in 1909 from the design of local architect C. O. Powers. It is two stories in height and presents a street frontage of 50 feet which is more or less symmetrically divided into two store fronts. The upper facade is faced with buff colored glazed brick, and wide, frameless windows are organized as two bays over the west storefront and three bays over the east storefront. Rusticated strip pilasters mark the division of these groupings. Inset panels and string courses finish the top of the wall in the classical manner as a simple attic. Raised letters in the inset panels on the easternmost store make up the title block for the Phipps portion of the building.

The building was the joint venture of Dr. Ira D. Phipps, a dentist, and Albert C. Tayler, a shoe retailer, who owned east and west stores, respectively. Transom lights of prism glass are intact, although they are covered on the Phipps portion. The lower front of the Tayler portion on the west was modestly remodeled in 1937 with Moderne black Carrara glass and a mosaic tile pavement at the entrance. While the retail spaces of the ground story have been altered over the years, the upper story is exceptionally well preserved throughout.

The second story contains not only its original front stairs and railing, its hallway and office configuration lighted by skylights, and its finely proportioned window and door trim crowned with architrave moldings, it is unusually replete with original door hardware, lighting fixtures, picture moldings, chimneypiece, and Lincrusta-Walton hallway wainscot.

The property meets National Register Criterion C as one of only four retail and office buildings dating from the period of the turn of the century that remain intact on Medford's Main Street. Together with its neighbor to the east, the Wilkenson-Swem Building of 1896, which earlier was entered into the National Register, it conveys the faith and optimism of local investors in Medford's potential as a commercial center in the years surrounding the turn of the 20th Century. A reflection of the most current architectural fashion upon its completion in 1909, the Tayler-Phipps Building is today the sole well-preserved example of its stylistic type in the downtown core.

The Tayler-Phipps Building is representative of Medford's turn-of-the-century commercial buildings, but it is one of only four structures in the city's eight-block commercial core to have escaped excessive exterior alteration in recent years. The three other unaltered buildings are the former Garnett Corey Building, the Wilkenson-Swem Building and the Sparta Building. In 1937 the westerly storefront, or Tayler portion of the nominated building, was modestly remodeled in the Art Deco style with characteristic use of black Carrara glass and mosaic tile. Designed by architect C. O. Powers and built in 1909, the

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Tayler-Phipps Building and its neighbors were erected in a period of intense development in Medford as a result of fruit industry expansion. The retail shoe store opened in the building by A. C. Tayler, co-builder of the structure, has been continued at the same location by successive owners for eighty years.

In 1909 when Dr. Ira D. Phipps and Albert C. Tayler initiated construction of their new building on Medford's Main Street, they planned two separate buildings on the first floor and a commonly-shared second floor. Medford flourished that year. Following two decades of steady orchard industry development, thousands of acres of fruit tree had been planted and were beginning to bear. By 1910, Medford's population would reach 8,840, five (continued)

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times its size in 1900. (1) In January, 1909, the local newspaper noted that a "half a million dollars in new buildings and improvements" was underway. In April of that year new headlines read, "Medford Growing As Never Before." Tents temporarily housed newcomers as new houses, churches and schools were built. Ten new brick or stone commercial structures were erected during the year. (2)

Medford had been established in late 1883 with the arrival of the Oregon and California Railroad. When Jacksonville citizens chose not to support railroad expansion near their community, the company chose an alternate route, one that led valley floor, generally following Bear Creek. On October 27, I. Judson Phipps and three other men, who each owned large tracts of land along the planned route, property to the railroad. The company agreed to build a depot and establish a townsite. When Medford was incorporated February 24, 1885, the town was bounded by Riverside, Jackson, Oakdale and Twelfth Streets. On March 28, 1885, a group of citizens met to choose town officers and elected I. Judson Phipps as trustee. (3)

Iradell Judson Phipps, Ira D. Phipps' father, was born in Indiana, arrived in Jackson County in 1865 and purchased the 320 acres of land that would eventually comprise northern Medford. Following the community's founding, I. Judson Phipps continued active involvement in its development, donating land for several institutions including the Methodist Church and the high school. Upon his death August 23, 1913, his obituary stated;

... Founder of the city ... he was a man of marked ability and identified himself with all the various interests of the communty and by his gifts and donations aided largely in the development of one of the most beautiful cities in Oregon ...(4)

In November, 1908, five years before his death, I. Judson Phipps deeded his commercial lot on Main Street to his son, Ira D. Phipps. (5) The following month, Dr. Phipps and A.C. Tayler publicly announced their plans to jointly construct a new building to replace the false-fronted wooden structures on their lots.

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The Messrs. Taylor (sic) and Phipps are each planning construction of a two-story block on the [land] they own on Seventh street near B. (6)

They selected C.O. Powers as architect and Harper McKechnie as contractor. The Medford Mail Tribune described the architectural firm's qualifications:

> . . . Messrs. C.O. Powers and R.R. Reeves, the architects, have been closely identified with Medford's architectural beauty. During the past year they have drawn plans for buildings aggregating in cost \$100,000, among them being residence bungalows, and four brick blocks. The chaste lines and splended arrangement of the Taylor-Phipps building are theirs, the Garnett Corey Hardware Co.'s new building and the new Palm building, are among these. The preliminary plans have been drawn and final specifications are being prepared for Dr. Page's new hotel and theater at the corner of Main and Riverside. Messrs. Pwers and Reeves are eminently fitted to take a leading part in the structural development of Medford as they have had thorough training and years of practice and experience. . . (7)

The two-story brick building was constructed in the six months of good weather between July and December. (8) Two large first and eight modern second floor office suites floor storerooms were offered to Medford's commercial and professional community.(9) The new building, combining elements of American Renaissance classicism and Chicago styles, clearly expressed the modern characteristics incorporated into early 20th century Medford commerical buildings. In December, 1909 the building's new upstairs occupants included Dr. Ira D. Phipps, attorney W.E. Phipps, and a realtor. Van De Car and Jasmann's jewelry shop, McBride's confectionery and C.M. Kidd's shoe store occupied the lower stores. (10) Shortly after opening the new building received the medical practices of Dr. R.J. Conroy and R.W. Clancy. (11)

Albert Clifton Tayler, on whose lot the westerly portion of the structure was built, was born July 14, 1861 in London, England. He came to Medford in 1889 from Chicago and soon opened his shoe business on the lot where his new building would eventually

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stand. Although the shoe business was continued by C.M. Kidd, Tayler retained possession of the property, initiated his half of the new building, and held ownership until his death February 4, 1920. (12) Tayler, who developed two area subdivisions, Mace and Midway, also donated land for Howard School. His obituary noted his long tenure in Medford business and described him as "well known throughout the valley and a man of sterling qualities." (13)

Ira D. Phipps, son of I. Judson and Calista Phipps, was born in 1878 in Medford, Oregon. After graduating from the Chicago School of Dental Surgery in 1901 he returned to Oregon and was licensed that year. Dr. Phipps opened his first Medford practice on the south side of East Main Street, remaining there until the Tayler-Phipps Building was completed. One of two dentists in the community when he opened his new office, Dr. Phipps demonstrated a committment to progress with his contemporary building, modern dental suite and complete X-ray laboratory. Dr. Phipps maintained his office in the building until 1956 when he retired from practice. (*) Ira D. Phipps continued his father's 19th century community influence during his own life-Several buildings, including the Medford Shopping Center and Rogue Valley Medical Center were developed on his land. Ira D. Phipps died March 21, 1959 at his home on East Main Street. In addition to noting his years of school board service, his obituary stated:

The Phipps have been extensive landowners in Medford and several buildings of interest stand on property once owned by the family.(14)(sic)

The Tayler and Phipps families retained ownership of their respective properties for many years. A.C Tayler's widow, Irma Tayler Wood, sold her property to Corsa M. Kidd, shoe store owner, in 1931. (15) The building remained in the Kidd family until 1949. The Phipps property remained in that family's interests until 1972 when it was finally sold. (16)

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^{*} Dr. Phipps's dental equipment was donated by his family to the Southern Oregon Historical Society and is prominently displayed there.

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A.C. Tayler, who was known as "Tayler the Foot Fitter." imbedded the three brass footprints in the public sidewalk about 1909. They have guided customers into the store for eighty years. The shoe store's many decades in the building have provided continuity to Medford's commercial district. (17) Successors to A.C. Taylor include Corsa M. Kidd, who opened his business in the new building and was joined by Harvey Field in 1914. In 1924 V.A. Norris began employment with the store and incorporated with Field in 1931 as Nor-field Shoes(18)

In 1937 Field and Norris undertook a complete remodelling of the lower storefront of their building. When the work was complete, the local newspaper devoted an entire page of their April 15th issue to the grand opening:

The C.M. Kidd and Company shoes store, one of the pioneer business firms of Medford this week recieved the final touches of a remodelling that will make it among the most beautiful stores of its kind in Oregon. . A new store front of black Carrara glass, a product of the Pttsburgh Plate Glass Company, and distributed by W.P. Fuller Co. of Portland, Oregon, is one of the new features of this extensive remodelling program. The glass, black as night and having an amazing luster, is one of the newest and most modern materials for modern store fronts. The design of the entire front is of the modernistic type...(19)

In 1961 V.A. Norris became sole owner of the business and it continues in family ownership today, run by Norris's son, John Norris. The present owner has recently purchased the easterly portion of the structure and united the building under one ownership for the first time in its eighty year history. With continued committment he remains dedicated to the future of Medford's commercial district.

In its location and appearance the Tayler-Phipps Building successfully represents typical early 20th century commercial building architecture in Medford's downtown district. With the Wilkenson-Swem Building, (1895), the Tayler-Phipps Building forms an ensemble of significant commercial resources.

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Constructed in a flourishing decade, the Tayler-Phipps Building retains its integrity of materials and craftsmanship -- particularly evident on the exterior and on the interior of the upper floor. In its feeling and associations the building evokes the sense of the period in which it gained historic significance and remains one of Medford's few intact commercial buildings. (20)

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Notes

- (1) "Population of Oregon Cities and Counties and Metropolitan Areas, 1850-1957," (Oregon State University: Bureau of Municipal Research and Service, Information Bulletin No. 106) p. 4.
- (2) Medford Mail, January 8, 1909; Medford Mail Tribune, April 1, 1909, p.1; January 2, 1910 1:6.
- (3) Jane Snedicor, "History of Medford," n.p. n.d. (c. 1933); Kay Atwood and Marjorie Lutz O'Harra, MEDFORD 1885-1985, Medford, Oregon: Medford Centennial Committee, 1985, pp. 1-33.
- (4) Medford Mail Tribune, August 23, 1913. I. Judson Phipps was buried in the Medford I.O.O.F. Cemetery and his grave is prominently marked. Mrs. I. Judson Phipps died in 1928.
- (5) Jackson County Deed Records, Volume 98, Page 207; Volume 101, Page 380.
- (6) Medford Mail Tribune, December 18, 1908; Jackson County Deed Records, Volume 11, Page 321; Volume 28, Page 370. Iradell Judson Phipps purchased Lot 16 in Block 13 in May, 1884. A.C. Tayler purchased Lot 15 in Block 13 February 9, 1894. When the new building was planned Tayler and Wilkenson, his westerly neighbor, agreed to specifications about their adjoining walls. (Jackson County Deed Records, Volume 69, Page 501.
- (7) Ibid., Jaunuary 2, 1910, 7:3.
- (8) Phipps family documents, Mary Foster Collection.
- (9) Scott Clay, Nomination to the National Register of Historic Places, Wilkinson-Swem Building, 1982; Phipps family documents, Mary Foster Collection.
- (10) Medford Mail Tribune, November 28, 1909 5:1, December 23, 1909, p.4.

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- (11) Polk's Jackson County Directory, 1911.
- (12) Medford Mail Tribune, January 3, 1910 6:2; February 6, 1920.
- (13) Ibid., February 6, 1920; Mark Boyden, June 15, 1989. Mr. Boyden is A.C. Tayler's grandson.
- (14) Medford Mail Tribune, March 22, 1959, p.1; Southern Oregon Historical Society Oral History 120, Mary Phipps. Mrs. Phipps is the widow of Dolph Phipps.
- (15) Jackson County Deed Recorrds, Volume 135, Page 259.
- (16) Kay Atwood, JACKSON COUNTY CONVERSATIONS, Ashland, Oregon, 1975, pp. 139-145. Interview with Dolph Phipps. Mr. Phipps was the grandson of I. Judson Phipps.
- (17) A.C. Tayler's shoe business opened on the site in 1894. A shoe store has operated at the location for almost 100 years.
- (18) John Norris, July 6, 1989; Medford Mail Tribune, April 15, 1937, pp. 8-9.
- (19) Medford Mail Tribune, April 15, 1937, pp. 8-9. Contractor for the remodelling was D.R. Smith.
- (20) Scott Clay, July 27, 1989. Other buildings that remain substantially intact include the Garnett Corey Building, the Wilkenson-Swem Building, and the Sparta Building.