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National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting property groups relating to one or several historic contexts. See instructions in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items

☒ New Submission ☐ Amended Submission

A. Name of Multiple Property Listing

Historic Resources of Downtown Enterprise, 1888-1956

B. Associated Historic Contexts

- I. Development of Downtown Enterprise: 1888 - 1907
- II. Railroad, Automobiles, and Timber Boom: 1908-1928
- III. Decline, Depression, and WWII: 1929-1945
- IV. Post-World War II Resurgence: 1946-1956

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation.

(See continuation sheet for additional comments.)

Signature and title of certifying official: Oregon Deputy State Historic Preservation Officer

Date

State or Federal Agency or Tribal government

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper

Date of Action

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Table of Contents for Written Narrative

Provide the following information on continuation sheets. Cite the letter and title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Fill in page numbers for each section in the space below.

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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E. STATEMENT OF HISTORIC CONTEXT**Setting**Regional Setting

Located in the northeast corner of Oregon, Wallowa County has a population of 7,085 and encompasses 3,153 miles. The State of Washington borders the county on the north, the Snake River and the State of Idaho on the east, Baker County on the south, and Union County on the west. Hells Canyon, the Wallowa Mountains, and the Eagle Cap Wilderness Area are prominent geographic features of the county as are Wallowa Lake, and the Grande Ronde, Wallowa, Lostine and Snake rivers. The Wallowa-Whitman National Forest encompasses large tracts of land in Wallowa County.

Wallowa County has four incorporated cities: Enterprise, Joseph, Lostine, and Wallowa. Besides the incorporated cities are the small communities of Flora, Imnaha, Minam, Troy, and Wallowa Lake. The City of Enterprise, in the heart of the Wallowa Valley, is located about 65 miles from La Grande on the Wallowa Lake Highway No. 82. The Enterprise – Lewiston Highway No. 11 extends north from Enterprise through eastern Washington to Lewiston, Idaho (Figure 1). Enterprise is north of Joseph, and southeast of the communities of Lostine and Wallowa. The Wallowa Valley stretches from the community of Wallowa, southeast through Lostine, Enterprise, and Joseph, terminating at Wallowa Lake (Figure 5).

Enterprise, population 1,940, is located in the south-central portion of Wallowa County in the middle of the fertile Wallowa Valley surrounded by farmland on the south, east, and west.¹ The Wallowa River flows northwesterly through Enterprise near the southern city limits, and Prairie Creek, its tributary, flows in a northwesterly direction near downtown (Figures 1 and 2).

Enterprise

Platted on a north-south grid, downtown Enterprise is near the center of the city's residences and commercial development radiating from this core. The Alpine Meadows Golf Course, Wallowa Medical Center, and the Enterprise Cemetery are in the northern section of Enterprise, the airport is east, and an industrial area and residences are south and west of the commercial core (Figure 2). Although the city is sited primarily on flat land, hills slope up to the northwest, north, and northeast portions of Enterprise. Residences built on the hillsides command a view of the valley and mountains to the south and west (Figure 5).

The Wallowa Lake Highway No. 82 enters the city limits from the west along North Street and turns south through the downtown along River Street (Figure 2). The primary east-west streets in the commercial core are North, Main and Greenwood streets, and the north-south streets include NE/SE 1st through 5th streets, River Street, and NW/SW 1st through 3rd (originally Depot) streets (Figure 3). The standard city blocks are 240 feet square with 20-foot wide alleys, and the streets are 90-foot wide. The Wallowa County Courthouse square, in the middle of the downtown, provides a green space to the streetscape, as do the lawns of the Carnegie Library, Enterprise High School, and small pocket park on W Main Street. Main Street has concrete sidewalks, classic light poles, and few street trees. Utility poles are in the alleys.

Note: See Figures 3, 4a. and 4b to for reference to street addresses, a map noting the distribution of historic resource by Historic Context/Development Period, and for a map showing the Contributing, Non-Contributing, and Out of Period properties in Downtown.

¹ 2010 United States Census.

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Background**Overview of Pre-Settlement History**

The traditional lands of the Nez Perce tribe originally included north-central Idaho, southeastern Washington, and northeastern Oregon, including present-day Wallowa County. The native people fished, hunted, and gathered plants, following the seasons to headwaters of rivers and Wallowa Mountains in the summer and returning to deep canyons of the Imnaha, Snake, and Grande Ronde rivers in the winter. In the early 1850s, Euro-American migration into Nez Perce territory increased friction between the natives and settlers, resulting in the 1855 treaty that reduced the size of the native lands with the exception of the Joseph Band's territory. Due to outspoken leader Chief Joseph, most of the Joseph Band's territory was retained until the 1860s when gold was discovered in Eastern Oregon and Idaho.²

At this time, pressure was put on United States Government officials to remove the Nez Perce from these lands, resulting in the 1863 treaty that further reduced the size of the reservation, even the Joseph Band's territory. However, several chiefs, including the elder Chief Joseph, refused to sign the treaty and continued to befriend the non-natives in hopes of staying in the Wallowa country. At that time, Euro-American encroachment into present-day Wallowa County was limited; however, this changed in the early 1870s as cattlemen and farmers pushed further into the region. The government continued to pressure young Chief Joseph, leader after the death of his father, to remain within the 1863 reservation. But after searching the confines of the reservation, Chief Joseph found no land suitable and decided to resettle in an area known as Lapwai in Idaho. As a result of this decision, dissension broke out.

Some Nez Perce preferred to settle in Lapwai to avoid retaliation, while others prepared to travel to freedom in Montana or Canada. The situation was exacerbated in June 1877 when young warriors killed Euro-American settlers near the reservation, which in essence began what became known as the Nez Perce War. Still hoping to avoid bloodshed, Chief Joseph and other Nez Perce chiefs including Chief Looking Glass, Chief White Bird, and Chief Ollicot began leading their people north toward Canada. The Nez Perce traveled 1,600 miles over three months to Montana before formally surrendering on October 5, 1877, after a battle with government forces near the Canadian border. The surviving Nez Perce were eventually sent to the Indian Territory in present-day Oklahoma where they lived until 1885, when surviving tribe members were allowed to settle on the Colville Indian Reservation in Nespelem, Washington. Chief Joseph continued to advocate for the native people until his death in 1904.

Early Euro-American Settlement and Development of Wallowa County

In the 1840s and 1850s, emigrants following the Oregon Trail passed through the Grande Ronde Valley in present-day Union County before climbing the Blue Mountains and continuing to western regions of the Oregon Territory. Euro-Americans began more intensified settlement the eastern part of Oregon after the 1860s gold rush. Thousands of miners streamed through the Grande Ronde Valley creating new demands for local supplies and goods. Stockmen from the Willamette Valley came to graze their cattle and settlers claimed land. This growth prompted the Oregon Legislative Assembly to create Umatilla, Baker, and Union counties in early 1860s.³

Few non-native people ventured into present-day Wallowa County because of the Nez Perce, although the United States government sent land surveyor, William H. Odell into the Wallowa Valley to document the area. Odell states that, "a large part of the valley is well adapted to agriculture, while the

² Walla Band Nez Perce Trail Interpretive Center. "Remembering the Past." < www.wallowanezperce.org >

³ Wallowa County was part of Union County until 1887.

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low, grassy hills to the north and east furnish extensive range for stock. The finest of trout and salmon abound in the streams and the surrounding mountains give evidence of plenty of game. . . Here I found many Indians camped on the banks of the stream, taking great quantities of fish, while their large herds of horses quietly grazed upon luxuriant grass."⁴ Natives called the flat lands of the fertile valley "white fluffy" for its alkali soil.⁵

As word spread about the region's abundance, non-native people began venturing farther into the Wallowa country, and in 1875 President Grant officially opened settlement in the Wallowa Valley. Two years later, President Grant ordered the Nez Perce to leave their homeland. William and Elizabeth Bennett were two of the first permanent settlers to live in the Wallowa Valley near present-day Enterprise. Other settlers followed, establishing post offices in precincts called Wallowa, Lostine, Alder, and Prairie Creek. In 1879, a private company built a stage road that roughly followed established Nez Perce routes extending from the Grande Ronde Valley into the rugged Wallawas. By 1880, over 1,000 Euro-Americans (approx. 104 families) were residing in the 'Indian Valley Precinct' of the Wallowa Valley. Most settlers farmed the land, while others were carpenters, millers, schoolteachers, blacksmiths, ranchers, and laborers. The Bennetts maintained a farm where they lived with their three daughters and four sons.⁶

A severe winter in 1880-1881 drove many of the cattlemen and their stock from the valley. The weather, however, did not deter other settlers, including Robert E. and Mary Stubblefield, who registered a homestead claim on June 30, 1885 on Bennett Flat, in present-day Enterprise.⁷ Helen and John Zurcher also claimed land on Bennett Flat next to the Stubblefield homestead. The rich soil, good sources of water from the nearby rivers and creeks, quality grazing land, and abundance of wildlife and timber attracted other settlers to the Wallowa Valley. By this time, improvements to the stage road brought other settlers into the area as they pushed farther into the valley. The completion of the Oregon-Washington Railway and Navigation Company (OWR&N) railroad in 1884 through the Grande Ronde Valley improved the region's transportation system, although it was still a long, arduous trip for Wallowa Valley settlers to receive and ship goods from the La Grande station (Figure 2).

By 1885, the population of the Wallowa region was 2,595.⁸ As more communities developed around homestead claims, entrepreneurs opened stores and other service-related businesses to meet the needs of the new inhabitants. In 1883, F.D. McCully platted the first town in the valley, present-day Joseph. McCully went on to lobby the state legislature for the creation of a county separate from Union County, and on February 11, 1887, Wallowa County was created with Joseph designated as the interim county seat.

The City of Enterprise

In the early 1880s, the Island City Mercantile & Milling Company (ICM&MC) in Island City near La Grande was organized. The partners of the company built a general store and erected a flourmill that served the burgeoning Grande Ronde Valley. As the business grew in the late 1880s, ICM&MC partners looked for new opportunities in other parts of Eastern Oregon, including the newly created Wallowa County. Partner Jonas Church traveled to the Wallawas and approached citizens of Lostine with an offer to build a mill, store, and bank if the founders would donate land for the venture. His offer was rejected, so the ICM&MC partner traveled to Joseph and met with the founders, who also declined the business deal. Not deterred, Church approached Bennett Flat settlers Robert Stubblefield and John Zurcher to help develop their Franklin townsite by building a mill and store in exchange for free land.⁹ Stubblefield

⁴ Gerald J. Tucker. *Historical Sketches of the Wallowa NF* (US Department of Agriculture, Forest Service, 1954) 120.

⁵ *Oregon Historical Quarterly*. Volume 39, Number 2 (Portland: June 1938), 180.

⁶ By 1900, the Bennetts had ten children. The couple were divorced by then.

⁷ BLM. On-line records, Accession Number ORLGAA 102224, Document 2092, June 30, 1885.

⁸ Lloyd W. Coffman. *Wallowa Co., Oregon: A Capsule History* (Enterprise: Wallowa Co Centennial Press, 1987), 15.

⁹ The town was originally platted as Franklin in 1886, replatted as Wallowa City on June 21, 1887, and then officially renamed Enterprise in 1888.

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and Zurcher accepted Church's offer, and gave the company a Main Street lot diagonally across from the 'Public Square' for the company's store. The men also donated an entire city block (Block 21) for the company's new flourmill on the south side of Greenwood Street near Prairie Creek.¹⁰ In June of 1887, Franklin was renamed Wallowa City. In July the ICM&MC received the deeds, and in December, incorporated and built the Enterprise Flouring Mill, with a stock of seven thousand dollars.¹¹

To encourage further development, Stubblefield and Zurcher gave lots away to entrepreneurs who agreed to construct businesses. Several buildings were erected in the summer of 1887, including a private school. In the fall of 1887, business people gathered to discuss a new name for Wallowa City after another community had taken the name Wallowa. Various names were proposed, and after an ICM&MC stockholder stated that it ought to be an enterprising town, Stubblefield suggested the name Enterprise. The town was renamed Enterprise, and a post office was established by that name in November 1887.¹² After Enterprise was established, a competition started between the Wallowa County communities for the position of being the permanent county seat. This competition was reflected in the newspaper editorial written and published by Joseph's founder F.M. McCully in the May 24, 1888 *Wallowa Chieftain*. McCully bashed Enterprise for starting with an infusion of capital from the ICM&MC. The editorial stated:

The gentleman of the M. & M. Co. came to Bennett Flat, after the organization of Wallowa county, for the purpose of starting a rival to Lostine and Joseph for county seat honors. They came among us as adventurers – came to dwarf, if not to annihilate the pioneer towns of Joseph and Lostine, by their money powers, in order to enrich the M. & M. Co. This is a truism that cannot be successfully controverted.

On June 4, 1888, a general election was held to decide the county seat location. Enterprise won the election with 482 votes compared to 370 votes for Joseph, 58 for Lostine, and one for Wallowa. Enterprise officially filed for a name change on June 14, 1888, and began planning for a county courthouse on the public square. This marks the emergence of Enterprise as the commercial, institutional, and transportation center of Wallowa County.

HISTORIC CONTEXT**I. Development of Downtown Enterprise: 1888 - 1907**Period Summary

Citizens built the foundation for Enterprise during this period; appointing a city council, crafting ordinances to help govern the city, erecting residences and businesses, promoting Main Street as the commercial center, and establishing Greenwood Street as an industrial area. Small wooden false-front commercial buildings and a few masonry edifices were erected along Main Street, with residences and the first churches built immediately adjacent to the downtown. Social and fraternal organizations were founded, and entertainment halls built. The surrounding agricultural community became a vital part of the local economy. More tillable land was cultivated, and ranchers grazed their sheep and cattle on the grassy hills outside the town. Enterprise's local economy relied heavily on the success of the agricultural industry.

¹⁰ Block 21 was part of Zucher's homestead claim and the Main Street property was on the original claim of Stubblefield.

¹¹ Irene Barklow. *The Forgotten Grist and Flour Mills of Wallowa County, Oregon: A History of the Eight Grist or Flour Mills That Have Operated in Wallowa County, Oregon* (Wallowa, OR: Enchantments Publishers of Oregon, 2001), 16.

¹² *An Illustrated History of Union and Wallowa Counties* (Western Historical Publishing Company) 502.

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Building Up Main Street: 1880s and Early 1890s

The small community of Enterprise began to grow after securing the county seat position and the ICM&MC's mill and store. More people moved to the small farming community as businesses, hotels, institutional buildings, and residences were constructed. In 1888, the first town officials were elected and the city was incorporated in February 1889. ICM&MC promoter Jonas Church was elected mayor, and one of the town founders, Robert F. Stubblefield, served on the first city council. The new council immediately began building basic infrastructure such as a water system.

The Enterprise School District #21, formed in 1888, purchased a private school that had been constructed in 1887. Ranchers and farmers moved into town because of the school as well as the commercial and professional services offered. The Methodist Church, the first church incorporated, originally held service at the Zurcher home, and the Zurchers then donated the land for the new church edifice. Soon afterwards, a Baptist church was built and a Catholic Church was dedicated in 1892. New fraternal organizations held meetings in the upstairs of existing buildings.

The OWR&N Co. had just completed a twenty-mile railroad from La Grande to the small community of Elgin in Union County. Thus Elgin became the rail terminus for northern Union County and newly created Wallowa County. Enterprise town leaders hoped that the railroad would be extended the forty-five miles to Enterprise in the near future, but it took another eighteen years for Enterprise's hopes to be realized. Despite the lack of rail service, the town continued to grow as new businesses were established and buildings erected.

By 1890, there were 242 people in Enterprise with about 617 people living in the Enterprise precinct.¹³ The western side of the plat developed first from SE/NE 1st Street to SW/NW 3rd Street. North Street was the northern edge of the community, and Greenwood and Cottonwood streets to the south. Service-related businesses, primarily on the north side of Main Street between NE 1st Street and NW 2nd Street, were typically rectangular, one-story to one-and-one-half stories, wood false-front structures with simple Italianate style cornices (Figure 7). The high parapets concealed gable roofs, and storefronts had large windows to display goods.

The exception to these wood buildings were three substantial brick buildings facing south on Main Street between N River and NW 1st streets; the Wallowa National Bank, ICM&MC's mercantile, and a drug store (Figure 6). The Wallowa National Bank (115-121 W Main), organized on July 9, 1888, was a two-story, imposing brick structure with Italianate features including a flat roof, decorative cornice with brackets and finials, center gable date plate, and tall windows with a central segmental arch window.¹⁴ The upper story was used as the community hall for social gatherings. The other two brick buildings were a drug store and the ICM&MC's mercantile, known as the M&M general store. Two stories high, the drug store (later Berland's Grocery, 111 W Main) had Italianate style features in the prominent cornice, central gable name plate, and segmental-arched windows.¹⁵

A variety of businesses were along Main Street at this time, including boarding houses, a furniture store, the post office, hardware stores, an undertaker, millinery, saddle shop, offices (attorneys and accountants), and agricultural implements. Several saloons were along the south side of Main Street. The Public Square was centrally located between E 1st and River Streets. North Street, parallel to and north of Main Street, developed more utilitarian buildings and businesses including livery stables, warehouses, barns, and boarding houses. The Enterprise Hotel and more saloons lined River Street directly west of the public plaza.

¹³ 1890 US Census, Wallowa County. Wallowa County Courthouse records, Enterprise, Oregon

¹⁴ The Wallowa National Bank, built 1888, was originally a two-stories. The second story was removed in 1964.

¹⁵ The Berland Building has been modified substantially from its original appearance.

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Greenwood Street developed as the town's industrial area after the ICM&MC built their flour and planing mills at the west end of the street. Completed in 1888 for a cost of \$14,000, the ICM&MC flourmill had a capacity of 50 barrels a day and attracted farmers and ranchers that purchased flour or brought in their wheat to trade or sell.¹⁶ The ICM&MC sited the mills next to Prairie Creek, and built a series of millraces, flumes, and ditches to support the businesses. Wood-framed liveries, residences, boarding houses, barns, and corrals were at the east end of Greenwood. Growth continued in the downtown as more people moved into the community.

The optimism of the late 1880s and early 1890s was short-lived as the financial panic of 1893 spread through the nation, and Wallowa County. However, being less dependent on outside markets and more self-sufficient because of its isolated location, Enterprise survived the 1893 crash better than other communities. As a result of the 1893 panic, however, the ICM&MC, who helped establish Enterprise, decided to divest their holdings, including the flour mill and store.¹⁷ The company was sold to Enterprise business leaders under the leadership of George W. Hyatt who formed the Enterprise Mercantile & Milling Company (EM&M). Despite the depression, the EM&M remained solvent under Hyatt's leadership who was also a partner in Wallowa National Bank in Enterprise. As the nation pulled out of the depression towards the late 1890s, more people moved into the area with specialized professions including doctors, attorneys, and a druggist.

J.A. Burleigh moved his *Aurora* newspaper to Enterprise from the rival town of Joseph, and at the same time, a new form of communication reached the city, the telephone. The Enterprise Water Canal was constructed providing a series of canals, mains, and pipes used by residents and for fire protection. As the economy started to rebound in the last few years of the nineteenth century, construction in Enterprise resumed. Townspeople invested in new buildings and businesses. Larger residences, on the periphery of downtown, were erected in the latest styles, replacing smaller vernacular pioneer homes. In 1898, the Christian Church congregation dedicated a Gothic style church on the corner of NE 2nd and Main streets (207 E Main). The church anchored the east end of downtown, and became a prominent landmark with its tall bell tower. The wood-frame building was embellished with gable dormers, carved brackets on the belfry, and pointed-arch windows (Figure 9). The Enterprise School was enlarged and improved.¹⁸ An addition was made to the Enterprise Flour Mill warehouse in order to house more wheat from the areas' farmers and ranchers. Cattle, sheep, goats, hogs, and horses grazed in the valley. The Livestock Association was organized to help marketing and general issues of animal husbandry.

Enoch R. and Lulu Bowlby constructed the first stone commercial building in downtown. The construction signaled a return of confidence in the stability of the town after the 1893 depression. Enoch Bowlby came to Enterprise in 1893, and developed a large sheep ranch on property south of town. He quickly learned that the volcanic tuff stone quarried on his property, and found throughout Northeast Oregon and the Grande Ronde Valley, was an excellent building material. Lightweight and grayish in color, the stone was easily cut and carved when wet, and hardened as it dried. The stone was coined 'Bowlby Stone' and would be used in many buildings throughout the county.

Bowlby hired La Grande contractor/mason, Samuel Haworth, to design his new stone building that was finished in the fall of 1899. The Bowlby Building, designed with Italianate-style elements, had a gable date plate in the center of the heavy bracketed cornice, segmental-arch windows on the upper floor, and a central recessed entrance between arches. Local druggist Elmer Forsythe rented the first floor and the Maccabees Lodge (associated with the Masons) rented the upper floor. The building was the first of several commercial structures erected of Bowlby stone and designed by Samuel Haworth and partner, architect Calvin R. Thornton. Originally from Iowa, Thornton started his architect practice in Idaho before moving to La Grande in the mid-1880s. He opened a contracting and architectural firm in

¹⁶ *An Illustrated History*, 503.

¹⁷ In 1896, the ICM&MC sold to the Pioneer Flour and Milling Company in La Grande.

¹⁸ The Wallowa County Court only allowed women to vote in school elections this year.

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La Grande in 1886 with his wife's cousin, Samuel Haworth. A skilled stonemason, engineer, and contractor, Haworth shared an office with Thornton for years. After a fire destroyed many of La Grande's downtown buildings in 1886, the team of Thornton and Haworth were hired to design several new brick structures.¹⁹

By 1899, Enterprise had a look of permanence with its new masonry structures along Main Street. The Enterprise Commercial Club formed to further promote and improve the downtown, outlining potential improvements including constructing sidewalks, creating a better fire department, bringing lights to the city, and building better roads. The Wallowa Hill Road, the main road from La Grande to the Wallowa Valley, was often treacherous and closed due to slides and bad weather. Because of the mountainous terrain and steep canyons, these early roads were hard to maintain. Area business people knew that the city's growth was dependent on more reliable transportation systems, and securing a railroad connection was essential. The Commercial Club continued to lobby for the extension of the railroad from Elgin to Enterprise.

Other aspects of community life surfaced during this period. Social and recreational groups organized the art, drama, music, and athletic clubs. The Enterprise Athletic Club promoted sportsmanship through organized games, like football and baseball that attracted hundreds of Wallowa County residents. Literary, debating, and drama clubs were active as more people moved into town. Fraternal organizations, such as the Woodman of the World and Masonic Lodge, were organized and the lodges started discussing the possibility of constructing their own halls.

Recreation also became part of the region's economy as people from outside Wallowa County began to travel to the area to fish and hunt and visit the county's many lakes, including Wallowa Lake. The nearby Wallowa Mountains offered another source of industry, mining. Editorials in the 1899 papers state that record numbers of mining claims were recorded at the courthouse, and the "whole county was full of prospectors."²⁰ One of the consequences of the influx of miners was a lack of housing and rentals were at a premium. A boarding house opened in the fall of 1899 to help ease the housing crunch.

The New Century

The population of Enterprise grew from 242 people in 1890 to 396 in 1900, and the population of Wallowa County reached 5,538 people by the turn of the century.²¹ Regionally, this period marks the beginning of the USDA Forest Service (prior to 1905, the Forestry Division) presence in Wallowa County when the first lands were withdrawn from public entry under the 1891 Forest Reserve Act. Locally and throughout the Northwest, citizens responded to the new forest reserve with mixed emotions. Those people, who were opposed, argued that reserves threatened grazing rights, hampered mining projects, prevented homesteading, and limited timber supply. Despite the opposition, the forest reserves eventually enveloped a large portion of the county's land base.²²

In 1902, railroad agents visited Enterprise to discuss the possibility of extending the railroad tracks from Elgin to the city. The extension looked promising as the initial surveys were made. By this time, Enterprise was a full service town with lawyers, a barbershop, newspaper, general mercantile, clothing stores, flour and lumber mills, a bank, furniture stores, livery and feed stores, an undertaker parlor, harness shop, blacksmiths, a brewery, drug stores, steam laundry, photography studio, physicians, a

¹⁹ Richard Ritz. *Architects of Oregon* (Portland: Lair Hill Publishing, 2002) 388.

²⁰ *Chieftain*, August 18, 1899.

²¹ League of Oregon Cities. "Survey of the Financial Situation of the City of Enterprise, Oregon" (Eugene, 1934).

²² In 1905, the Wallowa and Chesnimnus Forest Reserves were established by President Theodore Roosevelt. The two reserves were later merged to create the Imnaha National Forest on March 1, 1907. The name was again changed to Wallowa National Forest on July 1, 1908.

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dentist, and a post office (Figures 6 and 7).²³ Improvements were made to the electric plant, wood-plank sidewalks constructed, and more social and literary groups were initiated. Citizens organized the public library in 1900, and the International Order of the Odd Fellows (IOOF) and the Knights of Pythias. The new Drama Club entertained local residents.

Ground was broken for several new buildings at the corners of River and Main streets in the heart of downtown in 1902. A one-story, stone commercial building (105-107 E Main) for the Chieftain Newspaper was erected. This building had very little detailing except for a projecting bracketed cornice. Adjoining the building to the west was the new stone, three-story Enterprise Hotel. Local businessmen, William Funk, W.R. Holmes, and Enoch Bowlby, organized the Enterprise Hotel Company and financed the hotel with stock subscriptions. Calvin R. Thornton designed the hotel with partner Haworth in the Second Empire style with its signature mansard roof, bracketed cornice, and tall segmental-arch windows. Completed in 1903, the hotel with its prominent corner entrance, rivaled larger city hotels in its accommodations, and catered to business people and tourists visiting the Wallowa Valley. At this time, William Funk rebuilt his wood-frame merchandise store at the corner of River and Main streets after a fire in 1902. Funk's store was one of the earliest established businesses in town (100 W Main Street). The city was poised for the railroad to make its way to Enterprise, and bring a new wave of development. In 1905, the railroad finally announced plans to extend the railroad tracks from Elgin through Enterprise to Joseph.

This news brought a renewed sense of optimism. The Blue Mountain Creamery opened in 1906 as more dairy cattle dotted the farmlands, and the Pace & Homan brickyard started manufacturing bricks locally instead of transporting the material from Elgin. The town's first entertainment hall, the Enterprise Opera House, was erected in 1906 on Greenwood and River streets by the local drama club. With seating for 650 people, the wood-frame hall attracted citizens from neighboring communities and entertainers from all over the region. Musicals, oratorios, plays, dances, and other events were held in the new theater.

The 1906 general election proved to be exciting, with three controversial ballots. The citizens voted 'yes' to prohibition, 'no' to women casting ballots, and 'yes' to funding a new county high school. Enterprise was selected for the location of the high school, but not without controversy from other Wallowa County towns. In 1907, construction on the new Bowlby stone high school was started at the east end of Main Street.²⁴ This same year, another contentious fight took place over relocating the county seat. Once again, Enterprise won the honors of the governmental seat, and the county started making plans to construct a grand courthouse on the dedicated public square.

Manufacturing continued to stay strong in Enterprise and in 1907; the EM&M's Enterprise Flour Mill operated eighteen hours a day to meet the demand of city and county residents and businesses.²⁵ At this time George Hyatt held the controlling interest in both the mill and company store. Under Hyatt's leadership, the EM&M Company store became one of the most successful operations in the region, handling dry goods, notions, groceries, clothing, hardware, and agricultural implements.²⁶ The company also sold grain, lumber, and hay. Despite the success of the local businesses, civic leaders knew, however, that the key to a more successful economy was a railroad to Enterprise. Although plans for the railroad were announced in 1905, the railroad was not completed to Enterprise until 1908.

²³ 1890 and 1900 Sanborn Fire Insurance maps.

²⁴ This school building is not longer extant.

²⁵ *Wallowa Chieftain*, "Mill Business Growing." November 7, 1907.

²⁶ Joseph Gaston, *The Centennial History of Oregon, 1811-1912* (Chicago: S.J. Clarke Publisher, 1912).

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II. Railroad, Automobiles, and Timber Boom: 1908-1928**Period Summary**

Enterprise entered a new phase in development after the political, governmental, and economic structure was established in the early settlement period. Progress, prosperity, and optimism characterized this second period of growth in Enterprise's history. From 1900 to 1920, the population increased from 396 people to 1,242, and the county's population almost doubled from 5,538 to 9,778.²⁷ Enterprise emerged as the major commercial and governmental center of the Wallowa Valley. The long awaited extension of the OWR&N railroad from Elgin to Enterprise, the completion of the new county courthouse, an increase in agricultural production and value, the introduction of the automobile, and the construction of the La Grande – Joseph Highway ushered in a new era of opportunity in downtown Enterprise.

This boom period in Enterprise's history exhibits influences of the nationwide City Beautiful Movement that took place during the first two decades of the twentieth century. The City Beautiful Movement encouraged beautiful urban centers with open spaces, well-designed buildings, and showcase public buildings that expressed a sense of civic and moral duty. Italianate and Second Empire styles of the late Victorian period common to the early-settlement period slowly gave way to Commercial style and other early-twentieth century American and Revival movements popular in downtowns across the nation. By the mid-1910s, the Victorian-era styles had been replaced with the new architectural styles. The streetscape evolved as empty lots were replaced with masonry edifices and streets were lined with concrete sidewalks. Buildings were constructed primarily on the Main Street blocks west of W 2nd Street and east of River Street. Commercial buildings also developed along the side streets radiating north and south from Main Street, especially along River. Sporadically, houses, lodging facilities, and halls were built along North Street. Residences spanned the area east of E 1st Street on North Street. Greenwood Street remained primarily an industrial/warehouse district west of River Street.

Culturally the town grew as well. There was an interest in social reforms and humanitarian activities through various civic, social, and fraternal organizations. New lodge halls were erected as the fraternal organizations boasted hundreds of members. Civic leaders became active in bettering the community for all residents. Enterprise saw improvements in transportation systems when the first train, airplane, and automobile appeared in the city. New transportation-related businesses and building types emerged as a result. Simple concrete and brick structures with large garage doors were built at the west end of town. This era is also a time when Prohibition shut the saloons and pool halls, and a world war took its toll on the county. The agricultural industry remained the main stay of the county. From 1900 to 1920, the total area in farms nearly doubled, as did the number of sheep in the valley. Cattle increased by a third. The growth of the commercial core was based on the agricultural and logging industries, new transportation systems, and Enterprise's continuing position as the Wallowa County governmental seat.

OWR&N Co. Railroad and New Courthouse: 1908 – 1913

The year 1908 marked the passage of the early settlement era in Enterprise's history. The long-awaited arrival of the first train occurred in September 1908. Hundreds greeted the train as it pulled into town, bringing passengers from La Grande and neighboring communities. The railroad depot was completed a year later several blocks south of Main Street on Depot Street (W 3rd Street) in the warehouse district where wool, livestock, and lumber products were shipped.²⁸

²⁷ US Census data, 1900, 1910, and 1920.

²⁸ The depot was moved from Enterprise and now serves as a residence near Joseph, Oregon.

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Although most residents welcomed the train and the prosperity it promised, the ranchers of the valley were concerned that the railroad would bring in more farmers and homesteaders who would fence and divide valuable grazing land. Their concerns were well founded. Wheat, barley, and oats were grown in the valley in the 1900s, and then a shift occurred as the demand for wheat increased with the war in Europe. Irrigation projects were built that increased the number of acres cultivated. The introduction of tractors, threshers, harvesters, and trucks also made farming easier and more land could be tilled as a result of new farm technologies and equipment. Farmers in the Wallowa Valley were some of the first to push for bulk handling of wheat over sacked grain; one of the earliest bulk grain elevators was built in Enterprise in the 1910s. The number of farms increased by 31 percent between 1900-1910.²⁹ This meant increased revenue for merchants and professionals in downtown Enterprise.

The first tax payer-funded high school, a commanding two-story Bowlby stone structure with a classically detailed portico was erected at the east end of Main Street between E 3rd and E 5th streets. A few months later, the city was once again in the midst of another contentious fight to keep Enterprise's position as the county seat. Enterprise civic leaders sweetened the deal offering \$15,000 in donations to help fund the courthouse construction. Wallowa County residents voted Enterprise as the location for the county seat. County officials and Enterprise business leaders started planning for the new courthouse on the public square by hiring architect Calvin Thornton and Samuel Haworth. The firm was just finishing another building in town, the new Enterprise Fraternal Association Building (200 W Main Street), one of the first large-scale projects completed during this period. The IOOF Lodge partnered with the Enterprise Knights of Pythias in 1907 to finance a fraternal lodge hall by forming the Enterprise Fraternal Building Association. By 1908, the lodges had raised enough money, with the help of private donations, to erect the two-story, Bowlby stone building, which had retail shops on the first floor, a trademark corner entrance, and a lodge hall on the upper floor. The dedication ceremony was held on February 28, 1908, with nearly 400 people in attendance.³⁰ The community was proud of their new stone building that reflected the optimism of the period. With stylistic elements of the Commercial and American Renaissance styles, the hall was crowned with a balustrade in a Union Jack pattern and a projecting cornice supported by brackets, paired double-hung windows, and expansive storefront windows on the ground floor. This was the first building constructed by a fraternal society in Enterprise.

Over the next two years, several new buildings were completed downtown. The most impressive was the Richardsonian Romanesque Wallowa County Courthouse (Figure 10).³¹ Built on the public square, the new courthouse was sited in the middle of an entire city block with an expansive lawn all around. Architect Thornton hired the best stonemasons to help construct the building under the direction of his partner Samuel Haworth. Thornton moved to Enterprise with his wife and child to oversee the construction of the building. At the same time, Thornton was overseeing the additions to the Funk & Sons Mercantile that was directly west of the courthouse across River Street. Sam Litch, a prominent Enterprise businessman and politician, was half owner of the building and helped finance the new project. A wood-frame, second story was added to the mercantile building and a two-story Bowlby stone addition was added to the west side (Figure 10). The new upper story addition to the wood-frame mercantile had a bracketed Italianate style cornice and was covered with large steel panels stamped to look like rusticated stone. Thornton designed the panels to blend in with the new stone addition. While trying to secure one of the metal panels, Thornton fell from the second story scaffolding and died three days later in December of 1909. Despite the tragedy, both buildings were completed under the direction of Sam Haworth and ready for occupancy in early 1910.

Construction downtown continued in the early 1910s with other substantial Commercial style buildings erected along Main Street, and the parallel streets of Greenwood and North. These buildings featured

²⁹ League of Oregon Cities, p. 2.

³⁰ *Wallowa Chieftain*, 5 March 1908, p. 1.

³¹ Although the courthouse has salient features of the Richardsonian Romanesque, the building also reflect some features of the Queen Anne style in its roof form and front-facing gable roofs. These features are listed in the 2001 National Register nomination.

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large storefront windows with transoms above, recessed entrances, masonry construction, raised pilasters between bays, double-hung windows on the upper stories, paneled spandrels, and high parapets with simple cornice embellishments. One of these buildings was a structure built for Fred Ashley who hired Samuel Haworth to design his new two-story, furniture store and undertaking establishment at the corner of W 2nd and Main streets (218-22 W Main Street). Completed in 1910, the wood-frame Ashley building had a corner entrance and was covered with the same steel panels as the Funk/Litch Building. Italianate features employed by Haworth included the wide eave overhangs supported by heavy carved brackets, and a prominent cornice. Other business owners improved their buildings. A rear addition was added to the 1899 Bowlby Building and George Hyatt, improved the EM&M store. By this time, the EM&M Company was one of the most successful stores in the region carrying dry goods, notions, groceries, clothing, hardware, agricultural implements, hay, grain, and lumber.³²

Town officials continued to work on various infrastructure projects, including constructing cement sidewalks, installing fire hydrants and a better water system, building culverts to divert water away from the streets, and improving the bridges over Prairie Creek. Ordinances were enacted as a means of helping beautify the streets. The Wallowa County Merchant Association was established to promote the welfare of the county, and the Commercial Club was active in attracting new businesses to the city, which included the new automobile industry; an untapped market in Enterprise.

As the first automobile appeared in Enterprise in 1908, forward-thinking entrepreneurs started businesses that supported the automobile industry. Rodgers Brothers opened the first of these automobile-related buildings at Grant and River streets, outside the downtown core. This building was void of stylistic details and was utilitarian in design. The garage was a multi-faceted facility with a paint department, tin and machine shops, and auto and buggy storage area. About 50 automobiles were owned in Wallowa County in 1912.³³ Statewide, as the automobile gained popularity, individuals, and organizations began lobbying the state for better roads. Although Oregon hosted the state's first good roads convention in 1896, it was not until the Oregon State Highway Commission (OSHC) was established in 1913 that the Good Roads Movement was recognized financially and politically by the State of Oregon. The lack of connectivity and poor condition of local roads motivated the OSHC to implement plans for a new statewide highway system. The first highway plan was adopted in 1914; the "Get Oregon Out of the Mud" campaign officially started. In Enterprise, editorials in the local papers stated that two highways were needed to connect Enterprise with other major cities in Idaho and Eastern Oregon.³⁴ Although this would take another decade to realize, Wallowa County started improving the road to La Grande in neighboring Union County.

New recreation and entertainment facilities developed in Enterprise in the early 1910s. The People's Theater was constructed on North Street, bringing more live entertainment into the valley. In response, the owners of the Opera House, on Greenwood Street, made improvements including fixing the roof, upgrading the heating system, and installing equipment for moving pictures; the first in the city. Both entertainment facilities brought an array of live entertainment to the city. The Chautauqua's made their appearance in town with a variety of live productions and presentations.

For the first time, city officials took the initiative to create a public library funded through taxes. The city purchased a prominent lot at the corner of NE and Main streets in view of the new Wallowa County Courthouse for a new library, the first in Wallowa County. Plans were drawn by La Grande architect Milton Block in 1913, who also designed the La Grande Carnegie library the same year. The Carnegie Foundation approved the design and donated \$5,000 towards the construction.³⁵ Local contractor John Oberg received the contract for the new library. Born in Sweden in 1882, John came to the

³² Gaston, *The Centennial History of Oregon*, 1912.

³³ *Enterprise Record Chieftain*, March 19, 1914.

³⁴ *Chieftain*, "Two Highways Needed to Open County," May 30, 1912.

³⁵ *Enterprise Record Chieftain*, August 28, 1913.

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United States in 1907, and by 1912, he was living with his family in Enterprise, where he owned Oberg Construction Company.³⁶ Oberg built many of the town's first concrete buildings.

The new classically detailed library with Colonial Revival features was made of locally manufactured brick, and had a hip roof, gable pediment over the entrance, symmetrical façade, corner quoins, and a grand stairway leading up to the front doors. Dedicated in 1914, the library was set apart from other downtown commercial buildings by its expansive lawn surrounding the building. The completion of the first city-owned public building coincides with the increasing growth of the local logging industry.

The Eastern Oregon Lumber Company

In June 1914, Eastern Oregon Lumber Company (EOLC) announced plans to bring their logging business to Enterprise. The Kansas-based company had been purchasing timber claims in northern Wallowa County in anticipation of future business in the county.³⁷ Although logging had been part of the local economy for years, the railroad's arrival in Enterprise created the opportunity to conduct much larger-scale logging operations and export to markets all over the country. Commercial Club representative, Daniel Boyd, convinced the company that Enterprise would be the best place to locate the operations; more lucrative than Wallowa. Boyd insisted that a rail line from Enterprise into the mountains would be the easiest route to construct. The city offered a free mill site near the railroad, about \$50,000 in stock subscriptions, and guaranteed free right-of-way for the railroad through private land.³⁸ The EOLC accepted the offer and began planning for the construction of the mill and logging railroad that would bring over 300 workers into the town. The company boldly projected there was enough timber to keep the company going for 20-30 years and completed a sawmill and a new store in Enterprise, which was celebrated by a banquet sponsored by the Commercial Club. The first logs arrived at the Enterprise mill in 1915. The new sawmill, and plans for the construction of the logging railroad the following year, encouraged more building activities in downtown.

Over the next few years, the EOLC operations stimulated the commercial, industrial, and agricultural economy, and enriched the social life of the valley. The lumber company employed about 350 people in the mill and logging camps. In downtown, smaller false-front wood buildings were razed, or moved to make way for new masonry buildings. Additional trains were scheduled to meet the growing demand for goods and services. According to the U.S. Census, the population of Enterprise increased from 1,242 people in 1910 to 1,895 by 1920. This era also marks a shift in the type of construction materials used in Enterprise. Concrete and brick gradually replaced Bowlby stone as a cheaper and more easily manipulated building material. This shift is evident in the construction of a two-story 'gap' structure (109 W Main) erected in 1914 between two of the oldest buildings in downtown; the Bowlby Building and the Berland Grocery. Contractor John Oberg erected the ten foot-wide office building of cast concrete block, the first of its type in downtown. The rusticated surface treatment of the cast blocks blended in and mimicked the traditional Bowlby stone structures. Simple in design, the building had distinctive oriel windows spanning its length. Oberg used the same cast-block construction in the Enterprise Garage & Auto Company (300 W Main), built at the west end of Main Street the same year. Financed by local attorney, Daniel Boyd, the business was a full service garage designed for selling, storing, and repairing automobiles. This transportation-related building was utilitarian in nature, with a flat roof, large garage door openings, and double-hung windows on the side facades.

Although concrete and brick began replacing Bowlby stone as a preferred building material, the owners of the *Chieftain* newspaper chose to erect their new plant of Bowlby stone. Completed in 1915, the new one-story, vernacular edifice (106 NW 1st Street) was located a half a block north of Main Street,

³⁶ During 1915-16, Oberg often worked in partnership with architect, W. C. Wattenburg. He continued his business in Enterprise until the 1920s, when the decline in the economy and building activity forced him to move. By 1930, Oberg was living in Los Angeles, California where he continued his work as a contractor.

³⁷ Coffman, p. 91.

³⁸ Coffman, p. 92.

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and had an unusual façade lacking the large display windows typical of other Commercial style structures. The newspaper building was one of the first in a string of downtown buildings erected after the EOLC located their operations in town. The *Chieftain* announced on October 14, 1915, "Will Soon Erect Business Blocks: Down Town Property Owners Prepare to Put Up Several Buildings." One of these buildings was the new EM&M Company mercantile building (117-25 E Main) designed by the well-known Portland firm of Tourtellotte & Hummel, architects that designed hundreds of building throughout Oregon, Idaho, and Washington from 1900 to the late 1930s.³⁹

Tourtellotte and Hummel's plans for the EM&M specified an imposing three-story, Commercial-style building with classically-inspired pilasters and design elements in its stone and concrete detailing. Preparation for the construction began on the prominent quarter-block corner lot across Main Street from the Wallowa County Courthouse and across NE 1st Street from the city library (Figure 9). The EM&M manager George Hyatt began cutting the stone from the Bowlby quarry in the winter of 1915 for one of the most ambitious commercial projects to date. The EM&M would be the largest commercial building in downtown and in Eastern Oregon. The new EM&M was progressing when the company experienced a setback. Their EM&M flour mill burned in 1916, just when the company owners needed the capital for construction. Fortunately, at that time, the company's flour was in high demand by European countries importing agricultural goods from the United States as the war gained a foothold. The EM&M rebuilt the mill and continued construction on the mercantile.

Other downtown building projects were also underway the same year. In fact, 1916 was one of the busiest construction years in Enterprise on record. The Enterprise State Bank purchased the Fraternal Building Association Building and remodeled the structure, the Standard Oil plant expanded, residences and churches were built on the outskirts of downtown and up into the hillsides, and the telephone company installed additional switchboards to handle the larger volume of calls. Tourtellotte & Hummel designed another building, a hardware/furniture store on the southeast corner of SW 1st and Main streets for Keltner and Skaggs. The austere Commercial style brick building had a parapet broken by slightly raised pilasters separating the bays, prominent corner entrance with the name displayed above the door, and large storefront windows. Other buildings under construction in 1916 included the brick Eagle Cap Laundry (southeast corner of NW 1st and North streets), the two-story brick harness shop for Lawson Beecher (116 S River), and additions to Rodgers Garage and Wallowa National Bank (115 W Main). During this same period of time, the EOLC began construction of their logging railroad to the timberlands north of Enterprise.

World War I

The optimism of the Enterprise business leaders and citizens continued even after the United States entered World War I. The affects of the war were not immediately felt as building continued in downtown during 1917. On Main Street, more buildings were erected in the Commercial style, including the brick-and-concrete building for J.C. Penney (214-16 W Main), a business block at the

³⁹ Refer to National Register Thematic Nomination completed in 1982 by Patricia Wright entitled "Tourtellotte and Hummel Architecture Thematic Resources of Idaho," for more detailed information about the buildings the firm designed. Some of the more notable Oregon buildings designed by the firm are the Lithia Springs Hotel in Ashland, Astoria Hotel, Hotel North Bend, Sacajawea Hotel in La Grande, Union Hotel in Union, Antler Hotel in Baker, Pendleton Hotel in Pendleton, the Douglas County Courthouse in Roseburg, and numerous churches and residences. John Everett Tourtellotte, a Connecticut native, studied architectural drawing at Worcester, Massachusetts in 1885.³⁹ He began his career in a Worcester architectural firm before moving west in 1889 and settling in Boise, Idaho in 1890 where he worked as a contractor. Two years later, he opened his architectural office, and hired Charles Hummel. The two men became partners in the firm of Tourtellotte & Company in 1900.³⁹ Charles Frederick Hummel, born in Germany in 1857, was educated as an architect and worked as an engineer in Switzerland. He immigrated to the United States in 1885, and arrived in Boise in 1895 after concluding work in Everett, Washington. Tourtellotte & Hummel quickly expanded after receiving the contract for the Idaho State Capital. Branch offices were opened in Lewiston, Idaho in 1906, and Portland, Oregon in 1913. Tourtellotte moved to Portland to work in the new office, while Hummel remained in charge of the Idaho offices. Following World War I, the Portland office became independent of the Boise office. In 1922, John Tourtellotte and Charles F. Hummel dissolved their partnership. Both architects died in 1939, leaving a legacy of hundreds of public and private buildings, many inspired by the classical orders like the details found on the EM&M building.

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northwest corner of 1st and Main Streets, and the Bowlby stone Burnaugh Building (107 N River) that had a substantial projecting cornice reminiscent of the classical styles.⁴⁰ Once again, Samuel Haworth left his mark on the town by engineering and designing the Burnaugh Building. After completion of the building, the United States Post Office leased the bottom floor and the upper floors were rented as office and apartment spaces.

A brick plumbing shop (302 W Main) was completed at the western end of Main Street next to the Enterprise Garage. Across the street on the northwest corner of NW 2nd and Main streets, the three-story, brick Commercial style Gotter Hotel (310 W Main) was under construction (Figure 11).⁴¹ The hotel was designed with a prominent three-story high corner entrance, decorative parapet with squat pilasters, contrasting brick detailing designed in geometric patterns, stringcourses separating the bays, recessed entrances, and large storefront windows. The Gotter Hotel was the most elaborately designed building in downtown. Additions were made to the Enterprise State Bank (Bowlby stone addition), Wallowa Title Company Building, and the Enterprise Hotel. Construction continued on the massive EM&M as capital allowed, and the foundation was laid for a building that would become the newest place of entertainment, the O.K. Theatre.

The automobile industry began to make more of a presence in downtown Enterprise and throughout the state. In 1917, the La Grande – Joseph Highway was adopted as one of a number of primary highways which was “of first importance to the general public of the State of Oregon and should be permanently constructed and finished with hard surface.”⁴² The La Grande – Joseph Highway route connected in La Grande to the Oregon Trail Highway No. 6 that extended from the Idaho border to the Oregon Coast. Although designated for construction, there were limited funds to build the highways especially as the United States entered World War I. The conflict overseas, however, only solidified the need for an integrated federal and state highway system to expedite the shipment of goods and people during wartime.⁴³

The realization that a primary state highway from La Grande through Enterprise to Joseph would be constructed in the future resulted in a market for auto-related businesses. These businesses developed at the west end of Main Street, and along Greenwood Street in the industrial area. A large reinforced concrete garage (106 SE 2nd) was built for Priest and Weaver immediately south of the Enterprise Garage. The garage was one of the first buildings in Enterprise constructed of poured-in-place, reinforced concrete instead of cast-concrete block.

In 1917, Tourtellotte & Hummel were hired to construct a new school (Figure 8). Plans for the new classically-detailed Beaux Arts inspired brick-and-concrete structure was said to “provide better accommodations and facilities for school work than any other school building of its size in Oregon. The main front is to have an imposing colonnade extending up through the two stories, with broad steps leading to a recessed entrance, and there will be a balcony. A bond issue is to be held March 16, next Saturday, when a \$60,000 bond issue will be voted on to finance the erection of the building.”⁴⁴ The bond passed and construction started immediately. The new school opened in January 1918 and was the pride of the community. Enterprise now had a beautiful county courthouse, a Carnegie library, and a new school in their downtown. Residents, business people, and civic leaders believed that this growth would continue despite the United State’s entry into World War I.

As the war continued, however, optimism wavered. The cost of construction materials increased and labor shortages began. Many of the local contractors declared a moratorium on building until the end of the war. Other people left the area to work in towns active in supplying goods needed in the war, while

⁴⁰ The Burnaugh Building was individually listed in the National Register of Historic Places in 1993.

⁴¹ The Gotter Hotel was individually listed in the National Register of Historic Places in 1993.

⁴² ODOT, Region 5. Archives. Designation File No. 1-1. See also Highway Commission Minutes, 337

⁴³ The route was not finalized and money allocated for the construction of the La Grande – Wallowa Lake Highway until 1923-24.

⁴⁴ *Oregonian*. Photograph of the architectural rendering of the new Enterprise School, March 4, 1917, 63.

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the unemployed were fined under a new city ordinance that required men to work at least 36 hours a week. Although jobs were harder to find and the economy weakened, the agricultural markets remained steady. Local wheat and lumber were in demand during the war, increasing price.

Construction projects started earlier, continued during 1918. The Gotter Hotel was completed and work continued on the O.K. Theatre (208-210 W Main) after owner Wagner Hackbarth, a local lumberman, hired Samuel Haworth to finalize the plans for the new theater. Haworth designed the new building using East Coast concepts in theater planning. Designed for use as a movie theatre and for live performances, the poured-in-place concrete structure had three retail spaces integrated into the plan. Decorated with pilasters and dentils, the attraction was the arched, lighted marquee over the entrance. As the theater building neared completion so did World War I. The elation over the end of the war in November 1918 was dampened by the ban on public gatherings instituted by public health officials to help stop the spread of small pox and influenza. After the ban was lifted in January 1919, hundreds attended the O.K. Theatre grand opening and were entertained by the latest Paramount-Art-Craft movies. The new theater brought a new level of entertainment to Enterprise. The owners of the Opera House and People's theaters responded by making some changes to their theaters to stay competitive with the new movie house. Enterprise now had three theaters within blocks of each other, but the O.K. Theatre was the only theater to have a prime location on Main Street.

Holding Steady

Residents and city officials expected the prosperity of the pre-war economy to continue. Farmers and ranchers had prospered during the war as wheat and other commodities nearly doubled in price, and new technological advances in farming equipment made it possible to farm lands considered marginal before. During this period, banks loaned money on both land and equipment so farmers could expand their operations. Enterprise merchants responded by adding on to their stores and buying more implements to handle the increase in demand by the agricultural industry.

In 1919, a Chamber of Commerce was organized to help promote the city at the same time citizens began lobbying for more community improvements. A new sewer system was built and the largest bond measure in the city's history was passed for paving the streets of Enterprise.⁴⁵ With the war over and agricultural commodities still bringing a high price, the sense of optimism continued. When the EOLC sawmill burned down in August 1919, hundreds of men were suddenly unemployed. The mill reopened a year later, although not at full capacity. Business leaders realized how dependent the local economy was on the logging industry, but despite the reduction in the mill employment, community leaders continued to construct new downtown buildings.

Several buildings were erected in 1919 including a hospital constructed for Dr. Taylor at the west end of Main Street (315 W Main). The handsome brick building displayed classical details in the drip cornice, segmental-arch windows with keystone, symmetrical façade, and recessed entrance highlighted by contrasting brick quoins. At the same time, contractor Oberg began work on the new IOOF Hall at the opposite end of town, located on a lot directly north of the Carnegie Library. Upon completion, the IOOF Hall was touted as the largest fraternal hall used exclusively for lodge activities in Wallowa County. The lodge activities were on the upper floor, and the dining room, kitchen, and restrooms in the basement level. The brick-and-concrete hall complimented the Colonial Revival-style Carnegie library next door. The corner of E Main and NE 1st Street had been transformed into an active section of downtown; prior to 1914, only a few wood buildings stood at this corner. This was the same year a new fraternal organization was founded in Enterprise, the Elks. Although the Elks, Knights of Pythias, Masons, and other smaller social organizations were active in the community, the IOOF Lodge was the only fraternal group that had its own building.

⁴⁵ Coffman, p. 106.

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Although several buildings were finished in 1920, only a few new projects were started. A large implements store for George Gotter was under construction next to the hospital on W Main Street (311 W Main)(later Courtney Motors). The long horizontal brick building was slightly more decorative than other buildings of its type with a corbelled cornice center raised name plate, raised pilasters, and large storefront windows with transoms above. The new store carried various lines of implements that were shown in expansive open showrooms. Despite the gradual decline in agricultural prices, Gotter continued to feel optimistic, as did EM&M owner George Hyatt. Both anticipated success with their new businesses.

Auto sales were still high in 1919-1920, as the automobile began replacing other modes of transportation. In 1920, there were over 1,000 cars and 50 trucks in Wallowa County.⁴⁶ Trucks were used for hauling wool and grain, or other commodities, or used on the large ranches to help with the day-to-day operations. Ads in the local newspapers were filled with newest automobile lines and auto touring was becoming a favorite pastime. In response to the popularity of the automobile, the OSHC lobbied for ways to help fund the new highway system. The OSHC succeeded in 1919 when Oregon became the first state to pass the per-gallon gas tax to finance highway construction. With this new funding source, the OSHC started working on construction projects throughout the state, including Wallowa County.

The Gradual Decline

The EOLC's logging operations resumed in 1920 after shutting down temporarily, but Enterprise's economy endured another setback in the early 1920s when the demand for wool, cattle, and hogs declined, along with wheat, hay, grain, and lumber. The Federal Reserve Bank devalued the currency in order to bring inflation under control. Local banks began calling in loans on land and equipment, and farmers scrambled to pay back loans. Because of the depressed agricultural conditions, the EOLC announced that they were cutting wages to be able to keep the Enterprise mill open.⁴⁷ The Chamber of Commerce responded by asking merchants to reduce prices to a minimum to help citizens stay afloat. Despite these efforts, the economic outlook was not bright. Wheat prices continued to drop and people started leaving the county as evidenced by the decrease in the number of children in the school district in the 1920s. An article in the *Enterprise Record Chieftain* on November 11, 1920, tried to calm the nerves of citizens by stating that "this is a time for cool heads, patience, and much hard work. We are all headed in the right direction but it is taking us longer to reach the goal than we had hoped."

The EOLC could not sustain its business, and in 1921 it closed its doors pending an improvement in the market. The newspaper editorial tried to find a bright side of the economic decline by stating, "Having passed through the homesteading period and the war, the county should show a consistent growth in the future, as it is believed its population has reached low ebb."⁴⁸ The mill reopened in 1922, which once again bolstered the community and by the end of the year, construction of the EM&M was finally deemed completed with businesses moving into the largest edifice in Enterprise. Advertised as the largest mercantile establishment between Portland and Boise, the store sold everything from farm equipment to the latest Portland fashions. Implements were set outside on the sidewalk, and tractors and other merchandise stored in the large basement. However, the once grand plans of the EM&M owner, George Hyatt, were tempered by the state of the economy.

Despite the downturn in most sectors of the economy, the automobile industry continued to grow in the mid-1920s. Recreation tourists came in increasing numbers to the Wallowa Mountains to camp, hunt, fish, and enjoy the national forests. The Wallowa Lake Lodge and resort was built in 1923 at the south end of Wallowa Lake. An eighteen-passenger boat carried visitors four miles across the lake to an amusement park with a restaurant, store, bowling alley, dance hall, outdoor movie theater, horse-

⁴⁶ *Enterprise Record Chieftain*, February 5, 1920.

⁴⁷ Coffman, p. 108.

⁴⁸ *Enterprise Record Chieftain*, December 15, 1921.

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drawn carousel, and cabins for overnight guests. Enterprise benefited from the tourists who passed through on the unpaved road from La Grande. In 1924, the State Highway Commission made visits inspecting progress on a new road from La Grande to Joseph and the Enterprise section of the highway was adopted in 1924. Work progressed slowly because of the rough terrain, but in 1925 residents celebrated the completion of the new highway to Enterprise.

Although the long-awaited highway was completed from La Grande through Wallowa County, the local economy continued to decline with closures of some prominent businesses. After being open only three years, the largest mercantile company in the region, the EM&M, went into bankruptcy in 1925. Shortly afterwards, owner George Hyatt died while at his office. Another long-time mercantile, McCully Mercantile Company closed its doors. The Enterprise Flour Mill, the first business in town, burned in December 1926, and was not rebuilt. Other well-established businesses closed; some due to the fact that they were unable to collect from people who had purchased on credit. The 1920s also brought in another change in the dynamics of business. Larger chain stores such as J.C. Penney, the Hub, and Safeway established stores in the town. These larger stores were able to offer lower prices than independently-owned shops. PP&L Co. absorbed local power companies.

A pivotal time in the history of Enterprise, the year 1928 marks construction of the last substantial buildings along Main Street until after World War II, and the closure of the EOLC Enterprise Mill. By this time, almost all of the available lots along Main Street between NE/SE 1st and SE/SW 3rd were built upon. Both sides of Main Street were lined with primarily one-and two-story masonry buildings, although a few false-front buildings still remained. All the downtown streets had finally been paved, and telephone wires and electric light poles lined the streets. New residences overlooked the downtown from the hills northeast of town.

As the 1920s came to an end, a few structures were erected on Main Street and the side streets. Julius Roesch completed the one-story Commercial style brick building (114 W Main) located mid-block on the south side of Main Street between River and SW 1st Street. The structure was completed in the fall of 1928 for retail tenants. A large concrete service station and car dealership was built on the northeast corner of NW 2nd and Main streets for Gettings and Hanks. Gas pumps were built on the corner to capture the auto trade. The J.C. Penney store was remodeled and finishing touches were completed on a remodel of the Litch Building. These buildings were erected the same time as the EOLC went into receivership in the fall of 1928. The company sold its assets and liquidated business the following year. The period marks the end of the large-scale logging operations so vital to the community in the 1910s and 1920s. The mill closure was a prelude to the hardships of the Great Depression.

III. Decline, Depression, and WWII: 1929-1945**Period Summary**

The Great Depression literally halted construction in Enterprise as people struggled to keep their businesses open and care for their families. Many of the stores in downtown were forced into foreclosure due to outstanding loans and back taxes including the massive EM&M building. People moved from the area to find work in the larger cities, and falling commodity prices cost downtown business owners as well. The only construction projects during this time were associated with government work projects and the transportation industry as a few auto garages and service stations were erected. The Depression gave way to the World War II period that also limited construction projects primarily due to the lack of available labor and materials. The end of this period, marked the beginning of the Post-World War II building boom that once again brought activity to downtown.

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The Great Depression

On 29 October 1929, the stock market crashed, triggering the beginning of the Great Depression nationwide. Banks failed, businesses closed, and millions of Americans (one-quarter of the workforce) became unemployed. Wages dropped, savings were lost, and unemployment rose overnight, leaving the country in the worst economic depression in the country's history. Newspaper headlines told the stories; disappearing wealth, shrinking middle class, tax delinquencies, and foreclosures.

As the 1930s Depression began, Wallowa County was already feeling the effects of the economic decline of the 1920s, as the population and property assessments fell. Enterprise's population was at an all time high of 1,895 people in 1920. By 1930, the population had dropped to 1,379. Most of the construction projects completed in the 1930s in Wallowa County and Enterprise were linked to the federal work programs instituted by Franklin Delano Roosevelt (FDR). Eighty percent of Wallowa County voted for Roosevelt in the 1932 election. Soon afterwards, FDR began his reform strategy known as the New Deal.⁴⁹ Citizens learned new acronyms with the Roosevelt's New Deal programs: Civil Works Administration (CWA), Public Works Administration (PWA), Works Progress Administration (WPA), and Civilian Conservation Corps (CCC). Post offices, libraries, and federal buildings across Oregon were built because of these programs, and the government employed many Oregonians as writers, teachers, lawyers, historians, painters, architects, masons, and in other professions. CCC workers built campgrounds, parks, buildings, forest service buildings, and reservoirs.

The United States Government spent over 1.75 million dollars in Wallowa County from 1933 to 1939 on federal work projects.⁵⁰ Local men worked on roads and other projects under the new programs. During this time, many improvements were made to the city's recreational facilities and infrastructure. A public swimming pool was constructed, a new park and playground erected, a tennis court finished, and brighter streetlights installed downtown. A local CCC camp was built on the ten-acre city park south of downtown.

Prices for farm commodities fell dramatically, as people struggled for survival in an economy that no longer supported high levels of production. Subsequently, private construction almost came to a halt in downtown Enterprise with the exception of a couple of new buildings. In 1932, the two Enterprise banks, the Wallowa National Bank and the Enterprise State Bank, merged to reduce overhead; a sign of the times. Many other surrounding towns, such as Joseph, were not as fortunate, as the Joseph State Bank closed its doors.

In 1933, the Enterprise Chieftain's editor observed that the citizens of Wallowa County had plenty of inexpensive food available; although, no spare change for taxes or mortgages. The Enterprise Chamber of Commerce began printing its own scrip, secured by Wallowa County warrants. The first scrip dollars were printed on tanned deer hides, intended as collectables, and after that, a durable fiber paper was used. The scrip was accepted by businesses within the county. Poverty-bred desperation gave rise to an unprecedented spree of ten major crimes in fifteen months starting in 1934. In one instance, the city Marshall of Lostine visited Enterprise, broke into the City Creamery, and stole \$126.⁵¹

Wallowa County acquired more than 1,000 properties due to delinquent taxes and foreclosures during this period and auctioned more than 700 to solvent buyers. The county assessor books were filled with lists of repossessed buildings and houses. In 1936 alone, Wallowa County revenue increased by \$40,000 from property auctions. By the mid-1930s, the county owned many of the buildings in downtown Enterprise including the large EM&M, the Gotter Hotel, and J.C. Penney Building. The condition of the EM&M was described in a 1934 report as being in complete disrepair, with water leaking from a roof that had partially collapsed. The county took the unusual step of repairing the

⁴⁹ Coffman, p. 118.

⁵⁰ Ibid. p. 120.

⁵¹ Ibid. p. 120.

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building, and adding retail spaces and apartments that were in demand as people lost their homes. When completed in the late 1930s, the EM&M was completely full and turning a profit. Vacant buildings stood along the main streets of downtown, but the EM&M finally attained profitability in the community (Figures 12 and 13).

City officials started looking at ways to balance their own budget in the early years of the Depression. Monies in the improvement funds were withheld and not used for the intended projects including water, sewer, and paving projects, and the City looked at ways to cut the city services such as fire, police, street cleaning, and health. The care and staffing of the library, cemetery, and swimming pool were taken over by service clubs as a way to save money. The City, in an effort to help the budget, increased the tax rate. This only caused another round of foreclosures since property owners were already having difficulty paying their taxes.

To alleviate the deprivation of families in Wallowa County, the Red Cross, Salvation Army, fraternal organizations, and local women's clubs were active in the communities. Extra produce was collected and made available to the hungry, and clothing was collected, mended, and made available to those in need. The Red Cross required families meet certain criteria of unemployment and poverty before receiving aid, but the aid varied, using government surplus foods such as grain and canned vegetables, giving school clothes for children in need, and providing sewing machines and fabric for mothers to make clothing for their family members. The Salvation Army services were offered without requiring proof of need, serving meals to the hungry. Local churches, fraternal lodges, social organizations, and clubs reached out to their neighbors, enlisting the help of teachers who could identify children who were hungry or in need of clothes. When FDR's reform programs reached Wallowa County, local community relief efforts relaxed as the government programs were instituted.

A few new businesses did open up and expand during this time, including the Enterprise Equipment Co., which moved into a brick building on the southwest corner of Greenwood and West 1st streets in 1937. Jay's Service Station opened for business the same year. Perkins Enterprise Co. opened a new garage, with a public invitation to a free movie and dance. In 1935, the Fraternal Order of Eagles (FOE) purchased the old hospital at North and NW 2nd Streets at a county tax sale. The FOEs used the building for meetings, community events and dances. The hall later fell into disrepair and was demolished in 1949 to make way for a new building. At that time, the Masons were renting the Burnaugh Building for their hall, and the IOOF Lodge still owned their own building on NE 1st Street.

The O.K. Theatre was not unscathed during the Depression. In 1929, after bringing the first talking pictures to Enterprise, the theater went into foreclosure in 1932, and sold to new owners who renamed the theater, the Vista Theatre. In 1935, the theater was modernized on the interior and exterior, and stayed in business in the late 1930s as more people attended events and movies as an escape from the economic hardships of the Depression. By this time, the Vista Theatre was the only movie house in Enterprise; the People's Theater and the Opera House both had been converted to different uses and were later demolished. As the 1930s came to an end, the agricultural industry started to recover with more overseas wheat orders as Europe prepared for the impending war.

World War II

World War II brought significant changes to farms across Wallowa County and throughout the country. Farmers were coping with labor shortages and demands for higher production. This labor shortage also had another effect on farms. Farmers increased the use of mechanical equipment, which contributed to the growing consolidation of small farms into larger farms. Government military deferments issued for farm workers in 1942, did not keep laborers on the farm. Despite these efforts, many young men and women moved to larger cities to work in factories with large military contracts. The Wallowa County population continued to decline as workers moved to metropolitan regions. To ease the lack of farm workers, the United States Government made an agreement with Mexico

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allowing workers into the United States on contracts to work on farms. In Wallowa County, some local farmhands quit when thirty-five Mexican laborers started working in the county, but by 1943, these contract workers were garnering praise from most Oregon farmers. Despite the issues with labor shortages, lumber, wheat, and livestock was once again being shipped out of the county in a time of war. Prices rose and Enterprise residents had hopes for their future.

The increase in commerce, catalyzed by the spending on national defense, strengthened the city and county's economy, but the war had an uneven effect on the business community. Local merchants were unable to stock enough critical supplies. The papers were full of headlines about gas and supply rationing, blackouts, building material shortages, and business closures. Many storefronts along Enterprise's Main Street were empty. The number of school children in the local district dropped to the lowest it had been since 1912, another sign of a decrease in the local population.⁵²

The only new building constructed during this period was the new Safeway Store in 1941, on NW 2nd and North Streets. The Vista Theater kept its doors open, and brought relief to Enterprise residents during the war. Citizens kept up with the war activities in the newsreels and escaped thoughts of the war during the featured film. The theater was a gathering place in downtown among the many vacant buildings. In 1943, the Enterprise *Chieftain* newspaper changed hands under the new banner, the *Wallowa County Chieftain*. The paper was one of the mainstays of the community and, as in previous conflicts, announced the end of World War II. Sixteen Wallowa County men lost their lives in the war.

Peace was declared in Europe, and a sense of normality slowly returned to Enterprise and Wallowa County. Once again the small community was optimistic about the future. Returning soldiers and new residents began moving to Enterprise, sparking the local economy. By the end of 1945, thirteen new businesses opened, two-dozen businesses change ownership, and saw mills resumed operations. Wheat prices were still high as well as other local commodities. Enterprise was ready for the Post-World War boom after years of economic hardships.

IV. Post-World War II Resurgence: 1946-1956

Period Summary

The end of 1945 signaled a shift in the economy that many long-time Enterprise residents had not experienced since the later 1910s. The local paper was filled with news of the improved economy, and new people and businesses moving into Enterprise. The demand for goods not available during the war grew, and signaled an upturn in the Wallowa County economy. Agricultural commodities remained strong immediately after the war before tapering off. New technologies, mechanization, and chemical use helped farmers reach new levels of crop productivity; wheat remained the mainstay of the agricultural community.

The cattle industry also remained strong in the post-war economy; however, dairy cattle slowly decreased in the 1950s when butter and cheese prices dropped and labor costs increased. The once strong sheep industry also declined due to several factors including introduction of new synthetic fibers and a decline in the availability of grazing land. The U.S. Forest Service began transferring grazing permits from sheep to cattle, making it more difficult to find enough land for their flocks. The number of swine in the valley decreased as farmers shifted to raising beef cattle, which took less labor and feed.

Timber industries saw changes in the years after World War II as well. Increased demand resulted from the unprecedented housing boom of post-war America. Veterans and their families across the country applied war savings, GI Bill loans, and other resources to owning their own homes. The phenomenon was good news for those making their livings in the timber and building industries.

⁵² Coffman. p. 129.

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Timber production grew through the late 1940s and early 1950s as more private and public land was opened to logging. Economic activity and renewed optimism after World War II led to the construction of new commercial buildings in downtown; a majority of the new structures were built for the automobile industry (Figures 14 and 15).

Economic Factors After 1945

The lumber industry was reinvigorated in Wallowa County in 1946 when the Mt. Emily Lumber Company moved one of their mills to Enterprise, and began logging in the Chesnimnus District of the Wallowa National Forest. Sixty Mt. Emily employees were working at the Enterprise plant by the end of the year, infusing the community with new residents. Other sawmills in the county also retooled and contributed to the local economy. In the late 1940s, the Enterprise Lumber Company opened a retail outlet on Greenwood Street. This boom period in the logging industry remained steady in the late 1940s and 1950s as market conditions and demand changed. In 1954, the Wallowa and Whitman national forests were consolidated into the Wallowa-Whitman National Forest. New Forest Service personnel moved into offices in downtown Enterprise.

Improvements to transportation systems stimulated the economy as new roads were being constructed, including one connecting Baker and Wallowa counties. By the late 1940s, the demand for automobiles rose as gas rationing was lifted and automobile manufacturing increased. Motor vehicle registrations climbed. Even more than before, cars took a central place in American social and cultural life. Old roads and highways throughout Oregon were improved with the help of the government allotments. Wallowa County experienced this when the new Enterprise – Lewiston Highway was completed in 1948 north through Wallowa County, and Eastern Washington to Lewiston, Idaho. The highway improved access to Wallowa County from the north, opening new markets.

Better roads also brought more tourists into the Wallowas. In the late 1940s and 1950s, affordable cars, cheap gas, better roads, and beautiful scenery brought record numbers of tourists to the more isolated counties such as Wallowa County. The Wallowas became known as the "The Switzerland of America." The new Wallowa Lake State Park was dedicated in 1951, which attracted more visitors and campers than ever before.⁵³ Hunters and fishers came in record numbers into the county, and the city of Joseph started Chief Joseph Days that attracted visitors from all over the region.

New residences were built in Enterprise in new subdivisions on the hillside overlooking the town, a modern hospital was erected in 1950 that was the pride of the community, and the city instituted the first new city zoning ordinance and building regulations in 1951. The cedar power poles, installed in downtown in 1938, relocated to the alleys in 1956. More streets were paved to improve access to new developments, and local banks reported increased deposits. Improvements were also made during this time to the Enterprise airport that had been constructed in the early 1940s, a mode of transportation becoming more popular. The early 1950s brought talk of harnessing the power of the Snake River, which produced multiple studies over the next ten years for proposed dam projects. The population grew from 1,709 in 1940 to a little over 1,900 by the mid-1950s.

Building Out Downtown

From 1947 to the early 1950s, the newspaper headlines were filled with articles about the local building boom, the prosperity of the agricultural industry, and the new businesses in downtown Enterprise. Nineteen forty-six started out with a record number of real estate transactions. Over 1,000 deeds and mortgages were filed with the County Clerk, and sales of area residences were strong.⁵⁴ Vacant shops in downtown were filled, other buildings remodeled, and housing was at a premium. New people

⁵³ "Wallowa County Centennial Edition." *Wallowa County Chieftain*, May 14, 1984, 50.

⁵⁴ "Review of Developments in Past Year." *Wallowa County Chieftain*, January 3, 1947.

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moved into the community, hoping to settle into small town living. The *Wallowa County Chieftain* reported that ten new businesses were opened downtown including the new Raven Creamery and a Coast-to-Coast store.⁵⁵ Wages increased, business and farm income grew, and building materials began to be more readily available. Local veterans' groups already had plans to commemorate World War II veterans. A plaque was placed in the Wallowa County Courthouse lawn. The Enterprise School was enlarged when a classroom addition was built on the east side of the lot in 1947, and a gym was added in the 1950s.

The January 1, 1948 edition of the *Wallowa County Chieftain* exclaims, "Wallowa County enjoyed its most prosperous year in 1947. Crops were excellent, feed was plentiful, and prices hit all-time high. Merchants, professional employees, office workers and laborers all shared in the increased income." Infrastructure work and civic improvement projects were completed throughout the town. The center parkways that extended down the middle of North and Greenwood Streets were removed in 1947 to make more room for the automobile and to reduce maintenance.

New commercial buildings, primarily erected on vacant lots within the downtown core, were designed with elements of the Modern Commercial style; horizontal emphasis, flat roofs, little decoration on the cornice, concrete or brick construction, simple forms, plate-glass windows with metal and wood sashes, and the use of glass block. The Ratcliff Furniture Store (200 E Main Street), a mainstay in the community since 1899, built a new brick veneer building in the Modern Commercial style directly east of the Wallowa County Courthouse. Completed in 1949, the furniture store was touted as the largest in Eastern Oregon. Other Modern Commercial style buildings constructed in downtown were Fosters' Plumbing Shop on River Street, a one-story doctor's clinic east of the library, and a new telephone building on River Street in 1952.⁵⁶ The new bank building erected for the First National Bank, completed for a cost of \$75,000 in 1950 (106 SW 1st Street), was distinctive in its modern appearance with some elements of the International style in its flat roof, cubic form, smooth wall surface, and little façade ornamentation with the exception of raised pilasters defining the multi-light steel sash. A new concrete block law office was built in a narrow lot directly west of the Litch Building on the south side of Main Street (108 E Main) in the minimalist style.

Several of the commercial buildings erected and remodeled in the late 1940s and early 1950s were associated with the automobile industry. The transportation-related Modern Period-style buildings were similar to the Commercial-style structures with the exception of the integration of large garage doors for automobile service. These new buildings were generally sited along Greenwood and North streets. A new stucco and wood-frame gas station (200 NW North Street) was erected on North and Rivers streets, the Enterprise Garage removed the corner gas pumps to make room for a showroom, several garages relocated to larger spaces or expanded to accommodate various services, and a new Shell Station on River Street and a concrete block garage on North and NW 1st streets were erected before 1950. These buildings reflect the increase in automobile use after the war. The owners of the Vista Theater took advantage of the latest automobile craze and opened the Gay Drive-In Theater in 1953, a welcome addition in the community.

Construction remained steady in Enterprise through 1955. New homes were erected, a church, several downtown buildings were remodeled, and the city completed work on a new sewer treatment plant. By the end of 1955, the banks reported declining deposits, perhaps due in part, to the decrease in grain and livestock prices. In 1956, Raven Creamery liquidated its assets and sold their Enterprise plant due to declining dairy production in the valley. The state highway department started studies on re-routing Highway 82 away from Main Street. Although the highway was eventually rerouted, the Main Street merchants fought the new route.⁵⁷

⁵⁵ "Review of Developments in Past Year."

⁵⁶ Records for 1952 Establish Year as One of General Prosperity, *Wallowa County Chieftain*, January 1, 1953, p. 1.

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One of the last auto-related buildings was completed in 1956 at the corner of NE 1st and North streets for Mc Daniels Motor Company, the local Chevrolet dealer (current City Hall location). The property was owned by the Berland family and was originally purchased for use as a parking facility for the EM&M (never constructed). The Berlands leased the building to the motor company that had a sales and service business in the new austere Modern-style concrete building. The completion of the new auto garage marks the end of the ten-year boom period that followed World War II.

Most of these new buildings were erected on the periphery of downtown, along the side streets and along North (Highway No. 82) and River streets on vacant lots or parcels previously occupied by smaller wood-frame buildings from earlier development periods (Figures 14 and 15). The buildings constructed along both sides of North Street, Highway No. 82, were constructed on larger parcels with space around the buildings for parking and service areas. Greenwood developed in the same way; however, the street did not attain the density of Main Street, where the buildings abut one another. Today, the streetscape of downtown is the same with the exception of a few new infill buildings and storefront modifications. Enterprise remains the governmental, institutional, and commercial center of Wallowa County with an economy still based in agriculture, tourism, and natural resources as it was historically.

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F. ASSOCIATED PROPERTY TYPES

The Multiple Property Document (MPD) entitled, "Historic Resources of Downtown Enterprise, 1888 – 1956" includes Commercial, Transportation-Related, and Institutional historic resource types. Although vernacular in design, these buildings display elements of styles within the Late Victorian, Early-Twentieth Century American Movement and Period Revivals, and Modern Period. The following is a discussion of the associated property types

Note: See Figures 3, 4a, and 4b to for reference to street addresses, a map noting the distribution of historic resources by Historic Context/Development Period, and for a map showing the Contributing, Non-Contributing, and Out of Period properties in Downtown.

1. Name of Property Type: Commercial Buildings, 1888-1956

Description: Commercial buildings are the most numerous type of resource present in the geographic area defined in Section G, the downtown commercial core. Forty-one (41) buildings in the downtown are classified in this property type. Erected from 1888-1956, these buildings served the needs of the local government and residents, and ranchers and farmers on the surrounding agricultural land. The commercial building type is defined as a building designed with commercial use at the street level, and in the case of multi-storied structures, additional uses on the upper floors such as offices, fraternal halls, or apartments. Constructed in various designs and materials, these buildings housed a variety of activities: retail and general merchandise stores, specialty stores, professional offices, funerary establishments, banks, hotels, and entertainment facilities such as theaters and restaurants.

Most of the buildings in downtown Enterprise were constructed as one or two-part commercial blocks buildings as defined by Richard Longstreth in *The Buildings of Main Street*. Generally, two-part commercial style buildings are two or more stories in height, have a distinct horizontal separation between the first and second floors, with the first floor serving the public and the second floor utilized as private offices or residential space. The lower stories typically have large storefront windows capped with transoms, while the upper story windows are usually smaller double-hung windows. One-part commercial style buildings are a single story in height and are often more vernacular in style. Typically these buildings were constructed of masonry with a large framed storefront system set within masonry pilasters, had modest decorative treatment, recessed entrances, and transoms above the large storefront windows. This form was mostly used for retail stores and occasionally these single story buildings appear as stand-alone structures. Longstreth's building typology is used to aid in evaluating the downtown buildings in the MPD.

One-Part Block

The one-part commercial block is the most common building type in downtown Enterprise, with twenty-nine (29) buildings classified under this subtype. The one-part block structures are generally single-story, rectangular buildings with slightly sloped roofs behind raised parapets, and are usually made of brick, Bowlby stone, or concrete. Typically, the buildings have symmetrical facades, regular fenestration, large display windows with bulkheads below, transoms above the windows and doors, recessed entrances, and a slightly defined cornice. The primary facades of these buildings often had inset panels above the windows for signage and/or awnings. Dating from various development periods, most of these one-part block buildings adjoin other commercial buildings; a few are freestanding. The majority of these resources are located along Main and River streets; although, some are along the side streets.

The older one-part block buildings are constructed of Bowlby stone and range in date from 1902 to 1916. These stone buildings are generally the most intact and have little ornamentation due to their stone construction. Good examples of these stone buildings include the Chieftain Building (107 NW 1st, 1916), and a building that at one time was the post office (107 E Main, 1902). The one-part block

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buildings constructed of brick are generally larger buildings with more decorative features including articulation of the cornice, raised pilasters between the bays, recessed panels in the spandrel, and recessed entrances. Some of these brick buildings, constructed between the early 1900s and 1950, have varying degrees of architectural integrity. Excellent examples of one-part block buildings on Main Street are the Model Bakery (302-304 W Main, 1910s), the slightly larger Roesch Building (114 W Main, 1928), and Radcliffe Furniture Store (200 E Main, 1950).

Only a few one-part block buildings are made of concrete; most of these one-story buildings are associated with transportation related buildings (discussed Section F-2). The concrete one-part block, commercial buildings generally date from the 1950s, and have flat roofs, minimal articulation of the surface or ornamentation, and large display windows. An example of this building type is the Rowe Building (110-114 S River).

Two-Part Block

Two-part block buildings are the second most common property type in the downtown with twelve (12) resources in this sub-type. Constructed from 1888 to the 1920s, these resources line both the north and south sides of W Main Street. Generally, the structures encompass the entire lot, and abut the sidewalk, neighboring structures, and alley at the back. This layout utilizes the entire Main Street frontage, the prime location for commercial activities in Enterprise. The front facades have the ornamentation since buildings often abut one another, often sharing common walls. Buildings on corner lots were the exception. These buildings had two primary facades, very often with corner entrances for increased visibility. Examples are the Enterprise Hotel (101 E Main, 1903), Gotter Hotel (301 W Main, 1916), and Keltner Building (118 W Main, 1916).

In Enterprise, two-part blocks are commonly two stories in height, with the exception of three downtown buildings; the Gotter Hotel, the Enterprise Hotel, and the EM&M Building. Character-defining features of these buildings are the visual divisions of the front facade into upper and lower zones. The lower zone at the first-story indicates public use such as a retail store or bank, having a recessed entrance doors capped with a transom, and large plate glass windows with wood or masonry bulkhead below and multi-light transoms above for light and ventilation. Most of the alterations have occurred to the first floors as business uses change over time. Transom windows have been covered, storefront window sashes changed, new doors installed, and bulkheads covered over with masonry veneers or wood.

The upper zone or stories reflect more private uses such as apartments, offices, or meeting halls. The upper story windows were usually tall and narrow, double-hung sashes grouped together or spaced regularly apart. These windows more closely resembled those of residential buildings. The Bowlby Building (107 W Main, 1899) is an excellent example of this type, with large storefront windows in arched bays, stone construction, recessed entrance, paired double-hung windows on the upper story, and a decorative pointed arch parapet with a date plate in the center.

Most of the extant buildings from the late-nineteenth and early-twentieth centuries were of masonry construction and featured flat roofs with parapets (usually slightly sloped for drainage). Some of the parapets are more ornate, decorative brickwork, corbelling, Union Jack balustrades, and raised pilasters. Cornices projected outwards from the plane of the front facade, and often were supported by brackets. The name of the building and/or construction date is often depicted above or below the cornice in the center of the primary facade. Two buildings in downtown were wood-frame buildings covered with siding made of steel panels manufactured to simulate stone. Only the Litch Building (100 W Main) retains the historic siding; the steel panels on the Ashley Building (214-222 W Main) were removed.

Some of the larger buildings have distinct horizontal band divisions between the lower floor and upper floor(s) such as the EM&M and Keltner buildings, both designed by the architectural firm Tourtellotte & Hummel. These buildings also have strong vertical elements such as raised pilasters and horizontal

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stringcourses made of contrasting materials or designs. The Gotter Hotel is perhaps the most elaborate two-part block building in downtown. The contrasting two-color brick construction, geometric designs, and elaborate parapet with tan pilasters and coping against the red brick body create the visual distinction between each story that is an important character-defining feature of the two-part block building.

Variation of Commercial Block Property Types: The Dr. Taylor's Hospital (315 W Main), the O.K. Theatre (208 W Main), Chieftain Building (106 NW 1st), and the Enterprise Hotel (101 E Main, 1903) are examples of variations of the block building types with designs driven by the interior use. The former hospital is similar to the two-part commercial block with the exception of the first story fenestration that retains a more private relationship to the street because of its medical use. The double-hung windows, usually found on the upper stories of two-part block buildings, are also on the ground floor; there are no storefront windows. The Chieftain, a one-part block, is another example of a building with double-hung windows at the street level with no storefronts. The O.K. Theatre is a two-part commercial block with its storefront windows on the first floor, however, the small windows on the upper story are somewhat different than other two-part block buildings in downtown since the upper story windows illuminate the small projection room and do not open up into a full second story. Although the Enterprise Hotel has characteristics of a two-part block building, the majority of the windows on the ground floor reflect more private use associated with a hotel. The larger picture windows around the entrance were built in the 1910s when the building was remodeled. A fire destroyed the mansard roof in the 1930s; this third story was never rebuilt.

Architectural Styles

The architectural styles of Enterprise's one-part and two-part commercial block buildings were similar to those found in larger cities across the country. Although more vernacular adaptations of mainstream styles, the buildings reflect styles that were popular from the Late Victorian Era to the Modern Period. The architectural detailing was dependent on a number of factors including available building materials, skilled laborers, and funding. Some of these buildings are simple vernacular structures erected by local contractors with only hints of a particular architectural style while other buildings were architect-designed edifices that displayed more high-style elements. The commercial block buildings can be further categorized by their architectural styles.

a. *Late Victorian: Italianate Style.* Italianate style buildings emphasize vertical proportions and prominent decorative facades. In two-part commercial block buildings, the style is characterized by flat roofs, wide overhanging bracketed cornices, tall, narrow windows often with segmental- or round-arch windows and/or heavy hood moldings, heaving moldings, and generally a symmetrical façade arrangement. Common building materials were stone or brick. Italianate style buildings were some of the earliest commercial buildings in Enterprise built between 1888 and the early 1900s. The Bowlby Building (107 W Main, 1899), an excellent vernacular adaptation of the Italianate style, two-part commercial block building, has a prominent bracketed projecting cornice with corner finials, center gable name plate, Bowlby stone construction, symmetrical façade, paired segmental arch windows, and arched storefront windows emphasized by contrasting stone pilasters. The Litch Building (100 W Main) also displays some Italianate features in its heavily bracketed cornice. Many of the earliest two-part Italianate style buildings have been altered and do not reflect the original design or have architectural integrity. Only a few intact examples of this style remain. The Wallowa National Bank (115-121 W Main, 1888) and the Litch Building (100 W Main, 1888) are two examples of the style. Although the Enterprise Hotel (101 E Main, 1903) was designed in the Second Empire style with the hallmark mansard roof, the building no longer reflects the style because of loss of the roof due to fire in the 1930s.

b. *Early-Twentieth Century American Movement: Commercial Style.* Built from circa 1903 to 1928, this style is perhaps the most prevalent in downtown Commercial style buildings are found in both one- and two-part commercial block buildings. Character defining features include high parapets concealing flat or slightly sloped roofs, simple cornice details, masonry construction, large storefront windows often

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with transoms above and low bulkheads below, recessed entrances, slightly raised pilasters separating the bays, horizontal banding above the first story (found in two-part block buildings), and usually masonry construction. These buildings may have single or multiple bays. A variation of this type is a one-part block building that has residential style windows instead of larger storefront windows. These buildings were popular from c. 1910s to the late 1920s. Good examples of this two-part block Commercial style are the Burnaugh Building (107 N River, 1916), brick Roesch Building (114 W Main, 1928), Wallowa Milling and Grain Company (204 W Greenwood, 1916), and the former post office building (105-107 Main, 1903). These buildings have the signature flat or sloped roofs with parapets, slightly defined cornices, masonry construction, large storefront windows with transoms above, and recessed entrances. Although the building has strong classical features, EM&M is another example of the style with its symmetrical fenestration and façade organization, high parapet capped with corner finials, frieze board with dentils, regular fenestration, and stone pilasters capped with capitals that separate the bays.

c. *Twentieth Century Period Revivals: American Renaissance, Colonial Revival, and Mission Styles.* These Period Revival-Style buildings were built from circa 1905 into the 1920s in the downtown core. Generally, most of the buildings are two-part blocks, constructed with both stylistic influences of the Commercial and Period Revival styles. Often the Period Revival style design elements are only displayed in detailing and façade organization. Only a few of these styles are represented in the downtown. American Renaissance influences can be seen on the Enterprise Fraternal Association Building (200 W Main, 1908) in its decorative cornice capped with a Union Jack balustrade on the parapet, formal façade arrangement, Union Jack pattern in the upper story windows, and decorative entablature. A building with *slight* influences of the Colonial Revival styles includes Dr. Taylor's Hospital (315 W Main, 1920) with its brick construction, symmetrical façade, brick drip cornice, paired segmental-arch windows with keystone, recessed entrance with a transom over the door, and decorative brick quoins around the entrance. The O.K. Theatre (208 W Main, 1918) has classical overtones in its pilasters, parapet coursing lined with dentils, and tripartite-like upper story windows. One example of a Mission style building is the former J.C. Penney (214-16 W Main, 1916-17) that was remodeled in 1928 to reflect the style with its signature curvilinear parapet.

d. *Modern Period: Art Deco and Modern Commercial Styles.* The Modern Period extends over three decades and three development periods. The hallmark of the style is a simplification of the façade, flat roof, concrete or stucco surfaces, large plate-glass windows, and minimal decorative detailing. An excellent example of a Modern Commercial style is the First National Bank (106 SW 1st Street, 1950), with its distinctive modern features in its flat roof, cubic form, smooth wall surface, and little façade ornamentation with the exception of raised pilasters defining the multi-light, steel-sash windows.

Significance

The commercial buildings of downtown Enterprise are significant under Criteria A, B, and/or C in the areas of Commerce and/or Architecture, and were built between 1888 and 1956.

Criterion A: Under Commerce, buildings associated with Enterprise's period of early development and commercial expansion in one or more of the historic contexts noted in Section E are eligible for listing. These buildings housed a variety of commercial enterprises that served, not only the town of Enterprise, but surrounding farms and ranches in the Wallowa Valley. As the county seat, Enterprise was the governmental center and served people from all over Wallowa County. Buildings within the area of Commerce include hardware stores, mercantile, groceries, clothing stores, hotels, jewelers, drug stores, saloons, theaters, furniture stores, newspaper offices, undertaker establishments, banks, private hospitals, restaurants, professional offices, lodge halls, and other types of businesses. The extant buildings represent the historic commercial growth in downtown Enterprise and are eligible under Criterion A for their strong association with the 1888-1956 development periods. A few buildings may also be eligible in other areas of significance.

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Buildings associated with Entertainment and Recreation are limited to theaters and lodge halls. For example, the O.K. Theatre is the only extant theater building in the city. The theater was important to the social and cultural life of the residents, as well a business that generated income and jobs for area residents. The area of significance Health and Medicine are limited to the hospitals and clinics. There are only two examples within this area; Dr. Taylor's Hospital (315 W Main) and the former clinic building at 203 E Main. These buildings are variations of the one- and two-part commercial block type, but were important in providing needed medical service to Enterprise citizens.

Criterion B: Buildings with strong association with individual persons, organizations, or groups may be eligible under Criterion B in the area of Commerce. Examples of buildings that meet this criterion are the Litch Building, Bowlby Building, and EM&M Building. Samuel Litch was a prominent Enterprise businessman, promoter, politician, and Enterprise mayor that helped finance the Litch Building in 1909. Enoch Bowlby constructed the first volcanic tuff stone building, in downtown Enterprise from rock quarried on his sheep ranch. Bowlby was active in the early development of the town and is responsible for promoting the use of Bowlby stone in many of the downtown buildings. Other buildings may be eligible for their direct association with significant people or organizations that helped develop the downtown. To be eligible under this criterion, these individuals or groups must have gained or maintained significance during the Period of Significance (POS) of the associated building.

Criterion C: Historic resources in the downtown may also meet requirements of Criterion C, for architecture. Many of Enterprise's downtown historic buildings are architecturally significant as commercial designs or as builder's interpretation of popular period styles. A majority of the buildings were built between 1888 and 1956, and are examples of one- or two-part block buildings. Some buildings show trends in material use, such as utilizing locally quarried Bowlby stone and locally manufactured bricks, cast-concrete block, and reinforced board-form concrete. Other buildings are associated with architects and contractors including well-known Idaho and Portland firm of Tourtellotte & Hummel, and La Grande architect Calvin Thornton and his associate, Samuel Haworth. These contractors and architects contributed to the stylistic and design features that provide a commonality between many of the buildings along Main Street. Buildings associated with local builder John Oberg may be significant in relationship to his work and contracts with significant architects.

Registration Requirements**General Registration Requirements**

To be eligible for listing under Commercial property type, a building must: a) be located within the geographic area defined in Section G; b) have been originally used for a commercial purpose or converted into such use during the historic period; and c) have been built between 1888 and 1956.

Registration Requirements**Criterion A: General**

To be eligible under Criterion A in the area of Commerce, one- and two-part Commercial block buildings must retain a strong association with growth, development, and expansion of commerce in Enterprise as the commercial center of Wallowa County. A variety of enterprises were found in the downtown, typical of those necessary for small town life from the late 1880s to the mid-1950s. One-part commercial blocks often contained smaller businesses, and demonstrated the breath of commerce activities in downtown. Larger, two-part blocks often housed several businesses as well as residential apartments, professional offices, and assembly halls, catering to a broader scope of commercial activities. The historic associations vary from building to building. Some businesses were mainstays of the community and continued in the same location for decades, while others were transitory, changing with new trends as the economy dictated.

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In addition to its strong historic association with Commerce under Criterion A, the buildings must retain a high degree of integrity of location, setting, feeling, and association, and retain *sufficient* exterior integrity of material, workmanship and design to convey a sense of the building's original design and/or architectural style as specified below for one- and two-part block buildings. Additions to the historic building must be on secondary facades, and be subordinate to the design and scale to the original building. Additionally, the POS for individual properties may span multiple historic contexts as defined in this document. If alterations or additions are made to the building within the POS, these modifications are considered historic and represent development trends that shaped the history of the downtown. This same criterion applies to commercial buildings that are also significant in the areas of Entertainment and Recreation and Medicine. Additionally under Criterion A, the building must meet the following registration requirements:

Criterion A: One- and Two-Part Block

Almost all of the smaller, one-part block buildings have alterations to the storefront windows (types, styles, and sashes), transoms, doors, and bulkheads. These types of alterations are common to these buildings in Enterprise, and in themselves, do not preclude eligibility. However, the one-part block buildings must have evidence of the original entryway and commercial space division on the primary façade, and retain a majority of the details of the upper portion. If transoms were historically present, the opening shall be intact even though boarded over. The majority of the original parapet heights, design elements, and cornices details should be intact to be eligible. The basic rectangular one-story building form, and flat or slightly sloped roof must also be present. *Example:* If the entire upper section of the building has been covered with new, non-compatible siding material and the storefronts are altered, the building would not be considered eligible for listing.

Two-part block buildings may have alterations to the storefront windows (types, styles, and sashes), transoms, doors, and bulkheads. These types of alterations are common to these buildings in Enterprise, and in themselves, do not preclude eligibility. However, the two-part block buildings must have evidence of the original transoms if historically present (i.e., the opening must be intact even though boarded over). Two-part block buildings must retain a distinct division between the public lower story and the more private upper story, the original pattern of fenestration and proportions of openings on the upper story windows, and a majority of the cornice and parapet ornamentation. The basic rectangular multi-story building form, and flat or slightly sloped roof must also be present.

The Enterprise Hotel is an example of a building that would be eligible for listing under Criterion A for its strong historic associations despite the alterations to the window sashes and the removal of the roof after a 1930s fire. Even though all the sashes have been replaced with non-compatible sashes, the window openings are intact (mainly because of the stone construction) and the building still conveys the historic period. Depending on the POS for the building, the removal of the roof, would not in of itself, disqualify the building from listing. Removal of the roof may show the historic evolution of the hotel within the POS. A stronger case could be made for listing the building under Criterion A than C under architecture. Alternately, one of the oldest buildings in downtown, the Wallowa National Bank (115-121 W Main, 1888), does not retain sufficient architectural integrity to be listed under any criteria because of the removal of the upper story in the 1980s. The bank building does not convey the historic period.

Criterion B: One- and Two-Part Block

To be eligible under Criterion B in the area of Commerce, these commercial buildings must have a strong association with individuals with individuals who made significant contributions to Enterprise commercial development during the POS (1888 to 1956). The accomplishments of these individuals should have occurred during the POS, as well as be associated with the property being considered. The resources may also be associated with another area of significance, depending upon the contribution or area of specialty of the individual.

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In addition to a strong historic association with an individual who made significant contributions to local commercial history, the buildings must retain a high degree of integrity of location, setting, feeling, and association, and retain *sufficient* exterior integrity of material, workmanship and design to convey a sense of the building's original design and/or architectural style as specified above for one- and two-part block buildings under Criterion A.

Criterion C: One- and Two-Part Block

To be eligible under Criterion C in the area of Architecture, one- and two-part block must retain a higher level of integrity of materials, design elements (such as doors, windows, transoms, and cornices), workmanship, and stylistic features than under resources eligible under Criterion A and B. Character-defining features of one- and two-part block buildings should be present to convey the historic period and use. These characteristics are critical for identifying building that exhibit a particular architectural style or period of construction (or alteration). The distinction between the storefront and upper portion is vital, and should be at the minimum represented by framing elements (i.e. pilasters) defining the storefront or bays, and by the presence of horizontal division separating the lower and upper portions. Alterations to the storefronts should not automatically render the resource ineligible for listing. One-part block buildings with only one or two bays should retain at a minimum, the original storefront configuration (doors and windows location). One- and two-part block buildings with multiple bays, like the EM&M (113 E Main) and Roesch buildings (114 W Main), can have more alterations to the storefront configurations, windows, and doors without diminishing the architectural integrity. In these cases, the bays are intact and the original design intent is evident.

If the storefront alterations do not detract from the overall design, character, and proportions of the building, the resource can retain eligibility. For two-part block buildings, the upper story should retain the original pattern of fenestration, proportions of openings, sash material and design. For one- and two-part block buildings, the cornice or parapet treatments, exterior wall surfacing, original building height, rectangular form, and flat or sloped roof must be retained. If eligibility is based on the architectural style, the stylistic characteristics that represent particular styles must be present to be eligible (as discussed in Section F-1. Description). The majority of the downtown commercial buildings are vernacular versions of late-nineteenth and early-twentieth century architectural styles, therefore, the key elements of the primary façade should be retained including the design composition, materials, and details, if the building is nominated under Criterion C.

Additionally, the POS for individual properties may span multiple historic contexts as defined in this document. If alterations or additions are made to the building within the POS, these modifications may be considered historic and show the evolution of the building without diminishing the architectural integrity.

Listed Properties: Two commercial properties are currently listed in the National Register of Historic Places (NRHP): the Gotter Hotel (301 W Main Street, listed 1/21/1994) and the Burnaugh Building (107 N River Street, listed in 5/27/1993).

II. Name of Property Type: Transportation Related, 1914-1956

Description: As the central downtown business district developed in Enterprise, transportation facilities were needed to provide automobile service, maintenance, storage, repair, and display for area residents, workers, businesses, and visitors. Garages, gas stations, maintenance/storage garages, and automobile showrooms/dealerships are included in this property type. The six (6) extant buildings that represent this building type within the POS were erected from 1914 to 1956.

Generally, these buildings retain the characteristics of one-part commercial block structures, covering the entire lot. Constructed of brick, board-form concrete, or concrete block (cast and smooth face), the buildings are one-story in height with a slightly sloped flat roof. Like other commercial buildings, auto-

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related buildings accommodated both more-polished public areas for sales and utilitarian areas for service. Dealerships with large showroom occupied the street-facing first story. Some of the buildings also had service bays at the rear or side facades. Character-defining features include single-pane display windows on the primary facades and smaller windows such as double-hung wood sash windows on the secondary facades, pedestrian and garage doors on the side or front facades, and slightly raised parapets. These buildings are located along the outer edges of Main Street and along the secondary commercial streets, like Greenwood and North.

The poured concrete and concrete block buildings have minimal detailing. The brick garages have more decorative articulation of the facades. Although altered, the garage at 311 W Main has display windows on either side of a central garage door, a pointed arch central parapet, and raised pilasters between the bays. The concrete transportation-related buildings erected after World War II have little decoration reflecting the simplicity of form and the concrete construction of the Modern movement. The auto-dealerships after World War II incorporated larger spaces for automotive sales and service, differing slightly from the earlier buildings.

The Enterprise Garage (300 W Main Street, 1914), the oldest extant garage, shows the changes that occurred in the transportation industry. The corner of the concrete structure was removed to accommodate drive-through gas pumps before 1941, and the same corner was enclosed in the 1950s with large display windows when the building was altered for use as a dealership. There is one atypical auto-related building in the downtown; the bus barn located at 200 SE 2nd c. 1920s. The gable roof wood building has a series of bays for vehicle storage.

Architectural Styles

The earliest auto-related buildings in downtown Enterprise exhibit elements of the Commercial style in their large storefront windows, recessed entrances, flat roofs, and concrete or brick construction. These buildings are some of the most austere of the Commercial style buildings. Sometimes the only decorative detail is the slight corbelling at the cornice, the transoms over the doors and windows, and garage doors on the secondary facades. The later auto-related buildings constructed in the 1940s and 1950s reflect some stylistic elements of the Modern Commercial era in their concrete construction, minimalist detailing, large steel sash, rectangular form, and large plate-glass windows.

Significance

The transportation-related resources of downtown Enterprise are significant under Criteria A and C in the areas of Commerce and/or Architecture, and were built between 1914 and 1956.

Criterion A. Under Criterion A, Commerce, these first- and second- generation downtown dealerships, gas, and service stations are significant for their reflection of the early and increasing popularity of automobile-related commerce in downtown Enterprise. These buildings are associated with development and commercial expansion related to the automobile industry in one or more of the historic contexts noted in Section E. These businesses illustrate the evolution of the use of the automobile as the major mode of transportation. The first auto garages accommodated service bays along with car storage areas and gas pumps.

The auto-related buildings were needed to facilitate, either directly or indirectly, the commercial development of the community. Automobile related services were needed to support continued commercial activity as the railroad lost its dominance in transporting agricultural products, manufactured goods, and people. The garages, service stations, and auto show rooms were some of the only buildings constructed during both good and poor economic times. The buildings erected after World War II represent the importance of the automobile in the post-war boom period when the automobile became part of the American dream and prosperity. In Enterprise this was evident in the number of gas and service stations and car dealerships built in downtown after the war.

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Criterion C: Under Criterion C in the area of Architecture, these auto-related buildings are similar to the one- and two-part commercial block buildings. They are significant for their integration into the downtown and exhibit historic architectural integrity from the early- to mid-twentieth century. Additionally, they clearly illustrate a particular architectural trend, type, or style, such as the Commercial style and the Modern Commercial. Many of these early gas and service stations erected in the 1910s and 1920s, were constructed of concrete, a new type of building material in downtown commercial construction. Local builder John Oberg worked on many of the early concrete structures. These early garages were some of the first structures made of cast-concrete block and later poured-in-place reinforced concrete. Some of the buildings incorporated new construction techniques to create large interior spaces for auto storage and repair. The post-World War II buildings reflect modern designs with minimal detail and clean lines.

Registration Requirements**General Registration Requirements**

To be eligible for listing under Transportation property type, a building must: a) be located within the geographic area defined in Section G; b) been originally used for a commercial purpose or converted into such use during the historic period; and c) were built between 1914 and 1956.

Criterion A: More specifically, to be eligible under Criterion A in the area of Commerce, resources must retain a strong association with growth and development of commerce in Enterprise and the automobile industry. These building must have integrity of location, feeling, and association, and retain sufficient integrity of design, workmanship, and materials. The building should retain its original shape, roof form, and construction materials. Garage doors openings should remain visible even if the doors themselves are non-functional or enclosed. Such modifications may have been undertaken as part of the changing function of the building, and if so, this change may illustrate later uses and historic trends within the POS. Additions made to the building out of the POS should be subordinate to the original design.

Because there are only six auto-related buildings remaining in downtown, registration of this type should not be necessarily discounted if altered, as long as the buildings convey the historic associations with early-twentieth century auto-related businesses. Some replacement of window sashes is allowable if the new windows do not detract from the building's historic character; replacement of windows may be easily reversible and should not always disqualify a building from register listing. It is not necessary for gas pumps or pump islands to be extant to be eligible.

The 1949 gas station on North Street (200-202 W North) is an example of an auto-related building that has been modified by the removal of the gas pump canopy and enclosure of some of the side windows, but that still retains integrity of setting, location, association, and feeling. The original setback from North Street (Highway No. 82), designed to accommodate gas pumps, is retained and conveys the feeling of the structure that once covered the drive-through. The original garage doors and the series of wood-sash windows on the front façade also convey the historic use and design. Setting, feeling, and association should be considered when evaluating integrity of this property type. The presence of historic curb cuts, driveways, and parking areas may enhance the eligibility of a resource associated with this context.

Criterion C: Under Criterion C in the area of Architecture, a historic resource must be a good example of a type, method of construction, or specific architectural style. Integrity of materials, design, and workmanship should remain high. The building should retain its original shape, roof form, construction materials, window openings, and a majority of the garage doors and entrances. Modifications to such things as windows and doors may have been undertaken as part of the changing function of the building, and if so, would not preclude its eligibility but illustrate the changing function with in the POS.

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Additions made to the building after the POS should be subordinate and compatible to the original design. An example of an auto-related building that retains architectural integrity is the Enterprise Garage (300 W Main). Alterations to the primary facades were made at various times during the POS, and span the historic context. These types of alterations would not disqualify buildings. Some of the buildings may also be eligible as a representative example of the early use of concrete in auto-related building, and others maybe eligible for their association with John Oberg, who erected many of the first concrete buildings in downtown.

Additionally, the POS for individual properties may span multiple historic contexts as defined in this document. If alterations or additions are made to the building within the POS, these modifications may be considered historic and show the evolution of the building without diminishing the architectural integrity.

III. Name of Property Type: Institutional Buildings, 1898-1920

Description: The historic institutional properties of downtown Enterprise include four main subtypes: Civic/Public, Educational, Religious, and Fraternal buildings.

Civic & Public Buildings: Differing from commercial block buildings that fill the entire lot, the civic and public buildings were constructed on larger downtown lots as freestanding objects with green space around them. Their importance in the community was reflected in the surrounding open space. Properties represented in this subtype are the Wallowa County Courthouse, which occupies an entire city block in the middle of the downtown, and the Enterprise Carnegie Library, which is centered on the prominent corner lot of E Main and NE 1st Streets. These buildings were constructed during the boom period associated with the railroad, automobile, and timber industries.

The building styles vary from the imposing, three-story Romanesque style Wallowa County Courthouse to the more refined classically-inspired Enterprise Carnegie Library. The prominent Wallowa County Courthouse, in the center of a full city block, visually dominates the entire block not only in scale, but also because of its Bowlby stone construction and imposing Romanesque style. The library, designed with elements of the Colonial Revival style, features brick construction, hip roof, central pediment gable, regular fenestration, formal façade, and elevated daylight basement and lawn area around the building.

Listed Properties: The Wallowa County Courthouse is currently listed in the National Register of Historic Places (listed 1/14/2003).

Educational: Educational buildings played an important role in Enterprise's history. From its beginnings, the city and county played an active role in developing and maintaining education facilities, and promoting higher education in the construction of the Enterprise School. Although a private citizen financed the first school in Enterprise in 1887, the county established the Enterprise School District in the late 1880s, and constructed a public school. Two other schools were erected in Enterprise (razed) before the extant Enterprise school was constructed.

Only one school is represented in this property type, the Enterprise High School. Constructed in 1917, the school was completed during the building boom associated with the railroad, automobile era, and timber industries. The school, designed by prominent architects Tourtellotte and Hummel, has classical details found in Beaux Arts style buildings. The brick-and-concrete structure was designed with an imposing colonnade extending up through the two stories, with broad steps leading to a recessed entrance, multi-light windows, and classical cornice. The school anchored the east end of the downtown with its expansive front lawn area and classical design. Throughout its history, several additions have been made to the structure to accommodate the changing educational needs of the community. These additions include a gym, additional classrooms, and service areas; the majority of these additions were made to the back of the 1917 building. The gym and the classroom wing, along

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the south side of the property, were constructed in the 1940s and 1950s. The front façade has maintained its original prominence on the double city block lot, facing west towards Enterprise's downtown.

Fraternal Building: Fraternal buildings played an important role in the social history and development of the commercial core. In the earliest development period, the fraternal organizations rented hall space in the upper stories of commercial buildings. Generally two-part block structures, these fraternal buildings had commercial spaces on the first floor and the hall and professional offices on the second floor. Often, the fraternal order symbol or name was displayed on the front façade. An example of this is the Bowlby Building (107 W Main) with the Masonic symbol on the parapet. These resource types were brick or stone construction with large storefront windows on the first floor, double-hung windows on the second floor, decorative parapets, and multiple entrances. A good example of this multi-use building type is the Enterprise Fraternal Association Building (200 W Main), designed as a two-part commercial block with a decorative cornice, masonry construction, clear division of uses between the upper and lower stories, and window types.

Another kind of facility associated with fraternal organizations is a sole purpose building. The entire structure served as a lodge hall with no commercial spaces on the ground floor. These buildings had a clear division between the rooms for the lodge hall activities and the service related areas. The IOOF Hall at 103 NE 1st Street is the only building of this type. Built in 1920, the hall has double-hung windows, concrete-and-brick construction, pilasters separating the bays, decorative brickwork at the parapet, and simulated-stone work around the entrance. The IOOF name is prominently displayed in the center of the front parapet similar to some of the dual-purpose, two-part block lodge halls.

Religious Buildings: Religious buildings were some of the first institutional buildings constructed in Enterprise starting in the 1890s. These buildings serve as houses of worship or for use by religious institutions. This category includes churches, parsonage houses, and other buildings that serve the congregation. Enterprise's religious buildings are closely tied to the development of the town as settlers brought their religious beliefs with them and established churches in and around the downtown core.

Only one property is represented in this subtype in the downtown core, the Christian Church (207 E Main Street). Erected in 1898, the building was designed with elements of the Gothic Revival Style. The church represents the early settlement period and was built close to the downtown core (east of the library). The Gothic Style church is a one-story, wood structure (resided with synthetic siding) with a tall corner bell tower, alternating bands of decorative shingles on the bell tower roof and gable ends, and pointed arch windows. Additions have been made to the north and west facades but the primary facades retain their basic form and detailing despite being resided.

Significance

Institutional buildings including Civic/Public Buildings, Educational, Fraternal, and Religious buildings may be significant under Criterion A or C, or both.

Criterion A: The majority of Enterprise's institutional buildings were constructed during the historic context "Railroad, Automobiles, and Industrial Boom: 1908-1928." These buildings reflect the prosperity of this period in Enterprise's history when the town secured its position as the county seat, the new stone courthouse was erected, agricultural commodities received high returns, the first railroad through Enterprise was completed, and the automobile made its appearance in the community. Enterprise business and community leaders became more actively involved in bettering the community for all the residents, and providing amenities found in larger towns.

Civic/Public Buildings: After 1900, Enterprise settled into the role as the center of commerce, industry, and agriculture in Wallowa County. The citizens desired civic and public buildings that showed the city's prominence in the county. Some of these buildings were erected with public money like the Wallowa

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County Courthouse, built 1909, while others were funded as a result of philanthropic donations such as the Carnegie Library. The Wallowa County Courthouse attests to the struggles in maintaining and assuring Enterprise's position as the county seat, and the Enterprise Carnegie Library exemplifies the civic pride in establishing a public library in the town during the progressive era. The library represents the local residents' desire to better their community through education and learning. No other new public or civic buildings were erected in the downtown after the Carnegie Library was completed in 1914. The resources may be eligible under Government and Community Planning. The library may also be significant in the area of Education.

Educational: Buildings associated with education are linked to the public school system in Enterprise, and are significant in the area of Education. The school is the only one of its kind in downtown that included primary and secondary classrooms. The original section of the school, built in 1917, reflects the importance that education played in the lives of Enterprise's citizens. Financed through bond measures, the school was completed right before World War I, during one of the most prosperous periods in the town's history. The subsequent additions in the 1940s and 1950s also denote upswings in the local economy. The school was a symbol of the economic vitality of the downtown during the two major boom periods; the early 1900s and post World War II. The Enterprise High School is also significant under Criterion C in the area of Architecture. The building is a good representative example of a school designed by the well-known firm of Tourtellotte & Hummel.

Fraternal: Fraternal organizations were some of the first benevolent societies in communities throughout the United States. These societies were organized to help improve the lives of their members and the communities, which they served. Prior to government social service programs, many of the fraternal lodges helped people in need; paying sick benefits, aiding widows and orphans, and burying the dead. The lodge halls also served as community centers where social events, fundraisers, and ceremonies took place. Lodges that were active in the pre-Depression eras of Enterprise's history were the IOOF, Masons, and Knights of Pythias. Fraternal buildings are significant in the area of Social History. Only two downtown buildings were constructed by fraternal lodges within the POS; the Enterprise Fraternal Building Association Building (1908) and the IOOF Hall (1920). Although the Bowlby Building housed the Masonic Lodge for a few years, a private individual, not a fraternal lodge, built the structure.

Religious Buildings: Religious buildings serve as houses of worship or for use by religious congregations. These buildings were some of the first institutional buildings constructed in Enterprise beginning in the 1890s. Many of first churches were destroyed by fire or due to expansion needs, and new buildings erected. Churches were often a social gathering place and moral guide for the community. These resources are significant in the area of Religion. One church, Christian Church erected in 1898, remains in the downtown area from the POS.

Criterion C: The majority of these institutional buildings were constructed during the historic context "Railroad, Automobiles, and Industrial Boom: 1908-1928," although the church was erected during the first historic context associated with the early development of the town. The buildings were designed in a variety of styles including the Gothic, Richardsonian Romanesque, and classically-inspired styles. Various building materials were used including Bowlby stone, wood, brick, and concrete. The buildings may be eligible under Architecture as a good example of a style, type of construction, or for its level of integrity. The buildings also may be significant for their association with a prominent architect or builder since most the buildings were architect designed. These buildings, because of their public nature, were some of the more high style building designs in downtown.

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Registration Requirements**General Registration Requirements**

To be eligible for listing under Institutional property type a building must: a) be located within the geographic area defined in Section G; b) been originally used for a commercial purpose or converted into such use during the historic period; and c) were built between 1889 and 1956. *Note: The Wallowa County Courthouse will not be discussed since it was listed in the National Register in 2003.*

Criterion A: To be eligible under Criterion A in the areas of Government, Social History, and Education, the historic resources must retain a strong association with Enterprise's early growth and development during the early 1900s when the principles of the City Beautiful Movement were shaping the community during a time of tremendous development in the downtown, and Enterprise established itself as the permanent county seat. Additions to these structures during the POS reflect the evolution of the buildings as needs of the community changed and do not exclude them from being eligible.

The buildings eligible under Government, Social History, and Education must retain integrity of association, feeling, setting, and location because of their public and fraternal uses. Buildings in the defined geographic area that are eligible under these areas of significance include the Enterprise Carnegie Library, IOOF Hall, the Enterprise Fraternal Association Building, and the Enterprise High School. The library, courthouse, and school are singular examples of a type of building.

To be eligible under Criterion A:

The Carnegie Library, at a minimum has to retain the original window and door openings, roof form, height, decorative details, and symmetrical form. Since the library is a public building, the interior is also an important feature of the building. The layout of the entrance hall, primary reading rooms, and stairs to the lower level should be retained. The surrounding lawn is also an important character-defining feature and should be retained. If additions are made to the building prior to registration, the additions should be subordinate to and in back of the historic building to be considered for later registration.

The Enterprise Fraternal Association Building, at a minimum has to retain the original window and door openings, roof form, decorative cornice details, height, stone exterior, and rectangular form. The building is significant for its association with the fraternal lodges that were important to the social and economic vitality of Enterprise. The building was the first erected specifically for use by fraternal organizations along with providing needed commercial space on Main Street. The Enterprise IOOF Hall, at a minimum, has to retain the original window and door openings, roof form, decorative cornice details, entrance surrounds, height, brick exterior, and rectangular form. The building is significant for its long association with the IOOF Lodge within the POS.

The Enterprise High School, at a minimum has to retain the original window and door openings, roof form, front façade colonnade, Union Jack pattern on the balcony, decorative cornice details, height, and rectangular form. The building is significant for its long association education in Enterprise within the POS. The front lawn area is also an important character-defining feature and should be retained. The lawn was part of the school's original site design. Existing additions made to the site within the POS show development of education in the Enterprise School district, and do not preclude eligibility. The additions to the site after the POS are separated by distance and do not impact the historic building.

Criterion C: Buildings eligible under Architecture must retain a high level of integrity of design, materials, and workmanship to convey the historic period along with feeling, association, setting, and location. The buildings must retain the original roof form, decorative details, plan shape, form, window fenestration, and door locations. Additions to the buildings do not exclude them from being eligible, however, the additions should be built during the POS, or be compatible and subordinate to, the original

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building. If associated with an architect or builder, the structure must retain the original design elements.

To be eligible under Criterion C:

The Carnegie Library has to retain a high level of architectural integrity of design, materials, workmanship, feeling, association, setting, and location. Designed with elements of the Colonial Revival styles, the library retains salient features of the style in its symmetrical façade organization, hip roof, regular window fenestration, brick construction, central projecting entrance with stone surrounds, recessed entrance, brick quoins, and recessed panels under the windows. Since the library is a public building, the interior is also an important feature. The layout of the entrance hall, primary reading rooms, and stairs to the lower level are original features. The front and side lawn areas are important to the site as a stand-alone public building. If additions are made to the building prior to registration, the additions should be subordinate to and in back of the historic building to be considered for later registration.

The Enterprise IOOF Hall has to retain a high degree of architectural integrity. The building currently retains architectural integrity of design, materials, workmanship, feeling, association, setting, and location. A vernacular style with Colonial Revival overtones, the hall retains integrity of design, workmanship, and materials in its red brick and concrete construction, raised brick pilasters, regular fenestration with original six-over-one, double-hung wood-sash windows, simulated-stone entrance surrounds, the IOOF name prominently displayed in contrasting tan brick on the parapet. The interior also retains a high degree of integrity in its original room arrangements, fir trim and floors, plaster walls, light fixtures, and special lodge features such as the 'peep' hole and password speaker in the doors. Designed and constructed by local contractor John Oberg, the IOOF Hall is an excellent example of a lodge hall building type designed for exclusive use of the lodge.

The Enterprise Fraternal Association Building, at a minimum, has to retain the original window and door openings, Union Jack window sashes on the upper floor, flat roof form, decorative cornice details, Union Jack balustrade on the parapet, two-story height, stone exterior, and rectangular form. The bays on the first floor must be retained; however alterations to the storefront doors, windows, and layout on the primary facades would not preclude eligibility. The building is an excellent example of a fraternal hall constructed as a two-part commercial block retains architectural integrity that was originally designed for dual use as a lodge hall and commercial building. The alterations to the building in the late 1910s after the lodge sold the building to a bank, are part of the architectural evolution and were completed within the POS. These modifications do not preclude eligibility. The building may also be eligible as a good example of a Bowlby stone building designed by La Grande architectural team of Thornton and Haworth.

The Enterprise High School has to retain character-defining features of the Beaux Arts tradition in its rectangular form, flat roof with defined cornice, masonry construction, end projecting bays, expansive center two-story colonnade with a balcony behind, symmetrical façade with regular window fenestration, Union Jack decorative panels, and central entrance framed by classical details. The replacement of the sashes within the original window openings, and the additions to the site over the years do not preclude eligibility. The building may also be eligible as a good example of a school building designed by the well-known architectural firm Tourtellotte & Hummel.

IV. Name of Property Type: Historic District, 1888-1956

Description: The National Register of Historic Places defines a historic district as a "geographically definable area possessing a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united thematically by architectural style, date of development, and/or historic associations." A district derives its importance from being a unified entity, even though it is often

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composed of a wide variety of resources. The identity of a district results from the interrelationship of its resources, which can convey a visual sense of the overall historic environment, or be an arrangement of historically or functionally related properties. For example, a district can encompass several interrelated activities, such as an area that includes commercial, industrial, and public buildings, sites, structures, or objects. A potential historic district is area composed of historic resources of varying types that reflect the historic context and retain sufficient integrity to convey the historic feel and sense of place. Historic districts consist of contributing and non-contributing properties, and undeveloped parcels. While non-contributing buildings may exist within a historic district, the majority of the district's resources must relate to the historic context, and contribute to the historic feeling. Rehabilitation and non-compatible alterations of buildings can also impact the eligibility of a district, positively and negatively. Restoring the integrity of key buildings or heightening the overall integrity of a group of buildings would make a stronger historic district, while inappropriately altering historic building, particularly on the primary façade(s) could compromise the eligibility of a district.

Although there are no historic districts in Enterprise currently, the 2008 survey results indicates that there is a potential downtown historic district because of the high concentration of contributing buildings along Main Street between NE/SE 2nd Street and NW/SW 3rd Street, and on the south side of North Street and the north side of Greenwood Street (Figure 4a-b). The concentration of the MPD property types outside the core area starts to diminish with buildings erected after the POS and/or residential property types. The former Enterprise High School is on the eastern extend of the survey area and is linked to the commercial core by several residences along NE/SE 3rd Street. The survey included the former high school because of its historic and architectural importance. Commercial, Institutional, and Transportation-related property types are represented in the potential district boundary.

Significance: Historic districts are most commonly evaluated under Criterion A for their association with a historical trend in the development of the community, and/or under Criterion C as collections of buildings that are associated with one another architecturally, either by style, form, construction method, building type, or some other common physical characteristic. Association with a historic person or groups (Criterion B) is less frequent and generally applied in historic districts along with other criteria.

A potential Enterprise downtown historic district is unified by association to its development as the commercial, civic, and governmental center of Wallowa County (Criterion A), as well as a good collection of buildings that express various architectural forms, styles, and size (Criterion C) that span the various MPD developmental periods. The areas of significance represented include Commerce, Government, Social History, Education and Architecture. These themes and resources relate to the MPD developmental periods (listed below).

- I. Development of Downtown Enterprise: 1888 – 1907.
- II. Railroad, Automobiles, and Timber Boom: 1908-19.
- III. Decline, Depression, and WWII: 1929-1945.
- IV. Post-World War II Resurgence: 1946-1956.

Criterion A: The potential downtown Enterprise historic district is significant under Criterion A in the areas of Commerce, Social History, Education, and Government. The downtown district encompasses a high concentration of buildings that date from 1888 to 1956 and reflect the four developmental periods defined in Section E of the MPD when the town emerged and maintained its position as the social, governmental, educational, and commercial center of Wallowa County. The growth of the community is based in agricultural and timber industries, and as the county seat of Wallowa County. Historically, the downtown buildings represent the early development period; logging, railroad, and automobile eras; and the modern period as the community changed as the local, regional, and national economy dictated.

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Criterion C: The potential downtown Enterprise historic district is significant under Criterion C in the area of Architecture. The historic resources in downtown are significant architecturally, displaying a variety of ages, types, styles, and construction materials that relate to each of the MPD historic periods. The one- and two-part block commercial buildings reflect the district use as a commercial and service center, and their brick, stone, and concrete construction, show the evolution of various building materials. Stylistically, the commercial buildings are more vernacular in design, but often have a unifying character of material and restrained details of 19th and 20th Century Architectural Movements. Each historic developmental period in the MPD is represented in the architecture of the downtown. The streetscape also displays a strong continuity of design, setting, feeling, and association.

Registration Requirements**General Registration Requirements**

To be eligible for listing under this property type, a Historic District must: a) be located within the geographic area defined in Section G; b) have a high concentration of contributing resources, c) gained significance between 1888 and 1956; and d) retain sufficient integrity according to the National Register of Historic Places (described below).

General Integrity Requirements: The National Register identifies seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. Retention of these qualities is essential for a district to convey its historic identity or evoke its appearance during a significant period in history; however, all seven qualities are not required in order to convey a sense of past time and place. The seven aspects of integrity are further defined below.

Location: The place where the district was constructed or evolved into being.

Design: The combination of elements that create the form, plan, spatial organization, and style of a historic district.

Setting: Setting is the physical environment of a historic district illustrates the character of the place.

Materials: All types of construction materials.

Workmanship: The physical evidence of the crafts of a particular period.

Feeling: The expression or historic sense of a particular period.

Association: The direct link between the significant historic event, period, person, design, etc., and the district as a whole.

Intrusions: Additionally, when evaluating the impact of intrusions upon the district's integrity, consideration has to be made for the relative number, size, scale, design, and location of the components that do not contribute to the significance. A district is not eligible if it contains so many alterations or new intrusions that it no longer conveys the sense of place. In addition, the relationships among the district's components must be substantially unchanged since the period of significance. When determining district boundaries these considerations have to be taken into account as well as the historic context of the proposed district. For example, the 2008 downtown survey includes several residential properties bordering the downtown commercial core, particularly along the south side of Greenwood and north side of North Street (figure 4a-b). The residential properties are not included in the Enterprise MPD property types; however, these resources may be included in a historic district boundary if the resources contributed to the district historically or were included as a link to other significant Commercial, Institutional, or Transportation-related buildings (Figure 3 and 4). An example of

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this is the Enterprise High School, which is on the eastern extent of the survey area. The link between the school and the commercial core are residential properties.

To be eligible under Criterion A:

Criterion A: Generally, for a downtown Enterprise National Register historic district be eligible on a local level under Criterion A in the area of Commerce, Government, Social History, and Education, the district must retain a strong association with the growth and development of downtown Enterprise as defined in MPD historic context and retain integrity of location, feeling, setting, and association, and sufficient integrity of design, workmanship, and materials to convey the MPD historic context within the POS. Because under Criterion A, the eligibility of a district includes elements beyond the physical characteristics of one historic property itself, the aspects of setting, materials, and workmanship are given less weight, though major or significant loss of integrity in these aspects on a number of resources in the district can result in ineligibility for listing in the NRHP. The district should retain these key elements of integrity as a whole even if the buildings are individually undistinguished.

The historic resources in the potential historic district would have to be directly associated with the historic context developed in Section E of Enterprise MPD that identifies the appropriate events or trends from which an Enterprise downtown historic district can draw significance. The historic resources downtown would collectively have to have a strong association with the development of the community architecturally and historically from its infancy to the modern period immediately after WWII.

Criterion C: Generally, a Historic District nominated locally under Criterion C in the area of Architecture would have to retain a higher level of integrity in materials, design, feeling and workmanship than districts nominated under Criterion A. Because under Criterion C, the eligibility of the district derives primarily from the physical characteristic itself, the aspects of setting, association, location are given less weight, though major or significant loss of integrity in these aspects can result in ineligibility for listing in the National Register. The buildings within the historic district would have to retain sufficient integrity as defined in the various property types in the MPD outlined earlier in Section F. For example, alterations to many of the first-stories of the two-part commercial block building (the most common property type in the survey area) would not preclude eligibility as a district since this alteration is noted as a common modification to commercial properties in downtown Enterprise.

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G. GEOGRAPHIC DATA

The geographic area is defined by the boundary of the Reconnaissance Level Survey (RLS) conducted by the City of Enterprise and the Oregon SHPO in 2008. The RLS area encompassed the areas between W 3rd Street and E 4th Street along both sides of Main and North Streets, and the north side of Greenwood Street. This area encompasses a majority of the original plat of Enterprise.

Note: See Supplemental Documentation for maps of Enterprise and the boundary of the MPD (Figures 1 – 3).

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H. SUMMARY OF IDENTIFICATION AND EVALUATION METHODS**Previous Surveys**

The multiple property listing of commercial, transportation, and institutional historic resources in Enterprise, Wallowa County, Oregon is based on two historic architectural resources surveys from 2008 to 2009, which focused on the downtown commercial core. Marya Nowakowski, City of Enterprise Project Manager, with assistance from the Cara Kaser, Architectural Historian, and Ian Johnson, Historian as part of the Oregon SHPO Certified Local Government Grant program conducted the Reconnaissance Level Survey (RLS). Generally, the RLS is designed as an identification and evaluation tool to provide general information about resources within a designated survey area. The RLS is a systematic approach for collecting information that can be used to determine what resources warrant an Intensive Level Survey (ILS). An ILS is an in-depth documentation of a single resource, including a physical description, an occupant history, and a discussion of the property's physical evolution over time. Information collected during an ILS forms the basis of a National Register nomination.

The 2008 Enterprise RLS included the area around the historic commercial core including commercial, transportation, institutional, and residential buildings. This RLS included North, Main, and Greenwood streets between W 3rd to E 4th streets, and included properties from the late 1880s to c. 1950. The RLS provided a preliminary evaluation of eligibility, approximate building date, type, and style, and noted any significant alterations. This survey provided the baseline information required to conduct a more intensive level survey of selected buildings that were considered potentially eligible for listing in the National Register. The survey also noted which historic buildings were substantially modified, diminishing the architectural integrity. A brief survey report and a map noting the Contributing (eligible), Non-Contributing (not eligible), and Out of Period/Non-Contributing resources accompanied the RLS. The map, survey data, and preliminary evaluations were important in understanding the distribution, typology, architectural integrity, and ages of the buildings.

After the RLS was completed, the City hired historic preservationist Sally Donovan, Donovan and Associates, to conduct an ILS for ten buildings within the RLS area that were contributing resources and potentially for National Register listing. This project was part of the CLG grant program managed by the Oregon SHPO. The buildings surveyed represented commercial, institutional, and transportation related buildings dating from 1899 to 1919. ILS forms were completed for the ten historic resources that were chosen for their various building dates, styles, materials, and types; Bowlby Building (1899), Enterprise Hotel (1903), Enterprise Fraternal Association Building (1908), Litch Building (1903-09), Ashley Building (1910), Enterprise Carnegie Library (1914), Enterprise Barbershop (1914), O.K. Theatre (1918), IOOF Hall (1919), and the Enterprise Garage (1914).

MPD Research Methodology

The properties represented in the downtown MPD were limited to commercial, institutional, and transportation related building. The residential properties in the RLS were not included as part of the MPD. The properties in the MPD represent building constructed between 1888 and 1956. As part of the development of the historic context, most of the construction dates for the downtown buildings were established during the course of MPD research that was conducted from late fall 2010 to early spring 2011.

Each building within the defined RLS was photographed as part of the project to document any changes since the 2008 RLS. These photographs were referred to throughout the project to help determine architectural styles, types, and material use. The historic research for the four historic contexts identified in Section E was based on primary and secondary sources, including books, manuscripts, government documents and reports, local histories and brochures, aerial photographs,

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newspaper articles, maps, and historic photographs. A timeline of events, buildings dates, and historical trends was developed to aid in defining the four historic contexts. The registration requirements were derived from data accumulated through the 2008 RLS and the 2009 ILS, additional field work noting architectural styles and building types, historic photographs, and National Park Service's Secretary of the Interior Treatment of Historic Properties. Further refinements to the registration requirements may result from an analysis of additional data generated by future ILS.

Note: See Supplemental Documentation for distribution of historic resources by historic context, use, and (Figure 3).

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Additional Documentation

- Figure 1: Topographic Map of Enterprise
- Figure 2: Area Map
- Figure 3: Historic Contexts by Development Periods Map
- Figure 4a-b: Contributing and Non-Contributing Historic Resources Map
- Figure 5: Google Maps Satellite Image of Enterprise
- Figure 6: Circa 1900 photograph of Main Street
- Figure 7: Circa 1905 photograph of Main Street
- Figure 8: Circa 1918 photograph of Enterprise High School
- Figure 9: Circa 1920 photograph of EM&M building and Christian Church
- Figure 10: Circa 1909 photograph of Wallowa County Courthouse
- Figure 11: Circa 1918 photograph of Gotter Hotel
- Figure 12: Circa 1934 photograph of Greenwood Street
- Figure 13: Circa 1934 photograph of North Street
- Figure 14: Late 1950s aerial photograph of Enterprise
- Figure 15: 1964 aerial photograph of Enterprise

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Not Applicable

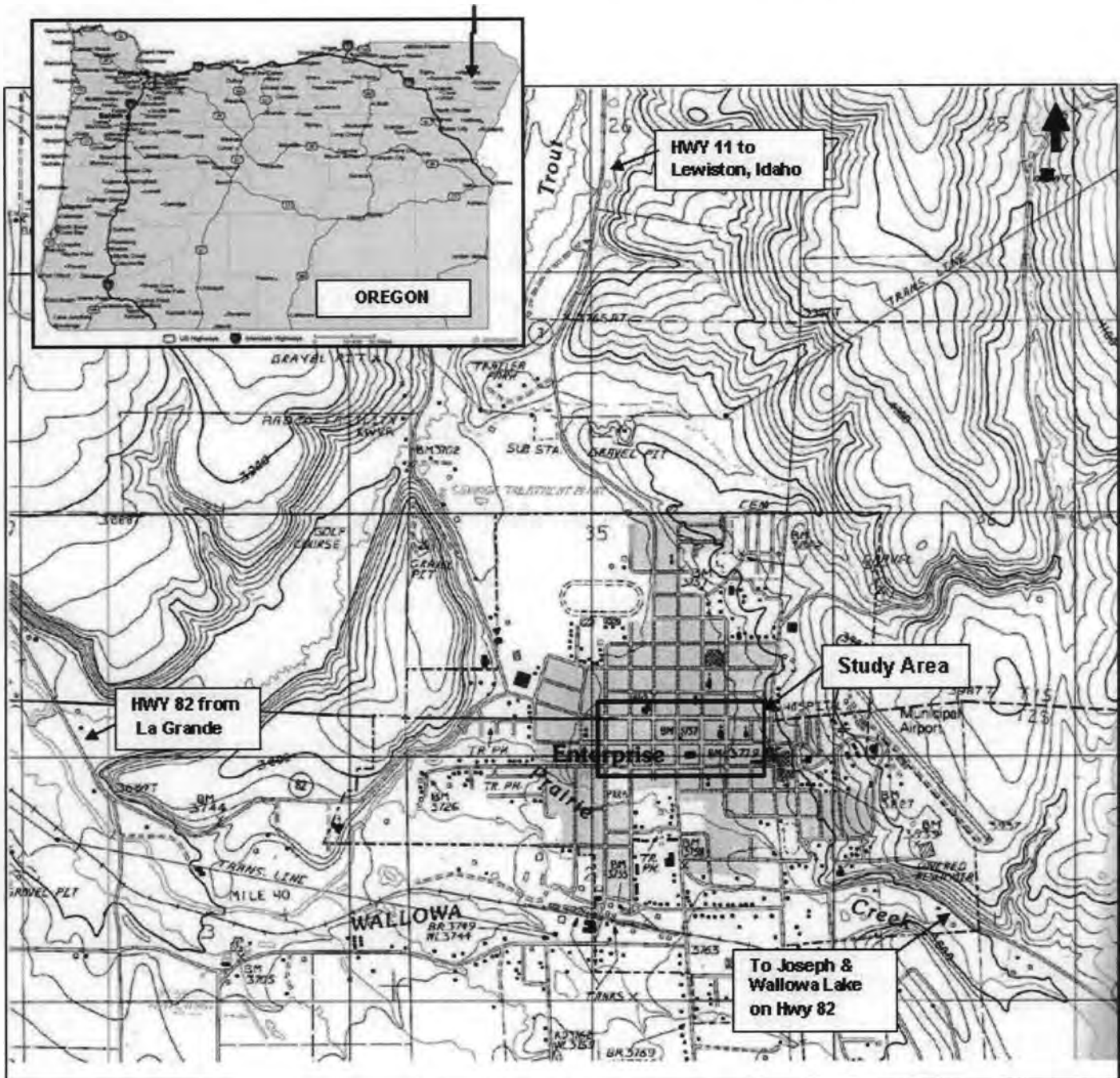
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Figure 1: Topographic Map of Enterprise, Oregon, USGS Enterprise Quadrangle Map



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Not Applicable

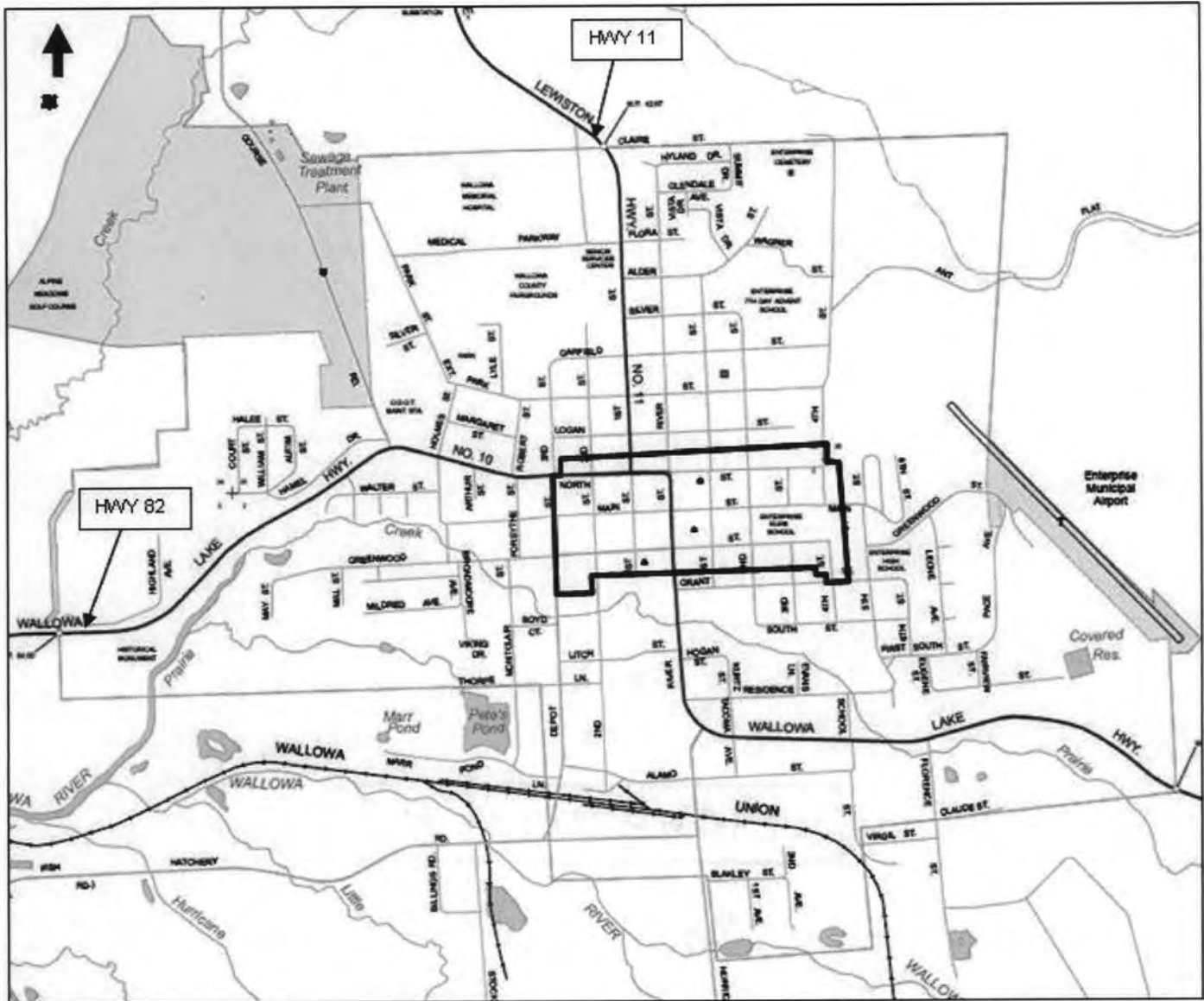
Name of Property
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Figure 2: Area Map showing boundary of "Historic Resources of Downtown Enterprise, 1888-1956"
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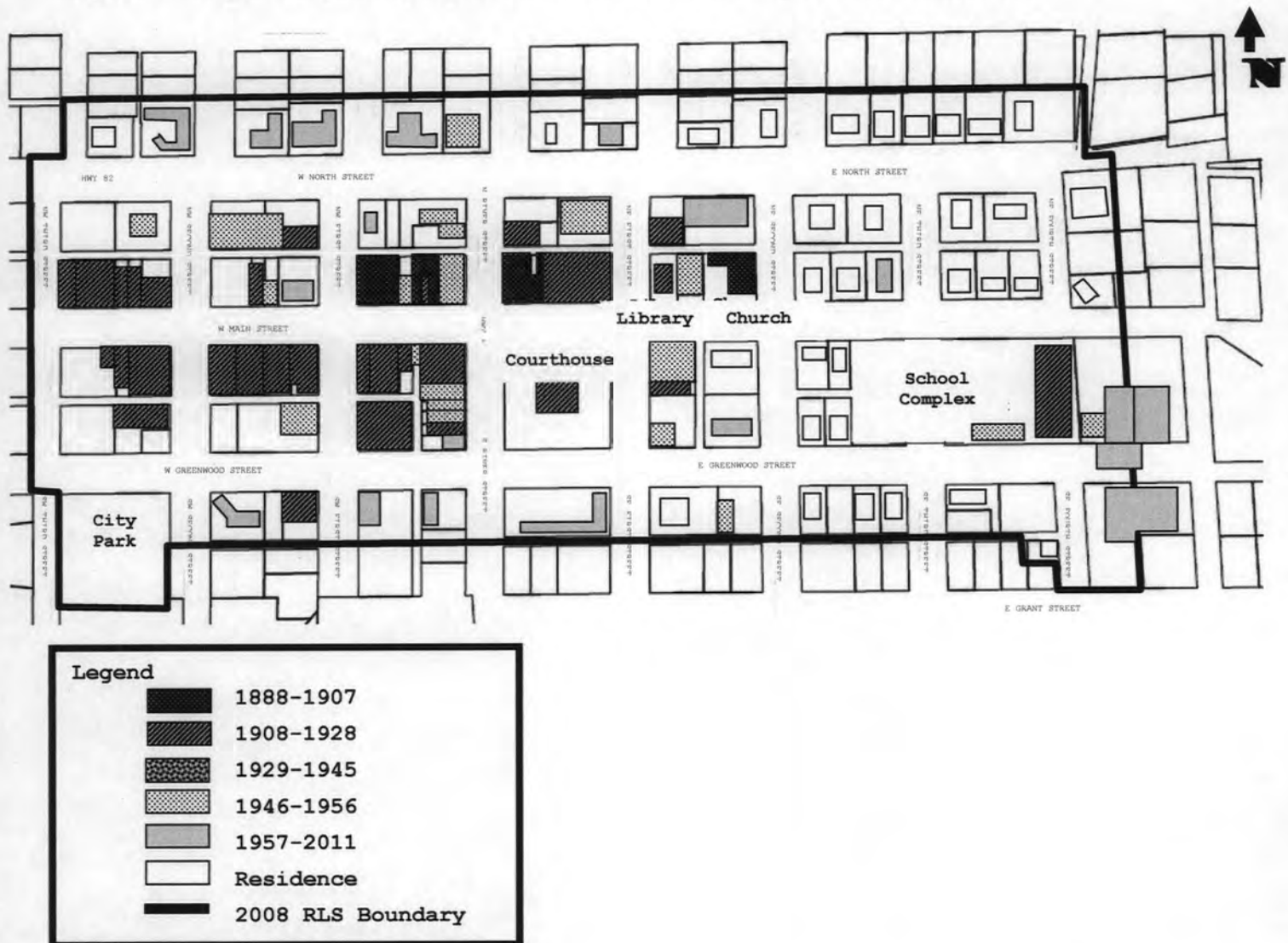
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Figure 3: Map of Multiple Property Document Historic Context by Development Periods.



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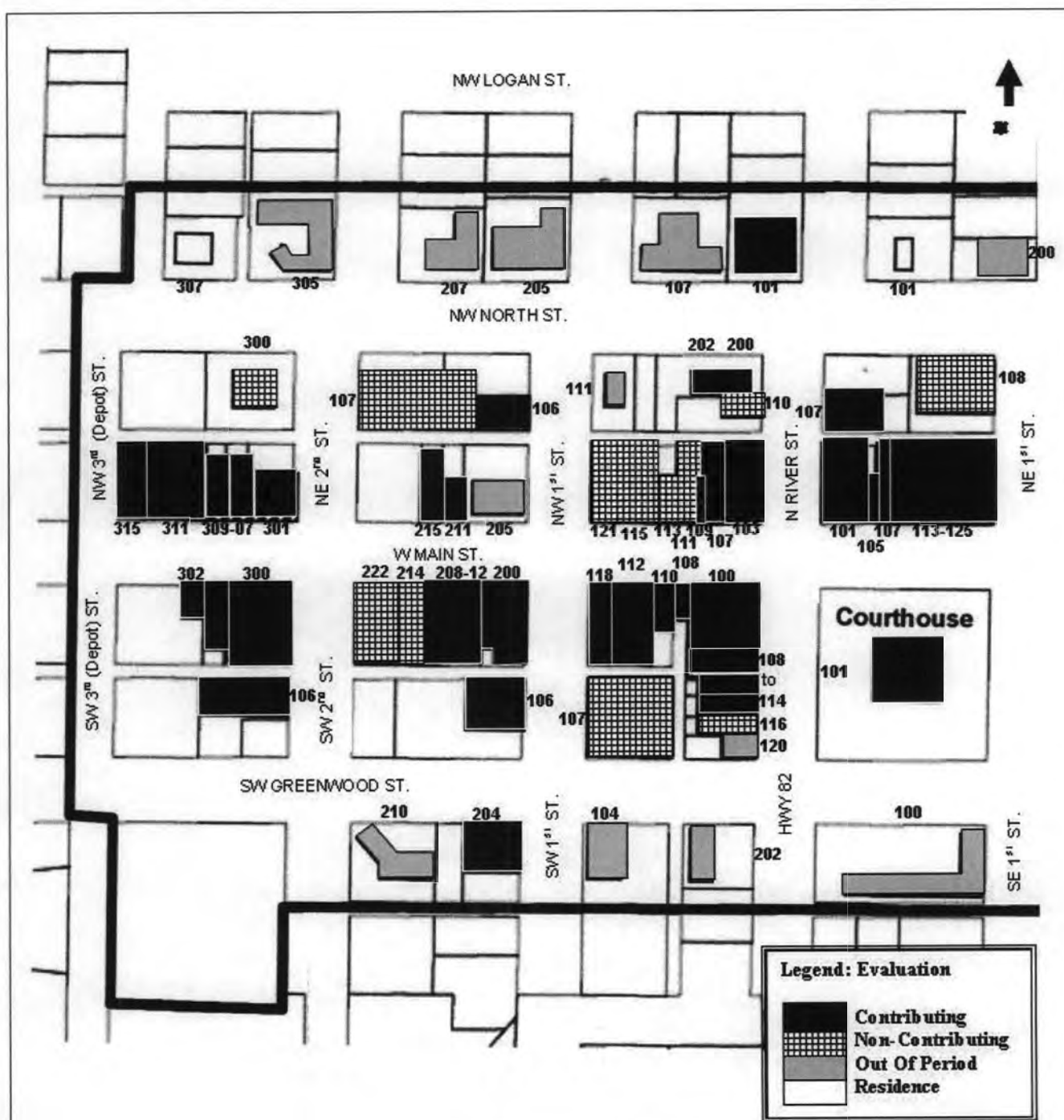
Not Applicable

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Figure 4a: West-half of downtown Enterprise showing the Contributing and Non-Contributing historic resources with associated addresses. Evaluation based on the 2008 RLS and 2009 ILS of Enterprise and field observations as part of the 2010-11 MPD project. *Note: This evaluation is subject to change as new information is presented, or buildings are altered or rehabilitated.*



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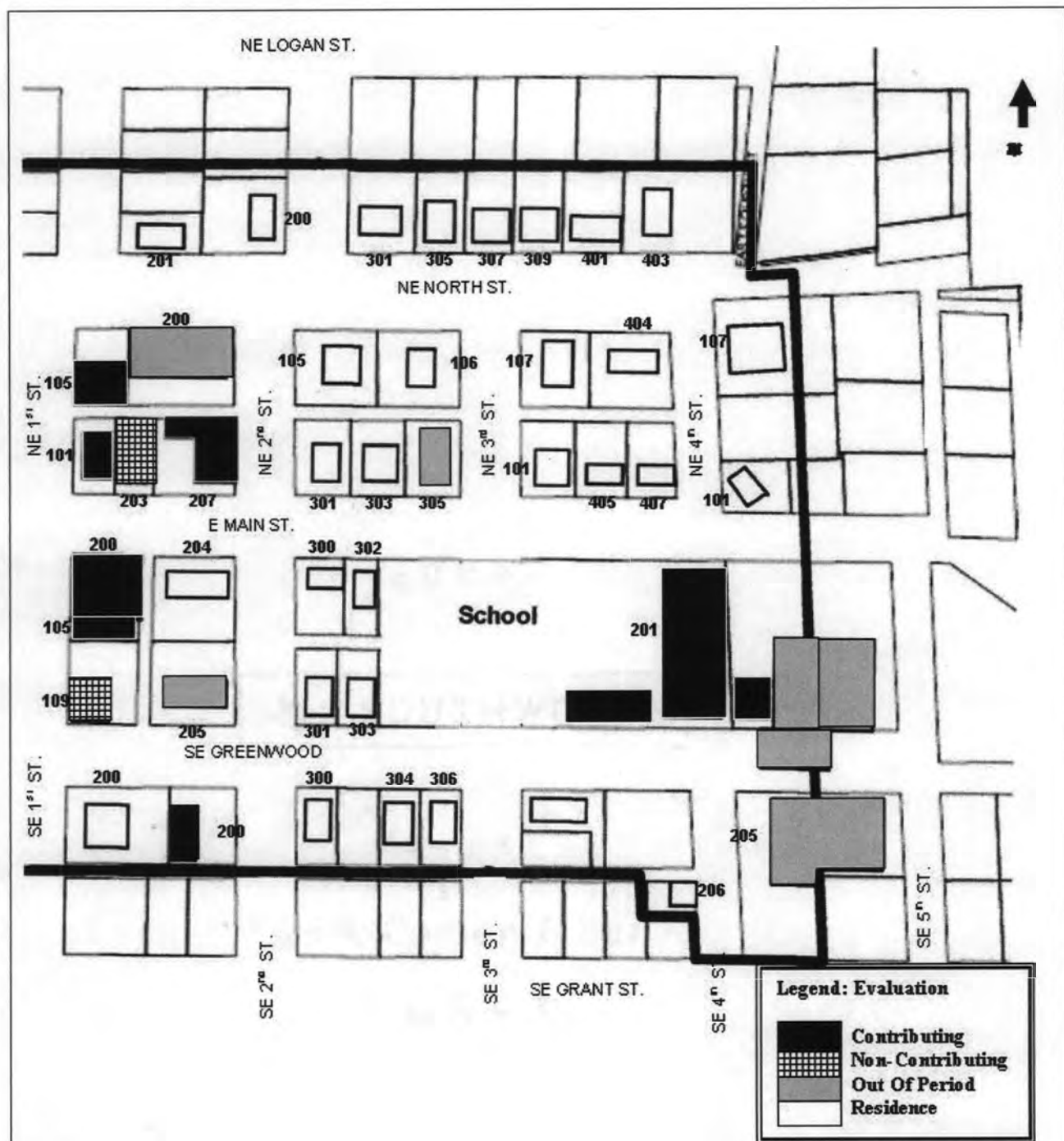
Not Applicable

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Figure 4b: East-half of downtown Enterprise showing the Contributing and Non-Contributing historic resources with associated addresses. Evaluation based on the 2008 RLS and 2009 ILS of Enterprise and field observations as part of the 2010-11 MPD project. *Note: This evaluation is subject to change as new information is presented, or buildings are altered or rehabilitated.*



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Figure 5: Google Maps Satellite Image of the Enterprise area of Wallowa County, showing highways, Wallowa, Lostine, Enterprise, Joseph, and Wallowa Lake.



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Figure 6: Circa 1900 photograph of Main Street looking west from intersection of River Street. At right is the Bowlby Building and M&M Co. store.



Figure 7: Circa 1905 photograph of Main Street looking west from intersection of E 2nd Street. Gazebo at left is on the courthouse square. Note the wood side walks and crossings.



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Section number Documents Page 56

Not Applicable

Name of Property
Wallowa Co., OR

County and State
Historic Resources of Downtown
Enterprise, 1888-1956

Name of multiple listing (if applicable)

Figure 8: Circa 1918 photograph of Enterprise High School looking southeast from Main Street.



Figure 9: Circa 1920 photograph of Main Street looking northwest from the intersection of E 2nd St. At left, the EM&M building is under construction, at right is the Christian Church.



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Figure 10: Circa 1909 photograph of Wallowa County Courthouse looking southwest, at right is the remodeled Litch Building.



Figure 11: Circa 1918 photograph of Main Street looking northwest from the projection room window of the O.K. Theater, in background is the Gotter Hotel at W 2nd Street.



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Figure 12: Circa 1934 photograph of Greenwood Street from Depot (W 3rd) Street looking southwest, brick building in center is the Wallowa Milling and Grain Company, 1916.



Figure 13: Circa 1934 photograph of North Street looking west, center parkways dividing traffic on North and Greenwood streets were removed in 1947.



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Figure 14: Late 1950s aerial photograph of Enterprise looking east. The center street is Main, with North St. on the left and Greenwood St. on the right (without center parkways). Depot (W 3rd) Street extends across the foreground. Dark building on hill in background is 1907 school house made of Bowlby stone, in front is the 1917 Enterprise High School made of concrete and brick. Mature evergreen trees are around the perimeter of the Wallowa County Courthouse square center-right.



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Figure 15: 1964 aerial photograph of Enterprise. The Wallowa County Courthouse is at the center of downtown Enterprise, between Main and Greenwood streets. Mature evergreen trees outline the perimeter of the courthouse square divided by four diagonal concrete sidewalks. At right, the 1917 Enterprise High School.



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: COVER DOCUMENTATION

MULTIPLE NAME: Downtown Enterprise, Oregon 1888-1956 MPS

STATE & COUNTY: OREGON, Wallowa County

DATE RECEIVED: 01/20/12 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 03/07/12
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 64501136

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N
NEW MPS: Y

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 3/7/12 DATE

ABSTRACT/SUMMARY COMMENTS:

accept cover
Downtown Enterprise - covers commercial,
transportation-related. institutional resources
1888-1956.

RECOM./CRITERIA accepted cover
REVIEWER Am Dale DISCIPLINE Historic
Phone _____ Date 3/7/12

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the National Park Service.



Established 1889

WALLOWA COUNTY, OREGON

541-426-4196 City Hall
541-426-3395 Fax



108 NE 1st
Enterprise, OR 97828

September 16, 2011

State Advisory Committee on Historic Preservation
Oregon State Historic Preservation Office
725 Summer Street NE, Suite C
Salem, Oregon 97301

Dear State Advisory Committee Members

The Historic Landmarks Commission and the Mayor of the City of Enterprise unreservedly extend support for the Multi-Property Document and the National Historic Register nominations for the Odd Fellows Hall, the EM&M building and the OK Theatre.

The City of Enterprise is a Certified Local Government and we have been developing our Historic Preservation Program since 2007. We have conducted both a Reconnaissance Level survey and an Intensive Level Survey and this spring, nine buildings were designated as Local Historic Landmarks. We have also initiated a rehabilitation matching grant program for properties that are locally or nationally designated landmarks.

The Multi-property Document and the three nominations are part of our long-term plan to revitalize our community. We hope through these efforts and the rehabilitation grant program that property owners will see the benefits of preserving the embodied history of Enterprise.

The steady progress we have made so far is very exciting. We recently received a grant from the Wildhorse foundation to expand the rehabilitation grant program and we anticipate working with several more property owners on rehabilitation projects. We also anticipate additional property owners seeking National Register Landmark Status.

The Multi-Property Document has, for the first time, collected in one place, the history and development of the City of Enterprise. This invaluable document will streamline the process of adding additional buildings to the National Register, which perhaps will lead to the formation of a Historic District in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Lear".

Steve Lear, Mayor
Enterprise City Council

A handwritten signature in black ink, appearing to read "Dave Ebbert".

Dave Ebbert, Chair
Historic Landmarks Commission



Oregon

John A. Kitzhaber, MD, Governor

Parks and Recreation Department

State Historic Preservation Office
725 Summer St NE, Ste C
Salem, OR 97301-1266
(503) 986-0671
Fax (503) 986-0793
www.oregonheritage.org

January 9, 2012



Ms. Carol Shull
National Register of Historic Places
USDOI National Park Service - Cultural Resources
1201 "Eye" Street NW, 8th Floor
Washington, D.C. 20005

Re: National Register Nomination

Dear Ms. Shull:

At the recommendation of the Oregon State Advisory Committee on Historic Preservation, I hereby nominate the following Multiple Property Documentation and accompanying properties to the National Register of Historic Places:

HISTORIC RESOURCES OF DOWNTOWN ENTERPRISE MPD: 1888 – 1956
ENTERPRISE, WALLOWA COUNTY

ENTERPRISE IOOF HALL
107 NE 1ST ST
ENTERPRISE, WALLOWA COUNTY

ENTERPRISE MERCANTILE & MILLING COMPANY
113 E MAIN STREET
ENTERPRISE, WALLOWA COUNTY

OK THEATER
208 W MAIN STREET
ENTERPRISE, WALLOWA COUNTY

We appreciate your consideration of this nomination. If questions arise, please contact Ian Johnson, National Register & Survey Coordinator, at (503) 986-0678.

Sincerely,

Roger Roper
Deputy State Historic Preservation Officer

Encl.

