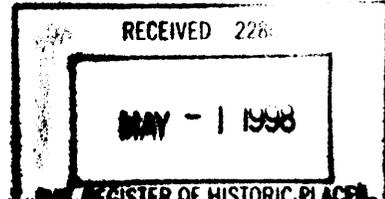
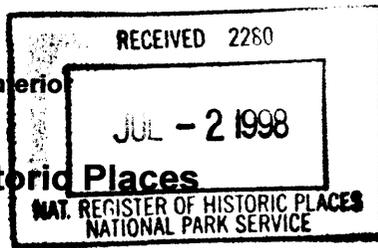


United States Department of the Interior
National Park Service



949

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. *Do not use this form to complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete and submit by mail only in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.*

1. Name of Property

historic name MEDFORD DOWNTOWN HISTORIC DISTRICT

other names/site number None

2. Location

street & number Btw. Fourth and Ninth Streets, Oakdale and Riverside Avenue
Downtown Medford (Multiple sites, see narrative) not for publication

city or town Medford vicinity

state Oregon code OR county Jackson code 029 zip code 97501

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Jane Smith April 20, 1998

Signature of certifying official/Title Deputy SHPO Date
Oregon State Historic Preservation Office

State or Federal agency and bureau

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

Signature of commenting or other official _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
 - See continuation sheet
 - determined eligible for the National Register
 - See continuation sheet.
 - determined not eligible for the National Register
- removed from the National Register
- other (explain): _____

Signature of Keeper [Signature] Date of Action _____

Medford Downtown Historic District
Name of Property

Jackson County, Oregon
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

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

Category of Property
(Check only one box)

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

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

Contributing	Noncontributing	
104	59	buildings
1	31	sites
		structures
		objects
105	88	Total

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

N/A

Number of contributing resources previously listed in the National Register

14

6. Function or Use

Historic Functions
(Enter categories from instructions)

Commerce/Trade; Business
Domestic; Single Dwelling
Domestic; Multiple Dwelling
Government;
Religion; Religious Structure
Landscape; Park

Current Functions
(Enter categories from instructions)

Commerce/Trade; Business
Domestic; Single Dwelling
Domestic; Multiple Dwelling
Government;
Religion; Religious Structure
Landscape; Park

7. Description

Architectural Classification
(Enter categories from instructions)

19th/Early 20th Cent: Commercial (Chicago)
Late 19th/Early 20th: Revival Styles
Early Modern; Art Deco

Materials
(Enter categories from instructions)

foundation Concrete
walls Brick
Concrete
roof Asphalt
other Wood
Stucco

Narrative Description

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

Please see attached continuation sheets

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National Register of Historic Places Continuation Sheet

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Medford Downtown Historic District, Medford, OR

Since Medford's founding, the downtown commercial and residential areas that spread out from the railroad right-of-way through the Original Townsite have remained the economic, entertainment, and governmental "heart" of the community. The predominately one and two story structures that line the streets of the Medford Downtown Historic District represent a wide variety of architectural styles and use of materials. In setting, construction, and general character they effectively relate the first seventy years of Medford's history, a period which saw the community grow from a newly created "city on the valley floor" to the commercial and economic hub of southwestern Oregon.

SETTING:

The Medford Downtown Historic District is located on the broad flat plain of the Rogue River Valley, east of Bear Creek, a year-round tributary to the Rogue River than runs through the valley's center. Riverside Avenue, following the original stage route through the area, first evolved into the Pacific Highway and later U.S. Highway 99, remaining a portion of the primary north-south surface route in Oregon prior to the early-1960s completion of Interstate 5. The major east-west street through the District, Main Street, runs west from Bear Creek and continues to Jacksonville, approximately five miles west of Medford. The railroad right-of-way, first developed by the Oregon and California Railroad and the motive for the founding of Medford in 1883-84, bisects the entire downtown from east to west.¹ Bear Creek, forming the natural eastern boundary of the Historic District, is also the location of the Medford Viaduct, a raised section of Interstate 5 that looms over the downtown but offers no direct connection to the surface streets of the original town plat.

Surrounding uses include Hawthorne Park, to the east across Bear Creek, along with the mixed commercial and residential that line Main Street. Both the Geneva-Minnesota Historic District (NRHP) and the Corning Court Ensemble (NRHP) intersect East Main Street, approximately ½ mile east of Bear Creek. To the west is the "West Medford" residential area, a large region of early 20th century residential structures with mixed professional and social/community uses. The Jackson County Courthouse (NRHP) is immediately to the west while the South Oakdale Historic District (NRHP) begins a block west of the SW corner of the district boundary.. To the north, beyond Fourth Street, an extended residential area includes a variety of late 19th century and early 20th century single and multi-family dwellings. Notable among these is the Waverly Cottage (NRHP) at the NW corner of the intersection of Fourth and Fir streets. Similar residential uses continue on the named streets south of the district, with the exception of an industrial corridor along the railroad tracks. Modern single-story commercial uses continue along all the north-south streets to the west of the railroad tracks.

ARCHITECTURAL STYLES: [COMMERCIAL]

As the following Statement of Significance details, the Medford Downtown Historic has with little halt, experienced continued economic success since the founding of the community in 1883. Like most late-19th century southern Oregon towns, Medford's initial commercial structures were of simple wood-frame construction, lining the major streets east of the right-of-way along what are now Front and Main streets. Early merchants soon rebuilt in more permanent brick and by the early 1890s most of the buildings along Main Street in the eastern portion of the district were standing. After 1900, these one and two story brick volumes began to expand to the west. The first known brick building on that opposite side of the railroad tracks was erected by I.W. Thomas at the SE corner of Main and Grape sometime prior to 1902. (See 67.0)

¹ As determined the Original Town Site map, streets running parallel to the railroad were lettered and streets running perpendicular to the railroad were numbered. Seventh Street was later renamed "Main" street and the letter streets were replaced by sequential orchard or plant related terms by order of the City Council in 1908 (i.e. "A" Street became "Apple," "B" became "Bartlett" and so on...) All east-west street addresses are divided by the railroad right-of-way, with north-south defined by Main Street.

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Medford Downtown Historic District, Medford, OR

The initial phase of Medford's commercial development utilized simple brick-front vernacular forms in what is called the "Chicago Style." Typical elements include exposed brick work, often with projecting corbels and dentil bands below a prominent cornice or raised parapet. Non-symmetrical storefronts allowed for side stairway entrance to the rooms or offices of the upper floors. Historic photographs reveal a number of such structures, particularly in the 200 Block of Main Street, between Bartlett and Central. Several district resources retain high integrity to this general style, including the side and rear elevations of the Hoover-Cooper Building (320.0) and the Adkins-Childers Building (319.0). The Medford Central Fire Hall (28.0) and the Thomas Rental Store, though each built in the early 20th century, exhibit typical "Chicago Style" facades.

Few other styles were employed in the downtown commercial area during the late-19th century. A notable exception is the highly detailed Queen Anne-related design of the Wilkenson-Swem Building, (311.0) one of the first buildings in Medford known to have been built by a professional "architect," W. J. Bennet.²

With the economic pressures of the "Orchard Boom" period, a fast-growing population, and increased economic stability, the early 1900s saw the first of many phases of "modernization" sweep the Medford area. While new construction employed elaborate Beaux Arts-inspired features, such as in the original Jackson County Bank Building (315.0) and the Sparta Building (362.0) owners of earlier vernacular structures were quick to renovate and remodel to maintain a modern image. The late-1880s building housing the First National Bank of Medford (21.0) was completely remade in 1912 under the direction of Besser Brothers of Seattle, creating an impressive temple-front in cut granite affixed atop the original brick "Chicago Style" facade. Other notable buildings remodeled during this period include the Palm Building (31.0).

By the mid-1920s, as downtown entered its third major phase of construction, concrete had replaced brick as the building material of choice. Many new commercial blocks were erected with fairly simple surface decoration, often including the ribbed or scored surfaces that were early themes within what would evolve into simple local expressions of the Art Deco and Art Moderne styles. Typical examples include the buildings in the Cora Knight Addition, facing East Main Street, just west of Bear Creek. (See Nos. 351.0, 352.0, 354.1 and so on.) and the Johnson Market/Groceria (124.0) on West Sixth Street. Throughout the late 1920s and 1930s other earlier buildings district were remodeled in this style, most notably the Hamlin Building (23.1 and 23.2), the Stewart Building (308.0) and the Hubbard Hardware/Woods Building (270.1/270.2).

With the end of World War II and the final phase of construction and remodeling during the historic period, the Art Moderne and similar modernistic styles were in full sway. The Winetrou/Crater Lake Ford Building (196.0), the first major project in Medford after the war, is a classic example of automobile-inspired design, with canted windows to allow for glare-free viewing of the newest Fords, the huge towering pylon, and illuminated glass blocks. Other modern-style buildings erected during this period include the streamlined J.C. Penney Building (299.0) and the International-inspired Hight Realty (47.0), and Pacific Greyhound Bus Depot (292.0).

As with all previous periods in downtown Medford, the postwar era brought with it another cycle of remodeling and modernization. The 1912 Besser Brothers-designed temple front mentioned above, was itself removed in the early 1950s and the building refaced with the present metal facade, originally painted a pastel pink. Also typical of Medford's pattern, the 1906 Hubbard Hardware/Woods Building (270.1/270.2) was once again remodeled in the mid-1950s, changing the exterior from its 1930s appearance.

² See "Architects and Builders," below, for more information on Bennet.

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Medford Downtown Historic District, Medford, OR

ARCHITECTURAL STYLES: [RESIDENTIAL]

Since the initial development of Medford in the middle of the Bear Creek Valley, both residential and commercial uses have been present within the Downtown Historic District area. As first settled, Central Avenue was the prime residential district in the city, boasting the homes of two of the city's founders, Phipps and Broback, along with other prominent social and business leaders. None of these fashionable homes survive.³ Toward the end of the 19th century, the South Oakdale area, now a NR District, bypassed South Central as the city's finest residential area.

Though less grand than the prestigious Central and South Oakdale areas, the residential uses of the western portion of the District remain substantially intact. Shop owners and employees lived within these enclaves, where they were able to walk to their places of business. Typical 19th century vernacular forms, including I-House variants, L-shaped farmhouse types and the ubiquitous hipped-roof cottage are all found in the residential areas at the District's NW quadrant. Several area homes exhibit higher-style design, notably the Queen Anne-style J.H Thorndike House (139.0), a late example of the style that was built in 1904. The c1906 Edgar Hafer House (172.0) an impressive Colonial Revival home, and the now-demolished William Vawter House, were the most impressive residential designs built within the center of the District after the turn of the century.

In the early 20th century, as Medford's prime residential area shifted across Bear Creek into the Geneva-Minnesota Historic District and the new residential areas surrounding Roosevelt School, more modest residential architecture was still being built within the central downtown area. The new Bungalow and Craftsman styles grew popular for single family dwellings with examples such as Joseph E. Toft House (129.0) erected in 1904. Both styles remained popular well into the 1920s. (See, for example, Site 178.0, the J W Bass Rental House 2) During the post- World War I period when the economic make-up of downtown residential uses declined, the Bungalow form proved adaptable to new multi-family developments such as the Holly Court Apartments (137.0). The remodeling of Cargill Court (now demolished) for use as prestigious apartment use, represented a rare continuation of luxury residential uses within the downtown during the period prior to WWII.⁴

Spanish Colonial-inspired multi-family designs such as the Schuler Apartment Building (165.0) as well as the Holly Apartments (146.0) provide evidence of the newer styles and non-frame construction that gained popularity in the late-1920s. Sporadic development of period-revival styles occurred within the downtown area but are not present in large quantity. (See, for example, sites 180.0 and 176.1)

By the beginning of WWII, the era of single family developments in the District was essentially over and virtually all new residential construction was of multi-family designs. Notable among these are the Evelyn Apartments (171.0) a modern two-story version of the earlier court apartment type, that was constructed in 1943.

ARCHITECTS & BUILDERS:

Although numerous architects, designers, and builders are responsible for the development of the structures in the Medford Downtown Historic District, several individuals had a particularly strong impact as the result of long-term connection with the buildings in the area. Individuals who fall into this latter category are;

³ One example of this period,, the Vrooman-Childers House, stands just south of the district, near 10th and Central , A fine example of the Colonial Revival, style, the house has been in commercial use since WWII and remains vacant and in poor condition at this writing.

⁴ Located at the SE corner of Ivy and Sixth, Cargill Court was listed on the NRHP prior to its demolition in the early 1990s. The site is now vacant.

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BESSONETTE, MARSHALL: Specializing in concrete construction, Bessonette first entered construction in connection with the preliminary site developments at Camp White. Among his many buildings in southern Oregon, he is responsible for the second phase of the Fluhrer Bakery Building (155.0), the Fluhrer Pastry Plant (56.0), and the Acme Hardware Building (193.0).

CHILDERS, ELMER: Most prolific of the three sons of Spencer Childers (q.v.), Elmer Childers both alone and in combination with two brothers, constructed a number of important downtown Medford buildings. The earliest identified of his projects is the Sparta Building (362.0) completed in 1910-11. By the 1920s, Childers apparently began to design structures, notably the Clara Barkdull Building (42.0). Prominent socially, served on both the Medford City Council and the city's planning commission. Childers served as both developer and contractor for a number of the buildings in the Cora Knight Addition, east of Riverside. (See 351.0 through 354.0, as well as 364.0) Childers is likely the single most prolific contractor represented within the Medford Downtown Historic District.

CHILDERS, SPENCER Arriving in Medford shortly after its founding, Spencer Childers was a brick mason of considerable skill and is generally reckoned to have built the first brick building in the community (now demolished.). As a contractor, and in some cases as developer, Childers built much of the block facing Main Street between Bartlett and Central. (See 318.0 and 319.0)

CLARK, FRANK CHAMBERLAIN Often erroneously reported as the Rogue Valley's "First Architect" Clark arrived in Ashland in 1903 and had moved his growing practice to Medford by 1911 with the completion of the Medford Hotel.⁵ Over the next five decades, Clark designed literally hundred of commercial, public and residential buildings throughout southern Oregon by himself, and after 1932 in association with Robert J. Keeney (q.v.). Nineteen buildings within the Medford Downtown Historic District are known to have been either designed or significantly remodeled by Clark. These include resources 28.0, 49.0, 113.0, and 362.0, all of which are now individually listed on the National Register of Historic Places.⁶

MCINTOSH, JOHN A. An early architect, McIntosh designed both the Medford Carnegie Library 164.0) and the first phase of the Medford Central Fire Hall (28.0) during his short residency in southern Oregon.

KEENEY, ROBERT J. First working in association with Frank Clark in 1932 and becoming a partner in the firm of Clark and Keeney by 1937, Keeney was likely involved in a number of the firm's renovation projects in the downtown area prior to WWII. Later, working on his own, Keeney designed several buildings in the district, most notably the Pacific Greyhound Bus Depot (292.0).

PRIDDY, G. W. A brick mason and brick maker, Priddy provided the materials for much of downtown from his Medford Brick Company and, as a contractor was responsible for number of buildings erected in the downtown during the first two decades of the 20th century. These include several buildings for I.W. Thomas (See, for example, 106.0, 110.0 and 112.0). Priddy worked from designs by many different architects and designers, including both McIntosh and Clark, during a long career in the Medford area.

STUART, R.I. "Colonel" Richard Stuart arrived in Medford shortly after the turn of the century and remained one of the city's most prolific builders for much of the next 50 years. Specializing in concrete construction, Stuart built a

⁵ Listed on the NRHP, the Medford Hotel burned in 1988 and a new building of similar design (168.0), also called the Medford Hotel, was erected on its foundation.

⁶ The definitive study of Clark's work remains Kay Atwood and Gail Evans, *Frank Chamberlain Clark Inventory* (Jacksonville: The Southern Oregon Historical Society), 1982.

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Medford Downtown Historic District, Medford, OR

number of buildings in downtown Medford, including the first portion of the Fluhner Bakery Building (155.0), the original Craterian Theater (321.0) and Derrick's Café (358.0)

CONSTRUCTION:

Information on the individual structures comprising the Medford Downtown Historic District follows. Please refer to the district map for location, keyed by ID numbers.⁷

ID # 11.0

HISTORIC NAME: AMERICAN LAUNDRY BUILDING
130 CENTRAL AVE S
STYLE: CHICAGO STYLE

YEAR BUILT: c1922
LEGAL: 371W30BC 8900
PRIMARY/CONTRIBUTING

In 1922, James A. Slorah purchased the subject parcel from A.O. and Sadie Bennett and likely soon demolished the frame residence that stood on this site for construction a new, concrete, building to house the American Laundry Company..(JCD 143:209) The special New Years edition of the *Mail Tribune* published on 1-January-1928 includes an advertisement photo of the American Laundry, J.A. Slorah, Proprietor along with the comment "We thank our patrons for their generous patronage of 1927 and wish them the best of everything in 1928."⁸ The smaller northern portion of this building post-dates that original construction and was apparently built for use as the office of the laundry concern, likely in the 1930s or 1940s. Although altered from its historic appearance to accommodate the change from industrial to retail use, the American Laundry Building retains integrity to its original volume and essential characteristics.

ID # 13.0

HISTORIC NAME: W.L. LEWIS SUPER SERVICE
130 EIGHTH ST E
ARCHITECT: HAYSLIP, SYDNEY [LAWRENCE & HOLFORD]
STYLE: ALTERED

YEAR BUILT: 1927
LEGAL: 371W30BC 9200
BUILDER[S] GUDDAT, GUS
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Completed in 1927 as one of Medford's largest and most innovative auto repair facilities, the W.L. Lewis Super Service building was designed by Sydney Hayslip, manager of the local branch of Lawrence and Holford, a prominent Portland architectural firm. Gus Guddat, a local contractor, supervised the building's construction. Built in conjunction with the now demolished Terminal Hotel [later known as the Jackson], the W.L. Lewis Super Service Station opened in April 1927. Lewis Super Service continued in operation at this location for many years. In 1948, the firm was reorganized and became known as Rogue Service and Supply. After WWII the building was used for a variety of auto-related uses until, in 1969 the open, drive-through pump bay was enclosed and the building was converted for retail use.⁹ Long the site of the local Radio Shack, in 1991 the building was completed remodeled and re-faced with the present brick veneer.¹⁰ Although compatible with the downtown, the Lewis Super Service Station building has been significantly altered from its historic appearance and retains little integrity to its historic design.

⁷ For consistency, the resource identification numbers used in this document are identical to those within the downtown Medford *Survey of Historic and Cultural Resources*, Phases I and II (1994-1995), funded in part by a grant from the State of Oregon Historic Preservation Office and the National Parks Service, U.S. Department of the Interior, under the provisions of the National Historic Preservation Act of 1996. All built resources, including non-contributing, are included for informational purposes. Any numerical gap in ID numbers, including the lack of resources numbered less than "11.0" are the result of variation between the survey area and the final nominated district.

⁸ Medford Mail Tribune, 1-Jan-1928.

⁹ Medford Building Department, Permit 1-78-69, issued to Bessonette Construction to "Remodel Store Building" at an estimated cost of \$55,000.

¹⁰ Medford Building Department, Permit 89-10-182, issued to S&B James Construction, Jerry Hunter, Architect.

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ID # 14.0

HISTORIC NAME: CRATER LAKE GARAGE

123 FRONT ST S

STYLE: CHICAGO STYLE

YEAR BUILT: 1911

LEGAL: 371W30BC 9300

PRIMARY/CONTRIBUTING

An elegant brick structure notable for its locally distinctive stepped parapet and incised "turret" like detailing, the Crater Lake Garage is significant both for its architecture and for its connection with the Davis family, founders of Medford's first flour mill and longtime prominent business people in the Medford area. Construction of the subject structure began in 1911, financed by Scott V. Davis, the son of A.A. Davis, who had apparently expanded the family's interests to include a automobile dealership.

What will eventually be one of the most up-to-date garages in the city of Medford is now in the course of erection just back of the Davis flour mill on Front Street. Scott V. Davis, agent for the Stoddard-Dayton car, is erecting it. It will be occupied by the Crater Lake garage, of which J. C. Neff is manager. Mr. Davis will also handle his line of from this building.....The garage is to be fully equipped with every modern device for the care of automobiles. (*Mail Tribune*, 19-Mar-1911, 3:6)

Although somewhat modified, the Crater Lake Garage building retains sufficient integrity to its original design to accurately reflect both its period of construction and historic appearances. It remains one of the more elaborate brick structures within the downtown Medford area.

ID # 17.0

HISTORIC NAME: ROBINSON'S DEPT. STORE

100 MAIN ST E

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1978

LEGAL: 371W30BC 4500

NON-COMPATIBLE/NON-CONTRIBUTING

Constructed on the site of the Nash (Allen) Hotel after a fire destroyed that late 19th century building on, the Robinson's Department store is a two-story concrete volume with brick veneer. With the closure of the department store, the building was converted to its present use as professional office suites.

ID # 19.0

HISTORIC NAME: CRATER NATL. BANK BLDG [MEDFORD CHAMBER]

101 EIGHTH ST E

ARCHITECT: HUNTER, SCHUTE & PLUMLEY

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1969

LEGAL: 371W30BC 4700

BUILDER[S] MEDFORD CONSTRUCTION CO.

COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

A one-story concrete block structure, the Crater National Bank Building (now the home of the Medford/Jackson County Chamber of Commerce).

ID # 20.0

HISTORIC NAME: HALLEY BLOCK

26 CENTRAL AVE S

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1900/1916/1927

LEGAL: 371W30BC 5000

BUILDER[S] HALLEY, ROBERT & PRIDDY, G.W.

PRIMARY/CONTRIBUTING

A two-story brick structure that occupies the southeast quadrant of Block 20, facing Central at intersection with 8th Street, the Halley Block is composed of a series of related structures, originally developed by Robert Henry and Addie Halley. Wooden features were overseen by Mr. Halley himself, with the masonry work done by prolific local contractor G.W. Priddy. The original volume forms the southern portion of the building and was apparently completed in late 1900. Halley and his wife, Addie, operated a hotel or boarding house on the second floor called the Palace Hotel. In 1916 an additional portion of the building, possibly once a separate structure, was completed. (*Mail Tribune*, 18-May-1941, 12:2)

During 1927 an annex, 46x100 feet, was constructed at a total cost in completion of \$25,000. The property today represents a dimension of 140x100 feet. The upper section of the building is the Palace Hotel,

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Medford Downtown Historic District, Medford, OR

embracing 70 rooms and in modern appointments in the larger part. The 1928 plans contemplate an entire remodeling. (*Mail Tribune*, 1-Jan-1928)¹¹

Various modifications, notably the stucco surfacing that covers the primary facade, have somewhat altered the Halley Block from its historic appearance. The second floor is vacant and no longer in use. However the building exterior retains much of its original opening pattern and, on the second floor, the original wood sash windows survive. Arched top windows at the extreme south, contrasted with the rectangular openings of the 1927 addition, provide an indication of the two major periods of construction. Recessed storefront entries, although remodeled in varying materials, continue to convey the historic ground floor uses of the building. A major commercial structure, occupying an important corner location in the downtown core, the Halley Block constitutes a significance resource within the downtown Medford area.

ID # 21.0

HISTORIC NAME: FIRST NATIONAL BANK BLDG
120 MAIN ST E
ARCHITECT: BESSER BROTHERS (1912)
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: c1886 (1950s)
LEGAL: 371W30BC 5100
BUILDER[S]
PRIMARY/CONTRIBUTING

The eastern portion of this structure was built c1886 and according to Sanborn Fire Insurance Maps surveyed in August 1888 was in use as a dry goods store. Two stories tall and constructed of brick, the ownership of the building at this time is uncertain but it appears to have been owned by C.W. and F.A. Broback, presumably a portion of the family land retained following the platting of Medford into lots and blocks. (JCD 11_260). In 1904 the Broback's sold the property to J.S. and Martha B. Howard for \$6000. (JCD 50:370) Following various intervening transactions, the property was acquired by the First National Bank of Medford, apparently sometime prior to 1907, and remodeled for bank use.¹² In 1910 the bank acquired the right to the alleyway then on the west of the building and negotiated a party wall agreement with J.T.C. Nash. (JCD 81:626 and 83:480) In 1912 a completely new facade was commissioned from Besser Brothers Architects, of Seattle and both the old brick building and the new addition [in the alley] were clad with an imposing Classical temple front. Elaborately detailed on the exterior, the interior was also ornate. In the mid-1950s, after the bank moved, the exterior was substantially altered via the demolition of the temple front and the modernization of the two storefronts. A large sheetmetal facade, consisting of a field of approximately 14" diameter disks now covers the facade and gives the building its popular name, "The Bathmat Building."¹³ The First National Bank Building is one of the oldest commercial structures standing in downtown Medford. Although various recent studies have suggested the potential of removing the 1950s-era facade and returning the building to a more historic appearance based on the 1912 remodel, the present facade, approaching 50 years of age, is an intact and locally appreciated example of a modern style. While the First National Bank Building does not currently reflect its original appearance nor 1912 remodel, its present exterior is compatible with the Medford streetscape and has acquired significance in its own right.

ID # 23.1

HISTORIC NAME: HAMLIN BUILDING [WEST]
126 MAIN ST E
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1886/c1939
LEGAL: 371W30BC 5200
PRIMARY/CONTRIBUTING

Construction of this two-story brick building apparently occurred in the Summer of 1886 with the consolidation of ownership of Lots 2 and 3 by James Hamlin.¹⁴ Sanborn Fire Insurance Maps from August 1888 show the Hamlin Building in use as the local post office, along with hardware and drugs on the ground floor and the I.O.O.F. occupying the upper story [now designated as 128 East Main]. In 1910 the building is listed in Polk Directories as "The Miles Building." (the surname of one of Hamlin's

¹¹ It is not entirely clear but the 1927 construction may have resulted in the demolition the 1916 building referred to above.

¹² See L. Scott Clay, "Medford Walk", unpublished research on various downtown Medford buildings.

¹³ This name derives from the obvious similarity to a rubber bathmat where the disks mimic the suction cups. This also leads to the adage that should the facade ever fall off it would be impossible to remove from Main Street, having attached itself securely to roadway.

¹⁴ See JCD 13:161. Lot 3, to the west, was sold in October 1885 for \$300 and Lot 2 in August 1885 for \$200, indicating construction had occurred by the time Hamlin purchased the property from George W. Williams on 12-Aug-1886 for \$3000.

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children) and the upstairs was apparently in use as lodging or boarding facility.¹⁵ Descendants of Julia Miles continue to own the building at present. At some undetermined time, possibly c1939, the facade of the building was remodeled to its present, Art Moderne-influenced, appearance.¹⁶ This work is attributed to the local architect Frank Chamberlain Clark, whose office was located in the building at least as early as 1942.¹⁷ Employing a glazed terra-cotta type surface with engaged fluted pilasters and a decorative window detailing, this facade remained substantially intact on the western portion of the building [23.1] until 1994 when the original windows were removed and replaced with vinyl clad metal sash. Rear single-story additions augment the original volume. The Hamlin Building (West) altered approximately fifty-five years ago, no longer reflects its late 19th century construction nor its appearance during the early years of this century. However, the building remains one of the oldest commercial structures standing in the downtown Medford area and its present appearance, although compromised by insensitive recent alterations, retains sufficient integrity as a well-visualized example of the Art Moderne style. This remodel has achieved historic merit of its own and the Hamlin Building remains a significant structure within the Medford downtown area.

ID # 23.2

HISTORIC NAME: HAMLIN BUILDING [EAST]

128 MAIN ST E

STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1886/1939

LEGAL: 371W30BC 5300

PRIMARY/CONTRIBUTING

Construction of this two-story brick building apparently occurred in the Summer of 1886 with the consolidation of ownership of Lots 2 and 3 by James Hamlin.¹⁸ Perhaps built by the previous owner, George W. Williams, the structure is appropriately known after its longtime owners as the Hamlin Building. [See also 23.1] In 1910 the building is listed in Polk Directories as "The Miles Building" and the upstairs was apparently in use as lodging or boarding facility. In 1920 Julia (Miles) and Hiram Doubleday sold the subject eastern half of the property [on Lot 3] to S. Richardson, retaining the remaining [west] portion as their own. (JCD 127:396) In the 1930s, the eastern portion of the Hamlin Building was occupied by Everett H. Marsh, grocery with Edward J. Klein, a tailor at 128 [upstairs]. The western half, 126 East Main, was vacant. In 1942 the tailor remained upstairs, now joined by Alvin Hedges, a chiropractor. At some undetermined time, possibly c1939, the facade of the building was completely remodeled to its present, Art Moderne-influenced, appearance.¹⁹ This work is attributed to the local architect Frank Chamberlain Clark, whose office was located in the building at least as early as 1942.²⁰ The eastern portion has been more recently [post-1980] altered with newer windows that do not fill the original oversize bays. The storefront of the eastern half of the building has also been modernized in recent years and an oversize fabric awning obscures the lower portion of the facade. The Hamlin Building (East) altered approximately fifty-five years ago, no longer reflects its late 19th century construction nor its appearance during the early years of this century. However, the building remains one of the oldest commercial structures standing in the downtown Medford area and its present appearance, although compromised by insensitive recent alterations, retains sufficient integrity as a well-visualized example of the Art Moderne style. This remodel has achieved historic merit of its own and the Hamlin Building remains a significant structure within the Medford downtown area.

¹⁵ The Jackson County Building and Loan, Bert Anderson, President is not to be confused with the Jackson County Bank, located opposite this site at the NW corner of the Main and Central. In the 1950s this building was also the site of the Jackson County Federal Savings and Loan Association.

¹⁶ A citation on the packet for 130 East Main in the City of Medford Building Department reads "Building built 11-39" and may refer to the remodel.

¹⁷ It is unclear whether Clark occupied building during the c1939 remodeling.

¹⁸ See JCD 13:161. Lot 3, to the west, was sold in October 1885 for \$300 and Lot 2 in August 1885 for \$200, indicating construction had occurred by the time Hamlin purchased the property from George W. Williams on 12-Aug-1886 for \$3000.

¹⁹ A citation on the packet for 130 East Main in the City of Medford Building Department reads "Building built 11-39" and may refer to the remodel.

²⁰ It is unclear whether Clark occupied building during the c1939 remodeling.

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ID # 25.0

HISTORIC NAME: PALMER-MEYDINSKI BUILDING
22 CENTRAL AVE S
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1884/85
LEGAL: 371W30BC 5400
PRIMARY/CONTRIBUTING

The single story brick building at the southwest corner of the intersection of Main and Central was constructed in 1884-85, following the sale of lot from C.W. Broback to W.B. and Mary Roberts and Mary's brother P.B. O'Neil. (JCD 11:83) By 1909 the property had passed to Ella and F.V. Meydinski,²¹ who retained ownership until 1937 when the building was sold to George A. Hunt, noted theater owner in the Medford area. Hunt died in an automobile accident in the 1940s although his estate continues on the title. In 1928 the building was remodeled, by local contractor George Oliver, for use as the home of the Jarmin and Woods Drug store. Jarmin and Woods, moving from another location in the downtown, was an established business and its owners respected local businessmen. By World War II, Young's Cut-Rate Drugs occupied the site and building continued as a drug store well into the 1960s, as the site of the Central Rexall Drug. More recent occupants have included the Benjamin Franklin Savings and Loan and Bank of America. The Main Street space is currently occupied by a men's clothier. The southern portion of lot 1, lining South Central, was apparently the site of various small frame and brick veneered buildings beginning in the 1890s. By the middle 1930s the present concrete addition had been constructed, providing up to six retail storefronts for barber shops, lunch counters and other uses. Originally the addition was designed to blend well with the corner volume. Subsequent remodeling to both volumes tend to point out the differing development of the Palmer-Meydinski Building. Although altered in exterior detailing, particularly the removal of the original arch-topped parapet that faced Main Street, the Palmer-Meydinski remains one of the oldest commercial structures standing in Medford, dating from the city's earliest development. It retains sufficient integrity to reflect its development and significant role within the downtown.

ID # 26.0

HISTORIC NAME: U S BANK BLDG
131 MAIN ST E
ARCHITECT:
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1960S
LEGAL: 371W30BC 1300
BUILDER[S]
NON-COMPATIBLE/NON-CONTRIBUTING

The most recent of a series of banks built on this corner by successor financial firms to the original Medford National Bank, firms, the present structure was erected for the then-named U. S. Bank following the demolition of an earlier A. E. Doyle design.

ID # 27.0

HISTORIC NAME: MEDFORD FURNITURE & HARDWARE BLDG
29 CENTRAL AVE N
ARCHITECT: JOHNS & TURNER
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1911/1949
LEGAL: 371W30BC 1400
BUILDER[S] JOHNS & TURNER
PRIMARY/CONTRIBUTING

The Medford Furniture and Hardware Building, now known as the Medford Center Building, was completed in the summer of 1911. The four-story poured concrete structure is located at the southwest corner of the intersection of North Central and East Sixth streets. Built during the flurry of building activity that was fostered by the so-called "Orchard Boom," the Medford Furniture and Hardware Building was the largest, and most expensive, of the many buildings constructed in Medford between 1909 and 1912.

Early Spring will witness the completion of the Medford Furniture and Hardware company's building... This building is the largest in the city, covering a quarter block...built of reinforced concrete at an estimated cost of \$100,000. The building is being erected by Johns and Turner, architects and builders. It has a large, commodious basement and four elegant floors. Three of these and the basement will be occupied by the owners. The top floor will be devoted to offices. (*Mail Tribune*, 1-Jan-1911, 4:1)

In 1922 the building became the home of the M & M Department Store, an early example of the locally-owned companies which dominated Medford's retail climate prior to World War II. During the 1930s, the upper three floors of the building were converted into office space and soon became a primary location for medical services as numerous physicians and dentists located

²¹ Ella Meydinski was the daughter of Eliza Palmer. It is not documented, although probable, that Palmer and Harriet McKee were also related.

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here, a role it would retain until the 1960s and the opening of the Rogue Valley Medical Center.²² In 1937 the F.W. Woolworth took over the first floor space of the structure. The company would remain in this location until 1988. In 1949 the Medford Furniture and Hardware Building was substantially remodeled with the application of glazed masonry tiles, window replacement and the creation of a moderately "Moderne" exterior with off-center tower at the extreme south. Additional remodeling during the late 1980s followed the removal of Woolworth's. At present the ground floor houses governmental offices and a restaurant, in addition to the drug store which remains at the tower entrance to the upper floors, still providing medical and professional office space. The Medford Furniture and Hardware Building is a large and visually dominate structure within the downtown area. While substantially altered on the primary facade from its 1911 appearance, the "Moderne" exterior, itself approaching 50 years of age has gained significance in its own right and retains substantial integrity.

ID # 28.0

HISTORIC NAME: MEDFORD CENTRAL FIRE HALL

110 SIXTH ST E

ARCHITECT: MCINTOSH, JOHN A. (CLARK, FRANK C.)

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1908/1921

LEGAL: 371W30BC 1500

BUILDER[S] MOYER, A.S. & PRIDDY, G.W.

PRIMARY/CONTRIBUTING [NR-LISTED]

This two-story brick volume faces west on North Front street with an additional frontage along East Sixth Street. Elaborate brick detailing, including stringcourse bands, a detailed cornice, arched windows and a corner jetty. The second building to be used as Medford's city hall, the Central Fire Hall served as the city's main fire station upon its completion. Plans were prepared by Medford architect John A. McIntosh in the Fall of 1907 and the contract for construction was awarded to A.S. Moyer, assisted by prominent brick mason G.W. Priddy:

G.W. Priddy and Co. have the brickwork contract on the new city hall building. Mr. Moyer is the contractor who was awarded the entire contract on the construction of the building but the cement and brickwork will be done by Mr. Priddy and his associates [as] they have placed a bid on the work to be included in the Moyer contract. (*Mail Tribune*, 15-Oct-1907, 1:2)

Construction proceeded rapidly and by early 1908 "...the new city hall and fire house is nearing completion and when completed will furnish the city with headquarters at less expense than at present as well as supplying suitable housing for our fire apparatus." (*Mail Tribune*, 8-Jan-1908, 4:3) The first meeting in the new building was held in May. The southern portion, or "Annex" was designed by architect Frank Chamberlain Clark in 1915 to match the original volume. Funding concerns delayed construction of this southern volume until 1921. The Central Fire Hall remains the oldest structure related to Medford city government still standing and, despite some first floor alterations, retains substantial integrity to its historic appearance. The building was independently listed on the National Register in February 1996.²³

ID # 29.0

HISTORIC NAME: NASH LIVERY & FEED STABLE/V F W LODGE

40 FRONT ST N

STYLE: ALTERED

YEAR BUILT: C1895

LEGAL: 371W30BC 1600

HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Built in the late 19th century as the livery stable for the Nash Hotel, one of Medford's premier lodging establishments, the Nash Livery & Feed Stable was one of many such facilities that were located in downtown Medford during the days of horse-drawn transportation. The two-story brick building was originally decorated with an elaborate stepped parapet, two round portal windows, and other brick detailing.

With the decline of horse-drawn transportation, the need for the livery stable ended. By 1930 the building was in use for small retail concerns with a religious organization, the Apostolic Faith Mission, operating on the second floor.²⁴ The Eagles club, a fraternal order, was using the building in 1942-43. In preparation for the expected growth following the end of World War II, the property was sold to the Crater Lake Post No. 1833 of the Veterans of Foreign Wars in 1946 and remodeled for their use. (JCD 271:414)

²² The medical center, located further to the east, resulted in the closure of Community Hospital, a comparatively short distance from downtown.

²³ Kramer, George, *Medford Central Fire Hall*, NR documentation, 1-Aug-1995.

²⁴ 1930 Medford City Directory, (Medford Printing Co., Medford)

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Blueprints for the new Veterans of Foreign Wars Building at 38-40 North Front street were examined and approved...Tuesday. Forty-three new recruits were present. (*Mail Tribune*, 6-Feb-1946, 6:5)

Either during the 1946 remodeling, or at some subsequent time prior to 1961, the exterior of the Nash Livery Stable was substantially altered and covered with stucco that obscures virtually all of the original brick detailing. The parapet has also been removed, leaving the structure with little connection to its historic appearance.

ID # 30.0

HISTORIC NAME: U S BANK DRIVE-UP TELLER
0 FRONT ST N
STYLE: NO STYLE

YEAR BUILT: 1960S
LEGAL: 371W30BC 1700
NON-COMPATIBLE/NON-CONTRIBUTING

Providing access to an underground teller use, this resource is related to number 26.0, above.

ID # 31.0

HISTORIC NAME: PALM BUILDING
107 MAIN ST E
ARCHITECT: CLARK, FRANK CHAMBERLAIN (1916)
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1902/1911
LEGAL: 371W30BC 1800
BUILDER[S]:
PRIMARY/CONTRIBUTING

The two-story brick building at the NE corner of Main and North Front is composed of two individual structures, both developed in part by early Medford real estate agent and entrepreneur, Charles W. Palm. Various brick detailing at the cornice level, with small corbelled detailing on the Front Street elevation, as well as vertical ribbed "spandrel" panels above each window opening are notable features. A centrally located stairwell opens onto Main Street, providing access to the second floor professional spaces. Four retail stores front face Main, with two more facing Front street.

Begun as the "Palm-Bodge Block" in 1902, the building was serially remodeled and expanded. By 1911, the present configuration, including a number of individual storefronts facing both streets, was in place, built of brick. Palm, now in association with Louis Neidermeyer, retained ownership of all the Main street elevation. In 1916, under the direction of architect Frank Clark, the exteriors of the two buildings were remodeled, creating a more uniform volume and creating the appearance now visible on the upper story.

Clark has completed the drawings for the work of renovating and modernizing the front of the Palm building on East Main and Front streets in harmony with the front just finished for Ed Brown's new ice cream parlors. The improvements will include the fronts of the stores.....These fronts will be marble covered brick and plate glass, with tiled entrances. (*Mail Tribune*, 24-Feb-1916, 2:5)

Palm eventually consolidated ownership of the block, probably prior to the above remodeling and retained ownership, as well as maintaining his office here, until his death in 1933. In 1949 the block was sold to Mark A. and Nellie Goldy and soon rechristened The Goldy Block. JCD:257:385 and 263:415-6) During the 1960s, ground floor remodeling diminished the integrity of the original design of the Palm Building. The second floor, however, retains sufficient integrity to the building's early appearance to effectively convey its role in the development of the Medford downtown area.

ID # 32.0

HISTORIC NAME: F.F. BURK TENT AND AWNING WORKS
142 FRONT ST S
STYLE: ALTERED

YEAR BUILT: c1928 [1980s]
LEGAL: 371W30BB 5600
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Originally a single-story brick volume occupying the southern portion of this site, the Schafer Electric Building was built c1928 and appears in the Polk City Directory of that year as the site of the F.F. Burk Tent and Awning Works. Vacant in 1930, the building appears in a c1935 view in the W.E. Thomas Collection and the lot at the corner [Lot 7] is occupied by various billboards, geared toward the train tracks opposite Front Street.²⁵ In 1948 the building was in use by Schafer's Electric, owned and operated by Richard Schafer. (JCD 290:113-4)

²⁵ W.E. Thomas Collection, SOHS Box #3, Black File #11, "Photos."

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In the mid-1960s, the Burk Awning building was vacant and in the early 1980s was unsuccessfully proposed for listing in the National Register as a part of the Front Street Transportation District.²⁶ In the early 1980s a Mexican restaurant occupied the building, by then the sole remaining structure on this side of Front between 5th and 6th streets. An addition was constructed in the late 1980s, filling lot 7 and the building was substantially remodeled. While generally compatible with the district character, this building has been altered and no longer retains sufficient integrity to reflect its original period of construction.

ID # 38.0

HISTORIC NAME: FIRST INTERSTATE [WELLS FARGO] DRIVE-UP
0 FRONT ST N
STYLE: NO STYLE

YEAR BUILT: 1960S
LEGAL: 371W30BB 6200
NON-COMPATIBLE/NON-CONTRIBUTING

Please refer to number 192.0, below.

ID # 39.0

HISTORIC NAME: JACKSON COUNTY ABSTRACT CO. BUILDING
121 SIXTH ST E
STYLE: ALTERED

YEAR BUILT: 1924
LEGAL: 371W30BB 6300
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Comprising a small volume at the extreme rear of the Cooley-Neff Building (40.0) the Jackson County Abstract Building is a single story concrete volume that was constructed in 1924 as the home of one of Medford's pioneer title insurance institutions.

Work is progressing rapidly on the new concrete office building, which the Jackson County Abstract company is putting up on Sixth Street, across from the Fire Hall... The building which will be of concrete, will be one story high and 25 x 50 feet in dimensions. The cost is estimated at \$6000. (*Mail Tribune*, 12-Jul-1924, 2:6)

Jackson County Title continued to occupy this location through the 1950s. The Jackson County Abstract Building has been substantially modernized on the exterior with the application of tile and stucco, completely obscuring all but the volume of the original structure.

ID # 40.0

HISTORIC NAME: COOLEY-NEFF BLDG
101 CENTRAL AVE N
STYLE: CHICAGO SCHOOL

YEAR BUILT: C1925
LEGAL: 371W30BB 6400
PRIMARY/CONTRIBUTING

This single story concrete building was apparently completed in 1925, is one of the many building projects undertaken in 1925 by the local partnership of J.H. Cooley and Porter J. Neff.

The structure...will be a modern concrete one, 50x75 feet, one story high at present, and will have four rooms fronting on Sixth and two with Central avenue fronts. Two of these have already been leased, one for a men's furnishing store by a new firm. (*Mail Tribune*, 28-Apr-1925, 8:2)

The Cooley-Neff Building provided space for a variety of small retail concerns throughout the pre-WWII era. In 1938 much of the building was occupied by Evans Shoes.²⁷ Four years later Evan's had expanded into a full line of women's furnishings. This use apparently continued until Western Thrift Drug Store moved in to the corner store, probably in the mid-1950s. Western Thrift remained through the late 1970s, sharing the space with the Baby Corner. Hart's Jeweler's was a longtime tenant in the second North Central storefront. The Sixth Street storefronts, still visible under the stucco, were likely filled in during the mid-1950s, by the Evans or Western Thrift uses. Although substantially remodeled in the 1980s via the application of a stucco-coat to the exterior and the installation of an oversize, full-width, canopy that obscure the building's original design,²⁸ the Cooley-Neff Building retains sufficient integrity to relates its period of construction and remains a contributing feature within Medford's downtown.

²⁶ See "Front Street Historic Designation Rejected," *Mail Tribune*, 10-Sep-1980.

²⁷ See *Mail Tribune*, 21-Dec-1938, 2:3-4 for a good exterior view of the structure at this time.

²⁸ See Medford Building Permit 5-106-93, for stucco applied to the exterior.

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ID # 41.0

HISTORIC NAME: C. FRIDIGER BLDG.

111 CENTRAL AVE N

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1912

LEGAL: 371W30BB 6500

PRIMARY/CONTRIBUTING

The C. Fridiger Building is a single-story brick structure with two retail storefronts, facing east on storefronts with angled wings and tiled columns. The northern portion of the Fridiger Building

Among the first new building projects to be undertaken during the coming year will be a brick structure to be put up by C. Fridiger on what is known as the Simmons property...The building will be of brick and stone, 25 x 40 feet in size, and while it will be only one story high, the foundation and walls will be put in sufficiently heavy to carry it four stories, should Mr. Fridiger decide later to add the other stories. (*Mail Tribune*, 9-Jan-1912, 2:2)

The Fridiger Building was long the site of the Purucker Piano House, which operated here from 1945 though the mid-1960s. At some time the original exterior facade was partially covered by a metal panel that hides the transom band and cornice area, reducing the property's historic appearance. Despite this, the Fridiger Building continues to relate its original design in volume, and massing. The recessed entries, probably remodeled in the mid-1940s add to the historic character of the structure and the uniform commercial streetscape of this block.

ID # 42.0

HISTORIC NAME: CLARA BARKDULL BUILDING

119 CENTRAL AVE N

ARCHITECT: CHILDERS, ELMER

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1928

LEGAL: 371W30BB 6600

BUILDER[S]: CHILDERS, ELMER

PRIMARY/CONTRIBUTING

The Clara Barkdull Building is a two-story concrete structure located center block on the east side of North Central between 5th and 6th streets. Built and designed by noted Medford contractor Elmer N. Childers, the building retains its stepped parapet, wood-sash double-hung windows and twin pilasters flank the recessed central stairway. Now owned by a local non-profit organization, the building continues to provide housing on its upper story with retail space on the ground floor.

Construction on one of the first new buildings in Medford in 1928 is scheduled to commence this week ... by Mrs. Clara Barkdull at an approximate cost of \$20,000. The new structure will be modern in every respect and will have two stories with the foundation to carry three stories. The construction contract has been awarded to Elmer Childers of this city. ... On the lower of its two stories there will be two store rooms and the upper floor will included space for offices with running hot and cold water in each.. The building will have a basement and will 50 by 100 feet in dimension. (*Mail Tribune*, 1-Jan-1928)

Upon completion, Mrs. Barkdull ran the upstairs as a rooming house and the downstairs was used as professional office space. By 1942 the building had become known as the Pruitt Apartments, although Mrs. Barkdull continued to reside in unit 5 of the second floor.²⁹ This residential use, along with the Pruitt name, continued into the late 1980s when the property was deeded to the present owners and renamed in honor of Evelyn Nye. The Clara Barkdull Building retains high integrity with its original design and appearance. Large storefront windows and the removal of the transom band, likely dating from the 1960s, are the only major alteration.

ID # 43.0

HISTORIC NAME: MEDFORD CENTRAL MARKET

127 CENTRAL AVE N

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1927

LEGAL: 371W30BB 6700

BUILDER[S]: CHILDERS, ELMER

PRIMARY/CONTRIBUTING

Construction on this single-story concrete structure was begun in late 1927 by contractor Elmer Childers, as one of the many projects of San Francisco real estate financier J.E. Trevorrow.

²⁹ See Polk Directory, 1942-43. Roy Pruitt purchased the building in 1949, JCD 201-243.

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...the building [will] cost about \$15,000. It will be completed in about two months...and will be constructed of brick and concrete. It will be strictly modern in every respect. (*Mail Tribune*, 24-Nov-1937, 1:4)

In January of the following year, right on schedule, the Medford Central Market announced its gala grand opening. J.F. Haws, a former Safeway employee, opened the new business in the leased space. Notable features of the new structure, according to the local paper, included a rear balcony which was used as a stock room and the exterior mounted neon clock, "which will be visible both day and night [and is] the only outdoor clock in that locality." By 1942 the two storefronts of the structure were home to the City Meat Market [121] and Gates Furniture [127]. Gates moved out of the building in 1954 and various other retail businesses the space. The market remained until the late 1970s when the building was remodeled for use as a delicatessen. Moderate alterations to the storefront, notably the 1972 installation of brick below the window sills and the removal of the original glazing, have somewhat altered the appearance of the Central Market Building.³⁰ The exterior, however, retains the engaged columns, cornice details, and recessed central entry that accurately relate the building's original design.

ID # 45.0

HISTORIC NAME: RICHFIELD STATION
145 CENTRAL AVE N
STYLE: VERNACULAR

YEAR BUILT: c1935
LEGAL: 371W30BB 6900
PRIMARY/CONTRIBUTING

The southern portion of this modest single-story concrete structure was apparently constructed in the mid-1930s for use as an Atlantic Richfield service station. A photo in the W.E. Thomas Collection, shows the demolition of an old wood frame dwelling at this corner with a caption stating "Wrecking the old house before putting up a Richfield service station,. Taken about 1935."³¹ The building continued as a service station under a variety of ownership throughout the 1940s and 1950s. In 1942 it was the location of the Deaver and McCurley station and six years later Tommy's Olympic Gas Station was located here. More recently, in the 1960s and 1970s, it was the home of the Medford's Yellow Cab company. While somewhat modified for the present use, the Richfield Service building remains one of, if not the, oldest surviving example of the many gas stations that were once found in the downtown Medford area. Still in use as an automotive facility, it adequately reflects both its historic appearance and its associations with the rise of the automobile.

ID # 47.0

HISTORIC NAME: HIGHT REALTY
221 CENTRAL AVE N
ARCHITECT: HIGHT, T.J. (ATTRIBUTED)
STYLE: MODERN PERIOD: INTERNATIONAL

YEAR BUILT: c1947
LEGAL: 372W25AA 1100
BUILDER[S]:
SECONDARY/CONTRIBUTING

This narrow, single-story, concrete office building was constructed c1947 for use as the offices of Thomas J. Hight, a Medford Realtor. Hight had purchased the property in 1946 and city directories for 1948 list the company at this address. (JCD 269:138 and 269:238) The building was reportedly designed by Mr. Hight, who personally managed its construction. Hight died in 1972 and the real estate company was sold three years later. The family retains ownership of the building, now used as a mail service.³² The Hight Realty Building is designed in a vaguely Moderne or International Style of architecture, is one of the few such examples in the area. Notable for its canted entrance, use of glass block lighting the building is a significant example of its style and retains high integrity with its original design.

³⁰ See City of Medford Building permit, number 10-108-1972.

³¹ W.E. Thomas Collection, SOHS, Box #3, Black file #11: "Photos."

³² Diane H. Stenkamp, Personal Communication with the Author, 22-Nov-1993. Mrs. Stenkamp is T.J. Hight's grand-daughter and the current owner of the building.

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ID # 49.0

HISTORIC NAME: BARNUM HOTEL
216 FRONT ST N
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1915
LEGAL: 372W25AA 1300
BUILDER[S]:
PRIMARY/CONTRIBUTING [NR-LISTED]

This impressive four-story brick building was designed by local architect Frank Chamberlain Clark and completed in 1915 as a traveler's accommodation to serve Medford's bustling depot area. The original developer was W.S. Barnum, local investor and entrepreneur who is perhaps best remembered for his connection with the Rogue River Valley Railroad Company, a short rail line that was built to connect Jacksonville with Medford in the late 19th Century. Construction of the Barnum Hotel, as the structure was originally known, began in the Summer of 1914. The building boasted 42 rooms and reportedly cost \$20,000. (*Mail Tribune*, 26-Mar-1967, D1:1-8) Soon, however that estimate was revised as in a report on local building activity, the local press reported:

"Hotel Barnum, this large hotel is in process of erection by W.S. Barnum. It will occupy the entire four stories and will entail an investment of approximately \$75,000. (*Mail Tribune*, 1-Nov-1915, 5:1)

Shortly before his death, Barnum sold the property to J.S. Goswick and his wife. They immediately renamed the building the Hotel Grand. Under that name it continued to provide lodging and residential space in downtown Medford through the early 1980s. In 1983 the Southern Oregon Historical Society funded a successful nomination to the National Register of Historic Places.³³ The building was acquired by the present owners and rehabilitated under the National Park Service Certified Rehabilitation program. It remains a significant element within the downtown area and is the sole survivor of the once prevalent railroad related hotels that served Medford in the early part of this century.

ID # 52.0

HISTORIC NAME: LUMAN GROCERY STORE
236 FRONT ST N
ARCHITECT: KEENEY, ROBERT
STYLE: ALTERED

YEAR BUILT: 1948
LEGAL: 372W25AA 1600
BUILDER[S]: FAIRWEATHER, F.R.
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

This single-story concrete block building was originally constructed in 1948 as the home of the Luman Grocery Store. At that time Luman's represented a business of long standing in the Medford area, having been in operation for 31 years and originally known as Luman Brothers. This building was constructed for W.I. Luman, a nephew of Charles Luman, one of the founders. The design was by prominent local architect Robert Keeney and F.R. "Scotty" Fairweather was the contractor. (*Mail Tribune*, 6-Aug-1948, 7:1-2) By 1965 the building had been converted for use as the "Colony Club" restaurant. In 1974 local architects Hunter and Schute designed a "Phase I Addition and Remodel" for the current occupant, the Far East Restaurant. While built within the period of significance, the alterations and changes to the Luman Grocery currently limit its ability to related its original design.

ID # 54.0

HISTORIC NAME: BUDGE-McHUGH PLUMBING WAREHOUSE
125 FIR ST N
STYLE: OTHER: UTILITARIAN

YEAR BUILT: 1970s
LEGAL: 372W25AA 5901
NON-COMPATIBLE/NON-CONTRIBUTING

A utilitarian, concrete block structure, this building provides additional storage for the Budge-McHugh Plumbing Supply Company. (See 56.0)

³³ Kay Atwood, NR Nomination, 1-Sep-1983.

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ID # 56.0

HISTORIC NAME: FLUHRER PASTRY PLANT
125 FOURTH ST W

ARCHITECT: BESSONETTE, MARSHALL (ATTRIBUTED)
STYLE: OTHER: UTILITARIAN

YEAR BUILT: 1947

LEGAL: 372W25AA 6000

BUILDER[S]: BESSONETTE, MARSHALL
PRIMARY/CONTRIBUTING

Completed in 1947, this two-story concrete structure was built as the site of a pastry plant, a component of the Fluhrer Bakery company. The design is notable for its barrel arch roof, engaged columns, glass block windows, and recessed entryway with projecting canopy. A daylight basement and stepped foundation detail elevate the structure above street level, adding to the massive impression. The building was constructed by local building Marshall Bessonette, who may have also been responsible for the design.

The building will be sufficiently large to house the pastry and cake portion of the bakery machinery now operated in the company's Holly Street plant, also cold storage facilities for bakery products an supplies, rooms for tenant businesses will be located on the Fir Street side. (*Mail Tribune*, 2-Mar-1947, 11:5)³⁴

In 1960s, having evolved from an original lessee of the space, Budge-McHugh, a wholesale plumbing supplier, purchased the building from the Fluhrer family. In 1977 an addition, offset from the original volume, was constructed by the Medford Construction company.³⁵ The Fluhrer Pastry Plant retains high integrity to its original appearance. The primary alteration consists of first floor window replacement on the Fourth Street elevation and the window closures along Fir Street. The exterior surface of the building, and its general design, are essentially as built and its remains a fine example of an industrial use facility along in the Railroad/Warehouse district of the study area.

ID # 57.0

HISTORIC NAME: MEDFORD MAIL TRIBUNE BUILDING
111 FIR ST N

ARCHITECT: ABELOE, BRUCE
STYLE: MODERN PERIOD: POST-MODERN COMMERCIAL

YEAR BUILT: 1995

LEGAL: 372W25AD 100

BUILDER[S]
NON-COMPATIBLE/NON-CONTRIBUTING

Designed by Medford architect, this large white stucco building occupies a full half block and represents a continuation of the local newspaper's 90+ years in the downtown Medford core area. See 61.0, below.

ID # 58.0

HISTORIC NAME: SIXTH STREET WEST PLAZA
0 GRAPE ST. N

STYLE: MODERN PERIOD: MODERN COMMERCIAL

YEAR BUILT: 1960s

LEGAL: 372W25AD 400

NON-COMPATIBLE/NON-CONTRIBUTING

A modern two-story office building with open exterior balconies. A separate restaurant structure on the same tax lot faces Sixth Street.

ID # 59.0

HISTORIC NAME: WEEKS & ORR [WINANS] ADDITION
112 MAIN ST W

STYLE: NO STYLE

YEAR BUILT: 1970s

LEGAL: 371W30BC 2300

COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

A two story stucco-clad volume, this structure is physically and visually connected to the adjacent Weeks and Orr Building, and serves as an extension of the furniture dealer use.

³⁴ The "Holly Street plant" is the Fluhrer Bakery Building, ID # No. 155, now listed on the National Register of Historic Places.

³⁵ City of Medford Building Permit 7-2-1977.

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ID # 61.0

HISTORIC NAME: MAIL TRIBUNE PRINT SHOP

33 FIR ST N

ARCHITECT: ABELOE, BRUCE

STYLE: MODERN PERIOD: POST-MODERN COMMERCIAL

YEAR BUILT: 1996

LEGAL: 371W30BC 2600

BUILDER[S]:

NON-COMPATIBLE/NON-CONTRIBUTING

This modern two-story stucco structure occupies the corner of Fir and Sixth, formerly the site of the Holland Hotel and the original Medford Mail Tribune offices. Substantially modified, the Mail Tribune offices were demolished in the early 1990s after the construction of the present building (57.0). This number also includes the building facing Grape Street, originally the site of the William Atkins Plumbing Shop.

ID # 64.0

HISTORIC NAME: PALM-NIEDERMEYER BLDG

132 MAIN ST E

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: c1907

LEGAL: 371W30BC 2900

BUILDER[S]: CHILDERS, ELMER (ATTRIB)

PRIMARY/CONTRIBUTING

A two-story brick volume, the Palm-Neidermeyer Building retains many of the decorative architectural details that made it a significant building in the area. The dentil band at corner level, repeated in the white brick arches above the original window openings of the second floor, are evidence of the quality of the original design.

"The builder was Elmer Childers, according to the best available information. Built between 1905 and 1910..... [construction photo c1907], in the 1920s the building houses the "Wagon Wheel Hotel" J. Verne Shangle and Landis photography studios both occupied the site." In 1942 the upstairs housed the "Lake Hotel" and this use continued through the mid-1960s. Ownership of the building was consolidated under Niedermeyer Inc. and transferred to the Oregon-Cal Theaters in the late 1940s.³⁶

The building was extensively remodeled in 1974 under the director of C.W. Tower Design Associates with T. Flatebo and Associates serving as the consulting engineers. While substantial change to the first floor, and the removal of second floor windows to create an exterior gallery impact the building's integrity, it continues to related its original construction and remains a contributing feature within the downtown.

ID # 65.0

HISTORIC NAME: BATES BARBER SHOP

126 MAIN ST W

STYLE: CHICAGO SCHOOL

YEAR BUILT: c1910

LEGAL: 371W30BC 3000

PRIMARY/CONTRIBUTING

This two-story brick structure was built between 1907 and 1911, most likely in 1910. Originally two storefronts, for many years the western half was the site of the Bates Brothers Barber Shop. J.W. Bates, along with his brothers, acquired the property in 1911 from Lillian Moore for \$7000, indicating the structure had been built. (JCD 85:453) James, Clarence, Henry and William Bates were each highly regarded barbers in the Medford area. After consolidating as Bates Brothers, they moved into the western portion of this building [128 West Main]. The eastern part of the building, 126 West Main was initially used as the UGO Theater, one of Medford's earlier motion picture houses, which later became The Bijou. Bates Brothers continued in business at this location into the 1960s, over fifty years in the same location. The business in the eastern half of the building was acquired by Christian and Marie Schempp of Germany in 1946 and they changed its name to Christian Schempps's Beer Parlor, renamed the "The Union Club" in 1949. The Schempp's continued to operate the business, eventually through their daughter Hilda Davis. By 1982 the firm has been acquired by the present owners, who now own the building.³⁷ The Union Club underwent

³⁶ See JCD 182:249 and Probate Journal 650:616-617. Neidermeyer interests, who owned the Holly Theater, was likely involved in the Oregon-California Theater company as well.

³⁷ Peggy Ann Hutchison, "Union Club Expanded, Remodeled," *Mail Tribune*, undated clipping c1988. SOHS "Medford Business" vertical file.

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extensive renovation in the 1988 that modified the exterior of the structure to its present appearance.³⁸ It retains its general volume and contributes to the continuity of the West Main Street streetscape between Fir and Grape.

ID # 66.0

HISTORIC NAME: WEEKS AND ORR FURNITURE

114 MAIN ST E

ARCHITECT: TODD, BEN (1953 REMODEL)

STYLE: MODERN PERIOD: INTERNATIONAL

YEAR BUILT: 1907-9 (1953)

LEGAL: 371W30BC 3100

BUILDER[S]: PRIDDY, G.W.

PRIMARY/CONTRIBUTING

The Weeks and Orr Furniture building was originally built in two phases, beginning in 1907 with the construction of what was then known as the "Weeks and Baker Furniture Store." In that year a brick volume was constructed, probably by local mason G.W. Priddy adjoining an earlier frame structure. The frame building was raised in 1909 and another brick building created a unified three-bay brick structure. The company was then known as Weeks and McGowan, which in 1917 evolved into Weeks and Orr.³⁹ The two-story brick volume remained essentially unchanged for the five decades. In 1953, under the direction of local architect Ben H. Todd, the exterior was completely remodeled and modernized to a well-defined commercial style that was highlighted by a green-tiled exterior that surrounded a lighter panel with raised neon lettering that spelled "fruitier" in lower case letters. A recessed entry, with round columns replacing the original brick supports, opened up the entry, creating modern display window-type spaces. (Mail Tribune, 11-Aug-1953, 5:1-8) In 1984 the building was painted, obscuring the colorful 1953 exterior, but still retains the basics of that design. A compatible non-historic volume was erected on the adjacent tax lot to the east. The rear elevation of the Weeks and Orr Building remains essentially as built in 1907-09 with original brick walls and wooden window sash still exposed. The primary facade, while essentially dating from 1953, is approaching historic status and represents a well-designed modernization program that remains compatible with the downtown area.

ID # 67.1

HISTORIC NAME: I. W. THOMAS BUILDING [WEST]

135 MAIN ST E

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1902

LEGAL: 371W30BC 3200

BUILDER[S]: PRIDDY, G.W.

PRIMARY/CONTRIBUTING

This two-story brick structure was constructed prior to 1902 for early Medford financier I.W. Thomas. Although not conclusively documented, local mason G.W. Priddy was likely the contractor.⁴⁰ Thomas, who developed much of this block, purchased the two subject lots from the Oregon and Transcontinental Company for \$140 in 1888. (JCD 17:71) The Thomas family retained ownership of lot 16, on the corner, until 1944 when it was sold to druggist Leon B. Haskins. (JCD 250:230)

Historic photographs show the I.W. Moore building to have been elaborately detailed with brick bands, parapets and other features typical of turn-of-the-century masonry design. By the mid-1930s the building had been modernized, apparently undertaken jointly by the separate ownership of this and the adjacent tax lot (67.2) The stucco coating, window changes and other features apparently date from this time period.

While recent renovation (late-1980s) to the ground-floor entryway at the corner, as well as various other changes, particularly evident on the west elevation, have diminished the integrity of the I.W. Thomas building, it remains one of the oldest commercial buildings on West Main street and retains sufficient integrity to its mid-1930s alterations to reflect its and the downtown's development history.

³⁸ Medford Building Permit, 2-111-1988.

³⁹ Scott Clay, "Medford Walk," unpublished research, supplemented by other sources.

⁴⁰ A framed collection of receipts, on sale at a local antique shop and almost certainly from the collection of the late W.E Thomas, document amounts paid by Thomas to Priddy during this period "for brickwork."

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ID # 67.2

HISTORIC NAME: I. W. THOMAS BUILDING [EAST]
131 MAIN ST E
ARCHITECT:
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1902
LEGAL: 371W30BC 3300
BUILDER[S]: PRIDDY, G.W.
PRIMARY/CONTRIBUTING

This two-story brick structure was constructed prior to 1902 for early Medford financier I.W. Thomas. Although not conclusively documented, local mason G.W. Priddy was likely the contractor.⁴¹ Thomas, who developed much of this block, purchased the two subject lots from the Oregon and Transcontinental Company for \$140 in 1888. (JCD 17:71) In 1902 lot 15 (67.2) was sold to A.W. Sanders for \$2000, indicating the construction of the building. (JCD 53:443) Sanders sold the property to real estate agent John F. White in 1909 and the in 1935 the building was purchased by T.K. Flynn. (JCD 102:379 and 203:318) In 1910, city directories list Olmstead and Hibbard Grocers at 131 W Main. The upstairs, designated as 133 W Main, was in use as "Furnished Rooms" under the management of Mrs. Annie Cusick with eight residents, including Cusick. In the late 1920s the New Western Hotel occupied the top floor. During WWII, Flynn Electric continued to located at 131 [having purchased the building in 1935]. Historic photographs show the I.W. Thomas Building to have been elaborately detailed with brick bands, parapets and other features typical of turn-of-the-century masonry design. By the mid-1930s likely coincident with T.K. Flynn's purchase, this and the adjoining building at 135 West Main (67.2) were modernized. The stucco coating, window changes and other features apparently date from this time period. The I.W. Thomas building remain one of the oldest commercial buildings on West Main street and minor renovation to the ground floor does not seriously diminish the integrity of the exterior from the 1930s period or the structures ability to relate its historical associations..

ID # 69.0

HISTORIC NAME: MOORE ANNEX-POTTENGER BUILDING
123 MAIN ST W
STYLE: CHICAGO SCHOOL

YEAR BUILT: c1905/06 (c1930)
LEGAL: 371W30BC 3400
PRIMARY/CONTRIBUTING

Construction of this two-story, brick, building, reportedly occurred in 1905-1906 and was originally used as an addition to the Moore Hotel, an early lodging facility that was located immediately to the east.

T.H. Moore constructed this two story building...as a part of his hotel development. Sleeping rooms were located on the second floor and connected to the hotel by a skybridge.⁴²

In 1910 the sold the building to Frank M. Amy and T.E. Pottenger, apparently local investors, for \$24,000. (JCD 76:478) In the early 1930s the building was owned by L.A. Banks, a notorious local figure connected with the so-called "Jackson County Rebellion."⁴³ Banks operated his *Daily News* in the building after substantial remodeling, which likely included the removal of the original brick detailing and stepped parapets, creating the present modernistic exterior, all clearly in place by 1935 according to historic photographs. Clearly by 1935, according to historic photographs the exterior had assumed essentially its present appearance.⁴⁴ At some undetermined period, likely in the early 1960s, the ground floor storefronts were again modernized with the application of brick over the c1930 remodeled facade. Covering the transom band and somewhat disrupting the design, this later remodel does substantially reduce the ability of the Moore Annex-Pottenger Building to reflect its c1930 appearance.

⁴¹ Ibid."

⁴² L. Scott Clay, "Medford Walk," unpublished research on various downtown Medford buildings, p. 3.

⁴³ For a detailed discussion on the Jackson County Rebellion and the Good Government Congress period see Jeffrey Max LaLande, *It Can't Happen Here in Oregon: The Jackson County Rebellion 1932-1933 and its 1890s-1920 Background*, (unpublished Ph.D dissertation, University of Oregon), June 1992).

⁴⁴ See SOHS Collection Neg. 14313, W.E. Thomas Collection.

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ID # 70.0

HISTORIC NAME: DAVIS STORAGE WAREHOUSE
31 GRAPE ST S
STYLE: OTHER: UTILITARIAN

YEAR BUILT: C1927
LEGAL: 371W30BC 3500
PRIMARY/CONTRIBUTING

While not conclusively dated, this building was erected sometime prior to 1927, apparently for use as an automobile garage.⁴⁵ During WWII, the building was used in conjunction with the City Transfer Company, located next door at 29 S Grape. In 1956 Williams and Croucher, an auto repair shop that began in Medford in 1938 moved to this location. Leo Williams sold his interest to Gary Croucher, and along with father Shirley, the business continued until 1971 when Gary became sole owner. Croucher and Croucher continued to operate here until 1978.⁴⁶ The industrial character of the building, with multi-pane windows and large central bay, remain. Utilitarian in design, the Davis Storage Warehouse was remodeled in the mid-1990s to its present use. It retains sufficient integrity to relate its historic development and remains a contributing feature within the downtown core.

ID # 71.0

HISTORIC NAME: WEST SIDE FEED & SALE STABLE
29 GRAPE ST S
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1906
LEGAL: 371W30BC 3501
PRIMARY/CONTRIBUTING [NR-LISTED]

A well-preserved two-story brick structure, the West Side Feed and Sale building was originally constructed in early 1906 for I.W. Thomas, early area financier, who leased the structure to T.H. Moore, proprietor of the Moore Hotel. The building served as a livery stable for the Moore's lodging facility, located on Main Street, just north of this site.⁴⁷

The West Side Feed and Sale Stable remained in its original use throughout the 1910-1915 period, apparently having become a storage facility prior to 1920. The Moore Hotel itself was razed in February 1916. By 1921, the building had been converted for storage and was apparently severely damaged by fire.

Mrs. Thomas, owner of the West Side Stables on Grape street, gutted by fire last February, and used as an auto storage room, will begin at once on improvements exceeding \$2500. (Mail Tribune, 30-May-1921, 6:1)

After rebuilding, the structure was leased to the Davis Transfer and Storage Company, who operated a moving and shipping business until the mid-1930s. In the 1940s, City Transfer, possibly a related concern, was located here. Later uses include storage facilities for the Pacific Telephone company, during the 1950s-60s, and storage for Your Office Boy (See 76.0). In the early 1980s the building interior was remodeled for its present use as professional offices. The exterior is substantially unchanged since the addition of an office in the late 1910s. In April 1981 the West Side Feed and Sale Stable was successfully listed on the National Register of Historic Places.⁴⁸

ID # 72.0

HISTORIC NAME: THOMAS RENTAL STORE
39 GRAPE ST S
STYLE: ALTERED

YEAR BUILT: C1927
LEGAL: 371W30BC 3600
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

A single story concrete building, this structure shares a similar history to the Davis Storage Warehouse, immediately to the north, and was likely built around the same time. It appears in both the 1927 aerial view of Medford [SOHS Neg. 9454] as well as in Sanborn Maps of the area for that year. The building was apparently developed by the Thomas Family, who were also connected with the two buildings north on Grape, as well as the Thomas Building on the corner of Main Street. (See 67.0, 70.0 and 71.0) In 1949 Edith W. Patton acquired the property. (JCD 197:33 and 204:330). By the 1960s, Monty Voight, of Voight's Office Equipment, was located here and would remain a longtime occupant, closing in the mid-1980s. Basically an industrial building

⁴⁵ This building most likely was constructed in 1921, during construction that followed a fire in Thomas' building next store. See *Mail Tribune*, 30-May-1921, 6:1. It is clearly visible in a 1927 aerial view of Medford [SOHS 9454] and also shows on Sanborn Maps of that year.

⁴⁶ Gary Croucher, Personal Communication with the Author, 14-Apr-1994.

⁴⁷ Scott Clay, "Medford Walk," unpublished research on various buildings in the downtown Medford area.

⁴⁸ Gail E. H. Evans, National Register Nomination, April 7, 1981.

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by design, much of the original character of the Heck Sign Co. Building has been lost via the successive remodeling that converted it to retail uses. Retaining its essential volume, the building remains a compatible feature in the downtown area.

ID # 74.0

HISTORIC NAME: KAY BUILDING

34 FIR ST S

ARCHITECT: CLARK & KEENEY (1940)

STYLE: EARLY MODERN; MODERNISTIC

YEAR BUILT: c1911/1940

LEGAL: 371W30BC 3800/3900

BUILDER[S]:

PRIMARY/CONTRIBUTING

The building now known as the Kay Building is composed of two individual structures, each on a separate tax lot although they have been owned jointly since the early 1940s. The northern portion [TL 3900] was constructed sometime between 1911 and 1927, probably for use as a warehouse or storage facility. A two-story brick volume, little is known about the building's appearance although historic photos reveal that the rear [west] elevation had nine individual arch-top windows, which must have provided substantial daylight to the interior. [SOHS 9454]. In March 1939 lots 6-7, the southern portion, were purchased from G.A. Andrews et al by Kay Lithographing, Inc. (JCD 245:107) Less than a year later, in January 1940, Kay-Marshall Inc., a related firm, purchased lots 4-5 from Marshall-Smith-Leonard. This purchase was a part of the consolidation of two firms, Marshall-Smith-Leonard and Kay-Marshall Paper Products into a single entity, Kay-Marshall Incorporated.

The entire business will be combined under one roof upon completion about April 1 of the new structure being erected by the company. The new building will be merged under one architectural style with the present Kay-Marshall structure.[TL 3900] The new building, situated 22-34 South Fir Street, will be 100 x 100 feet in outside dimension and two stories high. (*Mail Tribune*, 25-Jan-1940, 5:1)

Although not conclusively documented, the company likely retained the local architectural firm of Clark and Keeney to design the new building and the facade redesign.⁴⁹ The remodeled Kay Building of 1940 was designed in a Moderne style with narrow, multi-paned vertical window banks dividing the facade into bays. Stucco clad, the exterior is highlighted by metal lettering that identifies the building by name. In January 1977, KSYS, the local Public Broadcasting Service affiliate went on the air and continues to use the Kay Building as both its studio and offices.⁵⁰ The Kay Building retains high integrity in appearance, design and use of materials to the 1940 period and constitutes an excellent example of the Moderne style and remains a significant structure within the downtown area.

ID # 75.0

HISTORIC NAME: PALM RENTAL BUILDING

20 FIR ST S

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1913

LEGAL: 371W30BC 4000

PRIMARY/CONTRIBUTING

This single-story brick structure was constructed 1913 as one of the many rental properties of Charles W. Palm. It replaced two earlier structures that Palm owned on the site. The construction was apparently issued in November 1913. "...C.W. Palm received a permit to build a garage on South Fir between Main and Eighth streets at a cost of \$3000." (*Mail Tribune*, 26-Mar-1967, D1:1-8) Divided into two bays, the Palm Rental building is notable for the use of glazed white brick on the facade, its stepped parapet and the lion-heads at cornice level. [One lion's head is missing] The storefronts have been altered by the installation of large fixed display glazing and stucco in-fill panels. A central recessed entry was created during a late-1980s remodeling by the present owner, following the consolidation of the interior into a single, unified, space however the building retains sufficient integrity to relate its period of construction to relate its original development.

⁴⁹ The firm placed a plaque in memory of Dalton D. Kay near the front entrance.

⁵⁰ Ron Kramer, "Television Comes to Southern Oregon," *Table Rock Sentinel*, Spring 1994, p. 20

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ID # 76.0

HISTORIC NAME: GETCHELL BUILDING
115 MAIN ST W
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1916
LEGAL: 371W30BC 4100
BUILDER[S]:
PRIMARY/CONTRIBUTING

Construction of this six-bay wide building, bearing brick structure, began in early 1916. The building was developed by a group of prominent Medford businessmen, Dr. E.B. Pickel, Reginald Parsons, L. Neidermeyer and Delroy Getchell. Getchell was apparently most involved with the construction and the \$10,000 permit was issued in his name. (*Mail Tribune*, 26-Mar-1967, D1:1-8) The architect for the project was Frank Chamberlain Clark.

...Clark has perfected plans for a structure to cover the space thus cleared, 70 x 100 feet. The building will contain seven storerooms, five of which will face Main Street and two on Fir...The front of the new building will be of marble, white enameled brick and terra cotta. The ornamentation will be particularly modern and substantially attractive, being of the polychrome type. (*Mail Tribune*, 12-Aug-1947, 7:1-2)

In 1989-1990 the building was substantially renovated for use as a furniture showroom. The storefronts, with transom band and other early glazing features, were replaced with modern display windows, diminishing the building's integrity. Although compromised, the Getchell Block retains general integrity to its historic appearance and remains a contributing feature within the downtown Medford area.

ID # 109.0⁵¹

HISTORIC NAME: S O GAS COMPANY BUILDING
219 MAIN ST W
STYLE: ALTERED

YEAR BUILT: 1936
LEGAL: 372W25AD 12000
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

This prominent corner location in downtown Medford was, for many years, the site of an impressive Presbyterian Church made of cast concrete block. In 1927, the new church building was constructed just to the south (115.0) and the early structure was razed, leaving the site vacant. Aerial views from 1927 show four large free-standing billboards on the lot, lining the adjacent building. In March 1936, construction of the present structure was announced, one of the first commercial buildings constructed in Medford following the Great Depression.

Construction of a new building on the southeast corner of West Main and Holly streets as the modern home for the Southern Oregon Gas corporation, was announced Thursday...This is the first commercial structure to be erected in Medford in several years...The lot is 50 x 140 feet and is considered one of the most desirable business sites in the city. (*Ashland Daily Tidings*, 6-Mar-1936, 1:4)

The building remained in use as the offices of the local natural gas utility continuously until the mid-1990s when it was again acquired by the Presbyterian congregation and remodeled to its present appearance. The original appearance of the Southern Oregon Natural Gas Building was first altered during a 1974 exterior remodeling that coupled with the more recent renovation substantially limits its historic integrity.⁵²

ID # 110.0

HISTORIC NAME: THOMAS BUILDING #2 [OREGON ROOMS]
225 MAIN ST W
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1907
LEGAL: 372W25AD 12100
PRIMARY/CONTRIBUTING

Construction of this two-story brick building apparently occurred in 1907, following the purchase of the lot by I.W. Thomas, prolific developer of downtown Medford property. (JCD 40:432) In 1910 the upper floor of the building was in use according to Polk Directories as "furnished rooms" under the direction of Mrs. Ada Lane. By 1927-1928 the upstairs continued as a lodging facility, now called the Oregon Rooms, under the direction of Mrs. George Warner. The Park Grocery occupied the ground floor storefront. Both long-lived uses, in 1942 the Oregon Rooms was under the operation of Mrs. Theresa Warner, likely a relative,

⁵¹ The numerical gap between this resource and that preceding is the result of variation between the original Survey area and the final district boundary.

⁵² Mary Ann Campbell, "New From Old: West Main Street's 200 Block...", *Mail Tribune*, undated clipping in SOHS Vertical File, c Spring 1979.

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and Fick's Hardware was operating in the first floor space. The building remained substantially unchanged until a 1969 renovation was undertaken under the direction of then-owner Wayne "Shady" Wakefield. Wakefield reportedly designed the project himself, perhaps assisted in part by Lyle Velure, one of the attorneys who were to lease the completed project as office space.⁵³ During this restoration, the first floor entry was modernized but still relates the original storefront with a modern panel replicating the division of show window and transom band. The second floor of the building retains high integrity to its original design. A decorative cornice band, stringcourse, and three-part wood sash windows, with original keystones, all survive. The Thomas Building #2 remains professional office space on both its first and second floor levels. In appearance, the building retains sufficient integrity to relate its original period of development.

ID # 111.0

HISTORIC NAME: PALM-SLEWING BUILDING [EAGLE'S LODGE]
221 MAIN ST W
STYLE: ALTERED

YEAR BUILT: 1911
LEGAL: 372W25AD 12200
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Plans for the construction of this two-story brick building were first announced in the Summer of 1910, a period of intense building activity in the Medford area.

In all probability Robert S. Slewing and Charles Palm will erect a two-story business building on West Main, next to the B & C Cash Store where a blacksmith shop stands at present. The two men have been considering the matter for some time and are now said to have reach the determination to erect the building. (*Mail Tribune*, 27-Jul-1910, 1:2)

In January 1911, construction plans for the building had solidified further. Construction was underway on "...the Palm Building, to be built opposite the St. Mark's Building and to cost in the neighborhood of \$20,000." (*Mail Tribune*, 22-Jan-1911, 1:1)

Palm continued ownership of the property in partnership with Slewing's widow Nora into the 1930s. By 1944 the building had been acquired by the Fraternal Order of Eagles who converted it for lodge use.

Remodeling of the new Eagles lodge building...was started recently...The downstairs clubroom and the kitchen and meeting rooms upstairs will be completely remodeled and redecorated... (*Mail Tribune*, 23-Jan-1944, 10:1)

In 1965 the structure, then known as the Eagles Building, was purchased by Robert Grant, a local attorney, later joined by William Ferguson as a partner. In 1972 a major renovation was undertaken. The building interior was gutted and a new facade designed by D. Lorin Jacobs, a Medford architect.⁵⁴ As redesigned, the Palm-Slewing Building retains general compatibility in volume with the downtown but the overall effect of the building completely obscures its original design and period of construction.

ID # 112.0

HISTORIC NAME: JOHN F. WHITE BLDG
209-213 MAIN ST W
ARCHITECT:
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1906
LEGAL: 372W25AD 12300
BUILDER[S]: PRIDDY, G.W.
PRIMARY/CONTRIBUTING

The two-story brick structure known as the John F. White Building contains three storefronts facing West Main Street. There is a full second-story, accessed via a stairwell at the extreme eastern edge of the facade. A strong cornice-level brick detail, with wedge-shaped ornament below the second-floor windows, decorate the facade. Recessed storefront entries remain. Construction began in Summer 1906 with G.W. Priddy, a noted local mason, in charge of the project.

On the south side of [Main], West of G[rape], Mr. White, the enterprising real estate man, owns ground with 50 foot frontage, on which excavating as far back as 30 feet has already been made. Mr. White expects to

⁵³ John Ferris, personal communication with the Author, 17-May-1994.

⁵⁴ MaryAnne Campbell, "New From Old," *Mail Tribune*, undated clipping c 1979, SOHS Collection.

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[build] a two story brick, with stores and an office for himself downstairs, upper story to be fixed for office or living rooms. (*Medford Daily Tribune*, 30-Jun-1907, 1:1-2)

Long-term tenants of the property include the Southern Oregon Gas Company, which remained here from the early 1910s until constructing its own building at the end of the same block in 1935. (See 109.0). Another long-term tenant was the Camello Cleaners, operated by the Saito family after the mid-1930s. The shop was reportedly the center of Japanese-American culture in the Medford area with Mr. Saito holding a position of great prominence within that community. A small landscaped area to the rear of the cleaners may have been used as a small shrine and reports of Japanese language films and other activities center on the building.⁵⁵ In 1942, following the start of WWII and the internment of the Saito family by the U.S. Government, the cleaners was renamed "Modern Cleaners" and continued in this location through the late 1970s or later. In the early 1980s the building was substantially rehabilitated, with original second floor windows replaced with the present fixed pane glazing. The John F. White Building continues to adequately relate its original design and accurately reflects the associations for which it is significant.

ID # 113.0

HISTORIC NAME: GARNETT-CORY HARDWARE/LIBERTY BUILDING
201 MAIN ST W

ARCHITECT: CLARK, FRANK CHAMBERLAIN

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1910

LEGAL: 372W25AD 12400

BUILDER[S]:

PRIMARY/CONTRIBUTING [NR-LISTED]

This four-story masonry building was the tallest structure built in Medford prior to World War II. Dominating the downtown skyline, the Garnett-Cory Hardware Building was designed by Frank Chamberlain Clark and opened in 1910.⁵⁶ Substantially vacant by the late 1970s, the upper floors of the building has been condemned as unsafe. After being successfully nominated to the National Register of Historic Places in 1977, the building underwent a complete rehabilitation for use a professional offices the following year.

After two years of extensive demolition and restoration, the largest building on the block, the old Leverette Building, at the corner of Main and Grape, is filled with tenants. Originally a four-story structure of brick with granite trim, it now has five stories — after architect Gary Breeden dropped the ceiling in the original entrance hall enough to tuck in a mezzanine.

Extensive alteration, undertaken to achieve compliance with then-current energy code, substantially reduced the historic character of the Garnett-Cory Building. However, the building retains listing on the National Register of Historic Places and continues to dominate the West Medford skyline as one of the city's tallest structures.

ID # 114.0

HISTORIC NAME: BECK APARTMENTS

24 GRAPE ST S

STYLE: HISTORIC PERIOD: CALIFORNIA MISSION

YEAR BUILT: c1927

LEGAL: 372W25AD 12500

PRIMARY/CONTRIBUTING

The two-story concrete Beck Apartment building was first constructed c1927, replacing a series of small wooden buildings that had occupied this site during the early years of the 20th century. Composed of two adjacent volumes, the building exhibits the influence of Spanish Colonial design in its large arched windows and heavy cornice line. A late-1940s/early 1950s-era projecting neon sign identifies the building. Minor alterations to the facade of the Beck Apartment Building, including window replacements and the modernization of the two storefronts, have somewhat reduced its historic integrity. In general, however, the building retains high integrity and remains a contributing feature.

⁵⁵ Marjorie Edens, personal communication with the Author, based upon un-transcribed Oral History Interview with Mrs. Helen Knopf, 26-Apr-1994.

⁵⁶ The building was reported built in two phases, the lower two floors in 1909 and the remaining two in 1911 according to William H. Snyder, *NR Nomination Forms*, 20-Sep-1977.

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ID # 115.0

HISTORIC NAME: PRESBYTERIAN CHURCH

85 HOLLY ST N

ARCHITECT: WHITE, F. MANSON (HOEY, JAMES K.)

STYLE: HISTORIC PERIOD: SPANISH COLONIAL

YEAR BUILT: 1926 (1952)

LEGAL: 372W25AD 12600

BUILDER[S]:

PRIMARY/CONTRIBUTING

After selling the church property at the SE corner of Holly and Main in 1926, the First Presbyterian Church announced construction on an impressive new building to be located just to the south, at the corner of Holly and Eighth, where the church manse had been located.

The building is planned to face the park and will be build around three sides of an open court. The Main auditorium will extend east and west with a west front and will seat 400 with a gallery to seat 450. At right angles to this on the ground floor of the annex will be a large recreational and general purpose hall which will open as need in the main auditorium furnishing seats for 200 more which see the speaker... All phases of modern religious life and activities have been planned for by the architect, F. Manson White of Portland, who has drawn plans for a great many large and small churches. (*Mail Tribune*, 10-Jul-1926, 4:1-5)

Construction of the First Presbyterian Church continued through the winter and the new building was formally dedicated on Palm Sunday, April 10, 1927. (*Mail Tribune*, 25-Mar-1960) Minimal remodeling is known to have occurred prior to World War II. One exception was the installation of a new Chancel window, designed by W.G. Pearson, of Portland, which was installed in 1938. (*Mail Tribune*, 6-Oct-1938, 7:1) In 1951-52 local engineer James K. Hoey, a member of the congregation, designed a highly compatible schoolroom building, known as the Christian Education Wing.⁵⁷ In 1972 a major interior renovation, designed by the Medford architectural firm of Afseth, Jacobs and Schmitz, completely reoriented the church interior. A part of that program was a proposal to erect a bell tower at the intersection of the Christian Education Wing and the main sanctuary volume. Delayed for budget reasons, the bell tower was finally erected in 1983. Redesigned in stucco by Marquess and Associates and built by Taylor-Made Builders of Ashland, bell tower was dedicated on 13-Feb-1983.⁵⁸ The First Presbyterian Church is an imposing and important structure, occupying a prominent location in downtown Medford. Designed by an influential designer, the church has been well-maintained and cared for since construction. Two compatible additions, the first in 1951-52 and the bell tower of 1983, compliment the original building and enhance its significance within the downtown area.

ID # 121.0

HISTORIC NAME: PACIFIC POWER & LIGHT BLDG [COPCO SITE]

216 MAIN ST E

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1970s

LEGAL: 372W25AD 11000

NON-COMPATIBLE/NON-CONTRIBUTING

Built on the site of the three-story bearing masonry offices of the California Oregon Power Company (COPCO) sometime after that local power provider merged with Pacific Power in 1961, this single-story building does not compliment the multi-story character of this area of West Main Street. A small alcove located facing Main Street is built from salvaged locally-quarried granite, and commemorates the former COPCO building.

ID # 122.0

HISTORIC NAME: BANK OF AMERICA [ST. MARKS BLDG SITE]

222 MAIN ST E

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1970s

LEGAL: 372W25AD 11200

NON-COMPATIBLE/NON-CONTRIBUTING

This one-story non-compatible building was erected following the demolition of the three-story bearing masonry "St. Marks Building" which provided both community meeting space for St. Marks Episcopal Church (see 173.0) and leased retail and professional spaces on the first two floors.

⁵⁷ Mr. James Johnston, Church Administrator, Personal Communication with the Author, 26-Apr-1994.

⁵⁸ Ibid, and *Mail Tribune*, 15-May-1983, B1:1-8.

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ID # 123.0

HISTORIC NAME: WOODMEN OF WORLD

143 GRAPE ST N

ARCHITECT: CLARK, FRANK CHAMBERLAIN

STYLE: HISTORIC PERIOD: CALIFORNIA MISSION

YEAR BUILT: 1924

LEGAL: 372W25AD 1000

BUILDER[S]: CHILDERS, ELMER

PRIMARY/CONTRIBUTING

Construction on this two-story concrete building, originally designed as the home of the Woodmen of the World, Medford Camp 90, was first announced in 1924. Frank Chamberlain Clark, local architect, was responsible for the design and Elmer Childers was the contractor.

It is encouraging to know that the various fraternal orders are striving to beautify the city with ornamental structures and it is believed that this contemplated improvement by the W.O.W. will be a worth addition to the city. (*Mail Tribune*, 24-Sep-1924)

Funding and construction apparently delayed completion of the building for over a year. The building was opened in late 1926. Then Oregon Governor Walter M. Pierce, "a pioneer member of the Woodmen and regarded as one of the greatest fraternalists in the union," was the keynote speaker at the "Smoker and Parade" that marked the building's dedication.

....On the main floor is a clubroom, checkroom, and lodge room, 50 by 60 feet, fitted with a maple dance floor for dancing. In the rear there is a kitchen and dining room, modernly equipped throughout. The Woodmen's home has been planned a long time by members and its dedication is a red letter day in the history of this thriving order.

The Woodmen did not long enjoy their new home. According to the 1942 City Directory, the building was in use by the Knights of Pythias, who purchased the property in 1949.(JCD 184:69) This use continued at least through the late 1970s. Since 1983 the building has been used as a church. The exterior of the Woodmen of the World building retains high integrity to its original design. Original multi-paned wood sash windows survive on the facade, as does the arched parapet and strong cornice line. The Woodmen of the World Building retains sufficient integrity to relate its original period of construction

ID # 124.0

HISTORIC NAME: JOHNSON'S MARKET/GROCETERIA

101 GRAPE ST N

ARCHITECT: CHILDERS, ELMER

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1927

LEGAL: 372W25AD 1400

BUILDER[S]: CHILDERS, ELMER

HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

In 1927 the City of Medford successfully negotiated the opening of Sixth Street across the railroad tracks with Southern Pacific, giving the downtown two east-west commercial streets for the first time. Knowing that this was in the planning stages, numerous new business houses were built along West Sixth during 1926 and 1927.⁵⁹ One of these was Johnson's Market, built and designed by Elmer Childers. A single story concrete structure, the building was opened to the public in June 1927.

"The new Johnson's Market building....is one of the latest improvements to the business district of Medford. The building is of reinforced concrete, one story high with a frontage of 100 feet on both streets. There are two large entrances on Grape street and three on Sixth. The structure was especially built for a market, the interior being one large room with wide aisles between the different department and is strictly modern in every way. The foundation, roof, and other construction was built to enable another story to be added when desired. A large electric sign "Johnson's Market" occupies a conspicuous place on the southeast corner of the building. Elmer N. Childers was the architect and builder and the structure is a credit to his ability as are many other business houses in Medford. R.B. Hollopeterl, Mr. Childers foreman, assisted in the work. (*Mail Tribune*, 3-Jun-1927, 4:1-8)

In 1947, likely in connection with closure of another downtown location, the Groceteria substantially remodeled the Sixth and Grape location.

⁵⁹ See "Sixth Street Section," a special edition commemorating the new business artery. *Mail Tribune*, 14-Sep-1927.

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[The building]... been closed since June for enlargement, remodeling and re-decorating...new soda fountain and lunch counter, meat department, another new feature of the big establishment will be a candy and smoker's shop. (*Mail Tribune*, 24-Jan-1947)

The Groceteria remained a popular local market throughout the 1950 and 1960s. Eventually, as the result of competition from larger chain stores, the company announced the closure of the market effective April 1973. They had been at this corner for over forty years. (*Mail Tribune*, 4-Dec-1973) With the market's close, the Johnson Market building was sold to the Jackson Education Service District who remodeled it for office use. The large display windows and open entrances that had lined the two street elevations were filled in to provide interior office spaces. New windows were cut along Grape Street and the appearance of the building was substantially changed. In 1986, under the direction of architect Robert Fisher, a large two-story volume was added to the north of the original volume. Although substantially altered from its original use and appearance, the Johnson's Market building retains essential integrity to its volumetric character and use of materials.

ID # 125.0

HISTORIC NAME: HOME TELEPHONE/TELEGRAPH
218 SIXTH ST W
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1910
LEGAL: 372W25AD 1500
BUILDER[S]: MEDFORD BRICK CO. [PRIDY, G.W.]
PRIMARY/CONTRIBUTING

This two-story brick structure was completed in 1910 as the offices of the Home Telephone and Telegraph Company, an early communications provider. The building was designed by Frank Chamberlain Clark and the primary contractor was apparently the Medford Brick Company.⁶⁰

The Home Telephone company during the past year completed its home on Sixth street, erecting a substantial two-story building in which their plant is housed. (*Mail Tribune*, 1-Jan-1911, 4:1)

The building was apparently enlarged in two year later. "Among structures now underway is ... a large addition to the Home Telephone building on Sixth Street." (*Mail Tribune*, 29-October-1912, 1:7) Phone service continued to be provided from this location at least through 1930. Around 1936 Home Telephone was acquired or merged into Pacific Telephone and with the outbreak of WWII, the building was no longer in use. Pacific Telephone leased it to the Jackson County Recreation Committee for \$1 per year and it was remodeled into "The Outpost" with donated materials and labor, to provide recreation for officers stationed at Camp White, east of Medford.⁶¹ The building remained a center for recreational activity throughout the war years. In 1946 it was converted for use by The University Club, a local men's club which traces its roots to the influx of eastern, college-educated, men to the valley during the Orchard Boom period. (*Mail Tribune*, 5-May-1946, 12:5) The University Club continues to occupy the structure today.⁶² Although the front entry of the Home Telephone Building has been modified from its historic appearance, the structure retains high integrity in appearance and use materials.

ID # 126.0

HISTORIC NAME: HOLLY THEATER
226 SIXTH W
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: HISTORIC PERIOD: SPANISH COLONIAL

YEAR BUILT: 1930
LEGAL: 372W25AD 1600
BUILDER[S]: FEHL, EARL
PRIMARY CONTRIBUTING

The Holly Theater was Medford's second, and most impressive, motion picture "palace" when it was opened in August 1930. Designed by local architect Frank Chamberlain Clark and built by longtime Medford contractor Earl Fehl, the Holly was financed by Walter Leverette and John and Louis Niedermeyer, owners and developers of many downtown Medford properties.

The four story building has the main entrance in the center on Sixth Street, with two sales rooms on each side of the box office. Office are also located on the second and third floors. The front of the building is

⁶⁰ See SOHS MS-738.

⁶¹ George Kramer, *Camp White: City in the Agate Desert*, (50th Anniversary Committee, White City, Oregon, 1993), 60.

⁶² Aldrich, *Rogue River University Club: A History 1910-1973*. (Privately printed, Medford, 1973), 21.

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finished with mottled color rug brick, varying from light cream to rich brown and laid with a Flemish bond, emphasized with a diagonal design of dark brick. (*Mail Tribune*, 29-Aug-1930, Holly Section, 1:1)

Frank Clark, the Holly's architect, was a prolific local designer who is responsible for a number of projects in Medford and Jackson County, including many in the Medford Downtown Survey area.⁶³ In 1980 a comprehensive survey of his works ranked the Holly Theater as a "Primary" within the context of Clark's work.⁶⁴ Earl Fehl, who began working as a contractor in Medford in the first decade of the century, was also responsible for a number of buildings in Medford, including two identified in the downtown study area.⁶⁵ He is of additional note as one of the central figures in the 1933 Jackson County political upheaval associated with the Good Government Congress. Elected County Judge, the chief elected official of local government, Fehl was imprisoned for his role in a ballot theft case prior to completing his term.⁶⁶ The Holly Theater is the largest project known to have been built by Earl Fehl. The 1200 seat Holly Theater remained Medford's premiere movie house throughout World War II and into the 1960s and 1970s. Faced with increasing pressure from new, smaller, smaller, and more efficient, theaters, the building became uneconomical to operate and was closed c1983. The Holly Theater retains high integrity in its exterior appearance and remains an imposing, and significant, structure within this portion of the Medford Downtown area.

ID # 129.0

HISTORIC NAME: TOFT, JOSEPH E. HOUSE

245 GRAPE ST N

STYLE: CRAFTSMAN

YEAR BUILT: 1904

LEGAL: 372W25AD 500

PRIMARY/CONTRIBUTING

A two-story frame dwelling in the so-called "American Foursquare" idiom, the Joseph E. Toft House was apparently constructed in 1904. (JCD 49:227) Built upon a raised site, defined by a small concrete perimeter curbing, the hipped-roof Toft House has the wide eaves and decorative soffit detailing that was typical of the Craftsman period mixed with various classically derived features such as the doric porch columns and cornerboard capitals. A hipped dormer vent dominates the front-facing portion of the roof. Sometime after 1942, likely in the early 1950s, additional units were either built or moved onto the rear portion of the Toft House site, creating a total of six rental units. The house has apparently remained rental housing since. While the rear addition and various other changes, particularly the replacement of windows with sliding metal sash, have somewhat compromised the integrity of the Joseph E. Toft House, the main volume of the structure retains sufficient integrity to relate its historic period of construction.

ID # 134.0

HISTORIC NAME: INSURANCE OFFICE

234 FIFTH ST W

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1960s

LEGAL: 372W25AD 1900

NON-COMPATIBLE/NON-CONTRIBUTING

A small, one-story stucco volume with a flat roof, this professional office space is not compatible with the surrounding generally residential character of the area.

ID # 136.0

HISTORIC NAME: LIONS EYE CENTER

226 HOLLY ST N

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1969

372W25AD 2200

NON-COMPATIBLE/NON-CONTRIBUTING

Built on the site of former Wallace Haskins home, a hipped-roof late 19th century residence that had been used by the Lions as their offices prior to the construction of the present non-compatible one-floor volume.

⁶³ See, for example, ID # 31, 49, 76, 113, 123, 155, and 170.

⁶⁴ Atwood and Evans, Frank Chamberlain Clark Inventory, (SOHS and SHPO, 1982), Site 58.

⁶⁵ ID # 149 and 150, both of which were built and developed by Fehl for his own use.

⁶⁶ See Kramer, *Root-Banks House*, NR Nomination, 1993, and LaLande, *It Can't Happen Here: The Jackson County Rebellion 1932-1933, and its 1890s-1920s Background*, (Unpublished Dissertation, University of Oregon, 1993).

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ID # 137.0

HISTORIC NAME: HOLLY COURT APARTMENTS
240 HOLLY ST N
ARCHITECT:
STYLE: SIMPLE BUNGALOW

YEAR BUILT: 1928
LEGAL: 372W25AD 2300
BUILDER[S]: NEWTON, J.H.
PRIMARY/CONTRIBUTING

A group of five bungalow-influenced cottages, along with accessory buildings, the Holly Court Apartments were constructed in Fall 1928 by local building contractor J.H. Newton. Of mixed roof lines, with both gabled and hipped structures, the buildings retain original horizontal siding, multi-paned windows, and other details typical of the simple bungalow style. Arrayed in a "u-shaped" plan around a central courtyard, the Holly Court Apartments retain substantial integrity in landscape features and setting as well as in their architectural character. The Holly Court Apartments are a well-preserved example of the bungalow-influenced court apartment type that was popular in the pre-WWII period. One of two such examples to survive in the downtown Medford area, the complex remains essentially as built with high integrity in setting, use of materials, and appearance.

ID # 138.0

HISTORIC NAME: TOFT, RAYMOND H. HOUSE
243 HOLLY ST N
STYLE: HISTORIC PERIOD: COLONIAL REVIVAL

YEAR BUILT: 1904
LEGAL: 372W25AD 2800
PRIMARY/CONTRIBUTING

A one and one-half story wood frame dwelling with a rather eclectic exterior appearance, the Raymond H. Toft House was built as an element of a localized "building boom" that saw the development of this portion of Grape Street in the early years of the 20th century. Construction was likely completed by early 1904

Northwest Medford is building rapidly. Six new residences have been built constructed in that part of town within the past few months and more are in course of construction... [including] *Ray Toft's* new residence. (*Mail Tribune*, 22-Jul-1904, 5:3-4, emphasis added)

During WWII, like many of the properties in this area, the Toft House was in use as multi-family residential and city directories list the building as a four-unit apartment, a use that remained at least into the late 1970s. Although somewhat modified, the original multi-paned windows, and recessed porch, remain, and general character of the Raymond H. Toft House remain, effectively relating the original period of construction.

ID # 139.0

HISTORIC NAME: THORNDIKE, J.H. HOUSE
221 HOLLY ST N
ARCHITECT:
STYLE: LATE VICTORIAN: QUEEN ANNE

YEAR BUILT: 1904
LEGAL: 372W25AD 2900
BUILDER[S]: STARR, E.W.
PRIMARY/CONTRIBUTING

This large wood frame residence was constructed by local contractor E.W. Starr for J.H. Thorndike [also spelled Thorndyke]. Although not entirely clear, it appears that construction of this house began in the Spring of 1904.

At present contractor E.W. Starr is finishing a nine-room house for J.H. Thorndyke on his property...The Thorndike [*sic*] residence will be 24' x 26' for the main building and will have an addition 16' x 14'. It will be a story and one-half high, finely finished, and conveniently arranged. (*Medford Mail*, 22-Jul-1904, 5:3-4)

The contractor of the Thorndike House was Elijah W. Starr, born in Illinois in 1838. Starr apparently lived in this area and, although some research indicates he lived in the subject property, it does not appear he owned the house prior to 1908. The 1904 article concerning construction of the Thorndike House, cited above, also mentions the E.W. Starr Residence having been recently completed in the neighborhood.⁶⁷ In 1908 Thorndike sold the house and property to Starr, the contractor, who in turn quickly sold it to Thomas and Addie Williamson. (JCD 74:41 and 74:663) During WWII, the Thorndike House, then owned by a W.J. Wilson, had been converted into rental units and the 1942-43 City Directory lists two units in the main house with a third as 221 1/2 North Holly. Two other units, 225 and 225 1/2 had also been built or moved onto the property by this time making, in

⁶⁷ Although the house has previously been called the E.W. Starr House, it is here renamed after the Thorndikes based on the fact that they paid \$200 for the property in 1903 and sold it to Starr in 1908 for \$2500, indicating construction occurred during their ownership, albeit by Starr.

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total, four individual dwelling units as well as four additional structures in use as garages on the property. This process essentially created a "court apartment" of the type built elsewhere on the block, centered around the primary Thorndike House. Throughout the 1960s and 1970s, up to the present, the building remains essentially as it was during World War II, providing multi-family residential housing. The main dwelling retains considerable integrity with its historic appearance in siding, detailing, landscape features [notably the early cast iron fence] and general appearance. The surrounding structures, while encumbering the original appearance of the Thorndike House as a stylish private residence, are themselves over 50 years old and, although modest, are compatible with the main house. Together they form a collective resource that accurately documents the changing use patterns of this portion of Medford's downtown over the past 90+ years.

ID # 141.0

HISTORIC NAME: ROOT-SLOVER HOUSE

203 HOLLY ST N

STYLE: LATE VICTORIAN: QUEEN ANNE COTTAGE

YEAR BUILT: 1900

LEGAL: 372W25AD 3100

PRIMARY/CONTRIBUTING

The Root-Slover House was apparently constructed in early 1900 in the interval between the acquisition of the property by Edwin D. Root for \$125 and its sale to Alonzo A. Slover, less than two months later, for \$600. (JCD 40:105, 45:5645 and 47:275) Alonzo Slover was well-known in the Medford area as a drayman and dairy operator. (*Ashland Tidings*, 29-Aug-1904) In 1899 he married Lucinda Bellinger, of the noted Jacksonville family. That Mrs. Bellinger's parents owned the bulk of the adjacent block, living a short distance south of the Root-Slover House, must have made the subject property especially attractive to couple. In design the Root-Slover House is a truncated hipped-roof cottage with a projecting gable wing to the front and a second gable extension, likely a kitchen wing, to the rear. The front gable post-dates 1927 and likely is the result of a remodel to the projecting bay-type wing that shows on the house in the 1911 Sanborn Map. The rear kitchen area dates post-1911 but pre-1927, indicating it was likely constructed during the Slover occupancy period. By the early 1920s the Root-Slover House appears to have become a rental unit. By 1927 Sanborn Fire Maps show an additional unit, 203½ being located at the rear [west] of the main building. The Root-Slover House retains numerous features from its early construction including the multi-light, multi-colored window that faces south, decorative shingles, and a strong cornice band just below the eaves of the main volume.

ID # 142.0

HISTORIC NAME: STARR, LILLIE D. HOUSE

204 IVY ST N

STYLE: LATE VICTORIAN: ITALIANATE [ALTERED]

YEAR BUILT: c1908

LEGAL: 372W25AD 4100

HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

In 1901 this property was purchased by Lillie D. Starr from R.H. Thorndike for \$100. (JCD 42:171) Twenty-eight years old at the time, Lillie may have been related to E.W. Starr, a noted contractor, who was active in this area. According to Sanborn Fire Maps, the lot apparently remained vacant until sometime after 1907, with construction likely occurring c1908-1909. By 1910 Lillie, now a widow, was listed as the "proprietress" of a boarding house and, along with six boarders, as residing at this location. By 1918, Lillie had lost the house for unpaid taxes and it was sold at Sheriff's auction to Elizabeth Klippel. (JCD 135:472) At some point, probably in the late 1940s or early 1950s, two flat-roof wings were added to the front of the gable-roof building, visually cutting off the original porch. While the wings were apparently designed around a large tree, which survives, they dramatically encumber the structure's appearance and substantially diminish its integrity. The remainder of the building, although in only fair condition, remains essentially as built with original horizontal siding, wood-sash windows, eave returns and other features that relate its original design and appearance.

ID # 143.0

HISTORIC NAME: IVY STREET NORTH APTS.

220 IVY ST N

STYLE: MODERN PERIOD: RESIDENTIAL

YEAR BUILT: 1960s

LEGAL: 372W25AD 4101

NON-COMPATIBLE/NON-CONTRIBUTING

A circa 1960s two-story apartment complex.

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ID # 144.0

HISTORIC NAME: UNKNOWN HOUSE [2 STRUCTURES]

325 FOURTH ST W

STYLE: VERNACULAR

YEAR BUILT: 1904

LEGAL: 372W25AD 4300

PRIMARY/CONTRIBUTING

Apparently constructed during a 1904 localized building boom in the North Ivy street area, and possibly the house referred to as the "A. T. Drisko" residence in newspaper reports of that year, the social history of this house remains unclear and no early owner or occupant can be identified with certainty. The historic address of the main structure was 244 North Ivy. The subject parcel was included in lands purchased by J.H. Thorndike in 1903 although it appears doubtful that any structure was present. The house appears on 1911 Jackson County Assessors fieldbooks, valued at \$1200. Despite an unclear social history, the structure at 325 Fourth appears essentially as built, retaining high integrity in siding, detail and other elements to adequately represent its period of construction.

ID # 145.0

HISTORIC NAME: BELLINGER, MERRITT HOUSE

147 HOLLY ST N

ARCHITECT:

STYLE: VERNACULAR

YEAR BUILT: c1910

LEGAL: 372W25AD 3200

BUILDER[S]:

PRIMARY/CONTRIBUTING

This single-story, wood-frame, building was constructed c1910 as the residence of Merritt and Caroline Bellinger, early Jackson County pioneers. Merritt Bellinger, born in Indiana in 1833, arrived in Jacksonville in 1852 and established a large farm east of the city. Moving to Medford, Bellinger purchased this site in 1910 and apparently constructed the subject building shortly thereafter. (JCD 13:113 and 62:156) Sanborn Maps indicate the original Bellinger House was a 1½ story dwelling with two small outbuildings to the rear. The present building, possibly rebuilt following a fire that destroyed the upper story, has been somewhat modified via the application of a stucco exterior as well as window replacement. Although it no longer reflects its original historic appearance, the building remains compatible with the historic Medford downtown and the residential uses which were prevalent in this block in the early years of the 20th century.

ID # 146.0

HISTORIC NAME: HOLLY APARTMENTS

135 HOLLY ST N

STYLE: HISTORIC PERIOD: SPANISH COLONIAL

YEAR BUILT: c1927/28

LEGAL: 372W25AD 3300

PRIMARY/CONTRIBUTING

This two-story concrete apartment complex was built c1927-8 during a local building boom in Medford. While no specific information regarding the architect or builder of the Holly Apartments was located, the building is clearly evident in late-1927 aerial views of downtown Medford. [SOHS Neg. 13098]. The 1930 directory lists the building as the "Holly Apts." with four residents. In design, the Holly Apartments exhibit the influence of the Spanish Colonial style in the use of stucco on the exterior and the small pent roofs that are found at the stepped facade parapet. Now shingled, these may have originally been red clay tile. A hipped roof front porch, supported by two Doric columns, defines the entryway. Windows, all large fixed-glass panes are likely not original although this alteration is not dated. Metal parapet walls line both side elevations and are non-original. Although somewhat modified in both appearance and use, the Holly Apartments retain sufficient integrity to relate the building's history.

ID # 147.0

HISTORIC NAME: POST OFFICE ANNEX

125 HOLLY ST N

STYLE: OTHER: UTILITARIAN

YEAR BUILT: c1950

LEGAL: 372W25AD 3400

COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Prior to 1950 this site was occupied by a large wood-frame residence that was originally the home of Frank Bellinger, part of the prominent Bellinger family that owned much of this block prior to the 1920s. (See ID # 145). As late as 1948, Minnie Bellinger, Frank's widow, was living here and managing the Bellinger Apartments with four units in the main house and an additional unit located in a separate building to the rear. In the early 1950s, coincident with the acquisition of the site by Anthony Boitano, the Bellinger House was razed and the present single-story concrete structure completed. (JCD 363:365) The building was leased to

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the U.S. Post Office who had outgrown their space at the corner of Sixth and Holly, just south of this site.⁶⁸ The building continued as the "Post Office Annex" until the construction of the new Federal Building on Eighth Street in 1966. Essentially unmodified from its original construction at the end of the period of significance, the Post Office Annex remains an intact example of post-war construction in the Medford downtown.

ID # 148.0

HISTORIC NAME: U S POST OFFICE AND COURTHOUSE
333 SIXTH W
ARCHITECT: WENDEROTH, OSCAR
STYLE: HISTORIC PERIOD: GEORGIAN REVIVAL

YEAR BUILT: 1914-15/1039
LEGAL: 372W25AD 3500
BUILDER[S]:
PRIMARY/CONTRIBUTING [NR-LISTED]

The U.S. Post Office and Courthouse was designed in 1914/1915 by Oscar Wenderoth, Supervising Architect of the U.S. Treasury Department. A three and one-half story brick and concrete structure, the building exhibits a rather formal Georgian Style, notable for the deep rusticated banding on the walls and the decorative detailing above the window openings of the ground floor. Arched windows, concrete stringcourse bands, and engaged brick pilasters further highlight the exterior surface. Early cast light fixtures, balcony railings and other features remain.

In May 1916, upon the building's completion, the paper reported;

The completed federal building in this city, substantial, of very modern architecture and very attractive in appearance, is now the official abiding place of all of the federal business representatives in this district... Few cities the size of Medford have a more imposing federal building. It cost \$110,000. (*Mail Tribune*, 17-May-1916, 6:1)

In 1939 a major addition was built to the north of the original volume. Completed the following year at a cost of \$230,000, the addition matches the main volume in detail. (*Mail Tribune*, 16-Nov-1938, 1:2) The U.S. Post Office and Customhouse continued as Medford's main Post Office and the site of most government offices until the March 1966 opening of the new Federal Building at West Eighth and Holly streets. (*Mail Tribune*, 10-Mar-1966, 3-Feb-1984, B1:1-8) Listed on the National Register in 1978, the building was thoroughly renovated in the mid-1990s and renamed after Judge James A. Redden, a former Medford attorney.

ID # 149.0

HISTORIC NAME: PACIFIC RECORD HERALD BUILDING
324 SIXTH ST W
ARCHITECT: FEHL, EARL
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1925
LEGAL: 372W25AD 3600
BUILDER[S]: FEHL, EARL
PRIMARY/CONTRIBUTING

The one-story concrete building known as the Pacific Record-Herald Building was designed and built by Earl Fehl. Long a prominent figure in the Rogue Valley, Earl Fehl began working as building contractor locally in the early 1900s. Drawn into politics, he soon became a perennial candidate for various public offices, most frequently Mayor of Medford. Failing in his election quest and seeking to boost his opportunities to disseminate his political views, Fehl started a small newspaper, christened *The Pacific Record Herald*. The paper found a loyal audience and, likely subsidized by Fehl's successful contracting business, in 1925 the *Mail Tribune*, the dominate local publication, reported;

Work on still another new business building for the west side of the city was begun this morning when Earl Fehl put a crew [to] preparing the foundation for a 30x100 concrete one story structure which he will build immediately adjoining on the west of the Federal Building on the north side of W. Sixth Street. The work will be rushed so that the structure can be completed by July 1. The foundation will be such that other stories can be added to the building later. Mr. Fehl announced that he is building the present structure to house his weekly newspaper publication, the *Pacific Record Herald*. (*Mail Tribune*, 14-May-1925, 2:5)

In 1932 Fehl played a key role in what as since become known as "The Jackson County Rebellion" or the "Good Government Congress" period. Playing on rural-urban sentiments and the economic upheaval occasioned by the depths of the Great

⁶⁸ Mrs. Anthony Boitano, personal communication with the Author, 16-May-1994.

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Depression, in November 1933 Fehl was finally successful in an election bid, securing the office of County Judge, the chief elected official of Jackson County and a position of substantial import. In the period of social unrest that followed an insurrection that culminated in February and March when Fehl was removed from office and arrested for "criminal syndicalism." Following Fehl's arrest and imprisonment, the Fehl Building was consumed in various legal battles regarding its ownership. Unaltered in volume and general appearance, some modifications to the storefront reduce the integrity of the Pacific Record-Herald Building from its historic design however the building retains sufficient integrity to relate both its period of construction and historic associations.

ID # 150.0

HISTORIC NAME: FEHL BUILDING
332 SIXTH ST W
ARCHITECT: FEHL, EARL
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1928
LEGAL: 372W25AD 3700
BUILDER[S]: FEHL, EARL
PRIMARY/CONTRIBUTING

Known as the Fehl Building, construction of this one-story brick structure began in September 1928 with the demolition of an old frame dwelling that had long occupied the corner of Sixth and Ivy.

Earl H. Fehl, owner of the property, when questioned this forenoon as to why the structure was being razed, said the construction of a new business building on the site, to conform with the [Pacific Record Herald Building] would begin in the near future. (*Mail Tribune*, 12-Sept-1928, 3:2)

By April 1929 most of the building was completed and F.J. Harris, of the Palace Barber Shop, announced that he had shaved his first customer in the new location. Occupancy appears to have been comparatively stable. The Palace Barber, which went through a variety of owners, evolved into the Ray Guss Barber Shop and operated in this location until 1980, a period of over 50 years.⁶⁹ Earl Fehl, the contractor and developer of the subject building, was long a prominent figure in the Rogue Valley. (See 149.0) The Fehl Family retained ownership, and continued to control the building through the Electa Fehl Trust until 1977. Unaltered in volume and general appearance, some modifications to the storefront reduce the integrity of the Pacific Record-Herald Building from its historic design however it retains sufficient integrity to successfully relate both its period of construction and historic associations.

ID # 153.0

HISTORIC NAME: OFFICE BUILDING
142 IVY ST N
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1970s
LEGAL: 372W25AD 4000
NON-COMPATIBLE/NON-CONTRIBUTING

A two story office building built of "slump" stone masonry, this structure has an open central stairway and is not consistent with the historic development pattern of the downtown Medford area.

ID # 155.0

HISTORIC NAME: FLUHRER BAKERY BLDG
29 HOLLY ST N
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1933(1941)
LEGAL: 372W25AD 10100
BUILDER[S]: STUART, R.I. (BESSONETTE, M)
PRIMARY/CONTRIBUTING [NR-LISTED]

Built in two phases beginning in 1933, with a major addition completed in 1941, the Fluhrer Bakery Building occupies half of a city block, facing Holly Street, in the downtown core area Medford. Designed by local architect Frank Chamberlain Clark, the 1933 phase was built by R.I. Stuart and the 1941 was constructed by Marshall Bessonette. Appearing as a single-story volume, the Fluhrer Bakery includes a second floor under the arched roof portion of the 1933 building as well as a full basement, making it one of the largest buildings in the city with over 30,000 square feet. Of bearing concrete, the exterior of the building is done in the Art Moderne style. Notable features include fluted engaged columns, decorative cast capitals and the "zig-zag" line of both

⁶⁹ The equipment of the Palace Barber was moved from the ground floor of the Medford Hotel. Sold to a Gus Williams, and then Ken Anthony and Ray Cartwright, Guss purchased the business in late 1956, later changing the name. [Ray Guss, Personal Communication with the Author, 3-May-1994.

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the cornice and spandrel panel areas. At the extreme north, a smaller L-shaped volume, originally a gas station, was apparently built in 1944 as a second addition phase. Presumably designed by Frank Clark, this area matches the earlier volumes in detail and design. (*Mail Tribune*, 26-May-1944) The Fluhrer Bakery Building was originally constructed as the headquarters and plant of the William "Heinie" Fluhrer's popular bakery company, producers of "Holsum" Bread. Following Fluhrer's tragic death in an airplane accident in 1948, his widow Margaret continued operation of the plant at this location until 1962 when the company was sold. Later sold to Williams Inc., of Eugene, baking stopped at this site in 1972. The building was successfully listed on the National Register of Historic Places in 1982.⁷⁰

ID # 157.0

HISTORIC NAME: LIBRARY PARK [ALBA PARK]
MAIN AND HOLLY STREETS

STYLE: NO STYLE

YEAR BUILT: 1888-
LEGAL: 372W25AD 11900
PRIMARY/CONTRIBUTING

In the original plat of the Town of Medford, two entire city blocks were set aside for public uses. Block 68, between Main and Eighth, Holly and Ivy streets was historically known as Library Park [in conjunction with the adjoining use].

Land was deeded to the town by the Oregon and California Railroad for a town park. Tree planting started in 1888 and continued during the 1890s. Major improvements to the park occurred in 1905 in anticipation of tourist trade traveling to the Lewis and Clark Exposition.⁷¹

In design, the park contains regularly spaced deciduous trees. Diagonal concrete walkways connect at a central focus, the Palm Memorial Fountain [see below], and tie into the perimeter sidewalks on the north and south. At the center of the park is the Charles W. and Callie Palm Fountain, dedicated in April 1935.⁷² Various other statuary or memorials are also located in the park. These include a small sandstone surveyors monument at the SE corner entry and, at the NE corner, a WWII-era cannon or fieldpiece. Facing West Main, along the park's northern boundary, is a small monument to George Prescott, the Medford constable who was fatally shot by Llewellyn A. Banks in the climax of the so-called Jackson County Rebellion, a political upheaval instigated by the Good Government Congress in 1932-1933. To the south of the Palm Fountain is a wooden gazebo. "The original Gazebo was a two-story octagon structure built around 1918."⁷³ A portion of the original gazebo still stands across from the park on the West side of South Ivy Street. In conjunction with the Medford Centennial Celebration a new gazebo was built by Herb Gifford, aided by Ralph Finkas. Using donated materials, the frame structure was designed in a similar fashion to the original gazebo. (*Mail Tribune*, 19-Feb-1984, 1-May-1984) The final monument in the park is a plaque west of the Palm Fountain which details the founding of Medford and the original development of the park, erected in connection with the Medford Centennial. Historically known as Library Park, this block was renamed "Alba Park" in 1985, in honor of Medford's sister city, Alba, Italy. Occupying a full block in the center of the community, Library Park has remained an important landscape feature within the heart of Medford since the founding of the community in 1887-88.

ID # 164.0

HISTORIC NAME: MEDFORD CARNEGIE LIBRARY
413 MAIN ST W

ARCHITECT: MCINTOSH, J.A.

STYLE: HISTORIC PERIOD: NEO-CLASSICAL

YEAR BUILT: 1912 (1951)
LEGAL: 372W25DA 8700
BUILDER[S]: IVEY, ALFRED
PRIMARY/CONTRIBUTING [NR-LISTED]

The original volume of the Medford Carnegie Library Building was completed in 1912 with funding provided by financier Andrew Carnegie. A local commission established a competition for the design and the project was awarded to John McIntosh, a local architect of the period.

⁷⁰ L. Scott Clay, *NR Nomination Form*, 9-Sep-1982.

⁷¹ L. Scott Clay, "Medford Walk," unpublished research notes on downtown Medford.,

⁷² Palm's name survives in connection with the Palm-Bodge Building [ID # 31], the Palm-Niedermeyer Building [ID # 64] and the Palm Rental Building [ID # 75], among others.

⁷³ Dedication program, "Gazebo Recognition Day," 24-February-1985. [Medford Parks and Recreation Department Collection]

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Mr. J.A McIntosh, a local architect, drew the plans that were submitted for the proposed Carnegie Library and Mr. Alfred Ivey... was awarded the contract on August 24, 1911 in the amount of \$19,360... Mr. Ivey started construction promptly and the building was dedicated on 8-Feb-1912.⁷⁴

9 design for Medford's library, built upon one of the two city blocks set aside for public purposes in the original town plat, is typical of the Carnegie Library type with a classically-inspired entrance framed by twin Ionic columns and the required flight to stairs to the main entry.⁷⁵ In 1951 a major addition to the rear of the original volume was designed by Herbert Mackie, Architect. Stanley G. Parrish served as the contractor and the project was completed in 1951. The Medford Carnegie Library was listed on the National Register of Historic Places in 1980 and, along with its park-like setting, remains one of the most significant structures within the Medford downtown area.

ID # 165.0

HISTORIC NAME: SCHULER APT BUILDING

38 OAKDALE AVE N

ARCHITECT: JEWETT, W.N.

STYLE: HISTORIC PERIOD: CALIFORNIA MISSION

YEAR BUILT: 1925

LEGAL: 372W25AD 9700

BUILDER[S]: REYNOLDS, LARKIN

PRIMARY/CONTRIBUTING [NR-LISTED]

The Schuler Apartment Building, built in 1925-26, is an imposing three story concrete structure. Built by local contractor Larkin Reynolds, from a design by W.N. Jewett, the building represents the full utilization of the conventions that came to characterize Medford's downtown multi-family residential development during the period between the two world wars. The completion of the Schuler, then the largest apartment building in Medford, was heralded in the local paper:

The finishing touches are now being put on the beautiful new \$100,000 Schuler Apartments and Medford is now enjoying the distinction of having one of the finest and most modern apartment buildings in Oregon. No feature which will contribute to the comfort of its tenants has been overlooked in designing and constructing this apartment building. (*Mail Tribune*, 1-Mar-1926)

Over the years, the subject property has also been known as the GeBauer Apartments [after owners Max and Myrtle GeBauer, who purchased the building in 1928] and, during the 1960s, as the Rosehill Apartments. The present ownership, which has restored the building, has returned the use of the original name. The Schuler Apartment Building retains considerable integrity to its historic design and successfully relates the associations for which it is significant. The structure was listed on the National Register of Historic Places in 1991.⁷⁶

ID # 166.0

HISTORIC NAME: COLONIAL GARAGE BUILDING

405 SIXTH ST W

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: c1925

LEGAL: 372W25AD 9800

BUILDER[S]: SCHULER, RICHARD

PRIMARY/CONTRIBUTING

Built c1925, the Colonial Garage Building was one of the many auto-related resources that were located in the downtown Medford area during the pre-World War II era. Probably constructed by Richard Schuler, who was also involved with the adjoining apartment building, the garage was likely constructed in anticipation of the opening of Sixth Street across the railroad tracks. This event, creating only the second crossing at that time, resulted in the construction of many new buildings facing Sixth street, envisioned as Medford "second Main Street." The local paper reported on new projects, including the Schuler Apartments, west of the subject property and Cargill Court, just to the east.

Between the two apartment houses is the Colonial Garage, one of the city's best known storage and repair garages. (*Mail Tribune*, 14-Sept-1927, Sixth Street 2:5-6)

⁷⁴ John Benson, *NR Nomination Form*, 1980.

⁷⁵ Tradition has it that Carnegie only approved plans which required patrons to "rise up" to the knowledge within, thus the ubiquitous entry stairs that are found on libraries he funded.

⁷⁶ George Kramer, *NR Nomination Form* [Revised & Edited], 23-Nov-1990.

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In this early era of automobiling, many houses lacked safe and weatherproof locations for car storage. Public facilities such as the Colonial Garage, in addition to providing service and repair, also offered storage facilities. Located between the two largest, and most prestigious apartment complexes in the city, not to mention the Hotel Medford, the Colonial was likely a prosperous and successful establishment. In 1928, advertising its capacity of 125 cars and boasting that it was "Open to the Public Day or Night, Every Day in the Year." Owners of the firm at this time are H.N. Butler and W.W. Howard. In 1930 the company listed its address as 37 North Ivy and remained here at least through 1937 according to Polk city directories. By 1942 the structure was in use by Crater Lake Motors, the area Ford dealership, who remained here until building their new headquarters on Main Street in 1947.⁷⁷ In February 1947 the Medford Garage, boasting "the largest Day and Night Service in Southern Oregon" had moved into the location and apparently remained into the early 1950s, adding used car sales to the repair services by 1948.⁷⁸ The corner portion of the building was vacant by the mid-1960s and has served a variety of small retail uses since then. While recently modified to its present exterior appearance, the Colonial Garage Building retains its irregular corner-oriented footprint and has sufficient integrity to reflect its history of use and design.

ID # 167.0

HISTORIC NAME: HOTEL MEDFORD SAMPLE ROOMS
23 IVY ST N
ARCHITECT: CLARK & FORSTER
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1911
LEGAL: 372W25AD 9900
BUILDER[S]:
PRIMARY/CONTRIBUTING

Built in conjunction with the Hotel Medford as "sample rooms," construction of this single-story brick building began in 1911. (Medford Sun, 11-Apr-1911, 16-Apr-1911, 5:1) The building was designed by architects Clark and Forster, who were also responsible for the hotel building itself, originally located at the NW corner of Ivy and Main, just west of this site.⁷⁹ The four storefronts of the Hotel Medford Sample Rooms continued in use at least through 1930 according to city directories. It is not clear at what point the exterior of the Hotel Medford Sample Rooms was covered with the present stucco coating. Other alterations include the installation of brick below the sills and the installation of large fixed glass windows. However, the building retains the general outlines of its decorative parapet, including three window openings and the recessed angled entryways continue to convey its historic design.

ID # 168.0

HISTORIC NAME: HOTEL MEDFORD [REBUILT]
406 MAIN ST W
ARCHITECT:
STYLE: CHICAGO SCHOOL (REPLICA)

YEAR BUILT: 1989
LEGAL: 372W25AD 11500
BUILDER[S]
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Originally the site of the 1911 Hotel Medford, the present building was rebuilt after the original plans following destruction of the NR-listed 1911 volume by fire on 9-August-1988 during a renovation for use as low-income apartments. Although built of modern materials and no longer historic, the built adequately replicates the original design and remains a compatible element along the West Main streetscape.

⁷⁷ See ID # No. 196, the C.A. Winetroot Building, for of Crater Lake Motor's history.

⁷⁸ Advertisement, 9-Feb-1947, 7:1-8.

⁷⁹ The Hotel Medford, listed on the National Register, was being renovated when it was destroyed by fire on 9-Aug-1988. Rebuilt, the new structure opened in 1991.

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ID # 170.0

HISTORIC NAME: DEVOE'S CONFECTIONERY

426 MAIN ST W

ARCHITECT: CLARK, FRANK CHAMBERLAIN (BREEDON, GARY)

STYLE: ALTERED

CONDITION.

YEAR BUILT: 1917/1921 (1996)

LEGAL: 37W25AD 11700

BUILDER[S]:

HISTORIC/NON-CONTRIBUTING IN CURRENT

Designed by local architect Frank Chamberlain Clark, the first portion of the DeVoe's Confectionery building was a single-story brick volume fronting on West Main Street, originally notable for its decorative cornice band. The second phase, built in 1921, added an additional 40 foot concrete volume that extended the rear of the building to the north. The third and final portion, also of concrete, was apparently built in the 1950s. This project extended the building further along North Oakdale, creating the two storefronts identified as 30 and 32 North Oakdale.

DeVoe's Confectionery building operated at this site from 1916 through 1927. In 1932 the business was again sold, this time to Mrs. Ina Huson and Darrell Huson. Three years later the building was remodeled.

Mrs. Ina Huson and Darrell Huson have changed the name of the confectionery and grocery store they purchased three years ago from "DeVoe's" to "Huson's Confectionery" and a new Neon sign, from the TriState Neon company was put up yesterday. Workmen were busy last night installing a new fountain at the store and other improvements are contemplated in the near future with the entire building to be painted as soon as the smudging season is over. (*Mail Tribune*, 24-Apr-1935, 1:6)

The use of the building as lunch counter continued through the 1940s and 1950s. By 1973 the lunch counter had been closed and the West Main frontage was vacant. Still owned by Darrell Huson, this portion of the building was remodeled into the law offices of Day, Putney and Brian.⁸⁰ The project was designed by architect Wayne Struble and built by Elmer South. In the mid-1990s a complete renovation of the building with applied surface decoration and exaggerated window surrounds and trim substantially obscured the building's original form and design.

ID # 171.0

HISTORIC NAME EVELYN APARTMENTS

107 IVY ST N

ARCHITECT: HOLFORD, WILLIAM G.

STYLE: MODERN PERIOD: MINIMAL TRACT

YEAR BUILT: 1943

LEGAL: 372W25AD 5900

BUILDER[S]: BEAVER CONSTRUCTION COMPANY

SECONDARY CONTRIBUTING

A two-story apartment complex designed around dual courtyards, construction of the Evelyn Apartments was announced in Summer 1943 to help ease the housing crunch caused by the construction of Camp White, east of Medford.

A 26-unit, two-story, apartment house for military personnel and those engaged in the war effort will be constructed on North Ivy Street between Fifth and Sixth streets by Homes, Inc., it was announced today by I.S. Stenerson, an official of the company (*Mail Tribune*, 20-Jul-1943, 1:4)

Construction was financed through the Federal Housing Administration and the project was apparently completed in late 1943 or early 1944. Ironically, the demand had likely dropped by that time given the reduction in troops at Camp White as its training mission wound down. The Evelyn Apartments were designed by the noted Portland architect William G. Holford. Primarily known through his long association with the firm of Lawrence and Holford, Holford was a prolific designer responsible for a variety of buildings in southern Oregon.⁸¹ One of his most notable projects in the area was the St. Paul's Episcopal Church, in Klamath Falls. Homes Inc., developers of the Evelyn Apartments, was based in Klamath Falls and lead by W.L. Bullard, principal in a lumber yard in that city. It is possible that Holford obtained the apartment contract through this Klamath Falls

⁸⁰ Darrell Huson is also of note as a public servant, having been Recorder-Treasurer of the City of Medford. Ben Day served in the Oregon State Senate.

⁸¹ Shellenbarger, Michael., ed., *Harmony in Diversity: The Architecture and Teaching of Ellis F. Lawrence*. (University of Oregon, Eugene, 1989). Lawrence, who was the founding Dean of the UO School of Architecture, was one of the leading architects on the West Coast. See also ID # 13, designed by the Medford office of the Lawrence and Holford firm.

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connection. Contractor for the project was Beaver Construction Company of Medford. Virtually unchanged from their historic appearance, the Evelyn Apartments constitute a well-designed and well-maintained example of the multi-family housing built in Medford in response to the sudden population influx created by World War II. Retaining integrity in use of materials, design, and setting, the Evelyn Apartments remain an important element within the Medford downtown area.

ID # 172.0

HISTORIC NAME: HAFFER, EDGAR HOUSE
426 SIXTH ST W

ARCHITECT:

STYLE: HISTORIC PERIOD: NEO-CLASSICAL

YEAR BUILT: c1906

LEGAL: 372W25AD 6000

BUILDER[S]:

PRIMARY/CONTRIBUTING [NR-LISTED]

A large two and one-half story wood frame building, the Edgar Hafer house was built c1906 as the residence of the noted businessman who established the Medford plant of the Iowa Lumber and Box Company. This firm later evolved into Crater Lake Lumber and, finally, the Big Pines Lumber Company, long a prominent firm in the southern Oregon region. Hafer left the area and in 1920 the long-vacant house was sold to John Adam Perl. Perl, who arrived in Rogue River Valley in 1908, purchased the funeral portion of the Medford Furniture and Hardware Company around 1912 and established the Perl Funeral Home. He commissioned architect Frank Chamberlain Clark to draw plans for a major addition and alterations the house that were completed c1921. In 1983 the Edgar Hafer House was successfully listed on the National Register of Historic Places as one of the "...best and earliest examples of Colonial Revival Architecture in Medford."⁸²

ID # 173.0

HISTORIC NAME: ST. MARK'S EPISCOPAL CHURCH
212 OAKDALE N

ARCHITECT: BUTZ, MAJOR GEO. (SUTTON, WHITNEY & ANDAHL)

STYLE: HISTORIC PERIOD: ENGLISH COTTAGE

YEAR BUILT: 1916 (1943)

LEGAL: 372W25AD 6100

BUILDER[S]: JANSEN, MR. (BORG, ED)

PRIMARY/CONTRIBUTING

Construction of the original volume of St. Mark's Episcopal Church was begun in 1916. The building is basically L-shaped and occupies the NE corner of the intersection of West Sixth and North Oakdale.

The contract has been signed and ground will be broken Tuesday morning for the new St. Mark's church....The church will be of gray brick veneer with white stone trimmings and will seat 200 people. The size will be 84x48 feet overall. Major Geo. Butz is the architect. The contractor, Mr. Jansen, promises to rush the work of building and expects to finish the church in about two months. (*Mail Tribune*, 17-Apr-1916, 3:6)

In October 1942 St. Mark's announced construction of a \$17,000 addition consisting of two recreation halls and an extension of the original building to the west. Local contractor Ed Borg was in charge of the project, designed by the noted Portland firm of Sutton, Whitney and Andahl.

The charm and atmosphere of the old St. Mark's has been enhanced by extending the nave to provide 50 percent additional seating and shifting of the entrance to the side in order to make the original architectural ideas more consistent. The west end of the church has been set off by a beautiful rose window with stained glass. (*Mail Tribune*, 17-Apr-1916, 3:6)

The original gothic-inspired entry porch was removed and the main volume of the nave was extended approximately 20' toward Oakdale.⁸³ Great care was taken to match both materials and finish and the addition is almost indistinguishable from the original church. To the south, the original "L" wing was extended and a matching gable volume was built for use as a recreation hall. Partially funded by the national Episcopal army and navy commission, the project, built during wartime, was declared a war necessity by the War Production Board. In part, this was the result of the church's offer to provide the new recreation facilities to local servicemen stationed at Camp White. Known as "The Markade" the new facility was formally opened for servicemen in May 1943. (*Mail Tribune*, 20-Mary-1943, 10:1) At some time prior to WWII, St. Marks had also acquired the former

⁸² Gail E.H. Evans, *National Register Nomination Form*, March 1983.

⁸³ The roof-top cross, a part of the original design, marks the seam between the new and old volumes.

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Congregational Church, located across Fifth Street. This building was generally referred to as "The Parish Hall" or the St. Mark's Annex" and was used for various church activities. In 1954 a new larger structure was built for classroom uses adjacent to the older church annex and, in 1967 the "Parish Hall was demolished.⁸⁴ Various other interior changes have somewhat altered the main volume of the St. Mark's Church building. A later addition extended the "Markade" volume to the west, closed toward North Oakdale. However, the original 1916 volume, along with the sensitive 1942 addition, continue to reflect the historic design of the building and admirably reflect the historic appearance of the original design.

ID # 174.0

HISTORIC NAME: McNARY, DANIEL L. HOUSE

243 IVY ST N

STYLE: LATE VICTORIAN: QUEEN ANNE COTTAGE

YEAR BUILT: c1904

LEGAL: 372W25AD 5400

PRIMARY/CONTRIBUTING

Construction of this one-story wood-frame dwelling apparently occurred prior to 1907 when J.L. and Etta Thorndike sold the property to Daniel L. McNary for \$1250. (JCD 59:305) No building is shown in the 1898 Sanborn Map of the area and it is probable, although not documented, that construction occurred during the 1903-1904 localized boom that occurred in this area of the downtown. (*Mail Tribune*, 22-Jul-1904, 5:3-4) Sometime between 1930 and 1942 the rear kitchen wing of the McNary House was modified from the original "T" extension to a larger volume that created a rectangular footprint. To the rear of the lot an additional building was either constructed [to replace an earlier garage] or moved in. City directories for 1942 show the property with two units in the main dwelling and the "Serve Yourself Laundry," an early Laundromat-type use, located in the rear, designated as 243½ North Ivy. Reportedly this facility consisted of three washing machines and was much in demand by Camp White-related military wives. The McNary House is typical of the so-called Queen Anne Cottage style as built in Southern Oregon during the early years of the century. A square floorplan defines the main volume, highlighted by the central gable that extends the hipped roof. Boxed soffits, a frieze band of vertical siding, capping the horizontal siding of the walls, corner boards and other details are all present on the McNary House. A full-width front porch, with slightly offset doorway is placed under its own hip roof. Original windows survive. The primary facade of the McNary House retains high integrity to its original historic appearance and continues to reflect the original period of construction. The addition and the secondary building at the rear of the property, while not consistent with the original design both occurred within the period of significance and accurately reflect the changing uses in this area of Medford's downtown.

ID # 175.0

HISTORIC NAME: BASS, J.W. RENTAL I

235 IVY ST N

STYLE: LATE VICTORIAN: QUEEN ANNE

YEAR BUILT: c1909

LEGAL: 372W25AD 5500

PRIMARY/CONTRIBUTING

Although not conclusively documented, it is likely that this one and one-half story wood frame dwelling was originally constructed in the late 19th century and then relocated to this site sometime between 1907 and 1911 for use as a rental by J.W. Bass. Stylistically the main volume is consistent with 1880s-1890s vernacular dwellings influenced by the Queen Anne style. The angled portion of the front elevation, almost certainly once balanced by a similar feature on the north, is a typical aspect of that style. Sanborn Fire Insurance Maps show this lot vacant in 1907. Acquired by J.W. Bass, who resided next door at 229 North Ivy (176.2), the property may have been developed c1909 when Bass transferred ownership to Mary E. and P.B. O'Neill, longtime Medford-area real estate investors. (JCD 72:59) The present structure, including the long rectangular volume to the rear, appears on 1911 Sanborn Maps. By 1942 the property was in use as 4-unit rental. At some undated time, probably coincident to the conversion to multi-family residential, the front gable volume was extended to the north, obscuring the original design of the front gable bay. Non-historic shingle siding likely dates from a similar time period. The Bass Rental House represents the early rental uses of this area of Medford and, possibly, the early tradition of relocation and re-use of older buildings. The building retains sufficient integrity to its historic appearance to accurately relate the period of significance.

⁸⁴ Rev. David Close, personal communication with the Author, 12-May-1994. See also *Mail Tribune*, 17-Feb-1967.

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ID # 176.1

HISTORIC NAME: HOUSE, LEROY & MATTIE APARTMENTS

215 IVY ST N

STYLE: HISTORIC PERIOD: SPANISH COLONIAL

YEAR BUILT: c1925 (COMPLETED LATE 1930s)

LEGAL: 372W25AD 5600

PRIMARY/CONTRIBUTING

For reasons not entirely clear, construction of this two-story stucco-clad wood frame building was apparently begun in the mid-1920s and then halted sometime prior to 1927. The fieldwork for the Sanborn Fire Insurance Maps, done in the summer of that year, notes "Construction Suspended." Not listed in 1930 city directories, the address is shown as a 4-unit apartment building by 1942, owned and managed by LeRoy House. House, an electrician for the California-Oregon Power Company lived at 229 North Ivy in 1930. He presumably completed this project sometime in the mid-to-late 1930s, moving his own residence into the new building and converting his earlier home into a rental. (See 176.2, still jointly owned with the subject building) After LeRoy's death, [after 1966] Mattie House retained ownership and residence here into the mid-1970s. The LeRoy & Mattie House Apartment building is among the later residential units constructed in the area of downtown Medford and represents an unusual architectural style. Various Spanish Colonial elements, particularly the arched entryway and projecting gate arch at the SE corner are mixed with industrial-style metal sash windows typical of International Style designs. With the exception of the metal-frame window in what was likely a open or screened porch above the entryway, the LeRoy & Mattie House Apartment building appears to be substantially unaltered from its original development period.

ID # 176.2

HISTORIC NAME: BASS, JAMES W. HOUSE

229 IVY ST N

STYLE: HISTORIC PERIOD: COLONIAL REVIVAL

YEAR BUILT: c1905

LEGAL: 372W25AD 5600

PRIMARY/CONTRIBUTING

A large two-story wood frame residence in a vaguely Colonial Revival style, the James W. Bass House was constructed prior to 1907 according to Sanborn Fire Insurance Maps. In 1909 the property was purchased by James W. Bass from local financiers P.B. and Mary O'Neill although it is likely that Bass lived here prior to this transaction. (JCD 83:298) The James W. Bass House is unusual within downtown Medford for its gambrel roof. Original siding, wooden window sashes, and cornerboards all remain. Although atypical in its very shallow pitch, the gambrel roof, along with the formal symmetry of the facade, and the tripartite entry porch, are all typical of the Colonial Revival Style. Other features of the building, particularly the decorative shingles in the gable ends are less consistent stylistically but do not detract from the overall effect. In 1930 the subject dwelling was the residence of LeRoy and Mattie House. Subsequent to the construction of the adjacent building, c1935, the House's moved into the new structure and the Bass House was converted for use as a 5-unit apartment building. Various additions to the rear, presumably to provide additional restrooms and cooking facilities, may date from this period. The property remains jointly owned with the 176.1. Although converted from its original single-family usage and somewhat modified to accommodate additional rental units, the J.W. Bass House retains substantial integrity to its original design in materials and overall appearance with original period of construction. Modifications to the rear of the building, most of which are assumed to have occurred during the period of significance, accurately reflect the transitional nature of this area from single to multi-family residential uses.

ID # 177.0

HISTORIC NAME: CLEMENS-BRANDON HOUSE

211 IVY ST N

STYLE: VERNACULAR

YEAR BUILT: c1900

LEGAL: 372W25AD 5700

PRIMARY/CONTRIBUTING

Although somewhat confused based upon Sanborn Fire Insurance Maps, this fine example of a one and one-half story wood frame house, was likely constructed subsequent to the transfer of the property from Marion E. Tryor to Martha Anne Clemmens in 1895. (JCD 37:633)⁸⁵ Sanborn maps of 1907 indicate a dwelling essentially similar, but not exact, to the present. In 1922 the house was purchased by Martha A. and F.S. Brandon. (JCD 150:439) Frank Brandon was one of the last individuals in the valley to recall the local milling of wheat, having been employed as a miller in the early years of the century. (*Mail Tribune*, 22-Jun-1942) The family retained possession of the house until 1964. (JCD 566:82) After leaving Brandon ownership, the house

⁸⁵ Tryor later moved to Talent, Oregon, where he operated a hardware store and served as Mayor. Members of the Tryor clan are well represented in this section of Medford's downtown. Mrs. R.H. Toft [ID # 138] was Marion's sister. Mrs. Clemmens was apparently his mother-in-law.

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was somewhat remodeled for use as four rental units. Despite this change in use, the exterior of the Clemens-Brandon House retains substantial integrity to its historic appearance and accurately reflects its original period of construction.

ID # 178.0

HISTORIC NAME: BASS, J.W. RENTAL #2
203 IVY ST N
STYLE: SIMPLE BUNGALOW

YEAR BUILT: c1926
LEGAL: 372W25AD 5800
PRIMARY/CONTRIBUTING

The one and one-half story bungalow-style wood frame dwelling on this site was built between 1925, when J.H. Bass owned the vacant lot [according to Jackson County Assessment fieldbooks] and 1927 when the structure appears on Sanborn Fire Insurance Maps. Bass retained ownership, apparently keeping the property as a rental unit along with his other holdings in this block. (JCD 90:232) The property continued as a single family rental at least through the late 1980s prior to the present multi-family use. Comparatively unchanged from its historic appearance, the J.W. Bass Rental #2 retains high integrity to its original design.

ID # 179.0

HISTORIC NAME: ST. MARK'S PARISH HALL/SCHOOL
212 OAKDALE AVE. N
STYLE: MODERN PERIOD: INTERNATIONAL

YEAR BUILT: 1950s
LEGAL: 372W25AD 6200
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

A two-story concrete block volume that provides additional space for the St. Marks Episcopal Church (173.0) this volume is considered a compatible extension of the religious uses of the church and, at the edge of the district, provides a compatible transition to the remaining residential designs that continue north to the Fourth Street boundary.

ID # 180.0

HISTORIC NAME: GRAVES, FLORENCE HOUSE
220 OAKDALE AVE N
STYLE: HISTORIC PERIOD: ENGLISH COTTAGE

YEAR BUILT: c1927
LEGAL: 372W25AD 6300
PRIMARY/CONTRIBUTING

Construction of this house likely occurred in late 1927, following the acquisition of the property by Florence Graves from the estate of Robert Reames. (JCD 166:69) Not included in the 1927 Sanborn Map, Graves is listed as residing here in the 1930 city directory. Built somewhat later than many of the residential structures in downtown, the Florence Graves House is designed in a simple style that exhibits the influence of the English Cottage, or Period Revivals, that were common in the post-WWI era. Typical features include the arch-topped front entry door and matching window that lights the entryway. Original siding, windows and other features all survive. Various other details, particularly "battered" pillars located on the north elevation, the original double-drop siding, rear eave returns, and bracketry seemingly date from an earlier period. This creates the possibility the Graves House was built prior to 1927 and then relocated to this site and remodeled to its present style. In 1996-97 the Florence Graves House underwent minor alteration as its use changed from residential to professional office space. Done in a manner generally consistent with the building's design, the Graves House retains integrity to its original design and appearance.

ID # 181.0

HISTORIC NAME: BINGHAM-LAWSON HOUSE
236 OAKDALE AVE N
STYLE: MODERN PERIOD: MINIMAL TRACT

YEAR BUILT: c1947
LEGAL: 372W25AD 6400
SECONDARY/CONTRIBUTING

This lot remained vacant as late as 1942 according to Jackson County Assessors fieldbooks and the present structure was likely either built or moved to the site in 1947 under the auspices of the "Housing Investment Company." This concern sold the property to Edgar F. Bingham in April of that year. (JCD 280:497) Bingham in turn sold the house to Floyd and Grace Lawson in 1948 year and the 1949 city directory lists the Lawsons at the address. (JCD 290:57-8) Basically a rectangular, hipped-roof, volume, the two-story Bingham-Lawson house exhibits a certain Federal government housing character and may have been relocated to this site from one of the housing projects built in the Rogue Valley during WWII. By the mid-1950s the building had become a multi-family dwelling, offering four apartment units and that use remains at present. The Bingham-Lawson, now fifty years of age, is a typical example of the simple housing types built in the post-war era in Medford. It retains high integrity to its historic appearance and design..

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ID # 182.0

HISTORIC NAME: HOWELL RENTALS
244 OAKDALE AVE N [INCL. 421 & 425 WEST FOURTH ST.]
STYLE: MODERN PERIOD: MINIMAL TRACT

YEAR BUILT: c1942
LEGAL: 372W25AD 6500
SECONDARY/CONTRIBUTING

The small house that stood at this location prior to WWII was either destroyed by fire or removed c1940 when the subject parcel was acquired by Frank and Ethel Howell from the City of Medford. (JCD 222:294) 1942 city directories show tenants at both the primary address, facing North Oakdale, and the attached rear unit at 425 West Fourth. By 1949 the second structure, at 425 West Fourth was also present on the site. While no specific information regarding the construction of the Howell Rentals was located it is possible that one or both of the structures were relocated to this lot from elsewhere in the Rogue Valley. The main volume is typical of so-called "builder" houses of the late-1930s period and may in fact be site built. The Howell Rentals retain high integrity with their original appearance and successfully relates the construction that occurred during huge demand for housing in Medford both during and immediately after World War II.

ID # 183.0

HISTORIC NAME: OFFICE BUILDING [BIG PINES SITE]
24 SIXTH ST W
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1970s/1980s
LEGAL: 372W25AA 3300
NON-COMPATIBLE/NON-CONTRIBUTING

Formerly the site of the Big Pines Lumber Company, a prominent use along the railroad right-of-way, this one-story office building was built in two phases beginning in the 1970s.

ID # 184.0

HISTORIC NAME: BATES CANDY WAREHOUSE
160 FIR ST N
ARCHITECT:
STYLE: OTHER: UTILITARIAN

YEAR BUILT: c1950
LEGAL: 372W25AA 3400
BUILDER[S]: BESSONETTE, MARSHALL (ATTRIB)
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Although in some reports dated as early as 1936, no structure could be documented at this site until the early 1950s. In 1950 the lot was sold by the Southern Pacific Railroad to Consolidated Supply Company, and later transferred to Sophie and Harry Kaplon along with Anna and Henry Rubinstein. (JCD 331:301 and 331:358-9) Construction likely occurred shortly thereafter. In May 1952 the property was transferred to Bates Candy Company, apparently a firm in which both the Kaplons and Rubinsteins were involved. (JCD 367:115) The Bates Candy Warehouse shares similar construction features with other projects identified as the work of Marshall O. Bessonette. Built during this prolific area contractor's primary period of activity in the downtown, he is considered to be likely responsible for the construction of the subject structure.

Built at the end of the period of significance, the Bates Candy Warehouse retains high integrity and successfully relates the industrial character of this portion of Medford's downtown core.

ID # 185.0

HISTORIC NAME: KIMBALL FRUIT COMPANY
220 FIR ST N
STYLE: OTHER: UTILITARIAN

YEAR BUILT: 1929
LEGAL: 372W25AA 3500
PRIMARY/CONTRIBUTING

Built in 1929, this large wood-frame industrial building was opened on June 30th of that year. (*Mail Tribune*, 31-Dec-1929, 5:6-8) Sanborn Fire Insurance Maps, updated to the early 1930s, refer to the building as "Pinnacle Packing Co., Plant No. 3."

The role of the fruit industry in Medford's early 20th century development and growth was pivotal: the town's greatest spurt of growth prior to WWII is generally referred to as "The Orchard Boom," which occurred approximately from 1908-1912. Fruit from rapidly expanded orchards in the surrounding valley were collected and processed in Medford, which quickly developed as the hub of the bustling packing industry. Although built over a decade later, the Kimball Fruit Company building is the oldest identified fruit packing plant still standing in the Medford downtown area. Built of wood, with two large monitor roofs to provide interior lighting, the building is surrounded by open loading docks, likely first used to both off-load fruit arriving on truck and wagon from the orchard and well as to provide access to the railroad siding along the east elevation. Pinnacle remained here at least through the early 1940s. Simply designed in a utilitarian style, the Kimball Fruit Company building retains strong

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integrity to its original appearance, use of materials and general design. The building also retains two early painted advertising signs facing the railroad. One identifies the original use, Pinnacle Packing, and another reads "Albers Feeds" above block letters that spell Medford Feed and Seed, a later occupant.

ID # 186.0

HISTORIC NAME: PACIFIC SEED & FEED
17 FOURTH ST W
STYLE: OTHER: UTILITARIAN

YEAR BUILT: C1927
LEGAL: 372W25AA 3600
PRIMARY/CONTRIBUTING

In 1927 aerial views of downtown Medford a frame building of approximately this dimension appears at the intersection of Fourth and Fir, just west of the main line of the Southern Pacific Railroad. A single-story volume, the Pacific Feed and Seed Building is typical of the industrial, utilitarian, structures that were originally located along the right-of-way in Medford.. In the 1940s and 1950s the building was owned by Soran and White, doing business under the name of Pacific Seed and Feed. In the mid-1980s the building was completely remodeled for use as a restaurant, assuming its present exterior appearance. Although somewhat modified to accommodate the change in use, the Pacific Feed and Seed building retains general integrity with its historic industrial appearance and remains compatible with the warehouse nature of this portion of the Medford downtown area.

ID # 187.1

HISTORIC NAME: S P R R PASSENGER DEPOT
147 FRONT ST N
ARCHITECT: UNKNOWN (SOUTHERN PACIFIC RR)
STYLE: CRAFTSMAN

YEAR BUILT: 1910
LEGAL: 371W25AA 11900
BUILDER[S]: WAKEFIELD, R.W.
PRIMARY/CONTRIBUTING [NR-LISTED]

The single-story brick and stucco Southern Pacific Railroad Passenger depot was completed in October 1910. As the best remaining resource of the railroad's once dominant presence in Medford and the entire southern Oregon area, the S P R R Passenger Depot is a key resource in both downtown and Jackson County history.

Construction and design was almost certainly undertaken by SP crews and in-house architects, following the typical pattern of the line during this period of their economic dominance in Oregon's transportation system. The new building, set within what were described as "park-like" grounds designed by a "Mr. Chase," described at the time as a "Landscape Architect." was opened with great ceremony and quickly assumed a role as a focal point in the bustling community.

The depot is constructed of red pressed brick and pebble dash. The roof is tiled. The colors harmonize perfectly. The interior of the building is especially elaborate. The walls are tinted above the panel wainscoting which is Oregon fir stained to a dark brown. This woodwork is worthy to be placed in any private residence in the city.....The main waiting rooms is of splendid proportions.....the waiting room is given an added tone by a number of huge views along the lines of the Southern Pacific and of orchards in the valley. Everything from the electric fixtures to the baseboards harmonize, the whole forming a splendid effect and one delightful to the eye. (*Mail Tribune*, 19-Oct-1910)

In 1996 the S P R R Passenger Depot was listed on the National Register of Historic Places. A Certified Rehabilitation Program governed the conversion of the building to a restaurant and micro-brew pub, began in 1997.

ID # 192.0

HISTORIC NAME: FIRST NATIONAL BANK
1 MAIN ST E
ARCHITECT: CHURCH, NEWBERRY & ROEHR
STYLE: MODERN PERIOD: INTERNATIONAL

YEAR BUILT: 1954
LEGAL: 371W30BC 2000
BUILDER[S] REIMERS & JOLIVETTE
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Begun in early 1953 as part of the final development phase along the Southern Pacific right-of-way, the First National Bank of Portland building (now Wells Fargo) is a compatible two-story modern design with narrow brick facing.

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ID # 193.0

HISTORIC NAME: ACME HARDWARE BUILDING

1 SIXTH ST E

ARCHITECT:

STYLE: OTHER: UTILITARIAN

YEAR BUILT: 1947

LEGAL: 371W30BC 2100

BUILDER[S]: BESSONETTE, MARSHALL

SECONDARY/CONTRIBUTING

Financed by businessman William "Heine" Fluhner and constructed by Marshall O. Bessonette, the Acme Hardware Building is similar in design to the other two Fluhner-Bessonette projects located with the Medford downtown area, 56.0 and 155.0. A two-story concrete volume, construction of the Acme Hardware Building began in early 1947.

Fluhner has [a] business building under construction here; a cement structure on Sixth Street between the railroad tracks and Fir street which will house Acme Hardware when completed. (*Mail Tribune*, 2-Mar-1947, 11:6)

By 1960 Acme had relocated to a smaller building at 245 South Central and the Sixth street building was occupied by Pittsburgh Plate Glass and Paint. That year the Medford Beauty School moved into the 3 Sixth street storefront and would remain in the building into the late 1980s. Beginning in 1954 the Police Athletic League had a gym on the second floor. "All the light fixtures would swing like a trapeze on Saturdays when they were up there."⁸⁶ Now used as an antique mall, the Acme Hardware Building retains high integrity to its original, industrial, appearance.

ID # 194.0

HISTORIC NAME: CRATER LAKE FORD [SCAN DESIGN]

50 FIR ST N

STYLE: ALTERED

YEAR BUILT: 1950s/1980s

LEGAL: 371W30BC 2200

NON-COMPATIBLE/NON-CONTRIBUTING

Built as an element of the Crater Lake Ford auto dealership, this building was extensively remodeling following the relocation of that company. It is now a furniture sales showroom and gallery.

ID # 195.0

HISTORIC NAME: CRATER LAKE FORD [AMERICAN CANCER SOC.]

31 SIXTH ST. W

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1960s

LEGAL: 371W30BC 2201

NON-COMPATIBLE/NON-CONTRIBUTING

Built as offices and display space for the Crater Lake Ford auto dealership, this two-story building now provides offices and retail space for a non-profit agency.

ID # 196.0

HISTORIC NAME: C.A. WINETROUT BUILDING [CRATER LAKE MOTORS]

29 MAIN ST W

ARCHITECT: PERRIN, HOWARD R.

STYLE: EARLY MODERN: MODERNISTIC

YEAR BUILT 1946

LEGAL: 371W30BC 4200

BUILDER[S]: BORG, C.A.

SECONDARY/CONTRIBUTING

Completed in 1946, the C.A. Winetrout Building, generally known as the Crater Lake Ford showroom, was designed by the noted architect Howard R. Perrin of Klamath Falls and built by Medford contractor C.A. Borg. Designed in a modern style, the building retains the typical features of postwar automobile showrooms such as the canted front display windows, intended to reduce glare so passing motorists could view the new models inside.

Latest designs will be used in the construction, Winetrout said, with the building to be constructed of cement blocks an slant-glass front. A 40-foot sign will adorn the front of the building. (*Mail Tribune*, 24-Sept-1945, 1:1-3)

Born in Rhode Island and educated at Brown University, Howard R. Perrin, architect for the project, had established his practice in Klamath Falls in 1922 and quickly developed a regional reputation as the designer of numerous buildings in the Klamath County area. The C. A. Winetrout Building remains Perrin's most notable work yet identified in the Jackson County area.

⁸⁶ Mrs. Geri Byrd [Owner of Medford Beauty School], personal communication with the Author, 5-May-1994. See also *Mail Tribune*, 4-May-1954.

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Crater Lake Motors continued to operate in this location, expanding into a service/repair building to the rear of the subject structure (197.0) and, eventually, to newer facilities built to the north, across Main Street from the Winetrout Building. In the 1980s the company moved to a new building outside of the downtown. The C.A. Winetrout Building retains substantial integrity in appearance and design, accurately relating its original use as a post-war automobile facility in the downtown Medford core area

ID # 197.0

HISTORIC NAME: CRATER LAKE MOTORS SHOP
0 EIGHTH ST E
ARCHITECT: PERRIN, HOWARD R. (ATTRIB)
STYLE: OTHER: UTILITARIAN

YEAR BUILT: 1946
LEGAL: 371W30BC 4300
BUILDER[S]: BORG, C.A. (ATTRIB)
SECONDARY/CONTRIBUTING

Likely built in conjunction with the C.A. Winetrout Building (196.0) and sharing a certain amount of social history, this utilitarian structure long served as a shop or repair facility for Crater Lake Motors, a local Ford dealer. While generally lacking the stylistic and historical associations of the showroom building, the Crater Lake Motors shop, located on a separate tax lot and owned independently, retains high integrity to its original design in exterior materials, prominent roof skylights and generally continues to reflect the former industrial uses of this portion of downtown adjacent to the railroad right-of-way.

ID # 198.0

HISTORIC NAME: JACKSON COUNTY FEDERAL [KEY BANK]
2 MAIN ST E
ARCHITECT:
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1960s
LEGAL: 371W30BC 4400
BUILDER[S]:
NON-COMPATIBLE/NON-CONTRIBUTING

This two-story masonry structure was built along the right-of-way at the end of the final development phase of Medford's downtown. While an intact example of the dominant architectural forms of its period, the large glazed exterior and slight setback are inconsistent with the traditional development pattern of the area.

ID # 251.0⁸⁷

HISTORIC NAME: HUBBARD WHSE/PIERCE-ALLEN MOTOR CO.
112 RIVERSIDE AVE S
STYLE: CHICAGO SCHOOL (MODERNE)

YEAR BUILT: 1913 (1941)
LEGAL: 371W30BC 7600
PRIMARY/CONTRIBUTING

This single-story brick structure was constructed c1913 for F. and A.C. Hubbard, almost certainly to provide additional storage space for the family's hardware and implement business located one block to the north. The building includes two volumes; a major space with two bays facing South Bartlett Street extends towards South Riverside and is set-back slightly from the street. A smaller attached volume extends the SE corner, forming a modest ell floorplan. In 1927, the Pierce-Allen Motor Company was located here, selling Chevrolet cars, and boasting "...a completely equipped shop with factory repair machinery...in addition to the attractive sales floor and parts department." (*Mail Tribune* 2-Jan-1927) Pierce-Allen, under the direction of its president, L[ester]C. Taylor, remained at this location throughout the 1930s, although the company changed its affiliation to Dodge-Plymouth automobiles. In 1941, under the new name of L.C. Taylor Inc., the company building was completely modernized and remodeled. The small projecting volume at the SE corner was likely constructed at this time and the exterior of the building was stuccoed. A huge projecting canopy was centered on the east elevation, covering the new gas pump area. "Streamlined and modern in every respect is the completely remodeled building housing L.C. Taylor, Inc., the local Dodge-Plymouth and Dodge truck distributor...Constructed of white concrete and stucco, the front of the establishment takes its place as one of the most beautiful of its kind in southern Oregon." (*Mail Tribune* 26-Sep-1942, 2nd, 1:1-8) The Taylor company remained in the building at least through 1948. The retains building retains high integrity to the 1941 remodeled appearance while the Bartlett Street facade continues to reflect the original 1913 design.

⁸⁷ The numerical gap between this resource ID and the preceding is the result of both variation between the original Phase I and Phase II survey areas and the final district boundary.

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ID # 252.1

HISTORIC NAME: DAVIS-CORNWALL BUILDING [N]
127 BARTLETT ST S
ARCHITECT:
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1927
LEGAL: 371W30BC 7700
BUILDER[S]: CORNWALL, OSCAR L. (ATTRIB)
PRIMARY/CONTRIBUTING

This single story concrete building has twin entry bays facing both South Riverside and South Bartlett streets.⁸⁸ Matching stepped parapets highlight the recessed entries of the Riverside elevation with a similar parapet on the more modified west-facing elevation. The Davis-Cornwall building, occupying two tax lots with separate ownership, was constructed in two phases in 1927, and likely built by Oscar L. Cornwall, one of the developers. The north portion of the Davis-Cornwall Building was constructed first, some time prior to February 1927, according to a party wall agreement signed by Oscar L. Cornwall and C.W. Davis. That document reports that "...C.W. Davis is the owner of the North 37½' of Lot 3 and [Cornwall] is the owner of the south 12½' of Lot 3 and, [that] ... a building has been constructed on said Lot 3." (JCD 169:562, emphasis added)

Davis and Cornwall rented the building to various automobile-related businesses. The 1928 "Auto Page" of the *Mail Tribune's* special New Year's edition shows the building as the home of the Fitch Motor Company, the local Chrysler dealership, which moved here from its earlier location across the street in May 1927.

The Fitch Motor Company located on South Riverside will change their place of business next Tuesday to the *new Davis Building* directly across the street⁸⁹ and will occupy half of the building. The part facing Riverside will be used as the show windows for the cars and office and the remainder will be used as the repair shop and garage. (*Mail Tribune*, 29-May-1927, emphasis added)

By 1930 firms associated with O.V. Meyers and J.J. Ossenbrugee were selling vehicles at this location. Ossenbrugee eventually purchased a portion of the building, which had become solely owned by C.W. Davis. The Davis family retained an interest in the property for many years. At present the south portion of the structure is used for storage by a nearby auto dealer. Miller Motor Service, in the north half of the Davis-Cornwall Building, has been in business since 1931, acquiring the building in 1978. (JCD 158:72) Essentially unaltered in its exterior appearance, the Davis-Cornwall Building remains one of the most intact buildings along Medford's "Auto Row."

ID # 252.2

HISTORIC NAME: DAVIS-CORNWALL BUILDING [S]
132 RIVERSIDE AVE S
ARCHITECT:
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1927
LEGAL: 371W30BC 7800
BUILDER[S]: CORNWALL, OSCAR L. (ATTRIB)
PRIMARY/CONTRIBUTING

This single story concrete building has twin entry bays facing both South Riverside and South Bartlett streets.⁹⁰ Matching stepped parapets highlight the recessed entries of the Riverside elevation with a similar parapet on the more modified west-facing elevation. The Davis-Cornwall building, occupying two tax lots with separate ownership, was constructed in two phases in 1927, and likely built by Oscar L. Cornwall, one of the developers. The north portion of the Davis-Cornwall Building was constructed first, some time prior to February 1927, according to a party wall agreement signed by Oscar L. Cornwall and C.W. Davis. That document reports that "...C.W. Davis is the owner of the North 37½' of Lot 3 and [Cornwall] is the owner of the south 12½' of Lot 3 and, [that] ... a building has been constructed on said Lot 3." (JCD 169:562, emphasis added)

⁸⁸ The dual frontages of the Davis-Cornwall Building create some confusion in its address, with odd numbers on the Bartlett elevation and even numbers on the South Riverside entrances. It appears that at some period FOUR businesses were actually operating out of the building, two facing each street.

⁸⁹ See ID # 345.0

⁹⁰ The dual frontages of the Davis-Cornwall Building create some confusion in its address, with odd numbers on the Bartlett elevation and even numbers on the South Riverside entrances. It appears that at some period FOUR businesses were actually operating out of the building, two facing each street.

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Davis and Cornwall rented the building to various automobile-related businesses. The 1928 "Auto Page" of the *Mail Tribune's* special New Year's edition shows the building as the home of the Fitch Motor Company, the local Chrysler dealership, which moved here from its earlier location across the street in May 1927.

The Fitch Motor Company located on South Riverside will change their place of business next Tuesday to the *new Davis Building* directly across the street⁹¹ and will occupy half of the building. The part facing Riverside will be used as the show windows for the cars and office and the remainder will be used as the repair shop and garage. (*Mail Tribune*, 29-May-1927, emphasis added)

By 1930 firms associated with O.V. Meyers and J.J. Ossenbrugee were selling vehicles at this location. Ossenbrugee eventually purchased a portion of the building, which had become solely owned by C.W. Davis. The Davis family retained an interest in the property for many years. The Riverside facade of the south portion was somewhat modified in 1996 with the installation of a modern glass storefront however still retains sufficient integrity to relate its historic period of development.

ID # 255.0

HISTORIC NAME: WESTERN BANK
302 MAIN ST W
ARCHITECT: EDSON, JACK
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1988
LEGAL: 371W30BC 6600
BUILDER[S] EGER CONSTRUCTION
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Originally this corner was the site of three adjoining masonry volumes but in 1983 one suddenly collapsed as the result of a roof truss failure, and that action brought down the adjoining buildings. The lot was cleared and in this brick veneered volume was opened in 1988. Designed in a simplified modern version of the Chicago School style, the Western Bank Building is considered generally compatible with the downtown area.

ID # 257.0

HISTORIC NAME: JOHNSON-CHILDERS BUILDING
318 MAIN ST E
STYLE: LATE VICTORIAN: ITALIANATE

YEAR BUILT: 1898
LEGAL: 371W30BC 6800
PRIMARY/CONTRIBUTING

The Johnson-Childers Building is a two story brick structure completed in 1898. The first floor is divided into two storefronts, each with a recessed entrance. A central stair flight leads to the residential uses of the second floor. Construction of the Johnson-Childers Building was apparently begun in 1896 under the direction of J.O. Johnson, a wealthy rancher/investor with substantial holdings in the Jackson County area. Johnson, who apparently built the building for rent, died prior to its completion.

The *Mail* is informed that work on the Johnson brick block on Seventh [Main] Street, which was suspended by the death of J.O. Johnson last fall, will be resumed as soon as sufficient material can be secured and the building will be completed. (*Medford Mail*, 19-Mar-1897, 7:3)

Nevertheless, construction appears to have been delayed and the July 1898 Sanborn Fire Insurance Map of Medford shows the Johnson building footprint with the notation "Bldg. Unfinished." In February 1899 the Estate of J.O. Johnson sold the two lots and the unfinished building to Guy Childers for \$1150 and the building was likely completed shortly thereafter. (JCD 34:467-69) In 1901, Childers sold the Johnson-Childers Building to the Knights of Pythias, Talisman Lodge #31 (JCD 42:115) who used the upstairs as their lodge hall, renting out the first floor to small retail and restaurants. Various historic photographs of this block of East Main Street show the Johnson-Childers Building circa 1906, as it was originally built, with five arched windows on the second floor.⁹² It is unclear when the second floor was remodeled to its present appearance, with the four projecting bay windows but this likely occurred prior to 1911 and certainly by the mid-1920s. By 1930 Eleanor B. and Olive Alberta Hall, unmarried sisters, purchased the building, continuing the rooming house use.

Following the collapse of an adjacent building in July 1983, the west-facing wall of the Johnson-Childers Building was somewhat modified for the construction of a drive-up teller, built accessory to the Western Bank to the west. The Johnson-Childers Building retains high integrity to its historic appearance.

⁹¹ See ID # 345.0

⁹² See selected images in the W.E. Thomas Photo Albums, SOHS Collection.

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ID # 260.0

HISTORIC NAME: L.C. TAYLOR BUILDING
313 EIGHTH ST
STYLE: ALTERED

YEAR BUILT: c1947
LEGAL: 371W30BC 7300
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

No specific information regarding the construction of this building was located however city directories or other sources indicate a smaller wood frame structure on the site as late as 1942. Construction is estimated at 1947 and city directories for 1948 list the Mitchell Realty and Accounting office at 305 East Eighth and the Medford Seat Cover company at 309. Sanborn Maps, updated to 1953, and the 1955 city directory, both document the present concrete building divided up into various spaces. The two with Bartlett street addresses; 37 Bartlett, an "L-shaped" that also opened onto Eighth, was used by Medford Plate Glass and Mirror while a small office occupied by Pearson's Interlocking Furniture Manufacturers is listed at 39 Bartlett. The corner location, 301 East Eighth was in use by a restaurant and two more storefronts or offices, 305 and 309, filled the remainder of the south elevation to 315, connected to the glass company. The glass company remained at least through the mid-1960s. Various small businesses, replaced by a religious institution and then a gym, occupied the site in the 1970s and 1980s. Of uncertain original design, the closed storefronts of W Eighth Street and exposed perimeter posts are at variance from the presumed historic appearance and so diminish the building's integrity however the building retain sufficient connection in materials and volume to relate the original development period.

ID # 261.0

HISTORIC NAME: WITHAM SERVICE STATION
36 RIVERSIDE AVE S
ARCHITECT:
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1928
LEGAL: 371W30BC 7400
BUILDER[S]: MERRITT & BORG
PRIMARY/CONTRIBUTING

This single-story concrete building was constructed as the new home of the Witham Super Service Station in the Fall of 1928.

The new \$40,000 Witham Super Service Station, now rapidly nearing completion at the corner of South Riverside and Eighth streets, will be one of the most modern establishments of its kind in Oregon... (*Mail Tribune* 7-Sep-1928, 4:1)

H. Clay Witham had entered the automobile-related business in Medford in 1923, establishing Witham's Battery and Electric service. "...The small business flourished" and five years later the company built the subject property, branching out to include automotive parts and some light trucks. In 1937, the firm again expanded, moving to another building. After a series of expansions and moves, by 1966 the Witham firm relocated to a substantially larger facility near the new Interstate where it continues in business today.⁹³ After Witham's moved, the building was rented to various automobile related businesses, consistent with the "Automobile Row" tradition of this section of Riverside. Mack's Garage, probably associated with Parrett's Body Shop, was the occupant in 1942. By 1948, the building had become a service facility associated with the L.C. Taylor company, a Dodge dealer located nearby.⁹⁴ Tallman's Pianos rented the building in the mid-1960s. In more recent years the building has housed a women's clothing store. Although some storefront changes have resulted from the change in use, the Witham Service Station retains sufficient integrity to relate its historic development.

ID # 266.0

HISTORIC NAME: WARNER-GORE RENTAL BLDG
301 MAIN ST E
STYLE: ALTERED

YEAR BUILT: c1915-16
LEGAL: 371W30BB 8600
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Early Sanborn Fire Insurance Maps and assessors records show this corner location to be occupied by a small frame dwelling, with the rear two thirds of the lot vacant. Sometime between 1911 and 1927, most likely circa 1915-6, a one-story concrete

⁹³ See "Welcome to Our Open House, March 16, 1966", Witham Parts and Equipment Co., in the "Medford Business" vertical file of the Southern Oregon Historical Society library collection.

⁹⁴ See ID Nos. 251 and 260.

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structure was built on the site.⁹⁵ The subject property was long owned by members of the Warner and Gore families, partners in the adjacent Warner, Wortman and Gore dry goods firm, who apparently built and leased this building as an income property. (See 267.0). Various family members retained ownership of the building as late as 1946. (See JCD 137:2-5, 145:228, and 266:432) By the early 1940s, the Main street elevation was occupied by "Hunt's Specialty Ice Cream Shop," a popular local eatery. The basic use continued into the mid-1950s, when "White's Candy Kettle" occupied the corner location. Later this space would be occupied by "The Clock" restaurant, operated by Arthur F. Sideras. By the late 1970s, the restaurant usage gave way to Boelter's Men's Apparel. In the early 1980s one of southern Oregon's first soft yogurt stands, "The Yogurt Grove" returned the corner to a food-related use. In the mid-1980s, in conjunction with the remodeling that transformed the corner into the Yogurt Grove, the Warner-Gore Rental Building was substantially remodeled, expanded to a full two stories, and re-sided to its present appearance. While somewhat compatible in volume, the building has minimal integrity to its historic appearance.

ID # 267.0

HISTORIC NAME: WARNER, WORTMAN & GORE BLDG
307-09 MAIN ST E
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: c1900/1907 (c1927)
LEGAL: 371W30BB 8700
PRIMARY/CONTRIBUTING

The firm of Warner, Wortman and Gore, a long-prominent grocery and meat market in downtown Medford, was established in 1908 when the earlier firms of E.N. Warner and H.G. Wortman were joined by E.E. Gore, Jr.

...the strong demand for the best to be had in all lines of material and supplies of every day use has made possible the conspicuous success of the *big double-front store* owned and occupied by Warner, Wortman and Gore. They are purveyors of pure foods — "everything to eat" staple and fancy groceries, fresh and cured meats...Theirs is a finely equipped and admirably arranged store and is one of the pioneer establishments of the city... (*Mail Tribune*, 2-Jan-1910, 5:6, emphasis added.)

Mr. Wortman first opened for business in Medford in 1885 while Warner arrived in 1896. It is not clear if they were in business together prior to both joining forces with Gore. Sanborn Fire Insurance Maps of Medford show this location to be occupied by a frame structure as early as 1890, in use by an agricultural implement business. By 1898 the same source shows the frame building in use by a retail grocery, likely either Warner or Wortman's earlier firm. The present brick structure was clearly constructed prior to 1907, as per Sanborn Maps, and was expanded to fill the entire lot between 1907 and 1911

Historic views show the Warner, Wortman and Gore building as it originally appeared; a one-story brick volume with a central triangular parapet decoration above a detailed brick cornice. At some point prior to 1927 the freestanding triangular parapet detail was removed and the exterior brick covered in stucco. The present art Moderne-inspired detailing may date from that period and retains essential integrity in design to this pre-WWII appearance.⁹⁶

ID # 268.0

HISTORIC NAME: MCANDREWS-BARNUM BLOCK [W]
315 MAIN ST E
ARCHITECT:
STYLE: LATE VICTORIAN: ITALIANATE

YEAR BUILT: 1895 (1929)
LEGAL: 371W30BB 8800
BUILDER[S]: (CHILDERS, ELMER N.)
PRIMARY/CONTRIBUTING

A substantial two-story bearing brick building, the McAndrews-Barnum Block contains three storefront bays facing East Main street. The stucco-clad facade is highlighted by the repetitive arch-topped windows of the building's second floor and the detailing of the cornice. Located on two separate tax lots, with the westernmost bay being owned separately from the other two, the McAndrews-Barnum Block is one the largest 19th century buildings still standing in the downtown Medford area.

Construction of the McAndrews-Barnum Block likely occurred circa 1895 according to information contained in both Sanborn Fire Insurance Maps and the various real estate transactions involving the three subject lots. The July 1898 Sanborn Fire Map shows the present building in place, occupied by a dry goods store [west] and a clothiers [east] with offices and rooms on the

⁹⁵ The 1911 Sanborn Map shows the frame building and the 1927 Sanborn shows the concrete. County Assessor's records for 1915 show the frame building still standing

⁹⁶ See SOHS Aerial view #13098.

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second floor. A lodging facility of some type occupied the eastern third of the second floor, joined with the upper story of a separate building on Lot 16, also owned by Barnum. (See 270.1) Historic photographs of the building during this period reveal it to have been exposed brick on the exterior, with an elaborately detailed cornice and canvas awnings over the three storefront entries. At least one of these entries was defined by cast iron pilasters, two of which remain visible beneath the stucco covering of the central bay. In 1929, probably in connection with a change in occupancy, the exterior of the building was "modernized" under the direction of prominent Medford builder Elmer N. Childers.

The Barnum Block on East Main street, taking in the Monarch Seed and Feed Store, and Littrell Parts ...is being externally remodeled by Elmer N. Childers. The front of the buildings will be stuccoed and painted. New sashes are being built and decorated for the windows and other attractive features added to make them more attractive. [*Mail Tribune* 10-May-1929, 4:5]

By the mid-1960s, various small retail uses continued to operate on the first floor but the second floor does not appear to be in use according to city directories. Various storefront remodeling undertaken by the tenants of the eastern 2/3 of the McAndrews-Barnum Block have altered its appearance although much of the character of the 1929 remodel is still evident. On the west, where the present bookstore occupant purchased that portion of the building in 1976, a higher degree of alteration is present, including the replacement of the second floor window sashes. Nevertheless, the McAndrews-Barnum Block remains an important visual element in downtown Medford and continues to relate its 19th century development.

ID # 269.0

HISTORIC NAME: MCANDREWS-BARNUM BLOCK [E]

317 MAIN ST E

ARCHITECT:

STYLE: LATE VICTORIAN: ITALIANATE

YEAR BUILT: 1895 (1929)

LEGAL: 371W30BB 8900

BUILDER[S]: (CHILDERS, ELMER N.)

PRIMARY/CONTRIBUTING

A substantial two-story bearing brick building, the McAndrews-Barnum Block contains three storefront bays facing East Main street. The stucco-clad facade is highlighted by the repetitive arch-topped windows of the building's second floor and the detailing of the cornice. Located on two separate tax lots, with the westernmost bay being owned separately from the other two, the McAndrews-Barnum Block is one the largest 19th century buildings still standing in the downtown Medford area.

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ID # 270.1

**HISTORIC NAME: HUBBARD BROTHERS HDW/WOODS BLK
335 MAIN ST E
ARCHITECT: PALMER, I. A.
STYLE: CHICAGO SCHOOL (ART DECO)**

**YEAR BUILT: 1906 (1934/C1950S)
LEGAL: 371W30BB 9000
BUILDER[S]: CHILDERS BROTHERS
PRIMARY/CONTRIBUTING**

The two-story brick building occupied by Hubbard Brothers Hardware was constructed in 1906, replacing the firm's earlier wood frame building at this location. Begun in 1883 by Fortunatas Hubbard Sr., Hubbard Brothers Hardware is oldest continuously operated business in Jackson County and claims to be the longest operating hardware store in the State of Oregon. Fortunatas Hubbard arrived in Jacksonville in 1882 from Moline, Illinois. There Hubbard had been an early reseller of plows built by his friend, John Deere. Moving from Jacksonville to the new town of Medford in 1884, the business operated from a small wood frame building on the present site in 1885. Following their father's death in 1894, Fortunatas "Fort" Hubbard, Jr. and A. C. Hubbard took over the business, renaming it Hubbard Brothers and began plans for a new, larger, building.

Messrs. Hubbard Bros. have plans drawn for the erection of a fine two-story brick and stone building on their present business location...The plans were made by Architect I.A. Palmer and are very pretty while all the detail work indicate strength and special design for the purpose intended. (*Medford Mail*, 26-Jan-1906, 5:1)

The work of tearing down the old building has been commenced and construction work will [begin] next week. Childers Bros. have the contract for the brick work. [*Medford Mail*, 13-Jul-1906, 5:1]

The July 13 article also reported that Wallace Woods, owner of the adjacent property [Lot 16, now Tax Lot 9100] was also considering a construction project. "Wallace Woods will probably tear out the old building next door, the old Merriman blacksmith shop, and put in a brick [building] in its place..." [*Medford Mail*, 13-Jul-1906, 5:1]⁹⁷

Construction proceeded rapidly and by November 1906 the project was nearing completion. Referred to as two separate projects, the Hubbard and Woods blocks were essentially a single structure, designed and built as a unit.

The Hubbard and Woods blocks...[are] a substantial structure of Oregon brick...The plate glass front will be placed within two weeks, by which time work on the exterior of the building will be completed. [*Medford Mail*, 23-Nov-1906, 1:5]

The original exterior of the 1906 Hubbard and Woods buildings, as shown in various historic photographs of the site, reveal an exposed brick facade with a number of 1/1 rectangular windows on the second floor. A heavily detailed cornice, topped by a central parapet crown, visually tied to the repetitive arches and cornice detail of the adjoining McAndrews-Barnum Block to the west. As developed in conjunction with Woods, the building spanned both Lots 12 and 13 with a central stairwell leading to various offices and lodging facilities on the second floor. In 1934 the Hubbard Brothers firm purchased the Woods Building (270.2, 371W30BB-9100) long owned by members of the Barnum family, and expanded and remodeled their holdings into a new, modern unified storefront with stucco covering the brick.⁹⁸ The 1934 alteration retained the nine second floor window openings of the original design, with fluted pilasters, extending above the roof-line, defined the extreme edges of the building. A matching fluted pattern divides each of the windows and striped canvas awning shielded the entryways.⁹⁹ Ownership of the family business next came to Chester and Roland Hubbard, A.C. Hubbard's sons. By 1954 the exterior facade had again been remodeled, the most notable change being the replacement of the second story windows with the four widely spaced metal sash now present. The "Moderne" fluting was also removed or covered at this time, with the corner pilaster crowns cut at the cornice level. In more recent years, additional alterations have changed the exterior of the Hubbard Brothers Hardware building, most notably the sealing of windows along the Riverside frontage and the modernization of the ground floor entrances. Modifications to the western storefront of the building, including the creation of the entrance to the second floor, likely date from the 1982

⁹⁷ Earlier reports had noted that Woods had purchased the "Mitchell and Boeck blacksmith shop and the ground upon which it stands" for \$2300, presumably the subject parcel. The report noted the occupants present lease did not expire for almost a year, after which Woods intended to erect a 2-story brick building on the site. [see *Medford Mail*, 26-Jan-1906, 5:4]

⁹⁸ See JCD 199:175, dated 26-Jun-1934. This transaction involved the building on Lot 12 [Tax Lot 9100].

⁹⁹ See SOHS Negative 9552 for a view of this 1934-era facade.

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remodel and conversion of that portion of the building for use as a restaurant. The Hubbard Brothers Hardware building, including the adjacent Woods block, retains substantial integrity in volume, massing and general detailing with its 1934 remodeled appearance. Much of the detail of that period likely remains beneath the present panel exterior.

ID # 272.0

HISTORIC NAME: SAWEWAY STORE
130 BARTLETT ST N
STYLE: ALTERED

YEAR BUILT: 1942
LEGAL: 371W30BB 7500
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Now used as a repair facility by a local automobile dealership, the original portion of this building was constructed in 1942 as the site of one of the two Safeway grocery markets that were built in downtown the early 1940s period. In 1936 a new Safeway opened on Sixth Street, just around the corner from this location, which they apparently occupied until moving to this building.¹⁰⁰ The Safeway company acquired this site from the Medford School District, as it was for many years the site of the impressive brick Medford Junior High School building.

Safeway...will construct a new food market identical with the one it will build at the corner of Main Street and Oakdale Avenue...It will be of concrete, the standard Safeway type, with a 50-foot frontage on Bartlett and a 148 foot depth.¹⁰¹

Around 1960-61, with the opening of the Medford Shopping Center, Safeway moved to its new location east of Downtown and the subject building ended its market use. By the mid-1970s, the Safeway Building had been converted to for use as an automotive facility usage and at present retains little visual connection to its historic design.

ID # 273.0

HISTORIC NAME: BICKLER BUILDING
128 BARTLETT ST
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1947
LEGAL: 371W30BB 7600
SECONDARY/CONTRIBUTING

This small, one-story, concrete building was apparently constructed in 1947 following Jack and Eva Bickler's purchase of the subject property from H.C. Witham. (JCD 279:538-9) That document contains a party wall agreement which reads, in part, that the Bickler's agree to construct "a suitable wall" on the eastern property line within one year, or by April 1948. The 1948 city directory for Medford shows the north portion of this building as being occupied by "Loyd's Dry Cleaners" while the southern storefront [126 North Bartlett] is occupied by the "West Coast Life Insurance Company" and "M.A. Cramer, Real Estate." Later information, mid-1950s Sanborn Fire Insurance Maps, show the building in use as restaurant. By 1966 the present occupant, Superior Rubber Stamp, operated by Lewell Dupray, occupied 126 North Bartlett portion and the Health-Way Health Products Company, owned by V. M. Kitchen, was in 128 North Bartlett. The Dupray family acquired the building in the late 1970s and eventually expanded to utilize the entire building. With the exception of a modern metal awning, the Bickler Building retains high integrity with its original twin storefront.

ID # 275.0

HISTORIC NAME: SAWEWAY/LITTRELL AUTO PARTS BLDG
313 SIXTH ST E
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1936/45
LEGAL: 371W30BB 7800
BUILDER[S]: CHILDERS, ELMER N.
PRIMARY/CONTRIBUTING

A large, over-sized one-story concrete building, the Littrell Building is a well-known local structure highlighted by the decorative pilasters and capitals that visually divide the structure's exterior walls. An angled corner entryway, facing southwest, served as the original entrance to this longtime home of Littrell Auto Parts. An embedded marker sign at the cornice level identifies the

¹⁰⁰ Safeway had been a fixture in downtown Medford long before the construction of the 1936 building. That building, documented as ID # 275.0, is now commonly known as the Littrell Building.

¹⁰¹ "Safeway Obtains Old School Site for New Market," *Mail Tribune*, 28-Jan-1942, 1:3. The other Safeway referred to is occupied by the Jackson County Title Company at this writing.

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concrete building as the "Littrell Building." The building was constructed in two phases, beginning in 1936 with announcement that local financier John Tomlin would erect a new building for an unknown lessee on the site.

The structure, Mr. Tomlin said, will be one story high, with a Sixth Street frontage of 50 feet and a depth of 100 feet, extending to the alley. It will have touches of the modernistic. Frank Clark is the supervising architect and Elmer Childers is the builder. (*Mail Tribune*, 6-Apr-1936, 1:7)¹⁰²

Within the week it was announced that the local Safeway, then located at 113 North Central, would occupy the new building. "The new store will be ultra modern in every respect." Safeway moved into the new building on June 5, 1936 and photos published at that time show the building as being two bays wide, forming the eastern half of the present structure, with the trademark engaged pilasters and decorative capitals for which the building is known.¹⁰³

Safeway occupied the building until its relocation to a slightly larger facility around the block facing Bartlett Street in 1942. [See Medford No. 272.0] Their old location was acquired by E.A. Littrell in 1945¹⁰⁴ and it was announced that Littrell Auto Parts, a longtime Medford concern, would enlarge the building and relocate from 315 East Main, where it had been since 1926. (See Medford Nos. 268 and 269)

Conversion of the former Safeway store building...is now underway and another building of the same size will be constructed on the west side of the present structure. (*Mail Tribune*, 8-Jan-1945, 2:6)

The Littrell addition, probably designed by Clark although this is not documented,¹⁰⁵ essentially doubled the size of the Safeway store, mimicking the pilaster and capital detailing and creating the corner entrance. Littrell held an open house, attended by nearly 1,000 according to period reports.

The new building, which was recently constructed next to the old Safeway store...houses the wholesale store while the former Safeway...will be occupied by the office and machine shop. [*Mail Tribune*, 17-May-1945, 14:1]

Littrell Parts remained in this location until the late 1980s when their new location was built outside of downtown Medford. The Littrell Building was sold to Lithia Properties, who undertook modifications to the structure to accommodate the transition from retail use to auto repair and storage. The display windows and glass block that had faced both Sixth Street and the parking area off North Bartlett were removed and filled with concrete block and a roll-up garage-type door was installed at the extreme NW corner of the building. The Littrell Building sign remains. Although somewhat modified at present, the essential detailing and volume of the Littrell Building remains, accurately conveying the "modernistic" design of the 1936 Safeway, replicated in 1942 addition.

ID # 278.0

HISTORIC NAME: LITHIA DODGE

129 RIVERSIDE AVE N

STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1970s

LEGAL: 371W30BB 8100

NON-COMPATIBLE/NON-CONTRIBUTING

This modern appearing volume of concrete and stucco with a large metal mansard roof may date from the early post-war era but remains incompatible with the character of the downtown historic area.

¹⁰² The Safeway/Littrell Building was included in the 1982 Evans/Atwood "Frank Clark Inventory" as site #53 and ranked as "Secondary" within the body of Clark's work.

¹⁰³ Architect Clark was well-known for his use of this decorative feature, having previously done so on the Fluhrer Bakery Building, now listed on the National Register of Historic Places. [See L. Scott Clay, "Fluhrer Bakery Building" NR Nomination Forms, 1982.]

¹⁰⁴ JCD 261:452 and JCD 274:29.

¹⁰⁵ Occurring near the end of Clark's long career, the addition may have been the product of his partner, Robert Keeney, who might possibly have been involved with the original Safeway design as well. Keeney was responsible for a number of "modernistic" designs undertaken by the Clark and Keeney firm in the mid-1930s, including the Ashland's Varsity Theater and the Rogue Theater, in Grants Pass.

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ID # 282.0

HISTORIC NAME: SAM JENNINGS BUILDING
229 RIVERSIDE AVE N
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1927
LEGAL: 371W30BB 4000
PRIMARY/CONTRIBUTING

No specific information regarding the construction or design of the building was located but it likely fits into the rapid automobile-related developments that characterized the Pacific Highway through Medford's downtown during the 1925-1930 period. The 1927-1928 Polk City Directory for Medford shows this building being occupied by the Medford Auto Wrecking Company, a business which had previously been located across the street at 224 North Riverside. The 1927 Sanborn Maps show the building, including the small concrete annex [Tax Lot 3900] facing East Fourth, essentially as extant. By 1936, the Jennings Tire Company, first established in 1923, is listed here. A feed store use, "Roy's Feed Store," remains as late as 1942 but by the mid-1950s Jennings had expanded to use the entire building and remains the sole occupant today. Continuing its original connection with the automobile industry, and still owned and occupied by the Jennings company, the Sam Jennings Building retains high integrity in design and is considered among the best examples of the late-1920s era automobile related development along the Pacific Highway in Medford.

ID # 285.0

HISTORIC NAME: LEEVER MOTOR COMPANY
315 FIFTH ST E
STYLE: ALTERED (MODERNE)

YEAR BUILT: 1947
LEGAL: 371W30BB 4300
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

This structure was constructed in 1947 as the home of the Leever Motor Company, owned and operated by Earl Leever. Originally a dealer for Willys and Packard in this location, Leever had been a Dodge-Plymouth dealer in Ashland from 1936 to 1942. In 1954 his firm became Medford's Dodge dealer.

Earl Leever of Leever Motor Company announced today that his firm is now the agency for Dodge-Plymouth cars and Dodge trucks...The Leever firm will remain in the same location at 325 East Fifth St., at Apple, where it was established in 1947. (*Mail Tribune*, 10-Feb-1942, 11:4)

No specific information regarding the construction of the Leever Motors building was located. The u-shaped structure, a mixture of concrete and frame construction, utilizes modest streamlined Moderne elements. By the 1970s, after the auto use ended the building was occupied by the Monarch Seed and Feed Company, a longtime Medford business. (See SOHS Photo 2766). In the early 1980s, Lithia Motors, having acquired both the Dodge dealership and this building and returned it to use as a showroom facility following substantial remodeling that obscures the building's historic appearance.

ID # 290.0

HISTORIC NAME: LITHIA SERVICE
224 BARTLETT ST N
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1970s
LEGAL: 371W30BB 4800
NON-COMPATIBLE/NON-CONTRIBUTING

This concrete block building visually extends the facade of 291.0, below, but occupies a separate tax lot and is not considered a compatible feature.

ID # 291.0

HISTORIC NAME: SHULTS BODY & FENDER WORKS
220 BARTLETT ST N
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1948(1970 ADDN)
LEGAL: 371W30BB 4900
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Now comprising a double building occupying both TL 4800 and TL 4900, the southern half of this structure dates as early as 1942. At that time it was in use by the Shults Body and Fender Shop, one of the many automobile-related business located in this area during that period. A two-story concrete volume, the building covers the entire lot. Shults Body and Fender was owned and operated by Issac N. and Mitchell D. Shults although they do not appear to have owned the building. By 1948 Johnson's Body and Fender was located here, continuing the automobile-related use. By 1958, the building was in use by Lippert's Home Furnishing as furniture store. It is unclear to what extent, if at all, the structure was remodeled for use by Lippert's. A rendering of the exterior, published in the 1958 Medford phone directory, shows the ribbed panels of the second floor, punctuated by five

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windows. The central entry is recessed slightly below a modernistic cornice and a large projecting neon sign dominates the facade. In the early 1970s the Shults Body and Fender Works building was acquired by Lithia Motors and returned to use as an auto repair facility. A similar sized concrete block volume built to the north essentially doubled the footprint of the structure. While the southern volume retains much exterior detail, the building does not effectively convey its history at the present time.

ID # 292.0

HISTORIC NAME: PACIFIC GREYHOUND BUS DEPOT
212 BARTLETT ST N
ARCHITECT: KEENEY, ROBERT J
STYLE: EARLY MODERN; MODERNISTIC

YEAR BUILT: 1948
LEGAL: 371W30BB 5000
BUILDER[S]: DONALD M. DRAKE CO.
SECONDARY/CONTRIBUTING

The Greyhound Bus Depot was constructed in 1948-49 from plans drawn by prolific Medford architect Robert J. Keeney. The builder was the Donald M. Drake Company of Portland, who also built the nearby J.C. Penney Building (299.0) among other Jackson County projects. The modernistic stucco-coated concrete design of the Greyhound Depot presents a three-part primary facade to North Central with a projecting central entryway. Large open glazing, typical of the Moderne style, highlight the exterior with a single round window at the extreme southwest. The open bus loading area or runway to the west provided covered facilities for arriving and departing passengers.

The new bus passenger station will be in addition to the new \$46,000 Greyhound garage building that is already under construction here.¹⁰⁶ "Medford is daily increasing in importance as a main bus terminal location and garage and maintenance center, and Greyhound is proud to establish these new facilities and grow along with Medford, [Greyhound President] Ackerman said." [*Mail Tribune*, 8-Jun-1948, 1:6]

Still used by the Greyhound corporation as its local terminal, the Pacific Greyhound Bus Depot retains high integrity and is virtually unchanged from its original design.

ID # 293.0

HISTORIC NAME: CLAUSS MOTORS
275 FIFTH ST E
ARCHITECT:
STYLE: ALTERED

YEAR BUILT: 1945
LEGAL: 371W30BB 5100
BUILDER[S]: BARNARDT, H.
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

The Clauss Motors building is a single story concrete structure occupying the southeastern quarter of Block 11 in the downtown Medford commercial core. The building was constructed in 1945 as the showroom and repair facilities of Medford's Nash automobile dealer, operated by Albert F. Clauss. In October of that year the *Mail Tribune* under an headline which read "New Building to House Nash Auto Dealership Here" reported;

Clauss...stated that construction of the building would probably being next week. The building, 100 by 100 feet...will be reinforced concrete throughout and designed on the most modern lines with the thought of customer convenience in mind. (*Mail Tribune*, 10-October-1945, 1:6)

H. Barnardt was the contractor for the project with subcontracting by a variety of local firms including Tru-Mix Concrete, Brill Sheet Metal, H.E. Hawk and Medford Neon. Construction took almost a year, as the grand opening of the new dealership was held on 6-Nov-1946.

The attractive showroom is of modernistic design with curving glass windows extending from floor to ceiling...Color design of the shop in red, white and gray, the Nash colors... (*Mail Tribune*, 6-Nov-1946, 6:3)

By January 1956, the Nash dealership had transferred to Surroz Nash, who remained at this location although Clauss retained ownership of the building. Two years later, as Nash evolved into Rambler, Lea Motors occupied the building and would remain here well into the mid-1960s. By 1975, with its address changed from Bartlett to 275 East Fifth, Orchard Auto Parts was the occupant. In recent years, the building has become one of the many service facilities associated with the Lithia Motors

¹⁰⁶ This related structure still stands just outside the Downtown Survey area at the NW corner of Apple and Fourth streets, north of the depot itself.

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dealerships that occupy this part of the downtown Medford area. Substantially remodeled for shop use, the building currently retains little connection to its historic appearance.

ID # 294.0

HISTORIC NAME: GIRLS COMMUNITY CLUB
229 BARTLETT ST N
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1957
LEGAL: 371W30BB 5200
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

The formation of the Girls Community Club in May, 1934 marked the beginnings of an important Medford civic institution, headed by various individuals such as Mrs. Dolph Phipps, Eugene Thorndike, Mrs. I.E. Schuler and Mrs. Althea E. Vawter among other prominent leaders of Medford's pre-WWII business and social community. An outgrowth of the YWCA, the Girls Community Center acquired title to a substantial two-story wood-frame dwelling at this location in 1936 (reported later as "the former Haskins Home") which the YWCA has previously used as its clubhouse. (JCD 208:89)¹⁰⁷

In 1955 the club building was termed a "fire hazard" by the Medford fire department and the upstairs was closed as living quarters. It was then that the club's building committee, headed by Thorndike, redoubled efforts to find money for a new structure.

Thorndike and Mrs. Phipps related how the late John R. Tomlin, retired Medford lumberman, ...offered the board of directors a large sum of money without having been asked for a donation. The donor's name was unknown to the public until his death, shortly after the dedication of the building in September, 1957. (*Medford Mail Tribune*, 7-December-1958, 10:1-8)

The new building, dedicated in Tomlin's memory, is a two-story brick structure with a recessed opening behind large planter boxes. Renamed the "Mary Phipps Center" in the 1980s, the building is now used Medford Campus of Southern Oregon State College. Though erected outside the period of significance, the Girls Community Club building remains a compatible feature within the downtown and is approaching 50 years of age.

ID # 296.0

HISTORIC NAME: MEDFORD AUTO CLINIC
232 CENTRAL AVE N
STYLE: VERNACULAR

YEAR BUILT: C1945
LEGAL: 371W30BB 5400
SECONDARY/CONTRIBUTING

The eastern portion of this modest concrete building, built in two phases, dates at least as early as 1948 when according to city directories it housed the Medford Auto Clinic. It is assumed that the building was built following the site's 1945 acquisition by Charles Wing, a prominent Medford real estate agent and developer. (Mort Records, 123:453, and JCD 233:453) By 1953 "Johnny's Sign Shop," operated by John Eads, Sr., a well-known local athlete and magician, was in operation at this location. A modest commercial volume, recent infill and other changes to exterior openings have reduced the integrity of the structure.

ID # 297.0

HISTORIC NAME: B P O E LODGE #1168
200 CENTRAL AVE N
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: AMERICAN RENAISSANCE

YEAR BUILT: 1915
LEGAL: 371W30BB 5500
BUILDER[S]:
PRIMARY/CONTRIBUTING [NR-LISTED]

"The Medford Elks Building, completed for BPOE Lodge No. 1168 in 1915, is significant as the most distinctive example of monumental architecture in the tradition of Beaux Arts Classicism in Medford's Downtown core. The prominent landmark situated on one of the city's main thoroughfares was designed by leading local architect Frank C[hamberlain] Clark, who was himself a charter member of the lodge organized in 1909." (Reid, *National Register Nomination*, 1980 8:1)

In 1921 the Elks' constructed an addition to the original volume, complimenting the original design. The building retains high integrity and continues to serve as the home of BPOE Lodge #1168. In 1927-28 a new Medford City Hall, also designed by

¹⁰⁷ This large dwelling with its full two-story front porch had been built at least as early as 1907 according to Sanborn Fire Insurance Maps. A picture of it appears in the *Medford Mail Tribune*, 15-October-1937 under the heading "Girls Community Club is Outstanding."

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Clark, was built directly to the west, joining the Elk's Lodge and the earlier Baptist Church, located at the SE corner of the intersection Sixth and North Central. Each oriented to the intersection, these three imposing buildings logically formed an important social center in the community. Listed on the National Register of Historic Places in recognition of its high architectural character and integrity in 1981, (*Mail Tribune* 16-Jan-1981)

ID # 299.0

HISTORIC NAME: J.C. PENNEYS (*SOHS HISTORY CENTER*)
102 CENTRAL AVE N
ARCHITECT: J.C. PENNEY CORPORATION (ATTRIB)
STYLE: EARLY MODERN: MODERNISTIC

YEAR BUILT: 1948
LEGAL: 371W30BB 7100
BUILDER[S]: DONALD M. DRAKE CO.
SECONDARY/CONTRIBUTING

The national clothing chain begun by James Cash Penney first opened a location in downtown Medford in 1927 when the company bought the Golden Rule Company and took over that firm's store at 36 North Central Avenue. [See ID # 304] Shortly after the end of the WWII, Penneys announced acquisition of the former site of the Groceteria, long a popular fixture on the northeast corner of the intersection of Sixth and Central, just opposite their current location. Demolition of the old market proceeded following that company's relocation further west on Sixth (See 124.0) and construction of the new modern Penneys, with three times three floor space of the previous location, was begun. The Donald M. Drake Company, of Portland was the contractor for the project, and the building permit for the \$190,000 structure was issued in October 1947. (*Mail Tribune*, 7-Jan-1948, 3:2-5) The new Medford store was notable for its streamlined Moderne styling and graceful sweeping entryway. The curvilinear tower is highlighted by narrow window bands and a flowing wall panel. Terrazzo flooring defines the entry, set into the curved display window area below the tower. The modern building, described in one report as being of "California-style" was well received at grand-opening celebrations held in early August 1948.

Our beautiful spacious new building, with nearly 24,000 square feet of selling space...is completely modern inside and out...The new building is constructed of stucco and has been especially designed to dramatize the corner entrance...Walls and show windows of the building curve in towards the entrance on both sides, leading into a spacious recessed vestibule with terrazzo tile floor. A wide marquee over the entrance carries out the curved effect. (*Mail Tribune*, 1-Aug-1948, 8:3)

J.C. Penneys remained an important downtown fixture in Medford for almost four decades after moving into its new building. In 1986, with the opening of the Rogue Valley Mall, the firm left downtown Medford and relocated, ending its presence at the corner of the Sixth and Central. After a brief period of vacancy, the building was acquired by the Southern Oregon Historical Society, partially through the generosity of the Penneys corporation itself. Substantially renovated by Todd Construction Company, under the direction of WeGroup Architects and Planners, Eugene, the Penneys Building is now known as the "The History Center." The sensitive conversion of the 1948 Moderne department store into office and museum display space was recognized by the Historic Preservation League of Oregon's "Rehabilitation Award" in October 1989. On November 11, 1989 the Portland Chapter of the American Institute of Architects recognized both WeGroup and SOHS with a Special Award of Excellence.

ID # 301.0

HISTORIC NAME: PACIFIC TELEPHONE
131 BARTLETT ST N
STYLE: MODERN PERIOD: COMMERCIAL

YEAR BUILT: 1985
LEGAL: 371W30BB 7300
NON-COMPATIBLE/NON-CONTRIBUTING

A single-story concrete building, built to provide additional space for the telephone switching office to the north (302.0), this building is of little compatibility to the historic character of the downtown.

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ID # 302.0

HISTORIC NAME: PACIFIC TELEPHONE & TELEGRAPH BUILDING
145 BARTLETT ST N
ARCHITECT: DOUGAN & CHRISMAN
STYLE: HISTORIC PERIOD: TUDOR

YEAR BUILT: 1926
LEGAL: 371W30BB 7400
BUILDER[S]:
PRIMARY/CONTRIBUTING

One of the most elaborately decorated structures in Medford, the Pacific Telephone and Telegraph Company was constructed in 1926. The structure was built by Dougan and Chrisman of Portland, and Medford architect Frank Chamberlain Clark served as supervising architect¹⁰⁸. The building was first occupied by Pacific Telephone upon its completion in 1927, for use as a long distance switching facility.

The Pacific Telephone company moved into its new quarters during this past year on North Bartlett, where an attractive brick building was constructed at a cost of nearly \$60,000. Entirely new equipment was installed in the building at a cost which exceeded \$150,000 in keeping with the importance of the station, which is one of the few the company maintains the Pacific Coast. (*Mail Tribune*, 14-Sep-1927)

The building is especially notable for the rich use of ornamental multi-colored, or *polychromatic*, terra cotta on the exterior of the two facades, facing North Bartlett and East Sixth streets.

On the northeast elevation, the facade, the face brick is laid in a Flemish bond with header bricks resting on the buildings 3 foot high rough textured concrete base. Glazed architectural terra cotta is used for the coping caps of the parapet wall, the corbelled cornice with the alternating blue and green raised diamond shaped ornaments and the ornamental "shields" above the cornice... (L. Scott Clay, *National Register Nomination*, 1981)

Various modifications to the building began in the 1939-1941 period, coincident with the rapid growth of Medford as the U.S. Army began preliminary planning for the construction of Camp White, east of the city. A major addition, designed by Robertson, Hay and Wallace, of Portland, was completed in late 1941 at an estimated cost of \$140,000. In the postwar period, as Pacific Telephone and Telegraph evolved first into Pacific Northwest Bell and, more recently, US West, the 1926 Pacific Telephone building remained a part of the company's growing physical presence in the downtown Medford area. In 1981 the Pacific Telephone and Telegraph building was determined eligible for listing in the National Register of Historic Places by the State of Oregon and the National Park Service. Because of concerns on the part of its corporate owners however, the building has never been formally entered into that register. Identified as the "Pacific Home Telephone Building," the structure was also included in the 1982 Frank Clark Inventory prepared by Gail Evans and Kay Atwood for the Southern Oregon Historical Society. Listed as site #327, the building was given "Primary" significance within the body of Clark's work.

ID # 304.0

HISTORIC NAME: CUTHBERT BUILDING
381 CENTRAL AVE N
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1910
LEGAL: 371W30BC 200
PRIMARY/CONTRIBUTING

This two-story concrete building was apparently constructed in 1910 as the last of the three structures in this block developed by the Big Bend Milling Company. Sanborn Fire Insurance Maps from 1907 show the site as being vacant. Franklin Cuthbert is listed in the 1910 Jackson County Census as the proprietor of a furniture store presumably that housed in this structure. In 1920 Big Bend Milling sold "the land and the building known as the "Cuthbert Building" which stands upon it..." to the Golden Rule Mercantile Company, headed by C.W. Whillock. (JCD 135:172-3) Founded in Grants Pass, Golden Rule was a successful department store in southern Oregon with stores in Grants Pass, Medford and Ashland. In 1927, following Whillock's death, the business and its properties were sold the J.C. Penney Company who opened in this location during Summer 1927.¹⁰⁹

¹⁰⁸ The exact extent of Clark's involvement in the design remains unclear although no other architect has been identified in connection with the building's design. The 1982 Clark Survey reports Clark working in association with "R.W. Mastick."

¹⁰⁹ See "3 Golden Rule Stores Sold to J.C. Penney Co. for \$150,000," *Mail Tribune*, 5-Jun-1927, 8:1-5.

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After assuming title, Penneys began a restoration of the building. Designed by the Penneys company, local contractor R.I. Stuart served as the builder of the \$25,000 project. (*Mail Tribune*, 8-Nov-1927, 1:5)

The plans call for a complete change in the interior and front of the present quarters. The entrance will be a tiled vestibule with more window space, built for expedition entrance and exit. (*Mail Tribune*, 4-Dec-1927)

In preparation for its move across Sixth Street in 1945, Penneys sold the Cuthbert Building which by the following year was again sold to George and Mildred Ryall. (JCD 265:321)¹¹⁰ The Ryalls leased the site to the J.J. Newberry Company and it was likely during this period that the building exterior was substantially modernized. A terrazzo panel exterior surface, broken by a narrow horizontal window band with vertical ribbing substantially altered the original appearance. Various alterations to the storefronts were also undertaken. In the early 1960s, longtime tenant Newberry's moved to the Medford Center, the Valley's first modern shopping mall. The building essentially remains as it was remodeled for the Newberry occupancy in the late 1940s/early 1950s.

ID # 305.0

HISTORIC NAME: THE DAVIS BUILDING
301 CENTRAL AVE N
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1906
LEGAL: 371W30BC 300
PRIMARY/CONTRIBUTING

Begun in late 1906, the two-story building at 30 North Central was first occupied by the Pacific Telephone and Telegraph Company and Medford's U. S. Post Office although it was generally known as the "Davis Building," after its developer and owner. The earliest reference to the structure was published in October 1906.

...the Big Bend Milling Company is considering plans for the erection of two two-story brick buildings on the half block owned by the company at the southeast corner of 6th and C[entral] streets. (*Medford Mail*, 12-Oct-1906, 1:1)

While only one of these two projects would proceed, it was soon announced that the tenant would be Medford's phone provider.¹¹¹ "...The latter building [to the north of the Jackson County Bank] will be occupied in part by the Pacific States Telephone Company." (*Medford Mail*, 24-Oct-1906, 1:6) Sanborn Fire Insurance maps of Medford prepared in 1907 show the subject building with the phone company occupying the south half and the Post Office on the north. Both uses continued at least through 1911. The upstairs was used as the "Odell Furnished Rooms." Built primarily of brick, the Davis Building is notable for its use of coursed sandstone along the first floor storefront. A graceful arched stone entryway marked the central stairwell that rose to the second floor and engaged brick columns, window details and other brickwork, as well as the projecting cornice were all typical of Medford's commercial buildings of the period. The first floor of the south elevation, for unknown reasons, is built of bearing sandstone, still visible from the alleyway.

In 1938 the Western Thrift Store, a discount drug store, moved to this location and remained in the south storefront for many years. The "Toggerly" a popular men's wear retailer occupied the north half.¹¹² Sometime during this period the facade was modernized, the upper floor covered in stucco, covering the central engaged columns. Windows were replaced with what appear to be metal sash and the arched entryway and storefronts were clad with a terrazzo-panel surface. The series of shallow square depressions, visible in the earliest views of the Davis Building, remained visible beneath the stucco, as they do today. In 1954 Western Thrift expanded to occupy the entire first floor area. The entryways were substantially redone, merged into a single center entrance and recessed dramatically. A gridded panel system replaced the earlier transom band and terrazzo panel system was removed. The deep recess of the entry required installation of the exposed columns that are still present.

Because of the construction of the building, considerable work was involved in the remodeling...a brick wall and stairway had to be removed and the floor lowered to provide interior area for the pharmacy. (*Mail Tribune*, 7-Jul-1954, 2nd, 1:3-6)

¹¹⁰ The Ryalls also owned and developed the new J.C. Penney building at the NE corner of the intersection. [See ID # 299.0]

¹¹¹ Big Bend's development of the second building, at the extreme corner of the intersection, would be delayed until 1910. [See ID # 304.0]

¹¹² See historic photographs of these uses, c1940, in the W.E. Thomas Collection, SOHS.

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The Davis Building retains substantial integrity to its 1954 facade remodel while the south and rear and upper-floor elevations provide strong evidence of both the original 1906 construction and design, below the stucco coating of 1938. Combined the building provides strong visible documentation of its history of use and renovation over the past 90+plus years in downtown Medford.

ID # 308.0

HISTORIC NAME: STEWART BUILDING
237 MAIN ST E

ARCHITECT: WEEKS, A.J. (CLARK, FRANK CHAMBERLAIN)
STYLE: CHICAGO SCHOOL (ART DECO)

YEAR BUILT: 1898 (1935)
LEGAL: 371W30BC 500
BUILDER[S]:
PRIMARY/CONTRIBUTING

The main volume of the two-story Stewart Building was begun in 1898. "Pioneer orchardist J.H. Stewart commissioned his son-in-law and architect A.J. Weeks to design a commercial block in the Queen Anne Style...In 1899 the Medford Bank was established and opened in the Stewart Building with J.H. Stewart as president." (Clay, "Walking Tour of Medford," n.d) As shown in early street views of Medford, the exterior of the Stewart Building was dominated by a huge two-story corner tower, rising from the second floor of the building and extending beyond the roof line a full story. Projecting bay windows expanded the second floor openings along both the Main and Bartlett street elevations. The exposed brick exterior was further highlighted by an elaborate cornice and parapet detail, especially to the immediate west of the turret. In 1906 a single story extension was built to the rear, creating an additional frontage along Bartlett Street.

Ground was broken this week for the foundation of a one story brick building, 26 x 55 feet and one story high on B[artlett] street, in the rear of the Stewart Building. The structure will be used as a warehouse. (*Medford Mail*, 12-October-1906, 5:4)

Sanborn Maps and Polk Directories show the building occupied by Nicholson Hardware in 1907 with the rear in use for plumbing supplies, presumably part of the hardware store use. Sometime prior to 1915 Clara M. Crowell purchased the building and retained it until 1921 when it was sold to J.F. Hale.

The building at the corner of Main and Bartlett is 25 x 140 feet and is occupied by the Vanity Shop and the Medford Electric company on the ground with office upstairs. In the Spring the building will be remodeled and storerooms fitted up on the Bartlett Street side. The second floor will be made over into four apartments...(*Mail Tribune*, 29-Sep-1921, 1:2)

By 1935 the Stewart Building had been purchased by popular orchardist and businessman Will F. Hansen, proprietor of Hansen Hardware.¹¹³ Hansen announced plans to completely renovate the structure.

The work includes installation of a modern front and plate glass, with display windows on Bartlett street. The bay windows on the second story will be removed. The improvements, according to architect Frank Clark, will cost in the neighborhood of \$5000. (*Mail Tribune*, 30-Sep-1935, 3:3)

The Stewart Building is listed in 1942 Polk Directories as the "Hansen Building" and is also known by that name, having remained in family ownership at least through 1966. It is unclear to what extent later modifications have changed the exterior of the Stewart Building from its 1935 Clark-designed remodel although the essential character of the building today appears to be consistent with Hansen's 1935 alteration.

¹¹³ [See JCD 203:452]

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ID # 309.0

HISTORIC NAME: MEEKER-STRANG BLDG

231 MAIN ST E

ARCHITECT: WEEKS, A. J. (ATTRIB)

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1898

LEGAL: 371W30BC 600

BUILDER[S]:

PRIMARY/CONTRIBUTING

W.H. Meeker was among Medford's first merchants, establishing his dry goods and general merchandise company on Main Street shortly after the founding of the town. Later joined by his son, Clarence A. Meeker, the W.H. Meeker and Co. firm remained a prominent one and its two principals were active in social and political circles.

They carry a large and varied stock of both foreign and domestic dry goods, clothing in all the latest designs, ladies and gents furnishing goods in endless varieties, notions and all novelties in the market. (*Medford Mail*, 28-May-1906, 5:2)

The exact construction date of this structure could not be located but it likely was built in conjunction with the adjoining Stewart Building (308.0) in 1898. Sanborn Fire Insurance Maps show a small dry goods store at this location, presumably housing Meeker and Co., until 1907 when the present brick volume had been constructed. Historic photographs show the building to have been originally designed with exposed brick walls and a crenellated-type parapet with a projecting central portion and a second-floor bay window. The latter provides some basis for the assumption that the Meeker and Stewart buildings were jointly designed. In 1906 Charles Strang purchased the property from J. H. Stewart. (JCD 54:314) Another pioneer merchant, Strang had arrived in Medford in 1884 and was the son-in-law of Dr. Martin Vrooman, one of the first physicians in the Rogue River Valley. Following a partnership with D.H. Miller, Strang established his own drug business.

No man stands higher in the esteem and confidence of the people of Medford than Chas. Strang, evidence of which is his having held the office of City Treasurer for 15 years and his work as a school director. (*Mail Tribune*, 2-Jan-1910)

The original exterior of the Meeker-Strang building was apparently remodeled under the direction of local architect Frank Chamberlain Clark as a component of the redesign of the Stewart Building in 1935.

Charles Strang, druggist, owner of the adjoining building is contemplating improvement to make his building conform to the front of the [Stewart] property. Both structures are among the oldest in the business district. (*Mail Tribune*, 30-Sep-1935, 3:3)

Strang's drug store remained here through the mid-1940s. After Strang's death, the building was probated to heirs in 1947.¹¹⁴ By 1948, city directories show the Medford Flower Shop at this location, where they would remain at least through 1959. In 1963 the building apparently was sold by the Stang heirs and sometime prior to 1966 John Nuich Jewelers opened here. (JCD 543:131) In June 1975 the building was again remodeled, this time to re-expose the brick and return some of the building's original appearance.

"We took the interior completely out, exposing the old Jacksonville Brick," says owner Nuich. Stan McCall's design also emphasizes the brick on the exterior. The remodeling work was done by Tower Industries. (*Mail Tribune*, 28-Nov-1976, D1)

While not entirely consistent with either its original design nor the 1935 remodel, the Meeker-Stang Building retains sufficient integrity in design and use of materials to relate its history of development.

¹¹⁴ Probate Journal, 70:274.

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ID # 310.0

HISTORIC NAME: TAYLER-PHIPPS BUILDING
221-225 MAIN ST E
ARCHITECT: POWERS & REEVES
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1909
LEGAL: 371W30BC 800
BUILDER[S]: MCKECHNIE, HARPER
PRIMARY/CONTRIBUTING [NR-LISTED]

The Tayler-Phipps Building is a two-story brick volume occupying two lots of Block 13, facing East Main Street. A variety of commercial ventures have occupied the east storefront while the west has continued the original retail shoe business begun by C.M. Kidd and continued by the Norris family. The building is especially notable for its rare local use of glazed brick on the facade. A marker block, proclaiming "PHIPPS" is centered above the second floor windows and a series of embedded brass footprints survive in the public sidewalk, outside the recessed entry.

The Taylor-Phipps Building, reflecting elements of the American Renaissance and Chicago styles, was constructed in 1909. It is locally significant...for its historic association with Ira D. Phipps, prominent Medford dentist and land owner...[The building] is additionally significant...as a clear example of Medford's typical early 20th century commercial buildings. It remains one of only four structures in the city's eight block commercial corridor to have escaped excessive exterior alteration. (Atwood, 1989, 8:1)

Ira D. Phipps was the son of Iradell J. Phipps, one of the original landowners of what became the city of Medford. Shortly after acquiring the property from his father in 1908, Phipps, along with Mr. Tayler, began planning the new building. Charles O. Powers, principal of the local firm of Powers and Reeves, was selected as the architect and Harper McKechnie was the builder. (*Mail Tribune* 2-Jan-1910) The structure was completed by the end of the year. In 1937 a major renovation of the storefront altered the first floor of the Tayler-Phipps building to a more modern appearance. "A new storefront of black Cararra glass...is one of the new features of this remodeling program. This glass, black as night and having an amazing luster, is one of the newest and most modern materials for modern store fronts." (*Mail Tribune* 15-Apr-1937) The C. M. Kidd shoe company continued in the location. In 1924 V.A. Norris joined with Kidd's partner Harvey Field and the company evolved into Nor-Field Shoes. In 1961 Norris became sole owner of the business, today operated by his son, John Norris under the family name. In 1989 the building was successfully nominated to the National Register.

ID # 311.0

HISTORIC NAME: WILKENSON-SWEM BLDG
217 MAIN ST E
ARCHITECT: BENNET, W.J.
STYLE: LATE VICTORIAN: QUEEN ANNE

YEAR BUILT: 1895
LEGAL: 371W30BC 900
BUILDER[S]: SHONE, JOSEPH/CHILDERS, SPENCER
PRIMARY/CONTRIBUTING [NR-LISTED]

The highly decorative Wilkenson-Swem Building was constructed in two phases beginning in 1895 for Medford butcher Ed Wilkenson who moved his store to the first floor and resided upstairs with his family. The building was designed by W.J. Bennet, a prolific architect responsible for a number of identified buildings in this area. Joseph Shone served as the primary contractor, with brickwork done by the firm of Spencer Childers.

The first mention of the actual construction of the [Wilkenson-Swem Bldg]...was on August 23, 1895, from the Griffin Creek district ranch of Dr. E.P. Geary, where 'several men are at work getting out rock [sandstone] for the new Wilkenson Block in Medford.'... By late September, the brick work by Spencer Childers was nearing completion on what promised to be the 'gem of all the buildings.'...During the same week the Ashland [OR] Iron works turned out a large casting order of columns, cresting, and other architecture details to be used in the cast-iron store front and embellishment of the facade's parapet. (L. Scott Clay, *NR Nomination*, 1982)

In January 1896 Wilkenson moved into what was referred to as his "palace home." He continued to operate his market in the storefront until his retirement shortly after 1900 after which various other business operated here, including the City Meat Market. Eventually the storefront was occupied by the photo and gift shop of T.W. Swem and that business remained in this location for more than sixty years. The Wilkenson Family retained ownership of the building itself until 1981 and the following year the Wilkenson-Swem Building was successfully nominated to National Register of Historic Places.

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ID # 312.0

HISTORIC NAME: BIG BEND MILLING/LINDLEY BLOCK

14 CENTRAL AVE N

ARCHITECT: (AFSETH, JACOBS & SCHMITZ)

STYLE: ALTERED (*Replica facade on Main*)

CONDITION

YEAR BUILT: 1896/1910 (1988)

LEGAL: 371W30BC 1000

BUILDER[S]: CHILDERS, SPENCER

HISTORIC/NON-CONTRIBUTING IN CURRENT

Now forming an "I-shaped" volume with frontages on both North Central and East Main streets, the Big Bend Milling/Lindley Block incorporates what were developed as two separate buildings, beginning in the late 19th century and continuing into the first decade of the 20th. The 25' wide East Main facing portion of the structure [occupying Lot 13] was originally developed in 1896 by George P. Lindley and was accordingly known as "the Lindley Block." Lindley's two-story brick block was essentially completed by October 1896, under the direction of prominent mason Spencer Childers.¹¹⁵

The question...who will start the [building] ball rolling next season [is answered by] Mr. G. P. Lindley.... Mr. Lindley proposes to erect a two-story brick building — the commencement of construction to begin in early spring of '96. (*Medford Mail*, 6-Dec-1895, 5:1)

The July 1898 Sanborn Fire Insurance Map of Medford shows the Lindley Block covering the full depth of Lot 13 with a small stairwell at the southeast corner leading to offices and lodging on the second floor. A 1909 image of this block of East Main shows that the Lindley Block had a decorative facade with deeply recessed brick arches above three arched second floor windows, highlighted by the use of cut stone. The stepped parapet framed a carved marker block with the building's name and 1898 construction date.¹¹⁶

The exact construction date of the portion of the subject structure that faces North Central [occupying the northern 80' of Lots 10, 11 and 12] is unclear, primarily due to the activities of its original developer, the Big Bend Milling Company, who built virtually all of this block along North Central. According to Sanborn Maps, the two story volume was constructed between 1907 and 1911. Construction most likely dates to 1910 when John Clarkson Mann, having purchased the interests of the Baker established Mann's Department Store "...with fifty feet of frontage on North Central Avenue."¹¹⁷ Mann's remained in this location for more than half-a century, expanding and remodeling repeatedly. The company first gained an East Main entrance in 1920, via what is now the Brophy Building. (314.0)

In 1925 the Big Bend Milling Company was dissolved and Scott Davis, son of A.A. Davis, became the owner of the building occupied by the Mann Department Store. (*Mail Tribune*, 11-Jul-1965, 6A) In late 1935, Davis purchased the Lindley Block and the combined lots assumed their present configuration, giving Mann's its final floorplan. (JCD 128:165-6)

Another complete remodeling in 1935 brought the store up to near its present size. The Main Street entrance was moved from the Brophy Building to a 25 x 175 section [*sic*] where it is located at the present time. Also, with the addition of a basement, the store was doing business on three floors. (*Mail Tribune*, 29-Nov-1951)

The building was again substantially remodeled on both the interior and exterior in 1950 and 1951. In 1964, after more than fifty years of operation at this site, the Mann Family interest in the department store was sold to the P.N. Hirsch & Company of St. Louis, Missouri. Renamed Millers, the department store continued in operation until June 1986 when the business was closed. In 1987 the building was purchased by the Rogue Valley Physicians Service who began a substantial renovation that involved gutting the building and the creation of modern office spaces.

Rahmenkamp, Eagle Point, is gutting the structure — tearing out walls, ceilings, stairways — in anticipation of new construction by Batzer Construction, Inc., of Medford. Demolition of the interior is expected to be completed by early next month. (*Mail Tribune*, 1-May-1988, D9:1-5)

¹¹⁵ See *Medford Mail*, 26-Jun-1896, 8:4 and 16-October-1896, 7:1-2 as cited in Clay, *NR Nomination, Wilkenson-Swem Building*, 1982.

¹¹⁶ See SOHS Photograph, reproduced, in Atwood & O'Harra, *Medford: 1885-1985*, 55.

¹¹⁷ Jessie McGraw, "At Your Service" 54 Years of Mann's Department Store," *Table Rock Sentinel*, May/June 1990, 2-3. Despite the similarity, there appears to be no relationship between the Baker & Hutchason and Hutchison & Lumsden firms.

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As a component of the 1988 renovation, the present brick veneer on both elevations along with the arched entryways were installed, reminiscent of the original construction era of both the Big Bend Milling Company and Lindley Block portions that form the subject structure. Both altered, the Lindley Building facade and the north elevation of the Big Bend Milling remain somewhat compatible with the general character of downtown but no longer retain sufficient integrity to effectively relate the building's history.

ID # 314.0

HISTORIC NAME: VAWTER-BROPHY BUILDING
209 MAIN ST E
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1907(1940s)
LEGAL: 371W30BC 1100
PRIMARY/CONTRIBUTING

Developed in conjunction with the Jackson County Bank Building to the west, the Vawter-Brophy Building was part of the development undertaken by the Big Bend Milling Company on the western half of Block 13 in downtown Medford during 1906-1910 period.

Workmen commenced tearing down the old building occupied by jeweler B.N. Butler, Justice F. M. Stewart, and the Vienna Bakery Sunday morning to clear the ground for the erection of a new building on the site, which is owned by the Big Bend Milling Company. The building will be one story in height with a pressed brick front and will consist of two 20 x 45 foot rooms to be occupied, when complete, by the Medford Book Store and the bakery. (*Medford Mail*, 12-October-1906, 5:1)

A 1909 image of the building shows an exposed brick facade with comparatively little detail. A single central arch and plain cornice are above the five second floor window openings, in marked contrast to the highly decorative surface treatment of the adjacent Jackson County Bank and the elaborate brickwork of the earlier Lindley Block to the east. The two deeply recessed entryways of the first floor flank a central stairwell highlighted by engaged columns. [See Atwood & O'Harra, *Medford: 1885-1985*, p. 55 and SOHS Neg. 2475] By 1920 the volume had been remodeled and connected to the Big Bend Milling Company portion of the Mann's Department Store, creating an East Main Street entrance for that firm. (See 312.0) Subsequently, the Vawter-Brophy property came into the sole ownership of Vernon H. Vawter. (JCD 181:517) In 1945 Vawter sold the property to tenant Leland Brophy, a jeweler, who also acquired the corner building, eventually renaming the combined property the "Brophy Building." (JCD 251:172-4) Brophy remained at this location as either tenant or owner, for more than fifty years. Various alterations, c1940s, changed the exterior of the Vawter-Brophy Building while retaining the essential dual storefront character. The west storefront was transformed into one of Medford's better examples of Art Moderne by an unknown hand under Brophy's ownership. Sand colored terra-cotta, some with corduroy-like ribbing, steps into a massive wooden entry door. Circular display windows, aluminum trim and features consistent with the style all remain adding to the integrity of this architecturally significant change to the original exterior design.

ID # 315.0

HISTORIC NAME: JACKSON COUNTY BANK BLDG
2 CENTRAL AVE N
ARCHITECT: WHIDDEN & LEWIS
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1907/1923 (1944)
LEGAL: 371W30BC 1200
BUILDER[S]: LITHERLAND, L.L.
PRIMARY/CONTRIBUTING

Constructed in 1907, the Jackson County Bank building was one of two important financial institutions to locate at the intersection of Main and North Central during that period. Construction of the bank was closely followed in the local press.

...the Jackson County Bank will erect its handsome new home, said by people who know, to be the finest building of its kind on the Coast. It will be two stories high, 36 feet on [Main] and 66 and a half feet on C[entral]. The building material to be used in the construction of this edifice is pressed brick throughout, with trimmings of terra cotta. It will present an exceedingly handsome and imposing appearance when completed. The firm of Whidden and Lewis of Portland are the architects of this building. L.L. Lihterland has the brick and excavation contact and Angel & Son the carpenter and interior finish part of the work.... (*Medford Daily Tribune*, 29-Jun-1906, 1:1-2)

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In 1923 the bank undertook major renovation and enlargement to the building in anticipation of growing demand and local development. The remodel project included a completely new first floor, which was lowered three feet to the level of the sidewalk.

The floor of the main lobby is of gray Knox-Tennessee marble while the marble of the counters is of St. Genevieve golden veined marble...it is rich in color being of a beautiful soft brown streaked with yellow and gold...The P.T. Ainge company of Portland designed the work and manufactured the fixtures. (*Mail Tribune*, 21-Dec-1923, 2:1-4)

The Jackson County Bank failed in early 1932. In 1935 the building was sold to Al Littrell, owner of Littrell's Auto Parts Company. (*Mail Tribune*, 11-Apr-1935, 1:8) Littrell, a successful local businessman, does not appear to have relocated his own business here, acquiring the property solely as an investment.¹¹⁸ Tenants, announced as a drug store and a jeweler, required changes to the building to accommodate retail as opposed to bank use.

Littrell stated that the forepart of the building...is to be completely remodeled...Included in the remodeling plans are plate glass window fronts for both sides of the building and interior refinishing throughout...Work will start as soon as architect Louis B. Humphries [*sic*] of this city has completed his figures and contracts can be let.¹¹⁹

In 1944 the building was purchased by Leland and Verna Brophy, who had long operated Brophy's Jewelers to the east. (JCD 251:472-3 and 252:12-13. See also 314.0) After this purchase, Brophy apparently undertook a substantial remodeling program that removed the decorative cornice of the bank and covered the exterior with the present stucco panels on the second floor and terra cotta on the first. The corner entrance was apparently redesigned to its present configuration during this period. Second floor window alterations, matching those of the Vawter-Brophy Building to the east, were also undertaken and the two separate buildings were visually combined into a single structure which the new owners christened "the Brophy Building," the name by which many know the old Jackson County Bank building by today. Little exterior alteration has occurred since the major renovation of the 1944 and the building retains substantial integrity to its appearance of that time.

ID # 316.0

HISTORIC NAME: VIRGINIA VOGEL PARK
0 CENTRAL AVE S
ARCHITECT: GALBRAITH, JOHN, LANDSCAPE ARCHITECT
STYLE: NO STYLE

YEAR BUILT: 1997
LEGAL: 371W30BC 5500
BUILDER[S]
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Originally the site of the three-story Fluhrer Building, this area was purchased by the City of Medford and made into a "pocket park" following the fire that destroyed that structure in the early 1970s. Named in honor of a highly regarded member of the Medford City Council the park was thoroughly renovated to its present appearance in 1997 by the Medford Urban Renewal Agency.

ID # 317.0

HISTORIC NAME: HASKINS DRUG STORE
214 MAIN ST E
STYLE: ALTERED

YEAR BUILT: 1894
LEGAL: 371W30BC 5700
HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

Haskins Drugs was reportedly the first drug store in Medford when it opened in a small wood frame building at this location in 1884. Sanborn Maps dated July 1898 show the present two-story brick structure on site, reportedly built in 1894.

Haskins Drug was the first exclusive drug store in Medford and was established in the present location in 1883 (*sic*) by George H. Haskins, father of Leon B., who operated it until 1903 when it was taken charge of

¹¹⁸ For more on Littrell Auto Parts see ID # 275.0, 268.0 and 269.0.

¹¹⁹ *Mail Tribune*, 11-Apr-1935, 1:8. *Humphrys* [the correct spelling] was a prolific designer in the Medford-Jackson County area during the mid-1920s and 1930s. His most prominent works include the Hamilton and Edith Paton House [National Register of Historic Places], "Topsides," the A.S.V. Carpenter House and the Southern Oregon Sales packing plant, among others.

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by Leon. The present brick structure was erected in 1894 and remodeled to meet increased demands in 1907. (*Mail Tribune*, 21-Jul-1924, 6:1)

Historic photographs of the Haskins Drugs building show an elegant two-story brick volume with a recessed central entry below a bank of transom windows. Although the October 1907 Sanborn Map does not reveal any remodeling to the Haskins Drug building, a 1906 article indicates an addition to the building.

G.H. Haskins is having a one story addition built at the rear of his drug store. It will be 22 x 25 feet in size and will be used as a storeroom by druggist Leon B. Haskins. (*Medford Mail*, 9-Feb-1906, 5:3)

The 1911 Sanborn Map shows the addition as described, extending the rear of the original volume. In 1924 the Haskins family sold its interest in the drug store to another pioneer family in Medford pharmacy business, the Heath Family. Heath Drug, owned and operated by Frederick Heath Sr., Fred Heath Jr., his son, and Larry Mann, traced its roots back to 1916. In 1933 the structure was acquired by Scott V. Davis, whose descendants retain ownership. (JCD 195:290) It is unclear what, if any, physical changes occurred to the Haskins Drug building between 1906 and 1943 although it is likely that the stepped parapet was removed during this period. Adrienne's, a popular women's clothing store in Medford celebrated their relocation to the Haskins Drug Building in the Fall of 1943. Much of the original character of the Haskins Drug Building has been lost beneath a series of recent exterior remodeling. Second floor windows have been replaced with over-sized mill-finish aluminum and a standing seam metal awning lines the cornice. At present the building retains little connection to either its original or 1940s remodeled appearance.

ID # 318.0

HISTORIC NAME: WEBB-ADKINS BLOCK

220 MAIN ST E

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1890/1930 (1960s)

LEGAL: 371W30BC 5800

BUILDER[S]: CHILDERS, SPENCER

PRIMARY/CONTRIBUTING

This two-story brick volume containing two storefronts facing East Main street was constructed in 1890 or earlier for I.A. Webb and Dr. B.F. Adkins. Webb, a prominent furniture dealer, and Adkins, owned considerable property on this side of East Main between Bartlett and Central. Their three-story building, built just to the west of the Haskins Drug building (317.0) was apparently the first 3-story brick business block in the Rogue River Valley.¹²⁰ Later Adkins, in partnership with Spencer Childers, would develop the building to the east of this Adkins-Webb Block. (319.0) All of these related buildings complicate their histories.

While the exact construction date of the Adkins-Webb Block is not known, the building is shown in the 1890 Sanborn Map of Medford and likely was built only shortly before that.¹²¹ As constructed, the twin-front building occupied the front half of the lots with Adkins' "Furniture and Carpet" store on the east and a harness store occupying the west. A structurally separate storage building, labeled "carpets" is shown at the rear east. Three years later the same source reveals a general store replacing the harness shop and the carpet storage having become a cabinet shop. In 1895 this frame building was replaced, and the main volume extended to the rear of the lot.

I.A. Webb and Dr. B.F. Adkins began work this week on the brick additions to their [Main] street store buildings. Mr. Webb's will be 25 x 40 and Mr. Adkin's 20 x 40, both one-story. S. Childers is doing the mason work. The *Mail* cannot but rejoice when wooden back buildings are torn down and replaced with these more substantial brick structures. (*Medford Mail*, 21-Jun-1895, 5:3)

In 1905 H.E. Boyden, who had earlier moved his successful hardware store to Dr. Adkins' half of the Adkins-Webb Block (i.e., the western half), purchased the building from Adkins. Both Boyden's Medford Hardware Company and the Medford Furniture company remained into the building up through 1910. The Sanborn Fire Insurance Map of 1911 however shows the east side of

¹²⁰ See *Ashland Tidings*, 24-May-1889, 2:2.

¹²¹ See SOHS Photograph #3450, taken prior to the 1894 construction of Haskins Drug, which shows the Webb-Adkins Building on this site.

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the Webb-Adkins Block to have been replaced by the "moving picture" theater.¹²² This use, the "Star Theater" required the substantial modification of the entry, creating a recessed area for the ticket booth with rows of exposed electric light bulbs forming a modern marquee. Period photos also show this half of the building with elaborate festoons and bas relief cherubs. [See SOHS Photograph 9717] The west half of the building at this time appears to have a facade of coursed ashlar, obviously a veneer, with rectangular windows as opposed to the arched double hung windows that flank the central cherubs of the theater. In 1926 the Star Theater was substantially remodeled by John and William H. Fluhrer as the first home of the Fluhrer Bakery, the new name of the former Pullman Bakery company which the two had purchased a year earlier. "The new establishment will be located in the old Star Theater building, which has been completely renovated and rebuilt into a strictly modern business building...Lockwood and Meehan, well known local contractors, engineered the contracting work..." (*Mail Tribune*, 16-May-1926, 5:1-2) While not entirely clear, it appears that this remodeling created the modest "Spanish Colonial" facade that is shown SOHS image 992.83.24. A red tiled pent roof spans the cornice and the entire exterior was stucco-clad creating a particularly striking design. In 1933 members of the Fluhrer family purchased the building, ending I.A. Webb's near half-century of ownership. (JCD 194:576)

In 1937 the Adkins-Webb Building was apparently again remodeled, this time for use by the M & M Department Store.

The M & M Department Store [will transfer] from its present space into the combined space of the Elisabeth Fluhrer Building at 220-222 East Main and the Clarence Meeker Building at 218 East Main, recently purchased from Mrs. Martha Roberts. [i.e. the west half of the Adkins-Webb Block] Interior of the two buildings will be entirely remodeled and beautified. (*Mail Tribune*, 26-Apr-1937, 1:2-3)¹²³

Photos of the building in the late 1930s show it to have been substantially "modernized" and again unified into a single facade. (SOHS Image 9278) The 1942 Polk Directory shows that M & M continued to occupy the bottom floor. The upper story, likely in response to the housing crunch occasioned by the construction of Camp White, was listed as three units in the "Fluhrer Apartments" with another five units in the "Meeker Apartments." By the mid-1960s, Zale's Jewelry occupied the western half of the building and Parker Woods, a longtime clothier, was in the eastern half. At some point during this period, the exterior was again remodeled, assuming much of its present appearance. As a result of the series of remodelings, the Webb-Adkins Block retains little integrity to any of its many pre-WWII exterior designs. It does however retain sufficient integrity to relate that series of developments and as such is considered a contributing feature within the downtown.

ID # 319.0

HISTORIC NAME: ADKINS-CHILDERS BLOCK

226 MAIN ST E

ARCHITECT: BENNETT, W.J. (PALMER, I.W.)

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1895(1900)1940

LEGAL: 371W30BC1 5900

BUILDER[S]: CHILDERS, SPENCER

PRIMARY/CONTRIBUTING

This two-story brick structure was built in 1895 by Spencer Childers from designs prepared by early Medford architect W.J. Bennet. Developed by Childers, in association with Dr. B.F. Adkins, it was the last of the brick blocks on this section of East Main Street to be erected.

The *Mail* was this week shown the plans and specifications for the Adkins and Childers block as prepared by architect Bennet. The general design of the front is something quite out of the ordinary, especially in this city, and while it will cost but very little more than straight up and down brickwork, it will be a front of much beauty and attractiveness. Over each store front and in the second story will be formed a large, substantially built, brick arch.... (*Medford Mail*, 11-October-1895, 5:1)

Construction proceeded rapidly and by the end of November, the paper reported,

¹²² Although not conclusively documented, the Medford Furniture Company is apparently the same company that built the huge 4-story Medford Furniture and Hardware Company building at the corner of North Central and East Sixth, moving in sometime in late 1910 or early 1911. [See ID # 27.0]

¹²³ Strangely, M & M's former location was the huge Medford Furniture and Hardware Building at Sixth and North Central, built by the former occupant of the space they were now relocating to.

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The Adkins-Childers brick block is being made ready for the roof. In the second floor there will be suites of offices on each side of the hallway, at the front and at the rear where will be a 30x50 hall, across the two floors which...will be used for secret society assembly rooms. The west lower story store room, owned by Dr. Adkins, has been leased to G.L. Webb, the Racket man... (*Medford Mail*, 29-Nov-1895, 5:2)

In 1896, following completion of the project, Spencer Childers sold his interest in the building, being the eastern half, Lot 2, to F.K. Duell for \$5000. (JCD 31:44) The 1898 Sanborn Fire Insurance Map shows the undivided second floor being the "Woodman's Hall" and offices, presumably the "secret society" mentioned above. In 1900 Duell, a longtime Medford businessman, moved his own dry goods company into the building, and retained local architect I.W. Palmer to supervise the remodeling of the eastern half of the structure.

Architect Palmer is at work on the plans for the remodeling of Merchant F.K. Duell's building on [Main] Street, the one formerly occupied by [the] Mitchell, Lewis & Staver Company [harnesses]. The floor is to be lowered eight inches bringing it to a level with the sidewalk, a new front of French plate glass is to be put in and various changes will be made to the interior...preparatory to occupancy by F.K. Duell & Co.'s dry goods establishment... (*Medford Mail*, 12-Aug-1900, 7:2)

The 1910 Polk City Directory shows the east half of the Adkins-Childers building as being occupied by "Daniels for Duds," another longtime downtown Medford business, while the western half's occupant is uncertain. At some time in this period or shortly after, "Lampports" opened in the western half. Lampport's Sporting Goods and Saddlery would remain in the building under various owners for more than fifty years. By the early 1920s Edward H. Lampport acquired ownership of both sides of the Adkins-Childers block, consolidating its ownership.¹²⁴ By 1942, like much of the second floor space in downtown Medford, these spaces had been converted into rental units, "the Lampport Apartments," and four units are listed. During this period the eastern storefront was remodeled for occupancy by "Karl's Shoe Store," which opened in September 1941. (*Mail Tribune*, 4-Sep-1941, 7:2) Period photographs show a modernistic facade with an elaborate neon sign above the entry. [SOHS Photo 8160] The upstairs apartment use continued through the late 1970s along with Lampports on the west half of the downstairs. In the late 1980s, under the present ownership, the Webb-Adkins was substantially renovated to its present restaurant use on the west with retail in the eastern storefront. The upstairs have been returned to office and meeting room space. These facade changes are generally consistent with the buildings 1940s appearance while the rear, alley-facing, elevation retains high integrity to the original 1895/1900 brick design.

ID # 320.0

HISTORIC NAME: HOOVER-COOPER BUILDING

232 MAIN ST E

ARCHITECT: (HUMPHRYS, LEWIS B.)

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1890 (1929)

LEGAL: 371W30BC 6100

BUILDER[S]: (LANGSTON, R. H.)

PRIMARY/CONTRIBUTING

Construction of this two story brick building began sometime prior to October 1890 when Sanborn Fire Insurance Maps for Medford note this corner as "foundation for Br[ick] Bld'g." Three years later the building was occupied by a dry goods and clothing store, a use which remained at least through 1898. The second floor was apparently used for lodging, accessed via a narrow stairwell at the extreme west of the facade. As shown in SOHS Image #5970, dated c 1903, the building was occupied by the Boyden and Nicholson Hardware firm, which by 1905 had moved two doors west. (318.0) Clearly visible in this image, which shows the exposed brick building with four arched windows on the second floor over the recessed storefront, is a marker block that identifies the building's 1890 construction date. The subject property, was purchased for \$250 by Dr. George W. Hoover, a prominent Roseburg physician, from the Oregon Transcontinental Company following the platting of the Town of Medford. (JCD 12:700) Two years later, Hoover's widow sold the lot to W.G. Cooper for \$800. (JCD 15:439) At some point, however, Hoover's heirs regained control of the property, probably through default and so it is unclear whether it was Cooper or Hoover who built the building. In early 1905 a variety of transactions, totaling over \$4500, between various heirs and W.S. Clay, consolidated ownership, continuing to lease the property.

¹²⁴ See JCD 145:584 and 153:444. There is also some indication that members of the Duell family remained involved with the structure into the mid-1940s although this is unclear.

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By 1907, under Clay's ownership, the building was extended by a two-story volume at the rear, filling the lot. Sometime prior to 1927 the Palmer Music House moved into the Hoover-Cooper Building and its owner, B.J. Palmer, apparently purchased the building. In September of 1927, Palmer retired and the building and music business were sold to Clayton V. Isaacs, who assumed management, and W.H. Fluhrer, who owned other property in the block.

Work is in progress at the present time on the remodeling of the Palmer Music House, giving it greater show window display space and more floor space. Display windows will be installed on the Bartlett Street side of the building, taking the place of a bare brick wall. (*Mail Tribune*, 14-Sep-1927)

The grand opening of the completely re-designed "Palmer Music Center" was scheduled for 2-Dec-1929. A special section of the *Mail Tribune*, trumpeted the occasion, presumably in some part a response to the local concerns surrounding the recent crash of the stock market and fears for the economy.

Medford's new music center building and Palmer Music House stand as a monument not only to the progressiveness and enterprise of businessmen in this city but to Medford's builders and workman as well. The beautiful store and studios were conceived by a Medford architect and executed by Medford artisans...The result of their actions is a masterpiece. (*Mail Tribune*, 1-Dec-1929, 2:1-2)

Louis B. Humphrys, a prolific architectural designer in Medford, was in charge of the remodeling.¹²⁵ R.H. Langston served as the general contractor with various other local firms and artisans responsible for the elaborate interior decoration. (*Mail Tribune*, 1-Dec-1929, Music Center Section 5:1) Sometime prior to 1966 the long-time Medford business "Lawrence's Jewelers," having evolved from the 19th century Medford company of B.N. Butler, relocated to this location, one of many building occupied by the firm during its history.¹²⁶ The firm eventually purchased the building and remains in this location today. (See JCD 74:09821) In 1976 the facade of the Hoover-Cooper Building was remodeled, essentially assuming its present appearance with applied texture surfacing. The second floor apartments, having expanded to eight units, were removed. While the East Main facade has been altered, the Bartlett elevation and rear (south) both retain substantial integrity, reflecting the early period of the construction.

ID # 321.0

HISTORIC NAME: COOLEY BLDG/CRATERIAN THEATER
231 CENTRAL AVE S
ARCHITECT: CLARK, FRANK CHAMBERLAIN (JACOBS-SCHMITZ)
STYLE: ALTERED

YEAR BUILT: 1924 (1996)
LEGAL: 371W30BC 6200
BUILDER[S]: STUART, R.I. (S. B. JAMES)
COMPATIBLE/NON-HISTORIC NON CONTRIBUTING

The construction of a the Cooley Building/Craterian Theater, which opened in October 1924, was a major event in Medford. As the first "modern" motion picture theater in the city it would long remain a popular local landmark. Two stories high, with office space above and small storefront retail facing South Central, the building was among the largest and most elaborate construction projects in Medford up to that time.

By Spring, the plans had become formalized for the new theater and local attorney Porter J. Neff had joined with Cooley, a local lumberman and property owner. A contest was held with a \$25 cash prize to provide a name for the new project. Mrs. W.P. Brooks of 407 King Street provided the winning entry of "Hunt's Craterian." (*Mail Tribune*, 24-May-1924, 6:1) Work on the new building proceeded throughout the summer and was closely followed in the *Mail Tribune*. Local architect Frank Chamberlain Clark employed a Spanish Colonial style for the stucco-clad building and prominent building contractor R.I. Stuart and Sons were responsible for the project. The elaborate building and its state-of-the-art equipment were a much anticipated addition to downtown Medford. Finally, in mid-October, the building was readied for the grand opening, to be held on October 20, 1924. The Craterian remained Medford's premier movie house, virtually unchallenged until the Hunt Company opened the somewhat larger Holly Theater in 1930. (See 126.0) Various remodeling kept the theater and storefront spaces modern with a major renovation occurring in April 1937

¹²⁵ See ID # 315.0 for more on Humphrys.

¹²⁶ See for example, ID # 315.0, whose site was occupied by the Butler firm at two separate periods more than twenty years apart.

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In 1983 the building's ownership was transferred to the Rogue Valley Arts Association who announced plans to remodel the building for use as a performing arts center. Designed under the direction of local architect Peter Schmitz and constructed by S.B. James Company, portions of the structural system of the original 1924 building remain within the new design all exterior materials, openings and other treatments were replaced or altered. While somewhat evocative of the Craterian in spirit, the new Craterian-Ginger Rodgers Theater that opened in March 1997 is essentially a new structure with insufficient connection to the original 1924 building to be considered historic.

ID # 323.0

HISTORIC NAME: HUGGINS & ROBINSON BLDG

321 BARTLETT ST S

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1925

LEGAL: 371W30BC 6400

BUILDER[S]: JOHNSON, J.W.

PRIMARY/CONTRIBUTING

This single story concrete building was completed in 1925. The building's owner was John W. Johnson and the initial tenant was the Huggins and Robinson automotive dealership.

Wednesday, the firm of Huggins and Robinson, automobile dealers, moved to their new home at Bartlett and Eighth streets. The new building...was constructed by J.W. Johnson and is one of the most modern in the city...The building is of absolutely fireproof construction and is so designed that when the retail district of Medford expands, it can be converted into six stores, with frontage on Bartlett. (*Mail Tribune*, 17-Jul-1925)

In late 1926 Huggins and Robinson moved from this location to South Riverside.¹²⁷ B.L. Sanderson opened a new dealership for Oakland and Pontiac automobiles in the subject building. Sanderson Motors remained here at least through the early 1930s. By the early 1940s, the various storefronts were occupied by small concerns including Medford Plate Glass and the Ekerson Paint and Roof Store. In 1945 the building was acquired by Benjamin W. Trowbridge, a prominent Medford business owner. By the late 1970s, the building was in use as three storefronts, the southernmost of which was the Rogue Gallery. In 1983, having acquired the building, the Gallery was expanded to include the entire structure. (JCD 83-04961) Substantially unaltered from its original design, the Huggins and Robinson Building retains its engaged pilasters, dividing the stucco-clad exterior into bays. The decorative "capitals," modest cornice line and other rectilinear divisions that break up the exterior surface are typical of the automobile dealerships that were constructed in Medford during the mid-1920s boom period.

ID # 327.0

HISTORIC NAME: WALTER W. ABBEY BLDG

227 NINTH ST E

ARCHITECT: LAING, WILLIAM

STYLE: ALTERED

CONDITION

YEAR BUILT: 1937

LEGAL: 371W30BC 8000

BUILDER[S]: CHILDERS, ELMER & CLEM

HISTORIC/ NON-CONTRIBUTING IN CURRENT

This one-story concrete structure was completed in 1937 as the new home of Walter W. Abbey's auto dealership, Abbey Motors, Incorporated, then Medford's dealer for Nash-Lafayette automobiles. Architect for the project was William Laing of Medford. Elmer and Clem Childers served as the contractors.

Construction of a \$20,000 modern garage and sales rooms by Walter W. Abbey Inc. at the corner of East Ninth and Bartlett streets was announced today...A one-story concrete structure, the garage will be one of the most modern in Oregon. It will be 100 x 100 feet square and will house a beautiful showroom, a completely equipped workshop and offices, parts department, and bookkeeping space. The workshop will take up half the space with the showroom being 35 x 100 feet in size and the office space 15 x 100 feet in area. (*Mail Tribune*, 26-May-1937, 5:1)

For unknown reasons, Abbey's business apparently failed or closed. In 1938 he assigned his interest in the property, "...including all fixtures in the building" to W. D. Skeeters. (JCD 218:317). By October 1939 the property was in the control of A.J. and Alma S. Farra, who would retain ownership until the early 1980s. Sometime during this period, and certainly by 1941,

¹²⁷ See ID # 345.0.

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the Abbey building became the home of Rogue River Chevrolet, operated by C.M. Hurd. Rogue River Chevrolet had operated in the Medford area at since the 1930s in a variety of locations along Riverside, most notably the Sparta Building (362.0)

In 1946, likely as a result of Medford's huge population and economic growth following World War II, Rogue River Chevrolet announced plans for a major expansion to their facility.

The building adjoining the...location at Ninth and Bartlett Street has been acquired and added to the service department of the firm. This now provides 67,500 square feet of floor space for sales and service...[the] expansion program undertaken by Rogue River Chevrolet this week represent[s] a present plant and equipment investment in excess of \$100,000. (*Mail Tribune*, 1-Mar-1946, 10:4-5)

By 1948 Rogue River Chevrolet had evolved into Barnes Chevrolet, continuing at this location and shortly thereafter, by the early 1950s [and certainly by January 1955] the company was again renamed as Courtesy Chevrolet. Various exterior modernizations have altered the appearance of the Abbey Building from its original design, most obviously being the application of an exterior stucco coat and the facade-obscuring perimeter panels at the cornice. The three windows, south of the roll-up doors, facing South Bartlett have been filled, however, the facade windows, now metal sash, remain much as those of the original design.

ID # 328.0

HISTORIC NAME: UNKNOWN BUILDING

114 BARTLETT AVE S

STYLE: OTHER: UTILITARIAN

YEAR BUILT: 1950s

LEGAL: 371W30BC 8300

COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Little information about this one-story concrete building has been located although it apparently was constructed during the 1950s following demolition of an earlier structure on the site.

ID # 329.1

HISTORIC NAME: LEVERETTE BLOCK

117 CENTRAL AVE S

ARCHITECT: CLARK, FRANK CHAMBERLAIN

STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1928

LEGAL: 371W30BC 8400

BUILDER[S]: MERRITT, W. H.

PRIMARY/CONTRIBUTING

Construction of the two-plus story Leverette Block was completed in 1928 and was widely hailed as one of southern Oregon's most significant commercial developments. Designed by Medford architect Frank Chamberlain Clark, the general contractor for the huge concrete building was W.H. Merritt. ¹²⁸Walter Leverette, an influential and active real estate investor in the southern Oregon area, was the project's developer and namesake.

Another milestone has been reached on Medford's pathway of progress with the completion of the new Leverette block on the corner of Central Avenue and Eighth Street, ground for which was broken May 5 of this year. (*Mail Tribune*, 3-Sep-1928, 2nd, 1:1-8)

Clark's design for the exterior of the Leverette Block utilizes modest Spanish Colonial motifs. A series of repeating arches form the parapet, spring from engaged "panels" that imply the internal concrete columns of the building. Each panel is further divided into a framed field, paired at the outside corners of the structure. Huge storefront windows lined both the Eight and South Central frontages with 1/1 wood sash windows lighting the second floor. Original tenants included the State Theater, accessed via an arched entryway one bay south of the NW building corner facing South Central with a variety of smaller concerns facing Eighth Street. The major tenant, occupying the southern portion of the building was the Montgomery Ward Company.

...the Montgomery Ward store has negotiated a 10-year lease for the south 75 feet of the Central Avenue street level and will also have a corresponding basement area. The second story of the new building contains 34 rooms for which plumbing and heating have been roughed in although the work of finishing the rooms is awaiting negotiations with prospective tenants. (*Mail Tribune*, 3-Sep-1928, 2nd, 1:1-8)

¹²⁸ Leverette was also involved, either as the original or subsequent owner, with Medford's Garnett-Cory Hardware Building [also known as the Liberty, Leverette and Park Place Building, [ID 113.0], the Medford Furniture and Hardware Building [Medford Center Bldg, ID # 27.0] and Ashland's Varsity Theater, among many other area projects.

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Ward's was immediately successful in the new location and less than four months later it was announced the firm had agreed to taken over much of the unfinished second floor, adding to their existing two levels.

The new room will be 75 x 100 feet and will add one third more to their floor space...[They] are now finishing it according to their plans. (*Mail Tribune*, 12-Dec-1928, 3:5)

Ward's continued their success in the Medford market and by 1937 announced yet additional expansion plans that gave them sole occupancy of the entire building. The company remained in the Leverette Building for over fifty years, closing their doors on Christmas Eve 1979. It is not clear when the various alterations, primarily the enclosure of the second floor windows and modernization of the display glazing occurred although the changes certainly occurred during Ward's tenancy according to historic photographs of the building in the collection of the Southern Oregon Historic Society. (See SOHS Neg. #5013) Despite these modest changes, the Leverette Building retains substantial integrity to its original design and accurately reflects the period of significance.

ID # 330.0

HISTORIC NAME: FRANKLIN BLDG
125 CENTRAL AVE S

STYLE: MODERN PERIOD: INTERNATIONAL STYLE

YEAR BUILT: 1953

LEGAL: 371W30BC 8500

COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

This two-story concrete office building was constructed in 1953 by Dale Franklin and contains a number of small first floor rental spaces in addition to the offices of the upper story.

Plans are now being drawn for [a building] to be erected by Dale Franklin, former cafe operator, ... immediately south of the Montgomery Ward and Company store on South Central Ave. (*Mail Tribune*, 19-Jun-1953, 1:3)

Franklin obtained a permit for the \$60,000 project in October 1953. (*Mail Tribune*, 29-October-1929, 1:6-7) By early 1954, construction had proceeded to the point where four of the buildings tenants were able to occupy their new offices. Construction was expected to be finalized, with the remaining tenants moving in by March 1954. Although built outside the period of significance, the Franklin Building's two-story massing and minimum setback are consistent with the traditional commercial development pattern in the Medford Downtown area and it constitutes a compatible resource as a result.

ID # 333.0

HISTORIC NAME: ELWOOD, E.D. & LUCY HOUSE
135 CENTRAL AVE S

ARCHITECT:
STYLE: MIXED

YEAR BUILT: 1905/1928-29/1940s

LEGAL: 371W30BC 8600

BUILDER[S]: MOYER, A.S.

PRIMARY/CONTRIBUTING

This property includes three structurally separate buildings, now joined into a single restaurant use. The original wood frame Elwood House was constructed as a gable roof dwelling, apparently in 1905, and possibly modified later. At the south front, the SW corner of the lot, a single-story brick office volume was added, c1928-29, for use as the optometry office of Dr. E. D. Elwood, also the occupant of the house.¹²⁹ A separate concrete portion provides a second storefront area to the south of the brick office volume. Built in the mid-1940s on the site of the original driveway, the concrete portion is drawn Sanborn Fire Insurance Maps updated to 1953 as standing and in use as an office.

Long owned by members of the Elwood Family, this main wood frame dwelling is likely that referred to in a 1905 newspaper article:

Jeweler E.M. (*sic*) Elwood has purchased a lot on South C[entral], near Charlie Cranfill's new residence and now has carpenters at work building a dwelling thereon. The main building will be 24 x 24 feet in size with two annexes, one 16 x 24 feet and one 12 x 16 feet. A.S. Moyer is doing the carpenter work. Mr. Elwood will move his family thereto as soon as the dwelling is completed. This is another case of build or live in a tent. (*Medford Mail*, 6-October-1905, 5:3)

¹²⁹ Although newspaper reports and other records sporadically refer to both an E.D. and E.M. Elwood as a jeweler and optometrist, family members report that the correct name is Elmer D. Elwood.

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Having constructed the subject property, Elwood established a successful jewelry and optometry practice in the area, opening a store at the NE corner of Bartlett and East Main. City directories show he and his family resided in the subject property from 1906 onward and the frame dwelling is shown on the 1907 Sanborn Fire Insurance Maps. Sometime after 1927, and certainly prior to 1936, Elwood built the small brick volume at the front of the house, for use as his office.¹³⁰ The extreme southern portion, made of concrete, was built in the original driveway, reportedly in the 1940s.¹³¹

While portions of the Elwood House and its two related commercial volumes have been modified with applied surface treatments, the structure retains essential integrity to its original development and accurately relates the sequential series of construction that created the three volumes during the period of significance.

ID # 334.0

HISTORIC NAME: WING, CHARLES A. BLDG
145 CENTRAL AVE S
STYLE: MODERN PERIOD: INTERNATIONAL

YEAR BUILT: 1951
LEGAL: 371W30BC 8700
COMPATIBLE/NON-HISTORIC/NON-CONTRIBUTING

Composed of two separate volumes, a single-story flat-roof concrete building identified as the "Charles A. Wing Building" and a gable-roofed volume that appears to have been built as a residence, the history of this resource is somewhat unclear. Sanborn Fire Insurance maps of this corner in 1927 show a large two-story dwelling set back from the corner. This building, apparently the "Cranfill" house was owned by members of that prominent family until when the site was purchased by the Wing Investment Company. (JCD 358:116) Sanborn Maps updated to 1953 show the present configuration, with the modernistic designed "Wing" building on the corner in use as a "telegraph office" and the quasi-residential unit just to the north noted as the site of a restaurant. The 1955 Polk City Directory reports the "Maid-Rite Sandwich Shop" in the north storefront while both Western Union [at 149] and the "Anticipation Shop," a women's clothier, at 151. In 1966 both the sandwich shop and the telegraph office remained, with Ray's Barber Shop then located at the corner. The present print shop use dates from pre-1978.

Charles A. Wing arrived in Medford in the early 1920s, first working for the First National Bank of Medford and establishing the Charles A. Wing Real Estate agency the following year. Active in orchards, ranching, fraternal and civic affairs, Wing was an influential property owner and developer in the downtown areas of both Medford and Grants Pass.¹³² A small marble marker block on the south elevation of this resource identifies it as the Charles A. Wing Building, with a construction date of 1951. The building remains an asset of the Wing Investment Company today. The southern portion of the Wing Building represents a small scale example of post-war commercial architecture in the downtown Medford area and remains essentially as constructed at that time.

ID # 344.0

HISTORIC NAME: UNKNOWN/CONCRETE BLDG
123 RIVERSIDE AVE S
STYLE: NO STYLE

YEAR BUILT: 1960s?
LEGAL: 371W30BC 6700
NON-COMPATIBLE/NON-CONTRIBUTING

No historic information regarding this small non-compatible structure, was located.

ID # 345.0

HISTORIC NAME: CRATER LAKE AUTOMOTIVE
123 RIVERSIDE AVE S
STYLE: CHICAGO SCHOOL

YEAR BUILT: c1925
LEGAL: 371W30BD 6800
PRIMARY/CONTRIBUTING

Like many of the automobile-related buildings constructed along Riverside in the 1920-1930 period, the Crater Lake Automotive Company has served as the location for a number of automobile related businesses over its history. Sanborn Fire Insurance Maps of Medford for 1927 show the front 2/3 of the one-story concrete structure in use as an auto garage with the capacity for 18 cars. The rear of the building was a repair facility.

¹³⁰ Mrs. Don Keener, personal communication with the Author, 8-Mar-1995. Mrs. Keener is Dr. Elwood's granddaughter.

¹³¹ Mr. Don Keener, personal communication with the Author, 9-Mar-1995.

¹³² Capitol's *Who's Who for Oregon 1942-1944*. Portland, OR: The Capitol Publishing Co., 1942.

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The actual construction date of the subject property is unclear and the name of the building is confused by the multiplicity of auto dealers in the Medford area during the 1925-1930 period and their propensity for relocation among a select number of structures. Although the earliest identified tenant at 125 South Riverside is the Fitch Holbrook Company, in 1926, they do not appear to have been the first occupant nor the structure's builder. Since previous studies have identified this structure as the "Crater Lake" garage, after a subsequent tenant, that name has been retained here for consistency. The 1928 New Years edition shows this location to be in use by the Huggins and Robinson Company, who had only recently relocated from another building in the area.¹³³

At 123 South Riverside avenue in the building which formerly housed the Fitch Motor Company, the firm of Huggins and Robinson is located. Here the sales and services for Studebaker and Erskine cars are handled by Charlie Huggins, well-known Medford automobile man. (2-Jan-1928, Auto Section 1:1-8)

By 1930 the Huggins and Robinson firm had apparently ceased operation and no Charlie Huggins is listed in the Medford City Directory. The Crater Lake Automotive Company, operated by Harold D. and Joseph O. Grey is listed at this location and apparently remained here slightly longer than the previous tenants, although not by much. The 1942 city directory lists this location as being vacant. In 1944 Charles C. and Leona A. Furnas and Frank J. and Neta Cullen acquired the building. (JCD 255:615) Furnas was a longtime Medford resident, operating a popular gas station at the southwest corner of Main and Riverside and eventually acquiring property nearby. (See 257.0) Directories for 1948 show the building as occupied by "Cullen Motor and Implement Company," continuing the automotive connection. At some point during this period a bronze plaque was erected near the entryway identifying the structure as the Furnas Building. By the 1960s the Medford Tire Service, a local Goodyear affiliate, was located here and remained for many years. The 1982 Frank Clark Inventory prepared for the Southern Oregon Historical Society includes this property as the "Crater Lake Garage," with an estimated construction of circa 1910.¹³⁴ No direct evidence of Clark's involvement with this building, nor any other architect or builder, was identified during this survey. The Crater Lake Automotive Building retains substantial integrity to its original design and presumed appearance. The visual retention of its brick construction is one of few such examples along Medford's "Automobile Row" on the Pacific Highway.

ID # 346.0

HISTORIC NAME: SKINNER'S GARAGE

143 RIVERSIDE AVE S

STYLE: ALTERED

YEAR BUILT: 1925

LEGAL: 371W30BD 6900

HISTORIC/NON-CONTRIBUTING IN CURRENT CONDITION

This single-story concrete structure was constructed in 1925 and was long associated with the prominent Skinner Garage, an early Medford auto repair and sales facility Robert Skinner, born in 1890, moved to Medford in 1909 and established his Medford garage in 1921. A 1928 article headlined "Skinner's Garage does Buick Work" reported,

Along Medford's automobile row on the Pacific Highway which passes through the city are many service enterprises in operation for the benefit of the motoring public...R.A. Skinner's garage at Ninth and South Riverside, at the south end of automobile row, is a popular place for Buick drivers who require service for their cars. Mr. Skinner has handled Buick service in this city for over ten years (*sic*) and so extensive was his business that he moved into his own large building in July 1925. The building is completely equipped for all types of Buick repair. (*Mail Tribune*, 1-Jan-1928)

By the early 1970s, the Skinner dealership moved south of Medford, still on the Pacific Highway, and the original location was leased for use by the Jacobson Lincoln-Mercury dealership. Still owned by the Skinner family, in the mid-1980s the Skinner Garage was substantially remodeled for use as a retail office equipment and supply store and the building no longer relates its historic appearance or associations.

¹³³ Huggins and Robinson moved from their building built and named for the firm in 1925 [ID # 323.0] to this location in October 1927. (*Mail Tribune*, 16-October-1927)

¹³⁴ See Site #174, ranked as "minor" within the body of Clark's work. As noted previously, this date appears in error.

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ID# 351.0

HISTORIC NAME: MOHR RENTAL BUILDING
410 MAIN ST E
ARCHITECT:
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1925
LEGAL: 371W30BD 5200
BUILDER[S]: CHILDERS, ELMER (ATTRIB)
PRIMARY/CONTRIBUTING

This single story volume with full basement has three walls of poured concrete. The eastern elevation is brick, apparently a remaining wall from the Page Theater. Built in 1913, the Page was destroyed in a spectacular fire on 31-Dec-1923. Cleared of debris, the roofless walls of the shell apparently remained a stark element of the Medford skyline for almost a decade. In 1927 the Sanborn Fire Insurance map notes the theater site with the caption "ruins."¹³⁵ In May 1925 C.A. and Cora Knight, the developers of this area, sold the western portion of the Page Theater site to Emil Mohr.¹³⁶ This transaction references the "...use of that part of the brick wall now standing and which is adjacent to Lot 9 for all such purposes as party walls are generally used." (JCD 156:563-4) Mohr, proprietor of the Medford Hotel, obtained a building permit for this store in November 1925 (MMT, 30-Nov-1925, 2:5) and the building was completed by early 1926.¹³⁷ In March, Mohr and Elmer Childers, local contractor and owner-developer of the adjacent structure (352.0) signed a party wall agreement that reads, in part,

Each of the parties...has improved [their] properties by erecting store buildings thereon and the said parties erected on the line between said Lots 9 and 8 a concrete wall twelve (12) inches thick, 6" on Lot 9 and 6" on Lot 8. (JCD 159:445)

With the early 1960s demolition of the Esquire Theater, that site was consolidated with Lot 9 into a single tax lot under the ownership of Matt Frey, who during the period operated "Rare Earth" in the building, using the old theater basement for parking.¹³⁸ Like the adjoining buildings on this side of East Main between Riverside and Bear Creek, the Emil Mohr Rental building was substantially renovated by the present owner into an element of the "Main Street Market" during the mid-1980s. The exterior of the building was visually unified with the adjoining volumes into a harmonious and historically sensitive visual whole.

ID # 352.0

HISTORIC NAME: CHILDERS BUILDING
406 MAIN ST E
ARCHITECT:
STYLE: CHICAGO SCHOOL

YEAR BUILT: c1926
LEGAL: 371W30BD 5500
BUILDER[S]: CHILDERS, ELMER
PRIMARY/CONTRIBUTING

First occupied by the Piggly-Wiggly Market, this one-story concrete structure was likely constructed by Elmer Childers, a prominent Medford contractor, shortly after he and his wife purchased the land from area developer Cora Knight in March 1926. (JCD 159:554) Medford area phonebooks from that year indicates Piggly-Wiggly to be occupying this location.¹³⁹ The Childers family apparently retained ownership of the building until the early 1970s. The multi-storefront design of the Childers Building was highlighted by the triangle-shaped parapet decoration. The recessed entries each had a tall transom band of narrow vertical panels. Historic photographs of the building show it to have been blended with the adjacent Jerome-Vawter building (353.0) to

¹³⁵ The Page Theater walls were razed, by Elmer Childers, in August 1930. A single-story theater, the Roxy, was built on the site in 1932. In 1947 the Roxy was remodeled and renamed the "Esquire." In the early 1960s this theater was razed, creating the present parking lot.

¹³⁶ Cora Knight was the sister of F.C. Page, developer of the Page Theater.

¹³⁷ The presence of a painted graphic on the rear foundation of this building, reading "MHS [19]18" causes some confusion regarding the date of construction of the Mohr Rental Building. This wall, however, may likely have been a part of the Page Theater, possibly a stage door area loading dock off the 12' wide common driveway that runs behind the block. The party wall agreement and other information clearly document this building to have been constructed post-1918.

¹³⁸ See County Assessor Records. Former tax lots 5300 and 5400 were consolidated into the present parcel including both the building and theater basement/parking area in 1977.

¹³⁹ Like many of the long-term businesses in downtown Medford, Piggly-Wiggly occupied a number of storefront locations, many on Main Street, and so tracking their precise location pattern is somewhat problematic

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form a unified three-bay appearance despite the separate construction and ownership of the two buildings.¹⁴⁰ The building housed a variety of small business uses throughout the period of significance, most notably the Larson-May Appliance Company which was located here from 1946 through 1969. In 1985, a substantial renovation created a new interior room arrangement that yielded eight small shops, collectively known as the Main Street Market. Historically-derived entryways and transom panels, in natural wood, were installed, similar to the original design of the structure and the building continues to effectively evoke its historical development and design.

ID # 353.0

HISTORIC NAME: JEROME-VAWTER BUILDING

404 MAIN ST E

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1925

LEGAL: 371W30BD 5600

BUILDER[S]: STUART, R. I.

PRIMARY/CONTRIBUTING

Construction of this single story concrete building began in June 1925, an element in the redevelopment of this area following the fire that destroyed the Page Theater. The Jerome-Vawter Building was developed by E.C. Jerome, who was also responsible for the adjoining structures (354.1 and 354.2) Construction was announced on June 5th.

The work of building another new business structure on the so-called Page Theater corner lot, corner of Main and Riverside, and adjoining the old theater ruins, was begun this week...The new structure is being erected facing Main street on the second lot from the corner of Riverside...It will be a one story concrete structure with full basement and handsome front. R.I. Stewart (*sic*) is the builder and the structure will be ready for occupancy in July. (*Mail Tribune*, 5-Jun-1925, 8:3)

Shortly after completion Vernon Vawter purchased a half-interest in the property from Jerome. Five years later, probably as an element of the Vawter's divorce, the ownership of the building was consolidated under Aletha E. Vawter, who retained ownership of the property for many years, leasing it to various tenants. (See JCD 161:539 and 181:516)

By 1942, this building was occupied by Nu-Way Cleaners, Modern Plumbing having relocated to 410 East Main (351.0) just to the east. The rear portion is shown on Sanborn Fire Maps as being in use for "dry cleaning." In 1978, the building was occupied by Ebert's Art Center. In the early 1980s, following purchase by the current owners, the Jerome-Vawter Building was restored and rehabilitated, like the majority of this block, and visually became a component of the "Main Street Market" The building today retains essential integrity as a separate volume and continues to relate its historical development and appearance.

ID # 354.1 & 354.2

HISTORIC NAME: JEROME BUILDING [EASTSIDE PHARMACY]

3 RIVERSIDE AVE S

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1925

LEGAL: 371W30BD 5700 (5800)

BUILDER[S]: STUART, R. I. (ATTRIB)

PRIMARY/CONTRIBUTING

Known as the Jerome Building, this structure was the first of the developments built upon the so-called "Page Corner" following the fire that destroyed the Page Theater. The building was constructed by local building contractor R.I. Stuart for E.C. "Jerry" Jerome, the developer.

Work was begun this morning on a new concrete building which E.C. Jerome is building on the Page theater corner, Main and South Riverside, and which has already been leased to the Auto Supply Company. The structure will have a frontage on Riverside of 22 feet and extend back 46 feet, and will have a full basement with one story above; a fancy stucco front and a handsome new front window scheme. (*Mail Tribune*, 24-Apr-1925)

Jerome's relationship to the tenant remains unclear, as an early article reports that he had sold his interests in the Auto Supply and Parts Company to others although he clearly retained ownership of the building until 1963.¹⁴¹ The Jerome Building,

¹⁴⁰ See non-catalogued photograph in the W.E. Thomas Collection, Southern Oregon Historical Society.

¹⁴¹ See *Mail Tribune*, 9-Apr-1925, 2:5 and Kramer, "The Jerome [Smith Drug] Building," Preliminary Historical Information, prepared for Glenn Northcross, September 1990.

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occupying two tax lots [5700 and 5800] may have been developed in two phases, as is apparent in the exterior design of the building. The ownership however, has been, and remains, joint and thus the two entities are here treated as a unit. The corner itself, Tax Lot 5700, was jointly occupied by Smith's Drug Store and the Eastside Pharmacy. The Auto Parts and Supply Company occupied the southern portion of the building, now Tax Lot 5800. (354.2) The graceful round corner entrance of the Jerome Building was obviously modeled after the earlier Sparta Building, across East Main Street.

At some point, likely during the 1960 to 1970s period, the original storefront windows of the Jerome building were replaced with solid stucco panels, faced with a brick veneer on South Riverside. The former Auto Supply and Parts storefront has been considerably altered. Nevertheless, the Jerome Building retains its pilasters, cornice detail, cartouches and other surface divisions that were a part of its original development and exhibits considerable integrity to its original design.

ID # 355.0

HISTORIC NAME: PEERLESS BAKERY BUILDING

7 RIVERSIDE AVE S

ARCHITECT:

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1925

LEGAL: 371W30BD 5900

BUILDER[s]: CORNWALL, OSCAR L.

PRIMARY/CONTRIBUTING

Although somewhat confusing due to the rapid construction that saw this corner of Main and Riverside developed in the mid-1920s, this two-storefront structure appears to be that built by local contractor Oscar L. Cornwall in Summer 1925 and first occupied by the Peerless Bakery.

The Peerless Bakery establishment, which is now located on East Main Street, will move into new quarters about the first of July in the new concrete building being completed on South Riverside on the Page Theater block...The business structure is being built by M.C. Page with [O.L.] Cornwall as the contractor and has been in the course of construction for the past month. (*Mail Tribune*, 20-Jun-1925)

In 1936, the Peerless Bakery Building was purchased by John Perl, a prominent businessman in Medford. Perl apparently continued to lease the building to various small uses. (JCD 207:407) By 1942 the space appears to have been incorporated into the adjoining "Valentine's Restaurant" occupying the southern portion of the Jerome Building (354.2) although it remained under separate ownership. The buildings are now jointly owned and the Peerless volume is visually tied to a portion of the adjacent Jerome Building despite their varied historic development.

Historic photographs of the Peerless Bakery Building show it to have been a fairly unadorned poured concrete volume, distinguished chiefly by its twin incised panels over two transom-banded recessed entries.. Despite modification to the exterior, notably the stucco-coat with infilled windows and brick veneer below the sill levels, the Peerless Bakery retains sufficient integrity to its original design to relate the period of development.

ID # 358.0

HISTORIC NAME: DERRICK'S CAFETERIA

17 RIVERSIDE AVE S

ARCHITECT: CLARK, FRANK CHAMBERLAIN

STYLE: CHICAGO SCHOOL

YEAR BUILT: 1924

LEGAL: 371W30BD 6100

BUILDER[s]: STUART, R. I.

PRIMARY/CONTRIBUTING

This single-story concrete building was erected in 1924 by Hubert Derrick for use as a cafeteria along this busy section of the Pacific Highway. The building was designed by architect Frank Chamberlain Clark and built by R.I. Stuart, both of Medford.

Hubert Derrick of Oakland, California will start work soon upon the erection of a one-story concrete structure on Riverside Avenue, near the public market, to cost \$7000. It will be 50 x 53 in dimension and will be divided into storerooms...The plans were drawn by Frank C. Clark, local architect. (*Mail Tribune*, 2-Sep-1924, 8:1)

By the time construction actually begun the parameters of the project had grown slightly:

The lot has a frontage on Riverside of 50 feet and extends back 240 feet to Bear creek and the one story cafeteria structure will be 35 x 65 feet with a basement 25 x 35 feet, [and] a driveway along its side leading to the rear of the building which will provide a large parking place in the rear for autos. (*Mail Tribune*, 25-Sep-1925, 8:2)

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Derrick opened the new business to the public amid much local excitement in February 1925. Soon, however, it was transformed into "Hall's Cafeteria" and by 1929 the structure itself was sold to Ida Alice Coppin, "recently of Oakland, California" at a cash consideration of between \$40,000 and \$45,000. The 1930 city directory shows Hall's still at this location although The Spot Beer Parlor was the occupant by 1942 if not earlier. The business was renamed, becoming simply "The Spot," by 1948. The business remains here, as it has for more than 50 years.

With two bays facing South Riverside, the Derrick's Building retains substantial integrity to its original design. The exposed concrete walls are visible on all elevations but the facade which is stucco clad. A simple cornice line, and small plain frieze, cap the front elevation. Original wood-sash windows, three with arched tops, remain on the north elevation, looking out onto a narrow strip of vegetation that divides the building from its northern neighbor. The two main facade bays, with the northern being slightly larger than the south, have been filled and constitute the major alteration to the appearance of the building. An early neon sign, possibly pre-WWII, remains on that facade and may well be one of the earliest such installations to survive in the downtown area.¹⁴²

ID # 359.0

HISTORIC NAME: HUBBARD-WRAY IMPLEMENT CO.
25 RIVERSIDE AVE S
ARCHITECT: HOEY, JAMES K.
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1948
LEGAL: 371W30BD-6200
BUILDER[S]: BORG, C.E.
SECONDARY CONTRIBUTING

This large, arched-roof, one-story concrete building was designed by Medford architect-engineer James K. Hoey and built by longtime Medford contractor C.E. Borg in 1948 as the new home of the Hubbard-Wray Implement Company.

Hubbard-Wray Company applied at the office of the city superintendent yesterday for permission to construct a \$50,000 re-enforced concrete modern farm equipment store at 25 South Riverside. Tom Wray of the firm said today that construction will start immediately with Ed Borg superintending the work. It is hoped to complete the 58 x 198 foot structure in 90 days. (*Mail Tribune*, 26-Feb-1948, 1:7)

James Hoey's design is of a modest modernistic style, with fluted engaged columns lining the facade, an angled recessed entrance and huge display windows that showed off the company's line to the Pacific Highway/Highway 99 traffic that went by. The graceful curve to the entry, high-lighted by a wall of translucent glass block, along with the majority of other detailing, all remain. Hubbard-Wray apparently moved into its new building by Summer 1948 and remained through the mid-1950s. By 1956-57 the building had been leased to the Western Auto Supply Company, who remained here until the early 1980s.¹⁴³ A faded wall graphic from this use remains visible across the top of the building, overlooking Bear Creek.

ID # 360.0

HISTORIC NAME: P.T. YOUNG/HUMPHREY MOTORS BLDG
33 RIVERSIDE AVE S
STYLE: EARLY MODERN: ART DECO

YEAR BUILT: 1936
LEGAL: 371W30BD 6300
PRIMARY CONTRIBUTING

For many years, this site was the location of the Medford Public Market, apparently an early produce and agricultural sales area provided by Medford for the benefit of its citizens and area farmers. In 1936 the City Council sold the property to P.T. "Jerry" Young.

Sale of part of the old city market property on South Riverside avenue to P.T. Young for \$5,500 was authorized last night by the council. Mr. Young is in the automobile business...The parcel has a 75 foot frontage on South Riverside and depth of 140 feet...on it stands an old frame building. (*Mail Tribune*, 6-May-1936, 1:8)

¹⁴² This sign was likely constructed by William "Bill" Catlett, of Medford's "Neon-Ad Company," one of the first neon sign designers in Medford. See Kramer, "Blazing the Way: Neon Comes to Southern Oregon," *Table Rock Sentinel*, Nov/Dec 1991, p. 2.

¹⁴³ Mrs. Donald K. Ford, personal communication with the Author, 28-Mar-1995. Mrs. Ford's late husband was the longtime manager of the Western Auto Supply Company in Medford.

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The 1939 city directory shows P.T. Young's auto dealership at this location and it is logical that the building was built sometime shortly after acquisition of the land from the City. No specific information regarding the design and construction of this building was located as a part of this survey. The ribbed spandrel panels, decorative engaged columns and other features are consistent with other buildings, particularly the Fluhrer Bakery Building, designed by noted Medford architect Frank Chamberlain Clark. Previous surveys have identified the P.T. Young/Humphrey Motors building as of Clark's design, however, no direct evidence of such has been identified.¹⁴⁴ By 1942 the business had been taken over by Humphrey Motors, under the direction of Frank W. Humphrey who later purchased the structure. (JCD 294:153-4, 351:340) The Plymouth and De Soto dealership occupied the large frame building with a drive-through concrete wing at the south used as service bay. Advertising photographs from 1944 show this smaller one-story space in use with a car lift. By 1955 the building had become the home of Dick Knight, Auto Dealer, retaining the original transportation connection. It is possibly at this point, and certainly prior to 1957, that the large concrete volume was added to the rear, extending the major space to the full depth of the lot. By 1966 Knight was still in this location, having added a used car lot nearby, at 102 South Riverside. Modest alterations to the storefront windows, and the enclosure of the former open drive-thru bay, constitute the only variation from the presumed original appearance of the P.T. Young/Humphrey Motors building and it retains high integrity.

ID # 362.0

HISTORIC NAME: SPARTA BUILDING

12 RIVERSIDE AVE N

ARCHITECT: CLARK, FRANK CHAMBERLAIN

STYLE: AMERICAN RENAISSANCE

YEAR BUILT: 1911

LEGAL: 371W30BB 9200

BUILDER[S]: CHILDERS, ELMER

PRIMARY/CONTRIBUTING [NR-LISTED]

The Sparta Building, a two-story brick structure in the American Renaissance Style, was completed in 1911. The building was designed by architect Frank Chamberlain Clark and built by Elmer Childers, both of Medford. A locally influential example of the American Renaissance Style, the Sparta Building is especially significant as the original location of the early broadcast pioneer KMED. The first licensee radio station in southern Oregon and the oldest continuously operated radio licensee in the state, KMED has played a significant role in the history of the southern Oregon region.

Located at major intersection in downtown Medford, the Sparta Building remains a visually important structure in the city. The building retains substantial integrity to its historic appearance and continues to successfully relate the associations for which it is significant. (Kramer, *The Sparta Building*, NR Nomination, 1992, 8:1)

One of the most impressive structures built in Medford during the Orchard Boom period, designed by the prominent architect Frank Clark, and built by the prolific contractor Elmer Childers, the Sparta Building, although first connected to the automobile industry uses along the Pacific Highway in downtown Medford, in 1926-27 became the home of radio station KMED.

The oldest surviving structure associated with the establishment of commercial broadcasting in southern Oregon and the site of radio pioneer KMED's formative years, the Sparta Building represents a significant period in the development of communication technology; the so-called "Golden Age of Radio." (Kramer, *The Sparta Building*, NR Nomination, 1992, 8:18)

The integrity and significance of the Sparta Building were formally recognized by the building's listing in the National Register of Historic Places in October 1992.

¹⁴⁴ The 1982 Evans/Atwood *Frank Clark Inventory* includes this building as Site 311, "Firestone Building" with a minor ranking. Newspaper citation in this form, as well as the "Firestone" name, indicate a confusion between this building and the Older Tire Service Building. [ID # 336.0]

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ID # 363.0

HISTORIC NAME: HUBER CONFECTIONERY

413 MAIN ST E

ARCHITECT:

STYLE: ALTERED

CONDITION

YEAR BUILT: 1925

LEGAL: 371W30BB 9400

BUILDER[S]: CHILDERS, ELMER (ATTRIB)

HISTORIC/ NON-CONTRIBUTING IN CURRENT

Construction of this one-story brick volume apparently occurred sometime shortly following the completion the adjacent "Busy Corner Motors" building to the east. (365.0) In April 1925 a party wall agreement was between Sarah E. Bursell, then owner of this site, and Walter Bowne, preparing to begin construction on his own lot, that stipulated Bowne's wall would be jointly owned and usable for any future building to occur. (JCD 155:440) Eighteen months later Bursell sold the property to Elmer and Leah Childers, who had presumably built the double front building as shown on the 1927 Sanborn Fire Insurance Map of this area. (JCD 162:584) The 1927-1928 West Coast Directory for Medford lists the address as being occupied by a pawn shop [operated by Cecil M. Jennings] which shared the west half of the building with "Graves Jewelry." "Huber Confectionery" occupied the east half of the building.

A rather unusual late example of brick construction, the Huber Confectionery building appears to have remained a rental, leased to various small businesses, for all of its existence. Considerably lacking in detail, it was likely simply designed originally. As late as 1995 the building retained a its double-storefront entry and transom panels but recent renovations, including window changes and stucco-coating, have substantially reduced the building's integrity and ability to relate its historic design.

ID # 364.0

HISTORIC NAME: CHILDERS BUILDING/DREAMLAND

417 MAIN ST E

ARCHITECT:

STYLE: HISTORIC PERIOD: SPANISH COLONIAL

YEAR BUILT: 1928

LEGAL: 371W30BB 9500

BUILDER[S]: CHILDERS, ELMER

PRIMARY CONTRIBUTING

This two-story concrete building, angled to reflect the bend of East Main Street as it approaches the Bear Creek Bridge, was completed in late Summer 1928. First known as the "Childers Building" after its owner and builder Elmer Childers, the primary space of the building is a large auditorium, which was put to a variety of uses in the building's first few months.

The new boxing arena in the Childers Building will be given its baptism of fire Friday evening when fists fly in one of the best cards presented here in many years...The recently completed arena is the best of its kind ever installed in Medford, with 800 seats, dressing rooms for the boxers, a weighing in room and other facilities which make it possible to stage a card in rapid order...The Business Men's Athletic Club, located in the same quarters, will open about the 15th with plenty of gymnasium equipment..... (*Mail Tribune*, 28-Sep-1928, 5:2)

The 1928 year's end edition of the *Mail Tribune* includes a photograph of the Childers Building under a headline proclaiming "Childers Building Erected Here During 1928."

The east side business section of Medford has been augmented by the new Childers Building, which occupies a commanding position by the Bear Creek Bridge on East Main Street. This structure was completed in 1928 and is occupied by Walker's dancing ballroom, the Dutch Oven, D.E. Millard's real estate offices and the Radio Shop. The second floor is devoted to offices while the basement has been attractively finished as a theater and is used by Frank's Comedians, a stock company. (*Mail Tribune*, 31-Dec-1928, 7:6-8)

In March 1929 yet another entertainment venture was undertaken in the subject building. Under the direction of Eugene "Gene" Childers, presumably Elmer's brother, the new venue was dubbed the "Isis Theater."

With a seating capacity of 450, the house has an intimate, cozy atmosphere that makes it ideal for both pictures and home talent. The stage is equipped for the latter...The theater has a comfortable slope, with the seats arranged to provide plenty of room between rows. (*Mail Tribune*, 29-Mar-1929, 7:3)

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While the Isis remained in business at least through 1930, by mid-1929, the remainder of the building had generally become known as "The Dreamland Ballroom," operated by Curtis Burton and featuring the talents of the Burton Sisters Orchestra.

The new management has already taken over the Isis theater, on East Main Street, commonly known as the Childers Building....the hall is being redecorated from ceiling to floor to represent a Japanese garden, an ideal Dreamland. (*Mail Tribune*, 7-Jun-1929, 2nd 1:4)

Under the name of "Dreamland" the building finally found a semi-permanent tenant and remained a popular dance and music spot throughout the 1930s and 1940s. At some point, A.W. Walker took over the management of the dance hall, and after he and his wife, Katherine, purchased the property in 1944, the building became known as "The Walker Building." (JCD 249:302) In the late 1930s a second space, possibly the Isis Theater location, was converted into one of Medford's first public bowling alleys. (*Mail Tribune*, 18-Feb-1991, D1) In the late 1980s the building was sold to the present owner, whose Nautilus/Karate studio continues the traditional use of the Childers-Walker/Dreamland building as a public entertainment and recreational facility. The three-part facade, with its engaged columns and arched parapets over the six storefronts, has been only superficially remodeled and retains high integrity with much of its original design.

ID # 365.0

HISTORIC NAME: BUSY CORNER MOTOR CO. BLDG
407-09 MAIN ST E
ARCHITECT: CLARK, FRANK CHAMBERLAIN
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1924
LEGAL: 371W30BB 9600
BUILDER[S]:
PRIMARY CONTRIBUTING

Now incorporated into a larger tax lot, the one-story concrete volume containing two storefronts facing East Main Street, was originally constructed in 1924 as the home of the Busy Corner Motor company, one of the early automotive concerns in this portion of Medford's downtown.

Walter Bowne who recently purchased the Sparta Building, has purchased the lot just east of the building and will erect a one story building thereon at once, which he will occupy with the Busy Corner Motor Company. (*Mail Tribune*, 29-Jul-1924, 3:3)

Walter Bowne of the Busy Corner Motor Co., is now erecting a storage garage to cost in the neighborhood of \$6000 on the vacant lot east of the Sparta Building and will remodel the lower floor of the [Sparta] building. (*Mail Tribune*, 2-Sept-1924, 8:1)

Bowne was a prominent and well-known businessman in the Medford area and the Busy Corner Motor Company was just one of his interests. Noted local architect Frank Chamberlain Clark, who had designed the adjacent Sparta Building, was responsible for the plans of the new Busy Corner Motors Building as well. At some point, apparently prior to 1966, the Busy Corner Motor Building was incorporated into the new building built to the north, formerly the site of the Medford Steam Laundry. Today, combined into a single tax lot [TL 9600] with a structurally separate non-historic building, the Busy Corner Motor Co. Building forms the East Main Street frontage of that T-shaped tax lot. Despite recent alteration to the facade, the building retains its stepped parapet and double storefront design, sufficiently relating its historic period of development.

ID # 366.0

HISTORIC NAME: TUCKER GARAGE
32 RIVERSIDE AVE N
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1926
LEGAL: 371W30BB 9700
PRIMARY CONTRIBUTING

This one-story concrete structure was built in 1926-27 for the Tucker Garage, owned by E.M. Tucker. It is one of the many automobile-related structures built along the portion of the Pacific Highway as it passed through downtown Medford, a route referred to "Auto Row" during the 1925-1930 period.

Garage buildings were completed during the past year for the Medford Auto Company, *Tucker Garage*, Armstrong Motor company and Crater Lake Automotive Company, all of which are located on Riverside

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Avenue.¹⁴⁵ Each building is constructed of concrete and is modern in every way. (*Mail Tribune*, 14-Sep-1927. emphasis added.)

No information regarding the architect or contractor of the Tucker Garage could be located. Historic photographs of the adjacent Medford Auto Building indicate these buildings were originally similar in appearance. Under that assumption, the Tucker Garage building likely once had a single entrance, centered between two large display windows with a transom band that lined the facade. The sloped detail of the parapet wall, highlighted by small steps, remains. In the mid-1930s, the Rogue River Chevrolet Company, who were then located in the Sparta Building to the south, leased this building as a service facility. By 1942 the auto uses ended and the building was the site of the "Army Camp Dry Cleaners," one of the many such establishments that were opened in Medford in response to the construction of Camp White.¹⁴⁶ After the war, in 1948, the building was used by the Modern Plumbing and Sheet Metal company. Sometime in the 1960s, the building was amalgamated into the larger Medford Steam Laundry complex, located on a separate tax lot to the south. Despite various alterations, the Tucker Garage retains sufficient integrity to relate its original design and period of development.

ID # 367.0

HISTORIC NAME: MEDFORD AUTO COMPANY BLDG
40 RIVERSIDE AVE N
STYLE: CHICAGO SCHOOL

YEAR BUILT: 1926-7
LEGAL: 371W30BB 9800
PRIMARY CONTRIBUTING

This one-story concrete structure was built in 1926-27 for the Medford Auto Company, local Buick Dealer, and is one of the many automobile-related structures that lined the Pacific Highway as it passed through downtown Medford. This portion of the highway was referred to Medford's "Auto Row" during the 1925-1930.

One of this city's best known automobile concerns is the Medford Auto Company, dealers of Buick cars in this city. J.H. Dennison is owner and manager and is assisted by Ralph Gill, while the service of Buick cars is handled by Skinner's Garage. The Medford Auto Company is located on North Riverside Avenue, opposite the C.E. Gates Auto Company garage. (*Mail Tribune*, 2-Jan-1927, Automobile & School Section, 1:1-8)¹⁴⁷

The Medford Auto Company Building was just one of many similar structures built during the 1926-1927 period on Auto Row.

Garage buildings were completed during the past year for the *Medford Auto Company*, Tucker Garage, Armstrong Motor company and Crater Lake Automotive Company, all of which are located on Riverside Avenue.¹⁴⁸ Each building is constructed of concrete and is modern in every way. (*Mail Tribune*, 14-Sep-1927. emphasis added.)

No information regarding the architect or contractor of the Medford Auto Company building could be located. Historic photographs show it to have had a single entrance, centered between two large display windows. A transom band lined the facade and the sloped detail of the parapet wall is highlighted by small steps at the outside corners with collector boxes and downspouts. A projecting sign, with the Buick shield, and small incised marker panel, were centered on the facade. Based on a comparison of historic photos the Tucker Garage building (366.0) the two buildings appear to have shared a similar design with the building immediately to the south and both structures may well have been constructed jointly.

By 1930, Medford's Buick dealership had been transferred to the Scherer Motor Company, still located in this building, and neither the Medford Auto Company nor J. H. Dennison are listed in Medford city directories for that year.¹⁴⁹ By the mid-1930s the building housed the Lange Motor Company, continuing the original automobile usage. The 1942 directory is not clear as to

¹⁴⁵ The Medford Auto Company, just north of the subject property, is documented as ID # 367.0. Crater Lake Automotive, at 123 South Riverside, is documented as ID # 345.0.

¹⁴⁶ See, for example, the "Victory Cleaners" [ID # 352.0] 406 East Main, also opened during the wartime period.

¹⁴⁷ The Skinner Garage [ID # 346.0] stands in much-altered condition at 143 South Riverside. Gates' impressive two-story Spanish Colonial-style building occupied what is now the city parking lot at the SW corner of 5th and North Riverside.

¹⁴⁸ Crater Lake Automotive, at 123 South Riverside, is documented as ID # 345.0

¹⁴⁹ Ralph Gill, Dennison's assistant is, however, listed as a salesman with Scherer Motors.

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the occupant although the building may have been associated with the adjacent dry cleaners. By 1948, Barnard's, located at 317 East Main, used the building as warehouse. The Robertson School of Business took over the building in the early 1950s and remained here at least a decade. In the 1970s, following demolition of the U.S. Government's recruiting station across North Riverside, this building was divided into four suites for use by the various branches of the military.¹⁵⁰

At present, much of the original character of the Medford Auto Company is hidden behind the false panel facade that hides the upper portion of the main elevation. The central entry and flanking display windows appear much as do those in historic photographs of the building.

SUMMARY:

The Medford Downtown Historic District, composed of some 35-plus blocks arrayed around the original railroad right-of-way and the primary east-west corridor at Main Street, contains 209 individual resources. The area retains a high degree of character to its traditional role as Medford's commercial, retail, government, and entertainment core and effectively relates the city's pattern of development over the past century. Of the 178 built resources in the District (subtracting the 31 identified vacant parcels and parking lots), fully 140 (66.98% of the total 209) date from the 1884-1948 period of significance as detailed in Section 8. Of these, 119 (56.94%) resources retain sufficient integrity to their exterior appearance during the historic period to be considered "contributing" at this time.¹⁵¹

¹⁵⁰ The former government building, located on the parking lot, was the old C.E. Gates Ford dealership referred to above. Purchased by the government at the start of WWII for use as Medford's principal USO, it provided office space for various Federal government agencies until its demolition in the late 1960s.

¹⁵¹ A detailed analysis of the resource evaluation is presented in Section 8.

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Narrative Statement of Significance

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

Areas of Significance

(Enter categories from instructions)

Culture; 20th Century Architecture
 Commerce

Period of Significance

1884-1941 [Primary Period]
 1942-1948 [Secondary Period]

Significant Dates

n/a

Significant Person

(Complete if Criterion B is marked above)

n/a

Cultural Affiliation

n/a

Architect/Builder

Multiple, See Section #7

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

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

Name of repository:

Jackson County Courthouse

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Medford Downtown Historic District, Medford, OR

Since the founding of the City of Medford in 1883, its downtown district has been the prime focus of the economic, entertainment, and social activities of the community. The district's buildings, ranging in date of construction from 1884 to the present, include 140 individual resources that date from the city's historic periods encompassing the years 1884 to 1948. Often-remodeled as a result of nearly constant economic vitality, Medford's downtown buildings and landscapes accurately and effectively relate the history of Medford's prosperity in the years between the city's founding in the 1880s to the pinnacle years of development immediately following World War II.

HISTORIC CONTEXT:

INITIAL DEVELOPMENT TO WORLD WAR I 1883-1920

Medford is located in Jackson County, Oregon, of which it is the county seat. Originally settled in the late 1840s and early 1850s, the original impetus for development in the region was the early 1852 discovery of gold in what is today the City of Jacksonville. Population and development boomed, with Jackson County being among the largest and most influential regions during Oregon's territorial period. Jacksonville, founded around the mines, was named county seat and remained the focus of the area's economy and transportation network throughout the settlement period.

In the early 1880s as the railroad pushed south from Roseburg, offering Jackson County its first direct rail link, Jacksonville's isolated and rugged terrain was considered disadvantageous and the Oregon and California Railroad (O&C RR) elected to bypass the city. The main line was instead surveyed through open land in the essentially flat center of the Bear Creek Valley.¹ A group of investors, C.W. Broback, I. J. Phipps, Conrad Mingus, and C. C. Beekman, together deeded portions of property along the west bank of Bear Creek to the O&C RR in late October 1883. "The railroad agreed in return to build a depot and establish a townsite." (Atwood: 1993:5) As an incentive, the Oregon and Transcontinental Land Company, a railroad subsidiary, was given alternate blocks throughout the new town, which was formally laid out in December 1883 by surveyor J. S. Howard. The source for the name of the city is generally given as being in honor of the hometown of railroad construction chief David Loring, a native of Medford, Massachusetts — a clear indication of the prominent role the line played in Medford's initial development.

...About 200 acres will be laid off in town lots. A name for the town has not yet been finally adopted but "Medford" or "Middleford" has been suggested by the railroad people, we are told. (*Ashland Tidings*, 30-Nov-1883, 3:5)

While construction trains arrived in the new community by January, it appears that actual passenger service was delayed, with the terminus remaining in the similarly settled new town of Grants Pass through the winter of 1883-1884. Nevertheless, commercial construction in Medford began and by the end of the winter there were reportedly some forty buildings standing in the downtown, almost all them in the area surrounding the new depot at Front and Main streets.² A late 1883 article describing a "...visit to the new town of Medford..." reported that "...a number of

¹ The logic and intrigue behind the "bypass" of Jacksonville, including claims that the railroad attempted to extort a sizable payment from the city in return for the line, have been thoroughly dealt with elsewhere. See, for example, Francis D. Haines, Jr., *Jacksonville: Biography of a Gold Camp*, (Medford, Gandee Printing Center,) 1967.

² As originally platted, Medford's east-west streets were numbered [i.e. 1st, 2nd, etc.] and north-south streets were given letter designations [i.e. "A," "B"]. Under this system the depot was actually located at 7th and D streets (in reality in the middle of the intersection). In

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parties have bargained for lots and are already building, *all the buildings being between the railroad and Bear creek.*" (*Ashland Tidings*, 21-Dec-1883, 5:5, emphasis added)

It begins to "look like business" at Medford now, since the cars have reached the place...The lumber for the depot building, all dressed and fitted, was brought up by last Saturday's train and can be put together in a very short time. The town has more than a dozen buildings now ready for occupancy, and several in the course of construction. (*Ashland Tidings*, 25-Jan-1884)

The railroad line from the north was completed to Ashland in April 1884, and Medford was now fully accessible for both passenger and freight service. While Ashland, much larger and more established, would serve as the Division point on the railroad, Medford, blessed by a central location that served large areas of the valley, quickly assumed a prominence that separated it from all the surrounding, smaller, towns.³ In January 1885 the *Ashland Tidings* commented on its new neighbor;

In the center of the valley the town of Medford, which began its growth in the early spring, has now, it is claimed, 400 inhabitants....The place has grown constantly and rapidly since it was first surveyed, and its record of over a hundred buildings erected within less than a year is something of which its citizens may well feel proud. (*Ashland Tidings*, 2-Jan-1885, 1:3-4)

Medford was incorporated as a city in February 1885 and continued to grow, boasting a population of just under 1000 people by the end of the decade. Commercial development grew too and "...an increasing number of business firms gradually filled the empty spaces along Front Street, Seventh Street (now Main) and Central Avenue." (Atwood & O'Harra, 1985:8) In 1890 a second rail connection was established, with the opening of the Rogue River Valley Railroad, a short line that connected the county seat at Jacksonville with Medford for both passenger and freight traffic. The growing agricultural export of fruits and grains provided Medford with a constant stream of visitors, providing a strong base for the growing retail and service center around the depot.

That Medford is truly the business center of this great Rogue River valley cannot be made more apparent than by an observation of the great number of teams seen tied to several hitching places about town...The popularity which Medford is gaining for herself as a trading center is the envy of all her neighbors but the ranchers far and near have gotten onto the way we do business and here is where they congregate. (*Medford Mail*, 15-Sept-1893, 2:1)

In the decade between 1890 and 1900, Medford passed Jacksonville in population and became the second largest in Jackson County, behind Ashland. Downtown commercial and residential development continued apace with the surging population.

1908 the north-south names were changed to trees and plants [i.e. "Apple," "Bartlett"] in recognition of the booming orchard industry. At the same time the main commercial corridor of 7th was formally renamed "Main Street" while the old county road was designated "Riverside and "C" became "Central." The street east of the Depot became "Front." (*Medford Mail Tribune*, 20-Apr-1908, 1:3) For clarity, the current (post-1908), names are used throughout this document.

³ Many adjacent communities had also been planned around the arrival of the railroad. To the south, Talent was platted and organized in anticipation of the line while to the north the cities of Central Point and Rogue River (Woodville), in addition to Grants Pass, were each laid out by the railroad. Gold Hill, a previously existing community of some size, literally moved so as to be along the tracks.

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...Medford has now about 2600 inhabitants...Like all new towns, Medford's early business houses were cheap frame buildings, but in almost every case these have given way to brick structures — strong, substantial, beautiful in architecture and convenient in arrangement...(*Medford Mail*, 2-Aug-1895, 7:2)

With the dawn of the new century, Medford's downtown began to increasingly benefit from orchard uses that were developing at the city's borders. Several small orchards were established in Jackson County during the later part of the 19th century but the promotion of cheap lands and their "orchard tract" potential now made the orchard industry a major factor in the Rogue River Valley economy after 1900. The valley's fruit, including pear, apple, cherry, and peach, were soon being shipped all over the nation, regularly winning awards for size and taste. This success gained increased recognition for the Medford area. With its central location, the downtown became the primary shipping and packing point for an ever-expanding orchard economy yielding continual downtown improvement.

In 1902 the first brick commercial construction occurred west of the railroad line, marking the beginnings of the expansion of the commercial corridor along Main Street.⁴ Other new buildings were begun, along both East and West Main, as well as on Central Avenue, a growing north-south route through the community that with Riverside saw new development as the automobile became a significant factor in linking Medford with surrounding areas. Older merchants renovated and updated their buildings throughout this period, often removing or encasing the elaborate detail of the late-Victorian era under more modern stucco or plain-surfaced designs. Photo comparisons reveal many 1890s turrets, stepped parapets and other typical "Victorian" details to have been removed during renovation less than a decade later.

By 1908, the orchard-inspired growth of Medford was reaching "boom" proportions and the local "Commercial Club" lost no opportunity to trumpet that fact. Aided by an organized promotional campaign operated in connection with the Southern Pacific Railroad (successor to the Oregon and California), Medford enticed newcomers to relocate and make their fortunes in orchard development while the railroad obliged with low-price one-way "Colonist" fares to the valley. In one typical "booster" tract, John Francis Reddy, Medford's Mayor, enthused;

...Here the treasure streams empty and must always empty. That is why Medford is one of the most metropolitan, most flourishing, and busiest little cities in all the hustling West. It is not only a city of today, but a city of tomorrow. Its citizens are building with an eye to the future — the brilliant unmistakable future destined to make Medford, not the most populous, but the place of greatest commercial importance in this part of the state. (*Rogue River Valley Magazine*, June 1907:8)

⁴ Developed by early Medford pioneer and land owner, I.W. Thomas, this first brick building stands at the SW corner of Grape and Main streets. (See ID #67.1 & 67.2)

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Medford's future looked especially promising following the results of the 1910 Census, which found the city's population at over 8800, bypassing Ashland and making it the largest city in Jackson County. During the period of 1900-1910, Medford grew 392%, making it the third fastest growing community in the United States.⁵

Nineteen hundred and ten has witnessed Medford make the greatest growth in its history....it has seen many modern business blocks erected and hundreds of homes built. It has seen the construction of a magnificent new depot and the parking of the railroad right-of-way, as well as doubling the size of the City Park. (*Medford Mail Tribune*, 30-Dec-1910, 4:2)

Spurred by its phenomenal economy and population growth, Downtown Medford saw huge development during the first fifteen years of the 20th century. Major structures such as the Gannett-Cory Hardware Building, the Medford Hotel, and the Medford Furniture and Hardware Building, all four or more stories in height, were built in 1910-1911, causing Medford's fire department to request a stop to "skyscraper" construction until such time as the city purchased a high-ladder truck. (*Medford Sun*, 21-Jan-1911, 1:3-5) Also in 1910 a second railroad connection, the Pacific and Eastern, was completed to Medford, creating a link to the eastern part of the county and enabling the large-scale harvest of that area's huge timber stands. Medford continued to modernize, paving its streets, building an improved water system, and expanding its sewer and storm drains.

[Medford]...is well built and possesses the appearance of a metropolitan center. Eighteen miles of asphalt paved streets, 32 miles of cement sidewalks, 26 miles of sewers and 27 miles of iron pipe, constructed at a cost of \$1,700,000. (*Oregon Almanac*, 1915:165)

While the new masonry passenger depot (187.1) and the "parked" railroad right-of-way remained the focus of downtown, Medford was also quick to recognize the development potential of the automobile. The city's streets were substantially paved by 1912 and in 1913-14 Riverside was designated a portion of the Pacific Highway, linking the entire western United States. With more than 230 cars registered in 1911, or one for every 38 residents, Medford boasted one of the highest automobile ratios per capita in the county. (*Medford Mail Tribune*, 12-Dec-1911) This was at least partially the result of the needs of city-dwelling orchardists to move between their "city homes" and outlying agricultural holdings. Early efforts at new, automobile-related building types in the downtown included the Sparta Building (362.0) southern Oregon's first Ford dealership, and the Crater Lake Garage (14.0).

The Orchard Boom reached its peak in 1911-1912. Unfortunately, with both over-planting and poor rainfall, its excitement soon slowed and Medford entered the first major economic slump in its history. Population declined dramatically, as did construction, and in the years between 1914 and the end of World War I few buildings were constructed in the downtown District.⁶

⁵ See *Medford Mail Tribune*, 1-December-1911, 1:1 and 9-April-1911, 1:2. Ashland's population during this period was reported as 5,020 to Medford's 8,840. The two communities to better Medford's growth were in the newly admitted state of Oklahoma, which at least locally was viewed as an "exceptional" circumstance that only amplified the importance of Medford's own boom.

⁶ Medford's official population in 1910 of 8840 had dropped to 5756, or almost 35%, by the 1920 census.

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NEW IDEAS AND MODERNIZATION: 1920-1941

After WWI Medford's economy, along with the rest of the nation, rebounded during the 1920s and downtown construction activity resumed. Several factors contributed to this local rekindling, among them the formation of the California-Oregon Power Company (COPCO), a sprawling private power provider, which opened its headquarters on West Main Street in 1921.⁷ Also completed during the early years of the decade was a 1.2 million dollar irrigation system that provided a regular source of water for the rejuvenation and expansion of the regional orchard industry. With the availability of both water and electricity, Medford once again achieved a stable economic base that encouraged and allowed downtown merchants to expand, build new stores, or improve and modernize their older establishments.

As the decade of the 1920s continued, Medford's economy remained strong. The city boasted a record breaking building year in 1925, only to surpass it in 1926 when more than 500 new buildings were erected within the city limits and more than \$1,300,000 was invested in construction-related activity.

The construction of businesses, industrial, lodge, and church buildings predominated with home building a close second in number. (*Medford Mail Tribune*, 2-Jan-1926, Spec., 2:1-8)

Construction in 1927, while slightly down from the previous record levels, was still strong. The major focus of this work was the construction of commercial buildings related to the anticipated opening of Sixth Street across the railroad corridor, creating only the *second* east-west street through downtown.⁸ Sixth Street quickly evolved into a long-sought second major commercial corridor in the city, "Medford's New Through Business Artery" as proclaimed in the local newspaper. Properties whose construction is related to the extension of the Sixth Street include the Pacific-Record and Herald Building (149.0), the Cooley-Neff Building (40.0), and the Colonial Garage (166.0), all built in 1925. While several Sixth Street buildings of this period have been demolished, seven standing commercial buildings along Sixth Street date from the construction boom between 1924 and 1927.

At the eastern edge of the downtown, Riverside Avenue (the Pacific Highway) became the focal point of the growing "Auto Row," as numerous showrooms and repair facilities, were constructed on either side of the Main and Riverside intersection. In 1921 Jackson County became the first on west coast to offer a paved route from border to border and by the following year, with the completion of its portion of the Pacific Highway, Oregon became the first state west of the Mississippi to be able to make such a claim.⁹ Typical of Medford's "Auto Row" are Derrick's Cafeteria, an early "fast food" operation (358.0) and the Busy Corner Motors Company Building (365.0), both erected in 1924. In 1925 the Huggins and Robinson Auto Showroom (323.0), the Skinner Garage (346.0, now altered), Crater Lake Automotive (345.0) along with the entire Jerome-Vawter complex at the corner of Main and Riverside (353.0 to 355.0) all were related to the growing impact of the auto on downtown. The Tucker Garage (366.) and the Medford

⁷ COPCO would remain one of the largest employers and property owners in the region, with operations stretching from Roseburg to Redding, the Oregon Coast to Northeastern California, for the next four decades. The company merged with Pacific Power and Light in 1961.

⁸ This was possible only after a long legal wrangle between the city and the railroad. See *Medford Mail Tribune*, 14-September-1927.

⁹ R. A. Booth, Chairman, Oregon State Highway Commission, *Fifth Biennial Report, 1920-1922* (Salem: Oregon State Highway Commission), 8.

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Auto Company Building (367.0) were each completed in 1926-27 and continued the expansion of "Auto Row" north of Main Street.¹⁰

With the development of Riverside as a major north-south route for tourist and business use, the lands to the east, between Bear Creek and the Original Town plat, were all developed in the 1920s decade. The Cora Knight, Phipps and Barnum additions were each divided into lots and blocks, extending the downtown commercial area along both sides of Main Street and Riverside.¹¹ Lining Main Street east of the Riverside, a fairly uniform row of storefronts was developed, the result of both the small number of developers and the dominant presence of Elmer Childers, who both as a contractor and designer was responsible for the majority of buildings in this sub-area of downtown. Representative of Childers work on this block are the Mohr Rental Building (351.0), and the Dreamland Ballroom/Childers Building (352.0).

The improved Pacific Highway roadbed, along with growing interest in auto tourism, increased traffic through Jackson County and also had a lasting impact on the character of the downtown. Medford gained the Craterian, its first "modern" motion picture theater in 1924 (321.0). Second-floor rooms such as the Crater Hotel (20.0) and the Wagon Wheel (64.0), complimented the earlier Hotel Medford (168.0, rebuilt) and Barnum Hotel (49.0) Along Bear Creek, one of the area's largest "Auto Camps" in southern Oregon, known as Merrick's Auto Park, developed as a widely known regional entertainment and camping complex that would remain an important downtown fixture well into the 1950s.¹²

Because of its location in the center of Southern Oregon, Medford is particularly fitted as a trading and financial center for the entire section....Few if any cities the size of Medford have a greater length of paved streets...[and] the city is supplied with gas and electric light and power, has modern office cement and brick office buildings, a public park, and ...two motion picture theaters, one of which has been recently built..." (*Where Nature Lavished Her Bounties*, c1924)

In 1927, following an Oregon Legislative change that allowed for direct vote on county seat locations, a bitterly fought election granted Medford the designation of Jackson County seat from declining Jacksonville.¹³ A new city hall, designed by Frank Clark, was erected at the corner of 5th and North Central and offered free-of-charge by the city for use as the County's courthouse until the 1932 opening the new Jackson County Courthouse, adjacent to the district boundary at Oakdale and Main.¹⁴ With the pre-existing Federal government offices in the downtown (148.0)

¹⁰ In 1919 Gates Ford had moved from the Sparta Building to a now demolished structure at the NW corner of Sixth and North Riverside.

¹¹ The Phipps and Barnum areas, both reserved from the Original Town Plat as the homes of two of the city's founders, include the blocks identified by Medford Urban Renewal Agency designations 62, 62 and 73 (Phipps Reserve) and 95 (Barnum Reserve). Cora Knight, wife of one of the area's earliest orchardists, platted the addition on the blocks identified by MURA numbers 64 and 94.

¹² Merrick's was demolished and its site along Bear Creek is now the Red Lion Hotel and Conference Center, just outside the district boundary.

¹³ Returns reveal that with its huge population advantage, the Medford vote alone overwhelmed the opposition throughout the remainder of the county electorate.

¹⁴ The Jackson County Courthouse, on Oakdale opposite the Medford Carnegie Library, was listed individually on the National Register in 1986.

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as well as the County, downtown Medford became the primary focus for virtually all levels of government service in Jackson County.

While construction of the new Jackson County Courthouse created some activity in downtown during the early 1930s, few other projects were built as the result of the Great Depression. One, the impressive Holly Theater (126.0) was actually planned and underway prior to the crash but did not open until August 1930. Including the Holly, only seven structures within the nominated area were built during the 1930s, the most notable being the first phase of the Fluhrer Bakery Building (155.0), P.T. Young/Humphrey Motors (360.0) and Safeway/Littrell Auto Parts (275.0), all of which exhibit the simple local expression of the Art Deco style.

The latter years of the 1930s saw little building activity in downtown and no identified property within the district is dated between 1937 and 1941. During the latter part of the period, particularly after February 1941, interest in the Medford area, if not actual construction efforts, took a sudden rise with the announcement of the possibility that a U.S. Army installation might be constructed in Jackson County. With the declaration of World War Two, construction of the cantonment dubbed "Camp White," a military cantonment approximately ten miles east of the city, began on 17-January-1942. (Kramer, 1992:14)

WAR YEARS AND POST-WWII DEVELOPMENT: 1942-1948

During the years of World War II, Medford (and the entire Jackson County area) experienced a period of growth and economic activity unmatched since the Orchard Boom. Supported by the massive investment of the federal government for the construction of Camp White, Medford's downtown became the focal point for the recreation activities of the almost 40,000 military personnel stationed at the base. During construction, an estimated 10,000 workers flooded the area, working round-the-clock as the new military camp was rushed to completion in just eight months. Later more than 9,000 civilians found work at Camp White as support staff.¹⁵ Local businesses remodeled storefronts into bars, restaurants, dance halls, movie theaters, skating rinks and other uses that provided recreational opportunities for military personnel and their families. Thousands of wives and girlfriends, not to mention officers who were without on-base housing, created increased pressures on the local residential market, with garages, barns, chicken coops and other structures all being rapidly converted to housing uses. Within the downtown district, considered desirable for its ready bus connections to Camp White and easy walk to shopping, second floor hotels were given over to single-room occupancy and remaining single family residences were converted to apartment or multi-room usage. Typical is the conversion of many of the homes along North Ivy and Holly streets (see, for example ID Nos. 175.0 and 139.0), the later of which includes the importation of a number of smaller "cottage" volumes that surround the original dwelling. In at least one instance, the sudden influx of temporary residents led to the establishment of entirely new uses in the downtown, such as Medford's first self-service Laundromat, which was housed in the wood-frame building behind the Daniel McNary House (ID 174.0) on North Ivy Street.

A special case of war-inspired construction is the Evelyn Apartments (ID 171.0) which were built under special authority during the war as housing for "...military personnel and those engaged in the war effort." (*Medford Mail Tribune*, 20-July-1943, 1:4) Other special permits provided hard-to-find materials for the construction of the

¹⁵ It is worth noting that Medford's 1940 population is estimated at 11,000, or roughly 25% the size of Camp White's military complement.

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“Markade,” a component of St. Mark’s Episcopal Church that was made available as a USO club for the duration.¹⁶ However, as a result of the material shortages and lack of construction workers that the war created, most building activity came to a halt.

The pent up interest in construction and improvement in downtown, on hiatus during the war effort, was suddenly released as soon as building materials went off ration. The first major structure erected in downtown after the WWII was, fittingly, the C.A. Winetrout/Crater Lake Ford Building (196.0), opened in 1946. The Moderne-style auto showroom, built within the railroad right-of-way, marked the construction of its first major non-railroad use and dramatically signaled the growing primacy of the automobile over the railroad as the chief factor in Medford’s future development pattern. With the infill of the right-of-way lands originally reserved for the railroad, the final major phase of construction within Medford’s downtown began, effectively closely the historic period.

PERIODS OF SIGNIFICANCE:

Two major periods of significance have been identified within the historic development period of the downtown Central Business District of Medford. These are;

PRIMARY (1889-1941)

Beginning with the earliest identified structure still standing within the area, the early resources of the primary period are characterized by the brick and concrete volumes that date from the first phase of permanent construction within the downtown area, including those buildings associated with the initial development of the commercial area and the “Orchard Boom” improvements that brought both increased construction and modernization. As detailed in Section 7, commercial architecture of this period is typically of brick, often with later stucco-covering, and traditional vernacular-inspired “Chicago School” designs.

Residential development dating from the primary period, reflecting the original mixed development pattern within the area where merchants and business owners resided near their shops, is typically of wood-frame construction and reflects the variety of residential architectural style that were popular during this period, from vernacular farmhouse designs to the Bungalow style that came to dominate the later years of the period.

As Medford’s economy and population continued to grow during the 1920s, new development with the district area began to display more stylistic influence. New styles and new materials, notably modest “Art Deco” or “Art Moderne” elements were utilized for commercial development, affecting not only new construction included under this period but also having substantial impact via the remodeling of earlier buildings. Residential construction within the Central Business District during this era almost uniformly reflects the changed housing patterns brought about by increased reliance on the automobile. As prosperous business owners moved to larger suburban lots, particularly with the opening of the residential areas east of Bear Creek, new residential construction within the District consisted almost entirely of multi-family apartment and “Court” uses. Popular revival styles account for the remaining single-family developments, virtually all of which occurs at the extreme western edges of the downtown area. The period

¹⁶ Several other structures in downtown were given over to USO use during the war, notably “The Outpost,” located in the former Home Telephone and Telegraph Building (ID 125.0). Downtown boasted four “official” USO’s at the peak of Camp White, including a special facility for the area’s first major contingent of black people. (See Kramer, *Camp White: City in the Agate Desert*, 1992:58-61)

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also includes the scattered 1930s, Depression-era, commercial developments in the downtown and ends with the virtual cessation of construction that resulted from the lack of materials caused by the declaration of World War II.

SECONDARY (1942-1948)

Beginning with developments generated by the construction of Camp White and the rapid increase in population that the Medford area incurred as a result, the early resources of the secondary period are almost entirely limited to residential developments that providing housing for military wives and officers. This includes not only entirely new construction, but accounts for the renovation of some earlier single family residential into multiple-family use, including the import of additional units onto a larger tax lot. The pent-up economic wishes of the commercial area, flush with income during the boom war years, went largely unfulfilled due to material and labor shortages until the end of the war. Then, in fairly rapid succession, brand new construction of major buildings, many in the former railroad right-of-way, completed the development cycle in downtown Medford by in-filling gaps required by the earlier, railroad-based, pattern.

With the end of the Secondary Period of Significance, the majority of the land area within the downtown district had been developed, ending the historic development period. Henceforth, construction would generally require the removal of earlier properties, typically involving multiple resources, as the narrow commercial lots of the Original Townsite were amalgamated to allow the creation of larger, horizontally oriented, buildings.

RESOURCE QUANTIFICATION:

As an aide to understanding the general architectural, visual, and economic composition of the Medford Downtown Historic District, the resources within the boundary area have been analyzed based upon several key characteristics. In addition to the detailed analysis by evaluation or rank as per the guidelines of NR Bulletin 16, District resources are quantified by; *Year of Construction, Use, and Architectural Style.*

<u>ANALYSIS BY EVALUATION/RANKING:</u>	<u>QUANTITY</u>	<u>%TOTAL</u>
Total Number of Resources within boundaries:	209	100%
Contributing Resources, Total:	119	56.94%
Primary Contributing (1884-1941)	106	50.72%
Secondary Contributing (1942-1948)	13	6.22%
Non-Contributing, Total:	74	35.41%
Historic/Non-Contributing in Current Condition	21	10.05%
Non-Compatible/Non-Contributing	24	11.48%
Compatible/Non-Historic/Non-Contributing	14	6.70%
Vacant [Sites], Total	31	14.83%

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ANALYSIS BY DATE OF CONSTRUCTION [I19 CONTRIBUTING RESOURCES ONLY]:

<i>built prior to</i> 1890	5	4.20%
1900	9	7.56%
1910	28	23.53%
1920	21	17.65%
1930	38	31.93%
1940	5	4.20%
1948	13	10.92%

ANALYSIS BY USE [I19 CONTRIBUTING RESOURCES ONLY]:

Residential Use:	19	15.97%
Commercial Use:	100	84.03%

ANALYSIS BY ARCHITECTURAL STYLE [I19 CONTRIBUTING RESOURCES ONLY]:

Chicago School	54	45.38%
Early Modern: Art Deco	10	8.40%
Early Modern: Modernistic	4	3.36%
Historic Period Revivals	16	13.45%
Late Victorian	8	6.72%
Minimal Tract	3	2.52%
Utilitarian	7	5.88%
Vernacular	5	4.20%
Other Styles (2 or fewer examples each)	11	9.24%

DOWNTOWN MEDFORD: CONSISTENCY IN A CONTEXT OF CHANGE:

Downtown Medford, as any successful commercial core, has seen a great deal of change and alteration during the one-hundred and fourteen years since the city's founding. Building's have been continually renovated, added to, remodeled, and redesigned as merchants and property owners tried to meet current architectural fashions and the needs of a growing, bustling, community. As a result, many of the buildings within the Medford Downtown Historic District, although dating from the late 19th and early 20th century, present an exterior character that post-dates their original appearance. This pattern of change accurately reflects Medford's historic development where the pattern of renovation and remodeling that began in the city's earliest years has continued, essentially unchecked, ever since. This constant renovation results in what can be described as a "context of change," a typical pattern in successful downtown areas.

"Continuing construction along main street indicates continuing prosperity. A prosperous business community encourages, and often requires, main street expansion." (Bailey: 1982:157)

During its first thirty years, with little exception, Medford remained a booming community, growing rapidly in both population and economic influence, creating a wealthy and influential merchant class who owned and occupied their own businesses in the downtown, and who often lived within the district's residential areas. While Medford generally avoided the disastrous conflagrations that destroyed much of downtown Grants Pass, Jacksonville, Ashland and many other towns in the in the late 19th century, the city's early wooden building's soon succumbed to a more insidious and constant progenitor of change — progress. As early as 1884, less than a year after settlement, the first

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of the simple wooden storefronts were being replaced by more permanent “brick blocks.” By 1890, rows of one, two, and three story brick structures dominated the established commercial area east of the railroad tracks and that trend jumped to the western side of downtown shortly after the turn of the century. These late 19th century brick buildings, almost all in the vernacular “Chicago School” style, often had elaborate surface detail in keeping with the style of the times. On short intervals, many were quickly remodeled and stucco clad, their turrets removed, tin cornices pared, and their “old-fashioned” projecting elements smoothed to present a more modern, urban appearance. As documented over and over within the specific building discussions of Section 7, such renovation and modernization was pandemic in Medford.¹⁷

Much of the change in Medford stems from two trends, still operable, within the downtown. Even today, many of Medford’s established businesses have long histories in the downtown area. Most companies, such as Hubbard’s Hardware, Norris Shoes, and the varying banks, own their location and have done so for many years. During the historic period, these successful owners would proudly and regularly renovate to keep current, create additional display spaces, and generally “improve” and modernize their shops.

Other downtown area commercial property was held as investment, often for many generations in the same family, and leased to series of widely varying businesses. Typical of this latter pattern are the Palm Building and the Cooley-Neff Building. As early as the 1920s those few early brick buildings still visibly relating their original construction materials were almost universally located off Main Street. Most were remodeled in the newer, modest Art Deco styles that became popular with Medford’s largest construction boom, which occurred during the mid-1920s. Later new construction followed this pattern, continuing past World War II and into the 1950s.

Medford’s history of change is also evident in the remaining residential areas of the downtown. Original residential development was first undertaken by well-to-do merchants and business owners, seeking to be within walking distance of their shops. These homes were constructed in late Victorian styles, typically two story, with elaborate detailing, perimeter fencing and other high-style appointments. Typical of this pattern is the J. H. Thorndike House (139.0). With the turn-of-the-century, and the development of prime residential areas outside the downtown (fueled, in part, by the arrival of the automobile) smaller owner-occupied homes were constructed in the downtown core, occupied by working and management-class families. Multiple-family developments followed WWI, with the development of the Schuler Apartments, Holly Apartments, and several “Bungalow Court” projects. With the housing crunch brought on by WWII, higher density rentals, with accessory units placed on original large single-family lots, brought the downtown residential area to its present configuration and use of predominately multi-family rental units. Collectively, these serial alterations to the residential area of downtown effectively relate changing land-use patterns that result from economics and increased transportation options during the historic period.

While Medford’s downtown has seen a continued history of change and modification as the result of economic and transportation forces, the essential character of the historic period remains. In the residential areas, the setbacks and tree-lined character that defined the original development pattern is still clearly visible, with the increased densities of the latter, infill, generally augmenting that pattern. The commercial blocks, lining Main, Central, Riverside and elsewhere, to a large extent retain the original narrow vertical building placement that was dictated by the underlying land divisions of the Original Town Plat. Brick and concrete building materials, either exposed or covered with a

¹⁷ See, for example, the building history of the First National Bank Building (21.0), the Palm Building (31.0) or the Stewart Building (308.).

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variety of later claddings, demonstrate the pattern of renovation and alteration that is so characteristic of the downtown core. Facades and rear elevations present varying exterior surface, pieces of earlier renovation efforts blend with both original and later changes, creating a form of readable architectural history, on a building by building basis.

Modern open spaces in the downtown, generally consisting of parking lots, are almost entirely city-held and located behind the main commercial corridors. As such they do not seriously intrude upon the regular building pattern that defines the downtown. The large green spaces of the library and adjacent park, now joined to the Jackson County Courthouse, anchor the western end of the District, and remain the historic "park" blocks originally established by the Oregon and Transcontinental Land Company.

Taken altogether, the development pattern of the Medford Downtown Historic District, including its built resources and its open spaces, accurately reflects the development and history of change in this city since its founding.

..the architecture of individual buildings tells only one part of the complicated story of what is called "townscape" — all the physical features and amenities that contribute to the way a town looks and 'feels.' If architecture comprises the building blocks of townscape, then the way in which in these buildings are formally arranged with regard to one another and to open space largely determined the 'feeling,' or ambiance, of towns. (Francaviglia, 1996:65)

SUMMARY:

The Downtown Medford Historic District includes twenty-five blocks of the city's Original Plat along with the several additions that extended downtown to the east and the banks of Bear Creek. Although predominately a commercial core, with high-density brick and concrete commercial architecture that developed along the city's four primary axis, Main Street, Central Avenue, Riverside Avenue (formerly the Pacific Highway) and the Southern Pacific Railroad right-of-way, an early residential area remains at the district's NW quadrant and provides visible evidence of the original mixed commercial and residential uses in the city's core area. The Medford Downtown Historic District accurately and effectively conveys the development of the City of Medford from its earliest railroad-dependent years, through the advent of the automobile and the Pacific Highway, and finally the explosive building boom of the immediate post-World War II era.

Through its reflection of the continual change as a successful downtown, the Medford Downtown Historic District is an admirable and accurate reflection of the city's history. The Medford Downtown Historic District retains sufficient integrity in construction, spatial relationships, use, materials and workmanship to accurately reflect its role and significance as the focal point of the City of Medford and to effectively convey the associations which make it eligible for nomination under Criterion "A" for listing on the National Register of Historic Places.

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10. Geographical Data

Acreeage of Property 100 Acres, [+/-]

Medford, Oregon 1:24000

UTM References

(Place additional UTM references on a continuation sheet)

(A) 1 [110] [5110191410] [4168162610]
Zone Easting Northing

(B) 3 [110] [5110191410] [416815141410]
Zone Easting Northing

(C) 2 [110] [51019191810] [4168154410]

(D) 4 [110] [51019191810] [4161816121610]

See continuation sheet.

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title George Kramer, M.S.

organization Historic Preservation Consultant

date 1-August-1997

street & number 386 North Laurel

telephone (541)-482-9504

city or town Ashland

state Oregon zip code 97520-1154

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property.

Additional items

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

Property Owner

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

name Multiple owners, see attachment

street & number N/A

telephone N/A

city or town N/A

state zip code

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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VERBAL BOUNDARY DESCRIPTION:

Beginning at the western edge of Bear Creek, at the extreme northwestern corner of tax lot 9600 as shown on Jackson County Assessors Plat 37-1W-300BB and continuing west along the northern boundary of that parcel to the rear of tax lot 9700, then north along the boundary of TL 9700 and TL 9800 to the extreme northeastern corner of TL 9800, then west to the centerline of North Riverside Avenue, then north following that centerline to the intersection of North Riverside and Fourth Street, then west along the centerline of Fourth Street to the intersection of North Oakdale, then south following the centerline of Oakdale to the intersection of South Oakdale and West Eighth Street, then east, following the centerline of West Eighth Street, across the railroad right-of-way, to the intersection of West Eighth and South Front streets, then south to the intersection of South Front and East Ninth, then easterly along that same line to the southwestern corner of tax lot 6900 as shown on Jackson County Assessors Plat 37-1W-30BD, then east along the southern boundary of that parcel to the western bank of Bear Creek and then south, along the edge of Bear Creek, to the point of beginning; the whole area being roughly described as that portion of the Original Town of Medford, augmented by portions of the Broback Reserve, Phipps Reserve and Cora Knight additions, that lies west of Bear Creek, south of Fourth, east of Oakdale and north of Eighth streets, with the small addition encompassing those two blocks north of Ninth Street and east of Front Street as depicted in the attached map labeled "Medford Downtown Historic District."

BOUNDARY JUSTIFICATION:

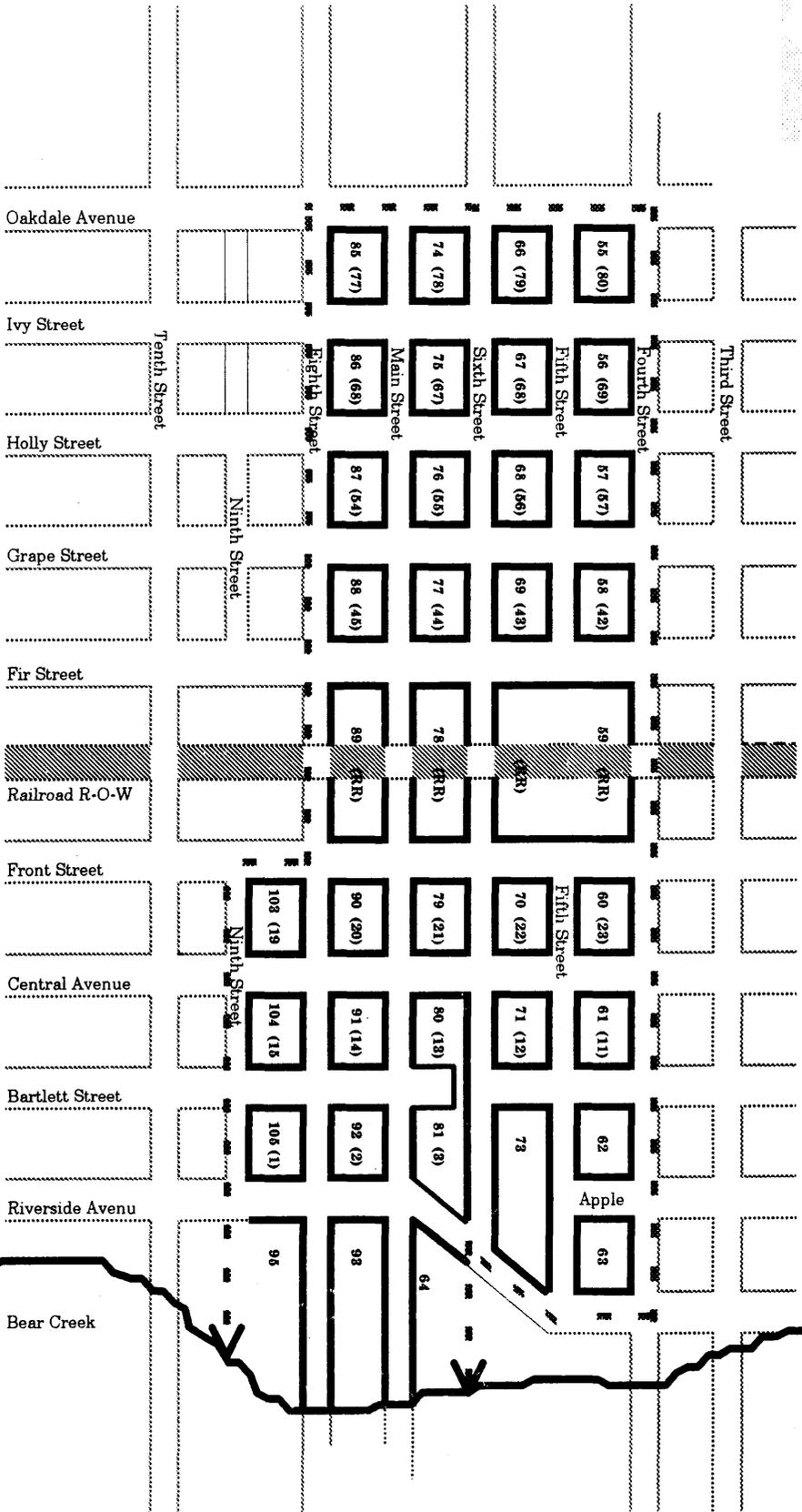
The nominated area includes all that portion of the Original Town of Medford and the various additions which expanded the initial plat to the east bank of Bear Creek during the pre-World War One period that retain the high-density, narrow-lot, development pattern that characterizes the settlement of Medford's downtown during the historic period. Containing the entire area defined as the "Central Business District" by the Medford Planning Department except the area west of Front Street and south of Eighth, (south of Ninth for the two blocks east of Front), the nominated area includes the intact portions of the pre-1948 downtown commercial and residential areas that have traditionally formed the core of the City of Medford.



MEDFORD DOWNTOWN HISTORIC DISTRICT

Medford Urban Renewal Agency Block Numbers (Original Townsite Block)
National Register District Nomination, August 1997

--- District Boundary line



District Sketch Map: Please Refer to Large Scale Map for Additional Information

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NO.	HISTORIC NAME	OWNER	OWNER MAILING ADDRESS				NR EVALUATION
11.0	American Laundry Bldg	Stewart, Ruth	2235 E Main Street	Medford	OR	97504	Primary/Contributing
12.0	Site:Terminal Hotel	City of Medford	411 W 8th St	Medford	OR	97501	Vacant
13.0	W.L. Lewis Super Service	Frohnmayr, Otto	P O Box 4280	Medford	OR	97501	Historic/Non-Contributing in Current Condition
14.0	Crater Lake Garage	Tucker, Jasper & Sheila	P O Box 486	Medford	OR	97501	Primary/Contributing
15.0	Parking Lot	Breeze, R P & Annette C	185 Mariposa Ave	Medford	OR	97504	Vacant
16.0	Parking lot	Medford Properties Inc	P O Box 4280	Medford	OR	97501	Vacant
17.0	Robinson's Dept Store	Breeze, R P & Annette C	185 Mariposa Ave	Medford	OR	97504	Non-Compatible/Non-Contributing
19.0	Crater Bank	Medford C of C	101 East 8th St	Medford	OR	97504	Compatible/Non-Historic/Non-Contributing
20.0	Halley Block	J/F Properties	P O Box B	Medford	OR	97501	Primary/Contributing
21.0	First Natl Bank Building	Seus, Robert L	1899 Thompson Crk Rd	Applegate	OR	97530	Primary/Contributing
23.1	Hamlin Building [WEST]	Seus, Robt L/Constance J	1899 Thompson Crk Rd	Applegate	OR	97530	Primary/Contributing
23.2	Hamlin Building [EAST]	Miles, Daniel & Michael	1612 Tamera	Klamath Falls	OR	97603	Primary/Contributing
25.0	Meydinski Building	Hunt, G A/Skyrman, Edith	5725 Calusa Loop	Tualatin	OR	97062	Primary/Contributing
26.0	U S Bank	U S Natl Bank/R E Mgt Div T-3	P O Box 8837	Portland	OR	97208	Non-Compatible/Non-Contributing
27.0	Medford Furn & Hdwr Bldg	Dale, Russell E.	585 Allison	Ashland	OR	97520	Primary/Contributing
28.0	Central Fire Hall	Dale, Russell E.	585 Allison	Ashland	OR	97504	Primary/Contributing [NRHP]
29.0	Nash Livery & Feed Stable	V F W Building Corp	P O Box 1447	Medford	OR	97501	Historic/Non-Contributing in Current Condition
30.0	U S Bank Drive Up	U S Natl Bank Oregon	P O Box 8837	Portland	OR	97208	Non-Compatible/Non-Contributing
31.0	Palm Building	Henselman Trustees	107 E Main St, Suite 6	Medford	OR	97501	Primary/Contributing
32.0	F.F. Burk Tent & Awning	Tolman, Timothy L.	158 Renault Ave	Medford	OR	97501	Historic/Non-Contributing in Current Condition
36.0	City Parking Lot	City of Medford	411 W 8th St	Medford	ORO	97501	Vacant
38.0	1st Interstate Drive-Up	First Interstate Bank/OR	P O Box 2971	PORTLAND	OR	97208	Non-Compatible/Non-Contributing
39.0	Jackson City Abstract Bldg	Mayerle, Ronald A.	1000 East Main	Medford	OR	97501	Historic/Non-Contributing in Current Condition
40.0	Cooley-Neff Bldg	Ebert, George & Winnifred	101 North Central	Medford	OR	97501	Primary/Contributing
41.0	C. Fridiger Bldg	Grimm, Russell & Anita	4861 Hwy 66	Ashland	OR	97520	Primary/Contributing
42.0	Clara Barkdull Building	Assoc/Retarded Citizens of	P O Box 1485	Medford	OR	97501	Primary/Contributing
43.0	Medford Central Market	Bonotto, Albert/Lorraine	1849 Van Ness	Klamath Falls	OR	97601	Primary/Contributing
45.0	Richfield Station	Stormberg, M & Teri L E	909 S Riverside	Medford	OR	97501	Primary/Contributing
46.0	Parking Lot	Colony Far East Restaurant	236 N Front Street	Medford	OR	97501	Vacant
47.0	Hight Realty	Stenkamp, Diane Hight	P O Box 5059	Central Point	OR	97502	Secondary/Contributing
48.0	Site:Medford City Hall #2	City of Medford	411 W 8th St	Medford	OR	97501	Vacant
49.0	Barnum Hotel	OR Landmark-Two Ltd	2022 South 2100 East #203	Salt Lake City	UT	84108	Primary/Contributing [NRHP]
52.0	Luman Grocery Store	Colony Far East	236 N Front Street	Medford	OR	97501	Historic/Non-Contributing in Current Condition
54.0	Budge-Mc Hugh, New Bldg	Budge, Boyd E & Jessie S	P O Box 758	Medford	OR	97504	Non-Compatible/Non-Contributing
56.0	Fluhrer Pastry Plant	Budge, Boyd E & Jessie S	P O Box 758	Medford	OR	97501	Secondary/Contributing
57.0	Mail Tribune Bldg [new]	Medford Mail Tribune Co	P O Box 1108	Medford	OR	97501	Non-Compatible/Non-Contributing
58.0	Sixth Street West Plaza	Lorenzen, W R & Nannette	107 E Main St, Suite 6	Medford	OR	97501	Non-Compatible/Non-Contributing
59.0	Weeks/Orr Addition	W United Life Ins/Winans, M K.	114 West Main St	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
61.0	Site:MT Bldg (Print Shop)	Medford Mail Tribune	P O BOX 1108	Medford	OR	97501	Non-Compatible/Non-Contributing
63.0	Wm Aitken Plumbing Shop	Medford Mail Tribune	P O BOX 1108	Medford	OR	97501	Historic/Non-Contributing in Current Condition
64.0	Palm-Niedermeyer Bldg	Brenneman, C E Trustee	10 Crater Lake Ave	Medford	OR	97504	Primary/Contributing
65.0	Bates Barber Shop	Clearwater, George & Becky	126 West Main St	Medford	OR	97501	Primary/Contributing
66.0	Weeks and Orr Furniture	Pedrogetti, Joseph F	114 West Main St	Medford	OR	97501	Primary/Contributing
67.1	I.W. Thomas Bldg [West]	Suntomi Inc/City Sanitary	135 W MAIN	Medford	OR	97501	Primary/Contributing
67.2	I.W. Thomas Bldg [East]	Kruesi, John	131 West Main St	Medford	OR	97501	Primary/Contributing
69.0	Moore Annex/ Pottenger Bldg	United Brotherhood Trst/Hamlin	123 Main Street W	Medford	OR	97501	Primary/Contributing
70.0	Davis Storage	Getchell, Bayard & Myra, Trust	301 W Sixth Street	Medford	OR	97501	Primary/Contributing
71.0	West Side Feed & Sale	Weinman, M R/Interiors @Livery	29 Grape St S	Medford	OR	97501	Primary/Contributing [NRHP]
72.0	Thomas Rental Store 1	Cotta, Michael A/Clare A	P O Box 1307	Medford	OR	97501	Historic/Non-Contributing in Current Condition
74.0	Kay Building	Stuart, Allan	34 N Central	Medford	OR	97501	Primary/Contributing
75.0	Palm Rental Store	Pedrogetti, Joseph F	114 West Main St	Medford	OR	97501	Primary/Contributing
76.0	Getchell Building	Pedrogetti, Joseph F	114 West Main St	Medford	OR	97501	Primary/Contributing
109.0	S O Gas Company Bldg	First Presbyterian Church	85 South Holly Street	Medford	OR	97501	Historic/Non-Contributing in Current Condition
110.0	Thomas Building #2	Ctr/NonProfit Legal Services	P O Box 1586	Medford	OR	97501	Primary/Contributing
111.0	Palm-Slewing Building	On Track Inc.	221 W Main Street	Medford	OR	97501	Primary/Contributing
112.0	John F. White Bldg	Collins, John Richard	207 W Main Street	Medford	OR	97501	Primary/Contributing
113.0	Garnett-Cory Building	Ferguson, William H	5200 Pioneer Rd	Medford	OR	97501	Primary/Contributing [NRHP]
114.0	Beck Apartments	Medford Labor Temple	P O Box 1702	Florence	OR	97439	Primary/Contributing
115.0	Presbyterian Church	First Presbyterian Church	85 S Holly Street	Medford	OR	97501	Primary/Contributing
116.0	Vacant Lot	Medford Mail Tribune	P O Box 1108	Medford	OR	97501	Vacant

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NO.	HISTORIC NAME	OWNER	OWNER MAILING ADDRESS				NR EVALUATION
119.0	ERA Real Estate Office Bldg	Washington Water & Power	E 1411 Mission St	Spokane	WA	99220	Non-Compatible/Non-Contributing
121.0	Site: Copco Building	Pacific Plan/R G Strong	920 SW 6 th Ave	Portland	OR	97204	Non-Compatible/Non-Contributing
122.0	Site: St Mark's Bldg	Oregon Bank/Land & Prop Admin	P O Box 3966	Seattle	WA	98124	Non-Compatible/Non-Contributing
123.0	Woodmen of World	Talisman Ldge 131/New Creation	143 North Grape	Medford	OR	97501	Primary/Contributing
124.0	Johnson's Market/Groceries	Jackson E S D	101 North Grape	Medford	OR	97501	Historic/Non-Contributing in Current Condition
125.0	Home Telephone & Telegraph	R R Valley University Club	218 West 6th Street	Medford	OR	97501	Primary/Contributing
126.0	Holly Theater	Val-Art Inc.	4790 Payne Road	Medford	OR	97504	Primary/Contributing
127.0	Parking Lot	Jackson E S D	101 Nort Grape	Medford	OR	97501	Vacant
129.0	Toft, Joseph .E. Hse	Beutler, Elzy A/ Jeanne L	1421 East Main St	Medford	OR	97504	Primary/Contributing
131.0	Parking Lot	Prentice, Eva	228 N Holly	Medford	OR	97501	Vacant
133.0	Parking Lot	Medford Mail Tribune	33 N Fir	Medford	OR	97501	Vacant
134.0	Insurance Office	On Track Inc.	221 West Main	Medford	OR	97501	Non-Compatible/Non-Contributing
136.0	Lions Eye Center	S O Lions Blind Ctr	228 N Holly Street	Medford	OR	97501	Non-Compatible/Non-Contributing
137.0	Holly Court Apartments	S O Lions Sight/Hearing	228 N Holly Street	Medford	OR	97501	Primary/Contributing
138.0	Toft, Raymond H. House	Comstock, Paul & Judith	1365 Tolman Cr Rd	Ashland	OR	97520	Primary/Contributing
139.0	Thorndike, J.H. House	Angel, Raul Garcia	P O Box 30	Talent	OR	97540	Primary/Contributing
140.0	Vacant Lot	Jacobs, D Lorin & Margaret	1256 Eureka Cir	Medford	OR	97501	Vacant
141.0	Root-Slover House	Moran, Clifford & Anna	P O Box 1091	Medford	OR	97501	Primary/Contributing
142.0	Starr, Lillie D. House	Shore, Larry D/White, W J /Leann	P O Box 333	Mountain View	CA	94042	Historic/Non-Contributing in Current Condition
143.0	Ivy Street North Apartments	Johnson, Linda J	1133 S Riverside Ave #12	Medford	OR	97501	Non-Compatible/Non-Contributing
144.0	Unknown [2 House]	Beard, Michael & Marybeth	204 Valley View Dr	Medford	OR	97504	Primary/Contributing
145.0	Bellinger, Merritt House	Campbell, G J Jr/ Holly	P O Box 296	Medford	OR	97501	Primary/Contributing
146.0	Holly Apartments	Mayfield, Gary and Linda	2994 Siskiyou	Medford	OR	97504	Primary/Contributing
147.0	Post Office Annex	Westonka Tribe #1 Trustees	125 N Holly Street	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
148.0	U S Post Office/Cthouse	U S A	310 W Sixth St	Medford	OR	97501	Primary/Contributing [NRHP]
149.0	Pacific-Record Herald Bldg	Scheuneman, Neil D & Wallis J.M.	555 Freeman Road	Central Point	OR	97502	Primary/Contributing
150.0	Fehl Building	Scheuneman, Neil D & Wallis J.M.	555 Freeman Road	Central Point	OR	97502	Primary/Contributing
153.0	Modern Office Building	Fraedrick, Charles T/Jean	122 Vancouver Ave	Medford	OR	97504	Non-Compatible/Non-Contributing
154.0	Site: Cargill Court Apts	Ferguson, William	5200 Pioneer Rd	Medford	OR	97501	Vacant
155.0	Fuhrer Bakery Bldg	Ferguson, William H & Maureen	5200 Pioneer Rd	Medford	OR	97501	Primary/Contributing [NRHP]
157.0	Library Park	City of Medford	411 W 8th St	Medford	OR	97501	Primary/Contributing
164.0	Medford Carnegie Library	Jackson County	413 Main St	Medford	OR	97501	Primary/Contributing [NRHP]
165.0	Schuler Apt Building	Dale, Russell E.	585 Allison	Ashland	OR	97520	Primary/Contributing [NRHP]
166.0	Colonial Garage	Y M C A	522 W Sixth St	Medford	OR	97501	Primary/Contributing
167.0	Hotel Medford Sample Rooms	Ray, Dorothy & John, David	P O Box 507	Medford	OR	97501	Primary/Contributing
168.0	Site: Hotel Medford	Medford Hotel Assoc Ltd	2022 South 2100 East #203	Salt Lake City	UT	84108	Compatible/Non-Historic/Non-Contributing
170.0	De Voes Confectionary	Thierolf, Richard B Jr.	426 West Main	Medford	OR	97501	Historic/Non-Contributing in Current Condition
171.0	Evelyn Apartments	Ekerson, Arthur/ Margaret	2404 W Hillside Dr	Central Point	OR	97502	Secondary/Contributing
172.0	Hafer, Edgar House	Uniservice Corporation	P O Box 11067	Portland	OR	97211	Primary/Contributing [NRHP]
173.0	St. Mark's Church	St Marks Parish	212 N Oakdale	Medford	OR	97501	Primary/Contributing
174.0	McNary, Daniel L. House	Rayburn, Cecila E	243 N IVY	Medford	OR	97501	Primary/Contributing
175.0	Bass, J.W. Rental Hse 1	Wheeler, J F/Suste, J T & C	409 N Shaffer St	Orange	CA	92666	Primary/Contributing
176.1	House, Leroy & Mattie Apts	Wheeler, J F/Suste, J T & C	P O Box 218	Medford	OR	97501	Primary/Contributing
176.2	Bass, James W. House	Wheeler, J F/Suste, J T & C	P O Box 218	Medford	OR	97501	Primary/Contributing
177.0	Clemons-Brandon House	Carpenter, Lowell	121 Bigham Dr	Central Point	OR	97502	Primary/Contributing
178.0	Bass, J.W. Rental Hse 2	Parris, Ronald A	5771 New Hope Road	Grants Pass	OR	97527	Primary/Contributing
179.0	St. Marks Parish hall/School	St Marks Parish	212 N Oakdale	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
180.0	Graves, Florence House	Hawkins, Joan M	P O Box 814	Ashland	OR	97520	Primary/Contributing
181.0	Bingham-Lawson House	Schoenberg, Richard A Trust	1854 Bristol Dr	Medford	OR	97504	Secondary/Contributing
182.0	Howell Rentals	Schoenburg, Mary/R Trust	1854 Bristol Dr	Medford	OR	97504	Secondary/Contributing
183.0	Site: Big Pines Lumber	M & W Properties L L C	107 E Main Suite 23	Medford	OR	97504	Non-Compatible/Non-Contributing
184.0	Bates Candy Warehouse	BDL Partnership	P O Box 626	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
185.0	Pinnacle Packing Plant #3	BDL Partnership	P O Box 626	Medford	OR	97501	Primary/Contributing
186.0	Pacific Seed & Feed	Tolman, T. & Butcher, C.	17 W Fourth St	Medford	OR	97501	Primary/Contributing
187.1	S P R R Passenger Depot	S O & Pacific Brewing Co	P O Box 1537	Jacksonville	OR	97530	Primary/Contributing [NRHP]
187.2	[Right of Way?] Parking?	Catellus Development Corp	201 Mission St, 3 rd Floor	San Francisco	CA	94105	Vacant

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National Register of Historic Places Continuation Sheet

Section Number: Owners Page: 3 Medford Downtown Historic District, Medford, OR

NO.	HISTORIC NAME	OWNER	OWNER MAILING ADDRESS				NR EVALUATION
187.3	Parking Lot, North of Depot	Rogue Valley Phys Service	P O Box 130	Medford	OR	97501	Vacant
190.0	Parking Lot, South of Depot	Dale, Russell E	585 Allison St	Ashland	OR	97520	Vacant
190.2	Parking Strip, W of RR						Vacant
192.0	First Interstate Bank	First Natl Bank/ Prop Div T-14	P O Box 3131	Portland	OR	97208	Compatible/Non-Historic/Non-Contributing
193.0	Acme Hardware Building	Collins,Edw/Herried, D	406 S Riverside	Medford	OR	97501	Secondary/Contributing
194.0	Crater Lake Ford [Part]	Crater Lake Properties/	10515 N E 6th Street	Bellevue	WA	98004	Non-Compatible/Non-Contributing
195.0	Crater Lake Ford [Part]	American Cancer Society	P O Box 698	Medford	OR	97501	Non-Compatible/Non-Contributing
196.0	C.L. Winetrout Building	Skopil, P A Trustee	7280 Sw Montclair Dr	Portland	OR	97225	Secondary/Contributing
197.0	Crater Lake Motors Shop	Trowbridge, B Root, Robt & Addington, John	P O Box 351	Medford	OR	97501	Secondary/Contributing
198.0	Jackson Cty Federal	J C F S/L Association	2 East Main Street	Medford	OR	97501	Non-Compatible/Non-Contributing
250.0	Parking Lot	Phoenix Properties Inc	117 S Central Ave	Medford	OR	97501	Vacant
251.0	Hubbard Whse/Pierce-Allen Co.	Wing, Charles A/Trust T-10	P O Box 2971	Portland	OR	97208	Primary/Contributing
252.1	Davis-Cornwall Bldg [N]	Miller, Gary C	642 Farnsworth	Central Point	OR	97502	Primary/Contributing
252.2	Davis-Cornwall Bldg [S]	De Boer, Alan	P O Box 249	Ashland	OR	97520	Primary/Contributing
254.0	Subaru Sales Lot	De Boer, Alan	P O Box 249	Ashland	OR	97520	Vacant
255.0	Western Bank	Western Bank	P O Box 1720	Coos Bay	OR	97420	Compatible/Non-Historic/Non-Contributing
257.0	Johnson-Childers Bldg	H & H Properties	320 E Main Street	Medford	OR	97501	Primary/Contributing
259.0	City Parking Lot	City of Medford	411 W 8th St	Medford	OR	97501	Vacant
260.0	L.C. Taylor Bldg	Dale, Russell E	585 Allison	Ashland	OR	97520	Historic/Non-Contributing in Current Condition
261.0	Witham Service Station	Carroll, Jo Ann V	42 Hawthorne	Medford	OR	97504	Primary/Contributing
262.0	City Parking Lot	City of Medford	411 W 8th St	Medford	OR	97501	Vacant
266.0	Warner-Gore Rental Bldg	Wadler, Anita Morgan	1814 Westcliff Dr #9	Newport Beach	CA	92660	Historic/Non-Contributing in Current Condition
267.0	Warner,Wortman & Gore Bldg	Mandell, Richard H	259 Barnett Rd, Suite C	Medford	OR	97501	Primary/Contributing
268.0	Mc Andrews-Barnum Blk [W]	Pheips, Fred G/Carol J	315 East Main St	Medford	OR	97501	Primary/Contributing
269.0	Mc Andrews-Barnum Blk [E]	Hubbard Hdw/ Erhlich,John	3800 Princeton	Medford	OR	97504	Primary/Contributing
270.1	Hubbard Brothers Hardware	Seus, Robt L/Constance J	1899 Thompson Creek Rd	Applegate	OR	97530	Primary/Contributing
272.0	Safeway Store	Litha Properties, Ltd	360 E Jackson	Medford	OR	97501	Historic/Non-Contributing in Current Condition
273.0	Bickler Building	Dupray, Olivia V	P O Box 276	Medford	OR	97501	Secondary/Contributing
275.0	Safeway/Littrell Auto Parts	Litha Properties, Ltd	360 E Jackson	Medford	OR	97504	Primary/Contributing
278.0	Lithia Dodge Sales	Litha Properties, Ltd	360 E Jackson	Medford	OR	97501	Non-Compatible/Non-Contributing
282.0	Sam Jennings Building	Jennings, Velma E	229 N Riverside	Medford	OR	97501	Primary/Contributing
283.0	Dirt Lot, Next to Jennings	Denman, Donald K Trustee	P O Box 4607	Medford	OR	97501	Vacant
284.0	Lithia Lot, Cor Apple & Rivsd	Litha Properties, Ltd	360 E Jackson Street	Medford	OR	97501	Vacant
285.0	Leever Motor Company	Litha Properties, Ltd	360 E Jackson	Medford	OR	97501	Historic/Non-Contributing in Current Conditon
288.0	Lithia Motors Sales Lot	Litha Properties, Ltd	360 E Jackson Street	Medford	OR	97501	Vacant
290.0	Lithia Service Bldg & Lot	Litha Properties, Ltd	360 E Jackson Street	Medford	OR	97501	Non-Compatible/Non-Contributing
291.0	Shults Body & Fender Works	Litha Properties, Ltd	360 E Jackson	Medford	OR	97501	Historic/Non-Contributing in Current Condition
292.0	Pacific Greyhound Bus Depot	Greyhound Lines/Tax Dept	P O Box 660362	Dallas	TX	75266	Secondary/Contributing
293.0	Claus Motors	Orchard, Donald L	3054 Hibiscus Dr	Honolulu	HI	96815	Historic/Non-Contributing in Current Condition
294.0	Girl's Community Club	Girls Community Club	229 N Bartlett	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
295.0	Lithia Parking Lot	Litha Properties, Ltd	360 E JacksonN	Medford	OR	97501	Vacant
296.0	Medford Auto Clinic	B P O E #1168	202 N Central Ave	Medford	OR	97501	Secondary/Contributing
297.0	B P O E Lodge #1168	B P O E #1168	202 N Central Ave	Medford	OR	97501	Primary/Contributing [NRHP]
298.0	City Parking Lot	City of Medford,	411 W 8th	Medford	OR	97501	Vacant
299.0	J.C. Penneys	So Ore Historic Society	P O Box 480	Jacksonville	OR	97530	Secondary/Contributing
300.0	Sixth St. Mall SITE	Litha Properties, Ltd	360 E Jackson	Medford	OR	97501	Vacant
301.0	Pacific Telephone	Lumsden, Lucille	3140 North 2nd St	Baker City	OR	97814	Non-Compatible/Non-Contributing
302.0	Pacific Tel & Telegraph Bldg	Pacific Nw Bell Tele Co	1600 7th Ave Rm 2306	Seattle	WA	98191	Primary/Contributing
303.0	City Parking Lot	City of Medford	411 W 8th St	Medford	OR	97501	Vacant
304.0	Cuthbert Building	Johansen, John E Trustee	3417 N E 129th St	Portland	OR	97230	Primary/Contributing
305.0	Davis Building	Ehrlich B H/Jean M Trustees	P O Box 3168	Portland	OR	97208	Primary/Contributing
308.0	Stewart Building	Roberts, Sharon Lynne	2796 Donnalee Dr	Medford	OR	97501	Primary/Contributing
309.0	Meeker-Stang Building	Johns Jewelers Inc	231 East Main	Medford	OR	97501	Primary/Contributing
310.0	Taylor-Phipps Bldg	Norris, John C/Dianne A	221 East Main	Medford	OR	97501	Primary/Contributing [NRHP]
311.0	Wilkinson-Swem Bldg	Curtis, Marvin E Trustee	20281 Chateau Dr	Saratoga	CA	95070	Primary/Contributing [NRHP]

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National Register of Historic Places Continuation Sheet

Section Number: Owners Page: 4 Medford Downtown Historic District, Medford, OR

NO.	HISTORIC NAME	OWNER	OWNER MAILING ADDRESS				NR EVALUATION
312.0	Big Bend Milling/Lindley Blk	R V P S-BC/ B S Oregon	P O Box 1271	Portland	OR	97207	Historic/Non-Contributing in Current Condition
314.0	Vawter-Brophy Building	Ehrlich, John	3800 Princeton Way	Medford	OR	97504	Primary/Contributing
315.0	Jackson County Bank Bldg	Allied Christian Foundation	333 S W Flower St	Portland	OR	97201	Primary/Contributing
316.0	Vogel Park	City of Medford	411 W 8th St	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
317.0	Haskins Drug Store	Henselman, Marilyn N	1628 Meadowview Dr	Medford	OR	97504	Historic/Non-Contributing in Current Condition
318.0	Webb-Adkins Block	Cochran An Cochran	23220 Hwy 20	Bend	OR	97701	Primary/Contributing
319.0	Adkins-Childers Bldg	Killen, Clair Associates Inc	9595 Sterling Crk Rd	Jacksonville	OR	97530	Primary/Contributing
320.0	Hoover-Cooper Bldg	Buutler, Robert L	232 E Main St	Medford	OR	97501	Primary/Contributing
321.0	Cooley Bldg/Craterian	Rogue Valley Art Assn	P O Box 763	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
322.0	City Parking Lot	City of Medford	411 W 8th St	Medford	OR	97501	Vacant
323.0	Huggins & Robinson Auto	Rogue Valley Art Assn	P O Box 763	Medford	OR	97501	Primary/Contributing
327.0	Walter W. Abbey Bldg	De Boer, Alan	P O Box 249	Ashland	OR	97520	Historic/Non-Contributing in Current Condition
328.0	Rear Building, Mwards	Phoenix Properties Inc	117 S Central Ave	Medford	OR	97501	Compatible/Non-Historic/Non-Contributing
329.1	Leverette Block	Phoenix Properties Inc	117 S Central Ave	Medford	OR	97501	Primary/Contributing
330.0	Franklin Bldg	Kalberer, Michael A	234 N W 5 th	Portland	OR	97209	Compatible/Non-Historic/Non-Contributing
333.0	Elwood, E.D. & Lucy House	Keener, Edw Don/Alice D	107 Kings Hwy	Central Point	OR	97502	Primary/Contributing
334.0	Wing, Charles A. Bldg	First Interstate/T R Dept T-12	P O Box 2971	Portland	OR	97208	Compatible/Non-Historic/Non-Contributing
344.0	Parking/Conc Bldg	Phoenix Properties Inc	117 S Central Ave	Medford	OR	97501	Non-Compatible/Non-Contributing
345.0	Crater Lake Automotive	Dale, Russell E	585 Allison St	Ashland	OR	97520	Primary/Contributing
346.0	Skinner Garage	Skinner, Marcia A	183 Black Oak Drive	Medford	OR	97504	Historic/Non-Contributing in Current Condition
351.0	Mohr Rental Building	Mc Gee Alice	P O Box 1705	Jacksonville	OR	97530	Primary/Contributing
352.0	Childers Building	Nelson John	P O Box 1705	Jacksonville	OR	97503	Primary/Contributing
353.0	Jerome-Vawter Building	Mc Gee Alice	P O Box 1705	Jacksonville	OR	97503	Primary/Contributing
354.1	Jerome Building (Pharmacy)	Forner, Victor/Edith	6398 Meadowridge Dr	Santa Rosa	CA	95409	Primary/Contributing
354.2	Jerome Building (Auto Parts)	Forner, Victor/Edith	6398 Meadowridge Dr	Santa Rosa	CA	95409	Primary/Contributing
355.0	Peerless Bakery Building	Leahy, Sophie	6398 Meadowridge Dr	Santa Rosa	CA	95405	Primary/Contributing
357.0	Vacant Lot	Jackson County	10 South Oakdale	Medford	OR	97501	Vacant
358.0	Derrick's Cafeteria	Drive In Market/Talent Inc	P O Box 337	Talent	OR	97540	Primary/Contributing
359.0	Hubbard-Wray Imp Co.	Weitman, D	33 Riverside Ave S	Medford	OR	97501	Secondary/Contributing
360.0	P.T. Young/Humphrey Motors	Weitman D	33 Riverside Ave S	Medford	OR	97501	Primary/Contributing
361.0	Vacant Lot	City of Medford	411 W 8th St	Medford	OR	97501	Vacant
362.0	Sparta Building	Riffe, Wm Trustee/Russ Dale	585 Allison St	Ashland	OR	97520	Primary/Contributing [NRHP]
363.0	Huber Confectionary	Cearley Enterprises Inc	30 N Riverside Ave	Medford	OR	97501	Historic/Non-Contributing in Current Condition
364.0	Childers-Dreamland Bldg	Wright, Rober L/Jakki	427 Main Street E	Medford	OR	97501	Primary/Contributing
365.0	Busy Corner Motors Bldg	Cearley, Kenneth Trustee	30 N Riverside Ave	Medford	OR	97501	Primary/Contributing
365.1	Medford Laundry Building	Cearley, Kenneth Trustee	30 N Riverside Ave	Medford	OR	97501	Non-Compatible/Non-Contributing
366.0	Tucker Garage	Cearley, Kenneth Trustee	30 N Riverside Ave	Medford	OR	97501	Primary/Contributing
367.0	Medford Auto Co Bldg	Walkup, Clyde F Trustee	275 Harvard Place	Medford	OR	97504	Primary/Contributing

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Section Number: PHOTOS Page: 1

Medford Downtown Historic District, Medford, OR

1. Historic View: Main Street
Looking: East, from Fir, from R-O-W
Photographer: Unknown
Date of Photograph: c1903
Negative: SOHS, #1443
2. Historic View: Main Street
Looking: West, from Grape Street
Photographer: L. A. Gregory
Date of Photograph: c1911
Negative: SOHS, #8717-B
3. Historic View: [C]entral Avenue
Looking: South, from Sixth Street
Photographer: Sprouse & Son, Publishers
Date of Photograph: c1907
Negative: G. Kramer Collection
4. Historic View: North Central Avenue
Looking: South, from Sixth Street
Photographer: Unknown
Date of Photograph: c1911
Negative: G. Kramer Collection
5. Historic View: Main Street
Looking: East, from Oakdale (Aerial)
Photographer: Patterson
Date of Photograph: c1920
Negative: G. Kramer Collection,
6. Historic View: Main Street
Looking: West, from Fir Street
Photographer: Patterson
Date of Photograph: c1937
Negative: SOHS, #8937
7. Historic View: Main Street
Looking: West, from Central
Photographer: Unknown
Date of Photograph: c1937
Negative: G. Kramer Collection,
8. Historic View: Main Street
Looking: Southwest, from Central
Photographer: Arpray?
Date of Photograph: c1935
Negative: SOHS, #9529
9. Historic View: Main Street
Looking: West, from Bartlett
Photographer: Sawyers
Date of Photograph: c1949
Negative: SOHS, #8960
10. Historic View: Main Street
Looking: West, from Riverside
Photographer: Brainerd's
Date of Photograph: c 1950
Negative: SOHS, 14534
11. Historic View: South Central
Looking: North, from Eighth Street
Photographer: Unknown
Date of Photograph: c1957
Negative: G. Kramer Collection,
12. Current View: Main Street
Looking: West, from Grape
Photographer: G. Kramer
Date of Photograph: June 1997
Negative: Collection of G. Kramer

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National Register of Historic Places Continuation Sheet

Section Number: PHOTOS Page: 2

Medford Downtown Historic District, Medford, OR

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| <p>13. Current View: Main Street
Looking: West, from Central
Photographer: G. Kramer
Date of Photograph: June 1997
Negative: Collection of G. Kramer,</p> <p>14. Current View: Main Street
Looking: West, from Riverside
Photographer: G. Kramer
Date of Photograph: June 1997
Negative: G. Kramer Collection</p> <p>15. Current View: Central Avenue
Looking: North, from Eighth
Photographer: G. Kramer
Date of Photograph: June 1997
Negative: Collection of G. Kramer</p> <p>16. Current View: Main Street
Looking: West, from Bartlett
Photographer: G. Kramer
Date of Photograph: June 1997
Negative: Collection of G. Kramer</p> <p>17. Current View: Main Street
Looking: East, from Riverside
Photographer: G. Kramer
Date of Photograph: June 1997
Negative: Collection of G. Kramer</p> | <p>18. Current: American Laundry Bldg #11.0
Looking: West, from S Central Ave.</p> <p>19. Current: W. L. Super Service, #13.0
Looking: SE, from 8th St.</p> <p>20. Current: Crater Lake Garage, #14.0
Looking: East, from S Front St.</p> <p>21. Current: Halley Block, #20.0
Looking: NW, from 8th & S Central Ave.</p> <p>22. Current: First Natl Bank Building, #21.0
Looking: South, from Main St.</p> <p>23. Current: Hamlin Building [West], #23.1
Looking: South, from Main St.</p> <p>24. Current: Hamlin Building [East], #23.2
Looking: South, from Main St.</p> <p>25. Current: Myedinski Building, #25.0
Looking: SW, from Main & S Central Ave.</p> <p>26. Current: Medford Furn & Hdw Bldg, #27.0
Looking: SW, from 6th & N Central Ave.</p> <p>27. Current: Medford Central Fire Hall, #28.0
Looking: SE, from 6th & N Front sts.</p> <p>28. Current: Nash Livery & Feed Stable, #29.0
Looking: East, from N Front St.</p> <p>29. Current: Palm Building, #31.0 (side)
Looking: SE, from Front St.</p> <p>30. Current: Palm Building, #31.0 (Facade)
Looking: NE, from N Front & Main St.</p> <p>31. Current: F. F. Burk Tent & Awning, #32.0
Looking: NE, from N Front St.</p> |
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- ALL FOLLOWING PHOTOS OF INDIVIDUAL
RESOURCES SHARE THE FOLLOWING
INFORMATION:**
- Photographer: G. Kramer
Date of Photograph: March 1997
Negative: Collection of G. Kramer*

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National Register of Historic Places Continuation Sheet

Section Number: PHOTOS Page: 3

Medford Downtown Historic District, Medford, OR

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| 32. Current: Jackson Cty Abstract, #39.0
Looking: North, from 6 th St. | 46. Current: Weeks & Orr Furniture, #66.0
Looking: North, from Main sts. |
| 33. Current: Cooley-Neff Bldg, #40.0
Looking: West, from N Central Ave. | 47. Current: I.W. Thomas Bldg [West], #67.1
Looking: SE, from S Grape & Main sts. |
| 34. Current: Cooley-Neff Bldg, #40 (portion)
Looking: West, from N Central Ave. | 48. Current: I.W. Thomas Bldg [East], #67.2
Looking: South, from Main St. |
| 35. Current: C. Fridiger Bldg, #41.0 (portion)
Looking: West, from N Central Ave. | 49. Current: Moore Annex/Pottenger, #69.0
Looking: South, from Main St. |
| 36. Current: C. Fridiger Bldg, #41.0 (portion)
Looking: West, from N Central Ave. | 50. Current: Davis Storage Warehouse, #70.0
Looking: East, from S Grape St. |
| 37. Current: Clara Barkdull Bldg, #42.0
Looking: West, from N Central Ave. | 51. Current: West Side Feed & Sale, #71.0
Looking: SE, from S Grape St. |
| 38. Current: Medford Central Market, #43.0
Looking: West, from N Central Ave. | 52. Current: Thomas Rental Store, #72.0
Looking: NE, from 8 th & S Grape sts. |
| 39. Current: Richfield Station, #45.0
Looking: SW, from 5 th & N Central Ave. | 53. Current: Kay Building, #74.0
Looking: West, from S Fir St. |
| 40. Current: Hight Realty, #47.0
Looking: SW, from N Central Ave. | 54. Current: Palm Rental Building, #75.0
Looking: West, from S Fir |
| 41. Current: Barnum Hotel, #49.0
Looking: NE, from 5 th & N Front sts. | 55. Current: Getchell Building, #76.0
Looking: SE, from Main St. |
| 42. Current: Luman Grocery Store, #52.0
Looking: SE, from N Front St. | 56. Current: S O Gas Company Bldg, #109.0
Looking: SE, from S Holly & Main sts. |
| 43. Current: Fluhrer Pastry Plant, #56.0
Looking: S, from 4 th | 57. Current: Thomas Bldg #2, #110.0
Looking: South, from Main St. |
| 44. Current: Palm-Niedermeyer Bldg, #64.0
Looking: NE, from Main & N Grape sts. | 58. Current: Palm-Slewing Bldg, #111.0
Looking: South, from Main St. |
| 45. Current: Bates Barber Shop, #65.0
Looking: North, from Main St. | 59. Current: John F. White, #112.0
Looking: South, from Main St. |

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Section Number: PHOTOS Page: 4

Medford Downtown Historic District, Medford, OR

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| 60. Current: Garnett-Cory [Liberty]Bldg, #113.0
Looking: SW, from S Grape & Main sts. | 74. Current: Merritt Bellinger Hse, #145.0
Looking: West, from N Holly St. |
| 61. Current: Beck Apartments, #114.0
Looking: SW, from S Grape St. | 75. Current: Holly Apartments, #146.0
Looking: West, from N Holly St. |
| 62. Current: Presbyterian Church, #115.0
Looking: NE, from S Holly & 8 th St. | 76. Current: Post Office Annex, #147.0
Looking: NW, from N Holly St. |
| 63. Current: Woodmen of the World, #123.0
Looking: NW, from N Grape St. | 77. Current: US Post Office/Cthouse, #148.0
Looking: NW, from Sixth & N Holly sts. |
| 64. Current: Johnson's Mkt/Groceteria, #124.0
Looking: NW, from 6 th & N Grape sts. | 78. Current: Pacific Record-Herald Bldg, #149.0
Looking: N, from Sixth St. |
| 65. Current: Home Tel/Telegraph, #125.0
Looking: N, from 6 th St. | 79. Current: Fehl Building, #150.0
Looking: NE, from Sixth & N Ivy sts. |
| 66. Current: Holly Theater, #126.0
Looking: NE, from 6 th and N Holly sts. | 80. Current: Fluhrer Bakery Bldg, #155.0
Looking: NW, from Main & Holly sts. |
| 67. Current: Joseph Toft House, #129.0
Looking: W, from N Grape St. | 81. Current: Library Park, #157.0
Looking: SE, from Main & S Ivy sts. |
| 68. Current: Holly Court Apts, #137.0
Looking: SE, from N Holly St. | 82. Current: Medford Carnegie Library, #164.0
Looking: S, from Main St. |
| 69. Current: Raymond Toft House, #138.0
Looking: NW, from N Holly St. | 83. Current: Schuler Apt Bldg, #165.0
Looking: E, from N Oakdale |
| 70. Current: J. H. Thorndike House, #139.0
Looking: NW, from N. Holly St. | 84. Current: Colonial Garage Bldg, #166.0
Looking: SW, from 6 th & N Ivy sts. |
| 71. Current: Root-Slover House, #141.0
Looking: NW, from N Holly St. | 85. Current: Hotel Mfr Sample Rooms, #167.0
Looking: W, from N Ivy St. |
| 72. Current: Lillie Starr House, #142.0
Looking: NE, from N Ivy St. | 86. Current: Hotel Medford [Rebuilt], #168.0
Looking: NW, from Main St. |
| 73. Current: Unknown House, #144.0
Looking: East, from N Ivy St. | 87. Current: DeVoe's Confectionery, #170.0
Looking: NE, from Main & S Oakdale |

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Section Number: PHOTOS Page: 5

Medford Downtown Historic District, Medford, OR

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| 88. Current: Evelyn Apts, #171.0
Looking: SW, from Sixth & N Ivy sts. | 102. Current: Pacific Feed & Seed, #186.0
Looking: SE, from 4 th St. |
| 89. Current: Edgar Hafer Hse, #172.0
Looking: N, from Sixth St. | 103. Current: S P R R Passenger Depot, #187.1
Looking: NE, from right-of-way |
| 90. Current: St. Mark's Episcopal, 173.0
Looking: SE, from Sixth & N Oakdale | 104. Current: Acme Hardware Bldg, #193.0
Looking: South, from 6 th St. |
| 91. Current: Daniel McNary Hse, 174.0
Looking: West, from N Ivy St. | 105. Current: C. A. Winetrout Bldg, #196.0
Looking: SE, from Main & N Fir sts. |
| 92. Current: J.W. Bass Rental 1, #175.0
Looking: NW, from N Ivy St. | 106. Current: Crater Lake Motors Shop, #197.0
Looking: NE, from 8 th & S Fir sts. |
| 93. Current: LeRoy & Mattie House Apts, 176.1
Looking: SW, from N Ivy St. | 107. Current: Hubbard/Pierce Allen, #251.0
Looking: SW, from S Riverside Ave. |
| 94. Current: James W. Bass Hse, #176.2
Looking: West, from N Ivy St. | 108. Current: Davis-Cornwall (N/S), 251.1/251.2
Looking: West, from S Riverside Ave. |
| 95. Current: Clemens-Brandon Hse, #177.0
Looking: West, from N Ivy St. | 109. Current: Johnson-Childers Bldg, #257.0
Looking: S, from E Main St. |
| 96. Current: J.W. Bass Rental 2, #178.0
Looking: NW, from 5 th & N Ivy sts. | 110. Current: L. C. Taylor Bldg, #260.0
Looking: NE, from 8 th & S Bartlett |
| 97. Current: Florence Graves Hse, #180.0
Looking: SE, from N Oakdale Ave. | 111. Current: Witham Service Station, #261.0
Looking: NW, from 8 th & S Riverside |
| 98. Current: Bingham-Lawson Hse, #181.0
Looking: East, from N Oakdale Ave. | 112. Current: Warner-Gore Rental, #266.0
Looking: NE, from Main & Bartlett |
| 99. Current: Howell Rentals, #182.0
Looking: NE, from N Oakdale Ave. | 113. Current: Warner, Wortman & Gore, 267.0
Looking: North, from Main St. |
| 100. Current: Bates Candy Warehouse, #184.0
Looking: SE, from N. Fir St. | 114. Current: McAndrews-Barnum [W], #268.0
Looking: North, from Main St. |
| 101. Current: Kimball Fruit Company, #185.0
Looking: SE, from N Fir St. | 115. Current: McAndrews-Barnum [E], #269.0
Looking: North, from Main St. |

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Medford Downtown Historic District, Medford, OR

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| 116. Current: Hubbard Brothers, 270.1
Looking: North, from Main St. | 130. Current: Davis Bldg, #305.0
Looking: NE, from N Central |
| 117. Current: Safeway Store, #272.0
Looking: East, from N Bartlett | 131. Current: Stewart Bldg, #308.0
Looking: NW, from Main & Bartlett |
| 118. Current: Bickler Building, #273.0
Looking: NE, from N Bartlett | 132. Current: Meeker-Stang Bldg, #309.0
Looking: North, from Main St. |
| 119. Current: Safeway/Littrell Auto, #275.0
Looking: NE, from Bartlett & 6 th | 133. Current: Tayler-Phipps Bldg, #310.0
Looking: North, from Main St. |
| 120. Current: Sam Jennings Bldg, #282.0
Looking: NW, from N Riverside | 134. Current: Wilkenson-Swem Bldg, #311.0
Looking: North, from Main St. |
| 121. Current: Leever Motor Co., #285.0
Looking: NW, from 5 th St. | 135. Current: Big Bend/Lindley Block, #312.0
Looking: North, from Main St. |
| 122. Current: Shults Body & Fender, #291.0
Looking: East, from N. Bartlett | 136. Current: Big Bend/Lindley Block, #312.0
Looking: SE, from N. Central |
| 123. Current: Pacific Greyhound Bus, #292.0
Looking: NE, from 5 th & Bartlett | 137. Current: Vawter-Brophy Bldg, #314.0
Looking: North, from Main St. |
| 124. Current: Clauss Motors, #293.0
Looking: NE, from 5 th St. | 138. Current: Jackson Cty Bank Bldg, #315.0
Looking: NE, from Main & Central |
| 125. Current: Medford Auto Clinic, #296.0
Looking: SE, from 4 th & N Central | 139. Current: Virginia Vogel Park, #316.0
Looking: SE, from Main & Central |
| 126. Current: B P O E Lodge 1168, #297.0
Looking: NE, from 5 th & N Central | 140. Current: Haskins Drug, #317.0
Looking: SE, from Main St. |
| 127. Current: J C Penneys, #299.0
Looking: NE, from 6 th & N Central | 141. Current: Webb-Adkins Block, #318.0
Looking: South, from E Main St. |
| 128. Current: Pac Tel & Tel Bldg, #302.0
Looking: SW, from 5 th & N Bartlett | 142. Current: Adkins-Childers Block, #319.0
Looking: South, from E Main St. |
| 129. Current: Cuthbert Bldg, #304.0
Looking: SE, from 6 th & N Central | 143. Current: Hoover-Cooper Bldg, #320.0
Looking: SW, from Main & Bartlett |

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Medford Downtown Historic District, Medford, OR

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| 144. Current: Craterian Bldg [Rebuilt], #321.0
Looking: SE, from S Central | 158. Current: Peerless Bakery Bldg, #355.0
Looking: NE, from S Riverside |
| 145. Current: Huggins & Robinson Bldg, #323.0
Looking: NW, from 8 th & Bartlett | 159. Current: Derrick's Cafeteria, #358.0
Looking: SE, from S Riverside |
| 146. Current: Walter W. Abbey Bldg, #327.0
Looking: NW, from 9 th & Bartlett | 160. Current: Hubbard-Wray Implement, #359.0
Looking: East, from S Riverside |
| 147. Current: Leverette Block, #329.1
Looking: SE, from 8 th & S Central | 161. Current: P T Young/Humphrey, #360.0
Looking: NE, from S Riverside |
| 148. Current: Franklin Bldg, #330.0
Looking: SE, from S Central | 162. Current: Sparta Building, #362.0
Looking: NE from Main & Riverside |
| 149. Current: E.D. & Lucy Elwood Hse, #333.0
Looking: East, from S Central | 163. Current: Huber Confectionery, #363.0
Looking: North, from E Main St. |
| 150. Current: Charles A Wing Bldg, #334.0
Looking: NE, from 9 th & S Central | 164. Current: Childers Bldg/Dreamland, #364.0
Looking: NE, from E Main St. |
| 151. Current: Charles A. Wing Bldg, #334.0
Looking: East, from S Central | 165. Current: Busy Corner Motors, #365.0
Looking: North, from E Main St. |
| 152. Current: Crater Lake Automotive, #345.0
Looking: East, from S Riverside | 166. Current: Tucker Garage, #366.0
Looking: NE, from N Riverside |
| 153. Current: Skinner's Garage, #346.0
Looking: NE, from S Riverside | 167. Current: Medford Auto Clinic Bldg, #367.0
Looking: SE, from N Riverside |
| 154. Current: Mohr Rental/Childers, #351/352.0
Looking: South, from E Main St. | |
| 155. Current: Jerome-Vawter Bldg, #353.0
Looking: South, from E Main St | |
| 156. Current: Jerome Building, 354.1/354.2
Looking: SE, from Main & Riverside | |
| 157. Current: Jerome Building, 354.1/354.2
Looking: East, from S Riverside | |

Medford, Oregon Downtown Historic District

Legend

-  District Boundary Line
-  Medford District ID Number
-  Tax Lot Boundary Line

Historic Ranking

-  Primary Contributing
-  Secondary Contributing
-  Historic, Non-Contributing in Current Condition
-  Comparable, Non-Historic, Non-Contributing
-  Non-Compatible, Non-Historic, Non-Contributing
-  Vacant

National Register of Historic Places
 District Nomination
 August, 1997
 Source: Medford Urban Renewal Agency (MURA)

