

SURVEY OF HISTORIC AND CULTURAL RESOURCES

DOWNTOWN COMMERCIAL AREA [PHASE II]

CITY OF MEDFORD, OREGON

Prepared By

**George Kramer, M.S., HP
Historic Preservation Consultant
Ashland, Oregon**

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The following survey of historic and cultural resources was prepared under contract for the City of Medford, Oregon during the period November 1994 to June 1995. As the second phase of the survey of the Downtown Historic Interest area begun in 1993-94, the following document encompasses that area of Medford bounded by Central Avenue on the west, Fourth Street on the north, Tenth Street on the south and Bear Creek on the east. In all cases, the street center line was used as the study boundary. The Historic Context for Medford was prepared by Kay Atwood under the direction of the Medford Planning Department in June 1993. That document provides the historic framework for analysis and evaluation of identified resources.

SURVEY ORGANIZATION:

The Phase II survey area consists of seven blocks as created by the Original Town Plat of Medford. [OTS]. Comprising the extreme eastern edge of the original town, blocks 1, 2 and 3 are irregular in form, the result of the orientation of the original stage road through the valley, now Riverside Avenue. Also included in the Phase II study are various additions to Medford. These include both the Cora L. Knight and Barnum additions plus the Phipps and Broback reserves.

The Phase II survey area contains a total of 121 individual tax lots. At the beginning of the survey process each was assigned a "*Medford Survey Number*," or "MFRNO" beginning with the lowest numerical "TaxLot" in Block 1 and continuing sequentially in a northerly direction through the remaining OTS blocks, additions, and reserves. To assure both compatibility and possible addition to the Phase I project, the initial "MFRNO" of Phase II was arbitrarily assigned as 250.0. *The Medford Survey Number [MFRNO] serves as the organizational framework for this survey and all properties are arranged in accordance with that numbering system.*

METHODOLOGY:

Following analysis of computerized data obtained from Jackson County Assessor's Office through the Medford Planning Department, all buildings or other identified resources located with the survey were flagged for field study.¹ This created a base of eighty-two [82] individual resources. The thirty-nine [39] remaining MFRNO [i.e. vacant lots, parking lots, auto sales lots, etc.] were classified as "*None*" under "Ranking" and removed from further review.

¹ Two "non-built" resources in the Phase II study area were identified, MFRNOs 316.0 and 324.0. both identified as "Landscape."

Reconnaissance level field survey, undertaken from January to April 1994, correlated the Assessor's information with the physical building. Buildings of recent construction [i.e., after the historic period] were identified under the "Ranking" field by one of the following terms:

Non-Historic Compatible: Buildings built after the historic period which are compatible in scale, use of materials or design with the character of the Historic Interest Area.

- Example: MFRNO 294.0, "Girl's Community Club", now the Mary Phipps Center.

Non-Historic Non-Compatible: Buildings built after the historic period which are not compatible in scale, use of materials, or design with the character of the Historic Interest Area.

- Example: MFRNO 369.0, "Kinney Shoe Building"

During reconnaissance fieldwork, certain assigned MFRNO's were determined to consist of multiple buildings, now joined under a single tax lot number. These were reassigned MFRNO reflecting their history, as XX.1, XX.2., etc.² Preliminary archival work, as well as other sources, further refined the target resources to eliminate all non-historic resources, generally defined as those built after 1951.³

Working from this basis, intensive archival and on-site review documented all structures within the study area built during the historic period, without regard for current condition or integrity. All such buildings, totaling sixty-four [64] resources, are included in the following inventory.

With information gathered during archival review, the sixty-four [64] resources built during the historic period were evaluated and ranked for significance per the standards of the *Handbook to Preservation Planning in Oregon*, prepared by the Oregon State Historic Preservation Office. The evaluation process reviewed the "integrity," "condition" and "significance" of each historic resource within the Medford contextual framework. The "Significance" component individually assessed identified resources for value against the following criteria.

² An example of this situation are the Hubbard Brothers Hardware and Woods Block buildings, built separately but now tied together visually and under common ownership. See MFRNO 270.1 and 270.2.

³ See comments under "Historic Period," below.

HISTORICAL ASSOCIATION

Significance through association with a *person, group, organization or event* that has made a significant contribution, or is illustrative of the broad *pattern* of cultural, social, political, economic, or industrial history, of the community, region, state or nation.

ARCHITECTURAL DISTINCTION

Significance as an exemplar of a particular architectural *style or building type*, as having *design or artistic quality*, utilizing a *particular material or construction*

RARITY

Significance as a *rare or unique surviving example* of a type or association within the context

ENVIRONMENTAL

Significance as a *visual landmark*, in setting or as an element in *continuity or character* of the street, neighborhood or community.

Following evaluation, all resources built within the historic period were assigned a "Ranking" from one of the following four categories.

PRIMARY

Historic or cultural resources of high associative or architectural significance and integrity that play a substantial individual role in the historic landscape of the study area. Resources designated as "primary" are those that significantly contribute to the understanding of the broad patterns of the historical development of the area, are excellent examples of a specific period or type of architecture or building, or are strongly associated with notable figures or groups that played an instrumental role in the development of the area. Properties within the survey area previously listed or determined eligible for listing on National Register of Historic Places were treated as "Primary" by definition. Such resources within the study area, totaling five in number, are designated as "Primary [NR]" or Primary [NR, DOE]"

SECONDARY

Historic or cultural resources of some associative or architectural significance that play a lesser but still important role in the historic landscape of the study area. These properties are often virtually intact architecturally or display minor modifications but represent less important aspects of, or are lesser examples of particular broad patterns in the development of the area. Resources that have not yet attained sufficient antiquity, but are exemplary of an uncommon architectural style may also be included in this category.

CONTRIBUTING

Historic resources that have little associative value or architectural significance yet provide a valuable contextual element within the historic landscape of the study area. Buildings considered as "contributing" are generally those that have been modified from their appearance during the period of significance yet do not diminish from the historic continuity of the study area.

NON-CONTRIBUTING [HISTORIC]

Resources built during the historic period that have been severely modified to a state that no longer conveys their original or historically significant exterior appearance, construction, setting, form, or use of materials. Such resources no longer contribute visually to the historic continuity of the study area.

QUANTIFICATION:

The evaluative breakdown of resources identified during Phase II as a percentage of the total study area is as follows.

RANKING	TOTAL RESOURCES	% OF STUDY AREA
Primary [incl. NR]	30	24.79
Secondary	13	10.74
Contributing	16	13.22
Non-Contributing [H]	6	4.96
Non-Historic Compatible	6	4.96
Non-Historic Non-Compatible	11	9.09
None	39	32.23

HISTORIC PERIOD: 1883-1951

As documented in the introductory notes to the Phase I survey, documentation of cultural and historic resources are typically limited to those properties constructed fifty-years ago or older. Such was the basis of both the Historic Context Statement prepared for the City of Medford, as well as a minimum contractual requirement of both Medford survey projects.⁴ During fieldwork for Phase I, it became apparent that the period of historically significant development within the Historic Interest Area logically continued through WWII, and beyond the 50-year cut-off date of 1943-44. As a result, early post-war resources, that continued the historic development pattern of the study area have been

⁴ See City of Medford Survey of Historic and Cultural Resources, Phase I, dated July 1994, p. 5.

included within the inventory despite their less than 50-year age. To maintain consistency throughout the survey area, the 1951 Historic Period has been maintained in the following Phase II documentation.

USING THE INDEXES:

The following indexes of the Phase II survey area are intended to provide easy access to the surveyed properties. Information has been arranged by MFRNO [which correlates to Block and TaxLot identification], Street Address, and Historic Name. Specific indexes, each color coded, are:

1. By Medford Survey Number [**BLUE**]
all 121 taxlots located with the Phase I Study area.
2. By Street Address [**GREEN**]
64 inventoried resources only
3. By Historic Name [**PINK**]
64 inventoried resources only
4. By Medford Survey Number [**BUFF**]
64 inventoried resources only.

These indexes, as well as the entire inventory form other than the Statement of Significance, were generated in Alpha4, v.3, a dBase-compatible database program and data has been exported in proper format for addition to the State Inventory of Historic Places as required by the State Historic Preservation Office. Final survey output was formatted by R & R Report Writer, Xbase Edition v 1.0.

CORRELATION WITH PHASE I SURVEY:

Although presented as a separate document for purposes of both funding and eventual review and adoption by the City of Medford, the data gathered during the Phase II survey of the Medford Downtown Commercial Area will prove most useful if amalgamated into a single document with that prepared during Phase I. To assist in the ease of use of that process, combined indexes of both Phases, along with introductory and quantification information relating the total survey area, are included as an Appendix to this document. Following the review process of Phase II, the combined indexes should replace all previously existing ones and the two project phases should be treated as a whole.

Survey of Historic and Cultural Resources, Downtown Phase II
City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Ranking
250.0	Parking Lot	0 EIGHTH ST E	01	7500	None
251.0	Hubbard Whse/Pierce-Allen Co.	112 RIVERSIDE AVE S	01	7600	Contributing
252.1	Davis-Cornwall Bldg [N]	127 BARTLETT ST S	01	7700	Secondary
252.2	Davis-Cornwall Bldg [S]	132 RIVERSIDE AVE S	01	7800	Secondary
254.0	Subaru Sales Lot	0 NINTH ST E	01	7900	None
255.0	Western Bank	302 MAIN ST E	02	6600	Non-Historic Compatibl
256.0	Western Bank Drive-up	314 MAIN ST E	02	6700	None
257.0	Johnson-Childers Bldg	318 MAIN ST E	02	6800	Primary
258.0	Old Gas Station site	0 MAIN ST E	02	6900	None
259.0	City Parking Lot	0 BARTLETT ST S	02	7000	None
260.0	L.C. Taylor Bldg	313 EIGHTH ST E	02	7300	Non-Contributing [H]
261.0	Witham Service Station	36 RIVERSIDE AVE S	02	7400	Secondary
262.0	City Parking Lot	0 RIVERSIDE AVE N	03	8300	None
263.0	City Lot/Kline's Place Site	34 BARTLETT ST N	03	8400	None
264.0	City Lot/Klines Place Site	0 SIXTH ST E	03	8401	None
265.0	City Lot/Bakery Site	0 BARTLETT ST N	03	8500	None
266.0	Warner-Gore Rental Bldg	301 MAIN ST E	03	8600	Contributing
267.0	Warner, Wortman & Gore Bldg	307 MAIN ST E	03	8700	Primary
268.0	Mc Andrews-Barnum Blk [W]	315 MAIN ST E	03	8800	Primary
269.0	Mc Andrews-Barnum Blk [E]	317 MAIN ST E	03	8900	Primary
270.1	Hubbard Brothers Hardware	335 MAIN ST E	03	9000	Primary
270.2	Woods Block [Hubbards]	335 MAIN ST E	03	9100	Primary
272.0	Safeway Store	130 BARTLETT ST N	PR1	7500	Non-Contributing [H]
273.0	Bickler Building	128 BARTLETT ST N	PR1	7600	Contributing
274.0	Lithia Dodge	0 BARTLETT ST N	PR1	7700	Non-Historic Non-Com
275.0	Safeway/Littrell Auto Parts	319 SIXTH ST E	PR1	7800	Primary
276.0	Site: Dell's Hamburgers	323 SIXTH ST E	PR1	7900	None
277.0	Lithia Dodge Sales lot	0 RIVERSIDE AVE N	PR1	8000	None
278.0	Lithia Dodge Sales	129 RIVERSIDE AVE N	PR1	8100	Non-Historic Non-Com
279.0	Lithia Dodge Sales	0 RIVERSIDE AVE N	PR1	8200	Non-Historic Non-Com
280.0	Jennings fenced lot	0 RIVERSIDE AVE N	PR2	3800	None
281.0	Jennings Bldg annex	229 RIVERSIDE AVE N	PR2	3900	Primary
282.0	Sam Jennings Building	229 RIVERSIDE AVE N	PR2	4000	Primary
283.0	Dirt lot	0 APPLE ST	PR2	4100	None
284.0	Lithia Dodge Sales	0 APPLE ST	PR2	4200	None
285.0	Leever Motor Company	315 FIFTH ST E	PR3	4300	Contributing
286.0	Lithia Sales Lot	0 APPLE ST	PR3	4400	None
287.0	Lithia Sales Lot	0 APPLE ST	PR3	4500	None
288.0	Lithia Sales Lot	0 APPLE ST	PR3	4600	None
289.0	Lithia Parking lot	0 FOURTH ST E	PR3	4700	None
290.0	Lithia Body & Paint [por]	220-224 BARTLETT ST N	PR3	4800	Non-Historic Compatibl
291.0	Shults Body & Fender Works	220 BARTLETT ST N	PR3	4900	Non-Contributing [H]
292.0	Pacific Greyhound Bus Depot	212 BARTLETT ST N	PR3	5000	Primary
293.0	Clauss Motors	275 FIFTH ST E	11	5100	Non-Contributing [H]
294.0	Girl's Community Club	229 BARTLETT ST N	11	5200	Non-Historic Compatibl
295.0	Lithia Parking Lot	235 BARTLETT ST N	11	5300	None
296.0	Medford Auto Clinic	232 CENTRAL AVE N	11	5400	Non-Contributing [H]
297.0	B P O E Lodge #1168	200 CENTRAL AVE N	11	5500	Primary [NR]
298.0	City Parking Lot	0 CENTRAL AVE N	12	7000	None
299.0	J.C. Penneys	102 CENTRAL AVE N	12	7100	Primary

Survey of Historic and Cultural Resources, Downtown Phase II
City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Ranking
300.0	Sixth St. Mall SITE	0 BARTLETT ST N	12	7200	None
301.0	Pacific Telephone	131 BARTLETT ST N	12	7300	Non-Historic Non-Com
302.0	Pacific Tel & Telegraph Bldg	145 BARTLETT ST N	12	7400	Primary [DOE, NRHP]
303.0	City Parking Lot	0 SIXTH ST E	13	100	None
304.0	Cuthbert Building	38 CENTRAL AVE N	13	200	Contributing
305.0	Davis Building	30 CENTRAL AVE N	13	300	Primary
306.0	vacated alleyway	0 CENTRAL AVE N	13	301	None
307.0	City Parking Lot	0 BARTLETT ST S	13	400	None
308.0	Stewart Building	237 MAIN ST E	13	500	Primary
309.0	Meeker-Stang Building	231 MAIN ST E	13	600	Primary
310.0	Taylor-Phipps Bldg	221 MAIN ST E	13	800	Primary [NR]
311.0	Wilkenson-Swem Bldg	217 MAIN ST E	13	900	Primary [NR]
312.0	Big Bend Milling/Lindley Blk	14 CENTRAL AVE N	13	1000	Secondary
313.0	vacated alleyway	0 CENTRAL AVE N	13	1001	None
314.0	Vawter-Brophy Building	209 MAIN ST E	13	1100	Primary
315.0	Jackson County Bank Bldg	2 CENTRAL AVE N	13	1200	Primary
316.0	Flurher Bldg Site	0 CENTRAL AVE S	14	5500	Secondary
317.0	Haskins Drug Store	214 MAIN ST E	14	5700	Secondary
318.0	Webb-Adkins Block	220 MAIN ST E	14	5800	Secondary
319.0	Adkins-Childers Bldg	226 MAIN ST E	14	5900	Secondary
320.0	Hoover-Cooper Bldg	232 MAIN ST E	14	6100	Primary
321.0	Cooley Bldg/Craterian Theater	23 CENTRAL AVE S	14	6200	Primary
322.0	City Parking Lot	215 EIGHTH ST E	14	6300	None
323.0	Huggins & Robinson Auto	32 BARTLETT ST S	14	6400	Primary
324.0	RVAA Rear Garden site	0 BARTLETT ST S	14	6401	None
325.0	Parking Lot	0 BARTLETT ST S	14	6500	None
327.0	Walter W. Abbey Bldg	227 NINTH ST E	15	8000	Contributing
328.0	Rear Building, MWards	114 BARTLETT ST S	15	8300	Non-Historic Compatibl
329.1	Leverette Block	117 CENTRAL AVE S	15	8400	Primary
330.0	Franklin Bldg	125 CENTRAL AVE S	15	8500	Non-Historic Compatibl
333.0	Elwood, E.D. & Lucy House	135 CENTRAL AVE S	15	8600	Contributing
334.0	Murray's Maid Rite Restaurant	145 CENTRAL AVE S	15	8700	Contributing
335.0	Older Tire Service/Firestone	202 RIVERSIDE AVE S	BR1	7500	Primary
336.0	SO Suburu sales	0 NINTH ST E	BR1	7600	None
337.0	SO Suburu Sales	0 NINTH ST E	BR1	7700	None
338.0	SO Suburu Sales	0 NINTH ST E	BR1	7800	None
339.0	Sperry & Hutchison Trading	221 CENTRAL AVE S	BR1	7900	Non-Historic Compatibl
340.0	Parking/Vacant Lot	0 CENTRAL AVE S	BR1	7990	None
341.0	Talent, A.P. Rental Hse	227 CENTRAL AVE S	BR1	8000	Contributing
342.0	Parking/Vacant Lot	235 CENTRAL AVE S	BR1	8200	None
343.0	ACME Hardware #2	245 CENTRAL AVE S	BR1	8300	Non-Historic Non-Com
344.0	Parking/Conc Bldg	123 RIVERSIDE AVE S	BA1	6700	Non-Historic Non-Com
345.0	Crater Lake Automotive	123 RIVERSIDE AVE S	BA1	6800	Secondary
346.0	Skinner Garage	143 RIVERSIDE AVE S	BA1	6900	Non-Contributing [H]
347.0	Auto Sales Lot	217 RIVERSIDE AVE S	BA1	7000	None
348.0	Paul Phillips Sales	325 RIVERSIDE AVE S		7100	Non-Historic Non-Com
349.0	Valley Chevy Sales	0 RIVERSIDE AVE S	BR1	7400	None
350.0	Vacant Lot	0 MAIN ST E		5100	None
351.0	Mohr Rental Building	410 MAIN ST E		5200	Secondary
352.0	Childers Building	406 MAIN ST E	CK1	5500	Secondary

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MFRNO	Historic Name	Address	Block	TaxLot	Ranking
353.0	Jerome-Vawter Building	404 MAIN ST E	CK1	5600	Contributing
354.1	Jerome Building(Pharmacy)	3 RIVERSIDE AVE S	CK1	5700	Primary
354.2	Jerome Building(Auto Parts)	3 RIVERSIDE AVE S	CK1	5800	Primary
355.0	Peerless Bakery Building	7 RIVERSIDE AVE S	CK1	5900	Contributing
357.0	Vacant Lot		CK1	6000	None
358.0	Derrick's Cafeteria	17 RIVERSIDE AVE S	CK1	6100	Secondary
359.0	Hubbard-Wray Implement Co.	25 RIVERSIDE AVE S		6200	Contributing
360.0	P.T. Young/Humphrey Motors	33 RIVERSIDE AVE S		6300	Secondary
361.0	Vacant Lot	EIGHTH ST E		6500	None
362.0	Sparta Building	12 RIVERSIDE AVE N		9200	Primary [NR]
363.0	Huber Confectionary	413 MAIN ST E		9400	Contributing
364.0	Childers-Dreamland Building	417 MAIN ST E		9500	Primary
365.0	Busy Corner Motors Co. Bldg	32 RIVERSIDE AVE N		9600	Contributing
366.0	Tucker Garage	32 RIVERSIDE AVE N		9700	Contributing
367.0	Medford Auto Company Bldg	40 RIVERSIDE AVE N		9800	Contributing
368.1	Red Lion parking	54 RIVERSIDE AVE N		9900	None
368.2	Red Lion	56 RIVERSIDE AVE N		10000	Non-Historic Non-Com
368.3	Red Lion	200 RIVERSIDE AVE N		10100	Non-Historic Non-Com
368.4	Red Lion	200 RIVERSIDE AVE N		10300	Non-Historic Non-Com
368.5	Red Lion parking	212 RIVERSIDE AVE N		10301	None
369.0	Kinney Shoe Building	500 FOURTH ST E		10401	Non-Historic Non-Com

Survey of Historic and Cultural Resources, Downtown, Phase II
City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Yrbuilt
273.0	Bickler Building	128 BARTLETT ST	N	PR1	7600 1948
272.0	Safeway Store	130 BARTLETT ST	N	PR1	7500 1942
302.0	Pacific Tel & Telegraph Bldg	145 BARTLETT ST	N	12	7400 1926
292.0	Pacific Greyhound Bus Depot	212 BARTLETT ST	N	PR3	5000 1949
291.0	Shults Body & Fender Works	220 BARTLETT ST	N	PR3	4900 c1942
252.1	Davis-Cornwall Bldg [N]	127 BARTLETT ST	S	01	7700 1927
323.0	Huggins & Robinson Auto	32 BARTLETT ST	S	14	6400 1925
299.0	J.C. Penneys	102 CENTRAL AVE	N	12	7100 1948
312.0	Big Bend Milling/Lindley Blk	14 CENTRAL AVE	N	13	1000 1896/1910
315.0	Jackson County Bank Bldg	2 CENTRAL AVE	N	13	1200 1907
297.0	B P O E Lodge #1168	200 CENTRAL AVE	N	11	5500 1915
296.0	Medford Auto Clinic	232 CENTRAL AVE	N	11	5400 c1945
305.0	Davis Building	30 CENTRAL AVE	N	13	300 1906
304.0	Cuthbert Building	38 CENTRAL AVE	N	13	200 1910
316.0	Flurher Bldg Site	0 CENTRAL AVE	S	14	5500 0
329.1	Leverette Block	117 CENTRAL AVE	S	15	8400 1928
333.0	Elwood, E.D. & Lucy House	135 CENTRAL AVE	S	15	8600 1905
334.0	Murray's Maid Rite Restaurant	145 CENTRAL AVE	S	15	8700 1951
341.0	Talent, A.P. Rental Hse	227 CENTRAL AVE	S	BR1	8000 1906
321.0	Cooley Bldg/Craterian Theater	23 CENTRAL AVE	S	14	6200 1924
260.0	L.C. Taylor Bldg	313 EIGHTH ST	E	02	7300 1947
293.0	Clauss Motors	275 FIFTH ST	E	11	5100 1945
285.0	Leever Motor Company	315 FIFTH ST	E	PR3	4300 1947
314.0	Vawter-Brophy Building	209 MAIN ST	E	13	1100 1907
317.0	Haskins Drug Store	214 MAIN ST	E	14	5700 1894
311.0	Wilkenson-Swem Bldg	217 MAIN ST	E	13	900 1895
318.0	Webb-Adkins Block	220 MAIN ST	E	14	5800 1890
310.0	Taylor-Phipps Bldg	221 MAIN ST	E	13	800 1909
319.0	Adkins-Childers Bldg	226 MAIN ST	E	14	5900 1895
309.0	Meeker-Stang Building	231 MAIN ST	E	13	600 1898
320.0	Hoover-Cooper Bldg	232 MAIN ST	E	14	6100 1890
308.0	Stewart Building	237 MAIN ST	E	13	500 1898
266.0	Warner-Gore Rental Bldg	301 MAIN ST	E	03	8600 c1915-16
267.0	Warner, Wortman & Gore Bldg	307 MAIN ST	E	03	8700 c1900
268.0	Mc Andrews-Barnum Blk [W]	315 MAIN ST	E	03	8800 1895
269.0	Mc Andrews-Barnum Blk [E]	317 MAIN ST	E	03	8900 1895
257.0	Johnson-Childers Bldg	318 MAIN ST	E	02	6800 1898
270.1	Hubbard Brothers Hardware	335 MAIN ST	E	03	9000 1906
270.2	Woods Block [Hubbards]	335 MAIN ST	E	03	9100 1906
353.0	Jerome-Vawter Building	404 MAIN ST	E	CK1	5600 1925
352.0	Childers Building	406 MAIN ST	E	CK1	5500 c1926
351.0	Mohr Rental Building	410 MAIN ST	E		5200 1926
363.0	Huber Confectionary	413 MAIN ST	E		9400 1925
364.0	Childers-Dreamland Building	417 MAIN ST	E		9500 1928
327.0	Walter W. Abbey Bldg	227 NINTH ST	E	15	8000 1937
362.0	Sparta Building	12 RIVERSIDE AVE	N		9200 1912
281.0	Jennings Bldg annex	229 RIVERSIDE AVE	N	PR2	3900 c1927
282.0	Sam Jennings Building	229 RIVERSIDE AVE	N	PR2	4000 1927
365.0	Busy Corner Motors Co. Bldg	32 RIVERSIDE AVE	N		9600 1924
366.0	Tucker Garage	32 RIVERSIDE AVE	N		9700 1926

Survey of Historic and Cultural Resources, Downtown, Phase II
City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Yrbuilt
367.0	Medford Auto Company Bldg	40 RIVERSIDE AVE N		9800	1926
251.0	Hubbard Whse/Pierce-Allen Co.	112 RIVERSIDE AVE S	01	7600	1913
345.0	Crater Lake Automotive	123 RIVERSIDE AVE S	BA1	6800	c1925
252.2	Davis-Cornwall Bldg [S]	132 RIVERSIDE AVE S	01	7800	1927
346.0	Skinner Garage	143 RIVERSIDE AVE S	BA1	6900	1925
358.0	Derrick's Cafeteria	17 RIVERSIDE AVE S	CK1	6100	1924
335.0	Older Tire Service/Firestone	202 RIVERSIDE AVE S	BR1	7500	1929
359.0	Hubbard-Wray Implement Co.	25 RIVERSIDE AVE S		6200	1948
354.1	Jerome Building(Pharmacy)	3 RIVERSIDE AVE S	CK1	5700	1925
354.2	Jerome Building(Auto Parts)	3 RIVERSIDE AVE S	CK1	5800	1925
360.0	P.T. Young/Humphrey Motors	33 RIVERSIDE AVE S		6300	1942
261.0	Witham Service Station	36 RIVERSIDE AVE S	02	7400	1929
355.0	Peerless Bakery Building	7 RIVERSIDE AVE S	CK1	5900	1925
275.0	Safeway/Littrell Auto Parts	319 SIXTH ST E	PR1	7800	1936/45

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City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Yr Built
319.0	Adkins-Childers Bldg	226 MAIN ST E	14	5900	1895
297.0	B P O E Lodge #1168	200 CENTRAL AVE N	11	5500	1915
273.0	Bickler Building	128 BARTLETT ST N	PR1	7600	1948
312.0	Big Bend Milling/Lindley Blk	14 CENTRAL AVE N	13	1000	1896/1910
365.0	Busy Corner Motors Co. Bldg	32 RIVERSIDE AVE N		9600	1924
352.0	Childers Building	406 MAIN ST E	CK1	5500	c1926
364.0	Childers-Dreamland Building	417 MAIN ST E		9500	1928
293.0	Clauss Motors	275 FIFTH ST E	11	5100	1945
321.0	Cooley Bldg/Craterian Theater	23 CENTRAL AVE S	14	6200	1924
345.0	Crater Lake Automotive	123 RIVERSIDE AVE S	BA1	6800	c1925
304.0	Cuthbert Building	38 CENTRAL AVE N	13	200	1910
305.0	Davis Building	30 CENTRAL AVE N	13	300	1906
252.1	Davis-Cornwall Bldg [N]	127 BARTLETT ST S	01	7700	1927
252.2	Davis-Cornwall Bldg [S]	132 RIVERSIDE AVE S	01	7800	1927
358.0	Derrick's Cafeteria	17 RIVERSIDE AVE S	CK1	6100	1924
333.0	Elwood, E.D.& Lucy House	135 CENTRAL AVE S	15	8600	1905
316.0	Flurher Bldg Site	0 CENTRAL AVE S	14	5500	0
317.0	Haskins Drug Store	214 MAIN ST E	14	5700	1894
320.0	Hoover-Cooper Bldg	232 MAIN ST E	14	6100	1890
270.1	Hubbard Brothers Hardware	335 MAIN ST E	03	9000	1906
251.0	Hubbard Whse/Pierce-Allen Co.	112 RIVERSIDE AVE S	01	7600	1913
359.0	Hubbard-Wray Implement Co.	25 RIVERSIDE AVE S		6200	1948
363.0	Huber Confectionary	413 MAIN ST E		9400	1925
323.0	Huggins & Robinson Auto	32 BARTLETT ST S	14	6400	1925
299.0	J.C. Penneys	102 CENTRAL AVE N	12	7100	1948
315.0	Jackson County Bank Bldg	2 CENTRAL AVE N	13	1200	1907
281.0	Jennings Bldg annex	229 RIVERSIDE AVE N	PR2	3900	c1927
354.2	Jerome Building(Auto Parts)	3 RIVERSIDE AVE S	CK1	5800	1925
354.1	Jerome Building(Pharmacy)	3 RIVERSIDE AVE S	CK1	5700	1925
353.0	Jerome-Vawter Building	404 MAIN ST E	CK1	5600	1925
257.0	Johnson-Childers Bldg	318 MAIN ST E	02	6800	1898
260.0	L.C. Taylor Bldg	313 EIGHTH ST E	02	7300	1947
285.0	Leever Motor Company	315 FIFTH ST E	PR3	4300	1947
329.1	Leverette Block	117 CENTRAL AVE S	15	8400	1928
269.0	Mc Andrews-Barnum Blk [E]	317 MAIN ST E	03	8900	1895
268.0	Mc Andrews-Barnum Blk [W]	315 MAIN ST E	03	8800	1895
296.0	Medford Auto Clinic	232 CENTRAL AVE N	11	5400	c1945
367.0	Medford Auto Company Bldg	40 RIVERSIDE AVE N		9800	1926
309.0	Meeker-Stang Building	231 MAIN ST E	13	600	1898
351.0	Mohr Rental Building	410 MAIN ST E		5200	1926
334.0	Murray's Maid Rite Restaurant	145 CENTRAL AVE S	15	8700	1951
335.0	Older Tire Service/Firestone	202 RIVERSIDE AVE S	BR1	7500	1929
360.0	P.T. Young/Humphrey Motors	33 RIVERSIDE AVE S		6300	1942
292.0	Pacific Greyhound Bus Depot	212 BARTLETT ST N	PR3	5000	1949
302.0	Pacific Tel & Telegraph Bldg	145 BARTLETT ST N	12	7400	1926
355.0	Peerless Bakery Building	7 RIVERSIDE AVE S	CK1	5900	1925
272.0	Safeway Store	130 BARTLETT ST N	PR1	7500	1942
275.0	Safeway/Littrell Auto Parts	319 SIXTH ST E	PR1	7800	1936/45
282.0	Sam Jennings Building	229 RIVERSIDE AVE N	PR2	4000	1927
291.0	Shults Body & Fender Works	220 BARTLETT ST N	PR3	4900	c1942

Survey of Historic and Cultural Resources, Downtown Phase II
City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Yr Built
346.0	Skinner Garage	143 RIVERSIDE AVE S	BA1	6900	1925
362.0	Sparta Building	12 RIVERSIDE AVE N		9200	1912
308.0	Stewart Building	237 MAIN ST E	13	500	1898
341.0	Talent, A.P. Rental Hse	227 CENTRAL AVE S	BR1	8000	1906
310.0	Taylor-Phipps Bldg	221 MAIN ST E	13	800	1909
366.0	Tucker Garage	32 RIVERSIDE AVE N		9700	1926
314.0	Vawter-Brophy Building	209 MAIN ST E	13	1100	1907
327.0	Walter W. Abbey Bldg	227 NINTH ST E	15	8000	1937
267.0	Warner, Wortman & Gore Bldg	307 MAIN ST E	03	8700	c1900
266.0	Warner-Gore Rental Bldg	301 MAIN ST E	03	8600	c1915-16
318.0	Webb-Adkins Block	220 MAIN ST E	14	5800	1890
311.0	Wilkenson-Swem Bldg	217 MAIN ST E	13	900	1895
261.0	Witham Service Station	36 RIVERSIDE AVE S	02	7400	1929
270.2	Woods Block [Hubbards]	335 MAIN ST E	03	9100	1906

Survey of Historic and Cultural Resources, Downtown Phase II
City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Ranking
251.0	Hubbard Whse/Pierce-Allen Co.	112 RIVERSIDE AVE	S 01	7600	Contributing
252.1	Davis-Cornwall Bldg [N]	127 BARTLETT ST	S 01	7700	Secondary
252.2	Davis-Cornwall Bldg [S]	132 RIVERSIDE AVE	S 01	7800	Secondary
257.0	Johnson-Childers Bldg	318 MAIN ST	E 02	6800	Primary
260.0	L.C. Taylor Bldg	313 EIGHTH ST	E 02	7300	Non-Contributing [H]
261.0	Witham Service Station	36 RIVERSIDE AVE	S 02	7400	Secondary
266.0	Warner-Gore Rental Bldg	301 MAIN ST	E 03	8600	Contributing
267.0	Warner, Wortman & Gore Bldg	307 MAIN ST	E 03	8700	Primary
268.0	Mc Andrews-Barnum Blk [W]	315 MAIN ST	E 03	8800	Primary
269.0	Mc Andrews-Barnum Blk [E]	317 MAIN ST	E 03	8900	Primary
270.1	Hubbard Brothers Hardware	335 MAIN ST	E 03	9000	Primary
270.2	Woods Block [Hubbards]	335 MAIN ST	E 03	9100	Primary
272.0	Safeway Store	130 BARTLETT ST	N PR1	7500	Non-Contributing [H]
273.0	Bickler Building	128 BARTLETT ST	N PR1	7600	Contributing
275.0	Safeway/Littrell Auto Parts	319 SIXTH ST	E PR1	7800	Primary
281.0	Jennings Bldg annex	229 RIVERSIDE AVE	N PR2	3900	Primary
282.0	Sam Jennings Building	229 RIVERSIDE AVE	N PR2	4000	Primary
285.0	Leever Motor Company	315 FIFTH ST	E PR3	4300	Contributing
291.0	Shults Body & Fender Works	220 BARTLETT ST	N PR3	4900	Non-Contributing [H]
292.0	Pacific Greyhound Bus Depot	212 BARTLETT ST	N PR3	5000	Primary
293.0	Clauss Motors	275 FIFTH ST	E 11	5100	Non-Contributing [H]
296.0	Medford Auto Clinic	232 CENTRAL AVE	N 11	5400	Non-Contributing [H]
297.0	B P O E Lodge #1168	200 CENTRAL AVE	N 11	5500	Primary [NR]
299.0	J.C. Penneys	102 CENTRAL AVE	N 12	7100	Primary
302.0	Pacific Tel & Telegraph Bldg	145 BARTLETT ST	N 12	7400	Primary [DOE,NRHP]
304.0	Cuthbert Building	38 CENTRAL AVE	N 13	200	Contributing
305.0	Davis Building	30 CENTRAL AVE	N 13	300	Primary
308.0	Stewart Building	237 MAIN ST	E 13	500	Primary
309.0	Meeker-Stang Building	231 MAIN ST	E 13	600	Primary
310.0	Taylor-Phipps Bldg	221 MAIN ST	E 13	800	Primary [NR]
311.0	Wilkenson-Swem Bldg	217 MAIN ST	E 13	900	Primary [NR]
312.0	Big Bend Milling/Lindley Blk	14 CENTRAL AVE	N 13	1000	Secondary
314.0	Vawter-Brophy Building	209 MAIN ST	E 13	1100	Primary
315.0	Jackson County Bank Bldg	2 CENTRAL AVE	N 13	1200	Primary
316.0	Flurher Bldg Site	0 CENTRAL AVE	S 14	5500	Secondary
317.0	Haskins Drug Store	214 MAIN ST	E 14	5700	Secondary
318.0	Webb-Adkins Block	220 MAIN ST	E 14	5800	Secondary
319.0	Adkins-Childers Bldg	226 MAIN ST	E 14	5900	Secondary
320.0	Hoover-Cooper Bldg	232 MAIN ST	E 14	6100	Primary
321.0	Cooley Bldg/Craterian Theater	23 CENTRAL AVE	S 14	6200	Primary
323.0	Huggins & Robinson Auto	32 BARTLETT ST	S 14	6400	Primary
327.0	Walter W. Abbey Bldg	227 NINTH ST	E 15	8000	Contributing
329.1	Leverette Block	117 CENTRAL AVE	S 15	8400	Primary
333.0	Elwood, E.D. & Lucy House	135 CENTRAL AVE	S 15	8600	Contributing
334.0	Murray's Maid Rite Restaurant	145 CENTRAL AVE	S 15	8700	Contributing
335.0	Older Tire Service/Firestone	202 RIVERSIDE AVE	S BR1	7500	Primary
341.0	Talent, A.P. Rental Hse	227 CENTRAL AVE	S BR1	8000	Contributing
345.0	Crater Lake Automotive	123 RIVERSIDE AVE	S BA1	6800	Secondary
346.0	Skinner Garage	143 RIVERSIDE AVE	S BA1	6900	Non-Contributing [H]
351.0	Mohr Rental Building	410 MAIN ST	E	5200	Secondary

Survey of Historic and Cultural Resources, Downtown Phase II
City of Medford, Oregon

MFRNO	Historic Name	Address	Block	TaxLot	Ranking
352.0	Childers Building	406 MAIN ST E	CK1	5500	Secondary
353.0	Jerome-Vawter Building	404 MAIN ST E	CK1	5600	Contributing
354.1	Jerome Building(Pharmacy)	3 RIVERSIDE AVE S	CK1	5700	Primary
354.2	Jerome Building(Auto Parts)	3 RIVERSIDE AVE S	CK1	5800	Primary
355.0	Peerless Bakery Building	7 RIVERSIDE AVE S	CK1	5900	Contributing
358.0	Derrick's Cafeteria	17 RIVERSIDE AVE S	CK1	6100	Secondary
359.0	Hubbard-Wray Implement Co.	25 RIVERSIDE AVE S		6200	Contributing
360.0	P.T. Young/Humphrey Motors	33 RIVERSIDE AVE S		6300	Secondary
362.0	Sparta Building	12 RIVERSIDE AVE N		9200	Primary [NR]
363.0	Huber Confectionary	413 MAIN ST E		9400	Contributing
364.0	Childers-Dreamland Building	417 MAIN ST E		9500	Primary
365.0	Busy Corner Motors Co. Bldg	32 RIVERSIDE AVE N		9600	Contributing
366.0	Tucker Garage	32 RIVERSIDE AVE N		9700	Contributing
367.0	Medford Auto Company Bldg	40 RIVERSIDE AVE N		9800	Contributing

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Hubbard Whse/Pierce-Allen Co.**
Location: **112 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **WING, CHARLES A**
MailAdd **FIRST INTST BANK\TRUST T-10**
P O BOX 2971
PORTLAND , OR 97208
Addition: **Original Town Plat of Medford**
Block: **01** Lot: **4-5** Taxlot: **7600**
T/R/S **371W30BC** Acct# **10370100**
Quadrangle: **Medford [15min]**

Common: **Oak Furniture Co**
Date of Construction: **1913**
Original Use: **Commerce:Spec Store;Other**
Present Use: **Commerce:Spec Store;Furniture**
Architect: **Unknown**
Builder: **Unknown**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular** No. of Stories **1.0**
Foundation: **Concrete:Slab** Basement: **No**
Roof Form: **Gable;Multiple** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **1/1 Dbhlung, Arch top wood & Indstl Metal [W], Fixed [E]**

Exterior Surface: **Brick:Common Bond, Stucco**
Decorative Features: **Stepped parapet on west elevation,**

Other:

Alterations/Additions: **Alteration to east facade ['41], removal of projecting canopy [n.d.], demolition of small wing at NE corner, [n.d.]**

Landscape Features:
None. Paved parking area to north. Former gas station site.

Associated Structures: **None**

Setting:

Mid-block in downtown commercial area with dual frontage along both South Riverside and South Bartlett streets.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **5a**

Date Recorded: **03/29/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **251.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 251.0

371W30BC 7600

**HISTORIC NAME: HUBBARD WHSE/PIERCE-ALLEN MOTOR CO.
112 RIVERSIDE AVE S**

This single-story brick structure was constructed c.1913 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.

F. and A.C. Hubbard purchased Lot 5 of the subject parcel in November 1911. (JCD 216:102, this deed was not filed until 1938) Two years later, October 1913, the Hubbards purchased lot 4 from a Louise Parker. (JCD 98:303) Having assembled the parcel, the subject building was apparently constructed shortly thereafter. The 1915 Jackson County Assessor's fieldbook shows the subject structure, owned by the Hubbards, with a value of \$1600.

By the 1920s, the building had become one of the many automobile-related uses along South Riverside, an area dubbed "Auto Row" in the local papers. 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." (*Medford Mail Tribune* 2-January-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. Taylor had arrived in Medford in 1931 and became manager of the Pierce-Allen company, purchasing an interest two years later. In 1936, having bought out William Allen, a city judge, Taylor became the sole owner of the company. 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." (*Medford Mail Tribune* 26-September-1942, 2nd, 1:1-8)

In 1947 local real estate investor Charles A. Wing acquired the property. (JCD 287:19-20) The Taylor company remained in the building at least through 1948. By the early 1950s the Dodge dealership was acquired by others and the Taylor company closed. Other businesses occupied the building in the 1950s and 1960s, modifying the Riverside elevation to reflect the change from auto service use. In recent years the open interior of the building has been used for retail furniture sales.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995

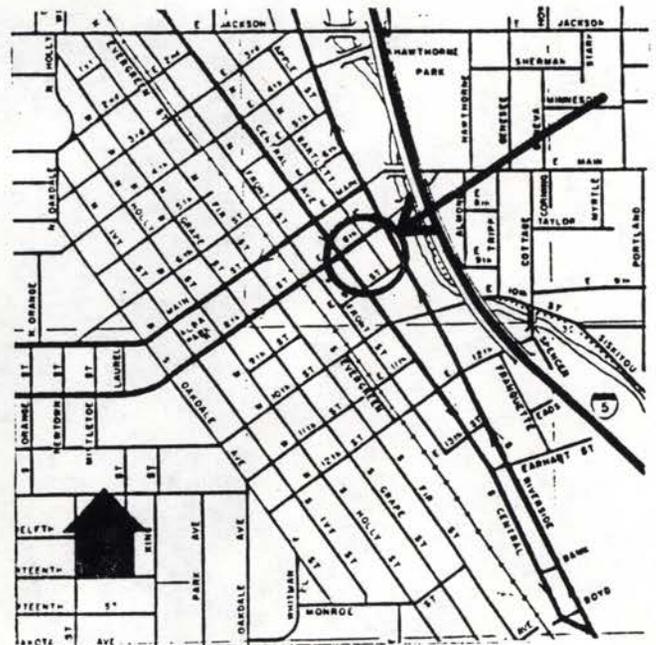
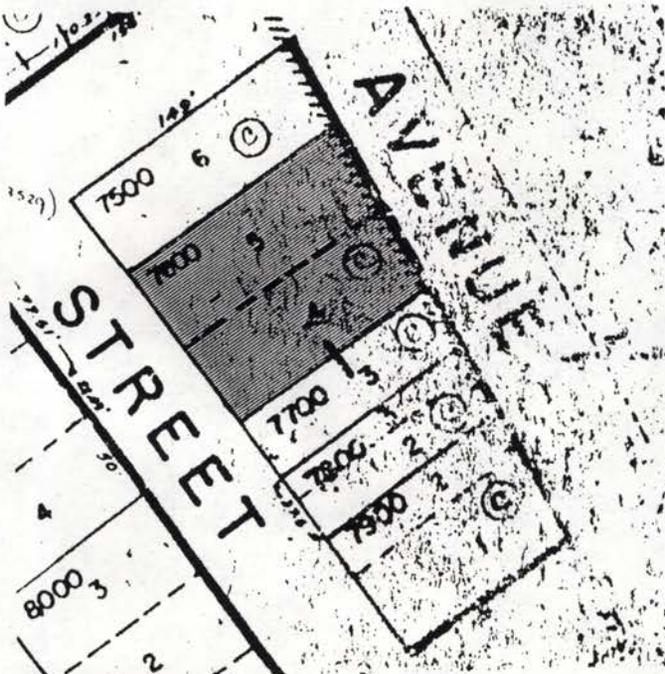
Historic Name: **Hubbard Whse/Pierce-Allen Co.**
Location: **112 RIVERSIDE AVE S**

Common: **Oak Furniture Co**
Date of Construction: **1913**



Photo Roll: 1

Frame: 5a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 251.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Davis-Cornwall Bldg [N]**
Location: **127 BARTLETT ST S**
City: **Medford, Oregon 97501**
Owner: **MILLER, GARY C**
MailAdd **642 FARNSWORTH**

CENTRAL POINT, OR 97502

Addition: **Original Town Plat of Medford**
Block: **01** Lot: **3,N.p.2** Taxlot: **7700**
T/R/S **371W30BC** Acct# **10370118**
Quadrangle: **Medford [15min]**

Common: **N. por Miller's Auto**
Date of Construction: **1927**
Original Use: **Commerce:Auto-Related;Sales**
Present Use: **Commerce;Auto-Related;Repair**
Architect: **Unknown**
Builder: **Cornwall, Oscar L. [Attrib]**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Gable;Multiple**
Wall Construction: **Concrete**
Primary Window: **Fixed Wood Sash storefront display**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;3-Tab**
Struct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Stepped parapet, transom window bands, recessed entries on E.**

Other:

Alterations/Additions: **Roll-up door replacements on W.**

Landscape Features: **None**

Associated Structures: **See 252.2, south 1/2 of structure owned separately.**

Setting: **Mid-block in downtown commercial area with dual frontage along both South Riverside and Bartlett streets.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **25a**
Date Recorded: **03/29/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **252.1**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 252.1

371W30BC 7700

**HISTORIC NAME: DAVIS-CORNWALL BUILDING [N]
127 BARTLETT ST S**

This single story concrete building has twin entry bays facing both South Riverside and South Bartlett streets.¹ 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 *Medford 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 street² 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. (*Medford 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."

¹ 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.

² See MFRNO 345.0

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Davis-Cornwall Bldg [S]**
Location: **132 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **DE BOER ALAN**
MailAdd **VALLEY INVESTMENTS**
P O BOX 249
ASHLAND, OR 97520
Addition: **Original Town Plat of Medford**
Block: **01** Lot: **S.p. 2** Taxlot: **7800**
T/R/S **371W30BC** Acct# **10370126**
Quadrangle: **Medford [15min]**

Common: **S. por Miller's Auto**
Date of Construction: **1927**
Original Use: **Commerce:Auto-Related;Sales**
Present Use: **Commerce;Auto-Related;Repair**
Architect: **Unknown**
Builder: **Cornwall, Oscar L. [Attrib]**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Gable;Multiple**
Wall Construction: **Concrete**
Primary Window: **Fixed Wood Sash storefront display**

No. of Stories **1.0**
Basement: **NO**
Roof Material: **Asphalt;3-Tab**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Stepped parapet, transom window bands, recessed entries on W.**

Other:

Alterations/Additions: **Roll up door on W., storefront area infilled with Conc. Block c.1980s,**

Landscape Features: **None**

Associated Structures: **See 252.1, north half of structure owned separately**

Setting: **Mid-block in downtown commercial area with dual frontage along both South Riverside and Bartlett streets.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **25a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **252.2**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 252.2

371W30BC 7800

**HISTORIC NAME: DAVIS-CORNWALL BUILDING [S]
132 RIVERSIDE AVE S**

This single story concrete building has twin entry bays facing both South Riverside and South Bartlett streets.¹ 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 *Medford 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 street² 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. (*Medford 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."

¹ 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.

² See MFRNO 345.0

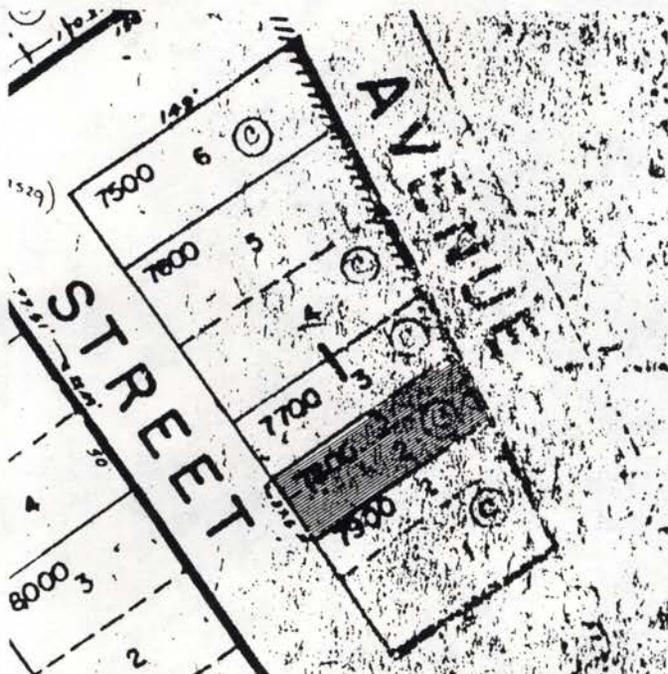
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Davis-Cornwall Bldg [S]**
 Location: **132 RIVERSIDE AVE S**

Common: **S. por. Miller's Auto**
 Date of Construction: **1927**



Photo Roll: 3 Frame: 25a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 252.2
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Johnson-Childers Bldg**
Location: **318 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **H & H PROPERTIES INC**
MailAdd **320 E MAIN ST**

Common: **Model Rooming House**
Date of Construction: **1898**
Original Use: **Domestic:Multiple Dwelling**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Childers, Spencer [Attrib]**
Style: **L. Vict:Italinat**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Good**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **02** Lot: **2-3** Taxlot: **6800**
T/R/S **371W30BC** Acct# **10370037**
Quadrangle: **Medford [15min]**

Plan: **Rectangular** No. of Stories **2.0**
Foundation: **Brick** Basement: **No**
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **1/1 Wood Sash, Dbl Hung, fixed sash metal display**

Exterior Surface: **Brick, Stucco, Split-Face Roman Brick**
Decorative Features: **Four projecting 2nd Flr bay windows on N. Elev., recessed entries c.1950s**
Other:

Alterations/Additions: **Rear Conc. Blk addition at S.E. corner, windows on W. Elevation filled, storefront alterations**

Landscape Features: **Paved parking area [former gas station] to E.**

Associated Structures: **Physical connection with Drive-up window to N.**

Setting: **Corner location facing E. Main Street at intersection with S. Riverside in central commercial area of Medford.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **2** Frame[s]: **10a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**
Medford Survey ID **257.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 257.0

371W30BC 6800

**HISTORIC NAME: JOHNSON-CHILDERS BUILDING
318 MAIN ST E**

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. (*Mail*, 19-March-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) Childers may have been related to the prominent Childers construction family, who may have played a role in finishing the building. 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.¹ 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. These surviving features make the Johnson-Childers Building one of only two building to retain what was once a common element in downtown Medford.²

By 1907 Knights of Pythias had moved out and the second floor had been converted into a lodging facility or rooming house. The 1910 directory lists some twenty individuals as this address. The 1927 Sanborn Map shows the second floor of the Apostolic Faith Church meeting upstairs. By 1930 Eleanor B. and Olive Alberta Hall, unmarried sisters, purchased the building, continuing the rooming house use. In 1936 the Halls remodeled the lower portion of the building, which had formerly housed "The Smokehouse," at a cost of \$1000. (*Medford Mail Tribune* 1-June-1935, 1:7) In 1946 C.C. Furnas, who had operated a popular gas station immediately to the north of the building since 1919, purchased the Johnson-Childers Building from Eleanor Hall. At the time of the purchase, the building housed "The Shack" on the first floor and there were apartments on the second. The popular Furnas served as Medford's Mayor

¹ See selected images in the W.E. Thomas Photo Albums, SOHS Collection.

² The sole other projecting bay is the single projection of the Wilkenson-Swem Building (MFRNO 311.0)

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

from 1937 to 1940. (*Medford Mail Tribune* 3-March-1946, 12:2. See also JCD 272:64) Furnas sold the property, at that time known as "The Furnas Building" in 1954.

The building accommodates apartments on the second story and The Shack cafe...on the street floor. (*Medford Mail Tribune*, 22-February-1954, 9:2)

By 1955, Wainscot's Pharmacy had relocated to the first floor from across Riverside. In the mid-1960s the first floor storefronts housed a Singer Sewing Machine dealer in addition to the pharmacy. The second floor was used by the Arthur Murray Dance Studio and in 1978, Fatima's School of Belly Dance. A long time tenant, Arty's T-Shirts, moved out in the late 1980s and various small businesses continue to occupy the first floor while the owners have their residence upstairs.

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.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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. (*Medford Mail Tribune*, 30-September-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 the changes made to the building 60 years ago.

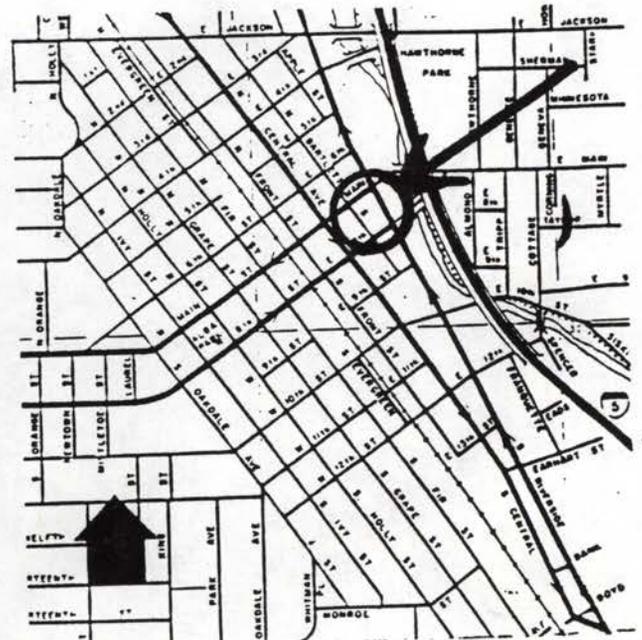
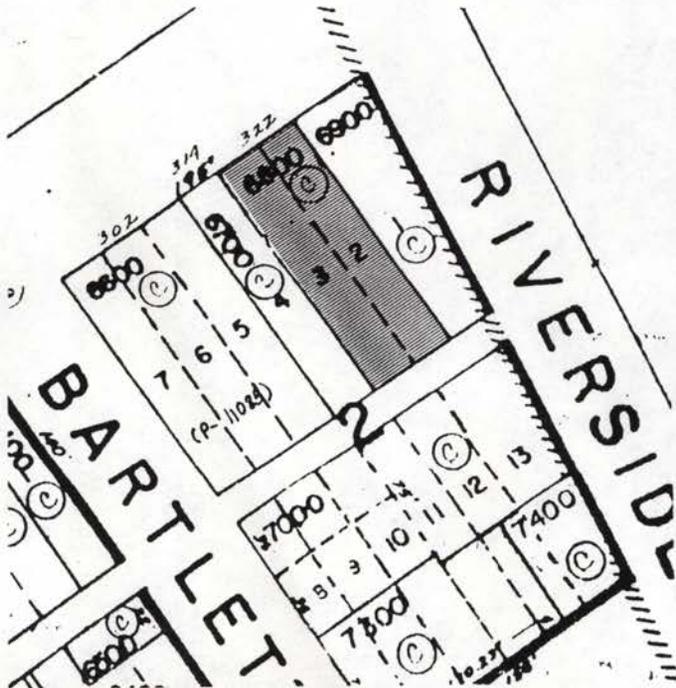
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Johnson-Childers Bldg**
 Location: **318 MAIN ST E**

Common: **Model Rooming House**
 Date of Construction: **1898**



Photo Roll: 2 Frame: 10a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 257.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **L.C. Taylor Bldg**
Location: **313 EIGHTH ST E**
City: **Medford, Oregon 97501**
Owner: **DALE RUSSELL E**
MailAdd **585 ALLISON**

ASHLAND, OR 97520
Addition: **Original Town Plat of Medford**
Block: **02** Lot: **S.1/2 8-11** Taxlot: **7300**
T/R/S **371W30BC** Acct# **10370060**
Quadrangle: **Medford [15min]**

Common: **The Spa**
Date of Construction: **1947**
Original Use: **Commerce:Auto-Related;Sales**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Unknown**
Style: **No Style**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Perimeter metal pipe columns, recessed entries**

Other:

Alterations/Additions:

Landscape Features: **None. Municipal parking lot to north.**

Associated Structures: **None, shares party wall with MFRNO 261.0, to east.**

Setting: **Corner site, facing N. Bartlett Street, in downtown commercial core of Medford.**

Sources **R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: **2** Frame[s]: **26a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Non-Contributing [H]**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **260.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 260.0

371W30BC 7300

**HISTORIC NAME: L.C. TAYLOR BUILDING
313 EIGHTH ST**

Aerial views of downtown Medford, taken c.1927, show this corner site to be occupied by perimeter open shed and Sanborn Fire Insurance maps of the same year reveal the site to have been in use as a "used car lot." Three large sheds, with "earth" floors, line the perimeter of the lot, facing the central open lot. In 1930, city directories list this site as in use by the Pierce-Allen Motor Company, presumably for a car sales lot connected to the company's building across Eighth Street. [See MFRNO 251.0] In 1945, the land was still owned by W.W. and Florence Allen, while the "improvements" were assessed to L.C. Taylor, who had become the sole owner of the company in 1936 and reorganized the dealership under the L.C. Taylor name in 1941.

No specific information regarding the construction of this building was located. 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.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **L.C. Taylor Bldg**
 Location: **313 EIGHTH ST E**

Common: **The Spa**
 Date of Construction: **1947**

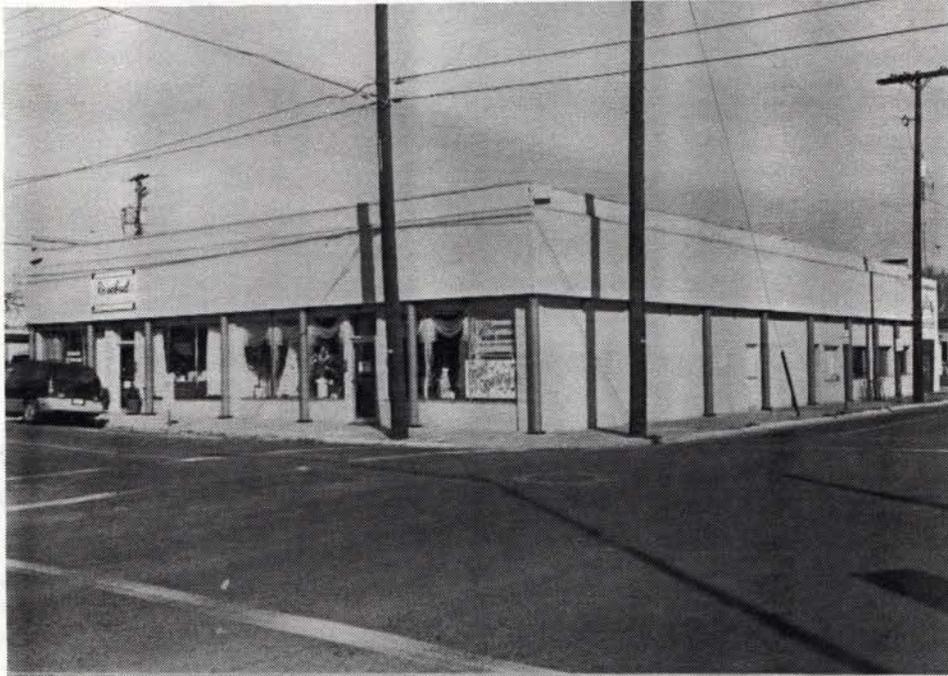
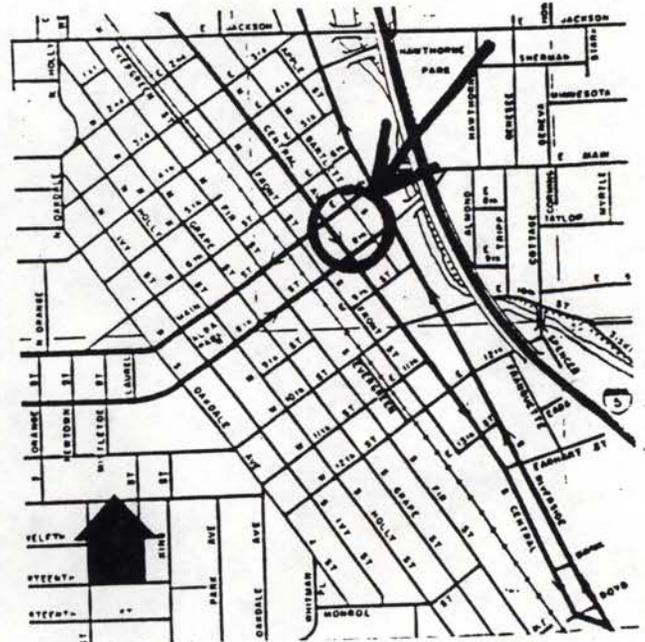
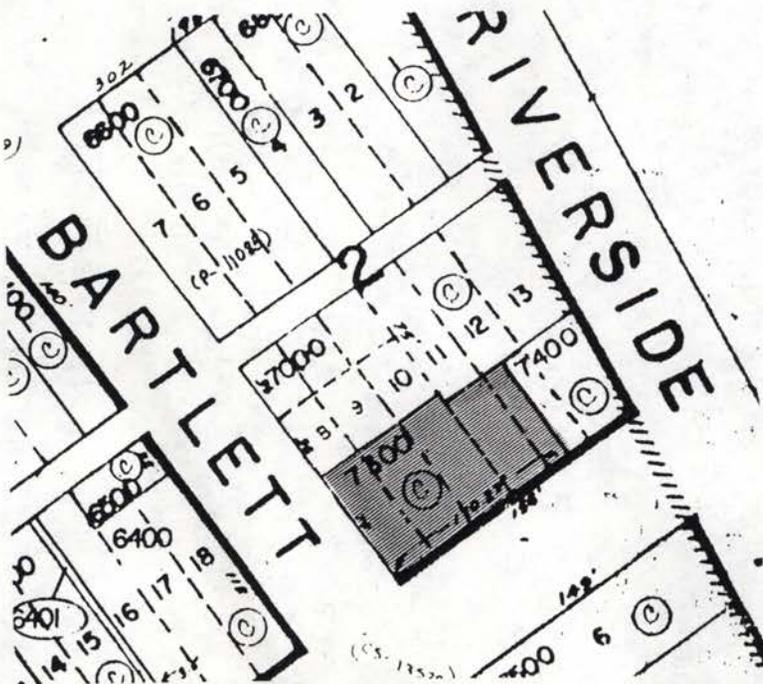


Photo Roll: 2 Frame: 26a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Non-Contributing [H]**

Medford Survey No. 260.0
 SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Witham Service Station**
Location: **36 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **CARROLL JO ANN V**
MailAdd **42 HAWTHORNE**

MEDFORD, OR 97504
Addition: **Original Town Plat of Medford**
Block: **02** Lot: **S.p. 12-13** Taxlot: **7400**
T/R/S **371W30BC** Acct# **10370078**
Quadrangle: **Medford [15min]**

Common: **The Cellar**
Date of Construction: **1929**
Original Use: **Commerce:Auto-Related**
Present Use: **Commerce:Spec Store;Clothing**
Architect: **Unknown**
Builder: **Merritt & Borg**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **L-Shaped**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Cornice level 'hood-like' detailing at each "L" end**

Other:

Alterations/Additions: **Metal fascia, window openings altered [n.d.]**

Landscape Features: **Concrete parking area at corner**

Associated Structures: **Party wall with MFRNO 260.0 to west**

Setting: **Corner site, facing intersection of South Riverside and E Eighth in near edge of downtown Medford commercial core area.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **6a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **261.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 261.0

371W30BC 7400

**HISTORIC NAME: WITHAM SERVICE STATION
36 RIVERSIDE AVE S**

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....(*Medford Mail Tribune* 7-September-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.¹

The Witham Super Service Station building and land were long owned by Belle and Edward N. Warner, a prominent merchant in Medford, who leased it to various occupants, including the Witham's. Beulah Warner, apparently Edward's sister acquired the property in 1962 and continued to rent it out prior to selling in 1975, ending over fifty years of family ownership.

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.² Tallman's Pianos rented the building in the mid-1960s. In more recent years the building has housed a women's clothing store.

¹ 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.

² See Medford Survey Nos. 251 and 260.

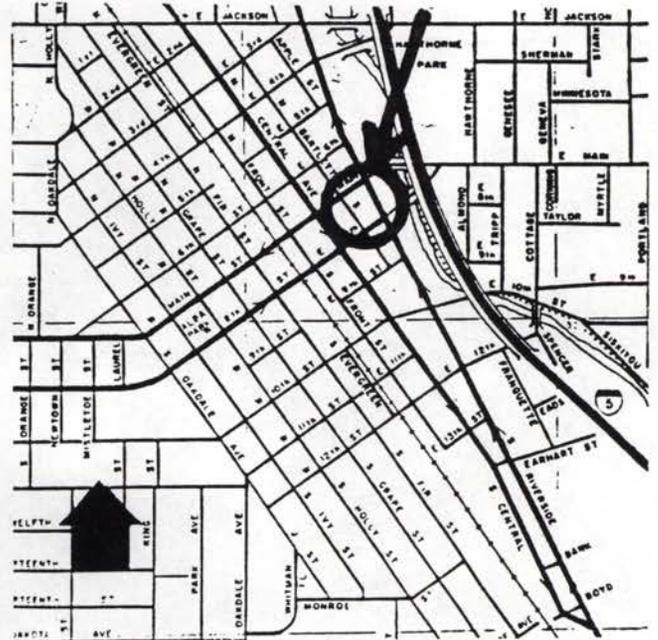
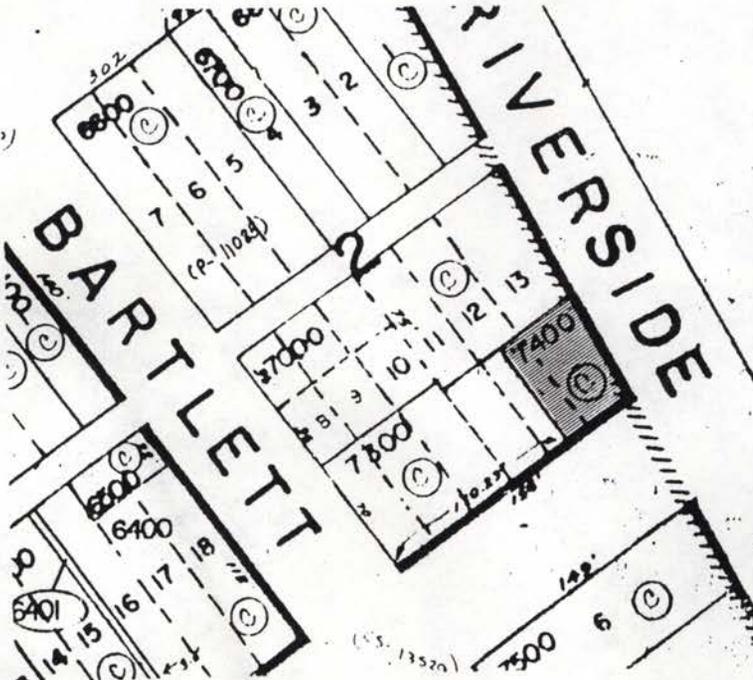
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Witham Service Station**
Location: **36 RIVERSIDE AVE S**

Common: **The Cellar**
Date of Construction: **1929**



Photo Roll: 1 Frame: 6a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 261.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Warner-Gore Rental Bldg**
Location: **301 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **WADLER, ANITA MORGAN**
MailAdd **1814 WESTCLIFF DR #9**

Common: **Yogurt Grove**
Date of Construction: **c1915-16**
Original Use: **Commerce:Spec Store;Other**
Present Use: **Commerce:Tavern**
Architect: **Unknown**
Builder: **Unknown**
Style: **No Style**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Altered**

NEWPORT BEACH, CA 92660
Addition: **Original Town Plat of Medford**
Block: **03** Lot: **10** Taxlot: **8600**
T/R/S **371W30BB** Acct# **10369114**
Quadrangle: **Medford [15min]**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Multiple forms**
Wall Construction: **Concrete**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **2.0**
Basement:
Roof Material: **Asphalt;3-Tab**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Modern Horizontal Wood [Fiberboard] Siding**
Decorative Features: **None**

Other: **None**

Alterations/Additions: **Wood framed second floor added to original conc. volume, [c1983]. Windows and siding altered**

Landscape Features:
None

Associated Structures: **None**
Setting:

Corner location facing both E. Main and N. Bartlett in central commercial area of downtown Medford.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **11A**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **266.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 266.0

371W30BB 8600

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

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 structure was built on the site.¹

In 1927-28, city directories show Dr. E. D. Elwood's office at 301² and "The Acme," a soft drink stand and cafe, at 303. The North Bartlett storefronts were occupied at this time by the "Oriental Art and Variety Store" and the White Sewing Machine agency. Three years later, in 1930-31, Dr. Elwood remains but a milliner has replaced "The Acme," which had moved next door. Small offices replace the art and variety store on North Bartlett (including Powell and Wood, Civil Engineers) but the White Sewing Machine company continued at 24 North Bartlett.

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 MFRNO 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. Today the East Main storefront is occupied by an art gallery.

Sometime prior to 1966, the Medford Flower Shop located on the Bartlett Street side of the Warner-Gore Rental Building, eventually expanding to include the Bartlett Street elevation of the building. 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.

¹ 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

² Elwood's office was at this location as early as 1919 according to telephone directory information.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Warner-Gore Rental Bldg**
Location: **301 MAIN ST E**

Common: **Yogurt Grove**
Date of Construction: **c1915-16**



Photo Roll: 3

Frame: 11A



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 266.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Warner, Wortman & Gore Bldg**
Location: **307 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **MANDELL, RICHARD H**
MailAdd **259 BARNETT RD SUITE C**

Common: **Connecting Point**
Date of Construction: **c1900**
Original Use: **Commerce:Spec Store;Grocery**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Modern:Art Deco**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **03** Lot: **11-12** Taxlot: **8700**
T/R/S **371W30BB** Acct# **10369122**
Quadrangle: **Medford [15min]**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco**
Decorative Features: **Small round shields below cornice level**

Other:

Alterations/Additions: **Original exterior stucco clad, original parapet detail removed, [pre-1927]**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Mid-block facing south in downtown comercial core area of Medford.**

Sources **R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: **2** Frame[s]: **23a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **267.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 267.0

371W30BB 8700

**HISTORIC NAME: WARNER, WORTMAN & GORE BLDG
307 MAIN ST E**

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....(*Medford Mail Tribune*, 2-January-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. At that time, the double-wide front portion was marked “groceries and meat” while the various rear areas were identified as grocery storage, cold storage and a sausage factory.

Warner, Wortman and Gore had apparently ceased operation by 1919 although the firm owned the building as late as 1925 according to Jackson County Assessors fieldbooks. In 1919 the building was leased to “Santford and Company,” retaining its grocery use. Santford remained through 1927, moving to 36-40 South Central by 1930 when “The Acme,” a soft-drink stand previously located next door, moved into the Warner, Wortman and Gore Building. By the mid-1930s another confectionery, Shirley Brothers, occupied this location, remaining at least through 1942. By the late 1940s-early 1950s, the building housed various small cafes in its western storefront and the Leonard Electric Company, a household appliance dealer, in the east. [See SOHS, W.E. Thomas Photo Collection.]

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.¹

¹ See SOHS Aerial view #13098.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

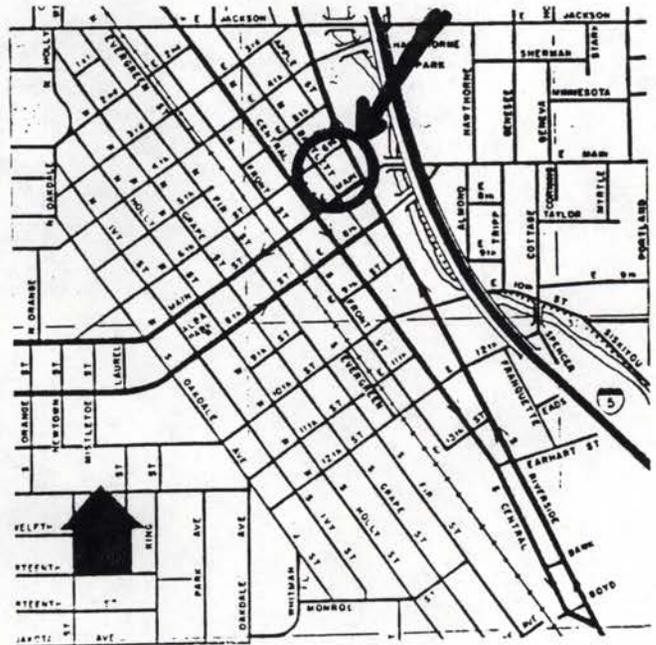
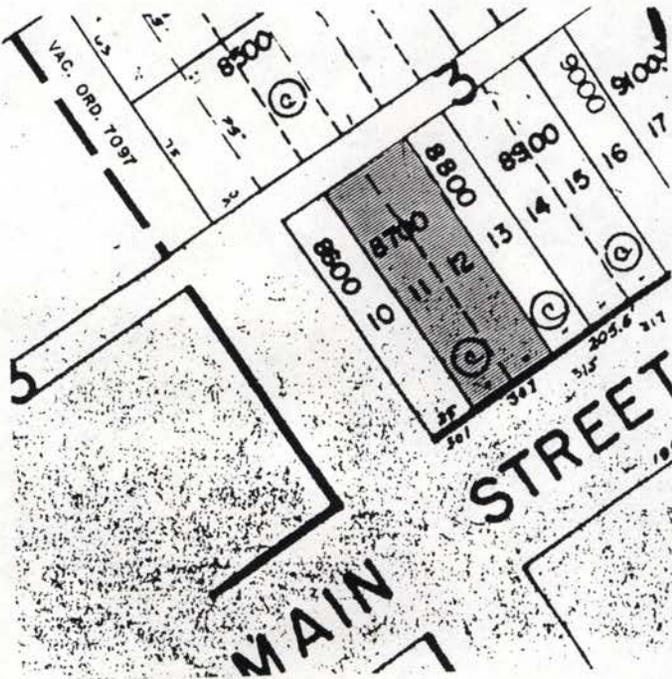
Historic Name: **Warner, Wortman & Gore Bldg**
 Location: **307 MAIN ST E**

Common: **Connecting Point**
 Date of Construction: **c1900**



Photo Roll: 2

Frame: 23a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 267.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Mc Andrews-Barnum Blk [W]**
Location: **315 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **PHELPS, FRED G III/CAROL J**
MailAdd **315 E MAIN ST**

Common: **Evangel Book**
Date of Construction: **1895**
Original Use: **Commerce:Business**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Unknown**
Style: **L. Vict:Italinat**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Good**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **03** Lot: **13** Taxlot: **8800**
T/R/S **371W30BB** Acct# **10369131**
Quadrangle: **Medford [15min]**

Plan: **Rectangular** No. of Stories **2.0**
Foundation: **Brick** Basement:
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **Metal horizontal slider [2nd], fixed metal display [1st]**

Exterior Surface: **Stucco**
Decorative Features: **Cornice detailing,corbels, arched windows**

Other:

Alterations/Additions: **Facade alterations [c.1980s], windows altered, brick veneer on first floor.**

Landscape Features: **None.**

Associated Structures: **One-third of three-bay structure, see MFRNO 269.0**

Setting: **Mid-block in downtown commerical core of Medford, near intersection of Riverside and Main, facing south.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **6a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **268.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 268.0

371W30BB 8800

HISTORIC NAME: MCANDREWS-BARNUM BLOCK [W]

315 MAIN ST E

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 1893 map shows three small buildings, the easternmost one being a more substantial one-story brick volume that was occupied by a gunsmith. By 1894, William S. Barnum had consolidated ownership of the two eastern lots [Lots 14 and 15] in separate transactions.¹ Thomas McAndrews had purchased and begun development on the western portion [Lot 13] earlier. With the adjoining ownership of these two prominent Medford investors, the construction of the McAndrews-Barnum Block was apparently undertaken, likely incorporating the earlier one-story brick volume. 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 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 MFRNO 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.

The 1907 Sanborn map shows the eastern 1/3 as the site of a bicycle shop, the center a harness maker, and the eastern 1/3 as a second hand store. The 1910 Polk Directory shows the Herman Bros. Harness company in the center bay, with C.M. Kidd's shoe store on the west and Horatio F. Wilson's second hand store on the east. The second floor contained "furnished rooms" under the management of Lela Newman. In 1919 Barnum entered into a 10-year lease on the eastern portion of the block with the Monarch Seed and Feed Company. In 1925 Thomas McAndrews heirs rented the eastern 1/3 to E.A. Littrell, who had established what would become a longtime downtown Medford auto parts concerns. [See MFRNO 275.0]

The Littrell-Jennings Parts company have opened their doors for business in their new location at 317 East Main street, the former location of the Western Auto Supply Company. (*Medford Mail Tribune*, 13-March-1925, 5:8)

¹ Barnum purchased lot 15 from J.G. Grossman for \$1200 in November 1891 [JCD 22:571] and bought lot 14 from Harriet E. Richards three years later for \$300. [JCD 27:336]. The variation in price is a clear indication that the McAndrews-Barnum Block had not yet been constructed.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

In 1929, probably in connection with the end of the Monarch Seed lease, 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. [*Medford Mail Tribune* 10-May-1929, 4:5]

John Cupp Furniture, a longtime Medford company who occupied a variety of locations in downtown prior to WWII, moved into the former Monarch Seed location by 1930. Littrell Parts remained in the western third and eventually purchased that portion of the structure, probably from McAndrews' daughters.² During the war, as Medford experienced a huge boom in population, the second floor was transformed into the Rex Hotel with various retail concerns on the first floor. E.A. Littrell sold his portion of the building in 1945 to Frank and J. Runtz who operated the Frank J. Runtz Paint Company here. In 1938 Barnum's heirs had assigned the rents generated by the family's interest in the McAndrews-Barnum Block to the U.S. National Bank of Portland "...as security against a \$14,000 loan." (JCD 216:409:10) By 1952, the bank had acquired title to the eastern 2/3 of the building and continues to own that portion today. (JCD 374:445)

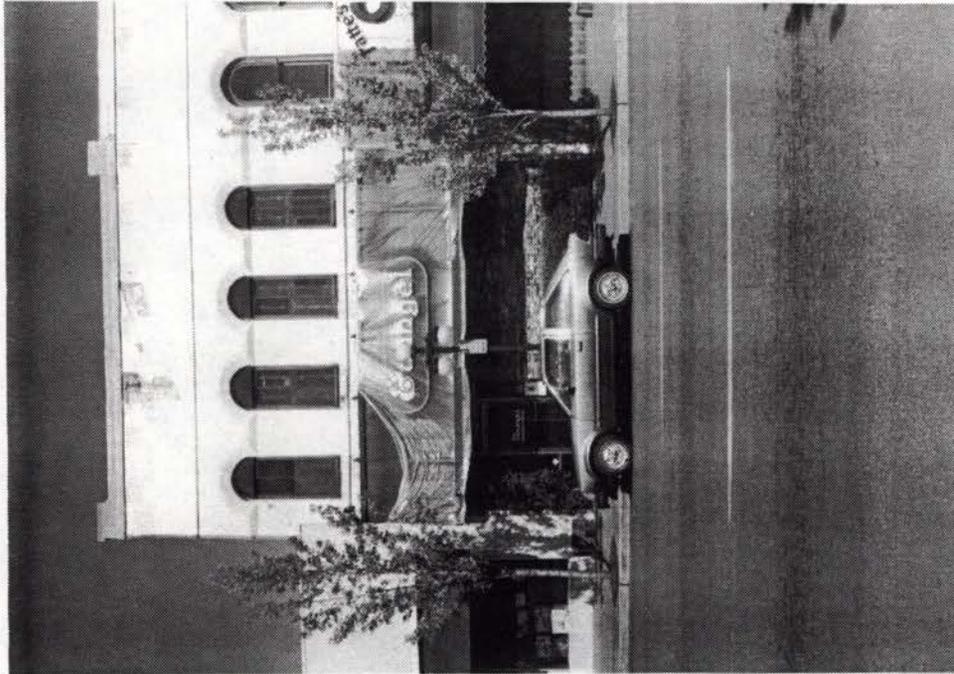
By the mid-1960s, various small retail uses continued to operate on the first floor but the second floor does not appear to be in use according to city directories. Various storefront remodelings undertaken by the tenants of the eastern 2/3 of the McAndrews-Barnum Block have altered its appearance although 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.

² Thomas McAndrews sold his portion of the building for \$1 and "love and affection" to Margaret Burroughs and Kate McAndrews, presumably his children, in 1912. [JCD 106:537] The specific transfer to Littrell was not located although he had obviously acquired the building prior to selling it in 1945. [JCD 259:226]

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Mc Andrews-Barnum Blk [W]**
 Location: **315 MAIN ST E**

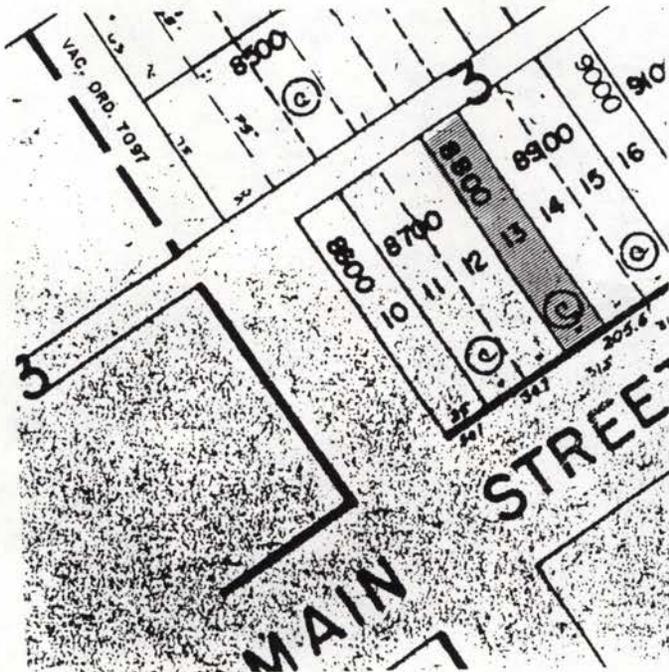
Common: **Evangel Book**
 Date of Construction: **1895**



[Vertical Photo mounted in Horizontal Orientation]

Photo Roll: 4

Frame: 6a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 268.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Mc Andrews-Barnum Blk [E]**
Location: **317 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **US NATL BANK PTLD**
MailAdd **HUBBARD HDW/ERHLICH,JOHN**
3800 PRINCETON
MEDFORD , OR 97504
Addition: **Original Town Plat of Medford**
Block: **03** Lot: **14-15** Taxlot: **8900**
T/R/S **371W30BB** Acct# **10369149**
Quadrangle: **Medford [15min]**

Common:
Date of Construction: **1895**
Original Use: **Commerce:Business**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Unknown**
Style: **L. Vict:Italinat**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **1/1 Wood Sash, Dbl Hung with arched tops**

No. of Stories **2.0**
Basement:
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco, Brick**
Decorative Features: **Heavy cornice band with corbelling, two cast iron columns flank central bay but are covered with stucco/modern materials.**

Other:
Retractable canvas awnings

Alterations/Additions: **Substantial alteration to central storefront. E. storefront appears c. 1950s with carrera glass. Second story and rear retain substantial integrity.**

Landscape Features:
None

Associated Structures: **See MFRNO 268.0, E. 1/3 of structure now owned separately.**

Setting: **Mid-block in downtown commercial core of Medford, near intersection of Riverside and Main, facing south.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **4a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **269.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 269.0

371W30BB 8900

**HISTORIC NAME: MCANDREWS-BARNUM BLOCK [E]
317 MAIN ST E**

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 1893 map shows three small buildings, the easternmost one being a more substantial one-story brick volume that was occupied by a gunsmith. By 1894, William S. Barnum had consolidated ownership of the two eastern lots [Lots 14 and 15] in separate transactions.¹ Thomas McAndrews had purchased and begun development on the western portion [Lot 13] earlier. With the adjoining ownership of these two prominent Medford investors, the construction of the McAndrews-Barnum Block was apparently undertaken, likely incorporating the earlier one-story brick volume. 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 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 MFRNO 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.

The 1907 Sanborn map shows the eastern 1/3 as the site of a bicycle shop, the center a harness maker, and the eastern 1/3 as a second hand store. The 1910 Polk Directory shows the Herman Bros. Harness company in the center bay, with C.M. Kidd's shoe store on the west and Horatio F. Wilson's second hand store on the east. The second floor contained "furnished rooms" under the management of Lela Newman. In 1919 Barnum entered into a 10-year lease on the eastern portion of the block with the Monarch Seed and Feed Company. In 1925 Thomas McAndrews heirs rented the eastern 1/3 to E.A. Littrell, who had established what would become a longtime downtown Medford auto parts concerns. [See MFRNO 275.0]

The Littrell-Jennings Parts company have opened their doors for business in their new location at 317 East Main street, the former location of the Western Auto Supply Company. (*Medford Mail Tribune*, 13-March-1925, 5:8)

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Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

In 1929, probably in connection with the end of the Monarch Seed lease, 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. [*Medford Mail Tribune* 10-May-1929, 4:5]

John Cupp Furniture, a longtime Medford company who occupied a variety of locations in downtown prior to WWII, moved into the former Monarch Seed location by 1930. Littrell Parts remained in the western third and eventually purchased that portion of the structure, probably from McAndrews' daughters.² During the war, as Medford experienced a huge boom in population, the second floor was transformed into the Rex Hotel with various retail concerns on the first floor. E.A. Littrell sold his portion of the building in 1945 to Frank and J. Runtz who operated the Frank J. Runtz Paint Company here. In 1938 Barnum's heirs had assigned the rents generated by the family's interest in the McAndrews-Barnum Block to the U.S. National Bank of Portland "...as security against a \$14,000 loan." (JCD 216:409:10) By 1952, the bank had acquired title to the eastern 2/3 of the building and continues to own that portion today. (JCD 374:445)

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 remodelings 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.

² Thomas McAndrews sold his portion of the building for \$1 and "love and affection" to Margaret Burroughs and Kate McAndrews, presumably his children, in 1912. [JCD 106:537] The specific transfer to Littrell was not located although he had obviously acquired the building prior to selling it in 1945. [JCD 259:226]

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

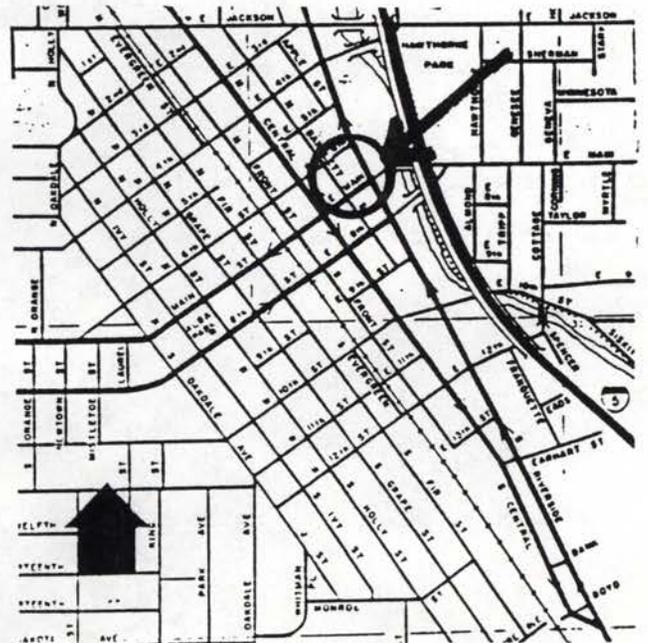
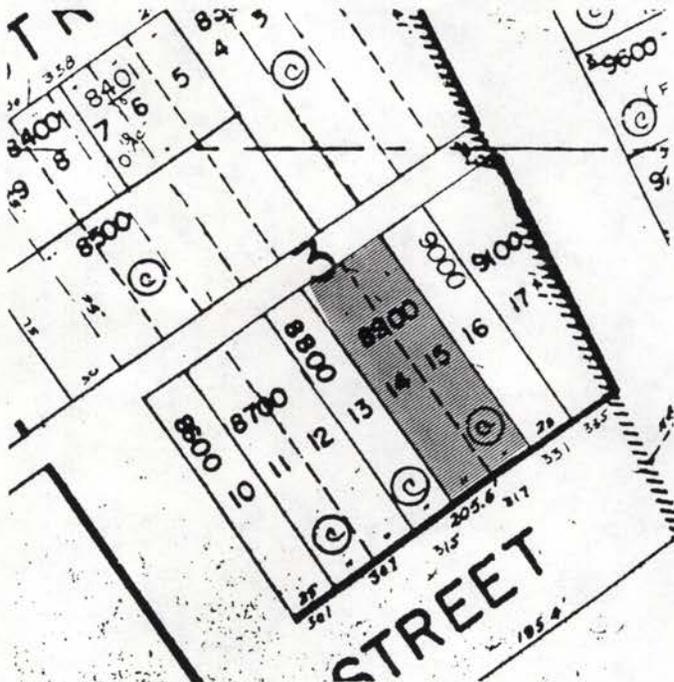
Historic Name: **Mc Andrews-Barnum Blk [E]**
 Location: **317 MAIN ST E**

Common:
 Date of Construction: **1895**



Photo Roll: 4

Frame: 4a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 269.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Hubbard Brothers Hardware**
Location: **335 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **SEUS, ROBERT L/CONSTANCE J**
MailAdd **1899 THOMPSON CREEK RD**

APPLEGATE, OR 97530
Addition: **Original Town Plat of Medford**
Block: **03** Lot: **16** Taxlot: **9000**
T/R/S **371W30BB** Acct# **10369155**
Quadrangle: **Medford [15min]** **10369163**

Common:
Date of Construction: **1906**
Original Use: **Commerce:Spec Store;Hardware**
Present Use: **Commerce:Spec Store;Hardware**
Architect: **Palmer, I.A.**
Builder: **Childers, Spencer**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Commerce:Commerce**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat; single slope**
Wall Construction: **Brick**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **2.0**
Basement: **Yes**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco Panels**

Decorative Features: **Ribbed concrete pilasters with cut granite blocks at base.**

Other:

Alterations/Additions: **Substantial cyclical alteration, see Statement of Significance**

Landscape Features: **None**

Associated Structures: **Joined with Woods Building, on separate tax lot to west. See MFRNO 270.2.**

Setting:

Corner location facing E. Main at intersection of N. Riverside in central commercial business district of Medford. Public parking lot, with frontage, to rear [North]

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **7a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **270.1**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Woods Block [Hubbards]**
Location: **335 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **SEUS, ROBERT L/CONSTANCE J**
MailAdd **1899 THOMPSON CREEK RD**

APPLEGATE, OR 97530

Addition: **Original Town Plat of Medford**
Block: **03** Lot: **17** Taxlot: **9100**
T/R/S **371W30BB** Acct# **10369163**
Quadrangle: **Medford [15min]**

Common: **por Hubbards See 270.1**
Date of Construction: **1906**
Original Use: **Commerce:Spec Store;Other**
Present Use: **Commerce:Spec Store;Hardware**
Architect: **Palmer, I.A. [Attrib]**
Builder: **Childers, Spencer [Attrib]**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **2.0**
Basement: **Yes**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco Panels**
Decorative Features: **Ribbed concrete pilasters with cut granite base**

Other:

Alterations/Additions: **Substantial cyclical alteration. See Statement of Significance**

Landscape Features: **None**

Associated Structures: **Associated with Hubbard Brothers Hdw building, on separate tax lot to east. See MFRNO 270.1.**

Setting:
Near NW corner of major Riverside and Main street intersection in central downtown Medford business district.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **7a**
Date Recorded: **04/24/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **270.2**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 270.1 & 270.2

371W30BB 9000

**HISTORIC NAME: HUBBARD BROTHERS HDW/WOODS BLK
335 MAIN ST E**

371W30BB 9100

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. Substantially remodeled in 1934 and again in the 1950s, the exterior has undergone additional changes in recent years but continues to relate its pre-WWII appearance to a high degree.

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.

Realizing that farming would eventually supersede gold panning and trapping...he wired John Deere that he had an opportunity to sell farm machinery in the Rogue River valley.¹

Moving from Jacksonville to Medford in 1884, the business continued in a small wood frame building on the present site in 1885. The location, then the primary wagon route through the valley, was a convenient one for farmers coming into Medford from the surrounding rural areas of the valley and the business continued to grow. Following their father's death in 1894, Fortunatas "Fort" Hubbard, Jr. and A. C. Hubbard took over the business, renaming it Hubbard Brothers. With Medford's continued growth, the company determined to build a new brick building on the site.

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-January-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-July-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-July-1906, 5:1]²

¹ "Hubbard-Wray Company Sold..." Undated *Medford Mail Tribune* clipping, c. 1962, SOHS "Medford Business" vertical file.

² 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-January-1906, 5:4]

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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-November-1906, 1:5]

By early 1907 Hubbard Bros. finalized its relocation from temporary quarters and returned to its original site at the intersection of Riverside and Main streets.

Hubbard Bros. have removed to their new building, one of the most substantial in southern Oregon and the spring trade will find them in a position to meet its demands without being cramped for space. [*Medford Mail*, 16-February-1907, 4:3] The lower floor of the new building is about 140 x 40 feet and the upper floor is somewhat less. A large elevator affords easy access to the upper floor and facilitates the handling of heavy machinery....The new building is a handsome addition to Medford's business district and a monument to the enterprise of Hubbard Bros. [*Medford Mail*, 22-March-1907, 4:4]

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. An important early tenant on the second floor was photographer Frank Hull whose clear images of the southern Oregon area were often reproduced in promotional literature and postcards. Various early views of the Hubbard Brothers Hardware building shows Hull's prominent "Scenery and Postcards" painted sign along the cornice of the east elevation.

In 1934 the Hubbard Brothers firm purchased the Woods Building [MFRNO 270.2] long owned by members of the Barnum family, and expanded and remodeled the facade into a new, modern storefront with stucco covering the brick.³ 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.⁴ In 1935 the business was divided into the hardware interests, which retained the name, and Hubbard-Wray, jointly owned by Tom Wray, which sold farm implements in a separate building to the rear of the subject property.⁵ 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"

³ See JCD 199:175, dated 26-June-1934. This transaction involved the building on Lot 12 [Tax Lot 9100].

⁴ See SOHS Negative 9552 for a view of this 1934-era facade.

⁵ See MFRNO 359, built for Hubbard-Wray Implement in 1949.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

fluting was also removed or covered at this time, with the corner pilaster crowns cut at the cornice level.

In more recent years, various alterations have occurred to the exterior of the Hubbard Brothers Hardware building, most notably the sealing of windows along the Riverside frontage and additional modernization to 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 remodel and conversion of that portion of the building for use as a restaurant. This space has long been occupied by "Digger O'Dell's." [*Medford Mail Tribune* 18-April-1982, C1:1-8]

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. Although no longer in Hubbard family ownership, both the structure and its use continue the tradition established at this important intersection over 100 years ago.

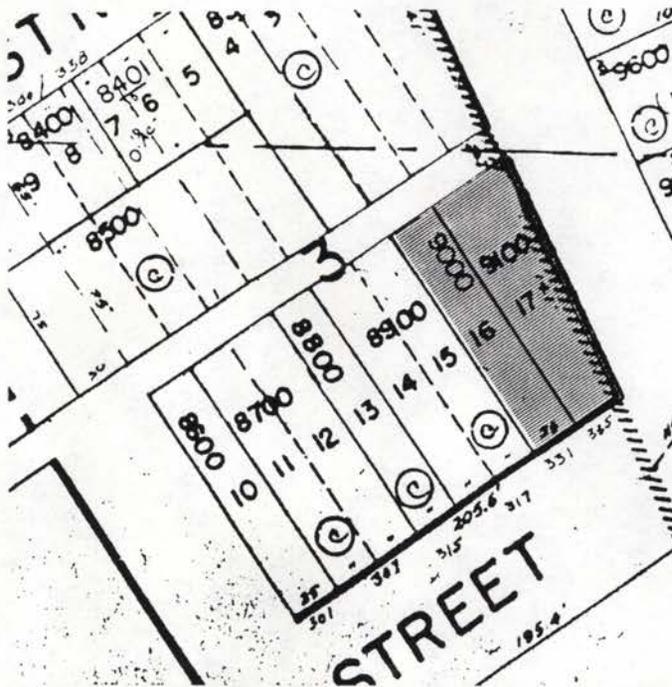
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Hubbard Brothers Hardware**
 Location: **335 MAIN ST E**

Common:
 Date of Construction: **1906**



Photo Roll: 1 Frame: 7a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 270.1
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Safeway Store**
Location: **130 BARTLETT ST N**
City: **Medford, Oregon 97501**
Owner: **LITHIA PROPERTIES LTD**
MailAdd **360 E JACKSON**

Common: **Lithia Dodge Shop Building**
Date of Construction: **1942**
Original Use: **Commerce:Spec Store;Grocery**
Present Use: **Commerce:Auto-Related;Repair**
Architect: **Unknown**
Builder: **Unknown**
Style: **Modern:Moderne**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Altered**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **PR1** Lot: Taxlot: **7500**
T/R/S **371W30BB** Acct# **10369009**
Quadrangle: **Medford [15min]** **10369025**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **None**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Ribbed corner pilasters/columns**

Other:

Alterations/Additions: **Substantial modification following conversion to auto repair use, metal "mansard" roll-up door, windows enclosed, [c.1975]**

Landscape Features:
None, auto storage lot to north

Associated Structures: **Common wall with non-historic buildings to rear**
Setting:

Mid-block, facing west, in downtown commerical core of Medford. Adjacent uses predominately automobile-service related.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **13a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Non-Contributing [H]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **272.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 272.0

371W30BB 7500

**HISTORIC NAME: SAFEWAY STORE
130 BARTLETT ST N**

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.¹ 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.²

The building underwent some minor remodeling according to newspaper accounts. In conjunction with the opening of Safeway's second downtown Medford store, at Main and Oakdale, the Bartlett Street store held a "grand re-opening."

Ever since the Bartlett Street Safeway opened the doors to its beautiful new home a few weeks ago, thousands of Medford folks have learned why shopping at Safeway is such a pleasure these days. [*Medford Mail Tribune* 23-May-1951, 5:1 and 6:1-8]

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. The 1966 Polk Directory shows the building as vacant. By the mid-1970s, the Safeway Building had been converted to its present automotive facility usage.

¹ Safeway had been a fixture in downtown Medford long before the construction of the 1936 building. That building, documented as MFRNO 275.0, is now commonly known as the Littrell Building.

² "Safeway Obtains Old School Site for New Market," *Medford Mail Tribune*, 28-January-1942, 1:3. The other Safeway referred to is occupied by the Jackson County Title Company at this writing.

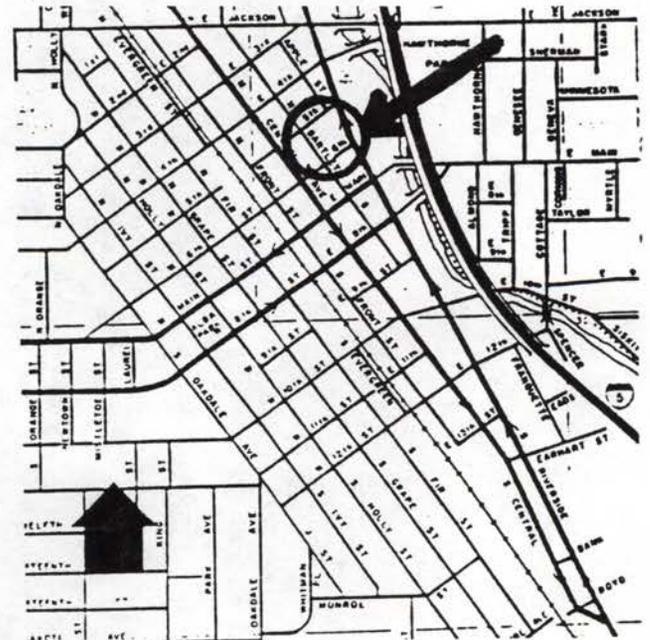
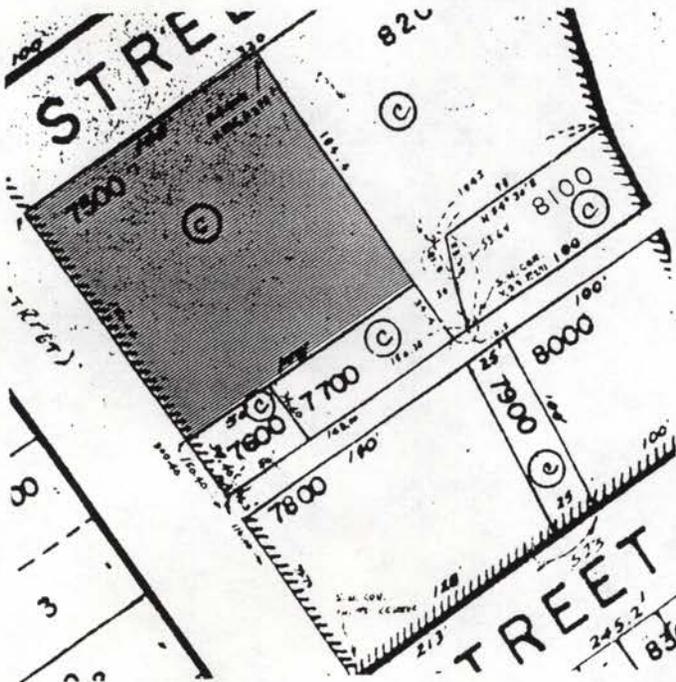
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Safeway Store**
 Location: **130 BARTLETT ST N**

Common: **Lithia Dodge Shop Building**
 Date of Construction: **1942**



Photo Roll: 1 Frame: 13a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Non-Contributing [H]**

Medford Survey No. 272.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Bickler Building**
Location: **128 BARTLETT ST N**
City: **Medford, Oregon 97501**
Owner: **DUPRAY, OLIVIA V**
MailAdd **P O BOX 276**

Common: **Superior Rubber Stamp**
Date of Construction: **1948**
Original Use: **Commerce:Business**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Modern:E Mod Comm.**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

MEDFORD, OR 97501
Addition: **Original Town Plat of Medford**
Block: **PR1** Lot: Taxlot: **7600**
T/R/S **371W30BB** Acct# **10369017**
Quadrangle: **Medford [15min]**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Concrete, Split-Face Roman Brick**
Decorative Features: **Twin entry, split Roman brick below sill**

Other:

Alterations/Additions: **Standing seam metal awning/Mansard detail on front elevation**

Landscape Features: **None**

Associated Structures: **Party wall with building to rear.**

Setting: **Mid-block, facing west, in downtown commerical core of Medford. Adjacent uses predominately automobile-service related.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **12a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **273.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 273.0

371W30BB 7600

**HISTORIC NAME: BICKLER BUILDING
128 BARTLETT ST**

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 Lowell 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 remains substantially as built. The modest structure retains its twin storefront entrances and is typical of mid-20th century commercial development in downtown Medford.

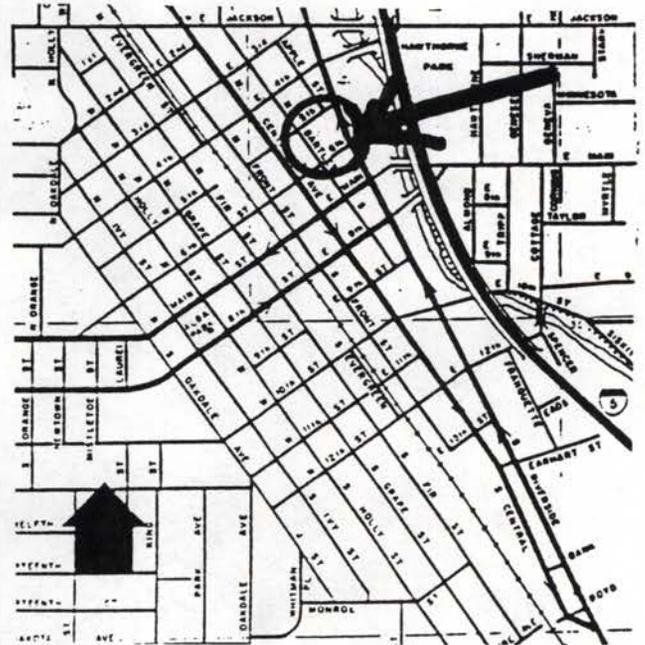
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Bickler Building**
 Location: **128 BARTLETT ST N**

Common: **Superior Rubber Stamp**
 Date of Construction: **1948**



Photo Roll: 1 Frame: 12a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 273.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Safeway/Littrell Auto Parts**
Location: **319 SIXTH ST E**
City: **Medford, Oregon 97501**
Owner: **LITHIA PROPERTIES LTD**
MailAdd **360 E JACKSON ST**

Common: **Littrell Auto Parts**
Date of Construction: **1936/45**
Original Use: **Commerce:Spec Store;Grocery**
Present Use: **Commerce;Auto-Related;Repair**
Architect: **Clark, Frank Chamberlain**
Builder: **Childers, Elmer**
Style: **Modern:Art Deco**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

MEDFORD , OR 97504

Addition: **Original Town Plat of Medford**
Block: **PR1** Lot: Taxlot: **7800**
T/R/S **371W30BB** Acct# **10369033**
Quadrangle: **Medford [15min]**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Glass block, metal sash**

No. of Stories **1.0**
Basement: **Partial**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Engaged columns with shields and deco capitals. Marker block "Littrell Bldg."**

Other:

Alterations/Additions: **West 1/2 added to original volume [1945], display windows removed and filled with conc. blk, entryway doors changed, roll-up door added to north, [mid-1980**
Landscape Features: **Paved parking area to west**

Associated Structures: **None**

Setting: **Corner-facing location at intersection N. Bartlett and E. Sixth in downtown commerical core.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **2** Frame[s]: **28a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **275.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 275.0

371W30BB 7800

**HISTORIC NAME: SAFEWAY/LITTRELL AUTO PARTS BLDG
313 SIXTH ST E**

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 concrete building as the "Littrell Building."

What is now known as the Littrell Building was built 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. (*Medford Mail Tribune*, 6-April-1936, 1:7)¹

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.²

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 1945³ 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. (*Medford Mail Tribune*, 8-January-1945, 2:6)

The Littrell addition, probably designed by Clark although this is not documented,⁴ essentially

¹ 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.

² 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.]

³ JCD 261:452 and JCD 274:29.

⁴ 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.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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. [*Medford 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, conveying the "modernistic" design of the 1936 Safeway, replicated in 1942 for the newer portions and were the windows replaced, the building would essentially appear as completed over 50 years ago for Littrell's well-attended grand opening.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Sam Jennings Building**
Location: **229 RIVERSIDE AVE N**
City: **Medford, Oregon 97501**
Owner: **JENNINGS, VELMA E**
MailAdd **229 N RIVERSIDE AVE**

Common: **Sam Jennings Co**
Date of Construction: **1927**
Original Use: **Commerce:Auto-Related**
Present Use: **Commerce:Auto-Related**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

MEDFORD, OR 97501
Addition: **Original Town Plat of Medford**
Block: **PR2** Lot: Taxlot: **4000**
T/R/S **371W30BB** Acct# **10368653**
Quadrangle: **Medford [15min] 10368647**

Plan: **Rectangular** No. of Stories **1.0**
Foundation: **Concrete:Slab** Basement: **No**
Roof Form: **Arch Truss** Roof Material: **Asphalt;Rolled**
Wall Construction: **Concrete** Stuct. Frame: **Masonry:Concrete**
Primary Window: **Fixed metal sash, multi-light industrial awning type on N.**

Exterior Surface: **Stucco, Exposed Concrete**
Decorative Features: **Stepped and arched parapet on E. elevation, painted wall graphics.**

Other:

Alterations/Additions: **Windows altered/replaced[n.d.]**

Landscape Features: **vacant lot to south, northeast**

Associated Structures: **Small annex, on TL 3900, at NW corner dates circa 1927.**

Setting: **Faces east near interesection of Fourth and N. Riverside at extreme edge of Medford Downtown study area.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **10a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **282.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 282.0

371W30BB 4000

**HISTORIC NAME: SAM JENNINGS BUILDING
229 RIVERSIDE AVE N**

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. 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 portion of Riverside on either side of its intersection with Main was referred to as "Auto Row" in the local papers during this time. The 1927 Sanborn Maps show the building, including the small concrete annex [Tax Lot 3900] facing East Fourth, essentially as extant.

The 1930 directory lists Ellison B. McEwen as the owner of the Medford Auto Wrecking Company but no additional information regarding the firm was located and it is unclear if Sam Jennings was in any way connected with the company. Also listed at the site are the F. E. Samson Company, which sold "auto freight and fuel," and Pierce Auto Freight, later one of the largest motor freight haulers in Oregon. By 1936, the Jennings Tire Company, first established in 1923, is listed here, along with the Samson company. Earl Reitsma, a "manufacturers agent" is also listed at the address. 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 is among the best examples of the late-1920s era automobile related development along the Pacific Highway in Medford.

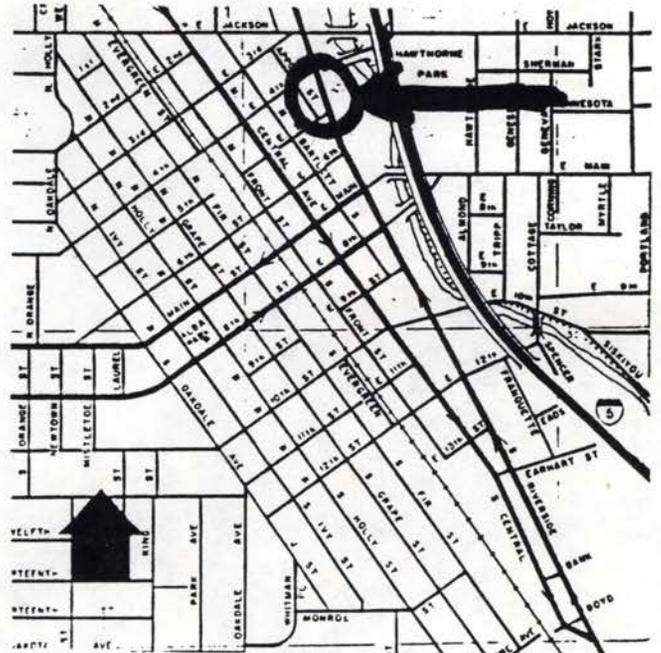
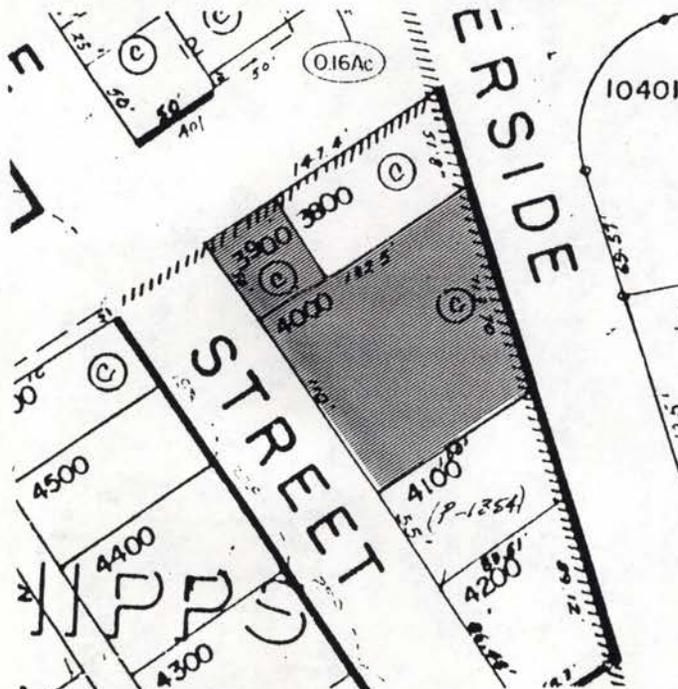
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Sam Jennings Building**
 Location: **229 RIVERSIDE AVE N**

Common: **Sam Jennings Co**
 Date of Construction: **1927**



Photo Roll: 1 Frame: 10a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 282.0
 SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Leever Motor Company**
Location: **315 FIFTH ST E**
City: **Medford, Oregon 97501**
Owner: **LITHIA PROPERTIES LTD**
MailAdd **360 E JACKSON ST**

MEDFORD , OR 97501

Addition: **Original Town Plat of Medford**
Block: **PR3** Lot: Taxlot: **4300**
T/R/S **371W30BB** Acct# **10368688**
Quadrangle: **Medford [15min]**

Common: **Lithia Dodge Showroom**
Date of Construction: **1947**
Original Use: **Commerce:Auto-Related;Sales**
Present Use: **Commerce:Auto-Related;Sales**
Architect: **Unknown**
Builder: **Unknown**
Style: **Modern:Moderne**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **U-Shaped** No. of Stories **1.0**
Foundation: **Concrete:Slab** Basement: **No**
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Concrete** Stuct. Frame: **Masonry:Concrete**
Primary Window: **Sliding metal sash doors, fixed metal sash display**

Exterior Surface: **Stucco, T-111**
Decorative Features: **Curved wall surfaces, round windows, glass blocks**

Other:

Alterations/Additions: **Metal "mansard" canopy [c.1980s]**

Landscape Features: **Auto sales lots to east and north.**

Associated Structures: **None**

Setting: **Corner lot, facing east, in downtown Medford commerical core area, facing Highway 99**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **13a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **285.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 285.0

371W30BB 4300

HISTORIC NAME: LEEVER MOTOR COMPANY

315 FIFTH ST E

This structure was constructed 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. (*Medford Mail Tribune*, 10-February-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.

Leever purchased the building in 1954 (JCD 396:53) although by 1958 the company had been renamed "Parsons Motors" who apparently acquired the Dodge-Plymouth agency from Leever and leased the building. By the mid-1960s the business was owned by the Roth family, and operated under the name "The Dodge Center." At some point prior to 1978 at least a portion of the building housed 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, returned it to use as a showroom facility.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

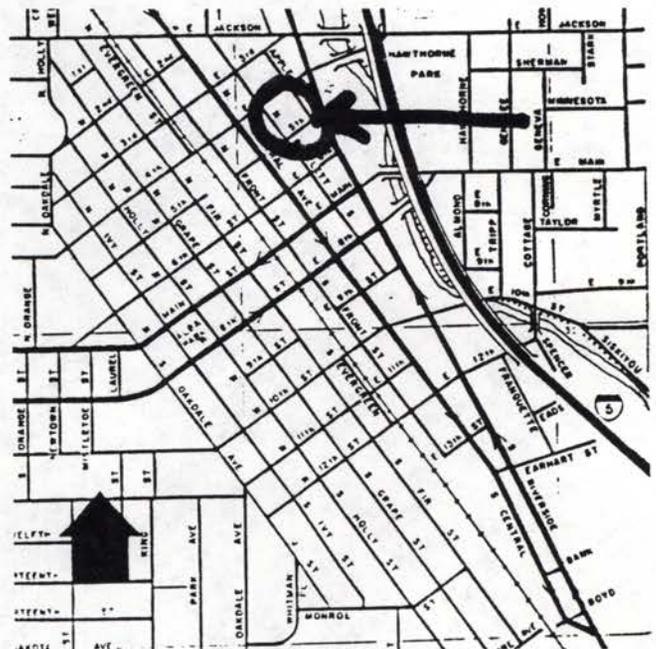
Historic Name: **Leever Motor Company**
 Location: **315 FIFTH ST E**

Common: **Lithia Dodge Showroom**
 Date of Construction: **1947**



Photo Roll: 4

Frame: 13a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 285.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Shults Body & Fender Works**
Location: **220 BARTLETT ST N**
City: **Medford, Oregon 97501**
Owner: **LITHIA PROPERTIES LTD**
MailAdd **360 E JACKSON**

Common: **Lithia Body & Paint**
Date of Construction: **c1942**
Original Use: **Commerce:Auto-Related;Repair**
Present Use: **Commerce:Auto-Related;Repair**
Architect: **Unknown**
Builder: **Unknown**
Style: **Modern:Moderne**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **PR3** Lot: Taxlot: **4900**
T/R/S **371W30BB** Acct# **10368742**
Quadrangle: **Medford [15min]**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash, [painted over]**

No. of Stories **2.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Recessed entry, ceramic tile sills, ribbed panels at 2nd Floor facade**

Other:

Alterations/Additions: **Conc. Blk addition to N., c. 1980s**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Mid-block facing west in downtown Medford commercial core area.**

Sources **R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: 1 Frame[s]: 15a
Date Recorded: 04/04/95
Medford Planning Map Code: CC
Medford Planning Overlay: CB Zoning: C-C
Ranking: **Non-Contributing [H]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **291.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 291.0

371W30BB 4900

**HISTORIC NAME: SHULTS BODY & FENDER WORKS
220 BARTLETT ST N**

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 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.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Pacific Greyhound Bus Depot**

Location: **212 BARTLETT ST N**

City: **Medford, Oregon 97501**

Owner: **GREYHOUND LINES, INC.**

MailAdd **TAX DEPARTMENT**

P O BOX 660362

DALLAS , TX 75266

Addition: **Original Town Plat of Medford**

Block: **PR3** Lot: Taxlot: **5000**

T/R/S **371W30BB** Acct# **10368759**

Quadrangle: **Medford [15min]**

Common: **Greyhound Bus Depot**

Date of Construction: **1949**

Original Use: **Transport:Road-Related**

Present Use: **Transport:Road-Related**

Architect: **Keeney, Robert J.**

Builder: **Drake, Donald M. Company**

Style: **Modern:Moderne**

Resource Type: **Building**

Theme: **Culture:20th C. Arch**

Condition: **Excellent**

Plan: **Rectangular**

Foundation: **Concrete:Slab**

Roof Form: **Flat, single slope**

Wall Construction: **Concrete**

Primary Window: **Fixed metal sash storefront display**

No. of Stories **2.0**

Basement: **No**

Roof Material: **Asphalt;Hot Mop**

Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco, Tile Panels**

Decorative Features: **Projecting central bay, round window at S.W., freestanding lettering**

Other: **Open bus bay to north, integrated into design**

Alterations/Additions: **Some minor window alterations [n.d.]**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Corner site, facing west, in commerical core area of Medford.**

Sources **R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: **1** Frame[s]: **14a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **292.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 292.0

371W30BB 5000

**HISTORIC NAME: PACIFIC GREYHOUND BUS DEPOT
212 BARTLETT ST N**

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 [Medford No. 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.¹ "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." [*Medford Mail Tribune*, 8-June-1948, 1:6]

Still used by the Greyhound corporation as its local terminal, the Pacific Greyhound Bus Depot is virtually unchanged from its original design and represents one of the best examples of its architectural style in southern Oregon.

¹ 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.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

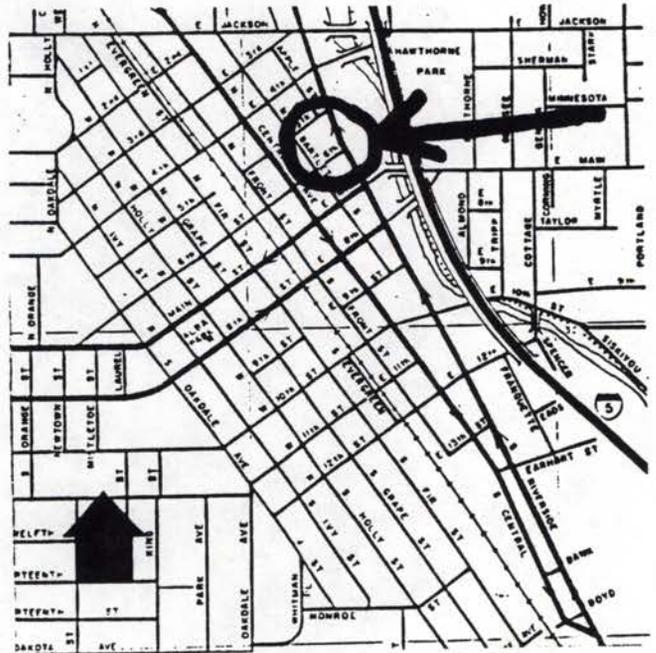
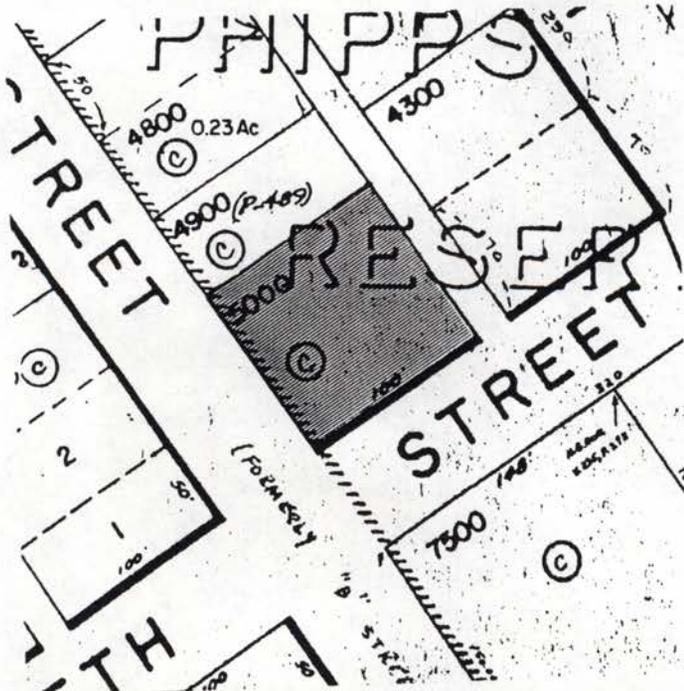
Historic Name: **Pacific Greyhound Bus Depot**
Location: **212 BARTLETT ST N**

Common: **Greyhound Bus Depot**
Date of Construction: **1949**



Photo Roll: 1

Frame: 14a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 292.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Clauss Motors**
Location: **275 FIFTH ST E**
City: **Medford, Oregon 97501**
Owner: **ORCHARD, DONALD L**
MailAdd **3054 HIBISUCUS DR**
HONOLULU , HI 96815
Addition: **Original Town Plat of Medford**
Block: **11** Lot: **1-3** Taxlot: **5100**
T/R/S **371W30BB** Acct# **10368767**
Quadrangle: **Medford [15min]**

Common: **Lithia Auto Bldg\NAPA Parts**
Date of Construction: **1945**
Original Use: **Commerce:Auto-Related;Sales**
Present Use: **Commerce:Auto-Related;Repair**
Architect: **Unknown**
Builder: **Barnhardt, H.**
Style: **No Style**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Altered**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **None**

Other: **None**

Alterations/Additions: **Alterations to exterior, windows filled with conc. blk.**

Landscape Features: **Small asphalt parking area to south.**

Associated Structures: **None**

Setting: **Corner lot, facing south, at SW corner of Bartlett and Fifth streets, downtown Medford core commercial area.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **10a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Non-Contributing [H]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **293.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 293.0

371W30BB 5100

**HISTORIC NAME: CLAUSS MOTORS
275 FIFTH ST E**

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 early 1945 A.F. and June T. Clauss acquired the subject property from Francis R. Haskins and it was reported that the removal the wood frame dwelling that had long occupied the site would occur shortly. (See JCD 134:145 and 262:521). In October 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. (*Medford 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-November-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... (*Medford Mail Tribune*, 6-November-1946, 6:3)

Clauss apparently occupied the majority of the building and leased the northern portion to Johnson's Body and Fender, operated by Dwight Johnson. Upon completion, the Clauss Motors dealership was just one of many automobile related businesses that were locating in this Fifth and North Bartlett vicinity during the 1946 period. Others included Leever Motors, [MFRNO 285.0] and Shults Body and Fender (MFRNO 291.0) which joined the much earlier Medford Auto Wrecking Building [Sam Jennings] (MFRNO 282.0) as the original "Auto Row" of Medford's downtown section of the Pacific Highway continued to expand northward.

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 dealerships that occupy this part of the downtown Medford area.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

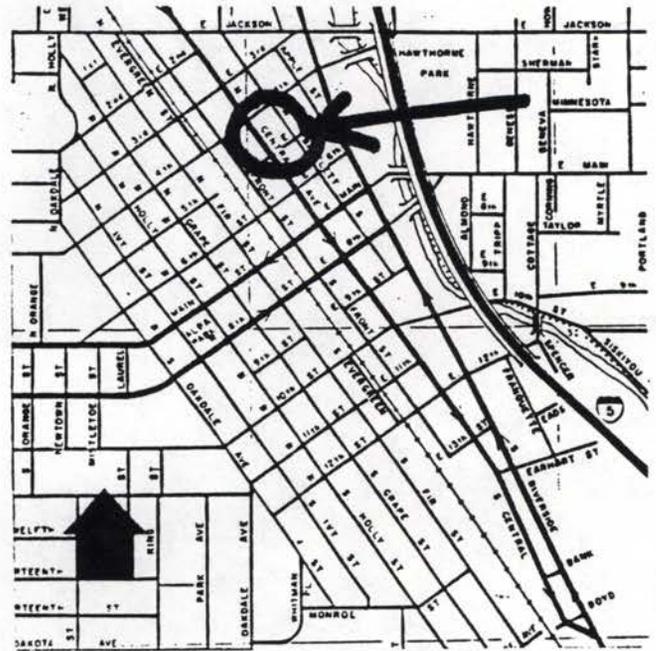
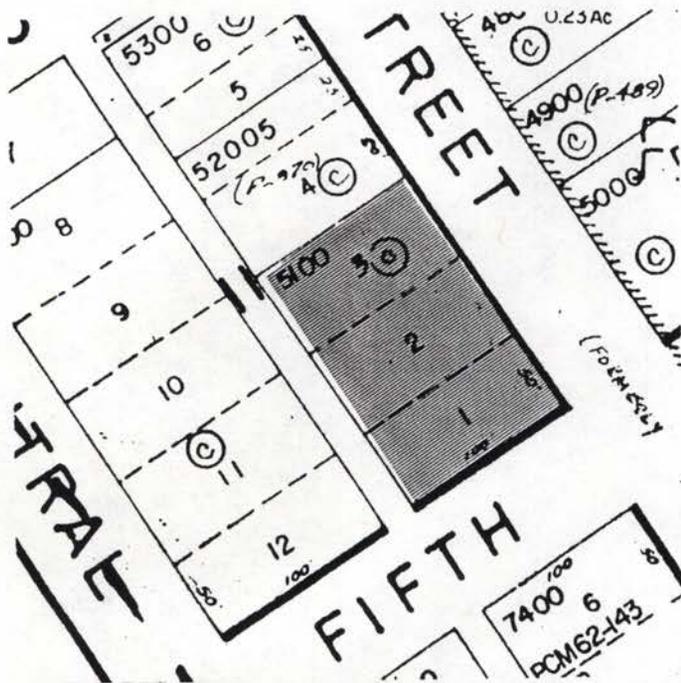
Historic Name: **Clauss Motors**
 Location: **275 FIFTH ST E**

Common: **Lithia Auto Bldg\NAPA Parts**
 Date of Construction: **1945**



Photo Roll: 4

Frame: 10a



GRAPHIC SOURCES: Jackson City Assessor Plat, annotated location map

Ranking: **Non-Contributing [H]**

Medford Survey No. 293.0
 SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Medford Auto Clinic**
Location: **232 CENTRAL AVE N**
City: **Medford, Oregon 97501**
Owner: **B P O E #1168**
MailAdd **202 N CENTRAL AVE**

MEDFORD , OR 97501

Addition: **Original Town Plat of Medford**
Block: **11** Lot: **7** Taxlot: **5400**
T/R/S **371W30BB** Acct# **10368791**
Quadrangle: **Medford [15min]**

Common: **Stark's Vacuum Center**
Date of Construction: **c1945**
Original Use: **Commerce:Auto-Related;Repai**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **No Style**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Fair**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco, Concrete Block**
Decorative Features:

Other:

Alterations/Additions: **Front portion added to original volume. See Narrative**

Landscape Features: **None, paved parking area to rear is foundation slab of now demolished building**

Associated Structures: **None**
Setting:

Corner location, facing west, at SE corner of intersection of Fourth and North Central at edge of downtown historic interest area.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **17a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Non-Contributing [H]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **296.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 296.0

371W30BB 5400

**HISTORIC NAME: MEDFORD AUTO CLINIC
232 CENTRAL AVE N**

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. By 1953 "Johnny's Sign Shop," operated by John Eads, Sr., a well-known local athlete and magician, was in operation at this location.

Through the 1920s and 1930s this corner property remained in residential use, owned by Clayborne and Edith Konkell. It may be assumed that the subject building was built sometime 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)

Johnny's Sign Shop remained here up through 1956 and uses prior to 1966 are unclear. In the mid-1960s "Beehive Cleaners" was the occupant of the East 4th Street frontage while the "Gold Bond Gift Center Trading Stamps" is listed facing North Central. The gift center indicates the construction of the second phase of the structure, expanding the volume west, to create a Central Street storefront.

Now owned by the BPOE, along with adjoining Elks Temple, the Medford Auto Clinic building continues to provide for small retail uses.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

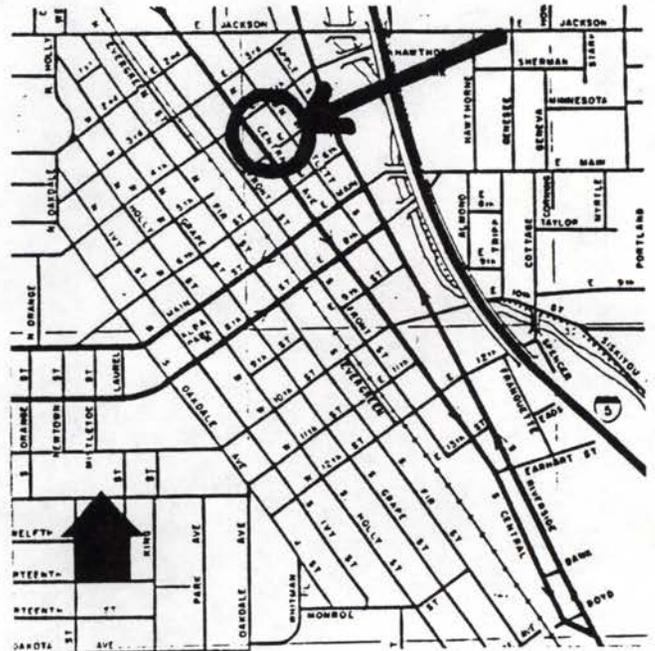
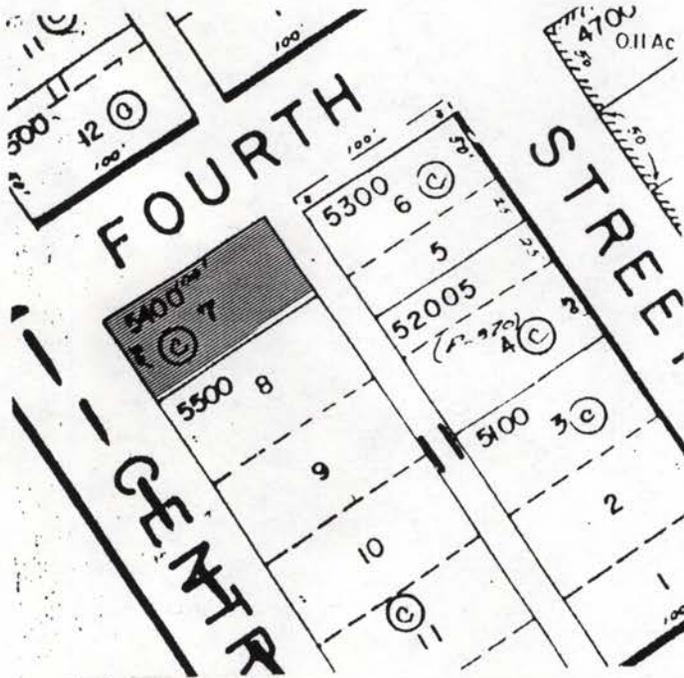
Historic Name: **Medford Auto Clinic**
 Location: **232 CENTRAL AVE N**

Common: **Stark's Vacuum Center**
 Date of Construction: **c1945**



Photo Roll: 1

Frame: 17a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Non-Contributing [H]**

Medford Survey No. 296.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**
[Jackson County 029]

Historic Name: **B P O E Lodge #1168**
Location: **200 CENTRAL AVE N**
City: **Medford, Oregon 97501**
Owner: **B P O E #1168**
MailAdd **202 N CENTRAL AVE**

Common: **Medford Elks Building**
Date of Construction: **1915**
Original Use: **Social:Clubhouse;Fraternal**
Present Use: **Social:Clubhouse;Fraternal**
Architect: **Clark, Frank Chamberlain**
Builder: **Unknown**
Style: **Period:Am. Renn.**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

MEDFORD, OR 97501
Addition: **Original Town Plat of Medford**
Block: **11** Lot: **8-12** Taxlot: **5500**
T/R/S **371W30BB** Acct# **10368807**
Quadrangle: **Medford [15min]**

Plan: **Irregular** No. of Stories **2.0**
Foundation: **Brick** Basement: **Daylight**
Roof Form: **Multiple forms** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **Multi-light wood sash, glass blocks [S], Arch top wood [N]**

Exterior Surface: **White Face Brick, Brick, Stucco,**
Decorative Features: **Corner entry and 2-story balcony, 2-story columns, projecting cornice line,**

Other: **Clock at corner parapet, granite dedication stone**

Alterations/Additions: **Major addition [1921]**

Landscape Features: **Asphalt parking lot to north**

Associated Structures: **None**

Setting: **Corner lot, facing SW, at intersection of Fifth and North Central, in downtown commercial core of Medford.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **9a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary [NR]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **297.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 297.0

371W30BB 5500

**HISTORIC NAME: B P O E LODGE #1168
200 CENTRAL AVE N**

“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)

The permit for the construction of the Medford Elk’s new lodge was issued in 1913, listing a cost of \$35,000 (*Medford Mail Tribune* 26-Mar-1967, D:1) although construction would not begin for another two years. The dedication ceremony was an important local function, with over 1,500 attendees. *The Mail Tribune* reported “Main Avenue [sic] was a blaze of color and light Wednesday night from the street decorations of the lodge. The roof of the new home was decorated with flags and the lodge colors and two searchlights played in the sky of the city. The scene was brilliant!” (*Medford Mail Tribune* 23-Sept-1915) Medford’s other paper, *The Medford Sun*, printed a special “Elks’ Edition” in honor of the new structure.

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 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, (*Medford Mail Tribune* 16-January-1981) the Medford Elks Lodge BPOE has additional local significance not only for its important association with the fraternal order of Elks, but as the sole remnant of the once imposing triumvirate of corner-facing classical inspired structures that formed political and social hub in Medford prior to World War II.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

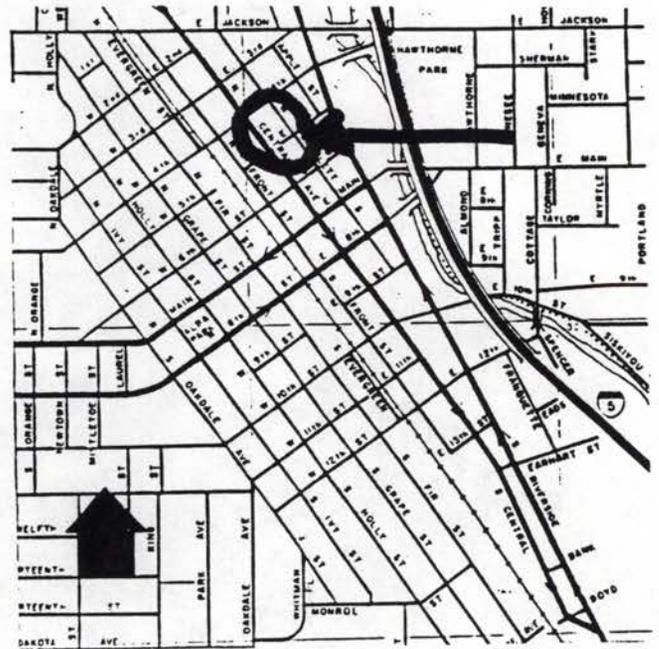
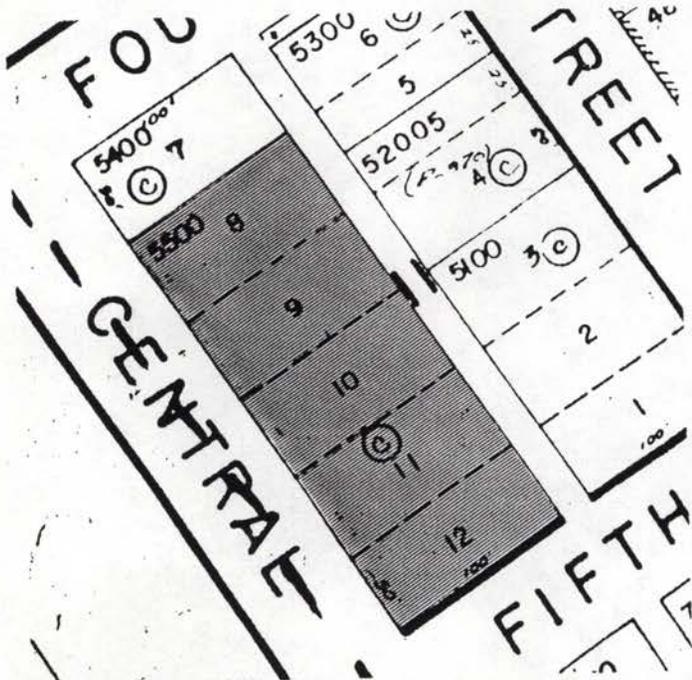
Historic Name: **B P O E Lodge #1168**
 Location: **200 CENTRAL AVE N**

Common: **Medford Elks Building**
 Date of Construction: **1915**



Photo Roll: 4

Frame: 9a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary [NR]**

Medford Survey No. 297.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **J.C. Penneys** Common: **SOHS History Center**
Location: **102 CENTRAL AVE N** Date of Construction: **1948**
City: **Medford, Oregon 97501** Original Use: **Commerce:Spec Store;Clothing**
Owner: **S ORE HISTORICAL SOCIETY** Present Use: **Rec/Cult:Museum**
MailAdd **P O BOX 480** Architect: **J.C. Penney Corp**
Builder: **Drake, Donald M. Company**
JACKSONVILLE , OR 97530 Style: **Modern:Moderne**
Addition: **Original Town Plat of Medford** Resource Type: **Building**
Block: **12** Lot: **9-12** Taxlot: **7100** Theme: **Culture:20th C. Arch**
T/R/S **371W30BB** Acct# **10368961** Condition: **Excellent**
Quadrangle: **Medford [15min]**

Plan: **Rectangular** No. of Stories **2.0**
Foundation: **Concrete:Slab** Basement: **Partial**
Roof Form: **Flat** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Concrete** Stuct. Frame: **Masonry:Concrete**
Primary Window: **Fixed metal sash display, metal sash multi-light on second floor**

Exterior Surface: **Stucco**
Decorative Features: **Curved entry, entry tower, narrow window band, projecting canopy, terrazo entryway flooring**

Other:
Contractor marker in concrete at SW corner sidewalk

Alterations/Additions: **Minor modification to present use in mid-1980s, see narrative.**

Landscape Features: **Street trees in front.**

Associated Structures: **None**
Setting:

Corner location, facing SW, at intersection of Sixth and North Central, in central commerical area of downtown Medford.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **18a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **299.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 299.0

371W30BB 7100

HISTORIC NAME: J.C. PENNEYS
102 CENTRAL AVE N

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 MFRNO 304]

J.C. Penney...[has] been wanting to get into the Medford and southern Oregon territory for several years. They recently purchased 52 Golden Rule Stores in the Pacific Northwest at one time, paying nearly a million dollars for them. (*Medford Mail Tribune*, 5-June-1927, 8:1-5)

Shortly after the end of the WWII, a period which saw substantial growth in both Medford and Jackson County, 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 Penneys' then-current location. Demolition of the old market proceeded following that company's relocation further west on Sixth [See MFRNO 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. (*Medford Mail Tribune*, 7-January-1948, 3:2-5)

Likely designed by the Penney corporation itself, 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 24,0000 square feet of selling space...is completely modern inside and out...The new building is constructed of stucco and gas 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. (*Medford Mail Tribune*, 1-August-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

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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.

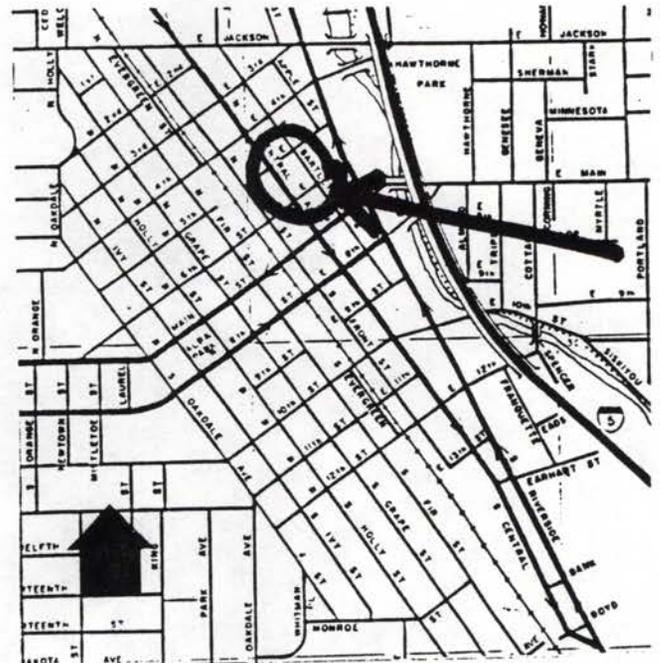
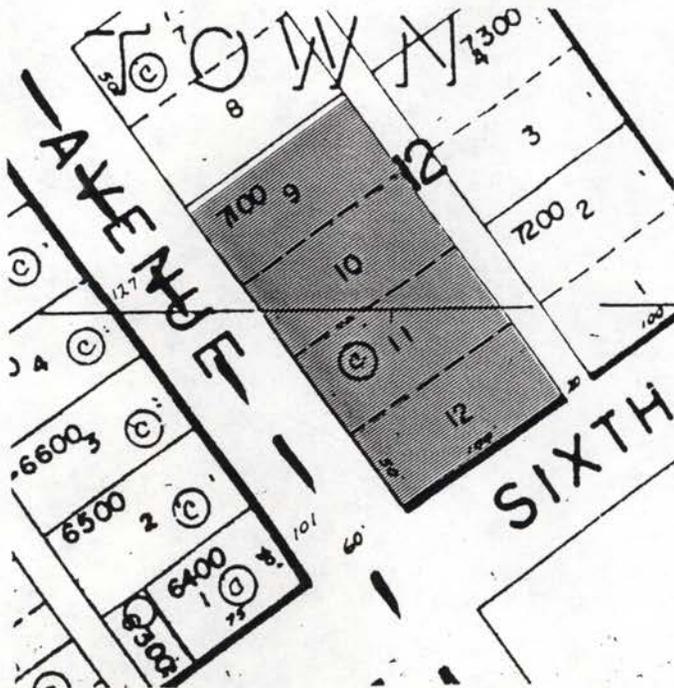
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **J.C. Penneys**
 Location: **102 CENTRAL AVE N**

Common: **SOHS History Center**
 Date of Construction: **1948**



Photo Roll: 1 Frame: 18a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 299.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Pacific Tel & Telegraph Bldg**
Location: **145 BARTLETT ST N**
City: **Medford, Oregon 97501**
Owner: **PACIFIC NW BELL TELE CO**
MailAdd **1600 7TH AVE ROOM #2306**
ATTN GENERAL TAX-ACCOUNTANT
SEATTLE , WA 98191
Addition: **Original Town Plat of Medford**
Block: **12** Lot: **5-6** Taxlot: **7400**
T/R/S **371W30BB** Acct# **10368996**
Quadrangle: **Medford [15min]**

Common: **Phone Company Building**
Date of Construction: **1926**
Original Use: **Industry:Communications**
Present Use: **Industry:Communications**
Architect: **Clark, Frank Chamberlain**
Builder: **Dougan & Chrisman [Ptd]**
Style: **Period:Tudor**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form:
Wall Construction: **Brick**
Primary Window: **Six-light metal sash**

No. of Stories **1.0**
Basement: **No**
Roof Material:
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Decorative Brick, Stucco, Terra-Cotta**
Decorative Features: **Terra Cotta cornice detailing, recessed entry with terra cotta highlights**
Other:
Polychrome features

Alterations/Additions: **Addition [1941] see Narrative**

Landscape Features: **Small landscaped area to south**

Associated Structures: **None**
Setting:

Corner site, facing east, at SW corner of Bartlett and Fifth, in downtown Medford commercial area.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **11a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary [DOE,NRHP]**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **302.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 302.0

371W30BB 7400

**HISTORIC NAME: PACIFIC TELEPHONE & TELEGRAPH BUILDING
145 BARTLETT ST N**

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 architect¹. It 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)

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. (*Medford Mail Tribune*, 14-September-1927)

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.

Work on the new addition begun the latter part of July and now is ahead of schedule, according to R.B. Hammond, manager here. (*Medford Mail Tribune*, 2-November-1941, 12:3)

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. Additional facilities adjacent to the subject building, as well as a larger structure at the corner of Jackson and North Central, outside the study area, have reduced the role of the subject building to Medford's telecommunications system. The building is now advertised for sale.

¹ 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."

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

The main office building with its additions has had excellent maintenance since the original construction in 1926. It is the oldest structure within the telephone company's Medford plant and has been in continuous service for over [60] years, making it one of the few tangible reminders of the early formation of the communications industry in the Rogue Valley. (Clay, op cit.)²

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 and is thus considered only as "eligible" for that recognition. 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.

² Both the Telephone [Davis] Building, built in 1906 [MFRNO 305.0] and the Home Telephone and Telegraph Building, built in 1910, pre-date the subject building as earlier telecommunications facilities in Medford, however, in both cases a comparatively short period of use and lack of continuity serve to make the subject Pacific Telephone and Telegraph building the best identified representative of the industry in the Medford area. [See MFRNO 125.0]

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995

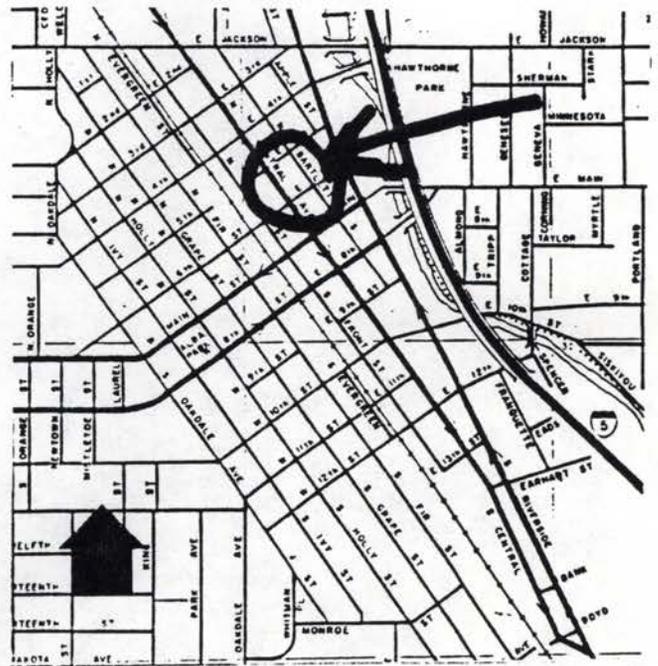
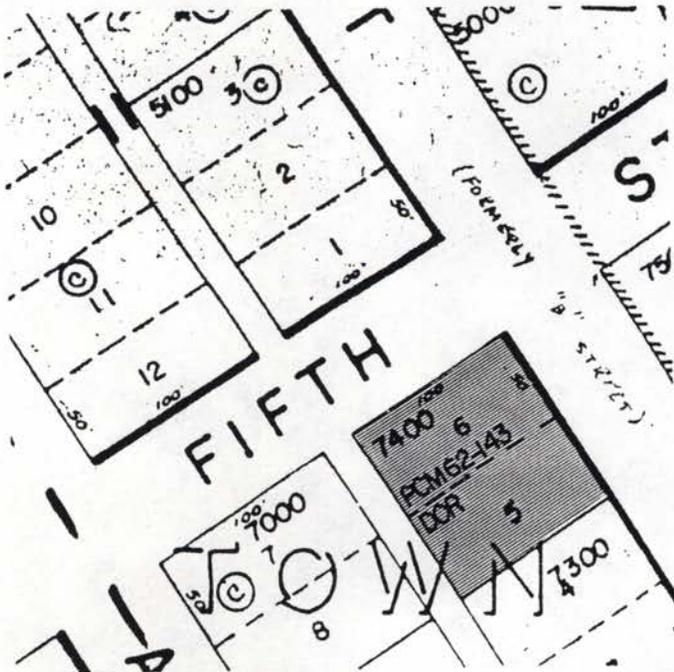
Historic Name: Pacific Tel & Telegraph Bldg
Location: 145 BARTLETT ST N

Common: Phone Company Building
Date of Construction: 1926



Photo Roll: 4

Frame: 11a



GRAPHIC SOURCES: Jackson City Assessor Plat, annotated location map

Ranking: Primary [DOE, NRHP]

Medford Survey No. 302.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

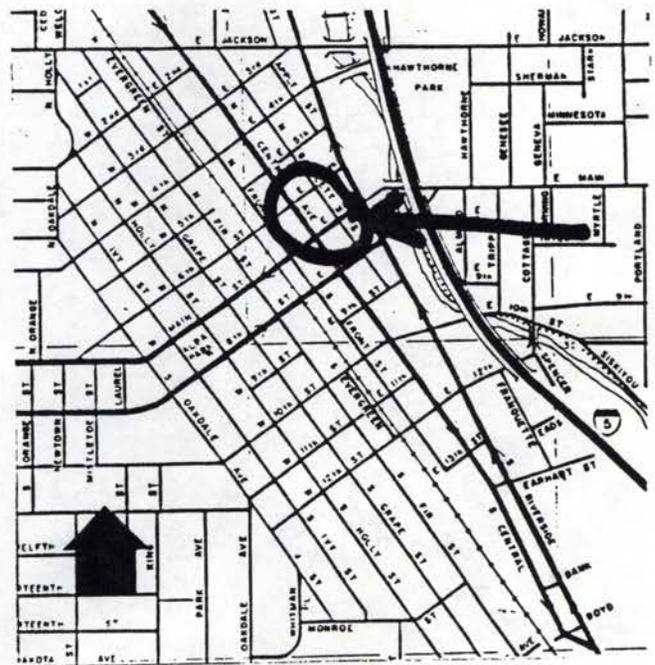
Historic Name: **Cuthbert Building**
 Location: **38 CENTRAL AVE N**

Common: **J.J. Newberry's Bldg**
 Date of Construction: **1910**



Photo Roll: 1

Frame: 21a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 304.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Cuthbert Building**
Location: **38 CENTRAL AVE N**
City: **Medford, Oregon 97501**
Owner: **JOHANSEN, JOHN E TRUSTEE**
MailAdd **3417 N E 129TH ST**

PORTLAND , OR 97230
Addition: **Original Town Plat of Medford**
Block: **13** Lot: **N 2/3 5-9** Taxlot: **200**
T/R/S **371W30BC** Acct# **10369343**
Quadrangle: **Medford [15min]**

Common: **J.J. Newberry's Bldg**
Date of Construction: **1910**
Original Use: **Commerce:Spec Store;Furnitur**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Fair**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **Fixed metal storefront display, 6-light metal**

No. of Stories **2.5**
Basement: **Partial**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco, Terrazzo Tiles On Lower North Elevation**
Decorative Features: **Projecting canopy at entry**

Other: **Painted wall mural on east elevation**

Alterations/Additions: **Substantial alteration to storefront and exterior glazing. Surface alterations. See Narrative.**

Landscape Features:
None

Associated Structures: **None**
Setting:

Mid-block, facing west, in central commercial core area of downtown Medford.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **21a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **304.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 304.0
HISTORIC NAME: CUTHBERT BUILDING
381 CENTRAL AVE N

371W30BC 200

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, although Cuthbert does not appear to have actually owned the building. In 1920 the Big Bend Milling Company 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 1927.¹ Once again the building was referred to as "the Cuthbert Building" in the deed, which also notes a \$60,000 sale price. (JCD 168:8) Prior to this sale the Golden Rule occupied the north half and the Jarmin & Woods drug store occupied the south.

After assuming title, Penneys began a restoration of the building, including the Jarmin & Woods space. Designed by the Penneys company, local contractor R.I. Stuart served as the builder of the \$25,000 project. (*Medford Mail Tribune*, 8-November-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. (*Medford Mail Tribune*, 4-December-1927)

In preparation for its move across Sixth Street in 1945, Penney's sold the Cuthbert Building which by the following year was again sold to George and Mildred Ryall. (JCD 265:321)² 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.

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

² The Ryalls also owned and developed the new J.C. Penney building at the NE corner of the intersection. [See MFRNO 299.0]

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Davis Building**
Location: **30 CENTRAL AVE N**
City: **Medford, Oregon 97501**
Owner: **EHRlich B H/JEAN M TRUSTEES**
MailAdd **U S NATL BANK/SWART EDWINE**
P O BOX 3168
PORTLAND , OR 97208
Addition: **Original Town Plat of Medford**
Block: **13** Lot: **S 1/3 5-9** Taxlot: **300**
T/R/S **371W30BC** Acct# **10369350**
Quadrangle: **Medford [15min]**

Common: **Burch's Shoes/Mollie Reed**
Date of Construction: **1906**
Original Use: **Industry:Communications**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **Fixed metal storefront display, 1/1 wood sash double hung on second floor**

No. of Stories **2.0**
Basement: **Partial**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Brick, Stucco, Tile, Coursed Sandstone**
Decorative Features: **Sandstone wall at lower south elevation, stone sills on south 2nd floor windows, stringcourse, brick chimneys, incised rectangular at facade cornice.**
Other:

various window\door alterations evident on south elevation

Alterations/Additions: **Facade altered, recessed entry altered\created. See narrative.**

Landscape Features: **None. Street trees to front**

Associated Structures: **None**

Setting: **Mid-block, facing west, in central commercial core area of downtown Medford.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **22a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **305.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 305.0

371W30BC 300

**HISTORIC NAME: THE DAVIS BUILDING
30 CENTRAL AVE N**

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.

In addition...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-October-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.¹ "...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-October-1906, 1:6) Sanborn Fire Insurance maps of Medford prepared in 1907 show the subject building as built 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 as designed was 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. This material was not used on the north elevation and it remains one of the last uses of structural stone to be identified in Jackson County.²

In 1925 the building was transferred to Orin L. and Rose Davis, heirs of A.A. Davis, a principle in the Big Bend Milling Company which was the original owner. Sanborn Maps for 1927 show the site as two small retail uses. The Post Office relocated to the new Federal Building on West Sixth [MFRNO 148] in 1916 and the phone company moving to facilities on North Bartlett in 1926 if not earlier.³

In 1938 the Western Thrift Store, a discount drug store, moved to this location and remained in

¹ Big Bend's development of the second building, at the extreme corner of the intersection, would be delayed until 1910. [See MFRNO 304.0]

² The Dr. Malmgren Office, at Church and Second in Phoenix, [1914] is believed to be the last use of structural stone for a commercial structure in the Rogue River Valley.

³ It is not clear if the Post Office moved directly to its new building from this location nor if the phone company occupied any other structures between 1911 and 1926.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

the south storefront for many years. The "Toggery" a popular men's wear retailer occupied the north half.⁴ 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. Photographs indicate the south elevation remained essentially as built with exposed brick and stone work remaining.

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. (*Medford Mail Tribune*, 7-July-1954, 2nd, 1:3-6)

Office spaces remained upstairs and the 1954-era tenants included J. Fliegel, a prominent local attorney. By the mid-1960s the first floor was occupied by Burch's Shoe store, who would remain here into the 1980s.

⁴ See historic photographs of these uses, c.1940, in the W.E. Thomas Collection, SOHS.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Davis Building**

Common: **Burch's Shoes/Mollie Reed**

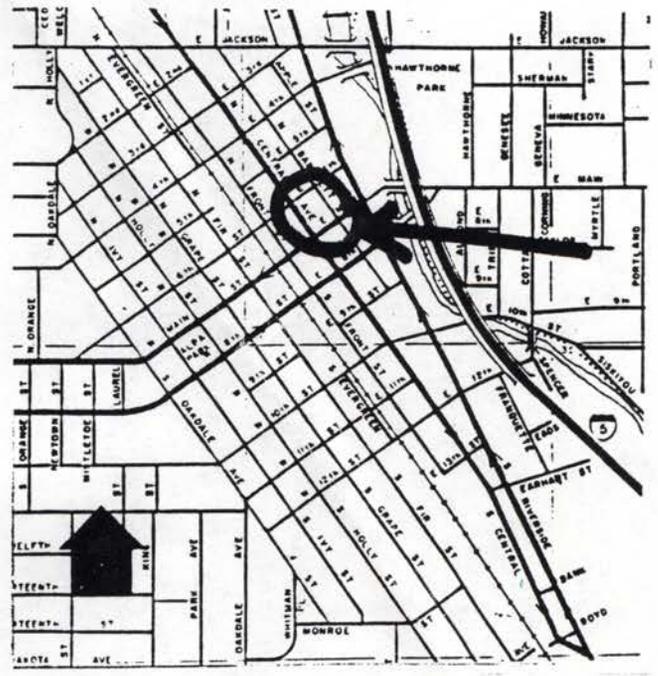
Location: **30 CENTRAL AVE N**

Date of Construction: **1906**



Photo Roll: 1

Frame: 22a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 305.0

SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**
[Jackson County 029]

Historic Name: **Stewart Building**
Location: **237 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **ROBERTS, SHARON LYNNE**
MailAdd **2796 DONNALEE DR**

Common:
Date of Construction: **1898**
Original Use: **Commerce:Financial Inst.**
Present Use: **Commerce:Restaurant**
Architect: **Weeks, A.J.**
Builder: **Unknown**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Good**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **13** Lot: **18** Taxlot: **500**
T/R/S **371W303C** Acct# **19369384**
Quadrangle: **Medford [15min]**

Plan: **Rectangular** No. of Stories **2.0**
Foundation: **Brick** Basement: **No**
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **1/1 Wood Sash, Dbl Hung, fixed metal storefront**

Exterior Surface: **Brick, Scored Conc. Panels**
Decorative Features: **Brick arch at W. facade [2nd Flr], Stone quoins at lower front**

Other:

Alterations/Additions: **Significant remodel [1935], Surface alteration, storefront alteration [1980s]
See Statement of Significance**

Landscape Features:
None

Associated Structures: **See MFRNO 309.0, which shares similar development.**
Setting:

**Corner site facing E. Main Street in central commercial core of downtown
Medford business district.**

Sources

**R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone
directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: **3** Frame[s]: **12a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **308.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 308.0

371W30BC 500

HISTORIC NAME: STEWART BUILDING
237 MAIN ST E

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. The conical roof of this feature appears to have been metal. 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. By 1911 a retail use of unknown type replaced the hardware. 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 and the new owner is undecided whether he will tear down the bay windows in front or not. (*Medford Mail Tribune*, 29-September-1921, 1:2)

...J.F. Hale, who recently purchased the Stewart block will make over the upper floor into apartments and... plans are now under way for this reconstruction. (*Medford Mail Tribune*, 24-October-1921, 1:7)

Hale apparently did not remove the bay windows. By 1935 the Stewart Building had been purchased by popular orchardist and businessman Will F. Hansen, proprietor of Hansen Hardware.¹ Hansen announced plans to completely renovate the structure.

The work includes installation of a modern front and plate glass, with display

¹ [See JCD 203:452]

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Stewart Building**
 Location: **237 MAIN ST E**

Common:
 Date of Construction: **1898**

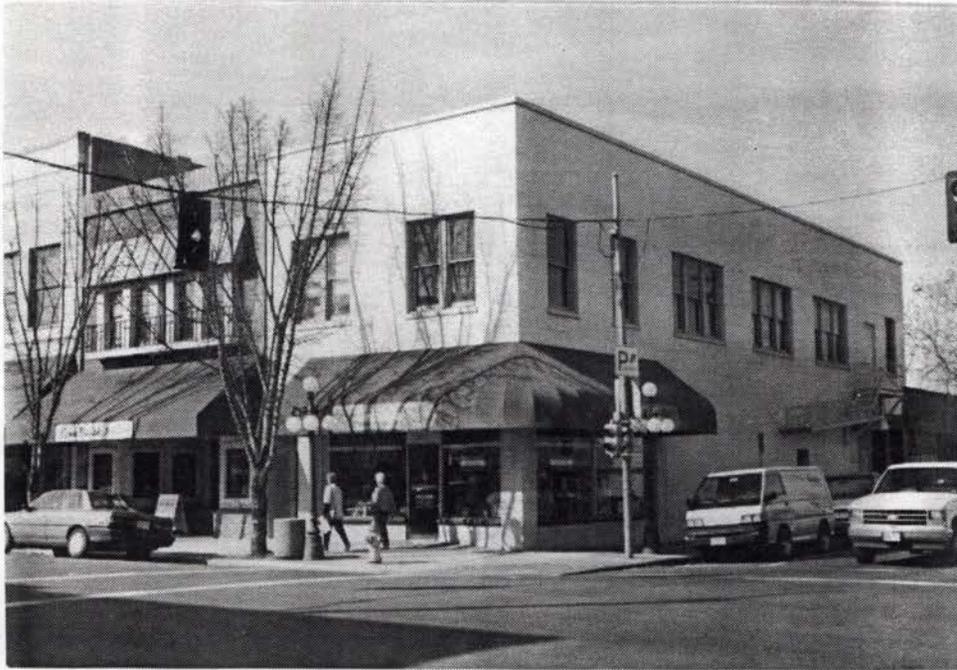
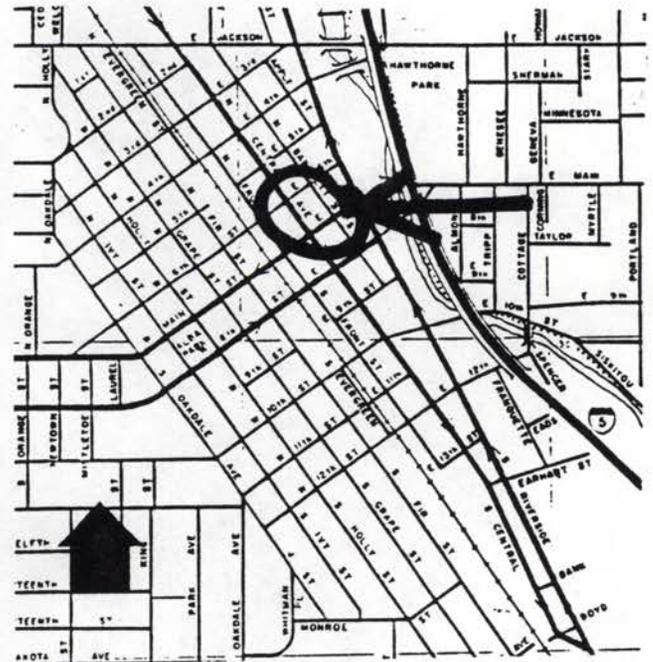
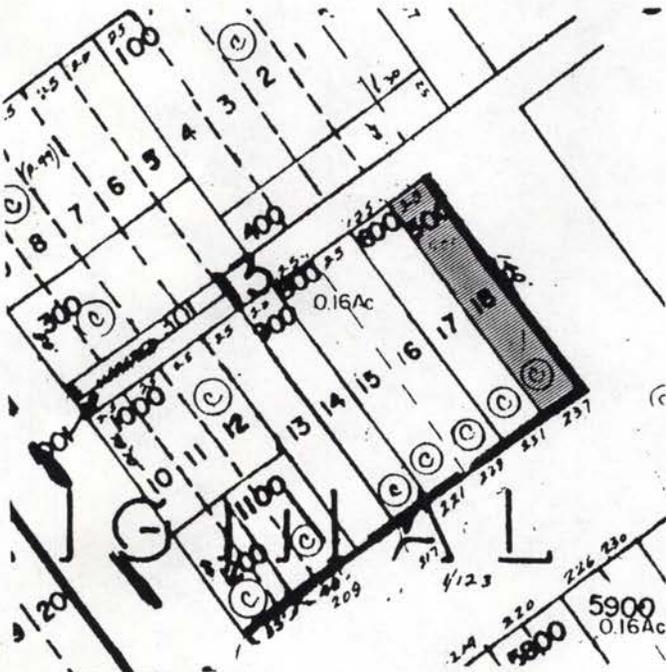


Photo Roll: 3 Frame: 12a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 308.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Meeker-Stang Building**
Location: **231 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **JOHNS JEWELERS INC**
MailAdd **231 EAST MAIN**

MEDFORD, OR 97501
Addition: **Original Town Plat of Medford**
Block: **13** Lot: **17** Taxlot: **600**
T/R/S **371W30BC** Acct# **10369392**
Quadrangle: **Medford [15min]**

Common: **Nuich Jewelers**
Date of Construction: **1898**
Original Use: **Commerce:Spec Store;Clothing**
Present Use: **Commerce:Spec Store;Other**
Architect: **Weeks, A.J. [Attrib]**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Good**

Plan: **Rectangular**

Foundation: **Brick**

Roof Form: **Flat, single slope**

Wall Construction: **Brick**

Primary Window: **Fixed metal sash storefront. 1/1 wood sash and arch [rear]**

No. of Stories **2.0**

Basement: **No**

Roof Material: **Asphalt;Hot Mop**

Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Brick, Stucco, Modern Materials. Brick [Rear]**

Decorative Features: **Cut sandstone quoins line facade corners, recessed entry**

Other: **Arched panel above double wide rear entry door**

Alterations/Additions: **Cyclical renovations, see Statement of Significance**

Landscape Features: **Small asphalt parking lot to rear**

Associated Structures: **None.**

Setting: **Mid-block, facing south, near intersection of Bartlett and East Main streets in central commercial area of downtown Medford.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **8a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **309.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 309.0

371W30BC 600

**HISTORIC NAME: MEEKER-STRANG BLDG
231 MAIN ST E**

W.H. Meeker was among Medford's first merchants, apparently 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 [MFRNO 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 were jointed designed. Were this documented, local architect A.J. Weeks, responsible for the Stewart Building, could likely be credited with this structure as well.

In 1906 Charles Strang purchased the property from J. H. Stewart although it is unclear exactly when he moved his own business to this location. (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. (*Medford Mail Tribune*, 2-January-1910)

Strang's drug store remained here through the mid-1940s. After Strang's death, the building was probated to heirs in 1947.¹ 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)

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.

¹ Probate Journal, 70:274.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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. (*Medford Mail Tribune*, 30-September-1935, 3:3)

Images of Main Street from the late-1940s, early 1950s period indicate the Meeker-Strang building to have an exterior similar to that of the Stewart Building to the east. 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. (*Medford Mail Tribune*, 28-November-1976, D1)

As a component of this project, the upper balcony and window treatments, as well as the redesigned recessed entry were created. The exposed brick and stone quoins of the original storefront are again visible.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Meeker-Stang Building**
Location: **231 MAIN ST E**

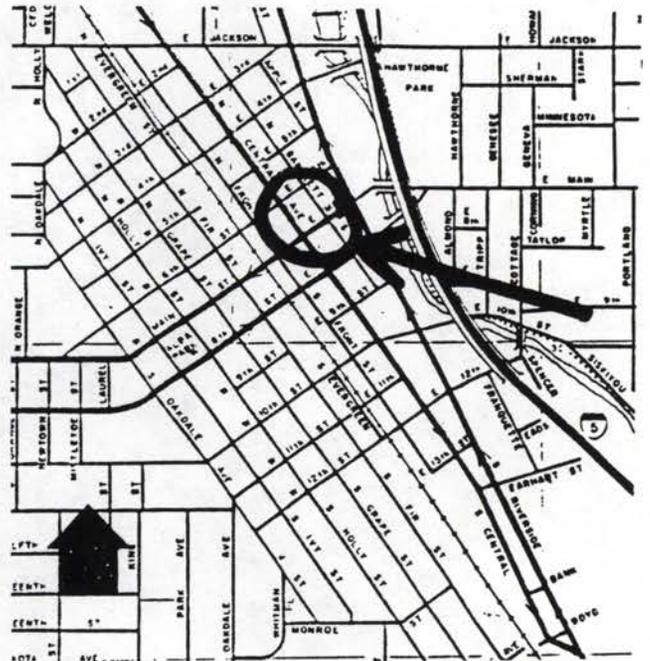
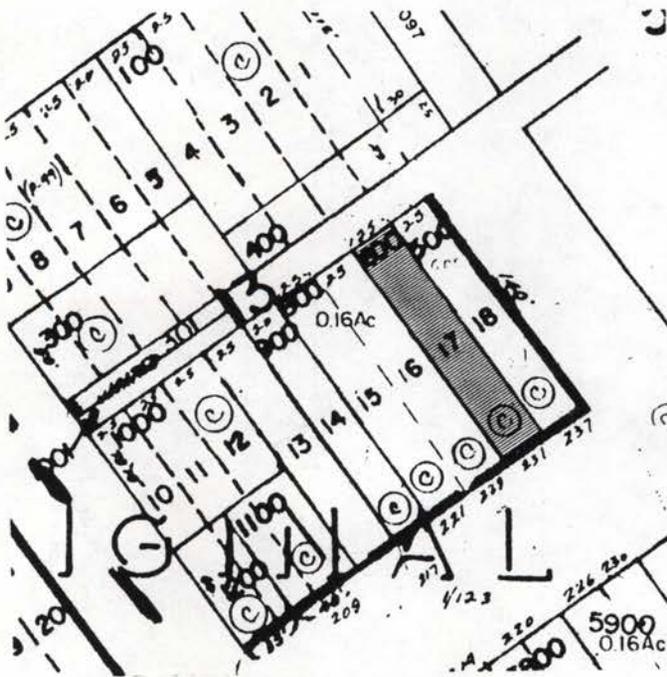
Common: **Nuich Jewelers**
Date of Construction: **1898**



[Vertical Photo mounted in Horizontal Orientation]

Photo Roll: 4

Frame: 8a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 309.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Taylor-Phipps Bldg**
Location: **221 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **NORRIS, JOHN C/DIANNE A**
MailAdd **221 E MAIN ST**

MEDFORD, OR 97501
Addition: **Original Town Plat of Medford**
Block: **13** Lot: **15-16** Taxlot: **800**
T/R/S **371W30BC** Acct# **10369422**
Quadrangle: **Medford [15min]**

Common: **Phipps Building**
Date of Construction: **1909**
Original Use: **Commerce:Spec Store;Other**
Present Use: **Commerce:Spec Store;Other**
Architect: **Powers And Reeves**
Builder: **McKechnie, Harper**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **1/1 Wood Sash, Dbl Hung, Fixed metal storefront**

No. of Stories **2.0**
Basement:
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Glazed Brick Facade, Brick, Carrara Glass**
Decorative Features: **Granite marker block, gold leaf lettering, carrara glass entrance with neon sign below awning. Recessed entries.**

Other:
Embedded brass foot prints in public right-of-way

Alterations/Additions: **Sm. stucco addition to NE, see Statement of Significance for storefront alterations**

Landscape Features:
None

Associated Structures: **None**

Setting: **Mid-block facing E. Main Street in central business district of downtown Medford.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **13a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary [NR]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **310.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 310.0

371W30BC 800

HISTORIC NAME: TAYLER-PHIPPS BUILDING

221-225 MAIN ST E

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 second floor, long used for professional office space, is currently vacant. 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. (*Medford Mail Tribune* 2-January-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." (*Medford Mail Tribune* 15-April-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 of Historic Places and was formally listed by the National Park Service in February of 1990.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Taylor-Phipps Bldg**
 Location: **221 MAIN ST E**

Common: **Phipps Building**
 Date of Construction: **1909**

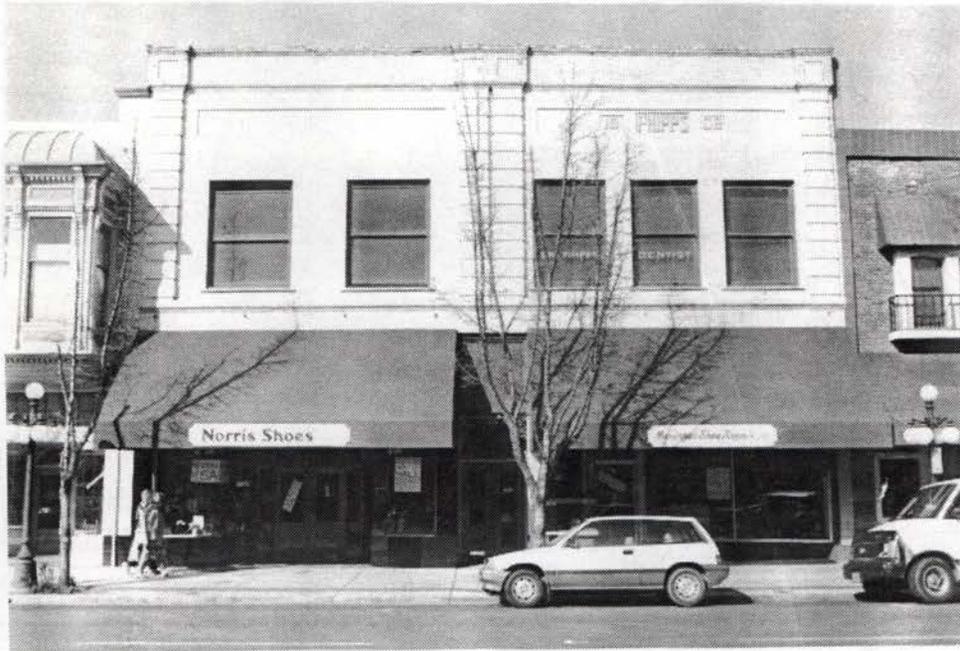
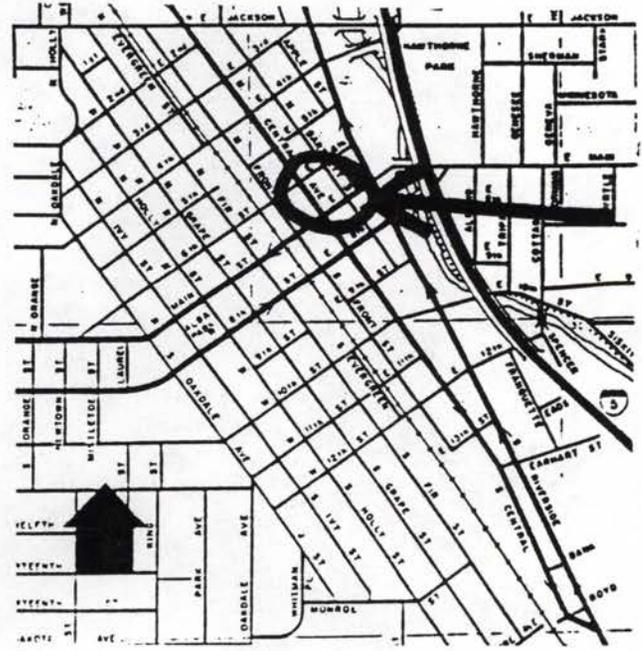
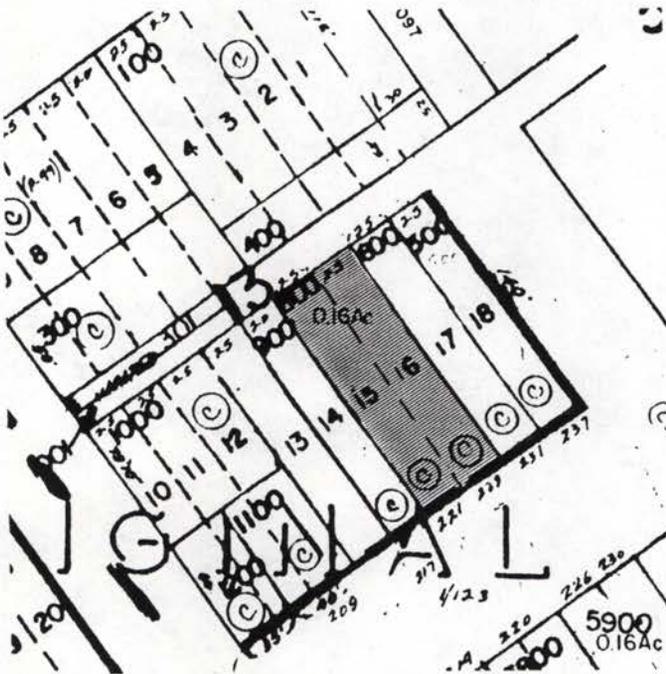


Photo Roll: 3 Frame: 13a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary [NR]**

Medford Survey No. 310.0
 SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Wilkenson-Swem Bldg**
Location: **217 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **CURTIS, MARVIN E TRUSTEE**
MailAdd **20281 CHATEAU DR**

SARATOGA, CA 95070
Addition: **Original Town Plat of Medford**
Block: **13** Lot: **14** Taxlot: **900**
T/R/S **371W30BC** Acct# **10369431**
Quadrangle: **Medford [15min]**

Common: **Wilkenson-Swem Building**
Date of Construction: **1895**
Original Use: **Commerce:Spec Store;Other**
Present Use: **Commerce:Spec Store;Other**
Architect: **Bennet, W.J.**
Builder: **Shone, Joseph**
Style: **L. Vict:Queen Anne**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Excellent**

Plan: **Rectangular** No. of Stories **2.0**
Foundation: **Brick** Basement:
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **Fixed metal sash storefront, transom band, [1st] Projecting bay with 1/1 wood sash d/h, multi-light colored panels, transom band above storefront**
Exterior Surface: **[2nd]**

Wood, Stucco, Brick To Rear

Decorative Features: **Highly detailed projecting bay, curved roof treatments, brackets, colored glass, recessd entrance**

Other:

Alterations/Additions: **Minimal alterations since historic period.**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Mid-block, facing south on East Main Street, in central business district of downtown Medford.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **14a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary [NR]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **311.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 311.0

371W30BC 900

**HISTORIC NAME: WILKINSON-SWEM BLDG
217 MAIN ST E**

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)

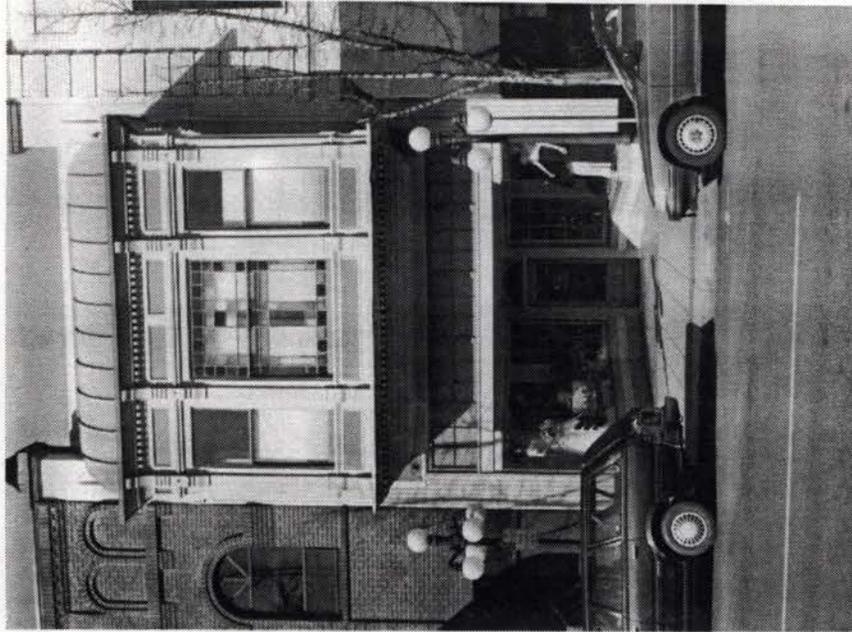
In January 1896 Wilkenson moved into what was referred to as his "palace home." He continued to operate his market in the storefront until his retirement shortly after 1900 after which various other business operated here, including the City Meat Market. Eventually the storefront was occupied by the 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.

The projecting wooden second floor bay window of the Wilkenson-Swem building remains its most decorative feature and serves as an obvious Medford landmark. In 1982 the architectural significance and integrity of the Wilkenson-Swem Building led to its successful nomination and listing in the National Register of Historic Places.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

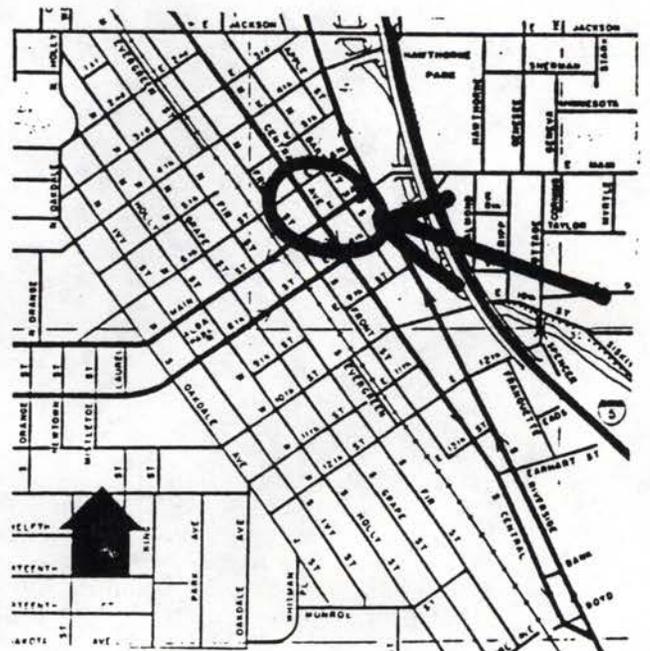
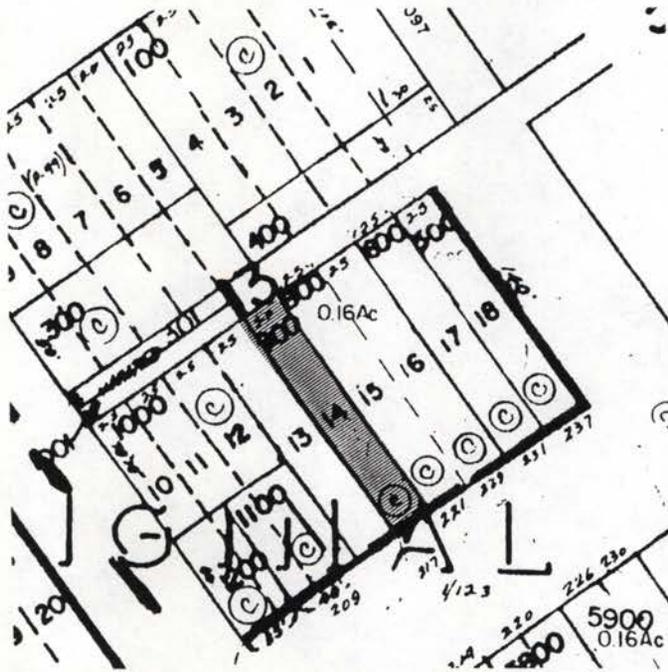
Historic Name: **Wilkenson-Swem Bldg**
 Location: **217 MAIN ST E**

Common: **Wilkenson-Swem Building**
 Date of Construction: **1895**



[Vertical Photo mounted in Horizontal Orientation]

Photo Roll: 3 Frame: 14a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary [NR]**

Medford Survey No. 311.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Big Bend Milling/Lindley Blk**
Location: **14 CENTRAL AVE N**
City: **Medford, Oregon 97501**
Owner: **R V PHYSICIANS SERVICE**
MailAdd **BC/BS OF OREGON**
P O BOX 1271
PORTLAND , OR 97207
Addition: **Original Town Plat of Medford**
Block: **13** Lot: **N10-12,13** Taxlot: **1000**
T/R/S **371W30BC** Acct# **10369449**
Quadrangle: **Medford [15min]**

Common: **Payless Drug Ctr**
Date of Construction: **1896/1910**
Original Use: **Commerce:Business**
Present Use: **Commerce:Professional**
Architect: **Unknown**
Builder: **Childers, Spencer [1896]**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **L-Shaped** No. of Stories **2.0**
Foundation: **Brick** Basement: **Partial**
Roof Form: **Multiple forms** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **Fixed metal sash, metal awning-type [all modern]**

Exterior Surface: **Brick Veneer, Marble Panels, Brick**
Decorative Features: **Small original cornice detail survives at NW corner [alley]**

Other:

Alterations/Additions: **Multiple window infill on alley, cyclical exterior alteration [see Statement of Significance]**

Landscape Features:
None

Associated Structures: **Comprised of two structures built independently.**
Setting:

Mid-block at major intersection of downtown Medford business area with frontages facing both North Central and East Main streets.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **24a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **312.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 312.0

371W30BC 1000

**HISTORIC NAME: BIG BEND MILLING/LINDLEY BLOCK
14 CENTRAL AVE N**

Now forming an "l-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.¹

The question...who will start the [building] ball rolling next season [is] Mr. G.P. Lindley. As a point of starting let us state that Mr. Lindley has purchased this week...the twenty-five foot lot front on Seventh Street now occupied by a wooden building in which is Mr. Lawton harness shop...Upon this lot Mr. Lindley proposes to erect a two-story brick building — the commencement of construction to begin in early spring of '96. (*Medford Mail*, 6-December-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. The original occupant of the first floor is unclear but eventually the space was occupied and later acquired by the Hutchison and Lumsden general mercantile and grocery store. (See W.E. Thomas Photo Collection, SOHS)

Everything to eat and wear is handled by this pioneer firm that has been in business here twenty years...They own the premises they occupy, and with the stock, fixtures, etc. an investment of \$35,000 is made...The coming year the store will be overhauled and new fixtures installed. (*Medford Mail Tribune*, 2-January-1910.)

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.²

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 development, the Big Bend Milling Company. Essentially interchangeable in the public mind with the activities of A.A. Davis and, later, his son Scott V., the Big Bend Milling Company, in addition to this structure, also developed the Davis Building to the north. [MFRNO 305.0] The Cuthbert Building [MFRNO 304.0] and in conjunction with the Vawter family was involved

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

² See SOHS Photograph, reproduced in Atwood & O'Harra, *Medford: 1885-1985*, 55.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

in both the Jackson County Bank Building [MFRNO 315.0] and the adjacent building. [MFRNO 314.0] It is clear that the two story volume occupying these lots was constructed after 1907, when the Sanborn Map shows a small wood frame structure facing North Central in the middle of the plat in use by Billiards-Cigar Parlor, and 1911, when the same company's maps show the present building in place, occupied by a dry goods store and a druggist.³

In October 1910, John Clarkson Mann, having purchased the interests of the Baker and Hutchason dry goods concern at a bankruptcy sale, established Mann's Department Store "...with fifty feet of frontage on North Central Avenue."⁴ 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. [MFRNO 314.0]

In 1925 the Big Bend Milling Company was dissolved and the assets divided among the Davis, Howard, and Vawter families. Scott Davis, son of A.A. Davis, became the owner of the building occupied by the Mann Department Store. (*Medford Mail Tribune*, 11-July-1965, 6A) In late 1935, Davis purchased the Lindley Block from Fern Hutchison, daughter of C.I. Hutchinson, (JCD 128:165-6) and the combined lots assumed their present configuration, giving Mann's its final floorplan.

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. (*Medford Mail Tribune*, 29-November-1951)

New fronts were constructed for both store entrances with island or picture windows on North Central. The remodeling, in a Depression period, was welcomed as a fine tribute to Medford's future. (*Medford Mail Tribune*, 11-July-1965, 6A)

To an uncertain extent, the remodeling in 1935 was likely connected to the structural failure of a rear wall on 10-February-1935. "We had a terrible time at the store. The whole rear wall fell out last Saturday night..."⁵ 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

³ References to various building projects in early 1910 include a "Davis" project valued at \$40,000 in addition to the "Telephone Building," assumed to refer to MFRNO 305.0. The former is likely the Cuthbert Building and the later may also refer the Home Telephone & Telegraph Building, on West Sixth, identified as MFRNO 125.0 during Phase I of the survey of downtown Medford.

⁴ 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.

⁵ Janet Mann Crawford, as quoted in McGraw.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

Millers, the department store continued in operation until June 1986 when the business was closed and the building left vacant. In 1965 the building had been sold to John H. Chaney, ending the Davis Family connection after more than fifty years of ownership. With Miller's 1986 closure, Chaney's estate sold the property at auction on 15-September-1987. (*Medford Mail Tribune*, 13-September-1987, B1:1-8) 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.

Rahnenkamp, 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. (*Medford Mail Tribune*, 1-May-1988, D9:1-5)

In more recent years, following the acquisition of RVPS by Blue Cross/Blue Shield of Oregon, , the building has continued to provide office space. 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.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Big Bend Milling/Lindley Blk**
Location: **14 CENTRAL AVE N**

Common: **Payless Drug Ctr**
Date of Construction: **1896/1910**

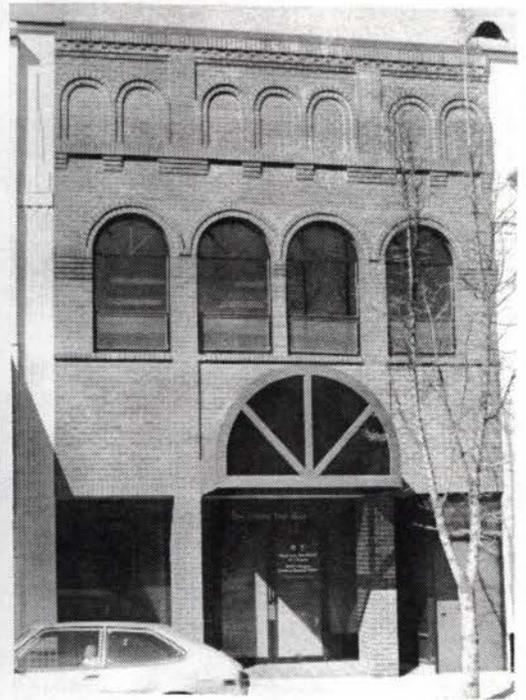
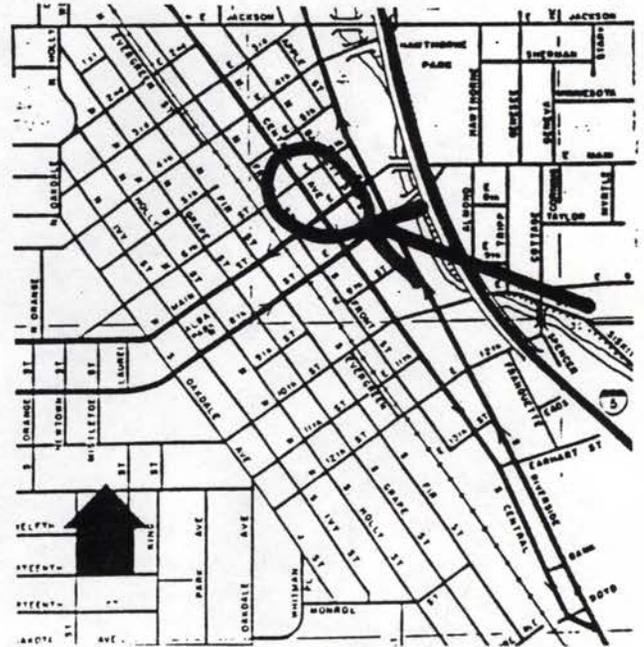


Photo Roll: 1 Frame: 24a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 312.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Vawter-Brophy Building**
Location: **209 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **EHRlich, JOHN**
MailAdd **3800 PRINCETON WAY**

Common: **por. Brophy Bldg**
Date of Construction: **1907**
Original Use: **Commerce:Business**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

MEDFORD, **OR 97504**
Addition: **Original Town Plat of Medford**
Block: **13** Lot: **S p.11-12** Taxlot: **1100**
T/R/S **371W30BC** Acct# **10369463**
Quadrangle: **Medford [15min]**

Plan: **Rectangular** No. of Stories **2.0**
Foundation: **Brick** Basement: **No**
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **Metal sash, multi-pane [2nd], fixed metal display [1st]**

Exterior Surface: **Stucco Panels, Terra Cotta**
Decorative Features: **Stepped entry wall, canopies, terra cotta, large entry door, round display/show window**

Other:

Alterations/Additions: **Substantial remodeling during historic period. See Narrative**

Landscape Features: **None**

Associated Structures: **Related development history with MFRNO 315.0, to west**
Setting:

Mid-block, facing south, in heart of downtown Medford commercial core.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **16a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **314.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 314.0

371W30BC 1100

HISTORIC NAME: VAWTER-BROPHY BUILDING
209 MAIN ST E

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)

The booming Medford economy likely led the investors to add a second story to the project as the Sanborn Fire Insurance Map of July 1907 shows the two-story building with the bakery in the eastern portion and the stationary/book store occupying the west. By 1911, Sanborn Maps show that the book store had expanded to fill the entire first floor.

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 this 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 MFRNO 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, c. late 1940s, have 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.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

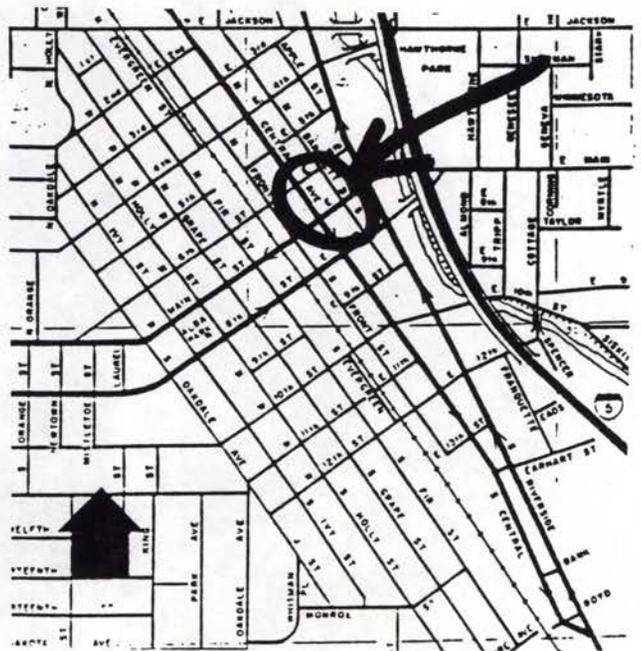
Historic Name: **Vawter-Brophy Building**
Location: **209 MAIN ST E**

Common: **por. Brophy Bldg**
Date of Construction: **1907**



Photo Roll: 3

Frame: 16a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 314.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Jackson County Bank Bldg**
Location: **2 CENTRAL AVE N**
City: **Medford, Oregon 97501**
Owner: **ALLIED CHRISTAIN FOUNDATION**
MailAdd **333 SW FLOWER STREET**

PORTLAND , OR 97201

Addition: **Original Town Plat of Medford**
Block: **13** Lot: **S p.10-11** Taxlot: **1200**
T/R/S **371W30BC** Acct# **10369471**
Quadrangle: **Medford [15min]**

Common: **por. Brophy Bldg**
Date of Construction: **1907**
Original Use: **Commerce:Financial Inst.**
Present Use: **Commerce:Spec Store;Other**
Architect: **Whidden And Lewis**
Builder: **Litherland, L.L.**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **Metal sash, multi-pane [2nd], fixed metal display [1st]**

No. of Stories **2.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco Panels, Terra Cotta**

Decorative Features: **Terra cotta surface, aluminum panels on North Central elevation, corner entry with terra cotta column, three granite steps to second floor**

Other:

Alterations/Additions: **Substantial remodeling during historic period. See Narrative. Metal canopy [1990s]**

Landscape Features:
None

Associated Structures: **Related development history with MFRNO 314.O, to east**

Setting: **Prominent corner location, facing SW, in heart of downtown Medford commercial core.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **17a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **315.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 315.0

371W30BC 1200

**HISTORIC NAME: JACKSON COUNTY BANK BLDG
2 CENTRAL AVE N**

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, as well as the building erected to the west by the Medford National Bank [now occupied by U.S. Bank] was closely followed in the local press.

Across C[entral] Street from the new Medford National Bank...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...Excavation is now going on for the eight feet deep basement. (*Medford Daily Tribune*, 29-June-1906, 1:1-2)

Although structurally separate, the Jackson County Bank Building was one of the many buildings erected by individuals associated with the Big Pines Milling Company on the western portion of Block 13 during the 1906-1910 period. Principals in Big Pines included A.A. Davis, G.W. Howard and W.I. Vawter, who also served as the founder and president of the Jackson County Bank. (*Medford Mail Tribune*, 11-July-1965, 6A) The Jackson County Bank, founded in 1888, was one Medford's most influential institutions and as the only of the Big Pines-related buildings not intended for lease, the new bank building was clearly intended as the "cornerstone" of the block. The elaborate Whidden and Lewis design featured rusticated exterior walls with deep horizontal scoring, capped by a heavy corbeled cornice line and open balustrade-type detailing. A corner entry way, with large framed doors beneath a scrolled bracket "keystone" opened onto both East Main and North Central streets. Photos of the building were prominently featured in the numerous promotional publications issued by the Medford Commercial Club during the "Orchard Boom" years of the 1909-1912 period.

In 1923 the bank undertook major renovation and enlargement to the building in anticipation of growing demand and local development.

Believing that Jackson County is on the threshold of a very rapid advancement, early last spring the directors of the bank decided to completely remodel the banking rooms, installing new fixtures and vaults and doubling the space occupied. (*Medford Mail Tribune*, 21-December-1923, 2:1-4)

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

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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. (*Medford Mail Tribune*, 21-December-1923, 2:1-4)

Unfortunately, the Jackson County Bank was unusually susceptible to the ups and downs of the local economy and, in the midst of the Great Depression, the bank failed.

The calls went out on Sunday, March 20, 1932. Medford's largest and oldest bank, Jackson County Bank, was closing its doors...Only four years earlier [the bank's] deposits had peaked at \$1.8 million. But the economy in southern Oregon had been cyclical and the bank's health had reflected the peaks and lows of the business community.¹

In 1930 the ownership of the bank property had been transferred to Ella Vawter, possibly in connection with the division of assets of the Big Bend Milling Company, which occurred five years earlier. Following the failure of the bank, its deposits were transferred to the First National Bank of Medford, located across the street [See MFRNO 21.0] and the subject property may have remained vacant pending resolution of the bank's status and liabilities. In 1935 the building was sold to Al Littrell, owner of Littrell's Auto Parts Company. (*Medford Mail Tribune*, 11-April-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.² 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 [and] will be occupied by a drug store and the rear part, facing on Central street, will be taken over by a local jeweler, who will have use of the vaults...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.³

In June 1935, Western Thrift, a popular discount drug chain, opened in the corner location.

Contributing greatly to the appearance of Main and Central streets' corner, Western Thrift is opening a new store in the old Jackson County Bank corner. The 45 feet of window display space, red and white awning, and the red front of the interior will make this one of the bright spots of the business district. (*Medford Mail Tribune*, 14-June-1935, 3:1)

The following month another long prominent Medford business, Lawrence's Jewelers, announced

¹ PeggyAnn Hutchison, "Jackson County Bank's Last Days," *Medford Mail Tribune*, (PrimeTimes)m 8-April-1991, 6-7.

² For more on Littrell Auto Parts see MFRNO 275.0, 268.0 and 269.0.

³ *Medford Mail Tribune*, 11-April-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 Patton House [National Register of Historic Places], "Topsides," the A.S.V. Carpenter House and the Southern Oregon Sales packing plant, among others.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

its relocation to the building. Lawrence's, having evolved from B.N. Butler's jewelry concern, was a continuation of a 19th century Medford firm that is still active in the downtown Medford community. [See MFRNO 320.0] The former bank location, secure as it was, offered excellent facilities for the jewelry store.

Lawrence's new establishment has particularly effective display windows with handsome marble bases. The watch repair department is located at the left entrance and there are seven new show cases...Two large vaults, formerly used by the Jackson County Bank, are now being utilized by Lawrence's for storage of valuable silver and diamonds. (*Medford Mail Tribune*, 10-July-1935, 8:3)

In 1944 the building was purchased by Leland and Verna Brophy, who had long operated Brophy's Jewelers one doorway to the east. (JCD 251:472-3 and 252:12-13. See also MFRNO 314.0) Sometime 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.

Later tenants of the Brophy Building's storefronts included McClain's Drugs and Johnston and Stewart Shoes, the later evolving into Monte's Shoes. The second floor remained small offices, including, in 1948, the Wahl-Bartholomew Insurance Company, Glenn Schnieder [Yergen & Meyer] and Jeannette E. Thatcher, Medford's first woman attorney.⁴

In recent years the Jackson County Bank building has continued to provide small retail space on the first floor, most notably Pacific Diamond Exchange, continuing the building's association with jewelry stores. The upper floors remain office space. Little exterior alteration since the major renovation of the 1940s has changed the building's appearance with the exception of the recent installation of oversized metal canopy that wraps both the North Central and East Main elevations.

⁴ Medford City Directory, Fall 1948 and Jeannette Marshall, personal communication with the Author, 6-March-1995.

Survey of Historic and Cultural Resources
 City of Medford, Oregon
 Downtown Commercial Area, Phase II, 1995

Historic Name: **Jackson County Bank Bldg**

Common: **por. Brophy Bldg**

Location: **2 CENTRAL AVE N**

Date of Construction: **1907**

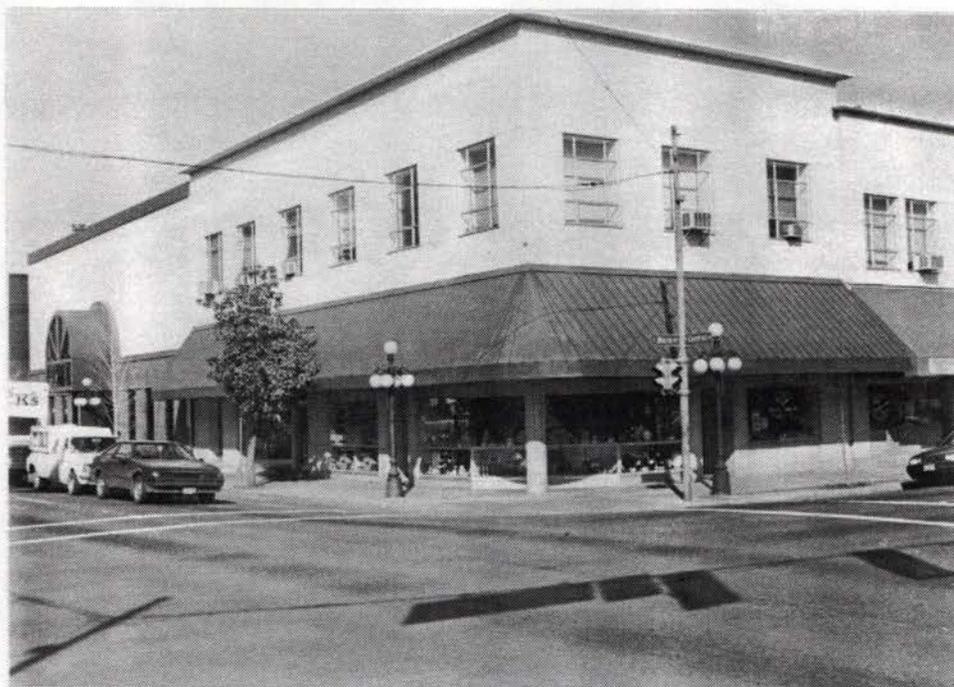


Photo Roll: 3

Frame: 17a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 315.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 316.0

371W30BC 5500

**HISTORIC NAME: [FLUHRER BLDG SITE] VIRGINIA VOGEL PARK
0 CENTRAL AVE S**

This small pocket park was long the site of a three-story brick building built during the 19th century. Originally known as the Adkins Building, it also encompassed what was one of Medford's "Opera Houses." Successively remodeled, it eventually was purchased by W.H. Fluhrer and renamed the "Fluhrer Building." In the late 1960s the Fluhrer Building was destroyed by a spectacular fire and the lot was cleared. The site was acquired by the City, landscaped, and soon referred to as the Medford "Mini Park."

In 1976, as an element of Medford's Bicentennial activities, a mural was painted on the west-facing wall of the Haskins Drug Building [MFRNO 317.0], overlooking the park.

Three students who worked on the mural, Amy Holmes, Diane McKean and Janet Wilcox, spoke during the dedication. Miss Holmes described the mural as depicting the passage of time and the development of America, from pilgrim times through the dreams of the future. Miss Holmes gave credit for the project's organization to Judith Mack, local artist, in charge of the development. (*Medford Mail Tribune*, 4-July-1976, 6A)

In 1982 the park was renamed in honor of former Medford City Council member Virginia Vogel.

The Medford City Council Thursday officially named the small downtown park on the southeast corner of Central and Main streets in honor of former Councilwoman Virginia Vogel, who has promoted park development since the mid-1970s...Councilman Lou Hannum made the proposal to the Council after the Parks Commission endorsed the idea Wednesday night. (*Medford Mail Tribune*, 1982)

Survey of Historic and Cultural Resources
 City of Medford, Oregon
 Downtown Commercial Area, Phase II, 1995

Historic Name: **Flurher Bldg Site**
 Location: **0 CENTRAL AVE S**

Common: **Virginia Vogel Park**
 Date of Construction: **0**

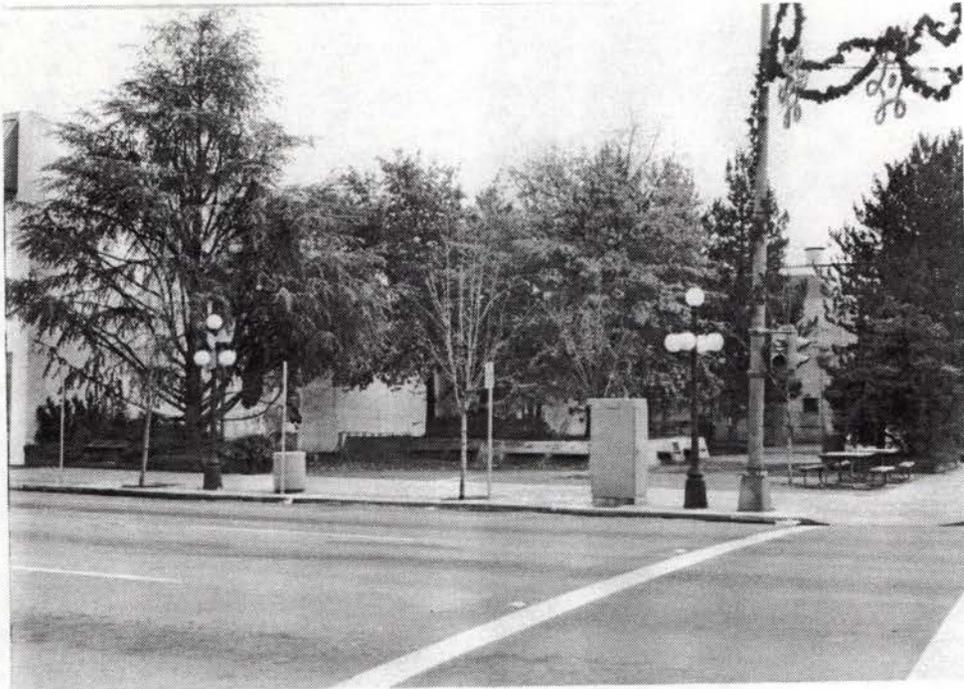
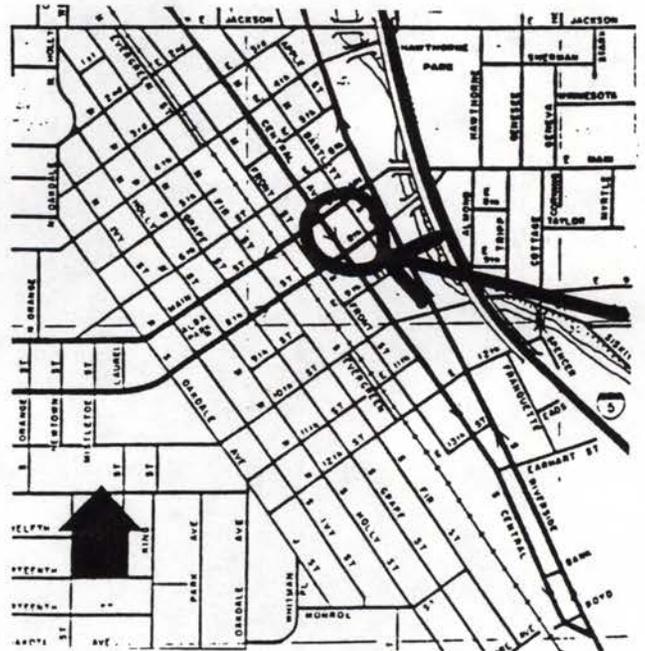
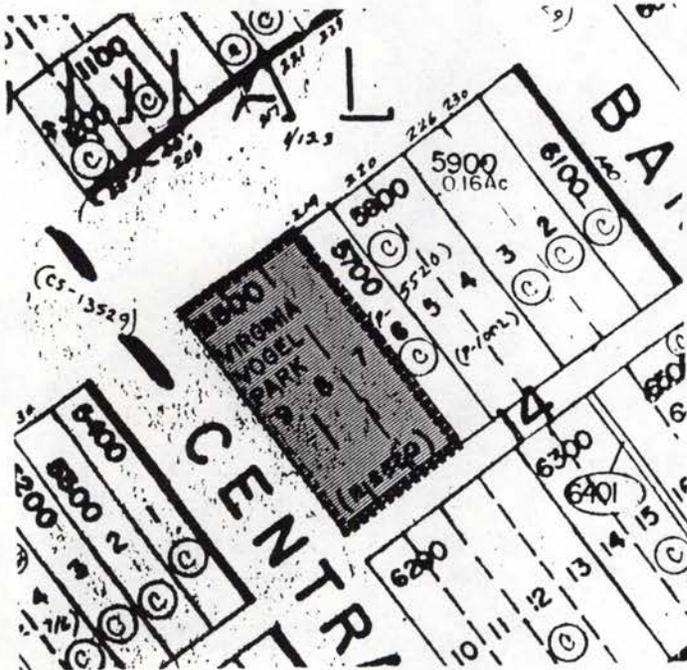


Photo Roll: 2

Frame: 26a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 316.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Haskins Drug Store**
Location: **214 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **HENSELMAN, MARILYN N**
MailAdd **1628 MEADOWVIEW DR**

MEDFORD, OR 97504

Addition: **Original Town Plat of Medford**
Block: **14** Lot: **6** Taxlot: **5700**
T/R/S **371W30BC** Acct# **10369927**
Quadrangle: **Medford [15min]**

Common: **Adrienne's Dress Shop**
Date of Construction: **1894**
Original Use: **Commerce:Spec Store;Other**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Altered**

Plan: **Rectangular**

Foundation: **Brick**

Roof Form: **Flat, single slope**

Wall Construction: **Brick**

Primary Window: **Fixed metal sash, metal awning-type and fixed on 2nd floor**

No. of Stories **2.0**

Basement:

Roof Material: **Asphalt;Hot Mop**

Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco, Brick Veneer**

Decorative Features: **Painted mural on west elevation [See MFRNO 316.0]**

Other:

Alterations/Additions: **Concrete block addition to rear [n.d.], facade renovation and awning [1992]**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Mid-block, facing north, in heart of downtown Medford commercial core area.**

Sources **R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: **2** Frame[s]: **14a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **317.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 317.0
HISTORIC NAME: HASKINS DRUG STORE
214 MAIN ST E

371W30BC 5700

Haskins Drugs was reportedly the first drug store in Medford when it opened in a small wood frame building at this location in 1884. The earliest Sanborn Fire Insurance maps of Medford, dated October 1890 and October 1893, both show a one story wood-frame building occupying the front half of Lot 6 with a huge canopy extending out toward the street. The Sanborn Map from July 1898 shows 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 by Leon. The present brick structure was erected in 1894 and remodeled to meet increased demands in 1907. (*Medford Mail Tribune*, 21-July-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. An almost Jacobean stepped parapet with a central round window or vent distinguishes the building from the rectilinear cornices of the remaining two-story buildings of the eastern part of the block, which transitions into the massive three-story Angle Opera House/Fluhrer Building which originally stood on the corner lot to the west.¹

Although the October 1907 Sanborn Map does not show 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-February-1906, 5:3)

The 1911 Sanborn Map shows the addition as described, extending the rear of the original volume. Taking over management of the store from his father, Leon Haskins was trained in pharmacology at the University of California. He continued his father's role as a respected member of Medford's business community.

No line of business can be considered of more importance than the drug business, dealing as it does in prescriptions that make life or death. "Haskins for Health" is a familiar sign in Medford and the store is one of our pioneer establishments...Leon B. Haskins...has a beautiful store and carries a full line of drugs, stationary, toilet articles, perfumes, cut glass, and sundries. (*Medford Mail Tribune*, 2-January-1910, 6:5)

In 1924 the Haskins family sold its interest in the drug store to another pioneer family in Medford

¹ The much remodeled Angle Opera House, later known as the Fluhrer Building burned and was not rebuilt. The site is now Virginia Vogel Park.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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 when the senior Mr. Heath moved to Medford from Eagle Point and purchased the Diamond Drug Store, renaming it Heath Drug.

One of the largest deals in the mercantile line in Medford for sometime was the purchase of Haskins Drug Store by Heath's Drug Store...The deal includes the two-story brick building, as well as the stock, which is one of the largest in the city. The location is also one of the best in the business district. (*Medford Mail Tribune*, 21-July-1924, 6:1)

While Heath continued to operate both stores for a time, the 1930 Medford City Directories list this location as the McGill Drug Store. 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.

The new, ultra-modern shop is a far cry from the tiny store which Mr. and Mrs. C.T. Steward opened in Medford 18 years ago...[It] has many features which Mr. and Mrs. Steward feel will please their large clientele...a turntable show window brings displays into view while the shopper watches. The revolving stand provides a 40 foot space for displays...a mezzanine at the front provides offices and another at the rear the millinery and sports wear departments. Five fitting rooms are downstairs...Mrs. Steward explained yesterday that plans for the new location were made more than two years ago and that all materials had been purchased from the army from surpluses at Camp White. Permission to make alterations was readily received by the War Production Board. (*Medford Mail Tribune*, 5-September-1943, 8:4)

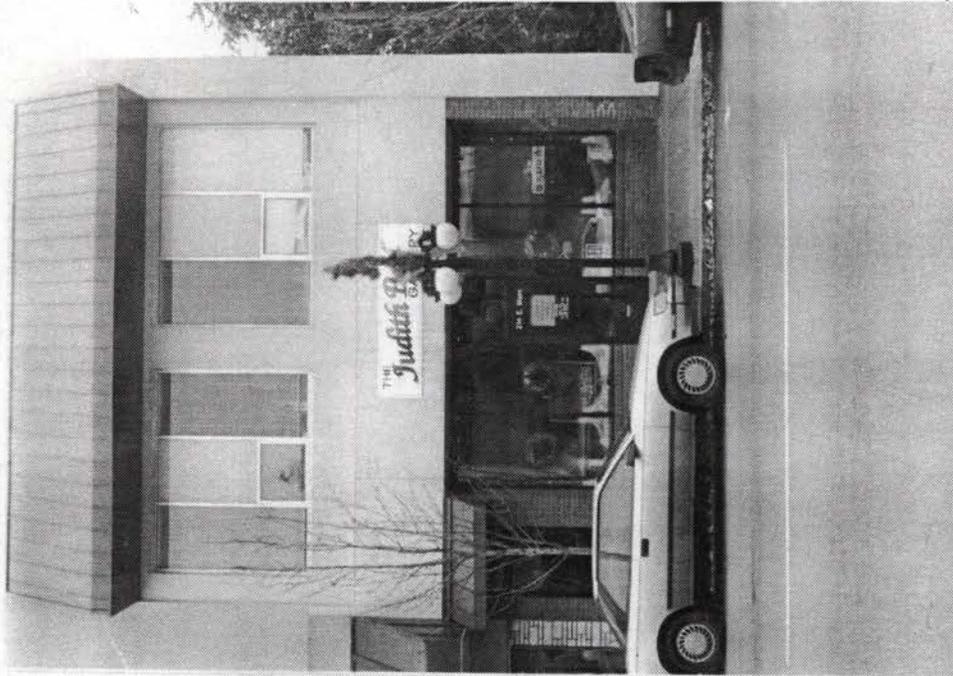
Various other small businesses and women's clothiers operated here during the 1950s and 1960s including Rath's and in 1966, Michelle's.

Much of the original character of the Haskins Drug Building has been lost beneath a series of exterior remodeling. The second floor windows have all been replaced with mill-finish aluminum and a standing seam metal awning lines the cornice. The most recent remodel revealed the c.1940s painted Adrienne's sign before it was again covered by modern materials.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Haskins Drug Store**
 Location: **214 MAIN ST E**

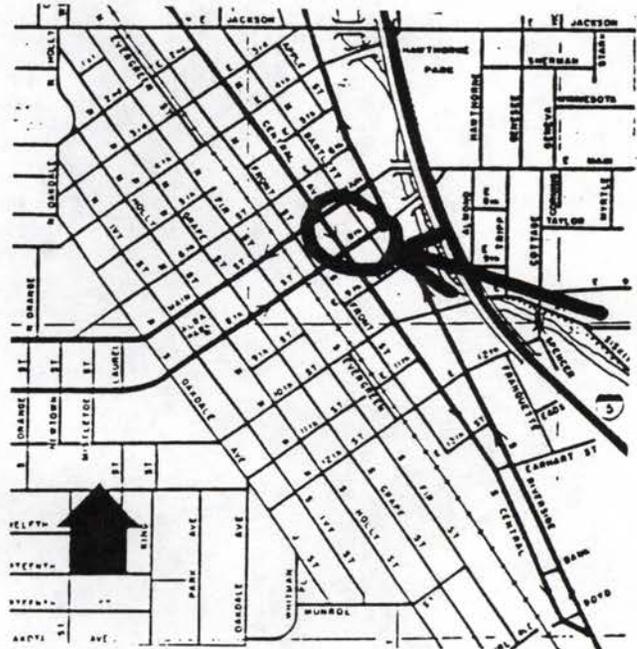
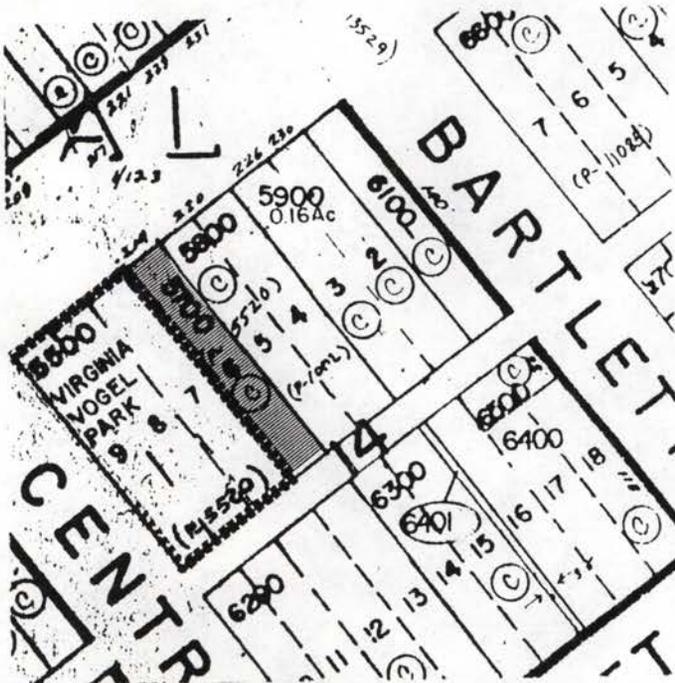
Common: **Adrienne's Dress Shop**
 Date of Construction: **1894**



[Vertical Photo mounted in Horizontal Orientation]

Photo Roll: 2

Frame: 14a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 317.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Webb-Adkins Block**
Location: **220 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **COCHRAN AN COCHRAN**
MailAdd **23220 HWY 20**

BEND , OR 97701

Addition: **Original Town Plat of Medford**
Block: **14** Lot: **4-5** Taxlot: **5800**
T/R/S **371W30BC** Acct# **10369935**
Quadrangle: **Medford [15min]**

Common: **Jueden's\Schroder's**
Date of Construction: **1890**
Original Use: **Commerce:Spec Store;Furnitur**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Childers, Spencer**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Altered**

Plan: **Rectangular**
Foundation: **Brick**
Roof Form: **Flat, single slope**
Wall Construction: **Brick**
Primary Window: **Fixed metal sash**

No. of Stories **2.0**
Basement: **Partial**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Stucco, Stone Panels, Stucco To Rear**
Decorative Features: **Recessed entries, 1950s-era display windows**

Other:

Alterations/Additions: **Cyclical renovation pattern [See Narrative], projecting metal awnings at facades [c.1980s]**

Landscape Features:
None

Associated Structures: **None**
Setting:

Mid-block, facing north, in central business area of downtown Medford.
Surrounding buildings all two story brick, constructed in late19th century.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **2** Frame[s]: **13a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **318.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 318.0

371W30BC 5800

HISTORIC NAME: WEBB-ADKINS BLOCK
220 MAIN ST E

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, both prominent in the downtown Medford area. In 1884 Webb purchased Lot 4, the eastern half of the structure and Adkins bought Lot 5, the western half, directly from the Oregon and Transcontinental Company, becoming the first owners of the property following the original survey of the Medford townsite.

I.A. Webb, a prominent furniture dealer, and Dr. B.F. 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 [MFRNO 317.0] was apparently the first 3-story brick business block in the Rogue River Valley.¹ Later Adkins, in partnership with Spencer Childers, would develop the building to the east of this Adkins-Webb Block. [MFRNO 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.² As originally 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-June-1895, 5:3)

In 1901, I.A. Webb sold his interest in the furniture company to F.W. Hollis, C.R. and E.M. Welch, all formerly of Salem, Oregon. The new owners reorganized the company under the name "Medford Furniture Company" and apparently rented the building from Webb. 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.

The rise in property values and rent for the past several months had convinced Mr. Boyden that he would either be obliged to buy or increase his output for rent. As a consequence, he and Dr. Adkins 'got together' the first of this week and the

¹ See *Ashland Tidings*, 24-May-1889, 2:2.

² See SOHS Photograph #3450, taken prior to the 1894 construction of Haskins Drug, which shows the Webb-Adkins Building on this site.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

result was the purchase by Boyden from Adkins of the two-story brick next to Haskins' drug store for a consideration of \$8000. The building is two stories high and 140 feet in depth, having a frontage of twenty feet on [Main] Street. (*Medford Mail*, 14-April-1905, 5:4)

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 the Webb-Adkins Block to have been replaced by the "moving picture" theater.³ 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..." (*Medford 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, Fluhrer having moved to larger quarters,⁴ 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. (*Medford Mail Tribune*, 26-April-1937, 1:2-3)⁵

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

³ 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 MFRNO 27.0]

⁴ The bakery was relocated to the new Fluhrer Bakery Building, on Holly, now listed on the National Register of Historic Places. [See MFRNO 155.0]

⁵ 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.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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.

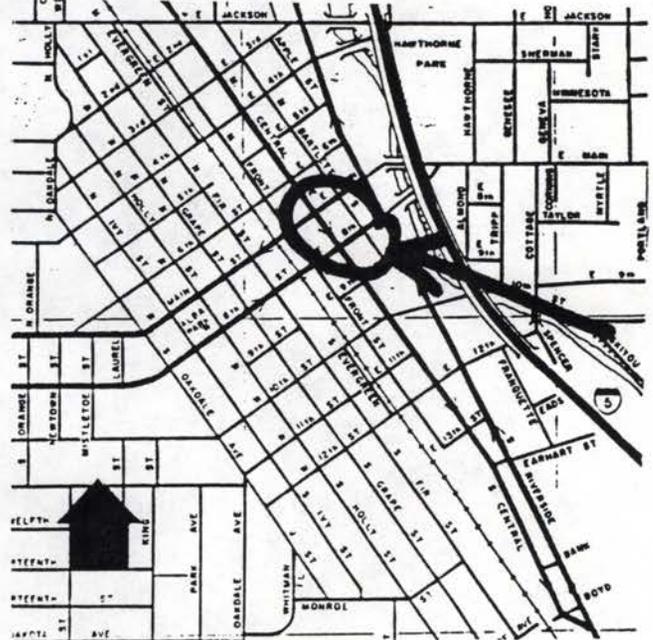
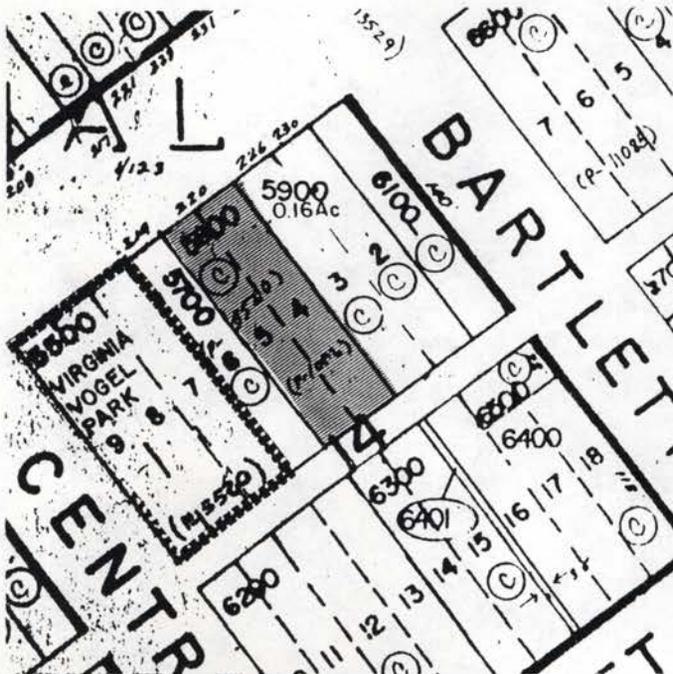
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Webb-Adkins Block**
 Location: **220 MAIN ST E**

Common: **Jueden's\Schroder's**
 Date of Construction: **1890**



Photo Roll: 2 Frame: 13a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Adkins-Childers Bldg**
Location: **226 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **KILLEN CLAIR/ASSOCIATES INC**
MailAdd **9595 STERLING CREEK RD**

JACKSONVILLE, OR 97530
Addition: **Original Town Plat of Medford**
Block: **14** Lot: **2-3** Taxlot: **5900**
T/R/S **371W30BC** Acct# **10369943**
Quadrangle: **Medford [15min]**

Common: **C.K. Tiffen's**
Date of Construction: **1895**
Original Use: **Commerce:Spec Store;Clothing**
Present Use: **Commerce:Restaurant**
Architect: **Bennet, W.J.**
Builder: **Childers, Spencer**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Altered**

Plan: **Rectangular** No. of Stories **2.0**
Foundation: **Brick** Basement: **No**
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Brick** Stuct. Frame: **Masonry;Brick**
Primary Window: **Fixed metal sash, wood sash [1st], 3/1 fixed metal with awning [2nd], 1/1 wood in rear**

Exterior Surface:

Stucco, Wood, Stone Veneer. Brick To Rear

Decorative Features: **Arched central entryway, recessed entries**

Other:

Modern decorative art tiles [west storefront]

Alterations/Additions: **Complete facade renovation [late 1980s], see Narrative.**

Landscape Features: **None**

Associated Structures: **None**

Setting:

Mid-block, facing north, in heart of downtown Medford commercial core area.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **2** Frame[s]: **12a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **319.0**
SHPO NO:

MFRNO: 319.0

371W30BC1 5900

HISTORIC NAME: ADKINS-CHILDERS BLOCK
226 MAIN ST E

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,

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-November-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 although Duell apparently leased the space to a local harness maker. (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, the east first floor as the harness shop, and the west Adkins' portion of the building in use by a "Dry Goods" concern. In 1900 Duell, a longtime Medford businessman, moved his own dry goods company into the building. Duell 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-August-1900, 7:2)

In 1906 Duell took on a partner in the business, H.C. Kentner, and the Duell and Kentner company continued to operate in this location under the direction of younger Kentner. (*Medford Mail*, 12-January-1906, 5:2).

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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.¹ The 1930 city directory indicates Lampports to have expanded, occupying both storefronts of the building, now identified as "The Lampport Building." The upstairs at this time was rented to the Golden West Mining & Realty Company and the Girl Scouts. 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. (*Medford Mail Tribune*, 4-September-1941, 7:2) Period photographs show a modernistic facade with an elaborate neon sign above the entry. [SOHS Photo 8160] Sometime after WWII, Lampport sold the business to Vern Van Dyke who continued to operate under the Lampport name until retiring in 1964. Bruce Baker, who purchased the store from the Van Dyke family in 1969, continued to operate it until 1981. (*Medford Mail Tribune*, 8-November-1981)

The upstairs apartment use continued through the late 1970s along with Lampports on the west half of the downstairs. In 1978 the eastern storefront was occupied by Smith, Barney, Harris and Upham, a stock brokerage. 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.

¹ 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.

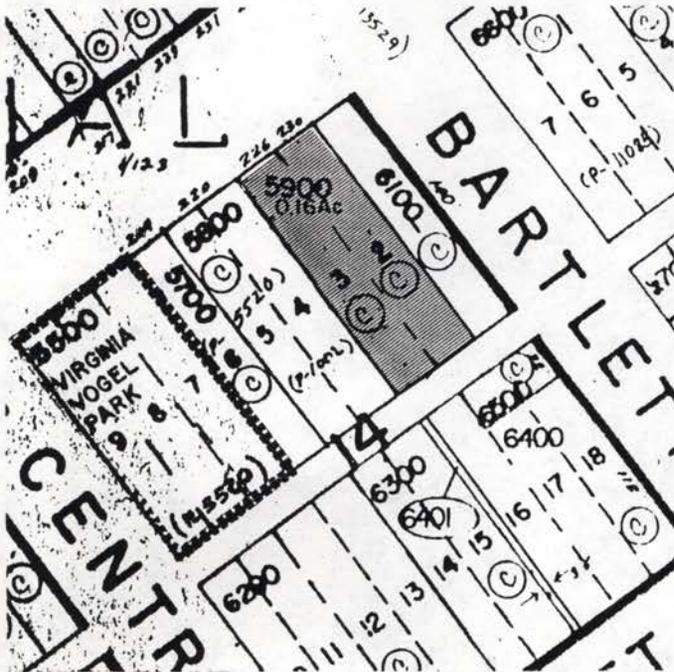
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Adkins-Childers Bldg**
 Location: **226 MAIN ST E**

Common: **C.K. Tiffen's**
 Date of Construction: **1895**



Photo Roll: 2 Frame: 12a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Hoover-Cooper Bldg**
Location: **232 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **BUTLER, ROBERT L**
MailAdd **232 E MAIN ST**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **14** Lot: **1** Taxlot: **6100**
T/R/S **371W30BC** Acct# **10369968**
Quadrangle: **Medford [15min]**

Common: **Lawrence's Jewlery**
Date of Construction: **1890**
Original Use:
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:19th C. Arch**
Condition: **Good**

Plan: **Rectangular**

Foundation: **Brick**

Roof Form: **Flat, single slope**

Wall Construction: **Brick**

Primary Window: **Fixed metal sash storefront, 4/4 wood sash d/h with arch fan above, 1/1 wood sash square and arch top**

Exterior Surface:

Stucco, Pebble-Stone Panels

Decorative Features: **Arched windows, brick details, modest cornice line**

Other:

Projecting metal canopies over both storefronts. Angled entry facing corner.

Alterations/Additions: **See narrative.**

Landscape Features: **None**

Associated Structures: **None. East facing storefront address is 16 South Bartlett.**

Setting:

**Corner location, facing NE, at intersection of Bartlett and East Main streets
in heart of downtown Medford commercial core area.**

Sources

**R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone
directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: **2** Frame[s]: **11a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **320.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 320.0

371W30BC 6100

**HISTORIC NAME: HOOVER-COOPER BUILDING
232 MAIN ST E**

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. [See MFRNO 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.

By 1907, under Clay's ownership, the building was extended by a two-story volume at the rear, filling the lot. Sanborn Maps of that year show the occupant as a grocery store. The 1910 Polk Directory lists the Model Clothing Company at this location with three rooms living upstairs.¹ Photographs show the "Model Clothing" remained in this space at least through 1916 and assessors information indicated the building remained under Clay's ownership. (See SOHS Photo 8715) Sometime prior to 1927 two additional storefronts had been created facing North Bartlett, identified as 14 and 18.

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. (*Medford Mail Tribune*, 14-September-1927)

The grand opening of the completely re-designed "Palmer Music Center" was scheduled for 2-December-1929. A special section of the *Medford Mail Tribune*, trumpeted the occasion,

¹ The clothing company is shown as "234 East Main," assumed to be this location. The second floor rooms, including one occupied by "Lawrence A Gregory, Photographer" are listed at 230 East Main.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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. (*Medford Mail Tribune*, 1-December-1929, 2:1-2)

Louis B. Humphrys, a prolific architectural designer in Medford, was in charge of the remodeling.² R.H. Langston served as the general contractor with various other local firms and artisans responsible for the elaborate interior decoration. (*Medford Mail Tribune*, 1-December-1929, Music Center Section 5:1)

By 1942, the music store use had ended and the East Main Street storefront was occupied by "Medford Military Tailors," presumably opened to serve Camp White. The Bartlett Street addresses are listed as being occupied by three apartments, apparently referring to a stairwell that opened at 14 South Bartlett and led to the second floor. L. G. Pickell, real estate and insurance, is listed at 16 South Bartlett. In 1944 orchardist Cecil C. Clemens purchased the property, continuing to lease it to various small businesses. (JCD 251:186) After the war, in 1948, the East Main store was occupied by "Anders Photo Shop," which remained here at least through April 1959 according to local phone directories.

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.³ The firm eventually purchased the building and remains in this location today. (See JCD 74:09821)

In 1976 the Hoover-Cooper Building was remodeled, essentially assuming its present appearance. The second floor apartments, having expanded to eight units, were removed. While the East Main facade and the corner portions of the Bartlett elevation have been clad with a "pebble" finish panel, the remainder of the Bartlett elevation retains its arched openings and wood sash, accurately reflecting the early period of the construction.

² See MFRNO 315.0 for more on Humphrys.

³ See for example, MFRNO 315.0, whose site was occupied by the Butler firm at two separate periods more than twenty years apart.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

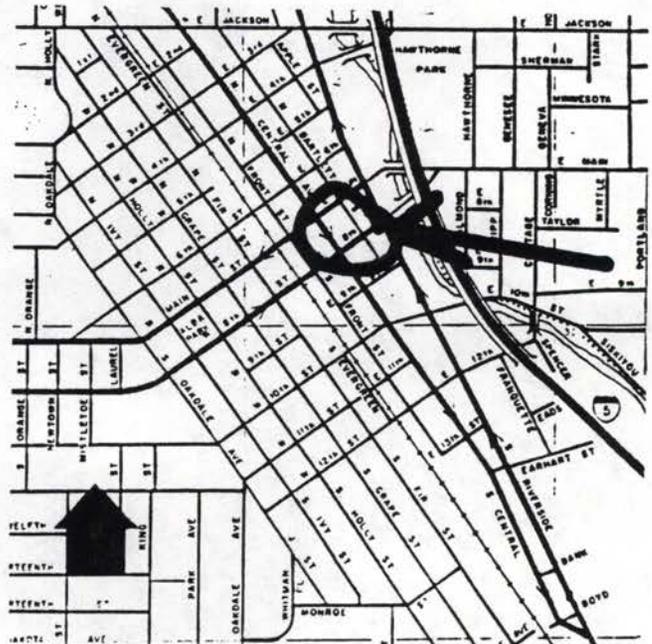
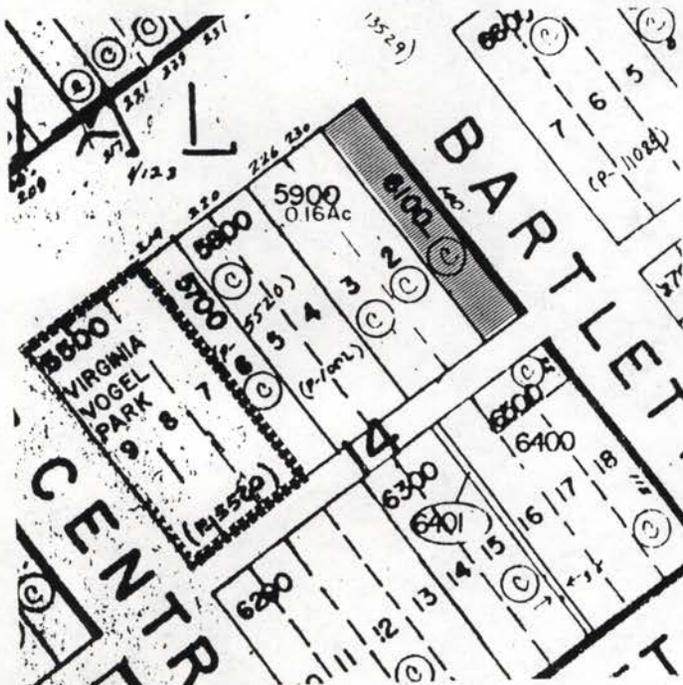
Historic Name: **Hoover-Cooper Bldg**
 Location: **232 MAIN ST E**

Common: **Lawrence's Jewelry**
 Date of Construction: **1890**



Photo Roll: 2

Frame: 11a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 320.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Cooley Bldg/Craterian Theater**
Location: **23 CENTRAL AVE S**
City: **Medford, Oregon 97501**
Owner: **ROGUE VALLEY ART ASSN**
MailAdd **P O BOX 763**

Common: **Craterian Theater**
Date of Construction: **1924**
Original Use: **Rec/Culture:Theater**
Present Use: **Rec/Cult:Theater**
Architect: **Clark, Frank Chamberlain**
Builder: **Stuart, R.I. and Sons**
Style: **Period:Spanish Colonial**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

MEDFORD, **OR 97501**
Addition: **Original Town Plat of Medford**
Block: **14** Lot: **10-13** Taxlot: **6200**
T/R/S **371W30BC** Acct# **10369976**
Quadrangle: **Medford [15min]**

Plan: **Rectangular** No. of Stories **2.5**
Foundation: **Concrete:Poured** Basement: **No**
Roof Form: **Arch Truss** Roof Material: **Asphalt;3-Tab**
Wall Construction: **Concrete** Stuct. Frame: **Masonry:Concrete**
Primary Window: **Fixed Metal Sash storefront display, louvred-type metal sash**

Exterior Surface: **Concrete, Stucco, Brick Veneer, Split-Face Roman Brick**
Decorative Features: **Curved corner entry, Arched windows with pilasters, entry detail, projecting balcony, Brass date lettering over entry door.**

Other:

Third story at southern third. Curved marquee at NW corner

Alterations/Additions: **Window and lower facade alterations, main entry pilasters survive beneath bos.**

Landscape Features:

Associated Structures: **None**

Setting:

Occupies quarter block, facing west, at NE corner of intersection of Eighth and South Central streets in heart of downtown Medford business core.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **25a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **321.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 321.0

371W30BC 6200

**HISTORIC NAME: COOLEY BLDG/CRATERIAN THEATER
231 CENTRAL AVE S**

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.

Following the destruction of the earlier Page Theater, Medford was left without a large auditorium for motion pictures. In January 1924, rumors of the plan for the construction of a new theater building by J.H. Cooley, to be leased to the Geo. A. Hunt Company of Medford, former operators of Page and still in charge of the Rialto Theater in Medford, as well as other theaters in Ashland and Grants Pass, were noticed in the local press.

There were no reports today regarding the rebuilding of the Page theater or the building of the new Cooley theater although leaders in both enterprises declared they intended to have some definite announcement in the near future. (*Medford Mail Tribune*, 26-January-1924, 6:1)

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." (*Medford Mail Tribune*, 24-May-1924, 6:1)

Work on the new building proceeded throughout the summer and was closely followed in the *Medford 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.

While the management has so far been reluctant to state much about the new theater and its equipment, it is known that the large electric theater sign, which will grace the front of the build has arrived and that it is 29 feet high and has the word "Hunt's" across the top in ten inch letters and the word "Craterian" down its length. (*Medford Mail Tribune*, 25-September-1924, 6:1)

Finally, in mid-October, the building was readied for the grand opening, to be held on October 20, 1924.

One of the largest and most modern business houses erected in Medford the past year is the Cooley Building, a half block off Main Street...that is just completed...The building has a front of 140 feet on Central and is 100 feet deep, is two stories high and a basement, is of Spanish style of architecture, the facade is of

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

stucco [and] is modern in every way and cost about \$100,000. It was built by J.H. Cooley and Porter J. Neff and the building bears the name of the former, who is a pioneer in business in Medford. (*Medford Mail Tribune*, 18-October-1924)

The first floor of the Cooley Building contained four "splendid rooms facing South Central" with offices on the second floor.

Franklin Bros., who are opening a modern restaurant and confectionery occupy the first room [on the north]...The second room, going south, is occupied by W.F. Bartlett, well-known furrier...The third room is being fitted for a beauty parlor to be opened by Mrs. Verna Hutchinson...The fourth room is now occupied by Natwick Inc., a newly organized firm headed by Miss Orbie Natwick, specializing in the design and manufacturing of gowns, lingerie, layettes, children's frocks, oriental novelties and interior decorations...The quartet of shops has been specially decorated and finished for the respective lines and present an attractive appearance.

The office suites on the second floor have all been leased, with the possible exception of one, and are occupied by Attorney Rawles Moore, Attorney Porter J. Neff, and the Medford School Board. The fourth suite is not yet occupied but is said to have been leased. (*Medford Mail Tribune*, 17-October-1924)

The grand opening celebration of the Craterian was held Monday night, October 20th, 1924 with Elliott Dexter, "the famous star of stage and screen in the spoken drama *The Havoc*" as the performance.

Before the play opened, Mayor Earl Gaddis appeared before the footlights and, on behalf of the citizens of Medford, expressed his appreciation of the Hunt company, the builders of the theater, J. [H]. Cooley, P.G. Neff and Frank Clark, the architect, for giving Medford such a wonderful play house, expressing a universal sentiment, when he said the final outcome surpassed in its beauty and richness even the most sanguine expectations. (*Medford Mail Tribune*, 21-October-1924)

The Craterian remained Medford's premier movie house, virtually unchallenged until the Hunt Company opened the somewhat larger Holly Theater in 1930. (See MFRNO 126.0) Various remodeling kept the theater and storefront spaces modern with a major renovation occurring in April 1937. Subsequent exterior alterations [post 1960, see MMT 5-April-1960, A1:7-8] have obscured the original storefront entryways and the Spanish Colonial entry way to the second floor is only partially visible behind a boxed stucco covering. Virtually all exterior doors and windows have been replaced with modern glass and metal sash.

The Craterian, designed for both stage/vaudeville and motion pictures, continued as a popular Medford movie house into the early 1980s. At that time, the large seating capacity of the building reduced its ability to compete in a new era of multiplex cinemas. 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. At this writing that project, under the direction of local architect Peter Schmitz, is still underway.

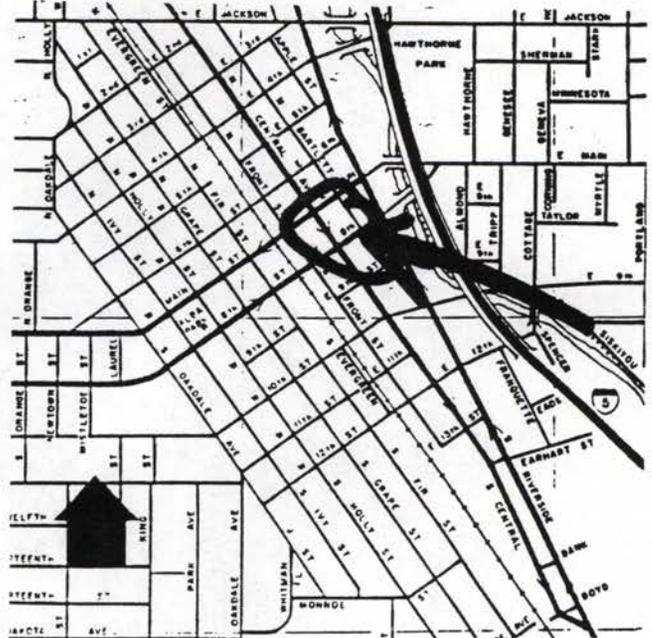
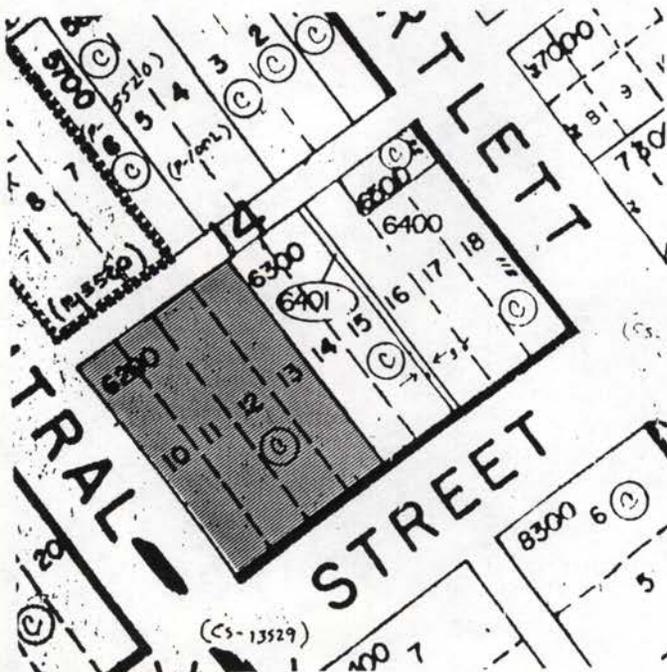
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Cooley Bldg/Craterian Theater**
 Location: **23 CENTRAL AVE S**

Common: **Craterian Theater**
 Date of Construction: **1924**



Photo Roll: 1 Frame: 25a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 321.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Huggins & Robinson Auto**
Location: **32 BARTLETT ST S**
City: **Medford, Oregon 97501**
Owner: **ROGUE VALLEY ART ASSN**
MailAdd **P O BOX 763**

MEDFORD , OR 97501

Addition: **Original Town Plat of Medford**
Block: **14** Lot: **16-18** Taxlot: **6400**
T/R/S **371W30BC** Acct# **10369992**
Quadrangle: **Medford [15min]**

Common: **R.V. Arts Association**
Date of Construction: **1925**
Original Use: **Commerce:Auto-Related;Sales**
Present Use: **Rec/Cult:Museum**
Architect: **Unknown**
Builder: **Johnson, J.W.**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash.**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Rolled**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Engaged columns with caps and recessed panels. Surface decoration divides walls into sections.**

Other:
Some recessed entryways, metal sculpture at NW rear

Alterations/Additions: **Window alterations, see Narrative.**

Landscape Features: **Small brick and landscaped garden area to rear**

Associated Structures: **None**

Setting:
Corner location facing east at NW corner of intersection of Eighth and South Bartlett in core of downtown Medford business district.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **2** Frame[s]: **24a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **323.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 323.0

371W30BC 6400

HISTORIC NAME: HUGGINS & ROBINSON BLDG
321 BARTLETT ST S

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. (*Medford Mail Tribune*, 17-July-1925)

In late 1926 Huggins and Robinson moved from this location to South Riverside.¹ B.L. Sanderson opened a new dealership for Oakland and Pontiac automobiles in the subject building.

The Sanderson Motor Company is housed in a large building at South Bartlett and Eighth streets, where the newest Oakland and Pontiac models are on display in the attractive showroom...The firm is housed in the building which formerly housed Huggins and Robinson... (*Medford Mail Tribune*, 2-January-1927)

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. Trowbridge's Store, apparently a division of Trowbridge Electric, was operating here as late as 1969.

Trowbridge will move the gifts and home accessories to Bartlett St. when Larson moves into the East Main Street quarters...Gary Afseth of the architectural firm Afseth, Jacobs and Schmitz has been engaged to design remodeling of the Bartlett Street store. (*Medford Mail Tribune*, 28-April-1969)²

Although planned, the remodeling of the store never occurred and it's possible that Trowbridge's gift shop never moved to this site.³ 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.

¹ See MFRNO 345.0.

² The "East Main" location refers to 406 East Main, MFRNO 352.0

³ Gary Afseth, personal communication with the Author, 22-March-1995.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

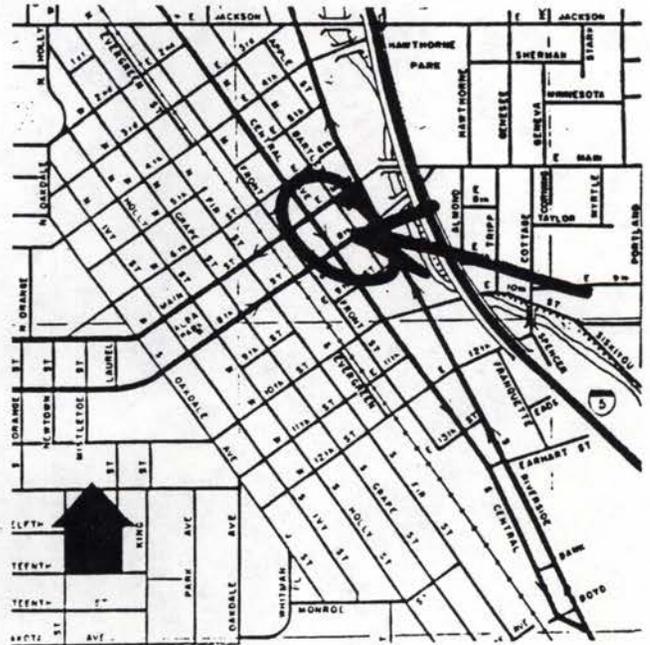
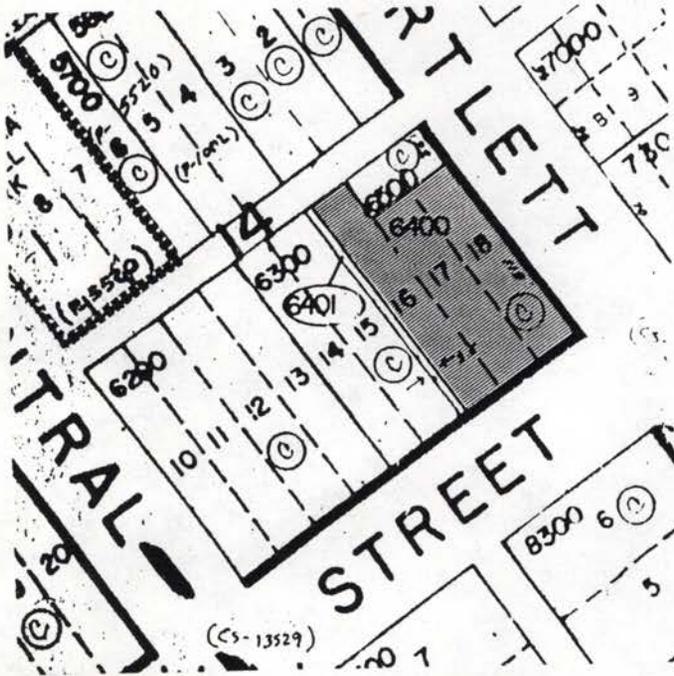
Historic Name: **Huggins & Robinson Auto**
Location: **32 BARTLETT ST S**

Common: **R.V. Arts Association**
Date of Construction: **1925**



Photo Roll: 2

Frame: 24a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 323.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Walter W. Abbey Bldg**
Location: **227 NINTH ST E**
City: **Medford, Oregon 97501**
Owner: **DE BOER ALAN**
MailAdd **VALLEY INVESTMENTS**
P O BOX 249
ASHLAND , OR 97520
Addition: **Original Town Plat of Medford**
Block: **15** Lot: Taxlot: **8000**
T/R/S **371W30BC** Acct# **10370142**
Quadrangle: **Medford [15min]**

Common: **S O Subaru Showroom**
Date of Construction: **1937**
Original Use: **Commerce:Auto-Related;Sales**
Present Use: **Commerce:Auto-Related;Sales**
Architect: **Laing, William**
Builder: **Childers, Elmer & Clem**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash, multi-light industrial metal [west]**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco, Concrete**
Decorative Features:

Other: **Angled entry service bay at west elevation, metal skylights at roof.**

Alterations/Additions: **Window alterations, cornice treatment, Bartlett elvation roll-up doors replaced original wood doors**

Landscape Features:
None

Associated Structures: **None**
Setting:

Corner location, facing south, at intersection of Ninth and South Bartlett, south of main area of downtown commerical core.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **24a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **327.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 327.0

371W30BC 8000

**HISTORIC NAME: WALTER W. ABBEY BLDG
227 NINTH ST E**

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.

The initial announcement of Abbey's plans was made in late February 1937. (*Medford Mail Tribune*, 28-February-1937, 5:5) By May, construction plans had finalized, the site cleared of its 19th century wood frame houses, and the architect and contractor selected.

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. (*Medford Mail Tribune*, 26-May-1937, 5:1)

Construction proceeded rapidly and the new building had its grand opening on September 2nd, 1937, with the company moving from the previous location at 123 South Riverside.

One of the most modern and completely equipped automobile sales and service plants in Oregon will officially open tomorrow evening when the new Walter W. Abbey Inc. garage...throws wide its doors for public inspection...Especially beautiful is the spacious sales and showroom fronting on Ninth. Concrete floor space...is blocked off with huge orange and black checks. Walls and ceilings are of a cream tan finish...Pride and joy of Walter W. Abbey, manager, is the red brick fireplace located near the Bartlett Street entrance. (*Medford Mail Tribune*, 1-September-1937, 2nd, 1:1-8)

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, 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 (MFRNO 362.0) Photos of the Abbey Building published during this period show it little changed from the original design. The seven 3/1 display windows along Ninth Street and the three matching windows facing North Bartlett remain. The original corner sign, proclaiming

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

Abbey's business had been removed and the curved "Rogue River" sign which Hurd's firm had first used on the Sparta Building's curved facade had apparently been relocated and placed at the SE corner of the Abbey Building, facing east. (See *Medford Mail Tribune*, 19-June-1941, 9:2-3 and W.E. Thomas Collection, SOHS)

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. (*Medford Mail Tribune*, 1-March-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. Courtesy remained in the original Abbey building, adding additional properties to the south, across Ninth Street as the company expanded. [See MFRNO 335.0] 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.

In 1981 Medford's Chevrolet dealership was acquired by Bob and Alan DeBoer, and again renamed as "Valley Chevrolet." In 1983 this company relocated to a new facility on Biddle Road. As a part of that relocation, the Walter W. Abbey locations were first used for used car sales and later assumed its present use by Southern Oregon Subaru.¹ While the 40-year plus association with the Chevrolet line has ended, the Walter W. Abbey Building continues in its connection to the repair and sales of automobiles.

¹ See Dick Jewett, "Medford Auto Agency Expands, Moves," *Medford Mail Tribune*, 16-December-1983 and JCD 83-03229261. Valley Chevrolet has since been renamed "Airport Chevrolet" under related ownership.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

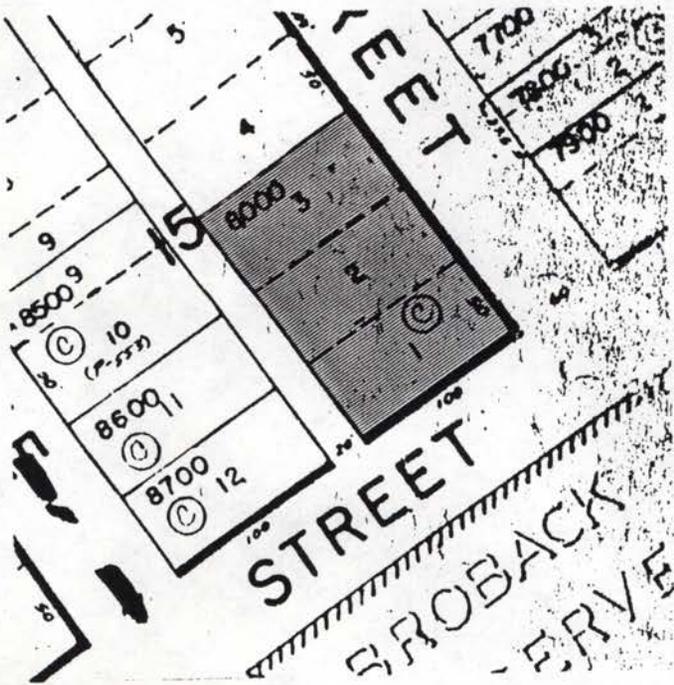
Historic Name: **Walter W. Abbey Bldg**
 Location: **227 NINTH ST E**

Common: **S O Subaru Showroom**
 Date of Construction: **1937**



Photo Roll: 3

Frame: 24a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 327.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Leverette Block**
Location: **117 CENTRAL AVE S**
City: **Medford, Oregon 97501**
Owner: **PHOENIX PROPERTIES INC**
MailAdd **117 S CENTRAL AVE**

MEDFORD, OR 97501

Addition: **Original Town Plat of Medford**
Block: **15** Lot: Taxlot: **8400**
T/R/S **371W30BC** Acct# **10370167**
Quadrangle: **Medford [15min]**

Common: **Montgomery Wards Building**
Date of Construction: **1928**
Original Use: **Commerce:Dept Store**
Present Use: **Commerce:Spec Store;Other**
Architect: **Clark, Frank Chamberlain**
Builder: **Merritt, W.H.**
Style: **Modern:Art Deco**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash display type.**

No. of Stories **2.0**
Basement: **Yes**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Parapet detailing, "shields" at corners,**

Other: **Suspended canopy with "fins." Interior features early metal ceiling tiles, walnut wainscot, stairwells etc.**

Alterations/Additions: **Second floor windows filled [c.1970s],**

Landscape Features: **None**

Associated Structures: **None.**

Setting:

Corner location, facing NW, at intersection of South Central and Eighth street in heart of downtown Medford commercial core area.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **19a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **329.1**
SHPO NO: **1432**

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 329.1

371W30BC 8400

**HISTORIC NAME: LEVERETTE BLOCK
117 CENTRAL AVE S**

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. Walter Leverette, an influential and active real estate investor in the southern Oregon area, was the project's developer and namesake.¹

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. (*Medford Mail Tribune*, 3-September-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, and a variety of smaller concerns including E.C. Corn, a longtime Medford real estate agent, whose offices faced 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. (*Medford Mail Tribune*, 3-September-1928, 2nd, 1:1-8)

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. (*Medford Mail Tribune*, 12-December-1928, 3:5)

¹ 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, [MFR 113.0], the Medford Furniture and Hardware Building [Medford Center Bldg, MFRNO 27.0] and Ashland's Varsity Theater, among many other area projects.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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 exact fate of the theater and small offices associated with the original design is unclear.

Early in 1937 Montgomery Ward completed the fine new Ward's store at Eighth and Bartlett, one of the finest of its kind on the Pacific Coast...The new store has an enlarged balcony to take care of the larger office and budget departments. Among other improvements in the store was the installation of an electric freight elevator and the building of new safety stairsteps to the basement and the second floor... (*Medford Mail Tribune*, 2-January-1938, 6:5)

Montgomery Ward 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)

In 1981 the present owner purchased the property which has since been occupied by Everybody's Clearance Center, a used furniture outlet, and more recently an antique/crafts mall. (See *Medford Mail Tribune*, 31-August-1981) The Leverette Building was included in the 1982 Frank Clark Inventory prepared by Gail Evans and Kay Atwood for the Southern Oregon Historic Society as Site No. 47 and assigned a rank of "Secondary" within the body of Clark's work.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

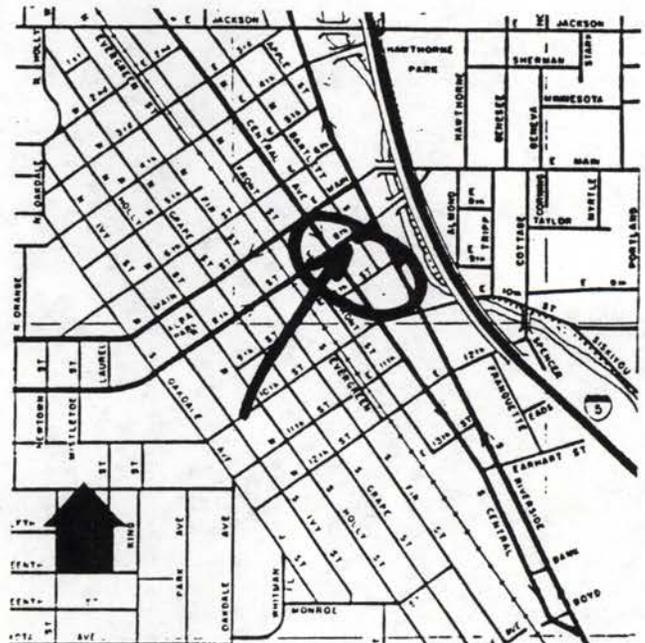
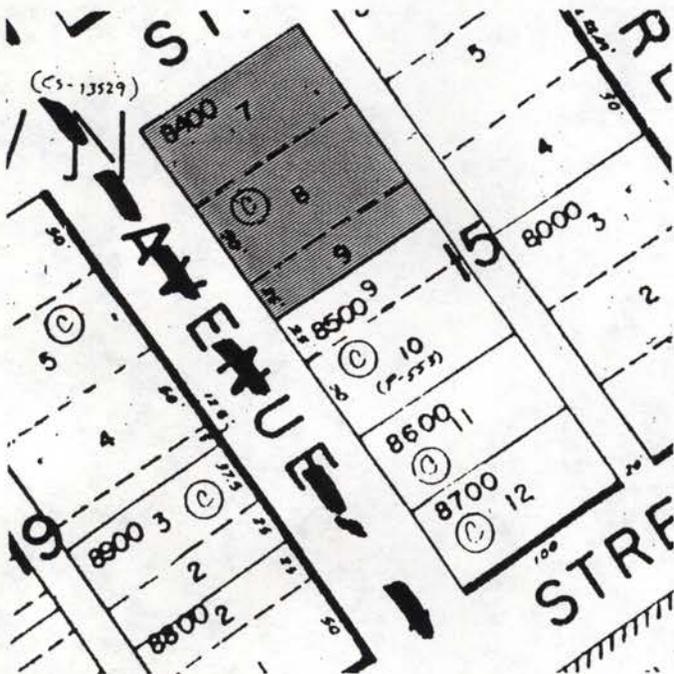
Historic Name: **Leverette Block**
Location: **117 CENTRAL AVE S**

Common: **Montgomery Wards Building**
Date of Construction: **1928**



Photo Roll: 3

Frame: 19a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 329.1
SHPO NO: 1432

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Franklin Bldg**
Location: **125 CENTRAL AVE S**
City: **Medford, Oregon 97501**
Owner: **KALBERER MICHAEL A**
MailAdd **KALBERER HOTEL SUPPLY CO**
234 NW 5TG
PORTLAND, OR 97209
Addition: **Original Town Plat of Medford**
Block: **15** Lot: **S.p. 9, 10** Taxlot: **8500**
T/R/S **371W30BC** Acct# **10370175**
Quadrangle: **Medford [15min]**

Common: **Franklin Bldg**
Date of Construction: **1953**
Original Use: **Commerce:Professional**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Franklin, Dale**
Style: **Modern:Intl Style**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash storefronts, metal awning-type**

No. of Stories **2.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Scored Concrete, Terra Cotta, Concrete Block, Stucco**
Decorative Features: **Surface decoration, window surrounds,**

Other: **Aluminum canopy, large projecting sign**

Alterations/Additions: **Storefront alteration [cyclical]**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Mid-block, facing west, on South Central, in downtown Medford commercial core area.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **20a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Non-Historic Compatible**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **330.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 330.0

371W30BC 8500

**HISTORIC NAME: FRANKLIN BLDG
125 CENTRAL AVE S**

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...Floor plans have not been completed and the date of construction have not been determined according to the builder. (*Medford Mail Tribune*, 19-June-1953, 1:3)

Franklin obtained a permit for the \$60,000 project in October 1953. (*Medford Mail Tribune*, 29-October-1953, 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.

Those moving in this week include Standard Insurance company...Farrell and Blackhurst, attorneys, National Hospital association, [and] Medford Accounting Service. (*Medford Mail Tribune*, 28-January-1954, 10:5)

Tenants listed in the 1966 Polk Directory at this location include Yergen and Meyer, accountants and the law offices of Brophy, Wilson and Duhaime, in some of the eleven upstairs office spaces. The major tenant of the ground floor was the Town House Cafe and Chuck Wagon Restaurant.

Although built less than fifty years ago, the Franklin Building's two-story massing and minimum setback is consistent with the traditional commercial development pattern in the Medford Downtown area.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

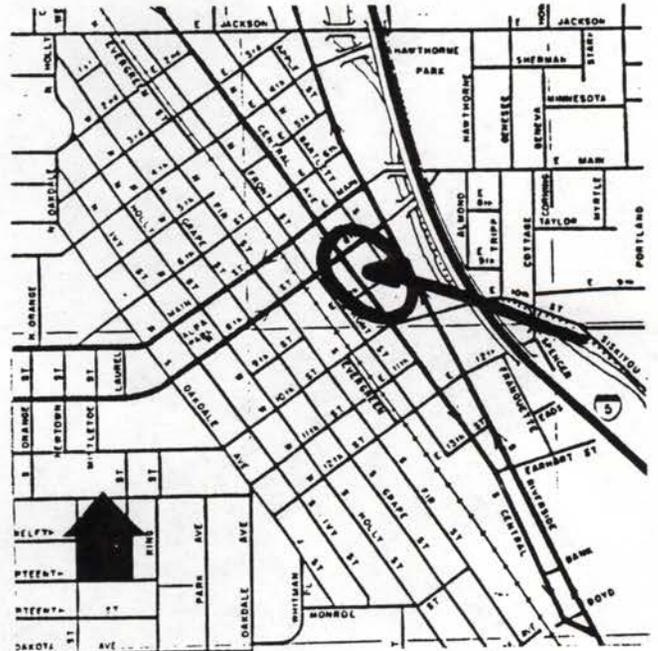
Historic Name: **Franklin Bldg**
 Location: **125 CENTRAL AVE S**

Common: **Franklin Bldg**
 Date of Construction: **1953**



Photo Roll: 3

Frame: 20a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Non-Historic Compatible**

Medford Survey No. 330.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Elwood, E.D.& Lucy House**
Location: **135 CENTRAL AVE S**
City: **Medford, Oregon 97501**
Owner: **KEENER EDWARD DON/ALICE D**
MailAdd **CAMPFIELD CARL/VERA**
107 KINGS HWY
CENTRAL POINT , OR 97502

Addition: **Original Town Plat of Medford**

Block: **15** Lot: Taxlot: **8600**
T/R/S **371W30BC** Acct# **10370183**
Quadrangle: **Medford [15min]**

Common: **Sub Shop**
Date of Construction: **1905**
Original Use: **Domestic:Single Dwelling**
Present Use: **Commerce:Restaurant**
Architect: **Unknown**
Builder: **Moyer, A.S.**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Fair**

Plan: **Irregular**

Foundation: **Wood:Post&Pier**

Roof Form: **Multiple forms**

Wall Construction: **Wood**

Primary Window: **3/1 wood sash double-hung, fixed wood and metal [addns]**

No. of Stories **1.0**

Basement: **No**

Roof Material: **Asphalt;Rolled**

Stuct. Frame: **Wood;Light Frame**

Exterior Surface: **Wood:Horizontal Drop, Stucco, Brick,**

Decorative Features: **Concrete brick chimney, cornerboards, wide frieze**

Other: **Multiple forms, wood main hse, brick and concrete storefront additions.**

Alterations/Additions: **Brick & Concrete volumes added (See Narrative.) Siding altered/replaced on main dwelling, windows changed.**

Landscape Features:

Small lawn/eating area to NW

Associated Structures: **Matching wood frame garage to rear.**

Setting:

Mid-block, facing west, in transition area from multi-story commercial to north and single-story commercial and automobile lots to south, within downtown Medford commercial core area.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **28a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **333.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 333.0

371W30BC 8600

HISTORIC NAME: ELWOOD, E.D. & LUCY HOUSE

135 CENTRAL AVE S

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, c.1928-29, for use as the optometry office of Dr. E. D. Elwood, also the occupant of the house.¹ 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)

Dr. E.D. Elwood had first arrived in the Medford area from Portland, at least as early as 1898, remaining until 1904 when the family relocated to Chico, California.² An undated newspaper clipping from this period reports "E.D. Elwood and his family...will return to Medford in a short time. They have discovered that this is the best place after all." (SOHS "Elwood" Vertical File) Elwood's return occasioned a satirical letter of request signed by a number of prominent Medford businesspeople including Charles Prim, [who appended the comment "The Judge" to his signature], M.L. McGowan, ["an apt student"] and Fred Luy, ["City Father, who tends the keys of the City"] which listed the various benefits of Medford as a tongue-in-cheek attempt to convince Elwood to relocate. It is not clear how Dr. Elwood's intention to relocate became known or the specific reason why these individuals were so desirous that he do so.

The business for oculists in this section is very good, and if you could devise glasses that would prevent people from seeing their neighbors faults, you would certainly confer a boon on mankind, although they may not sell well [in Medford].³

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

¹ 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.

² Elwood published business advertisements in issues of the *Medford Mail* in March 1898.

³ See Letter to Dr. E.D. Elwood, 25-May-1904, SOHS "Elwood" Vertical File.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

is shown on the 1907 Sanborn Fire Insurance Maps. The family acquired various other properties in the vicinity, most notably a structure opposite South Central used as "The Elwood Garage." Sometime after 1927, and certainly prior to 1936 as per city directories, Elwood built the small brick volume at the front of the house, for use as his office.⁴ This was perhaps an attempt to save the cost of renting a separate office during the Depression period. The extreme southern portion, made of concrete, was built in the original driveway, reportedly in the 1940s.⁵

Following Dr. Elwood's death in 1937, his widow Lucy continued to reside in the family home until her own death in 1957. The building later became a rental and was eventually converted to commercial use. The 1966 Polk Directory lists the occupants as Rudolfo Buccio in the house, Stan's Shoe Repair in the brick volume and Tam's Barber Shop in the concrete annex. There is some indication that Buccio was a barber and both lived in the dwelling and operated the barber shop attached to it. Twelve years later, in 1978, Buccio remained in the dwelling, Hoagies Sandwich Shop was in the brick volume and the Sportsman Barber Shop was located in the concrete volume. In 1986 the present owners purchased the property from the Elwood's granddaughter, ending the family's 80 years of association with the property.

⁴ Mrs. Don Keener, personal communication with the Author, 8-March-1995. Mrs. Keener is Dr. Elwood's granddaughter.

⁵ Mr. Don Keener, personal communication with the Author, 9-March-1995.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Elwood, E.D.& Lucy House**
 Location: **135 CENTRAL AVE S**

Common: **Sub Shop**
 Date of Construction: **1905**

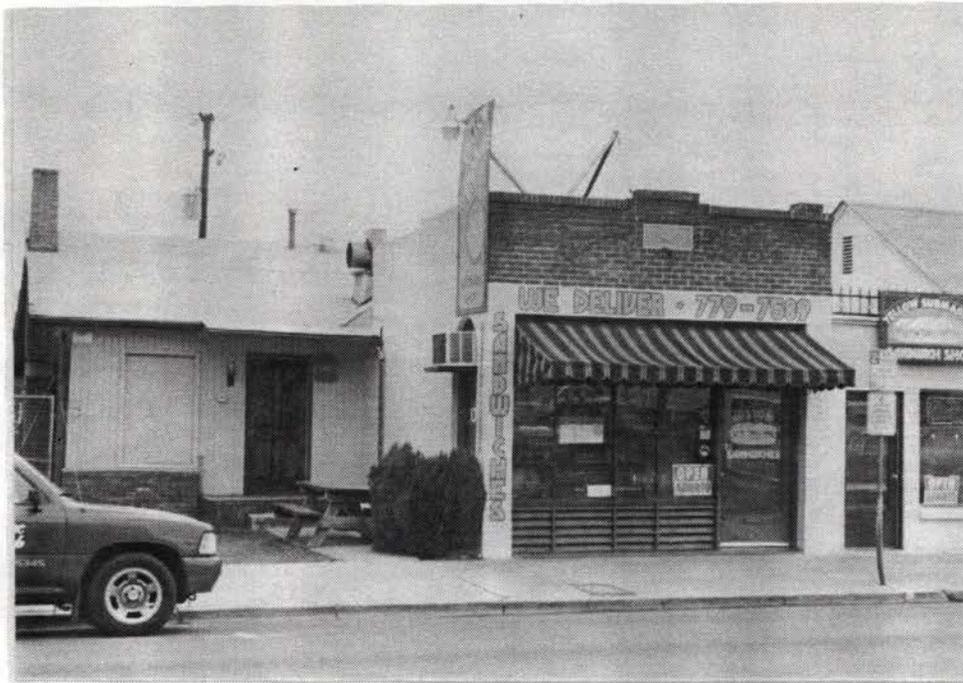
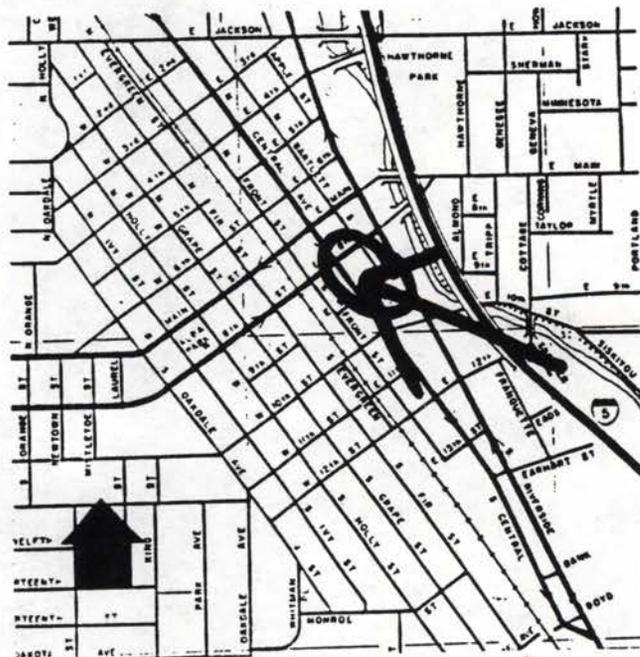


Photo Roll: 1

Frame: 28a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 333.0
 SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Wing, Charles A. Bldg**
Location: **145 CENTRAL AVE S**
City: **Medford, Oregon 97501**
Owner: **FIRST INTERSTATE BANK**
MailAdd **WING INV INC - TR DEPT T-12**
P O BOX 2971
PORTLAND , OR 97208
Addition: **Original Town Plat of Medford**
Block: **15** Lot: Taxlot: **8700**
T/R/S **371W30BC** Acct# **10370191**
Quadrangle: **Medford [15min]**

Common: **Western Union\Pronto Print**
Date of Construction: **1951**
Original Use: **Industry:Communications**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Unknown**
Style: **Modern:Intl Style**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed sash, project corner window**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Roman Brick, Brick Veneer, Stucco**
Decorative Features: **Projecting pylon, boxed entryway, projecting corner**

Other: **Marble dedication stone "Chas A. Wing Bldg, 1951" on south elevation.**

Alterations/Additions:

Landscape Features: **None**

Associated Structures: **Small gable-roof residential-appearing volume is incorporated into structure.**

Setting: **Corner site, facing west, in commercial and auto sales are of downtown Medford business district.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **30a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **334.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 334.0

371W30BC 8700

**HISTORIC NAME: WING, CHARLES A. BLDG
145 CENTRAL AVE S**

Comprised 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, under the direction of prominent real estate agent and speculator Charles Wing. (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. By 1978 present use, a print and copy shop, was located here, although the barber shop at that point still continued under the name "Eddie's Barber Shop."

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.¹ 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. The building retains its split-faced Roman brick details, particularly striking in the large chimney-like pylon at the northwest corner.

¹ Capitol's *Who's Who for Oregon 1942-1944*. Portland, OR: The Capitol Publishing Co., 1942.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995

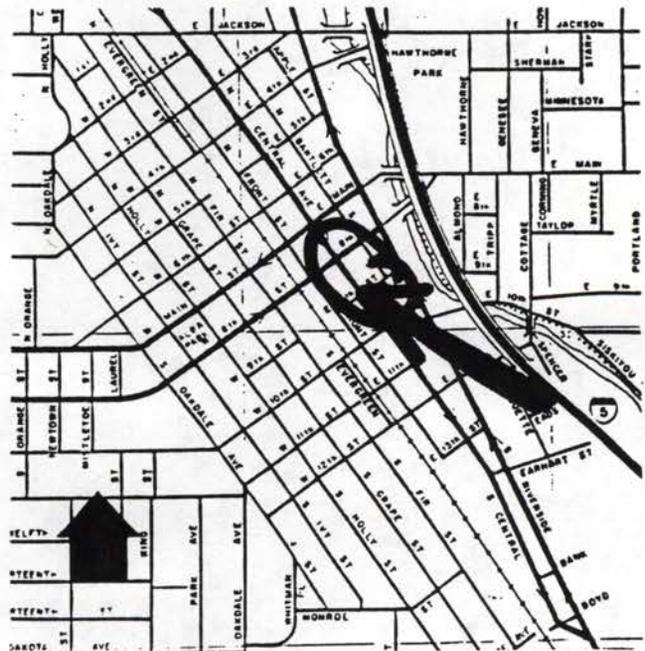
Historic Name: **Murray's Maid Rite Restaurant**
Location: **145 CENTRAL AVE S**

Common: **Pronto Print**
Date of Construction: **1951**



Photo Roll: 1

Frame: 30a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 334.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Older Tire Service/Firestone**
Location: **202 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **DE BOER ALAN**
MailAdd **VALLEY INVESTMENTS**
P O BOX 249
ASHLAND , OR 97520
Addition: **Original Town Plat of Medford**
Block: **BR1** Lot: Taxlot: **7500**
T/R/S **371W30BD** Acct# **10371211**
Quadrangle: **Medford [15min]**

Common: **SO Subaru Corner Showroom**
Date of Construction: **1929**
Original Use: **Commerce:Auto-Related**
Present Use: **Commerce:Auto-Related;Sales**
Architect: **Unknown [Firestone?]**
Builder: **Merritt, W.H./Borg, C.E.**
Style: **Modern:Art Deco**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **Irregular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **1.5**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco, Concrete**
Decorative Features: **Engaged fluted columns\pilasters, over-sized display windows**

Other:

Alterations/Additions: **Modern roll-up doors replaced earlier wood [no date] stucco new or re-applied**

Landscape Features: **Paved parking\display area at NE corner**

Associated Structures: **None**

Setting: **Corner location, facing east, in commerical core area of downtown Medford.**

Sources **R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.**

Photo Roll: **1** Frame[s]: **34a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **335.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 335.0

371W30BD 7500

HISTORIC NAME: OLDER TIRE SERVICE/FIRESTONE TIRE & RUBBER

202 RIVERSIDE AVE S

The Older Tire Service/Firestone Tire and Rubber building opened in September 1929 and was proclaimed "...one of the finest in West, Building and Equipment of latest type...on Pacific Highway."¹ Built for L.P. Older by local contractors W.H. Merritt and C.E. Borg, the single story station is built of poured concrete with engaged columns accentuated by fluting. "The building will have a Spanish architectural design and will be 85 feet by 163 feet in dimensions...[and cost] ...an approximate \$35,000, exclusive of equipment."²

Original planning for the Older Tire Service building apparently began following a June 1928 visit to the Rogue Valley by Harvey Firestone.

"While in California, Mr. Firestone remarked about the wealth of southern Oregon...and expressed the wish that he could see more of it...To his surprise when he reached Ashland he was met by a cavalcade of automobiles and invited to ride as far as Medford to that he could get a better picture of the condition in this territory."³

Upon meeting the local Firestone dealer, Mr. Firestone neglected to reveal who he was. After talking with Mr. Older, Firestone was sufficiently impressed that he later directed his Portland Bureau to help the Medford dealer in any manner possible. By the end of the year, the Firestone Corporation had purchased the lot at the corner of Ninth and South Riverside and apparently provided some financial assistance to Older for the construction of a new, improved building. "...And on Saturday, the new home of Older Tire Service Inc. will be officially opened..."⁴

In March 1929, shortly after its construction, Firestone sold the property to V.J. and Mattie Emmerick. (JCD 176:281) In 1945 the property was purchased by J.J. Ossenbrugee, a Medford businessman and auto dealer who owned a variety of other property south of Main Street on the Pacific Highway. (JCD 269:182-3) Despite the changes in ownership of the building, this location remained a Firestone dealership from the initial Older grand opening at least through the 1966, a period of more than thirty years.

Although not entirely clear, it appears that by the late 1970s Firestone left the building and it became a portion of the Courtesy Chevrolet use that surrounded the site. Like other structures associated with that use, the building was also used by Valley Chevrolet, and after that firm's move, by the present occupant Southern Oregon Subaru. [See MFRNO 327.0]

While described as having a "Spanish" architectural design during its original construction period,

¹ "Older's is Model Station," *Medford Mail Tribune*, 26-September-1929, Older Tire Section, 1:1

² "Firestone Co. Plans \$35,000 Station Here," *Medford Mail Tribune*, 30-December-1928, 6:2.

³ "Recall Visit of Firestone to this City," *Medford Mail Tribune*, 26-September-1929, Older Tire Section, 1:2-4.

⁴ *Ibid.*

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

the Older Tire Service/Firestone Building today would be more strongly associated with Art Deco styling. Fluted engaged columns divide the exterior into bays and the simple lines of the cornice area are all consistent with the Deco period. The light stucco texture of the building, as well as the current gray/black/red paint scheme, enhance the building's stylistic character. Minor alterations to the bays of the Older Tire Service/Firestone Building have resulted in the removal of the original roll-up garage doors and the installation of modern metal-sash windows.

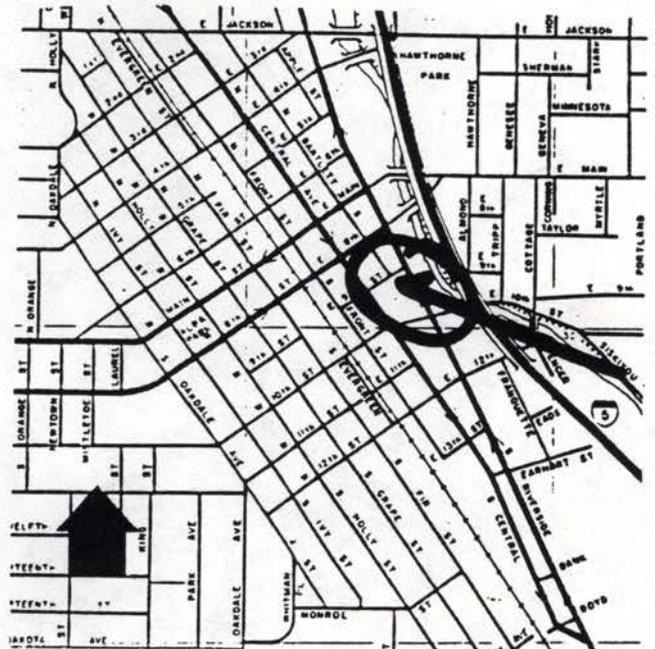
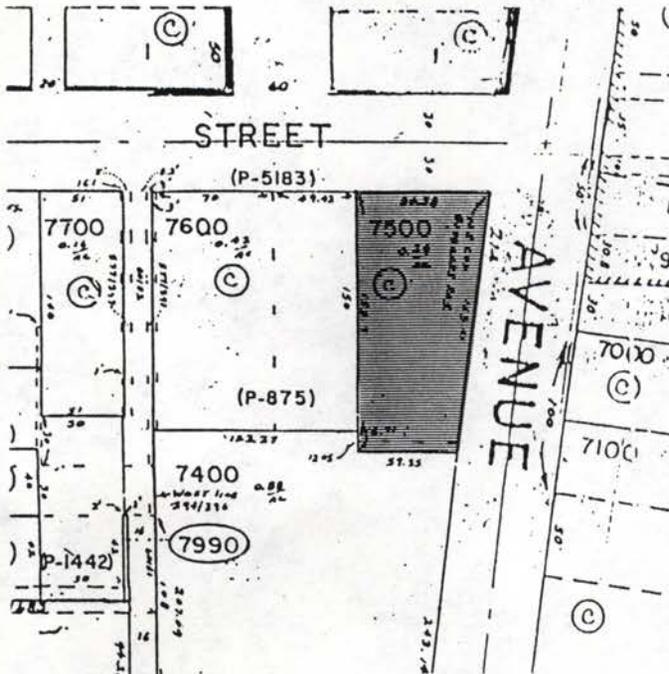
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Older Tire Service/Firestone**
Location: **202 RIVERSIDE AVE S**

Common: **SO Subaru Corner Showroom**
Date of Construction: **1929**



Photo Roll: 1 Frame: 34a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 335.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Talent, A.P. Rental Hse**
Location: **227 CENTRAL AVE S**
City: **Medford, Oregon 97501**
Owner: **RUONA C J/ANNE HAVILAND**
MailAdd **6327 RIDGEPATH**

RANCH PALO VERDES , CA 90274
Addition: **Original Town Plat of Medford**
Block: **BR1** Lot: Taxlot: **8000**
T/R/S **371W30BD** Acct# **10371287**
Quadrangle: **Medford [15min]**

Common: **Charm Cottage Beauty Salon**
Date of Construction: **1906**
Original Use: **Domestic:Single Dwelling**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Talent, A.P.**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**

Foundation: **Concrete:Poured**

Roof Form: **Gable;Multiple**

Wall Construction: **Wood**

Primary Window: **1/1 wood sash double hung, fixed wood sash storefront**

No. of Stories **1.5**

Basement: **No**

Roof Material: **Asphalt;3-Tab**

Stuct. Frame: **Wood;Light Frame**

Exterior Surface: **Wood:Shingle [Scored Type]**

Decorative Features: **Brick chimneys [2]**

Other:

Alterations/Additions: **Facade altered [n.d.] to present Period-type appearance, shingle siding [n.d.], windows altered**

Landscape Features:

Narrow yard to north

Associated Structures: **None**

Setting:

Mid-block, facing west, near edge of downtown Medford historic interest area.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **1** Frame[s]: **32a**

Date Recorded: **04/04/95**

Medford Planning Map Code: **CC**

Medford Planning Overlay: **CB** Zoning: **C-C**

Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **341.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 341.0

371W30BD 8000

**HISTORIC NAME: TALENT, A.P. RENTAL HSE
227 CENTRAL AVE S**

The small gabled-roof wood frame dwelling was constructed sometime prior to 1927 and was long the residence of Elmer Peebles. The facade of the main volume is clad with a brick veneer and two minor front facing gables give the structure a modest Period Revival styling. A transverse gable volume extends the building to the rear.

Early maps of this area show the subject structure next to a 16' wide right-of-way named "Talent Court," occupying the paved area immediately to the south of the dwelling. Talent Court was so named for its development by Aaron P. Talent, founder of the Jackson County city which bears his name. After moving to Medford shortly after the turn-of-the-century, Talent built his own house in this area as well as at least two others which were intended as rentals.

A.P. Talent has a new residence nearly completed on South C[entral] Street. It is situated on the east side, just south of Ninth Street... and will be modern and convenient in every particular. *Mr. Talent expects to build two more residences in this locality — one on either side of the one he is now building.* (See *Medford Mail*, 2-February-1906, 5:4, emphasis added.)

Sanborn Fire Insurance maps from 1907 onward indicate a house of the same footprint at this location and consequently the structure, although apparently modified in exterior detail, is likely that constructed by Talent almost 90 years ago.

Occupancy and ownership of the Talent Rental House is unclear prior to 1930, when the property was occupied by Elmer and Della Peebles. Peebles listed in occupation as "Driver" in city directories of the time and shared the house with a Lee P. Peebles, likely a son, who was a driver for the Gold Seal Creamery. By 1942 the property had become commercial and it is therefore assumed that modernization to the facade, including the brickwork, dates from that time period. The 1942 directory lists the occupant as the "Marcella Bowman Beauty Shop" operated by Mrs. Marcella H. Bowman who also resided at this address. Six years later, in 1948, the name had changed to "Bowman's House of Beauty." The 1966 Polk Directory shows a continuation of the beauty shop use, now under the name "Charm Cottage Beauty Saloon," operated by Marge M. Bevel, who also resided here. By 1978 Ruth Springer's tax service and the realty office of Cliff Hammill were located here.

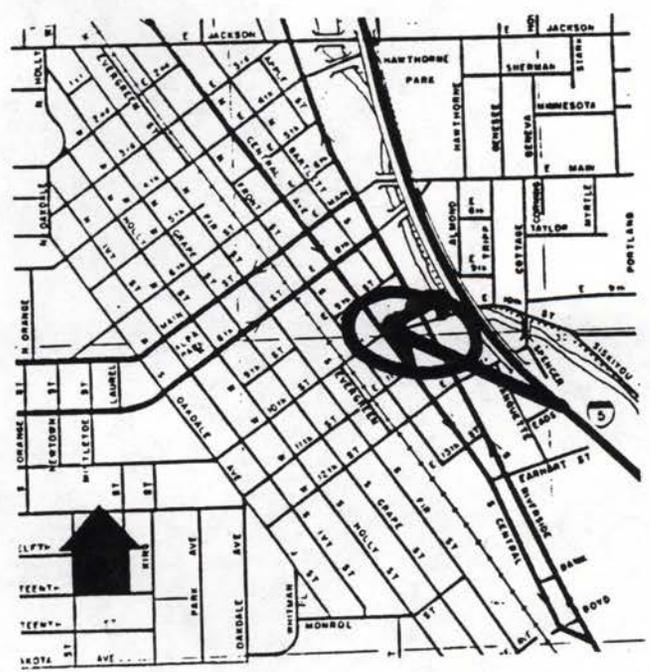
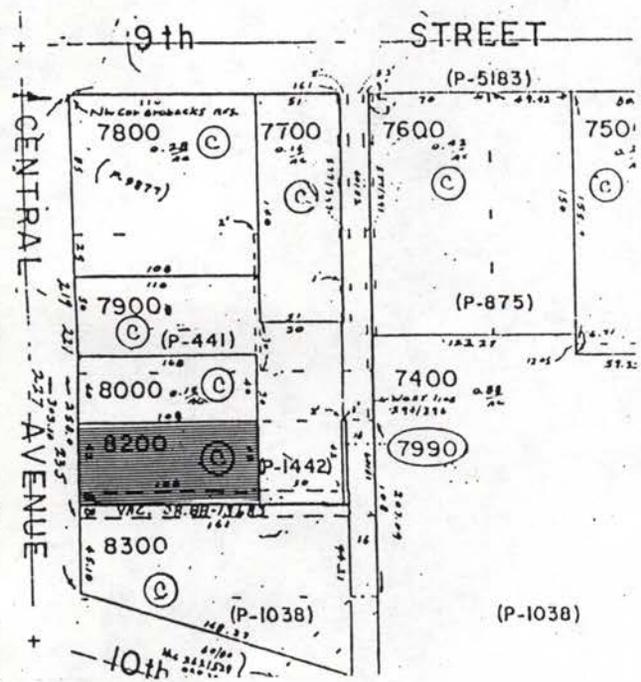
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Talent, A.P. Rental Hse**
 Location: **227 CENTRAL AVE S**

Common: **Charm Cottage Beauty Salon**
 Date of Construction: **1906**



Photo Roll: 1 Frame: 32a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 341.0
 SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Crater Lake Automotive**
Location: **123 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **DALE RUSSELL E**
MailAdd **585 ALLISON ST**

ASHLAND, OR 97520
Addition: **Original Town Plat of Medford**
Block: **BA1** Lot: **p. 2,3-4** Taxlot: **6800**
T/R/S **371W30BD** Acct# **1371163**
Quadrangle: **Medford [15min]**

Common: **Goodyear Building**
Date of Construction: **c1925**
Original Use: **Commerce:Auto-Related**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular** No. of Stories **1.0**
Foundation: **Concrete:Slab** Basement: **No**
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Concrete** Stuct. Frame: **Masonry:Concrete**
Primary Window: **Fixed Metal Sash storefront display, wood transom band**

Exterior Surface: **Brick Facade, Concrete Block,**
Decorative Features: **Transom band, parapet,**

Other: **Bronze Plaque "Furnas Building," Sliding garage doors on north**

Alterations/Additions: **Rear wall rebuilt\repaired, south elevation windows altered {?}, covered work area added to north**

Landscape Features:
Paved parking areas to north. Overlooks Bear Creek to east.

Associated Structures: **None**

Setting:

Mid-block facing west on South Riverside at edge of downtown Medford business district.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **28a**

Date Recorded: **04/04/95**

Medford Planning Map Code:

Medford Planning Overlay: **Zoning:**

Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **345.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 345.0

371W30BD-6800

**HISTORIC NAME: CRATER LAKE AUTOMOTIVE
123 RIVERSIDE AVE S**

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. A slightly larger structure to the north, now demolished, was in use for auto display and may have been related to this building.

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.

In 1927 and 1928 the *Medford Mail Tribune* published annual New Year's Specials that included lengthy comment on the city's auto dealerships with photographs of their various locations. The first of these issues noted;

The Fitch Holbrook Motor Company, which has recently started business at 123 South Riverside Avenue, handles the Chrysler line and operates a well-equipped shop for Chrysler service. (*Medford Mail Tribune*, 1-January-1927 Auto Section 1:1-8)

Within the context of the article, where numerous other buildings are identified as "new" or "recently completed," the implication is that the subject structure was neither. Sanborn maps clearly indicate the building post-dates 1911 but no specific information is available as to its exact construction, at least partially due the perplexing movements of Medford's auto dealers of this period.

In 1927, the Fitch Company moved across the street, to what was referred to as "the new Davis Building." [See MFRNO 252.1] 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.¹

At 123 South Riverside avenue in the building which formerly housed the Fitch

¹ Huggins and Robinson moved from they building built and named for the firm in 1925 [MFRNO 323.0] to this location in October 1927. (*Medford Mail Tribune*, 16-October-1927)

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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-January-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 MFRNO 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 1910.² No direct evidence of Clark's involvement with this building, nor any other architect or builder, was identified during this survey.

Now occupied by a pawn shop, ending almost 70 years of auto-related uses, 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.

² See Site #174, ranked as "minor" within the body of Clark's work. As noted previously, this date appears in error.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Skinner Garage**
Location: **143 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **SKINNER, MARCIA A**
MailAdd **183 BLACK OAK DR**
MEDFORD, OR 97504
Addition: **Original Town Plat of Medford**
Block: **BA1** Lot: **S p.5,6-9** Taxlot: **6900**
T/R/S **371W30BD** Acct# **1371171**
Quadrangle: **Medford [15min]**

Common: **Sierra Bus Systems\Skinner**
Date of Construction: **1925**
Original Use: **Commerce:Auto-Related;Repai**
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Unknown**
Style: **Mixed**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Altered**

Plan: **Rectangular**
Foundation: **Concrete:Poured**
Roof Form: **Arch Truss**
Wall Construction: **Concrete**
Primary Window: **Fixed Metal Sash storefront display**

No. of Stories **1.0**
Basement: **Daylight**
Roof Material: **Asphalt;3-Tab**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco, Concrete**
Decorative Features: **Brick chimney, rear**

Other:

Alterations/Additions: **Substantion facade renovation [c.1980s]**

Landscape Features: **Remnant foundation wall from former building, tiered parking**

Associated Structures: **None**

Setting: **Mid-block, facing west, at edge of downtown Medford business core, Bear Creek to east.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **29a**

Date Recorded: **04/04/95**

Medford Planning Map Code:

Medford Planning Overlay: Zoning:

Ranking: **Non-Contributing [H]**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **346.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 346.0

371W30BD 6900

HISTORIC NAME: SKINNER'S GARAGE

143 RIVERSIDE AVE S

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. Returning to the Rogue Valley after spending time in both Alaska and Portland, Skinner established his Medford garage in 1921.

He serviced cars for the Buick dealership for several years before buying out the dealer in 1931, which had relocated to 143 South Riverside in 1925. (*Medford Mail Tribune*, 1-August-1991, 2B)¹

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. (*Medford Mail Tribune*, 1-January-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.

¹ Please see MFRNO 367.0 for information on the Buick Dealer who worked in association with Skinner during this period.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

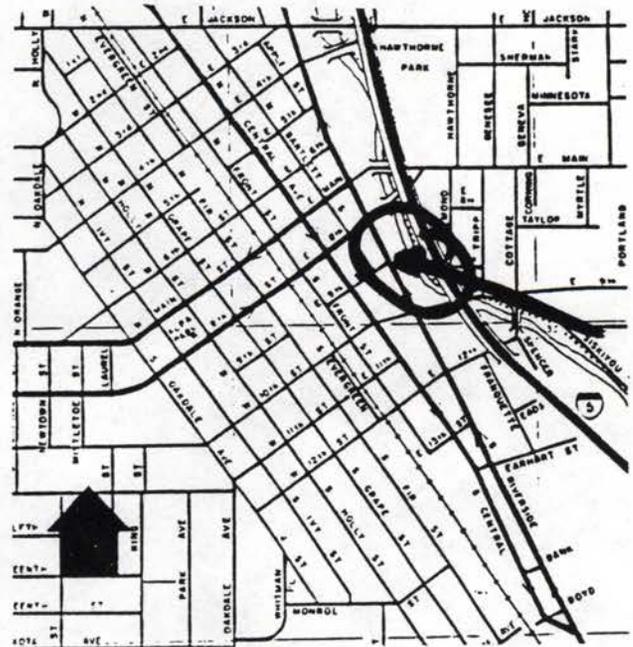
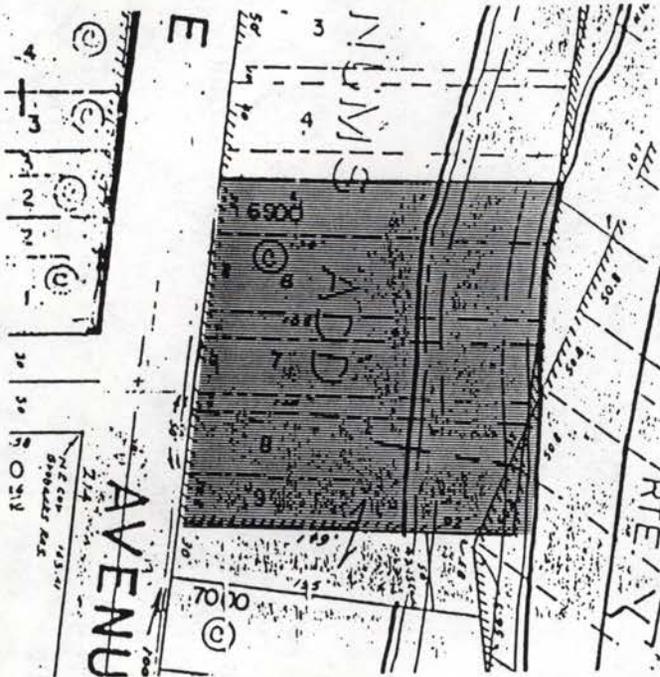
Historic Name: **Skinner Garage**
Location: **143 RIVERSIDE AVE S**

Common: **Sierra Bus Systems\Skinner**
Date of Construction: **1925**



Photo Roll: 3

Frame: 29a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Non-Contributing [H]**

Medford Survey No. 346.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 351.0

371W30BD 5200

**HISTORIC NAME: MOHR RENTAL BUILDING
410 MAIN ST E**

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-December-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."¹

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.² 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, apparently constructed the subject building, completing the project by early 1926.³ In March, Mohr and Elmer Childers, local contractor and owner-developer of the adjacent structure [MFRNO 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)

The 1927-1928 West Coast Directory for Medford lists the building as being occupied by the Pioneer Paint Company and the Snedcor Shop, presumably an interior decorating firm. By 1930 the site was occupied by "The Delicatessen Cafe."

In 1935, following Mohr's death, the property was purchased by H.C. Williamson and J. F. Erickson, the owners of the Modern Plumbing and Sheet Metal Company, previously located further west in this same block at 404 East Main. (JCD 204:80 and 204:88-89) "Fred" Erickson eventually became the sole owner of the company and continued to operate it at this location until 1946.

Mr. and Mrs. Fred Erickson, owners of the Modern Plumbing and Sheet Metal Co., 410 East Main, announced today the sale of the business...The new owners

¹ 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.

² Cora Knight was the sister of F.C. Page, developer of the Page Theater.

³ 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, possible 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.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

will take over operation of the firm immediately, continuing under the same name and at the present location. (*Medford Mail Tribune*, 7-April-1946, 12:1)

By 1948 "Grabow's Jewelry" was located here but by 1955 Polk Directories list the site as "vacant."

With the early 1960s demolition of the Esquire Theater, the adjacent property was re-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.⁴

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.

⁴ 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.

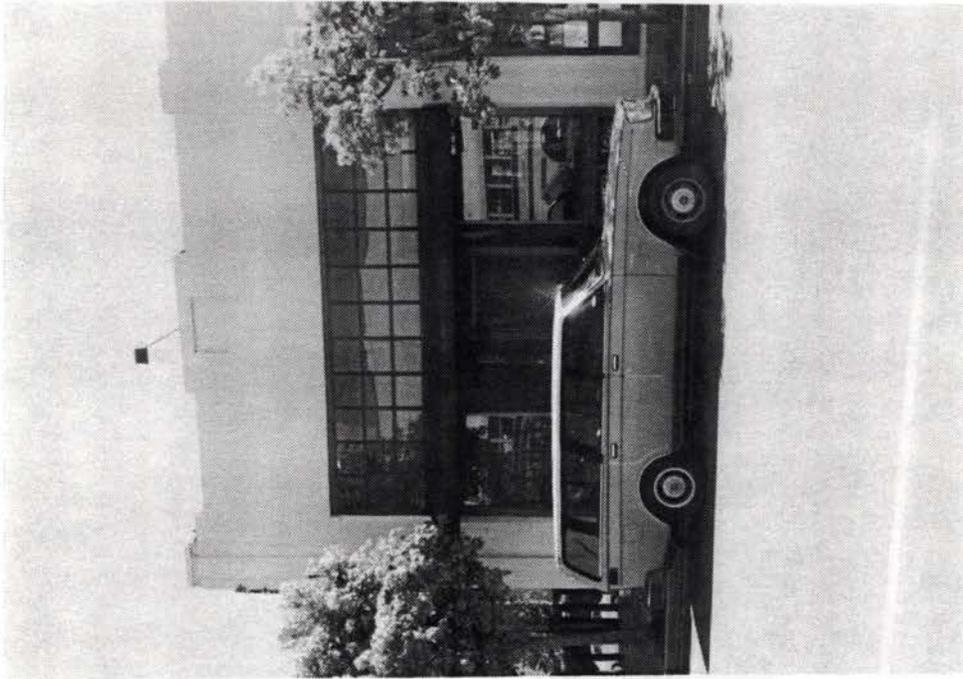
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Mohr Rental Building**

Common: **Main St Market**

Location: **410 MAIN ST E**

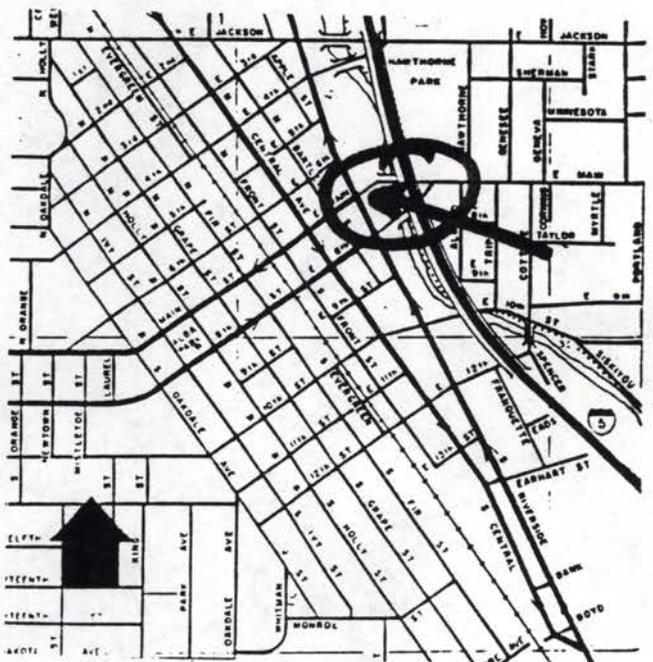
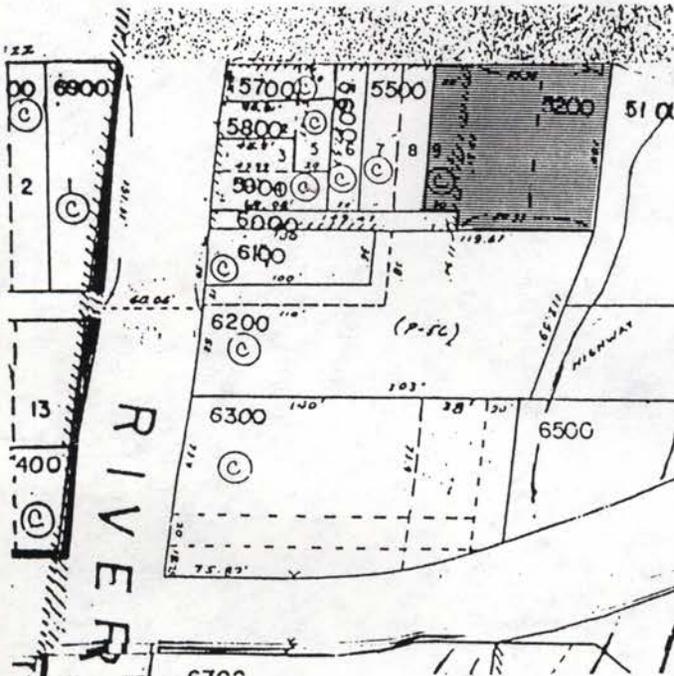
Date of Construction: **1926**



[Vertical Photo mounted in Horizontal Orientation]

Photo Roll: 4

Frame: 24a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 351.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Childers Building**
Location: **406 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **NELSON JOHN**
MailAdd **P O BOX 1705**

JACKSONVILLE, OR 97503
Addition: **Original Town Plat of Medford**
Block: **CK1** Lot: **7-9** Taxlot: **5500**
T/R/S **371W30BD** Acct# **10371058**
Quadrangle: **Medford [15min]**

Common: **Main St Market**
Date of Construction: **c1926**
Original Use:
Present Use:
Architect: **Unknown**
Builder: **Childers, Elmer [Attrib]**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Excellent**

Plan: **Rectangular**
Foundation: **Concrete:Poured**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed wood sash, multi-light transom band [c. 1980s, renovation]**

No. of Stories **1.0**
Basement: **Daylight**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Recessed entry, canvas awnings, stepped parapet detail, Applied lettering "Main Street Market" below cornice.**

Other:

Alterations/Additions: **Substantial renovation to present appearance in 1980s, see Statement**

Landscape Features: **Narrow landscaped area to rear [south]**

Associated Structures: **Shares common walls with buildings on either side.**

Setting:

Mid-block, facing north, on East Main Street, near Bear Creek, at traditional edge of downtown Medford commercial core.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **21a**

Date Recorded: **04/04/95**

Medford Planning Map Code:

Medford Planning Overlay:

Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **352.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 352.0

371W30BD 5500

**HISTORIC NAME: CHILDERS BUILDING
406 MAIN ST E**

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.¹ 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 [MFRNO 353.0] to form a unified three-bay appearance despite the separate construction and ownership of the two buildings.²

By 1942 the Childers Building was occupied by Franett's Military Store [on the west] and the Victory Cleaners, on the east, at 408. Both businesses reflect the dramatic impacts of the U.S. Army's Camp White, built east of Medford in White City. In 1946, the Larson-May Appliance Company opened in 408, and, by 1948, the Victory Cleaners had become "Valley Cleaners" at 408 East Main.

By the mid-1960s Larson-May had evolved into the Larson Appliance Company, expanding to fill the entire building. In 1969, when Larson's acquired the home appliance and entertainment section of Trowbridge Electric, the firm moved from this location to larger quarters at West Main and Fir. (*Medford Mail Tribune*, 28-April-1969) In the late 1970s the IOOF lodge was located here. The lodge apparently shared the space with small retail concerns. In 1982 the building, now owned by the Lodge, was sold to the present owners. 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.

¹ 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.

² See un-catalogued photograph in the W.E. Thomas Collection, Southern Oregon Historical Society.

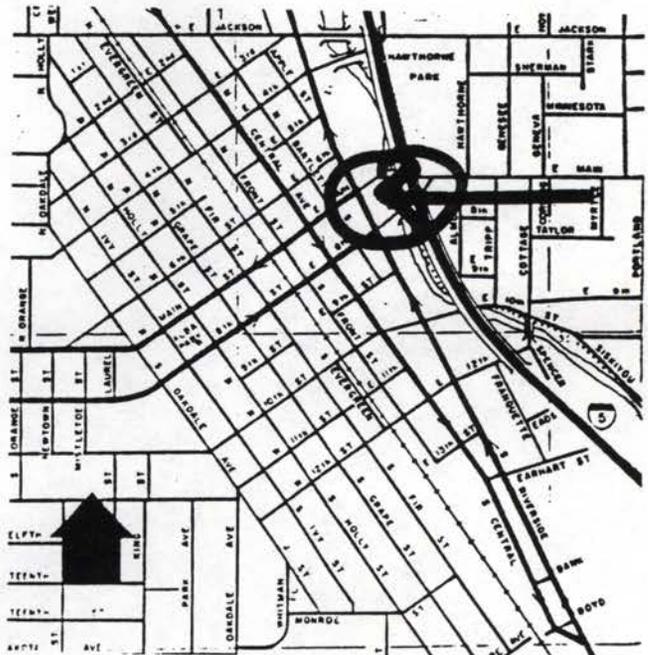
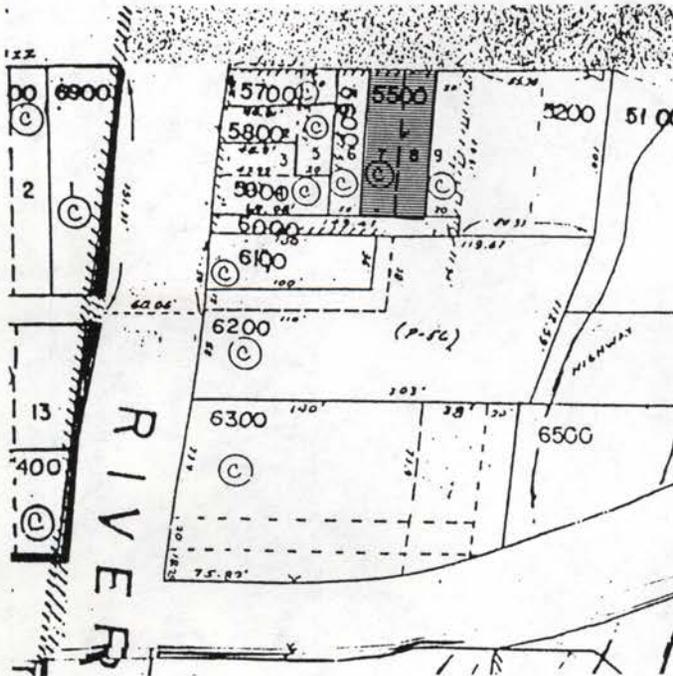
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Childers Building**
Location: **406 MAIN ST E**

Common: **Main St Market**
Date of Construction: **c1926**



Photo Roll: 4 Frame: 21a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 352.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Jerome-Vawter Building**
Location: **404 MAIN ST E**
City: **Medford, Oregon 97501**
Owner: **MC GEE ALICE**
MailAdd **P O BOX 1705**

JACKSONVILLE, OR 97503
Addition: **Original Town Plat of Medford**
Block: **CK1** Lot: **6** Taxlot: **5600**
T/R/S **371W30BD** Acct# **1371066**
Quadrangle: **Medford [15min]**

Common: **Main St Market, Annex**
Date of Construction: **1925**
Original Use:
Present Use: **Commerce:Business**
Architect: **Unknown**
Builder: **Stuart, R.I.**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular** No. of Stories **1.0**
Foundation: **Concrete:Poured** Basement: **Yes**
Roof Form: **Flat, single slope** Roof Material: **Asphalt;Hot Mop**
Wall Construction: **Concrete** Stuct. Frame: **Masonry:Concrete**
Primary Window: **Fixed wood sash, multi-light transom band [c. 1980s, renovation]**

Exterior Surface: **Stucco**
Decorative Features: **Recessed entry, canvas awnings, small applied detail at center parapet, modest stepped parapet, small tile inset on pilasters.**

Other:

Alterations/Additions: **Sustantial renovation to present apperance in 1980s, see Statement**

Landscape Features: **Narrow landscaped area to rear [south]**

Associated Structures: **Shares common wall with buildings on either side, related history.**
Setting:

Mid-block, facing north, near intersection of East Main and Riverside near edge of tradition downtown Medford commercial core.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **20a**

Date Recorded: **04/04/95**

Medford Planning Map Code:

Medford Planning Overlay: Zoning: **C-C/CB**

Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **353.0**

SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 353.0

371W30BD 5600

**HISTORIC NAME: JEROME-VAWTER BUILDING
404 MAIN ST E**

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 [MFRNO 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. (*Medford Mail Tribune*, 5-June-1925, 8:3)

Construction apparently proceeded ahead of pace, as by the end of June, Modern Sheet Metal was reported as already moving into the structure. (*Jackson County News*, 26-June-1925) Sanborn Fire Insurance Maps of Medford, from 1927, show the building in its present configuration, with the occupant listed as "Plumbing and Tin Shop." That tenant, the Modern Sheet Metal and Plumbing Company, was founded in 1920, first locating in the Sparta Building, across East Main [MFRNO 362.0] with H.C. Williamson and Arthur Tyo as the original owners. In 1923 John Erickson purchased Tyo's interest and the firm moved to North Fir Street where they remained until relocating to the subject structure two years later.

In 1925 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 owned 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 [MFRNO 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 were restored and rehabilitated as a component of the "Main Street Market."

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

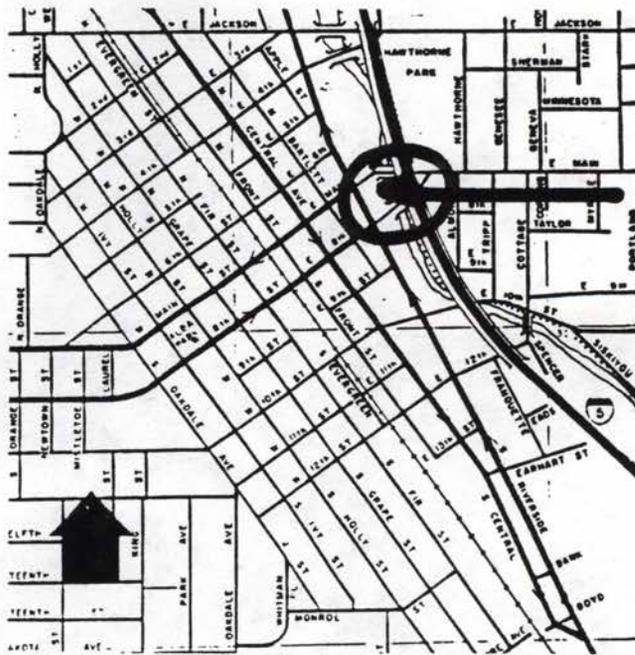
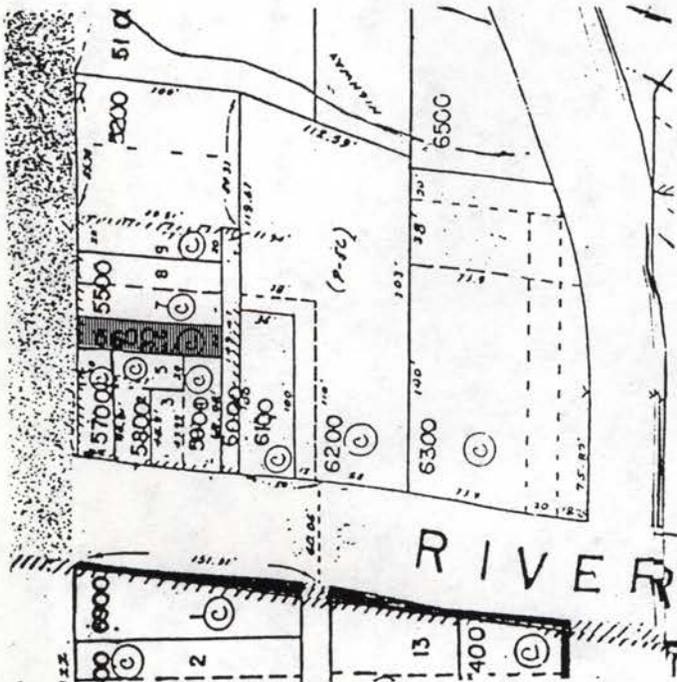
Historic Name: **Jerome-Vawter Building**
Location: **404 MAIN ST E**

Common: **Main St Market, Annex**
Date of Construction: **1925**



Photo Roll: 4

Frame: 20a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 353.0
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Jerome Building(Pharmacy)**
Location: **3 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **FORNER, VICTOR/EDITH**
MailAdd **6398 MEADOWRIDGE DR**

SANTA ROSA, CA 95409
Addition: **Original Town Plat of Medford**
Block: **CK1** Lot: **1, p.5** Taxlot: **5700**
T/R/S **371W30BD** Acct# **1371074**
Quadrangle: **Medford [15min]**

Common: **Auto Supply & Parts Co**
Date of Construction: **1925**
Original Use: **Commerce:Spec Store;Other**
Present Use: **Commerce:Tavern**
Architect: **Unknown**
Builder: **Stuart, R.I. [Attrib]**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Poured**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash**

No. of Stories **1.0**
Basement: **Yes**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Curved entrance, engaged columns with capitals, incandescent lighting band at cornice line,**
Other:

Alterations/Additions: **Windows on Main st filled, entry wall altered [n.d.]**

Landscape Features: **None**

Associated Structures: **Shared development with 354.2 to south**
Setting:

Prominent corner location at SE intersection of Riverside and East Main street, traditional crossroads of Pacific Highway and downtown commercial core of Medford.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **4** Frame[s]: **1a**

Date Recorded: **04/04/95**

Medford Planning Map Code:

Medford Planning Overlay: Zoning: **B-C**

Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **354.1**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 354.1

371W30BD 5700

HISTORIC NAME: JEROME BUILDING [EASTSIDE PHARMACY]

3 RIVERSIDE AVE S

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. (*Medford Mail Tribune*, 24-April-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 1963.¹ The Jerome Building, 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. [MFRNO 354.2]

The graceful round corner entrance of the Jerome Building was obviously modeled after the earlier Sparta Building, across East Main Street. Together the two buildings formed an entry to "East Medford" and the Bear Creek Bridge on this portion of East Main, the last to be developed for commercial uses. The entire corner, combined with the adjoining development on East Main street, recognized its joint development and importance in "completing" the commercial development of Main Street in a half-page advertisement published in January 1928. Two views of the building, showing both the Riverside and Main street frontages of the entire corner, proclaimed "East Main and South Riverside Blocks in Center of Fast Growing Section."

Eastside Drug remained in the corner entrance into the 1930s, having been replaced by Wainscots Drug sometime prior to 1942.² Wainscot's had left this building for another downtown location³ by 1955 and in April the store was remodeled for use by Laurine and Dyke Floorcoverings.

By 1966 the corner entrance, now apparently renumbered to "3 North Riverside" had become the site of the "The Timber Room" lounge and "The Timber Room Cafe" was located next door at 5

¹ See *Medford Mail Tribune*, 9-April-1925, 2:5 and Kramer, "The Jerome [Smith Drug] Building," Preliminary Historical Information, prepared for Glenn Northcross, September 1990.

² For clarification, the Eastside/Wainscot Drug entrance was identified as "400 East Main Street" while the Auto Parts and Supply entry, was identified as "3 South Riverside" during the historic period.

³ See MFRNO 257.0.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

South Riverside. Both businesses remained here through late 1970s-early 1980s.

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.

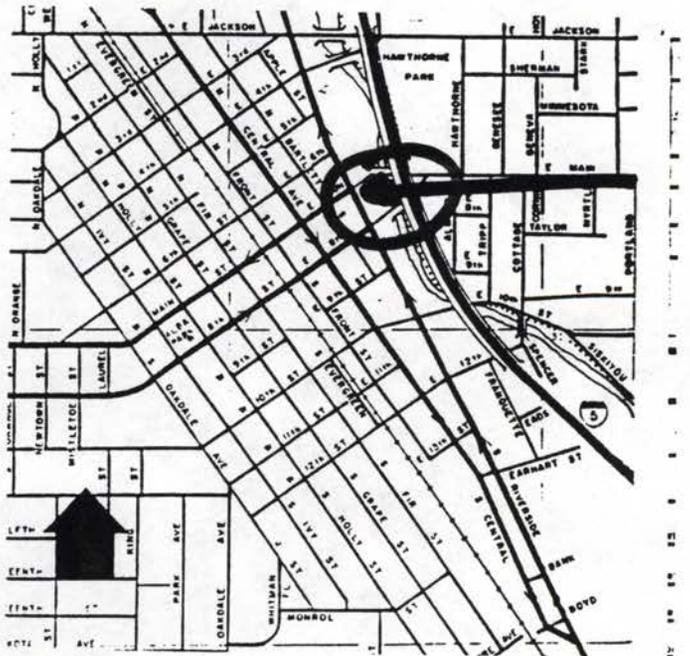
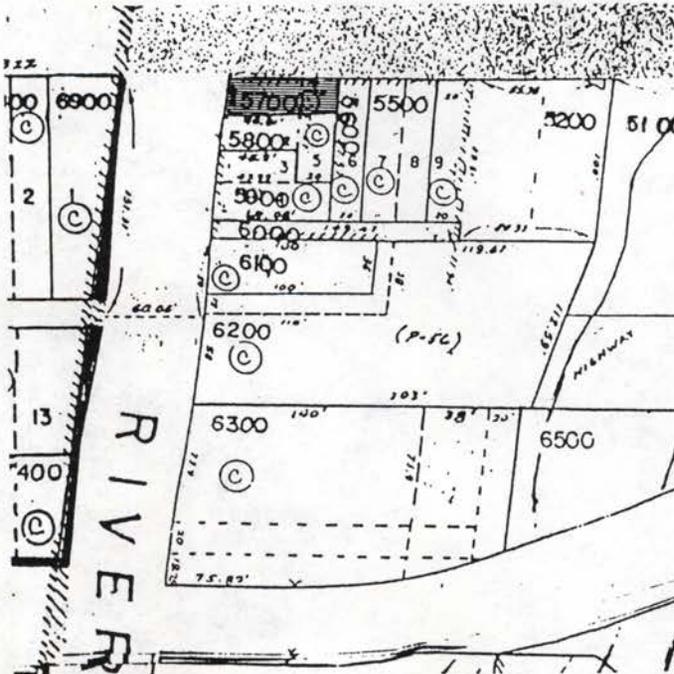
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Jerome Building(Pharmacy)**
Location: **3 RIVERSIDE AVE S**

Common: **Auto Supply & Parts Co**
Date of Construction: **1925**



Photo Roll: 4 Frame: 1a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 354.1
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]**

Historic Name: **Jerome Building(Auto Parts)**
Location: **3 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **FORNER, VICTOR/EDITH**
MailAdd **6398 MEADOWRIDGE DR**

MEDFORD , OR 95409
Addition: **Original Town Plat of Medford**
Block: **CK1** Lot: **2** Taxlot: **5800**
T/R/S **371W30BD** Acct# **1371082**
Quadrangle: **Medford [15min]**

Plan: **L-Shaped**
Foundation: **Concrete:Poured**
Roof Form: **Flat; single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal sash**

Exterior Surface: **Stucco, Brick Veneer**

Decorative Features: **Stepped parapet with triangular center segment, twin cartouches at cornice level, recessed upper portion of storefront bay**

Other:

Alterations/Additions: **Brick veneer added to storefront, transom band infilled,**

Landscape Features: **None**

Associated Structures: **Shared development with 354.1, to north. Now joined to 355.0 to south.**

Near corner, facing west, at intersection of East Main and Riverside, in commercial core of downtown Medford.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Common: **Club Cafe**
Date of Construction: **1925**
Original Use: **Commerce:Auto-Related**
Present Use: **Commerce:Tavern**
Architect: **Unknown**
Builder: **Stuart, R.I. [Attrib]**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

No. of Stories **1.0**
Basement: **Yes**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Photo Roll: **4** Frame[s]: **2a**
Date Recorded: **04/04/95**
Medford Planning Map Code:
Medford Planning Overlay: **Zoning: C-C/CB**
Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **354.2**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 354.2

371W30BD 5800

**HISTORIC NAME: JEROME BUILDING [AUTO PARTS SUPPLY]
3 RIVERSIDE AVE S**

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. (*Medford Mail Tribune*, 24-April-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 1963.¹ The Jerome Building, 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. [MFRNO 354.1] The Auto Parts and Supply Company occupied the southern portion of the building, now Tax Lot 5800.

The graceful round corner entrance of the Jerome Building was obviously modeled after the earlier Sparta Building, across East Main Street. Together the two buildings formed an entry to "East Medford" and the Bear Creek Bridge on this portion of East Main, the last to be developed for commercial uses. The entire corner, combined with the adjoining development on East Main street, recognized its joint development and importance in "completing" the commercial development of Main Street in a half-page advertisement published in January 1928. Two views of the building, showing both the Riverside and Main street frontages of the entire corner, proclaimed "East Main and South Riverside Blocks in Center of Fast Growing Section."

Eastside Drug remained in the corner entrance into the 1930s, having been replaced by Wainscots Drug sometime prior to 1942.² Wainscot's had left this building for another downtown location³ by 1955 and in April the store was remodeled for use by Laurine and Dyke Floorcoverings.

By 1966 the corner entrance, now apparently renumbered to "3 North Riverside" had become the site of the "The Timber Room" lounge and "The Timber Room Cafe" was located next door at 5

¹ See *Medford Mail Tribune*, 9-April-1925, 2:5 and Kramer, "The Jerome [Smith Drug] Building," Preliminary Historical Information, prepared for Glenn Northcross, September 1990.

² For clarification, the Eastside/Wainscot Drug entrance was identified as "400 East Main Street" while the Auto Parts and Supply entry, was identified as "3 South Riverside" during the historic period.

³ See MFRNO 257.0.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

South Riverside. Both businesses remained here through late 1970s-early 1980s.

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.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

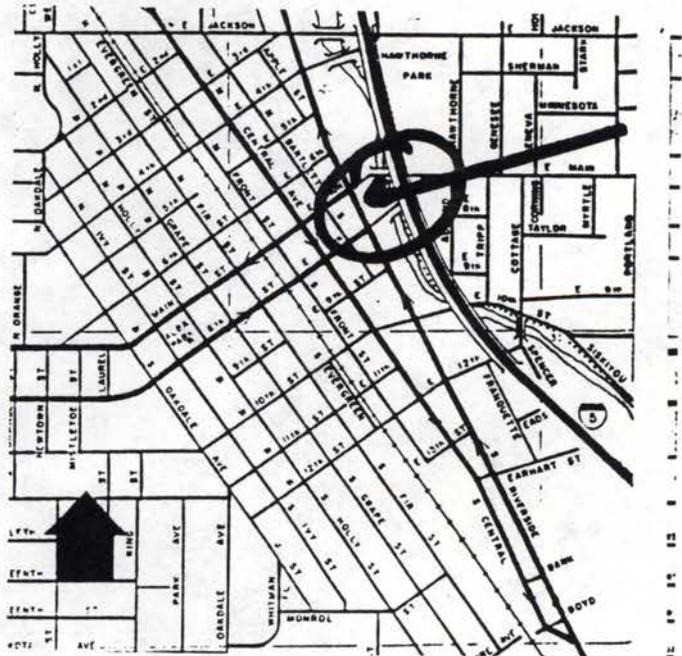
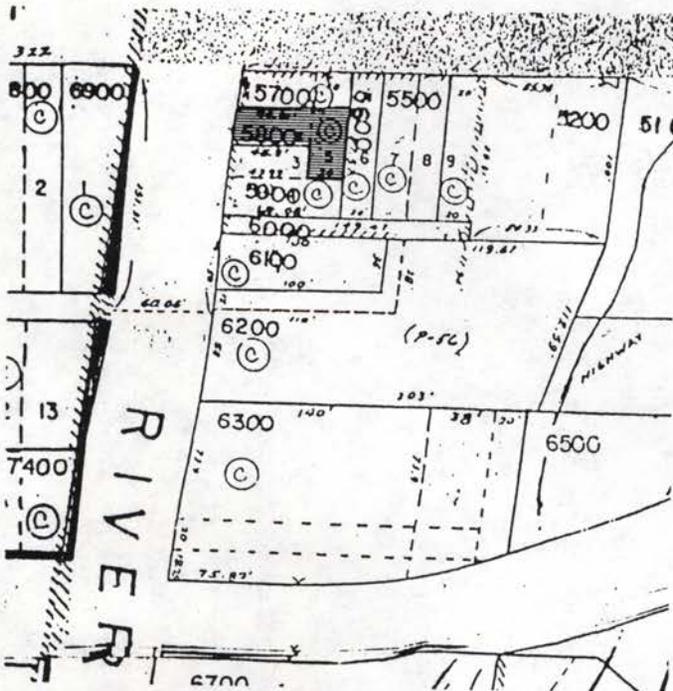
Historic Name: **Jerome Building(Auto Parts)**
Location: **3 RIVERSIDE AVE S**

Common: **Club Cafe**
Date of Construction: **1925**



Photo Roll: 4

Frame: 2a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 354.2
SHPO NO:

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**
[Jackson County 029]

Historic Name: **Peerless Bakery Building**
Location: **7 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **LEAHY, SOPHIE**
MailAdd **6398 MEADOWRIDGE DR**

SANTA ROSA, CA 95405
Addition: **Original Town Plat of Medford**
Block: **CK1 Lot: 3-4 Taxlot: 5900**
T/R/S **371W30BD Acct# 1371091**
Quadrangle: **Medford [15min]**

Common:
Date of Construction: **1925**
Original Use: **Commerce:Restaurant**
Present Use: **Commerce:Tavern**
Architect: **Unknown**
Builder: **Cornwall, I.O.**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Fair**

Plan: **Rectangular**
Foundation: **Concrete:Poured**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Six-light metal sash [south elevation], none on facade**

No. of Stories **1.0**
Basement: **Yes**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco, Concrete [S.] Brick Veneer**
Decorative Features: **Incised panels above bays, remnant pilasters visible above brick veneer**

Other:

Alterations/Additions: **Storefronts filled, altered [n.d., c. 1980s]**

Landscape Features: **Small grassy area\driveway to south**

Associated Structures: **Interior is joined with 354.2 to north.**

Setting: **Mid-block, facing west, near intersection of East Main and Riverside in commercial core of downtown Medford.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **35a**
Date Recorded: **04/04/95**
Medford Planning Map Code:
Medford Planning Overlay: **Zoning: C-C/CB**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **355.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 355.0

371W30BD 5900

HISTORIC NAME: PEERLESS BAKERY BUILDING

7 RIVERSIDE AVE S

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 referred to 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. (*Medford Mail Tribune*, 20-June-1925)

Sanborn Maps of Medford dated 1927 show the subject building with the south half, slightly deeper off of Riverside, occupied by a bakery with unspecified retail in the northern storefront. The special issue of the Mail Tribune published for New Years 1928 shows the twin bays of the building occupied by E.C. Corn's real estate office on the south and the "Club Cafe" on the north. (*Medford Mail Tribune*, 2-January-1928)

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 [MFRNO 354.2] although it remained under separate ownership. In 1955 the southern portion of the building housed the "Mutual of Omaha Insurance" office.

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. None of the detailed cornice features of the Jerome Building, to which it is now joined, are evident. The present exterior, stucco with infilled windows and brick veneer below the sill levels, appear substantially and attempt to integrate this structure with its neighbor into a visual unit.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

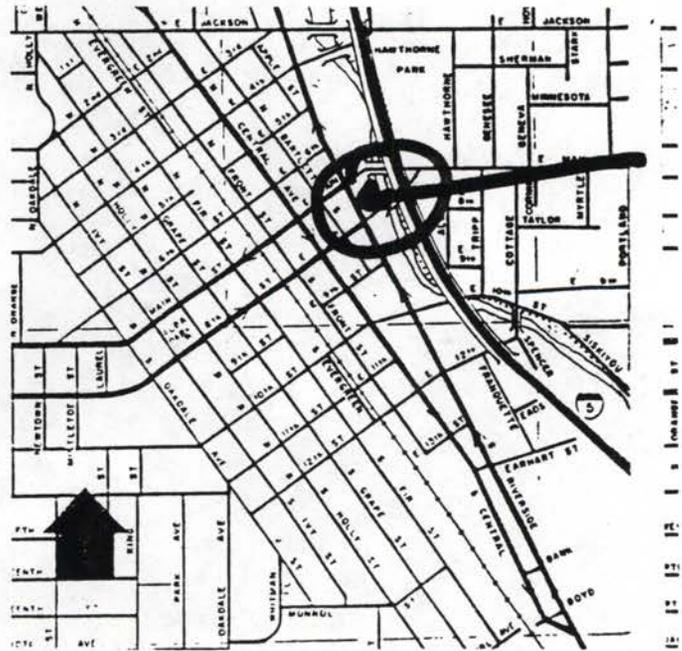
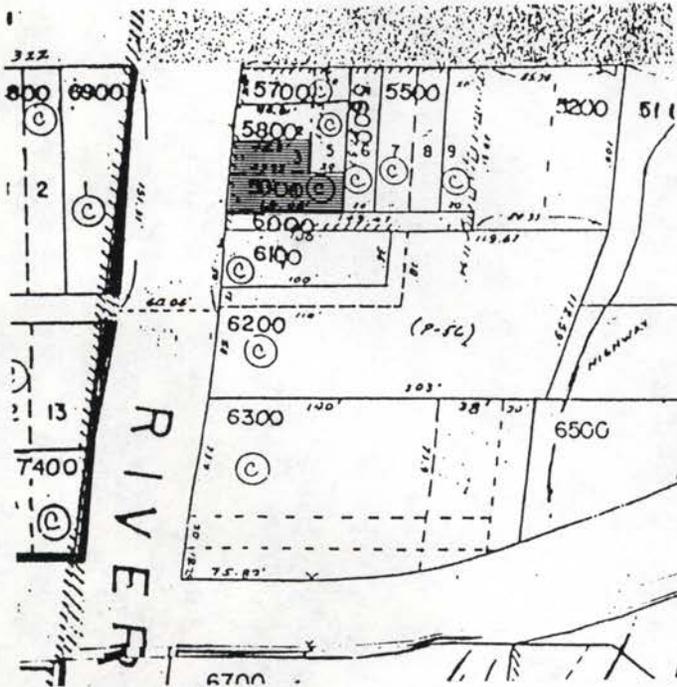
Historic Name: **Peerless Bakery Building**
 Location: **7 RIVERSIDE AVE S**

Common:
 Date of Construction: **1925**



Photo Roll: 3

Frame: 35a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 355.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Derrick's Cafeteria**
Location: **17 RIVERSIDE AVE S**
City: **Medford, Oregon 97501**
Owner: **DRIVE IN MARKET/TALENT INC**
MailAdd **P O BOX 337**

TALENT, OR 97540
Addition: **Original Town Plat of Medford**
Block: **CK1** Lot: Taxlot: **6100**
T/R/S **371W30BD** Acct# **1371114**
Quadrangle: **Medford [15min]**

Common: **Spot Tavern**
Date of Construction: **1924**
Original Use: **Commerce:Restaurant**
Present Use: **Commerce:Tavern**
Architect: **Clark, Frank Chamberlain**
Builder: **Stuart, R.I.**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Poured**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed glass (facade), arched top 1/1 wood sash on north**

No. of Stories **1.5**
Basement: **Partial**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco, Exposed Concrete**
Decorative Features: **Arched windows, arched storefront bays, projecting cornice, stringcourse line across columns**

Other:
Early projecting neon sign.

Alterations/Additions: **Storefront bays altered, windows filled\removed**

Landscape Features: **Small grassy area to north on sep. lot, paved parking area to rear [east]**

Associated Structures: **None**

Setting: **Mid-block, facing west, at eastern edge of downtown Medford commercial core.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **34a**
Date Recorded: **04/04/95**
Medford Planning Map Code:
Medford Planning Overlay: Zoning: **C-C/CB**
Ranking: **Secondary**

Recorded By: **George Kramer, M.S., HP Ashland, Oregon**

Medford Survey ID **358.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 358.0

371W30BD 6100

HISTORIC NAME: DERRICK'S CAFETERIA
17 RIVERSIDE AVE S

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.S. 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. (*Medford Mail Tribune*, 2-September-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.

It is expected that the new building will be completed and occupied within two to three months. This improvement will be much appreciated in that section...Mr. Derrick, who is an experienced restaurant man with cafeterias in Oakland, Cal. and Portland, Ore. wanted to have his Medford cafeteria on the Pacific highway close to the business district. (*Medford Mail Tribune*, 25-September-1925, 8:2)

Derrick opened the new business to the public amid much local excitement in February 1925.

'We are offering to Medford and southern Oregon people a cafeteria which we think will please them', says Mr. Derrick. 'We have spared no expense in making it one of the most complete and modern eating places between Portland and San Francisco, and we cordially invite all people of this section to call and inspect both our building and equipment.' (*Medford Mail Tribune*, 23-February-1925, 8:2)

Despite Derrick's high hopes, within a short time the building 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 property includes the large Hubert Derrick building now occupied by Hall's Cafeteria and a smaller, unoccupied, building a short distance south. (*Medford Mail Tribune*, 18-April-1929, 1:2)

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. In 1951 the building was purchased by Dr. George S. and Hortense Jennings, presumably as an investment. The Spot continues to occupy the building, as it has for more than 50 years.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area. Phase II. 1994-95

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.¹

¹ 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.

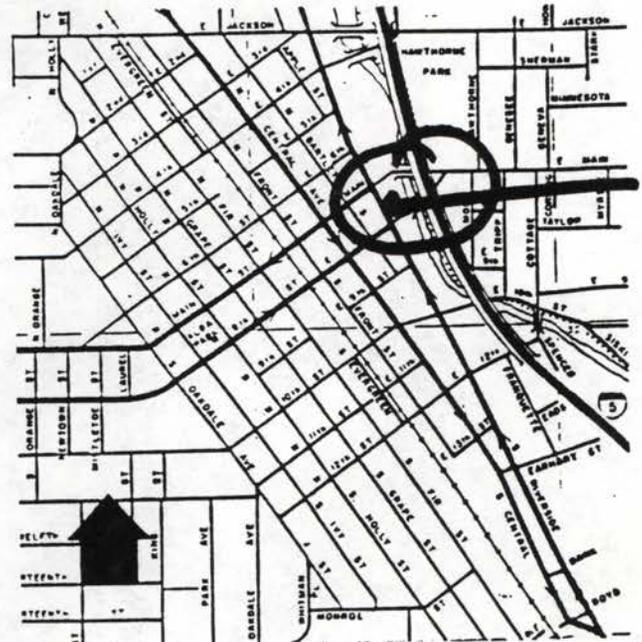
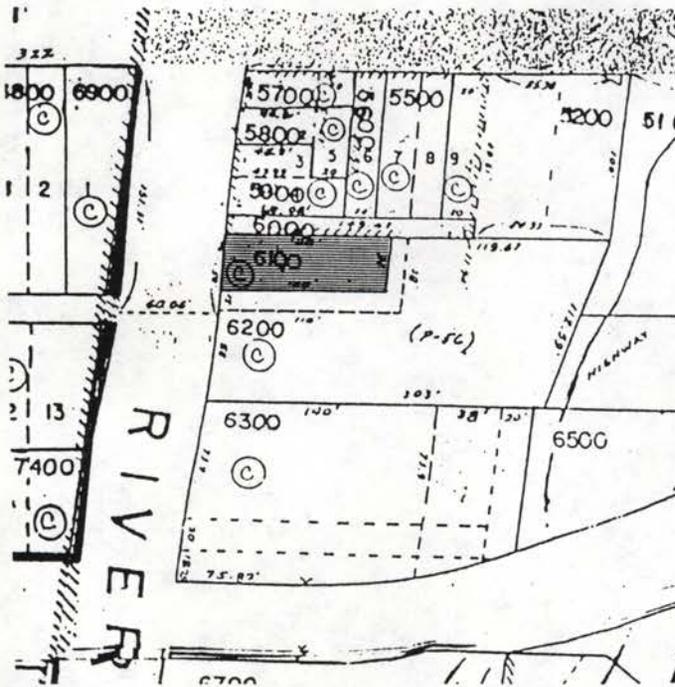
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Derrick's Cafeteria**
 Location: **17 RIVERSIDE AVE S**

Common: **Spot Tavern**
 Date of Construction: **1924**



Photo Roll: 3 Frame: 34a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 358.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 359.0

371W30BD-6200

**HISTORIC NAME: HUBBARD-WRAY IMPLEMENT CO.
25 RIVERSIDE AVE S**

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. (*Medford Mail Tribune*, 26-February-1948, 1:7)

James Hoey's design for the Hubbard-Wray Company was 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 was a division of the longtime downtown Medford Hubbard Bros. Hardware Company.¹ One of the oldest John Deere implement dealers in the western United States, the older firm had split off a separate division to sell its farm implement line under the direction of Wray in 1935.

Erection of the [new] building was necessitated by rapid growth of both Hubbard Brothers Hardware and the Hubbard-Wray Company... (*Medford Mail Tribune*, 27-May-1948, 9:1-5)

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.² A faded wall graphic from this use remains visible across the top of the building, overlooking Bear Creek. The Hubbard-Wray building has now been joined with that of the Humphrey Motors Building, to the south, although the buildings remain on separate tax lots.

¹ See MFRNO 270.1.

² Mrs. Donald K. Ford, personal communication with the Author, 28-March-1995. Mrs. Ford's late husband was the longtime manager of the Western Auto Supply Company in Medford.

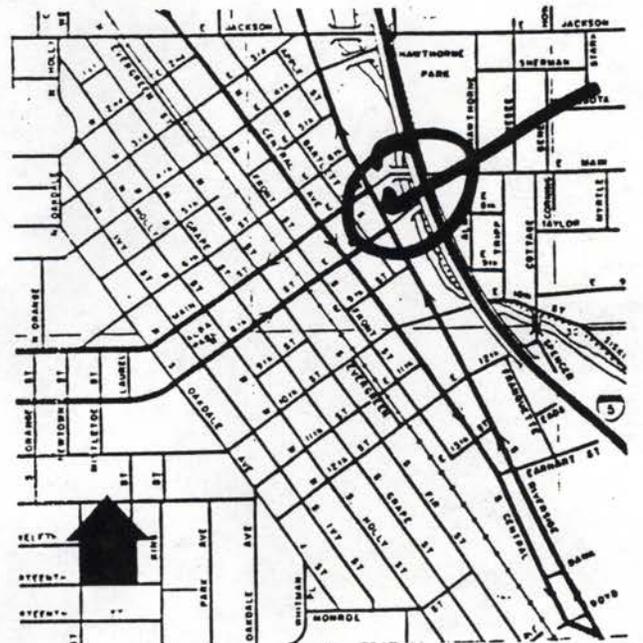
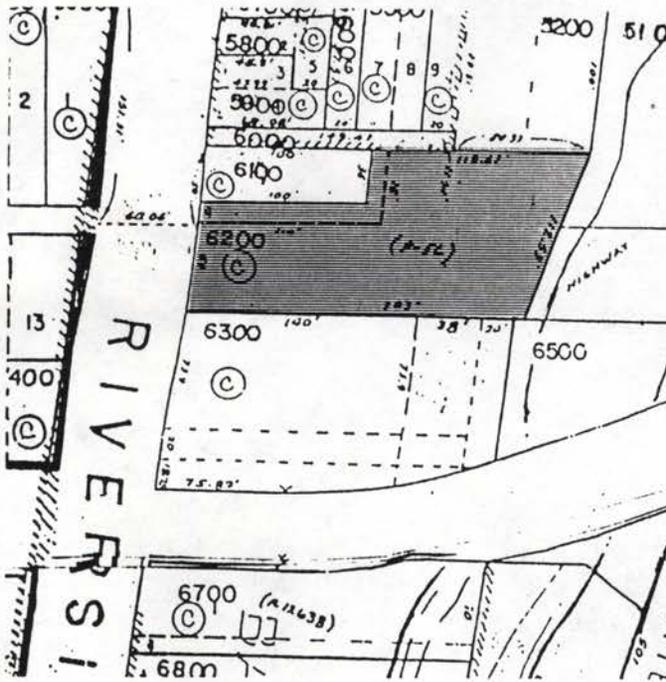
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Hubbard-Wray Implement Co.**
Location: **25 RIVERSIDE AVE S**

Common: **New Trend Interiors [N]**
Date of Construction: **1948**



Photo Roll: 2 Frame: 5a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 359.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 360.0

371W30BD 6300

**HISTORIC NAME: P.T. YOUNG/HUMPHREY MOTORS BLDG
33 RIVERSIDE AVE S**

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. (*Medford Mail Tribune*, 6-May-1936, 1:8)

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. Sometime prior to 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. The present use, a carpet showroom, under various names, dates at least from the late 1970s, and had now expanded into the adjacent building. [See MFRNO 359.0]

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.¹ 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.

¹ 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. [MFRNO 336.0]

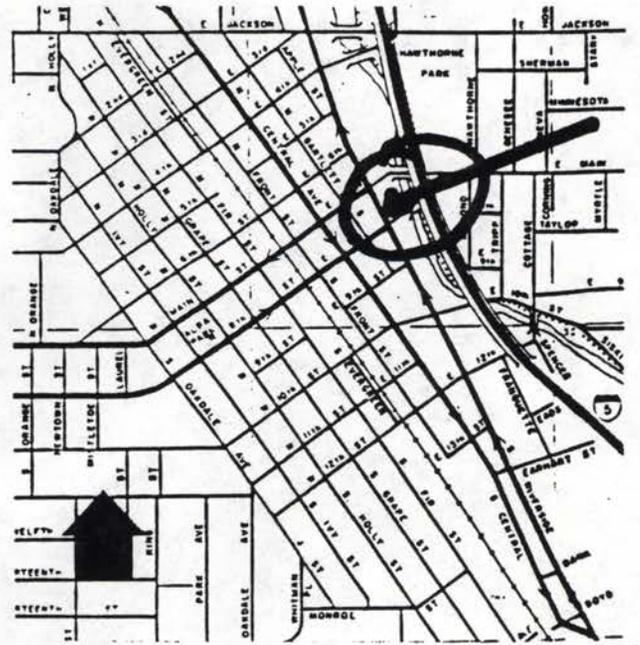
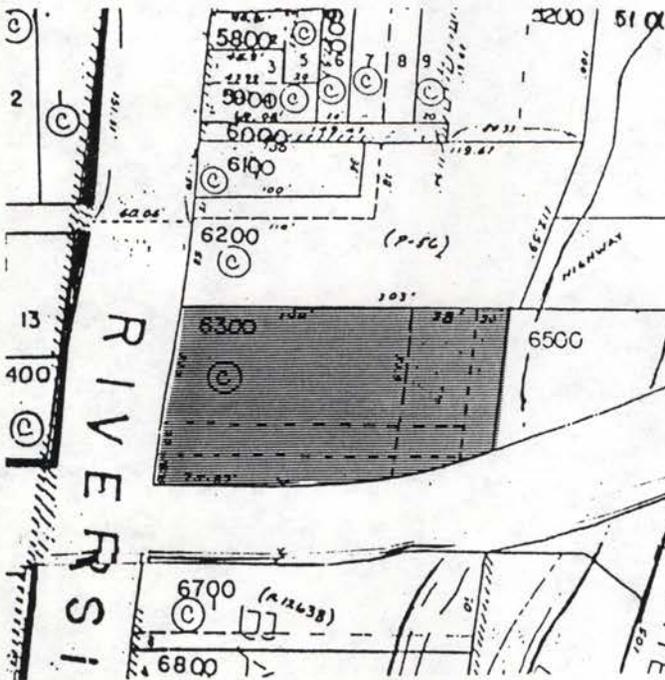
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **P.T. Young/Humphrey Motors**
Location: **33 RIVERSIDE AVE S**

Common: **New Trend**
Date of Construction: **1942**



Photo Roll: 2 Frame: 4a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

Medford Survey No. 360.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: Sparta Building	Common: Sparta Building
Location: 12 RIVERSIDE AVE N	Date of Construction: 1912
City: Medford, Oregon 97501	Original Use: Commerce:Auto-Related;Sales
Owner: RIFFE, WILLIAM W TRUSTEE	Present Use: Commerce:Restaurant
MailAdd DALE, RUSSELL E	Architect: Clark, Frank Chamberlain
585 ALLISON ST	Builder: Childers, Elmer
ASHLAND, OR 97520	Style: Period:Am. Renn.
Addition: Original Town Plat of Medford	Resource Type: Building
Block: Lot: Taxlot: 9200	Theme: Transport:Communication
T/R/S 371W30BB	Condition: Excellent
Acct# 10369171	
Quadrangle: Medford [15min]	

Plan: Irregular	No. of Stories 2.0
Foundation: Brick	Basement: Partial
Roof Form: Flat, single slope	Roof Material: Asphalt;Hot Mop
Wall Construction: Brick	Stuct. Frame: Masonry;Brick
Primary Window: 1/1 double hung, wood sash	

Exterior Surface: **Brick:Glazed Face, Common Bond, Stucco**
Decorative Features: **Curved corner, pilasters at second floor, metal cornice with dentils, rusticated brick surface**

Other: **Faded "Sparta" sign at stringcourse above entry**

Alterations/Additions: **Substantial alteration to first floor [c.1960s-70s] covers original exterior materials, window alterations. Surface painted "vines" by present tenant.**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Prominent corner location facing SW at intersection of East Main and Riverside in downtown Medford commercial core.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: 3 Frame(s): 6a
Date Recorded: 04/04/95
Medford Planning Map Code: CC
Medford Planning Overlay: CB Zoning: C-C
Ranking: **Primary [NR]**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **362.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 362.0

371W30BB 9200

HISTORIC NAME: SPARTA BUILDING

12 RIVERSIDE AVE N

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.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Sparta Building**

Common: **Sparta Building**

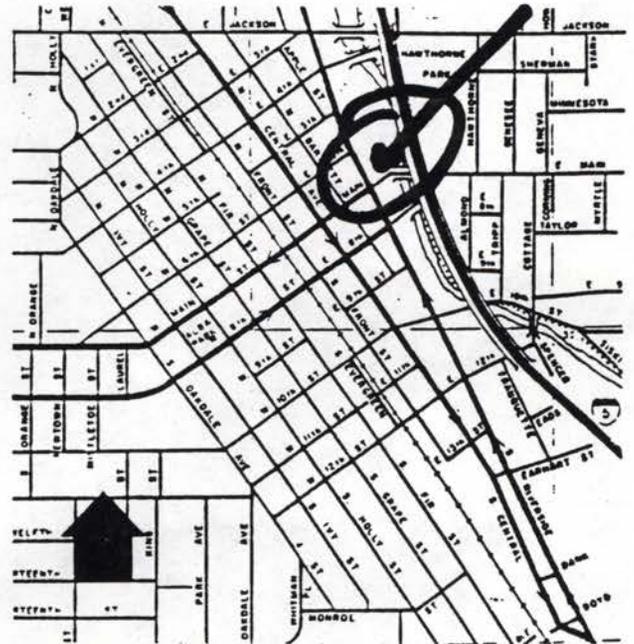
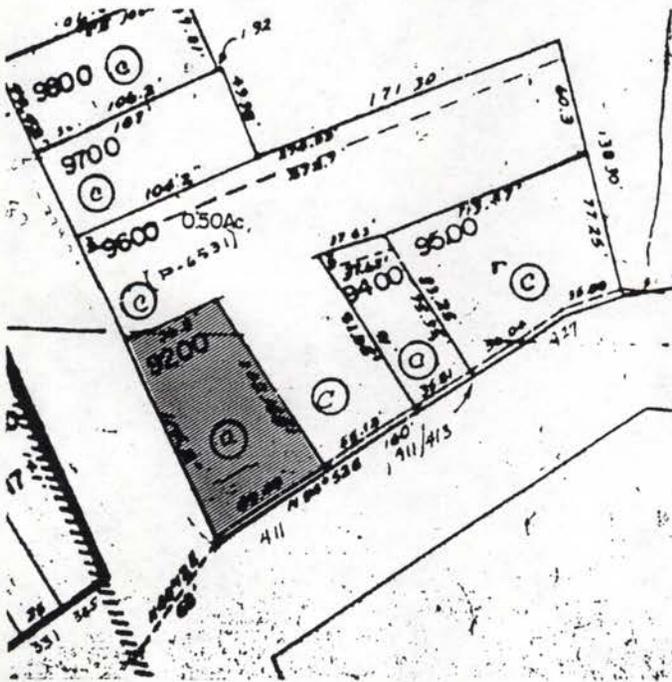
Location: **12 RIVERSIDE AVE N**

Date of Construction: **1912**



Photo Roll: 3

Frame: 6a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 363.0

371W30BB 9400

HISTORIC NAME: HUBER CONFECTIONERY

413 MAIN ST E

Construction of this one-story brick volume apparently occurred sometime shortly following the completion the adjacent "Busy Corner Motors" building to the east. [MFRNO 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.

The 1930 directory lists this as the location of "Colyear Motors" and by 1937 the building was occupied by the "Ideal Bicycle Shop" and the "Tri-State Neon Sign Company." In 1942 "Williams Army Tailors," one of many such uses opened in Medford as a result of Camp White, occupied the west and "Cook's Beauty Shop" was in the eastern half of the building. After the war, in 1948, "Santo's Agate Shop" opened in the western storefront and the "Rolling Pin Do-Nut Shop," a long-time tenant opened on the east. Both uses remained at least through the mid-1950s with the Rolling Pin open as late as 1966. KBOY radio and the Medford Coin Exchange are among the more recent tenants.

By 1937 the subject property had been purchased by the Jackson Investment Company, comprised of Roland Hubbard and E.A. Littrell. (JCD 211:400) Later owners included local real estate agent and builder D.L. Pickell, whose offices were here.

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. Although remodeled, the building still retains much of its original twin entrance design. The west entrance has lost its transom band with the similar feature of the eastern bay probably survives to some degree behind the modern T-111 panels across the top of the display windows. The Huber Confectionery is currently used for furniture storage and repair, in connection with the antique mall housed on the adjacent parcel.

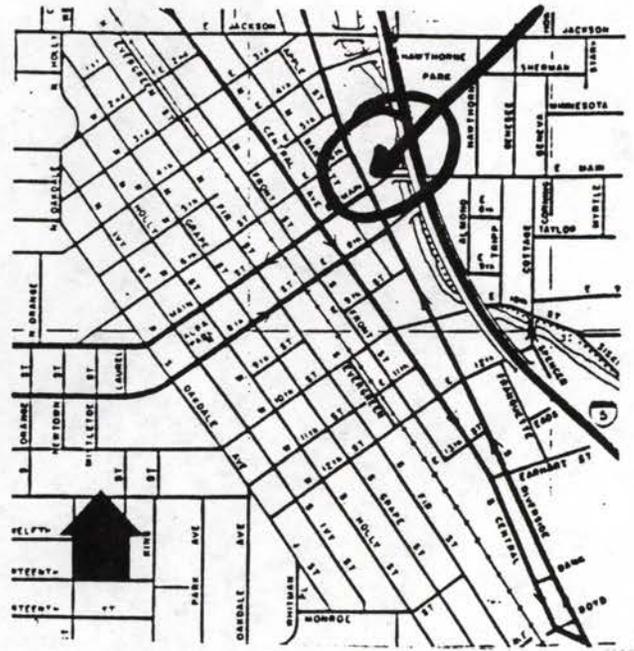
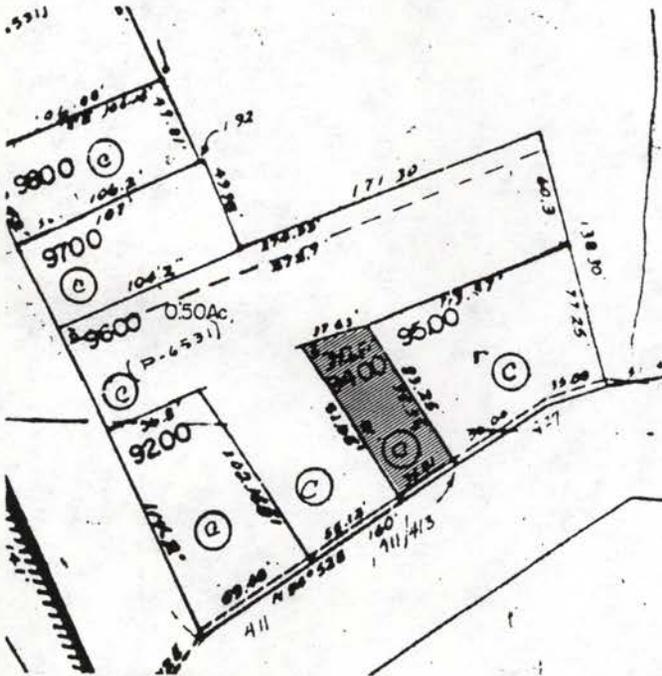
Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995

Historic Name: **Huber Confectionary**
Location: **413 MAIN ST E**

Common: **Medford Coin Exchange**
Date of Construction: **1925**



Photo Roll: 1 Frame: 9a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 363.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 364.0

371W30BB 9500

**HISTORIC NAME: CHILDERS BUILDING/DREAMLAND
417 MAIN ST E**

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. The three-part facade, with its engaged columns and arched parapets over the six storefronts, has been only superficially remodeled and retains much of the original design. 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..... (*Medford Mail Tribune*, 28-September-1928, 5:2)

Despite the grand appointments of the space, Medford does not seem to have supported the new boxing venture and, for whatever reason, the operation did not survive thirty days. By mid-October, the *Mail Tribune* reported that "a new theater" was to open in the Childers Building by Elmer Childers and his crew.

The theater, which was formerly used for a boxing arena, is being remodeled to fit the requirements of dramatic productions and will be leased for the next three months with an option for a year if the shows prove financially successful. (*Medford Mail Tribune*, 17-October-1928, 3:6)

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. (*Medford Mail Tribune*, 31-December-1928, 7:6-8)

Frank's Comedians were apparently as unsuccessful as the boxing venture. 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

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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. (*Medford Mail Tribune*, 29-March-1929, 7:3)

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. (*Medford Mail Tribune*, 7-June-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. (*Medford Mail Tribune*, 18-February-1991, D1)

By 1955, Dreamland remained as the major use with smaller retail and professional spaces, including Amos W. Walker's real estate and Clark J. Walker's insurance offices, occupying the East Main Street storefronts. The "Walker Apartments," with two rental units, were on the second floor. In 1964 an apparently short-lived attempt at providing a teen-only entertainment facility, "the Sugar Shack" was located here. (*Medford Mail Tribune*, 26-January-1964, B1) 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.

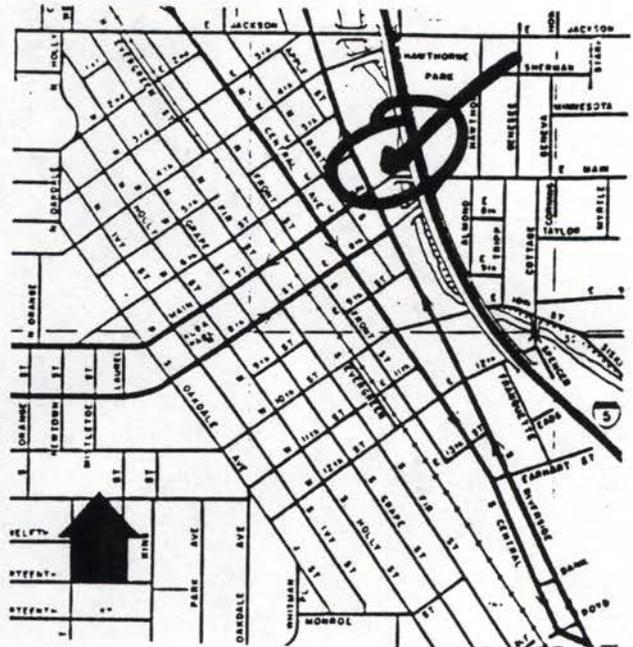
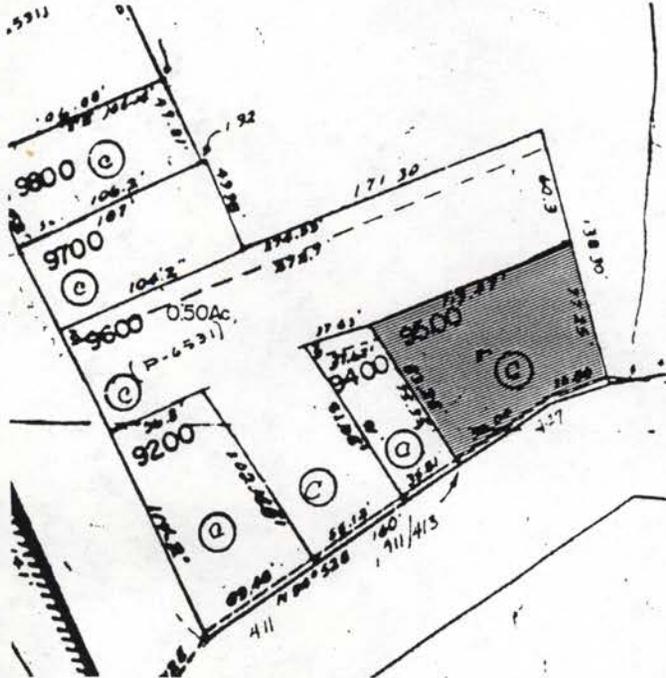
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Childers-Dreamland Building**
Location: **417 MAIN ST E**

Common: **Chip Wright Karate**
Date of Construction: **1928**



Photo Roll: 3 Frame: 3a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

Medford Survey No. 364.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Busy Corner Motors Co. Bldg**
Location: **32 RIVERSIDE AVE N**
City: **Medford, Oregon 97501**
Owner: **CEARLEY, KENNETH TRUSTEE**
MailAdd **30 N RIVERSIDE**

MEDFORD , **OR 97501**
Addition: **Original Town Plat of Medford**
Block: Lot: Taxlot: **9600**
T/R/S **371W30BB** Acct# **10369211**
Quadrangle: **Medford [15min]**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal storefront display**

Exterior Surface: **Stucco**
Decorative Features: **Stepped parapet with banding, recessed entry [east]**

Other:

Alterations/Additions: **Western storefront entry removed, windows altered**

Landscape Features: **None**

Associated Structures: **Opened at western end to interior connection with adjacent building, combined into single tax lot**

Setting: **Mid-block, facing south, near intersection of East Main and Riverside at edge of traditional downtown Medford commercial core.**

Sources

Common: **Medford Antique Mall**
Date of Construction: **1924**
Original Use: **Commerce:Auto-Related**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Photo Roll: **3** Frame[s]: **5a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **365.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 365.0

371W30BB 9600

**HISTORIC NAME: BUSY CORNER MOTOR CO. BLDG
407-09 MAIN ST E**

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. The stucco-clad building retains a stepped parapet and one of its two recessed entryways.

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. (*Medford Mail Tribune*, 29-July-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. (*Medford 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. In April 1925 Bowne signed a party wall agreement with the owner of the adjacent lot which stated the required a wall be of "not less than eight inches width" and to be centered on the eastern property line. (JCD 155:440)

The 1930 Medford City Directory shows 407 E. Main being vacant and 409 E. Main as the site of the Southern Oregon Electric Company. Six years later longtime Medford furniture dealer John O. Cupp occupied 407 and "Vic's Cafe" was in 409. Crowe Sign and The Klocker Printery were in 407 in 1942 while the "Playground Arcade" had replaced Vic's in 409. Klocker remained until at least through the mid-1950s. Walt's Radio, in 409, was another long-term occupant.

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.

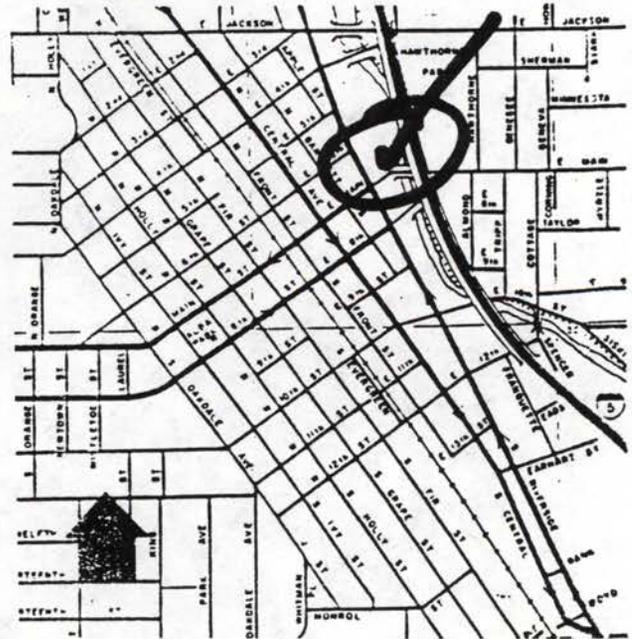
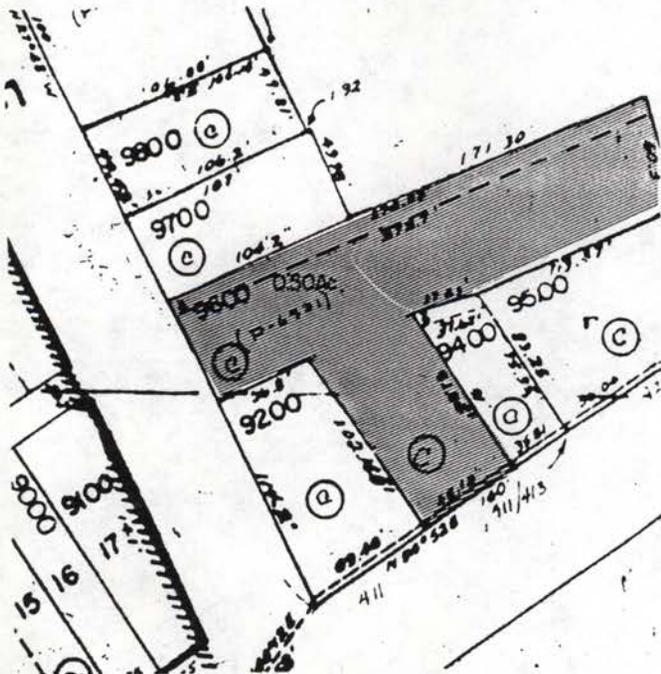
Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995

Historic Name: **Busy Corner Motors Co. Bldg**
Location: **32 RIVERSIDE AVE N**

Common: **Medford Antique Mall**
Date of Construction: **1924**



Photo Roll: 3 Frame: 5a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 365.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
[Jackson County 029]

Historic Name: **Tucker Garage**
Location: **32 RIVERSIDE AVE N**
City: **Medford, Oregon 97501**
Owner: **CEARLEY, KENNETH TRUSTEE FBO**
MailAdd **30 N RIVERSIDE**

MEDFORD, **OR 97501**
Addition: **Original Town Plat of Medford**
Block: Lot: Taxlot: **9700**
T/R/S **371W30BB** Acct# **10369220**
Quadrangle: **Medford [15min]**

Common: **Medford Antique, Annex**
Date of Construction: **1926**
Original Use: **Commerce:Auto-Related**
Present Use: **Commerce:Spec Store;Other**
Architect: **Unknown**
Builder: **Unknown**
Style: **Am. Mov:Chi. School**
Resource Type: **Building**
Theme: **Culture:20th C. Arch**
Condition: **Good**

Plan: **Rectangular**
Foundation: **Concrete:Slab**
Roof Form: **Flat, single slope**
Wall Construction: **Concrete**
Primary Window: **Fixed metal storefront display**

No. of Stories **1.0**
Basement: **No**
Roof Material: **Asphalt;Hot Mop**
Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Stucco**
Decorative Features: **Angled parapet with small steps at outside facade corners**

Other:

Alterations/Additions: **Substantial alteration to storefront entry area, windows changed**

Landscape Features: **None**

Associated Structures: **Opened at southern rear interior to connection with adjacent non-historic building.**

Setting: **Mid-block, facing west, on Riverside, at edge of traditional downtown Medford commercial core area.**

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

Photo Roll: **3** Frame[s]: **32a**
Date Recorded: **04/04/95**
Medford Planning Map Code: **CC**
Medford Planning Overlay: **CB** Zoning: **C-C**
Ranking: **Contributing**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **366.0**
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 366.0

371W30BB 9700

HISTORIC NAME: TUCKER GARAGE
32 RIVERSIDE AVE N

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 Avenue.¹ Each building is constructed of concrete and is modern in every way. (*Medford Mail Tribune*, 14-September-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 January 1928 Tucker signed a warranty deed to E.H. Niedermeyer, a local financier, subject to a mortgage of \$8800, indicating the approximate cost of the building. (JCD 170:574) By 1930 the garage appears to have closed and no listing for it or an E.M. Tucker is included in city directories for that year. The subject property was then occupied by the Sabin-Rindt Motors, under the direction of Oscar C. Sabin and Nicholas J. Rindt, Medford's dealers for the Durant Line. 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.² 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. Today, still joined with that parcel, the Tucker Garage building is an element of antique mall use.

¹ The Medford Auto Company, just north of the subject property, is documented as MFRNO 367.0. Crater Lake Automotive, at 123 South Riverside, is documented as MFRNO 345.0.

² See, for example, the "Victory Cleaners" [MFRNO 352.0] 406 East Main, also opened during the wartime period.

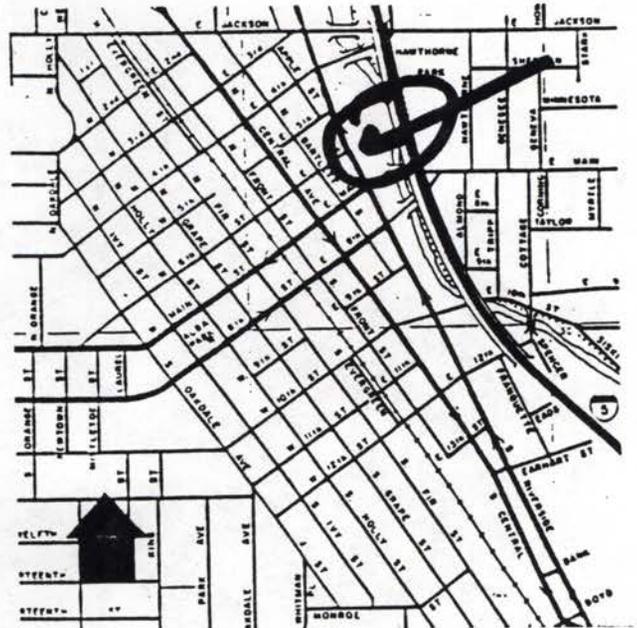
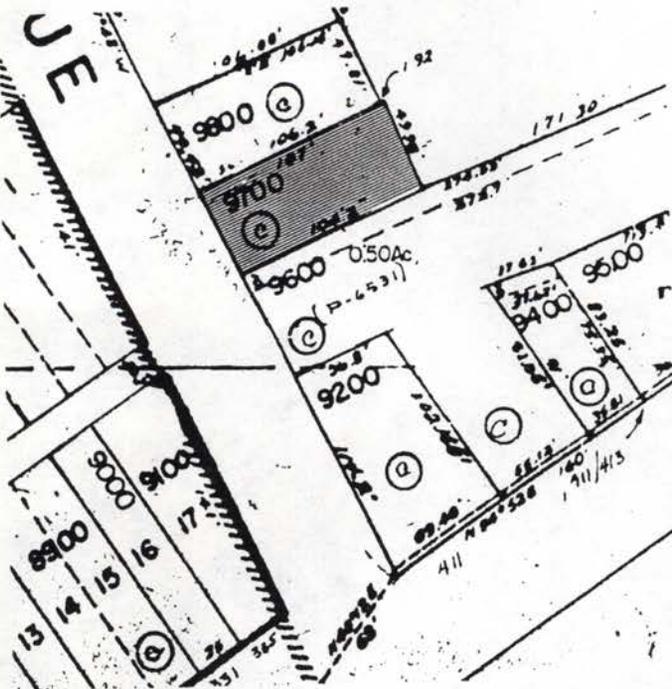
**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Tucker Garage**
 Location: **32 RIVERSIDE AVE N**

Common: **Medford Antique, Annex**
 Date of Construction: **1926**



Photo Roll: 3 Frame: 32a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 366.0
SHPO NO:

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

MFRNO: 367.0

371W30BB 9800

**HISTORIC NAME: MEDFORD AUTO COMPANY BLDG
40 RIVERSIDE AVE N**

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. (*Medford Mail Tribune*, 2-January-1927, Automobile & School Section, 1:1-8)¹

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.² Each building is constructed of concrete and is modern in every way. (*Medford Mail Tribune*, 14-September-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 [MFRNO 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.³ By the mid-1930s the building housed the Lange Motor Company, continuing the original automobile usage. The 1942 directory is not clear as to 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

¹ The Skinner Garage [MFRNO 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.

² Crater Lake Automotive, at 123 South Riverside, is documented as MFRNO 345.0

³ Ralph Gill, Dennison's assistant is, however, listed as a salesman with Scherer Motors.

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1994-95

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.⁴

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.

⁴ 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.

**Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995**

Historic Name: **Medford Auto Company Bldg**
 Location: **40 RIVERSIDE AVE N**

Common: **Billiard Parlor**
 Date of Construction: **1926**

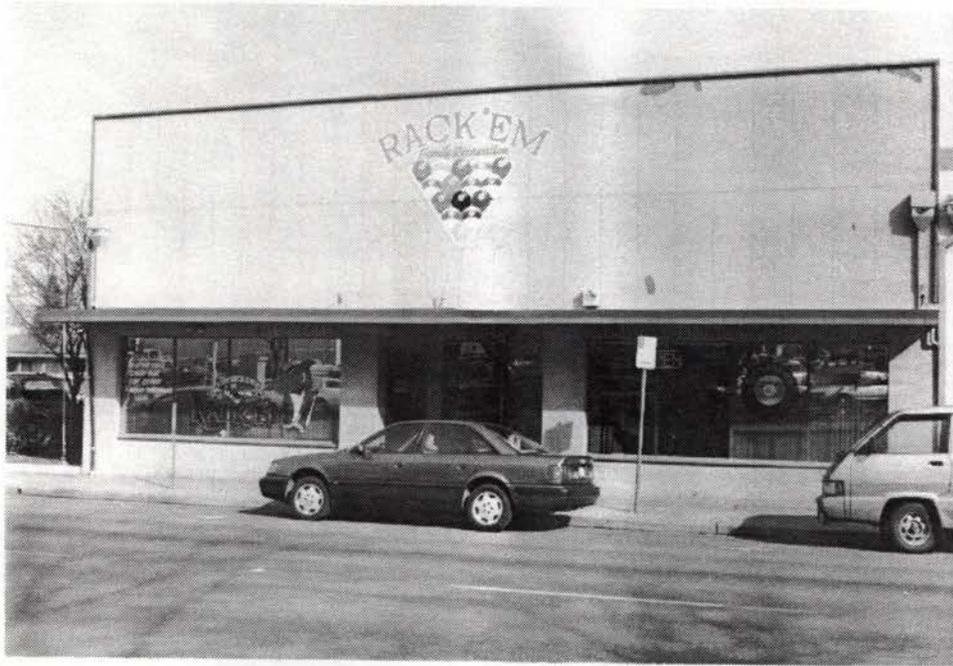
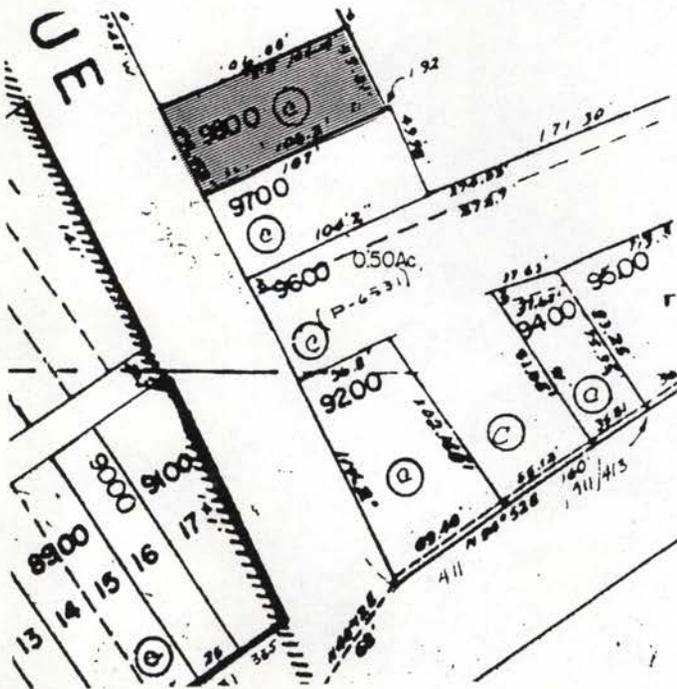


Photo Roll: 3 Frame: 33a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Contributing**

Medford Survey No. 367.0
SHPO NO:

APPENDIX MATERIALS

Following the adoption of the Phase II findings, the following introductory materials and indexes relate to the information and properties identified during both Phases I and II of the City of Medford Downtown Survey project. Please insert these pages at the beginning of the Phase I report and *destroy* all earlier materials.