

**Survey of Historic and Cultural Resources**  
**City of Medford, Oregon**  
**Downtown Commerical Area, Phase I, 1993-94**  
[Jackson County 029]

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Historic Name: **C. Fridiger Bldg**  
Location: **111 CENTRAL AVE N**  
City: **Medford, Oregon 97501**  
Owner: **Russell & Anita Grimm**  
MailAdd **4861 Hwy 66**

**ASHLAND**, **OR 97520**  
Addition: **Original Town Plat of Medford**  
Block: **22** Lot: **2** Taxlot: **6500**  
T/R/S **371W30BB** Acct# **10368904**  
Quadrangle: **Medford [15min]**

Common: **Mountain Music**  
Date of Construction: **1912**  
Original Use: **Commerce:Spec. Store**  
Present Use: **Commerce:Spec Store;Other**  
Architect:  
Builder:  
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: **Brick**  
Primary Window: **Fixed metal sash**

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

Exterior Surface: **Metal Panels, Glazed Ceramic Tile Below Sills**  
Decorative Features: **Recessed entryway, display windows, ceramic tile**

Other: **Mezzanine level to rear interior**

Alterations/Additions: **Original upper facade covered by metal panels [c1960s]**

Landscape Features: **None**

Associated Structures: **None**

Setting: **Mid-block facing east on Central in central commercial district of downtown Medford.**

Sources

**MMT May-23-1945, January-09-1912**

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Photo Roll:

**3** Frame[s]: **05a**

Date Recorded: **06/13/94**  
Medford Planning Map Code:  
Medford Planning Overlay: Zoning:  
Ranking: **Secondary**

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

Medford Survey ID **41.0**  
**SHPO NO: 2482**

Survey of Historic and Cultural Resources  
City of Medford, Oregon  
Downtown Commercial Area, Phase I, 1993-94

MFRNO: 41

371W30BB 6500

HISTORIC NAME: C. FRIDIGER BLDG.

111 CENTRAL AVE N

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The C. Fridiger Building is a single-story brick structure with two retail storefronts, facing east on North Central between 5th and 6th streets. Notable features include the twin deeply recessed storefronts with angled wings and tiled columns. The northern portion of the Fridiger Building was completed in 1912:

Among the first new building projects to be undertaken during the coming year will be a brick structure to be put up by C. Fridiger on what is known as the Simmons property. . . The building will be of brick and stone, 25 x 40 feet in size, and while it will be only one story high, the foundation and walls will be put in sufficiently heavy to carry it four stores, should Mr. Fridiger decide later to add the other stories.<sup>1</sup>

The Fridiger Building was apparently the site of small retail uses throughout the 1920s and 1930s. The southern portion of the structure was apparently built in the early 1930s and designed to match the original 25-foot wide northern volume.<sup>2</sup> In 1945 the Purucker Piano House, having been closed during the war due to lack of product, opened in the building and remodeled the exterior.

After a two-year vacation Mr. and Mrs. H.O. Purucker are back in the music business with a fine new shop built to conform to the modern style which allows almost the complete store to be seen from the outside.<sup>3</sup>

Puruckers remained at the this location past the mid-1960s, and other music-related businesses, continue to occupy the building at the present. At some time the original exterior facade was partially covered by a metal panel that hides the transom band and cornice area, substantially reducing the property's historic appearance. Despite this, the Fridiger Building continues to relate its original design in volume, and massing. The recessed entries, while probably remodeled in the mid-1940s from their original appearance continue to add to the historic character of the structure and the uniform commercial streetscape of this block.

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<sup>1</sup> "Fridiger to Erect Building," *Medford Mail Tribune*, 9-January-1912, 2:2.

<sup>2</sup> Sanborn Maps of 1927 show a wood frame building on this portion the site, adjacent to the brick Fridiger volume. The Purucker's remodeling extended the structure to the rear alley, wrapping the rear of the brick portion in concrete.

<sup>3</sup> "Puruckers Open New Piano Shop," *Medford Mail Tribune*, 23-March-1945, 1:7.

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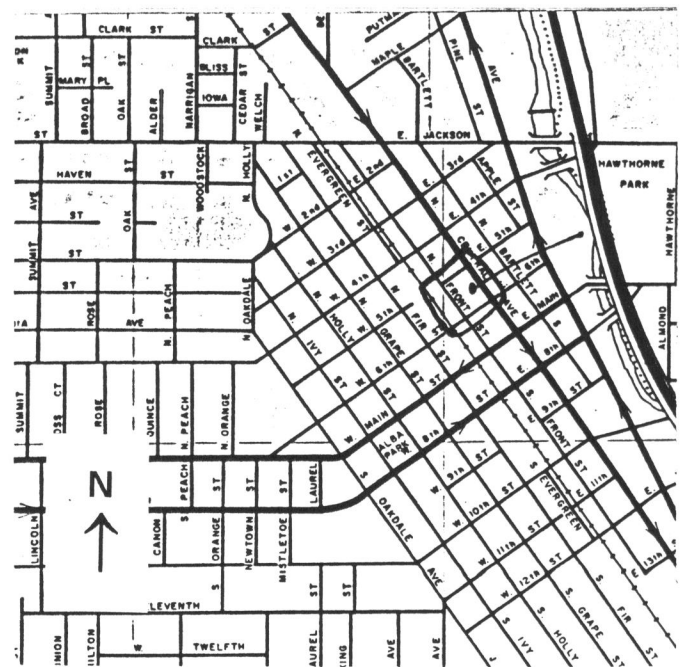
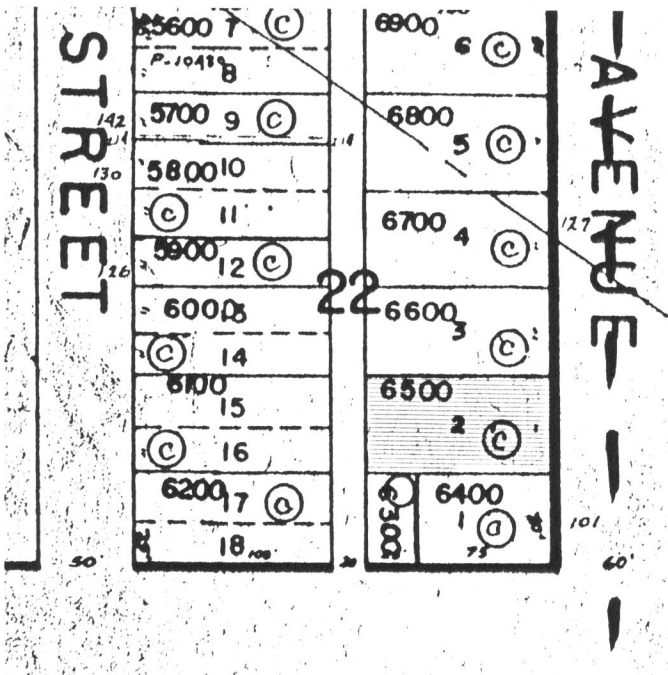
Common: **Mountain Music**

Date of Construction: **1912**



Photo Roll: 3

Frame: 05a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Secondary**

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