

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: **Barnum Hotel**  
Location: **216 FRONT ST N**  
City: **Medford, Oregon 97501**  
Owner: **Oregon Landmark-Two Ltd**  
MailAdd **2022 SOUTH 2100 EAST**  
**SUITE 203**  
**SALT LAKE CITY , UT 84108**  
Addition: **Original Town Plat of Medford**  
Block: **23** Lot: **16-18** Taxlot: **1300**  
T/R/S **372W25AA** Acct# **10392701**  
Quadrangle: **Medford [15min]**

Common: **Grand Hotel**  
Date of Construction: **1915**  
Original Use: **Domestic:Hotel**  
Present Use: **Domestic:Multiple Dwelling**  
Architect: **Clark, Frank Chamberlain**  
Builder:  
Style: **Am. Mov:Chi. School**  
Resource Type: **Building**  
Theme: **Culture:20th C. Arch**  
Condition: **Good**

Plan: **U-Shaped**  
Foundation: **Concrete;Poured**  
Roof Form: **Flat, single slope**  
Wall Construction: **Brick**  
Primary Window: **1/1 wood sash double hung, wood sash fixed with transom bands**

No. of Stories **4.00**  
Basement: **No**  
Roof Material: **Asphalt;Hot Mop**  
Stuct. Frame: **Masonry;Brick**

Exterior Surface: **Brick:Common Bond, Concrete On First Floor**  
Decorative Features: **Parapet band with corner towers, corbelling, exxagerated headers and window trim**

Other:

Alterations/Additions: **Certified renovation to low-income housing in mid-1980s**

Landscape Features: **None**

Associated Structures: **None**

Setting:

**Corner location facing west, opposite Southern Pacific Depot in traditional railroad transporation corridor of downtown commercial district.**

Sources

**Nr Nomination, Frank Clark Survey**

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Photo Roll: **2** Frame[s]: **29a**  
Date Recorded: **06/13/94**  
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 **49.0**  
**SHPO NO: 1440**

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

MFRNO: 49

372W25AA 1300

HISTORIC NAME: BARNUM HOTEL  
216 FRONT ST N

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This impressive four-story brick building was designed by local architect Frank Chamberlain Clark and completed in 1915 as a traveler's accommodation to serve Medford's bustling depot area. The original developer was W.S. Barnum, local investor and entrepreneur who is perhaps best remembered for his connection with the Rogue River Valley Railroad Company, a short rail line that was built to connect Jacksonville with Medford in the late 19th Century.

Construction of the Barnum Hotel, as the structure was originally known, began in the Summer of 1914. The building boasted 42 rooms and reportedly cost \$20,000.<sup>1</sup> Soon, however that estimate was revised as in a report on local building activity, the local press reported:

"Hotel Barnum, this large hotel is in process of erection by W.S. Barnum. It will occupy the entire four stories and will entail an investment of approximately \$75,000.<sup>2</sup>

Shortly before his death, Barnum sold the property to J.S. Goswick and his wife. They immediately renamed the building the Hotel Grand. Under that name it continued to provide lodging and residential space in downtown Medford through the early 1980s. In 1983 the Southern Oregon Historical Society funded a successful nomination to the National Register of Historic Places.<sup>3</sup>

Having fallen into disrepair, the building was purchased and substantially rehabilitated under the National Park Service Certified Restoration program. The building remains a significant element within the downtown area and is the sole survivor of the once prevalent railroad related hotels that served Medford in the early part of this century.

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<sup>1</sup> See *Medford Mail Tribune* 26-March-1967 D1:1-8.

<sup>2</sup> " *Medford Mail Tribune*, 1-Nov-1915, 5:1.

<sup>3</sup> Kay Atwood, NR Nomination, 1-September-1983.

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City of Medford, Oregon  
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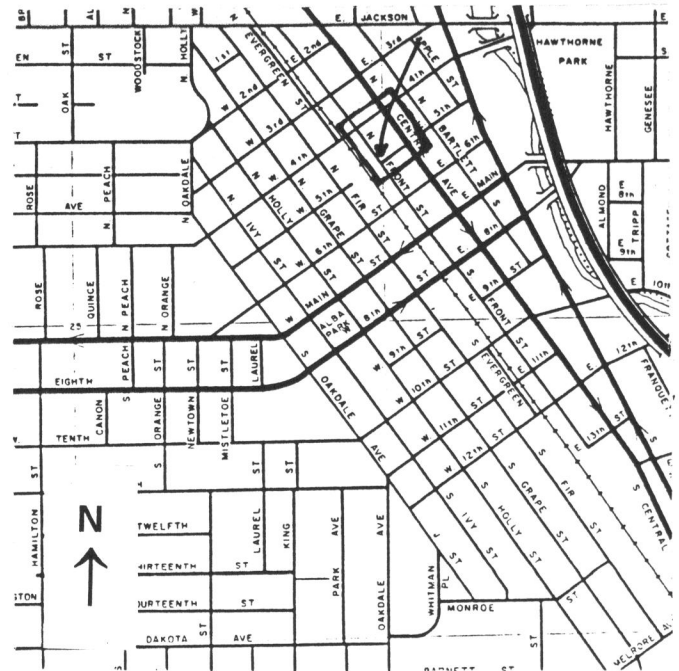
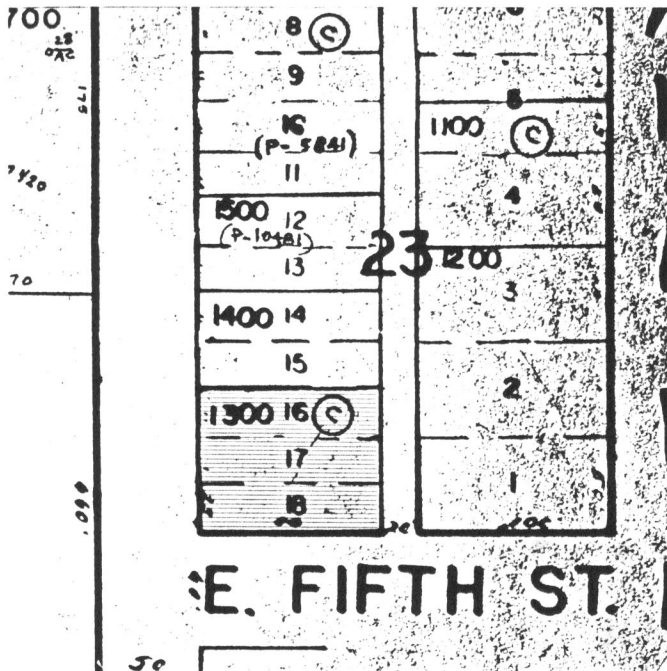
Historic Name: **Barnum Hotel**  
 Location: **216 FRONT ST N**

Common: **Grand Hotel**  
 Date of Construction: **1915**



Photo Roll: 2

Frame: 29a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary [NR]**

Medford Survey No. 49.0  
**SHPO NO: 1440**

STATE OF OREGON INVENTORY  
 OF HISTORIC PROPERTIES  
 State Historic Preservation Office  
 Oregon State Parks, Salem, OR 97310



County Jackson  
 Theme \_\_\_\_\_  
 Name (Common) Hotel Grand  
 (Historic) Barnum Hotel  
 Address 204 North Front Street  
Medford, Oregon 97501  
 Present Owner Talent Community Development Corporation  
 Address 117 First Street  
Talent, Oregon  
 Original Use Hotel  
 Date of Construction 1914-1915

Physical description of property and statement of historical significance:

The Hotel Grand consists of four stories and exhibits characteristics of the American Renaissance style, most notably in its symmetry, composition of smooth glazed bricks on two primary elevations, and rustication on the south elevation of the poured concrete first story. The ground floor contains three large plate glass windows on the west facade, and two on the south elevation. Windows have concrete lintels in a flat arch form. Keystones are employed in a regular pattern. Top corner bays have lintels with flared and central keystones. Windows directly below have central keystones only, and other windows retain plain lintels. The hotel has a stepped parapet with cornice detail. Decorative garlands on inset panels, and the date, 1915, on similar inset panels, provide additional decorative interest. The interior of the structure, which originally consisted of plaster and lath walls, defined by dark stained trim around windows and doors, has been stripped of everything but structural members. The hotel has a rectangular plan on the ground level and a U shaped form on the upper three stories. The Hotel Grand had 58 rentable rooms when the business closed. A small walk-in door on the facade provided access to a barber shop. The central bay on the Front Street elevation contained the main entry. The upper three stories are of common bond brick. The west and south elevations are faced with ivory  
 continue on back if necessary

Recorded by Kay Atwood Date September 1, 1983

*NR property*

Sources consulted (continue on back if necessary):  
 Please see attached:

Please enclose map. Township 32S 2 N E W Section 17

*SHPO TTU*

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CONTINUATION SHEET |

ITEM NUMBER 7

PAGE 2

toned glazed bricks. The exterior walls inside the U-shaped area have a wooden surface covering and are further protected by thin metal sheeting. The hotel has a flat roof and a parapet which is stepped at regular intervals. The cornice detail of the parapet is enhanced by a narrow masonry course topped by shallow brick corbelling which adds both relief and decorative detail. Additional details on the cornice include stylized garlands and the date, 1915, set into panels.

Windows are one-over-one light with double hung sashes throughout the structure. The poured concrete lintels which top each window on the west and south elevations are decorated with regularly patterned variation. Corner bays have central and flared keystones on the lintels. Windows directly beneath these have just a central keystone, and other windows have plain lintels with no keystones. Windows on the east elevation have segmentally arched openings at the tops and fan shaped relieving arches above them. A fire escape provides emergency exit means on the south elevation.

On the interior of the hotel, in the former lobby area, large central supporting piers remain. The full size basement has an eight foot high ceiling. Soft wood floors remain throughout the building. Upper floors are arranged with long central halls and rooms which flank the hallways. A central dog-leg stair provides access to the upper stories. While structurally intact, the stair retains none of its original details. The interior wall material of the hotel originally consisted of lath and plaster. This has been removed, along with the dark-stained plain wood trim which surrounded windows and doors.

Environmental qualities of the hotel lie primarily in its relationship to the railroad district of Medford. Other structures include the Southern Pacific Depot, constructed in 1910-1911, and various other buildings which were erected between the late 1890's and the late 1960's. They include a livery, a fire hall, an early commercial building, a garage, and more modern structures such as a drive-up teller window, and a small bus station. The major route, Front Street, continues to have a close relationship to the railroad tracks, the depot, and the current railroad function. A short distance east of the hotel stands the Medford Elk's Temple, a National Register property, and the Pacific Northwest Bell Telephone building, declared an eligible property by the Oregon State Advisory Committee on Historic Preservation. Medford's Main

Street stands two blocks to the south. The Hotel Grand, in its scale, condition, and function, remains a critical structure in the complex of buildings which forms the railroad area of Medford.

Alterations to the exterior of the hotel are not extensive. On the Front Street elevation, the transom lights above one of the large bays have been closed in. Other large windows have been temporarily boarded over to prevent damage and illegal entry. On the interior of the building salvage work has been carried on in preparation for the demolishing of the structure. All interior lath and plaster and mouldings have been removed. The elevator shaft remains; the car is gone. No structural members have been altered, thus allowing the original spatial arrangement of the rooms to be easily determined. Baths and lavatories which originally existed on each floor for common use, no longer retain their appliances.

The future plan for the hotel includes rehabilitation of the interior and its continued use for residential purposes. The exterior wall surfaces will be repaired where necessary, physically restored, and retained in their original form and with their original appearance. The ability of the Hotel Grand to convey its historical association with transportation history in Medford, and southern Oregon, has not been significantly altered in spite of the dismantling of its interior wall surfaces. The major attributes of the building's exterior appearance and its environmental qualities effectively reflect its historic associations.

## 8. Significance

P. 54

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates      1914-1915      Builder/Architect      Frank Chamberlain Clark

### Statement of Significance (in one paragraph)

The Hotel Grand is one of two first-class hotels left standing of the five structures which were in existence in 1930 in Medford, Oregon. Originally named the Barnum Hotel upon its construction in 1914-1915, the building was used continually for residential purposes until 1980 when the organization responsible for the hotel ceased operations. Known as the Hotel Grand since 1927, the building retains its integrity of location and is situated directly east of the Southern Pacific Railroad Depot on North Front Street. As the sole example of hotel architecture created individually by southern Oregon architect Frank Chamberlain Clark, the Hotel Grand possesses all original elements of design on the exterior and has experienced very little alteration there.<sup>1</sup> The setting of the structure, in the core of the railroad district of Medford, remains intact. It is one of the major buildings in the area which also includes the Southern Pacific Depot, an early fire hall, and several older commercial structures. The integrity of materials and workmanship are evident on the exterior of the building which remains little changed. The feeling and association of the Hotel Grand with its significant role in early transportation and commerce in Medford is enhanced by the continued relationship between Front Street and past and present railroad operations in the area.

The building embodies the distinct characteristics of a hotel designed to serve travellers on the railroad cars who wished decent but modest accommodations, and local residents who needed the same. The second surviving hotel, the Medford Hotel, was planned to serve a slightly more distinctive social class of citizen, and located some distance from the railroad, was not immediately as accessible. The Hotel Grand is constructed of brick and faced on the west and south elevations with ivory glazed bricks. It is one of four major structures in Medford employing glazed bricks. All four were designed by architect Clark.<sup>2</sup>

The Hotel Grand is significant in its association with W.S. Barnum and his family who for many years operated the Rogue River Valley Railway Company which linked Jacksonville and Medford. Mr. Barnum played a part which was vital in the development of transportation in Southern Oregon. In commerce, the hotel represents the efforts

<sup>1</sup> Evidence indicates that Clark and Frank J. Forster, New York architect shared the responsibility for designing the Medford Hotel. Drawings are signed by Mr. Forster.

<sup>2</sup> The buildings are: The Elk's Building, The Sparta Building, The Bohemian Club Building and the Hotel Grand.

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CONTINUATION SHEET 3

ITEM NUMBER 8 PAGE 5

of W.S. Barnum and his family, as well as other owners, to successfully occupy a position in the business community of Medford over a period of sixty-five years. As one of two early 20th century hotels remaining, the Hotel Grand is an important extant example of a period when the business flourished in Medford. The hotel's significance in the area of transportation lies in its existence as the primary structure connected with the Barnum family, who played a critically important role in the establishment of transportation services in Jackson County. The railway line which they operated for approximately twenty years was built to connect isolated Jacksonville, the county seat, with its larger neighbor, Medford, which sprang up when the Oregon and California Railroad line was established in the area in 1883. In Jacksonville, the small depot remains which served as the western terminal point for the line. The Medford counterpart is gone, but the Hotel Grand, constructed by W.S. Barnum to serve his travelling public remains as evidence of the railroad line's important service.

Of special concern is the immediate threat of demolition to the Hotel Grand. When hotel operations ceased in late 1980, the fire marshal closed the building to prevent fire danger caused by transient visitors. Efforts to obtain a Housing and Urban Development grant failed after an attempt by owners to receive one, and an earlier attempt by the American Legion, Post # 15, who owned the property to demolish the building and construct a large apartment, also failed. The Hotel Grand was included in an effort to place the Front Street Transportation District on the National Register of Historic Places in 1979. The application failed acceptance by the Oregon State Advisory Committee.<sup>3</sup> Interior salvage work, in preparation for demolition, began. The Southern Oregon Historical Society purchased an option to consider conserving the hotel for their use as Society offices. When this was found financially unfeasible for them, another potential buyer was found who plans restoration of the interior for residential purposes, and intends to restore and conserve the exterior's original condition and appearance. In an attempt to encourage the saving of the Hotel Grand, the Southern Oregon Historical Society makes this application for it, to the National Register of Historic Places.

<sup>3</sup> "Front Street Historic District Nomination", Rod and Susan Reid, November 10, 1979. (Southern Oregon Historical Society files)

Medford, Oregon townsite was officially founded December 20, 1883 as the progressing railroad tracks of the Oregon and California Railroad promised to create the need for homes and business services for eager new residents. Jacksonville, the county seat, was located geographically in the foothills, and the efforts of some of its citizens to secure the railroad route through their town failed when the Oregon and California Railroad realized the expenses such a road would incur. Four men, including Jacksonville banker C.C. Beekman, offered the railroad company twenty acres of land lower in the valley on property owned by the group. They also granted title to every other block in the proposed townsite for railroad ownership. Final settlement was made December 22, 1883 and during that winter forty buildings were constructed as the small community pushed its way toward becoming the largest town in Jackson County.<sup>4</sup> Named by David Loring, a native of Massachusetts, Medford saw its first depot constructed in the middle of Main Street near the railroad tracks.<sup>5</sup> Within six years Jacksonville had suffered severe economic problems and lost many of its citizens to Medford. Most businesses and services were now located in the newer town including two hotel buildings, saloons, livery stables, churches and mercantile establishments.

A move was made in Jacksonville to gather funds for the construction of a railroad line to connect the little town with its larger neighbor and to increase exchanges between business people and residents who had occasion to travel to the courthouse which was still located at Jacksonville. The firm of Honeyman, DeHart and Company constructed the line in 1890 and the first small train reached Jacksonville on the morning of January 16, 1891. On February 7, 1891 the line was officially incorporated as the Rogue River Valley Railway Company. Regular train service brought two trains a day each direction. The line was successful, but in 1893 when plans to extend the rails to Eagle Point failed, the company was leased to William S. Barnum of Medford for the remainder of the year. He and his sons ran the operation, and fourteen year old John Barnum attracted national attention when the cover of the Railway Gazette printed a photograph of the youngest conductor in the nation.<sup>6</sup> Mr. Barnum gave up the lease when it expired late in January, 1894.

In February, 1900, W.S. Barnum purchased the railroad line for \$12,000. He continued to operate the Rogue River Valley Railway Company as a family business. W.S. Barnum was an established citizen with a great

<sup>4</sup> Francis Haines, "The Jacksonville Cannonball," Pacific Northwest Quarterly, Volume 50, Number 4, October, 1959, page 145.

<sup>5</sup> Lewis McArthur, Oregon Geographic Names, Portland, Oregon: The Oregon Historical Society, 1974, page 484.

<sup>6</sup> Francis Haines, "The Jacksonville Cannonball," Pacific Northwest Quarterly, Volume 50, Number 4, October, 1959 pages 148-150.

number of friends throughout the valley. His trains, however, had annoyed Medford residents when they blocked the street crossings, and in May, 1905, W.S. Barnum was arrested for breaking a new city ordinance forbidding the blocking of traffic by railroad trains. In December, 1907 W.S. Barnum's railroad was the center of new trouble. The Oregon Railroad Commission had ordered that a new depot be constructed in Medford for the Rogue River Valley Railway passengers, and while W.S. Barnum agreed to do so, he planned to move an old wooden shed onto the proposed site. To block this move, the Medford City Council rushed through an extension of the fire ordinance and required that any new structure in the area be built of stone or brick. The Commission sent Oswald West, later governor of Oregon, to Medford to see if the order regarding a new depot had been observed. His visit instigated two years of turmoil which ended in the State Supreme Court in 1909. Mr. West, Medford mayor J.F. Reddy, George Putnam, editor of the Medford Tribune, and a few bystanders walked down to look at the depot. W.S. Barnum, who felt highly pressured by previous encounters with the city fathers, reacted strongly. The Ashland Tidings reported the incident:

"The Strenuous Life at Medford"

Medford, December 11. In a controversy concerning the city ordinance recently enacted, Mayor J.F. Reddy was assaulted by W.S. Barnum, owner of the Rogue River Valley Railway, and the doctor, hatless, was chased by the infuriated railroad president through the deepest mud on the railroad crossing. Not being able to catch the flying doctor, Barnum hurled a double-bitted axe at him, which failed of its mark by a foot. The doctor secured the axe and made a stand, when bystanders interfered and prevented further trouble.

W.S. Barnum was arrested on a charge of assault with a dangerous weapon and was released on bail. The grand jury met and refused to return a true bill. They went so far as to establish his innocence in the matter, denying the evidence provided by all witnesses to the affair. George Putnam, one of the eyewitnesses furiously took the grand jury to task in his next editorial:

"It took them just fifteen minutes to indict a friendless horsethief, a poor old woman, and a penniless forger. They spent three days on the Barnum case and then justified the murderous assault. Deputy District Attorney Reames is a most relentless prosecutor, when a man drops a

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<sup>7</sup> Francis Haines, "The Jacksonville Cannonball," Pacific Northwest Quarterly, Volume 50, Number 4, October, 1959, pages 150-151.

nickel in the slot machine or takes a drink on Sunday, or a poor fallen creature is caught sinning. Such heinous offenses must be punished; they are dangerous at once to life and limb. But any man can try to brain a man with an ax and secure immunity from the blind-folded representatives of justice. " 8

The members of the grand jury proceeded to indict editor Putnam for libel and events that followed involved participants in a famous Oregon court case which involved Jackson County officials, George Putnam and eventually the Oregon Supreme court, as they considered the admissibility of the truth as evidence in a criminal libel case. 9 The libel trial opened on January 9, 1908 before Judge H.K. Hanna in Jacksonville, and he allowed no testimony regarding the facts of the assault. The District Attorney charged that the editorial written by George Putnam implied corruption of the Grand Jury. When Oswald West, State Railroad commissioner and an eyewitness was asked by the defense as to his observation, the State objected and was sustained. George Putnam was found guilty of libel. Editors throughout Oregon and California were incensed by the denial of freedom of the press. Articles and editorials appeared in the Oregonian, the Spectator, the Telegram, the Sacramento Bee and many smaller newspapers in support of Mr. Putnam. The case was appealed to the Oregon Supreme Court, and on March 9, 1909 the higher court overruled the decision of the lower court and George Putnam was exonerated. 10

The Rogue River Valley Railway continued to enjoy a profitable period as population and agriculture boomed in Jackson County. Medford's number of citizens increased dramatically; from 1791 in 1900 to 8840 in 1910. The development of large fruit-growing tracts throughout Jackson County brought the great influx of people. By spring, 1910 the area around Medford was crowded. The Medford newspaper reported that, ". . . new residents are arriving in such numbers there are not enough accommodations. A tent city of fifty tents is being put up for housing." 11 The shortage prompted the Barnum family to announce their plans to erect a four-story building at a cost of \$75,000. The ground floor would serve as a depot and the upper three floors as hotel rooms. 12 Funds were not forthcoming however and four years passed before the planned hotel would become a reality.

W.S. Barnum, born in Canada, July 20, 1855, lived in New York state until 1884, when he and his wife, Bertha, came west to the Rogue Valley where his parents, James H. and Belinda Barnum had already settled. He first operated a sash and door factory in Medford, and then opened a machine shop. He disposed of that when he purchased the Jacksonville-

8 George Turnbull, An Oregon Crusader, Portland: Binfords and Mort, 1955, p. 5

9 Ibid., p. 3

10 Ibid., p. 40

11 Kay Atwood, Blossoms and Branches, Medford: Gandee Printing Center, 1980, p. 42

12 Ashland Tidings, August 15, 1910.

Medford railroad line. With brief interludes, William S. Barnum owned and operated the railroad line from his purchase of it in early 1900 to April 1, 1924 when it ceased operation. On July 25, 1925 W.S. Barnum filed a petition with the Public Service Commission to dismantle the line. <sup>13</sup>

When he and his family decided to erect their railroad area hotel, they hired Medford architect Frank Chamberlain Clark to design the building. Clark's designs were ready early in 1914 and construction planned. By September, 1914 delays had occurred but work was underway. The paper announced:

" Work on the Barnum Hotel, delayed by the non-arrival of foundation lumber is now in full swing." <sup>14</sup>

One year later the same paper described Medford's attributes in a special issue:

"Medford is a city of Fine Hotels and Businesses"

Hotel Medford 1911  
 Holland Hotel 1911  
 The pioneer Nash Hotel  
 Hotel Barnum - This large hotel is in process of erection by W.S. Barnum. It will occupy the entire four stories and will entail an investment of approximately \$75,000. <sup>15</sup>

The architect, Frank Chamberlain Clark, had arrived in the Rogue Valley and begun his practice in Ashland in 1903. A recently completed survey of Clark's work has documented over 260 residences, commercial, institutional and agricultural structures as his. The Barnum Hotel is the only hotel documented as solely his. The other example of his hotel work was done in collaboration with Frank J. Forster, New York architect in 1910-1919. Frank Clark was born in Greene, New York, December 27, 1872. He attended the Cooper Union for two years and then served in the architectural offices of Arthur Curis Longyear and Oscar S. Teale of New York, Robert Williams Gibson of New York, and briefly in 1896 with McKim, Mead and White. Clark came to the west coast for a respite in late 1896 and worked two years with Frederich Roehrig. He opened his own office in 1899 and went to Arizona to execute projects in Prescott, Tuscon and Jerome. He moved to Ashland in 1903 and executed plans for an administration building for the State Normal School. His practice in the valley ended with his death in 1957. <sup>16</sup>

<sup>13</sup> Francis Haines, "The Jacksonville Cannonball," Pacific Northwest Quarterly, Volume 50, Number 4, page 152.

<sup>14</sup> Medford Mail Tribune September 11, 1914, page 2

<sup>15</sup> Ibid., November 1, 1915, page 5.

<sup>16</sup> Frank Clark Inventory, (Atwood and Evans) 1982. Among buildings for which Clark is noted are the Chappel-Swedenburg House, the Taverner and E.V. Carter Houses in Ashland; the Delroy Getchell House, the Medford Elks Building and Senior High School in Medford; the Central Point Presbyterian Church, the Holly Theatre and Bear Creek Orchards Buildings in Medford, Oregon.

For three years the Barnum Hotel was managed by William H. Barnum, son of W.S. Barnum. He and his wife, Jessie lived in the hotel and in 1916 welcomed a son. W.H. Barnum died of influenza in October, 1918, and was buried in the IOOF Cemetery in Medford. His wife and two year old son lay ill in nearby Sacred Heart Cemetery while his services were being conducted.<sup>17</sup> After W.H. Barnum's death, his widow continued to manage the hotel. William S. and Bertha Barnum continued to live in their residence just north of the Barnum Hotel. On December 14, 1927, just two months before his death, W.S. Barnum sold the hotel to J.S. Goswick and his wife. The structure immediately became known as the Hotel Grand. Mr. Barnum died at the age of 73 on February 28, 1928.<sup>18</sup>

The Goswicks owned and managed the hotel until her death in 1944. Three owners held the property as individuals briefly between 1948 and 1955. In 1955 the Grand Hotel Company bought the Hotel Grand and operated it until April, 1980 when they sold to the American Legion Post # 15, Medford, Oregon. The Legion sold to the Talent Community Services Corporation late in 1980.<sup>19</sup> Throughout the years the hotel functioned as a hotel with the clientele gradually changing throughout the years to house at the last, elderly men and Southern Pacific crews and Continental Trailways drivers.

The Hotel Grand retains its significance as one of the major buildings in Medford associated with the early period of railroad transportation and local commerce. As one of only two remaining hotels out of five major hotel structures which existed in 1930, the Hotel Grand exemplifies a type of structure designed to accommodate the everyday traveller and working population. The Medford Hotel, which stands on west Main street, on the other hand, often catered to the wealthier traveller and businessman, and housed meetings of organizations such as the University and Colony Clubs, whose membership consisted in large part of eastern members of the fruit industry. An evaluation which accompanied the Frank Clark Inventory, (Atwood and Evans, 1982) rated Clark designed structures as primary, secondary, and minor. The primary buildings were individually important structures distinguished by outstanding qualities of distinctiveness in architecture and relationship to the environment. Secondary buildings were not of outstanding rarity architecturally, and sometimes had experienced some loss of environmental integrity. Minor buildings were relatively insignificant examples of architectural and environmental context. This category included buildings which have been insensitively "remodelled". The survey and evaluation examined only architectural and environmental qualities of each building, and did not consider historical significance. The Barnum Hotel was given a secondary rating, primarily due to its loss of integrity on the interior. The association of the hotel with the Barnum family, and its existence as the sole representative of the Rogue River Valley Railway effort in Medford, lend historic importance.

<sup>17</sup> Medford Mail Tribune, October 24, 1918, page 2.

<sup>18</sup> Ibid., February 28, 1928

<sup>19</sup> Jackson County Deed Records, 168/481; (Inventory) 80/56; #370593; #375325; #396352; #80-14420; #80- 22228.

As one of the area's only practicing architects after the turn of the century, Frank Clark had the opportunity and capability to design a variety of building types. These included barns, schools, churches, hotels, airplane hangars, and residences, all in varying styles. There are 32 extant commercial structures designed by Frank Clark of which 16 retain sufficient architectural and environmental qualities to be ranked as primary or secondary. Thirteen of these buildings stand in Medford. Two of these, the Garnett-Corey Building (Park Place) and the Fluhrer Bakery Building are on the National Register of Historic Places. The Barnum Hotel's inclusion on the National Register would serve to further represent significant examples of Frank Clark's work, rather than duplicate decisions already made. The Inventory evaluation concluded:

" During the course of the nine month Frank Clark Inventory and evaluation, it has become explicitly apparent that Frank Clark designed buildings are a valuable cultural resource and a vital contribution to the sense of place of larger towns and rural communities in the Rogue River Valley. Future recognition and management of Clark's most significant work could greatly enhance the valley resident's and visitor's appreciation of and pride in the unique cultural setting of communities in the more geographically isolated area of southern Oregon." <sup>20</sup>

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<sup>20</sup> Frank Clark Inventory, (Atwood and Evans, ), 1982-p.31

Atwood, Kay. Blossoms and Branches; A Gathering of Rogue Valley Orchard Memories. Medford, Oregon: Gande Printing Center, 1980.

Atwood, Kay; Evans, Gail E.H., Frank C. Clark Inventory, 1982.

Barnum, Dr. William L. (Grandson of W.H. Barnum) Medford, Oregon  
August, 25, 1983

Front Street Historic District, National Register Nomination; Rod  
and Susan Reid, 1979

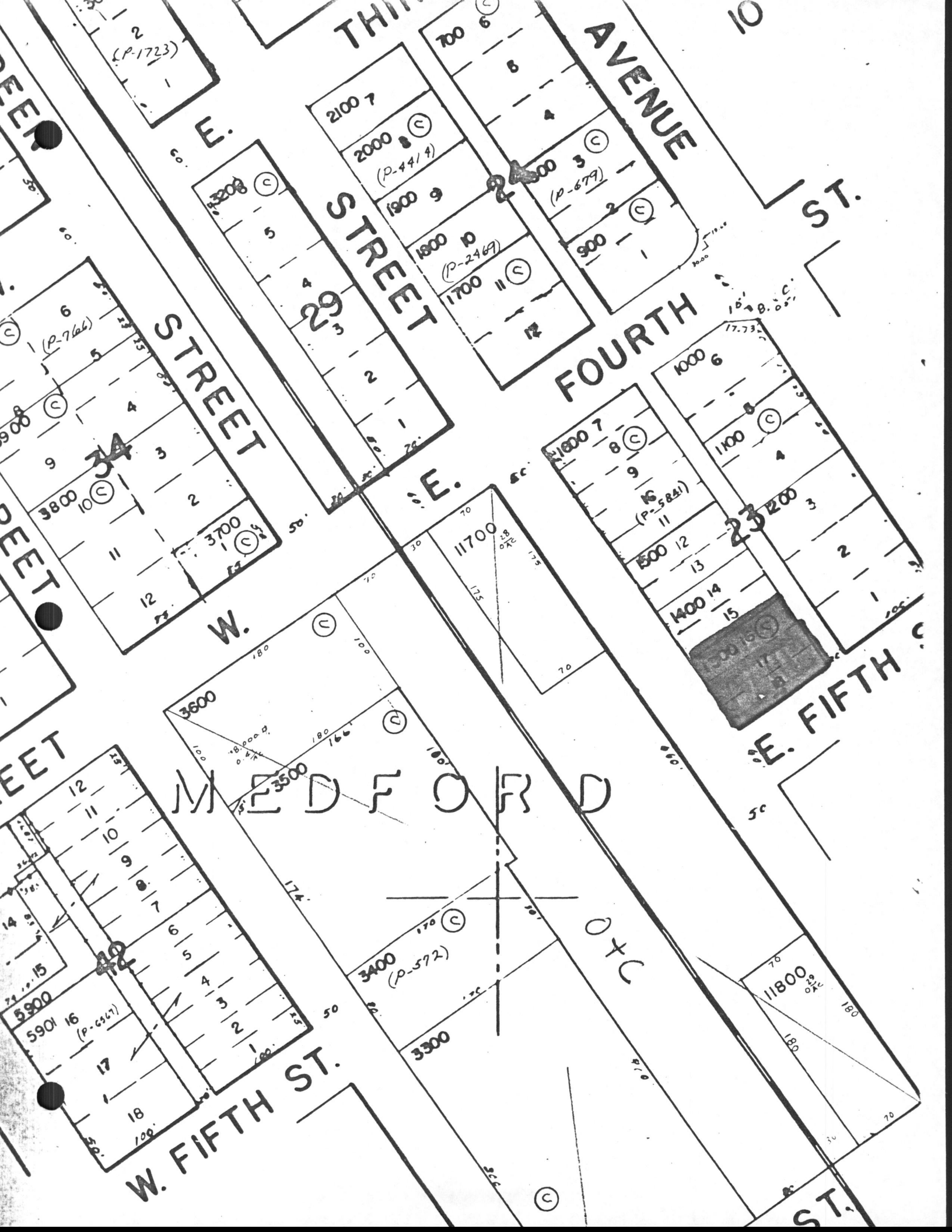
Haines, Francis D. "The Jacksonville Cannonball," Pacific Northwest Quarterly, Volume 50, Number 4; October, 1959.

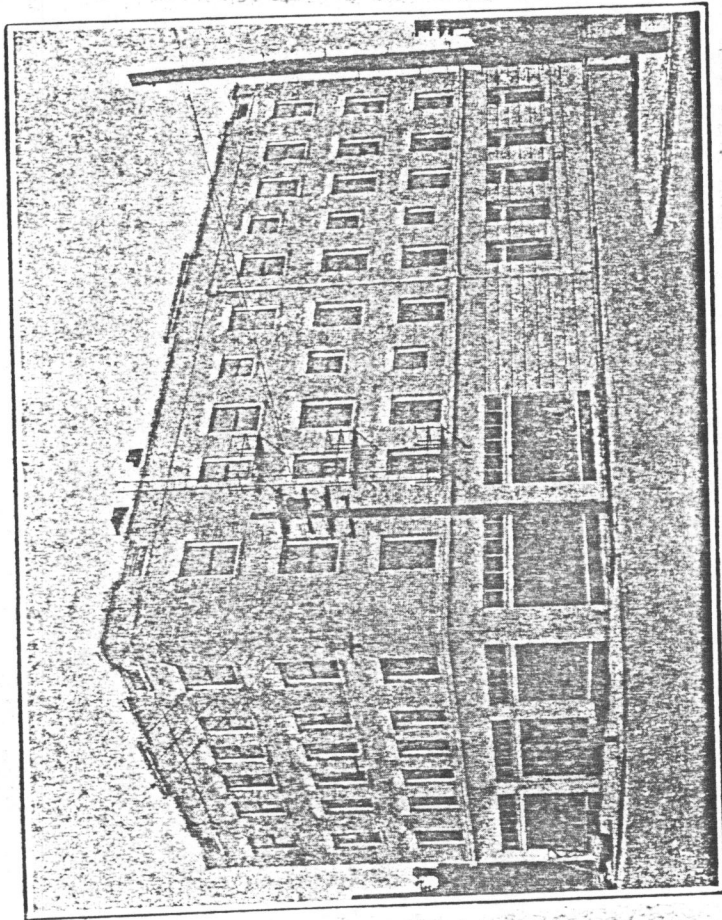
Jackson County Deed Records

Medford Mail Tribune, September 11, 1914, November 1, 1915, January 28, 1916,  
October 24, 1918, February 28, 1928, February 23, 1944.

Snedicor, Jane. Founding of Medford, Medford Public Library, n.d.

Turnbull, George S. An Oregon Crusader, Portland: Binfords and Mort, 1955.



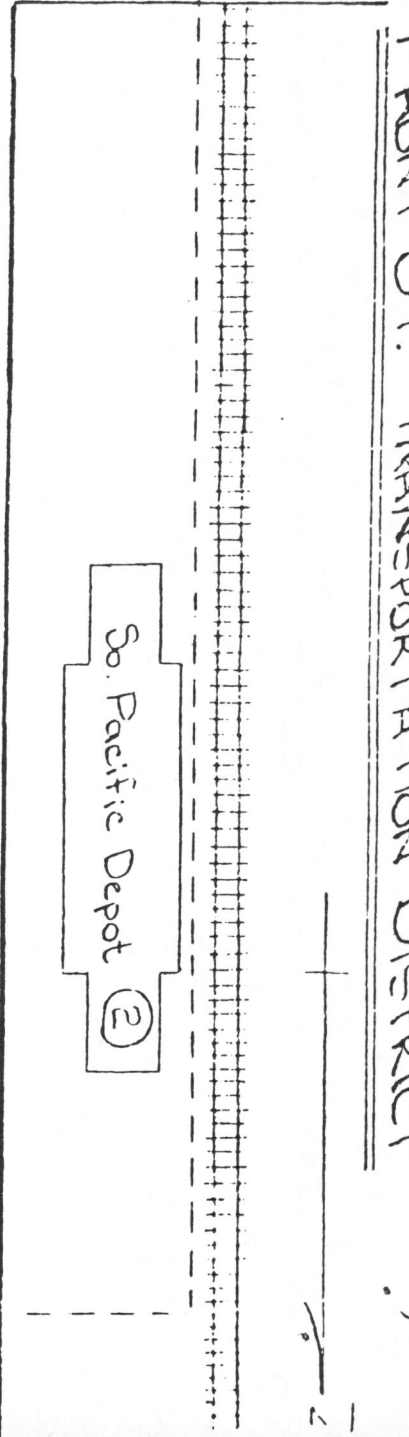
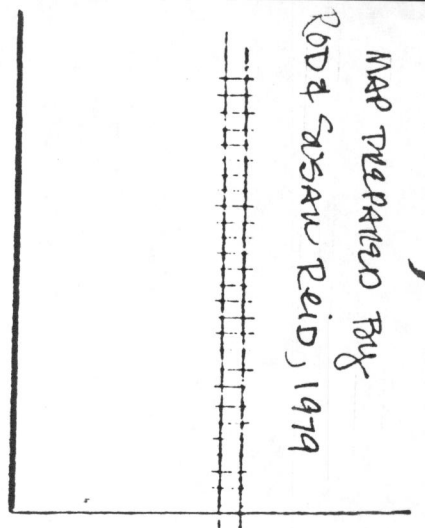


BARNUM HOTEL  
OPPOSITE S. P. DEPOT, MEDFORD

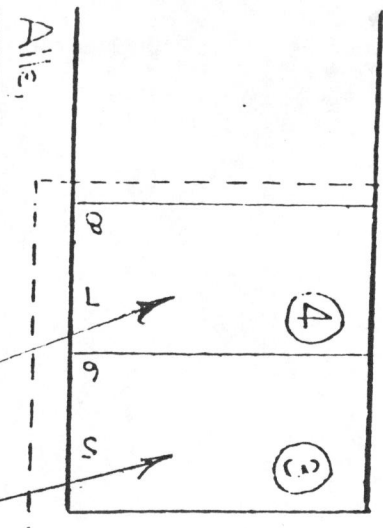
MAP PREPARED BY  
ROD & SARAH REID, 1979

FRONT ST. TRANSPORTATION DISTRICT

So. Pacific Depot ②



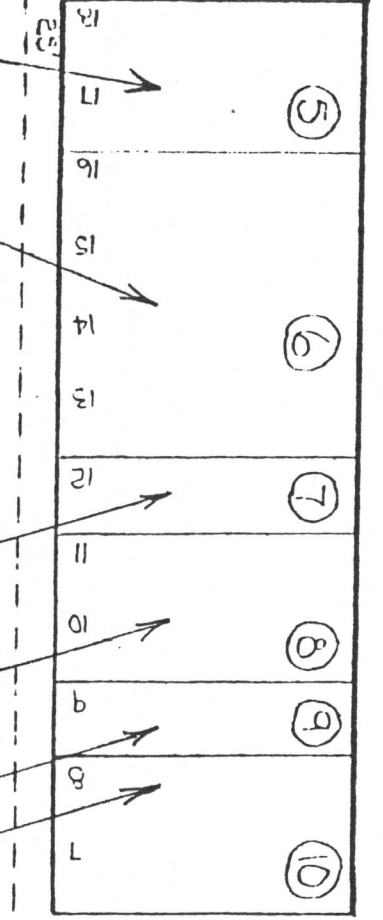
Front St.



Block 21

Nash Livery  
Central Fire Hall  
& Annex

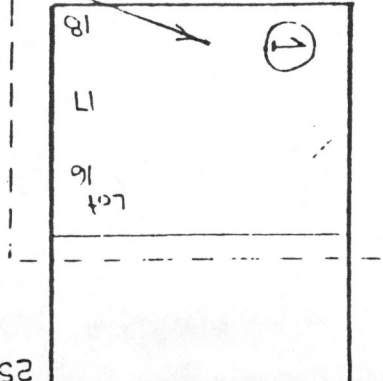
6<sup>TH</sup> St.



Block 22

Commercial Bldg.  
Barnum Garage  
Commercial Bldg.

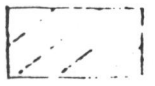
5<sup>TH</sup> St.



Block 23

Grand Hotel  
(Barnum Hotel)

KEY:



Public Parking Lot  
Drive-Up Teller

Trailways Term.

Scale: 3/8" = 5'

# FRANK CLARK INVENTORY-1982

SITE NO. 80a

## IDENTIFICATION

1. Historic name: Barnum Hotel
2. Common name: Grand Hotel
3. Street address: 204 North Front Street  
 City: Medford, Or Zip 97501 County Jackson
4. Legal Descrip: T 37S, R 2W, Section 25, APN \_\_\_\_\_
5. Present owner: \_\_\_\_\_  
 Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_
6. Present use: Vacant Original use: Commercial

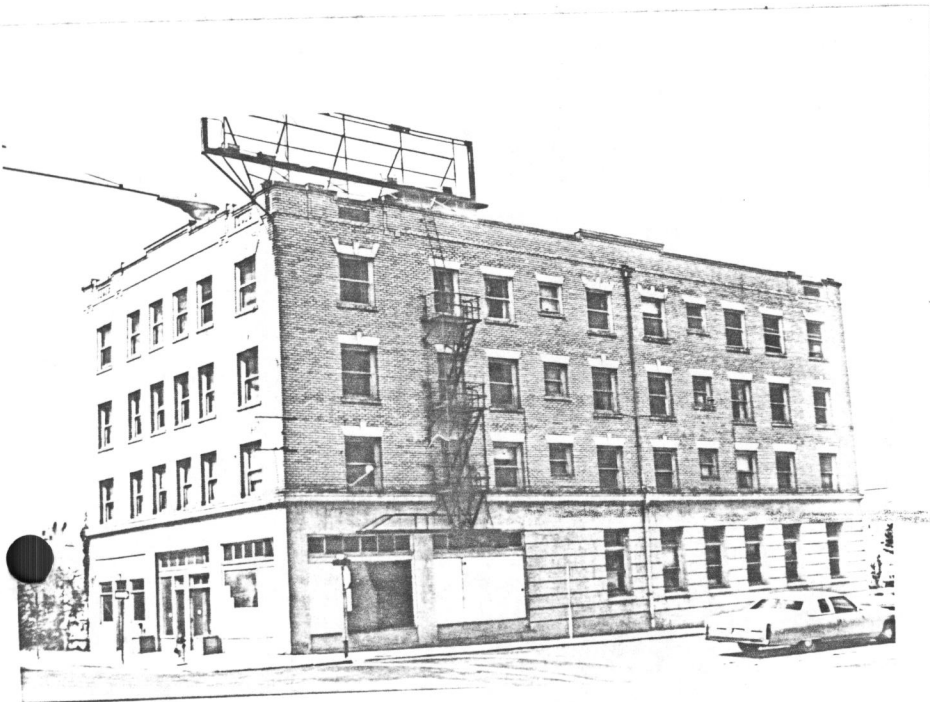
0	Jackson County
0	Other towns
0	Grants Pass
0	Central Pt.
0	Medford
0	Ashland

7. Nat. Reg. \_\_\_\_\_ Other \_\_\_\_\_

## DESCRIPTION

- 8a. Architectural style: American Renaissance
- 8b. Briefly describe the present physical description and any major alterations.

Four-story brick and concrete; U-shape in plan; white enamel brick on west and south facade; concrete walls on ground floor only; windows on main facades square-headed, one-over-one double-hung sash with lintels; windows on rear (north and east) walls segmental arched heads; "1915" in parapet.



9. Const. date: 1915  
 Estimated \_\_\_\_\_ Factual x
  10. Architect: Frank C. Clark
  11. Builder: \_\_\_\_\_
  12. Prop. size: \_\_\_\_\_  
 or acreage \_\_\_\_\_
- Date of photo: May 1982  
 Location of neg: SOHS  
KOU 5:18  
 Slide no. \_\_\_\_\_  
 Location of slide: \_\_\_\_\_

DESCRIPTION (CONT.)

Ranking: Secondary.

- 15. Condition: Excelent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Deteriorated x Gone \_\_\_\_\_
- 16. Alterations: \_\_\_\_\_
- 17. Is the structure: Onits original site? x Moved? \_\_\_\_\_ Unknown? \_\_\_\_\_
- 18. Surroundings: Open land \_\_\_\_\_ Scattered bldgs. \_\_\_\_\_ Densely built-up \_\_\_\_\_  
Residential \_\_\_\_\_ Industrial \_\_\_\_\_ Commercial x Other \_\_\_\_\_
- 19. Threats to site: None known \_\_\_\_\_ Private dev. \_\_\_\_\_ Zoning \_\_\_\_\_ Vand. \_\_\_\_\_  
Other Imminent demolition.
- 20. Related features: \_\_\_\_\_

SIGNIFICANCE

- 21. Historical and/or architectural importance (dates, events, and persons).

An advertisement placed by Clark in the January 1, 1915, issue of the Medford Mail Tribune lists the Barnum Hotel as one of his recent achievements. Now known as the Grand Hotel, the structure was conveniently located near the Southern Pacific Railroad Depot and the downtown area. Shortly after Clark designed a "sample room" for Mr. Barnum, and the paper read: "Architect Clark has also a contract to build for the Barnum Hotel Building a one-story brick sample room to be 25 x 100 feet in floor space." (MMT 1/28/16) The sample room was to provide room for merchants and salesmen who brought goods and supplies to communities for purchase by other businessmen. Ordering then took place and shipments provided by railroad as soon as possible. Clark also designed a garage for the hotel at the same time as the sample room.

- 22. Main theme of historic resource  
 Architecture \_\_\_\_\_ Arts & Leisure \_\_\_\_\_  
 Economic/Industrial \_\_\_\_\_ Exploration/Settlement \_\_\_\_\_  
 Government \_\_\_\_\_ Military \_\_\_\_\_  
 Religion \_\_\_\_\_ Social/Education \_\_\_\_\_

- 23. Sources (books, documents, interviews, surveys and their dates).

Medford Mail Tribune 1/1/15

- 24. Date form prepared May 1982  
 Name Gail E. H. Evans  
 Address P. O. Box 339  
 City Jacksonville Zip 97530  
 Phone (503) 899-8216

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



UTM ZONE	UTM ZONE	EASTING	EASTING	NORTHING	NORTHING	SIGN	SIGN	SCALE	SCALE	QUAD NAME	QUAD NAME
								<input type="checkbox"/> 1:24	<input type="checkbox"/> 1:62.5		
								<input type="checkbox"/> OTHER	<input type="checkbox"/> 1:24		
								<input type="checkbox"/> OTHER	<input type="checkbox"/> 1:62.5		