

United States Department of the Interior  
National Park Service

National Register of Historic Places

Date Listed: May 9, 2024

NRIS No. SG100010337

Oregon State Historic Preservation Office

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

## 1. Name of Property

historic name Malmgren Garage

other names/site number N/A

Name of Multiple Property Listing N/A

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

## 2. Location

street & number 111 Talent Avenue  not for publication

city or town Talent  vicinity

state Oregon code OR county Jackson code 029 zip code 97540

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:  national  statewide  local

Applicable National Register Criteria:  A  B  C  D

Ian P. Johnson

Ian P. Johnson (Apr 5, 2024 10:10 PDT)

04/05/24

Signature of certifying official/Title: Associate Deputy State Historic Preservation Officer Date

Oregon State Historic Preservation Office

State or Federal agency/bureau or Tribal Government

In my opinion, the property  meets  does not meet the National Register criteria.

Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government \_\_\_\_\_

## 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register  determined eligible for the National Register

determined not eligible for the National Register  removed from the National Register

other (explain:) \_\_\_\_\_

Signature of the Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

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**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

**Category of Property**  
(Check only **one** box.)

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

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

Contributing	Noncontributing	
1	0	buildings
		site
		structure
		object
1	0	<b>Total</b>

**Number of contributing resources previously listed in the National Register**

N/A

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions.)

TRANSPORTATION: Road Related  
COMMERCE

**Current Functions**  
(Enter categories from instructions.)

COMMERCE  
DOMESTIC: Multiple Dwelling

**7. Description**

**Architectural Classification**  
(Enter categories from instructions.)

OTHER: Utilitarian

**Materials**  
(Enter categories from instructions.)

foundation: CONCRETE (Slab)  
walls: CONCRETE  
  
roof: METAL  
other: N/A

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### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

#### Summary Paragraph

The 1924 Malmgren Garage is a single-story building with concrete load bearing walls clad in stucco set on a slab foundation with a metal roof set back from Talent Ave.<sup>1</sup> The building is located along the original rout of the Pacific Highway in downtown Talent, Oregon. The building is approximately 48-foot wide and 90-foot deep, behind a character-defining stucco-clad stepped concrete parapet. Exposed concrete with pour joints characterizes the two side elevations, each with punched openings. The main façade, facing Talent Avenue, with its character-defining stepped parapet, has a large vehicular door, reflecting the original use, storefront windows, and entry. Restored and rehabilitated following damage resulting from the Almeda Fire in 2020, the Malmgren Garage retains the original material and exterior finish of its characteristic concrete walls, its auto-related deep setback from the public right of way, and the false front typical of the modest commercial designs of Talent’s downtown. The Malmgren Garage retains integrity in location, setting, workmanship, materials, feeling, association, and design and effectively relates its original 1924 construction and character along with the associations that make it significant.

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### Narrative Description

#### Site

The Malmgren Garage is located on the north side of Talent Avenue, the original route of the Pacific Highway through southern Oregon and occupies most of the lot identified on Jackson County Assessor’s Plat 381W23DC as tax lot 2000, approximately .17 acres in size. The building is an irregular parallelogram, 48-feet wide at the front, skewing to 47-feet in the rear, with side walls of 91-feet on the west and 87-feet on the east, all as originally built in 1924.

The Malmgren site historically had little or no landscaping. A concrete pad, in front of the building, continues the tradition established with the original garage/auto related use, including the curb cut in the sidewalk on the public right-of-way that leads to the vehicular door. As a requirement of the 2023 rehabilitation, a landscaped area has been added along the walkway on the south elevation. A second concrete pad, with some landscape added, is located at the building rear.

#### Exterior

Cast-in-place bearing concrete masonry walls rise from a poured concrete slab foundation. The main façade is stucco coated while the remaining elevations remain unpainted, exposing the original board formed cast concrete, much of its demonstrating evidence of the original cold pour construction. The character defining stepped parapet of the façade is edged with a small projecting edge at the parapet. Cast “pilaster” like corner boards frame the main façade. Door and window openings on the façade are framed by large cast (stucco-clad) concrete casings, sills and headers of mixed size and irregular design (not all windows, for example, have side casings, evidence of the original simple construction).

Side elevations have “punched” openings in the exposed concrete wall, without any trim. Roofing is of metal, recently installed, replacing the metal roof that existed prior to the fire.

Doors and windows were all destroyed in the 2020 Almeda fire and have been replaced with modern metal or metal-clad wood sash that fit into the original opening, matched to the original muntin patterns.

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<sup>1</sup> *Medford Mail Tribune*, 3-May-1924, 7:4.

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New entries, on the east-facing and rear, north facing, elevations have been matched in design and character to the remaining sash. Two window openings, one on the north and the other on the south, were slightly enlarged in height, maintaining width, as required to allow for code-required egress. A new entry door was added to the rear, east-facing, elevation.

### **Interior**

The interior of the Malmgren Garage, originally built for auto repair and storage, and then used for a variety of light-industrial or storage uses, primarily consisted of a single, large, uninterrupted space below an open truss-supported roof (there was no ceiling in much of the area). Interior concrete walls created two divisions on the north side. Interior finishes, where they existed, were modest, painted plasterboard or exposed concrete below the roof framing. Small, inserted spaces, divided the space below the main roof, built of wood frame or concrete to create a small office area, restrooms, or storage.

As reconstructed post-2021, the interior of the Malmgren Garage retains the exposed concrete slab floor throughout with open truss roofing above with exposed connectors and mechanical systems. Original concrete dividing walls remain and continue to define a small "office" area at the NW corner as existed historically. The second original concrete wall toward the NE divides the rear of the building to which has been renovated to create two small residential spaces. These areas include kitchen, restroom, and living/sleeping lofts, all with simple plaster, wood, and concrete finishes compatible with the building's history.

New framed walls create an inserted restroom for the front commercial/office use. Finishes throughout are either of exposed wood roof framing or painted gypsum board over walls insulated with rigid foam to meet modern energy code. Clear finish heavy timber trusses are joined with simple black steel plates and exposed hardware, consistent with the original character. A portion of the original exposed concrete wall interior was retained on the north wall, below the window bank, to reflect the original interior treatment. Lighting and simple exposed mechanical systems support the industrial character.

The overall character of the interior remains open, without internal supports, consistent with the historic design and use, modified as necessary to meet modern building code and occupancy standards.

### **Integrity**

Before September 2020, little modification is known to have occurred to the Malmgren Garage other than minor changes to the façade, mostly paint, related to changes in occupancy. The most significant effect to the building occurred on September 8, 2020, when the Almeda Fire significantly damaged the Malmgren Garage. The building survived the fire as an exterior shell with all wood elements, the roof, and non-masonry interior walls destroyed. The only features remaining following the fire included the exterior shell, concrete floor, and other non-combustible portions of the structure. Structural engineers confirmed the stability of all four exterior walls and that they could still support a roof.

Despite the effects of the fire, the building retained substantial integrity of its character-defining features, including the materials and workmanship of its exposed, board-formed, cold joint poured-in-placed concrete exterior, stepped parapet design, along with its location and setting in downtown the core Talent commercial area. Work to repair and rehabilitate the Malmgren Garage after the fire restored its historic character and included compatible new windows, doors, roof, and a reorganization of the interior spaces to create a mixed commercial/residential use with office space and two apartments. Following the completion of the rehabilitation efforts in early 2024, the Malmgren Garage reflects its historic design and association with the commercial development of downtown Talent and retains its integrity and essential character-defining features evoking a 1924 automobile service garage.

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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Areas of Significance**

(Enter categories from instructions.)

COMMERCE

ARCHITECTURE

**Period of Significance**

1924-1938

**Significant Dates**

N/A

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation** (if applicable)

N/A

**Architect/Builder**

Unknown (L. I. "Mose" Crawford, attributed)

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Period of Significance (justification)**

The Period of Significance begins in 1924, with the construction of the Malmgren Garage and continues through 1938, when the main route of the Pacific Highway was shifted from Talent Avenue and Malmgren Garage, as well as the surrounding auto-related businesses, were isolated from much of the traveling public and in a brief time were converted to other, non-auto-related use.

**Criteria Considerations (explanation, if necessary)**

N/A

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Malmgren Garage, completed in 1924, is locally significant under Criterion A, in the area of Commerce, for its association with the commercial development of Talent and the community's expanded economy in the years after World War One as the result of the development of the Pacific Highway and increased reliance on private automobiles that replaced train travel. The Pacific Highway served as the major north-south highway in western Oregon until 1938. The building is also significant under Criterion C, in the area of Architecture, as an exemplar of its type. The Malmgren Garage reflects the simple utilitarian garage building designs developed to respond to the shift toward automobile transportation that occurred in the early 20<sup>th</sup> century. Built along major highways that passed through downtown commercial areas, designs of these utilitarian buildings catered to uses that supported the increased automobile use of this era.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

### **Talent**

The first Euro-American settlement in the area around Talent dates from 1851, when Stone and Poynetz took up land claims across what is now Wagner Creek.<sup>2</sup> Jacob Wagner, for whom the creek is named, arrived in Spring 1852 and a small settlement developed around his farm, with settlers following the waterway up into the canyon, along the creek. In 1881, anticipating the arrival of the railroad, Aaron P. Talent established a store to the north of the Wagner Creek area. Talent's general store and mercantile became the post office, with Mr. Talent as the first postmaster. After the postal service denied Talent's request to name the office "Wagner," it was instead designated "Talent."<sup>3</sup> "[A]rea residents naturally received their mail 'at Talent's' and, for whatever reason, the name stuck, being applied to the area in local newspapers as early as September 1883."<sup>4</sup>

The town of Talent, although located along the primary north-south "county road," that served as the stage route through Jackson County, grew slowly. The first train, from the north, passed through the community in February 1884, but the settlement was not of sufficient scale to merit a station. In 1888 a sidetrack for loading freight was built and in September of that year Aaron Talent divided his land into lots and blocks and began offering building sites for sale in the new town. The community of Talent would not actually secure a railroad depot until 1900 when Medford's original 1884 depot was loaded onto a flatbed car and shipped south for use.<sup>5</sup> Talent continued to grow, as a service center for the agricultural uses in the valley surrounding it. Talent was formally incorporated as a city in October 1910, after a vote of the people passed 46 for and 24 against. Commercial activity slowly shifted focus from the railroad corridor to the old stage route which became the primary automobile route. A major fire in January 1911 destroyed much of the commercial core and some of the replacement buildings were more substantial, of brick or concrete, reducing the risk of future fire and reflecting the city's growing prosperity.

### **The Pacific Highway**

In 1913 the State of Oregon created the Oregon State Highway Department to "...get Oregon out the mud." Two years later, in 1915, Jackson County, an early proponent of good roads, began the construction of what would be designated as the "the Pacific Highway," the major north-south route in western Oregon, on a stretch of road between Medford and Central Point.<sup>6</sup> In the Talent section, the former stage route, today's Talent Avenue, that section of the road that connected the city to Ashland and Medford, was incorporated into the new Pacific Highway route.

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<sup>2</sup> Walling, Albert G. *History of Southern Oregon Comprising Jackson, Josephine, Douglas, Curry and Coos Counties*. (Portland, OR: A. G. Walling), 1884:337.

<sup>3</sup> McArthur & McArthur. *Oregon Geographic Names*, 7<sup>th</sup> Ed. (Portland, OR: Oregon Historical Society Press), 2003:934.

<sup>4</sup> Kramer, George. *Historic Context Statement for the City of Talent*, (Talent, OR: City of Talent), 1994:9.

<sup>5</sup> *Valley* (Ashland, OR) *Record*, 22-March-1900, 1:3. The Talent Depot was razed in 1935 but the design served as the model for a replica, built by the city, that today stands on the original site.

<sup>6</sup> ODOT. *Oregon on the Move: A History of Oregon's Transportation Systems*. Salem, OR: ODOT History Committee, 2009:12.

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The construction of the Pacific Highway and the increased reliance on automobiles over horse and wagon for local travel, and over trains, for longer trips, shifted Talent's economic focus away from the railroad line and toward Talent Avenue. New business blocks, especially after the 1911 fire, were constructed along Talent Avenue, a trend that only increased when the road was fully paved in 1914-1915.

The Talent-Ashland section of the Pacific Highway is being rapidly constructed. According to the account of a Talent citizen, the grading is now completed, the only thing remaining to be done being the putting on the asphalt.<sup>7</sup>

The entire route of the Pacific Highway was fully paved in Oregon, from the California border in the south to the Columbia River, north of Portland, by 1923, a notable achievement in the western United States. "Oregon is the first state west of Mississippi to have a paved highway the entire length of the state."<sup>8</sup> Three years later, California completed the difficult mountainous section of the highway north of Yreka to the Oregon border, meeting Oregon's pavement. That created the first fully paved roadway between Vancouver, British Columbia, in Canada and Tijuana, Mexico, a travel distance of more than 1700 miles.<sup>9</sup> Dubbed "The Road of Three Nations," the Pacific Highway on its completion was famed as the longest paved roadway in the world. "The Pacific Highway will be the first transcontinental road to be paved throughout its extent."<sup>10</sup>

Talent Avenue, on the Pacific Highway continued to see new development, much of it attempting to provide services and goods to auto tourists and travelers passing through the city. Several fuel stations were built within the downtown core, including the Newton station (200 Talent Avenue, 1924)<sup>11</sup> and the series of stations at the intersection of Talent Avenue and Colver Road.<sup>12</sup> The June 1930 Sanborn Fire Insurance Map of Talent shows the short section of Talent Avenue between Wagner Creek Road and "the County Road," (now West Valley View Road) as the site of multiple auto-focused businesses, including a lunch counter, the Malmgren Garage, the Talent Auto Camp and the Newton gas station (see Figure 6).

### **Theodore & Frederika Malmgren**

Theodore John Malmgren was born in South Dakota in 1871, graduated from the University of South Dakota and then attended Iowa State University, obtaining a medical degree in 1907. Relocating to southern Oregon, he married Fredericka Barbara Hann in June 1909. That same year he opened a medical office in Phoenix. Dr. Malmgren quickly became a much respected and beloved general physician, serving as the county's third Medical Examiner beginning in 1919. He also was active in numerous professional and community organizations.<sup>13</sup> Malmgren was among the first of southern Oregon's doctors to purchase an automobile, which he used to provide patient care at all hours of the day and night, throughout the still largely rural county. In 1911-1912 he and Fredericka built a fine temple-front home in Phoenix. The Colonial Revival style house is located at 203 West 2<sup>nd</sup> Avenue. Malmgren later had a small stone building erected at 201 West 2<sup>nd</sup> Avenue, next door, for use as his medical office, along with a small retail pharmacy.<sup>14</sup>

<sup>7</sup> "Pacific Highway Well Underway," *Ashland Tidings*, 29-August-1914, 1:1.

<sup>8</sup> ODOT, 2009:23.

<sup>9</sup> Improvements in the road, mostly reducing curvature, have considerably shortened the travel distance between Vancouver and Tijuana. Today, on Interstate 5, the road of three nations is about 1410 miles long.

<sup>10</sup> "Pacific Highway, Now Nearing Finish, Dedicated Next Month," *Tacoma (WA) News-Tribune*, 22-August-1921, 6:2-3.

<sup>11</sup> "New Improvement Planned at Talent," *Ashland Tidings*, 9-January-1924, 1:5.

<sup>12</sup> This intersection, later connected into the rerouted highway, is locally known as "Talent Junction," and remains the site of a gas station in 2022.

<sup>13</sup> "Obituary," *Medford Mail Tribune*, 4-April-1929, 2:5.

<sup>14</sup> Oregon Historic Sites Database, accessed 21-April-2022 ([www.heritagedata.prd.state.or.us/historic](http://www.heritagedata.prd.state.or.us/historic)). See also *The Malmgren Story* (Phoenix Historical Society, n.d.). There is some confusion between sources about the construction dates of these buildings.

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Malmgren's private practice thrived, and, with his automobile, he made calls throughout Jackson County to serve a variety of patients. It made for long, hard, days, especially traveling on the rough gravel and dirt roads of the region. His last day was typical.

After caring for patients all day, he and Frederika had attended a potluck supper at the church. Later that evening he was called out to care for a patient.<sup>15</sup>

Returning home after that midnight call in early 1929, Malmgren suffered a heart attack and died, at age fifty-seven. "The entire community was plunged into deep gloom when the sudden announcement was made Wednesday that Dr. Malmgren, well-known Phoenix physician, has passed away in the early morning hours."<sup>16</sup>

Frederika Barbara Malmgren, born in Holland in 1872, arrived in the United States in 1903. She earned a degree from Iowa State College and taught German there before moving to Oregon with her husband in 1909.<sup>17</sup> She too was active in local organizations, serving as the president of the Presbyterian Women's Aid Society, beginning in 1913 and helping to organize a study group in Ashland. "She must have been a very well-educated women, and she knew several languages; Dutch, English, German and French."<sup>18</sup> After her husband's death, Mrs. Malmgren traveled the world, taught French to local women, and managed the couple's extensive real estate holdings, including the Malmgren Garage. In 1937 she sold four residential properties in Medford, including the Wynkoop Bungalow Court, for an estimated \$25,000 cash.<sup>19</sup> In 1942 Frederika advertised the Malmgren home, in Phoenix, for sale, describing the building and why it was for sale, in a small, classified notice.

8-room house, Colonial Style, one block from the highway, in Phoenix. Furnished or partially furnished. Reason for selling, much too large for one old lady, contact Mrs. Malmgren, Phoenix."<sup>20</sup>

Frederika Barbara Malmgren died in March 1947, two years after selling the garage building.

### **Malmgren Garage Construction**

Although not specifically documented, Theodore and Frederika Malmgren likely purchased or otherwise acquired the property on Talent Avenue in the early 1920s, probably as one of their many investments. In late May 1924, the local newspaper reported that work and begun on the garage building.

Dr. Malmgren is rushing his big new garage in Talent to completion. He has several men at work, some on the cement and some on the lumber portions. Mr. Crawford is his garage man and is a good workman, very accommodating and courteous to all comers.<sup>21</sup>

A week later the paper again reported on the project. "Work is progressing rapidly on the Crawford Garage [and] one wall is already up."<sup>22</sup> Crawford, known as "Mose," managed Talent Lumber in 1915. In 1917 after he and Miss Belle French, were married, they moved to Klamath Falls, when he managed a garage.<sup>23</sup>

<sup>15</sup> *The Malmgren Story* (Phoenix Historic Society, n.d.)

<sup>16</sup> "Death of Doctor Plunges Precinct in Deep Morning," *Medford Mail Tribune*, 5-April-1929, .

<sup>17</sup> "Frederika Malmgren, Obituary," *Medford Mail Tribune*, 10-March-1947, 2<sup>nd</sup> 6:2.

<sup>18</sup> *The Malmgren Story* (Phoenix Historic Society, n.d.)

<sup>19</sup> "Four Properties Here Are Bought for Investment," *Medford Mail Tribune*, 31-January-1937, 10:1. According to [www.measuringworth.com](http://www.measuringworth.com) (visited 2-August-2022), the comparative value of \$25,000 during the Great Depression in today's money would be well over two million dollars.

<sup>20</sup> *Medford Mail Tribune*, 2-October-1942, 3:4. The Malmgren House (1911), an elegant "temple front" Colonial located at 203 W 2<sup>nd</sup> Street remains among the finest dwellings in Phoenix, Oregon. The small bearing stone masonry office and pharmacy, at 201 W 2<sup>nd</sup> Street, remains next door.

<sup>21</sup> *Medford Mail Tribune*, 3-May-1924, 7:4.

<sup>22</sup> *Ibid*, 6-June-1924, 7:3).

<sup>23</sup> *Ashland Tidings*, 1-October-1917.



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Crawford returned to Talent at some point, and apparently managed another local garage before opening business in the Malmgren property. "L. T. (sic). Crawford, garage man of Talent, was transacting business in Medford yesterday."<sup>24</sup> Crawford operated the garage in Malmgren's property for only a brief time, as the business was apparently for sale by February 1926.<sup>25</sup> "It is the only garage in town and is doing a good business."<sup>26</sup>

It is unclear who designed or built the Malmgren Garage, but it is unlikely that a professional architect or designer was involved. More logically the project design was the work of its unnamed builder, possibly Mose Crawford, the first tenant, with input from Dr. Malmgren. The building generally follows practical vernacular rules geared to the garage use, with the large vehicular door facing the roadway, flanked by simply detailed door and window openings.<sup>27</sup> The original interior, as documented in the Sanborn Fire Insurance Map done less than a decade after its completion, shows the south side as a 10-car garage with the north used as a repair shop and office/stockroom created by partition below the open truss roof (see Figure 7).

### **The Garage as an Architectural Type**

The construction of the Pacific Highway following what is now Talent Avenue led to the construction of a series of auto-related businesses. These new uses, including fueling stations, garages, and small diners or eateries.

Originally many businesses sold gas, adding a pump (or even a hand crank) out front, to service the new demand. This was especially true in small towns. Curbside pumps that could be set in front of virtually any existing building, next to the roadway, proved highly dangerous (many were struck by vehicles causing fires or explosions), and soon local and state regulations began to require that gas pumps be removed from proximity to the right-of-way. By the early 1920s, this resulted in the creation of the "fueling station," a purpose-built structure, typically located on a larger lot that was deeply setback from the roadway. Gas pumps were set upon elevated concrete "islands" to provide a barrier from moving cars. The curbside pump "...would survive only in conjunction with the rural general store or streetside business in areas of low traffic."<sup>28</sup> The Malmgren Garage represented a somewhat hybrid situation, since it was set back from the right-of-way, but that space was likely reserved for parking or loading, not fuel pumps.<sup>29</sup>

As a type, the automobile garage, as distinct from a fueling station, evolved quickly, as automobiles became an increasingly important part of modern life. An essential element of the garage function, especially in rural areas with spotty road development, was to provide secure storage for a valuable automobile at a location where that was connected to improved roads. Storage garages often evolved and were co-located with livery stables. A rural owner could ride into town, stable their horse, and access their automobile all from the same location. As roads improved, and as horse transportation declined, the automobile garage as a unique type developed quickly.

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<sup>24</sup> Ibid, 1-March-1924, 2:1.

<sup>25</sup> Crawford's middle name was *Imber* (i.e., his middle initial was "I," not "T"). He was generally known as "Mose" Crawford locally. Crawford was born in Nebraska in 1892 and arrived in Talent prior to 1915, when he was managing the Talent Lumber Company. After leaving Talent, Crawford moved to Tule Lake, where he became a potato broker. Mose and Belle Crawford had five children (1930 US Census, found at [www.ancestryheritagequest.com](http://www.ancestryheritagequest.com), visited 13-June-2022). Crawford died in 1952 ([www.findagrave.com](http://www.findagrave.com), visited 13-June-2022). See "L. Crawford Death Told," *Herald and News*, 25-October-1952, 1:6).

<sup>26</sup> Ibid, 10-February-1926, 7:1-2.

<sup>27</sup> Compare the Malmgren Garage, for example, with the Whittle Garage Building, in Ashland, as built between two adjoining structures in 1925. The Whittle Garage was listed on the National Register of Historic Places in 1997 (NRIS 97000142).

<sup>28</sup> Witzel, Michael Karl. *The American Gas Station* (New York, NY: Barnes & Noble Press), 1992:37.

<sup>29</sup> The "Bates Service Station" (originally developed as a gas station by brothers Tom and O.H. Newton, along with Chester Wolters), was built at the corner of Wagner Road and what is now Talent Avenue, diagonally opposite the Malmgren garage site. Still standing, it follows traditional fueling station design, with a covered canopy over the exterior gas pumps (*Ashland Weekly Tidings*, 9-January-1924, 1:5).

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The design of the public garage has within a few years, progressed from the remodeled livery stable or store building stage to its present status as a distinct type of building, in the design of which recognition much be given to the specific character of the problem. This applies to the appearance as well as the planning and construction.<sup>30</sup>

By the early 1920s, when the Malmgren Garage was planned and developed, the basic form of an automobile garage was well established. The large interiors "...universally were open and largely unobstructed spaces ideal for moving cars around..."<sup>31</sup> Traffic flow, with large vehicular doors that allowed cars to drive "thru" the building rather than single exit, required setbacks rather than typical zero-lot line commercial development. Smaller spaces within the interior, for office or storage, required separation from the main work floor, divided by full height partitions. Natural lighting was beneficial for repair work itself, which typically occurred in designated areas of the main storage floor.

Garage design along the Pacific Highway was established during the 1920s. Multiple garage buildings were built on this important roadway in Jackson County, including, in Ashland, the Whittle Garage Building and, in Medford, along what was termed "Medford's Auto Row," an area on what is today Riverside Avenue, north of 8<sup>th</sup> Street, in the city's downtown core (see Figure 5).

#### **Falsefront Architecture**

The Malmgren Garage is an example of a concrete "falsefront," a vernacular form that was common for small commercial buildings throughout the western United States during the early 20<sup>th</sup> century. In simple terms false front architecture is derived from the extension of the front elevation or façade wall above plate height to hide the roof, typically a gable, to create the appearance of a larger and more substantial structure. "Western falsefront," was made famous as a staple in thousands of western movies streetscapes during Hollywood's "Golden Age." Western false fronts were built of wood and, in series, intended to create the appearance of a larger, more prosperous and established, community.

False-front commercial buildings did not create illusions that fooled the citizenry but provide symbolic evidence of the general civilizing process. The fronts were orderly, partly because their lot sizes were similar, and because the design relationships among them were proportional. The stores helped to create enclosure and gave the sense of a developing center, even if the development provided transitory."<sup>32</sup>

Typically, falsefronts were rectangular, the façade forming a vertical box that extended the building facade to create a flat cornice atop a thin panel that hid the roof. This design yielded a more substantial visual character and created a large area for signage above the storefront. When the parapet was extended in multiple small rectangular sections to hide the gable, but with minimal projection above the roof, the result was termed a "stepped parapet," or sometimes a "stepped falsefront" or, in masonry, as a "crow-step" gable or parapet." This approach was both less costly than a full rectangular falsefront, was easier to construct, as the height of the unsupported narrow wall above the roofline was minimized, and, especially for wooden construction, less susceptible to damage from exposure.

In most towns wooden false front buildings were replaced by brick or concrete masonry buildings, often so-called "Chicago Style," designs as cities grew or, especially in smaller towns, after fire ravaged the original townscape and cities passed ordinances that mandated "fireproof" construction. Fire was particularly impactful in southern Oregon, especially in Grants Pass and Ashland, where late 19<sup>th</sup> century fires spurred the rapid rebuilding of the commercial core in brick, often with single slope roofs, which did not require a false front to hide the gable.

<sup>30</sup> "The Need for More Garages," *National Builder* vol. 64 (January 1921, 56, as cited by Jakle and Sculle, 2013:5.

<sup>31</sup> Jakle and Sculle. *The Garage* (Knoxville, TN: The University of Tennessee Press), 2013:41.

<sup>32</sup> Gottfried and Jennings, *American Vernacular Architecture* (New York, NY: W. W. Norton & Company), 2009:235.

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In Talent, which suffered a significant fire in January 1911 just a few months after the city was incorporated, there had been some masonry construction, notably the brick Wolters Store, Ames Building and the Oddfellows Lodge.<sup>33</sup> Still, as might be expected in small rural community, other Talent buildings were built or rebuilt in wood, many of them continuing the use of the false front to appear larger than they were. Hanscom Hall, a two-story wood false front building that stood immediately south of the Malmgren Garage, was built in 1906. Although it survived the 1911 fire, a structural fire later damaged the upper floor, c1915.<sup>34</sup> Rather than being rebuilt, the front was simply clipped and made shorter when a new roof was constructed, reducing the building to a single floor.<sup>35</sup> Even later the full false front was reduced to a stepped design, perhaps due to material failure.

### Shifting the Highway

Beset by financial setbacks in the mid-1920s, when the Talent State Bank was closed and the Bagley Canning Company, a major local employer, relocated to Ashland, the onset of the Great Depression in 1929 hit Talent especially hard. The city's woes were further impacted when, in the early 1930s, the Oregon State Highway Department proposed realigning the Pacific Highway, to create a smoother, less congested route, with fewer curves to speed travel that would completely bypass the city's commercial core. Talent's civic and business leaders were quick to voice their opposition.

Talent would be left off the direct route by little more than a city block and a protest signed by practically every citizen of [the town] was filed at the meeting this morning.<sup>36</sup>

Both Ashland and Jackson County supported the Talent's efforts to maintain the highway through downtown, and the State ultimately delayed the shift for several years.

Attorney Otto Fronhmayer, representing Talent, said the proposed change would mean a considerable loss to Talent business man and would render obsolete the new \$35,000 sewer system."<sup>37</sup>

In 1936 the Highway Commission voted to relocate the highway to a new alignment east of downtown. Work on the new road, what would become the South Pacific Highway, was completed in early 1938.

Talent, no doubt, will feel the effect of this decision, but still, we will not be extinct in a few years as many people suspect.<sup>38</sup>

When the relocated highway shifted to the north, Talent Avenue, the former route, lost a significant amount of traffic. The new route was designated as U.S. 99. "It bypassed downtown...and made Talent Avenue, the old stage route, nothing but a local street."<sup>39</sup> Where Talent Avenue, met the new US 99 Route, several blocks west of the Malmgren site, was known as "Talent Junction," and became (and remains) the site of auto-related uses, serving motorists on the larger thoroughfare. The Malmgren Garage, as well as the surrounding auto-related businesses, were isolated from much of the traveling public and in a brief time were converted to other, non-auto-related uses.

<sup>33</sup> Wright, Jan. *Talent – Images of America*. (Charleston, SC: Arcadia Publishing), 2009:61-63. None of these buildings remain standing.

<sup>34</sup> Op cit, 63.

<sup>35</sup> Hanscom Hall was the first building in Talent to be nominated and listed in the National Register of Historic Places (NRIS #96000626). The building did not survive the Almeda Fire and no longer stands.

<sup>36</sup> *Ashland Tidings*, 12-January-1934, 1:2.

<sup>37</sup> "Road Commission Will Decide After Due Investigation," *Medford Mail Tribune*, 24-June-1936, 3:7.

<sup>38</sup> *Ashland Tidings*, 3-August-1936, 1:5.

<sup>39</sup> Reynolds, Yvonne. *Talent – Worth its Weight in Gold*. (Talent, OR: Lolot Publishing, 1996), 80.

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### Later Occupants

By April 1933, the Malmgren Garage was advertised as available for rent, after M. S. Donough, who had been running the garage business there, decided to return to Ashland. Frederika Malmgren leased the building. "Mr. and Mrs. W. Hotchkiss, recently of Colorado, will open a feed store in the garage."<sup>40</sup> The Hotchkiss' operated the "Talent Feed Store," which remained at this location for many years, under multiple ownerships.<sup>41</sup> In 1945, two years before her death, Frederika Malmgren sold the building to George M. Davis, who purchased it as an investment. The feed store use continued (see Figure 9).<sup>42</sup> In September 1946 J. C. "Pat" Kennedy, who had operated the feed store for less than a year, sold the business to "newcomers," M. R. Barnett and R. H. Anderson, previously from southern California.<sup>43</sup>

By 1956 the Malmgren Garage was occupied by the Sis-Q-Food Products Company, "Producers of Rogue Valley Cheeses (see Figure 10). Sis-Q, originally based in Ashland, incorporated in 1954, with E. G. Sommer, A. C. Bernges and Clarence Ellison as the officers. They leased the Malmgren Garage building sometime thereafter.<sup>44</sup> By May 1961 the Malmgren Garage was occupied by the Talent Lumber Yard (see Figure 10). By 1964 the building was occupied by Talent Hardware, operated by C. G. Scharff.<sup>45</sup>

Granville and Eva Brittsan acquired the building from George M. Davis in 1974.<sup>46</sup> The Brittsans continued to lease the structure and remained on the deed until 1983, when the property was purchased by Clair and Mildred Davis.<sup>47</sup> In 1988 the property was purchased by William and Bonnie Morgan, who operated Southern Oregon Pottery Supply Company in the building until Fall 2008. Subsequent uses have included an art studio and an antique store. The Malmgren Garage remains in the ownership of the William M. Morgan Disclaimer Trust. Beginning with Theodore and Frederika Malmgren, continuing through Davis and the Brittsans, Morgan is only the fifth owner in the building's 100-year history.

### Almeda Fire – September 8, 2020

The Almeda Fire began on morning of September 8, 2020, and swept through the center of the Rogue Valley, along either side of Bear Creek, destroying more than 2500 homes and buildings. Although small in size, 3200 acres, compared to many forest fires, in terms of structure damage the Almeda Fire "...was the most destructive wildfire in Oregon's recorded history."<sup>48</sup> The fire began in Ashland and then rapidly moved northwest. It destroyed fully one-third of the housing in Talent and much of the city's downtown.<sup>49</sup>

The Malmgren Garage, the only concrete building on Talent Avenue, was severely damaged while all the buildings adjacent on the north side of Talent Avenue, including the National Register-listed Hanscom Hall, were destroyed. Images taken during the fire frequently relied on the stark outline of the Malmgren's stepped parapet as a landmark, aiding locals attempting to understand what they were seeing. Noteworthy was this reaction, from Talent's mayor, Darby Ayers Flood.

<sup>40</sup> Ibid, 22-December-1933, 11:4.

<sup>41</sup> See, for example, *Medford Mail Tribune*, 12-July-1937, 7:7, which details Bill Hotchkiss purchase of the store from J. Maxwell, "Hotchkiss formerly owned the store, before selling it to Maxwell."

<sup>42</sup> Jackson County Deed, 238:499.

<sup>43</sup> "Talent Business Places Sold to Californians," *Medford Mail Tribune*, 16-Sept-1946, 9:4. See also *Medford Mail Tribune*, 23-January-1946, 3:6, "Talent Feed Store Now Under New Management."

<sup>44</sup> *Medford Mail Tribune*, 10-October-1954, 3:1.

<sup>45</sup> The property address in 1964 was 106 Old Pacific Highway South. See R. L. Polk & Company. *Ashland City Directory, Including Phoenix, Talent and Rurals*, (R. L. Polk & Co., Los Angeles, CA), 1964, Street Index Page 34).

<sup>46</sup> Brittsan, born in Wimer in 1914, was the manager of the OK Market and later worked as salesman for a grocery wholesale firm and was a partner in a meat locker. He served in the army during World War Two and was politically active, having run for office in Medford before moving to Talent (see *Medford Mail Tribune*, 19-August-1956, 1:1).

<sup>47</sup> Jackson County Journal Voucher 1984-00205, dated September 9, 1983. Granvil Fletcher Brittsan (1914-1988) served as the mayor of Talent from 1965 to 1971 ([www.talentfriends.org](http://www.talentfriends.org), visited 21-April-2022).

<sup>48</sup> "This week marks a years since wildfires destroyed thousands of homes," <https://www.ijpr.org/wildfire/2021-09-08/the-almeda-fire-one-year-later> (visited 15-June-2022).

<sup>49</sup> <https://southernoregonbusiness.com/category/almeda-fire/> (visited 15-June-2022).

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The night of the Almeda fire, watching videos of Talent's devastation on television, it was hard to get my bearings, to know what I was seeing or where the images were from until I saw the outline of the Malmgren building standing out against the flames.<sup>50</sup>

### Summary

The Malmgren Garage, a single story bearing concrete masonry building located in Talent, Oregon was developed by prominent physician Dr. Theodore Malmgren and completed in early Summer 1924. It is the only remaining example of false front commercial style in Talent and is one of best-known examples of that common vernacular type in Southern Oregon. The building is, in addition, strongly associated with the development and impact of the Pacific Highway that passed directly through the commercial core of Talent prior to its being relocated to the north in 1938. The Malmgren Garage is the best example of its type, a falsefront garage, in Talent and is among the few surviving examples standing in Jackson County, that relate the falsefront from within the development history of the Pacific Highway in Oregon.

Although significantly damaged by the September 8, 2020, Almeda Fire, the Malmgren Garage has been compatibly rehabilitated under the Certified Rehabilitation program in cooperation with the National Park Service. The building retains substantial integrity to its character defining elements, including the materials and workmanship of its exposed, board-formed, cold joint poured-in-placed concrete exterior, stepped parapet design, location and setting in downtown the core Talent commercial area. The Malmgren Garage effectively conveys the associations that make it significant. As a lone survivor, the repair and rehabilitation of the Malmgren Garage, completed in accordance with the Secretary of the Interior's Standards, under the NPS Certified Rehabilitation program, only adds to its history.

The Malmgren Garage is significant for listing in the National Register of Historic Places under Criterion A, for its association with the history and development of the Talent, Oregon, and under Criterion C, for its design and workmanship, as an exemplar of the vernacular false front commercial type and the early automobile garage.

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<sup>50</sup> Ayers-Flood, Darby, public comment as stated at *Art of the Fire*, held at the Malmgren Garage, 1-June-2022 (confirmed with Mayor Ayers-Flood by the author, 27-June-2022).

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**9. Major Bibliographical References**

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

*Ashland Tidings*, misc. issues as cited in text by date:page.

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*Lots of Park: Land Use in Car Culture*. Charlottesville, VA: University of Virginia Press, 2004.

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Livingston, Jill. *That Ribbon of Highway: Highway 99 Through the Pacific Northwest*. Klamath River, CA: Living Gold Press, 2003.

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Reynolds, Yvonne. *Talent – Worth its Weight in Gold*. Talent, OR: Lolot Publishing, 1996.

Walling, Albert G. *History of Southern Oregon Comprising Jackson, Josephine, Douglas, Curry and Coos Counties*. Portland, OR: A. G. Walling, 1884.

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: Jackson County Courthouse

Historic Resources Survey Number (if assigned):

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**10. Geographical Data**

**Acreage of Property** Less than one

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

**Latitude/Longitude Coordinates**

Datum if other than WGS84: N/A

(enter coordinates to 6 decimal places)

1	<u>42.244431°</u>	<u>-122.786357°</u>	3	<u></u>	<u></u>
	Latitude	Longitude		Latitude	Longitude
2	<u></u>	<u></u>	4	<u></u>	<u></u>
	Latitude	Longitude		Latitude	Longitude

**Verbal Boundary Description** (Describe the boundaries of the property.)

The boundary is defined as Tax Lot 2000 on Jackson County Assessor Plat 381W23DC, roughly 60 feet by 155 feet in size, fronting on the north side of Talent Avenue, east of Valley View Road, containing 0.17 acres.

**Boundary Justification** (Explain why the boundaries were selected.)

The nominated area consists of the entire tax parcel historically associated with the Malmgren Garage since its construction in 1924.

**11. Form Prepared By**

name/title George Kramer, M.S., HP, Kramer & Company date February 2024  
organization For William Morgan Disclaimer Trust telephone 541-482-9504  
street & number 386 North Laurel Street email [george@preserveoregon.com](mailto:george@preserveoregon.com)  
city or town Ashland state OR zip code 97520

**Additional Documentation**

Submit the following items with the completed form:

- **Regional Location Map**
- **Local Location Map**
- **Tax Lot Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

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**Photographs:**

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

**Photo Log**

**Name of Property:** Malmgren Garage  
**City or Vicinity:** Talent  
**County:** Jackson **State:** OR  
**Photographer:** George Kramer, M.S., HP, Ashland, OR (except as noted)  
**Date Photographed:** December 2023- February 2024, as noted

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photo 1 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0001  
Looking North, on Talent Ave
- Photo 2 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0002  
Façade and S. Elev., Looking NE
- Photo 3 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0003  
West (façade), looking E across Talent Ave
- Photo 4 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0004  
North Elev., looking E
- Photo 5 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0005  
South Elev., looking N
- Photo 6 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0006  
South and Rear (east) elevs., looking NW
- Photo 7 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0007  
Rear (east-facing), looking NW
- Photo 8 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0008  
INTERIOR, Main Space, looking E
- Photo 9 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0009  
INTERIOR, Main Space, looking NE
- Photo 10 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0010  
INTERIOR, Main Space, looking W
- Photo 11 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0011  
INTERIOR, Main Space, looking SW
- Photo 12 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0012  
INTERIOR, Main Space, looking W
- Photo 13 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0013  
INTERIOR (Apt 1), looking SE from Loft



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**Photo 14 of 14:** OR\_Jackson\_Talent\_MalmgrenGarage\_0014  
INTERIOR (Apt 2) looking SE from Loft

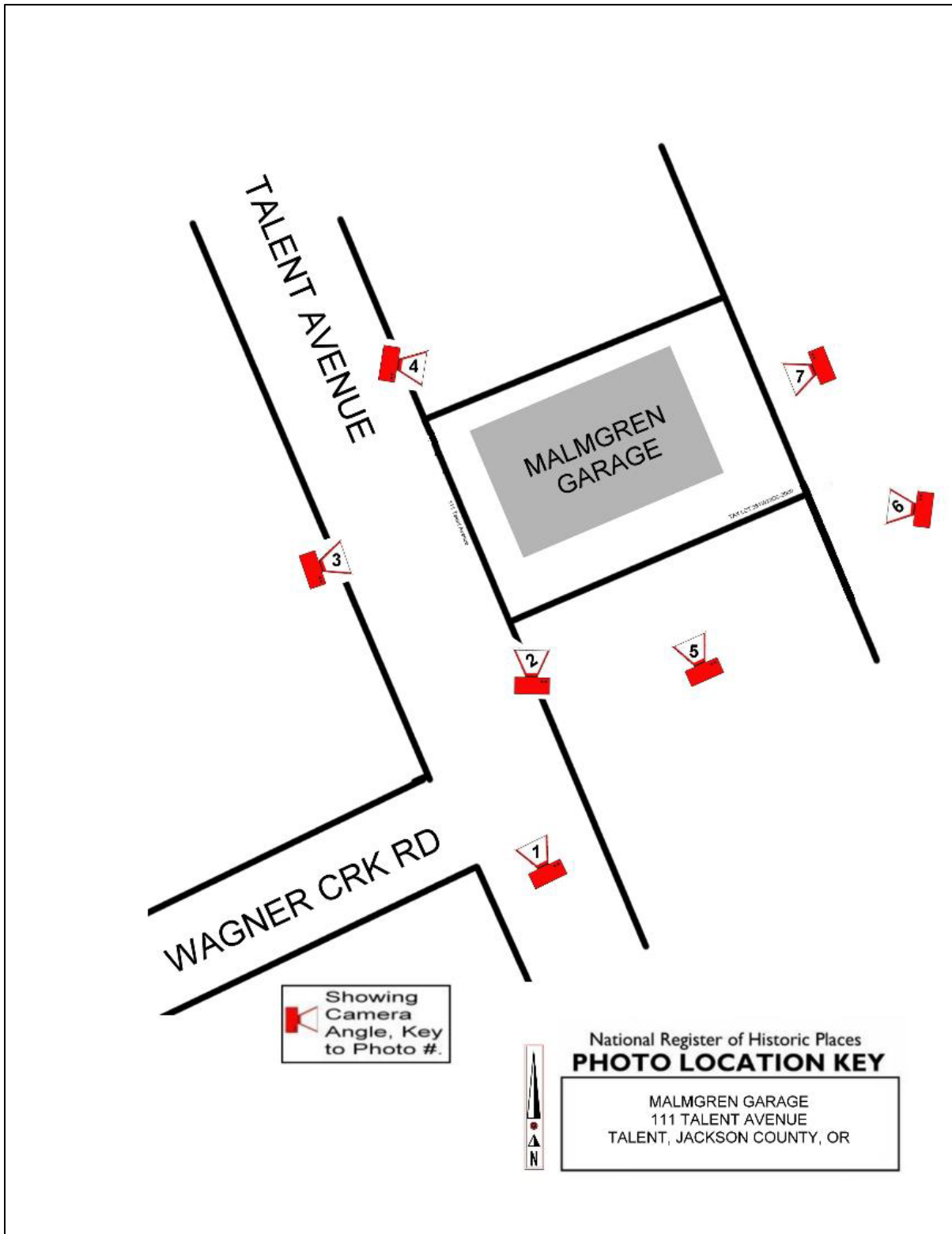
**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to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

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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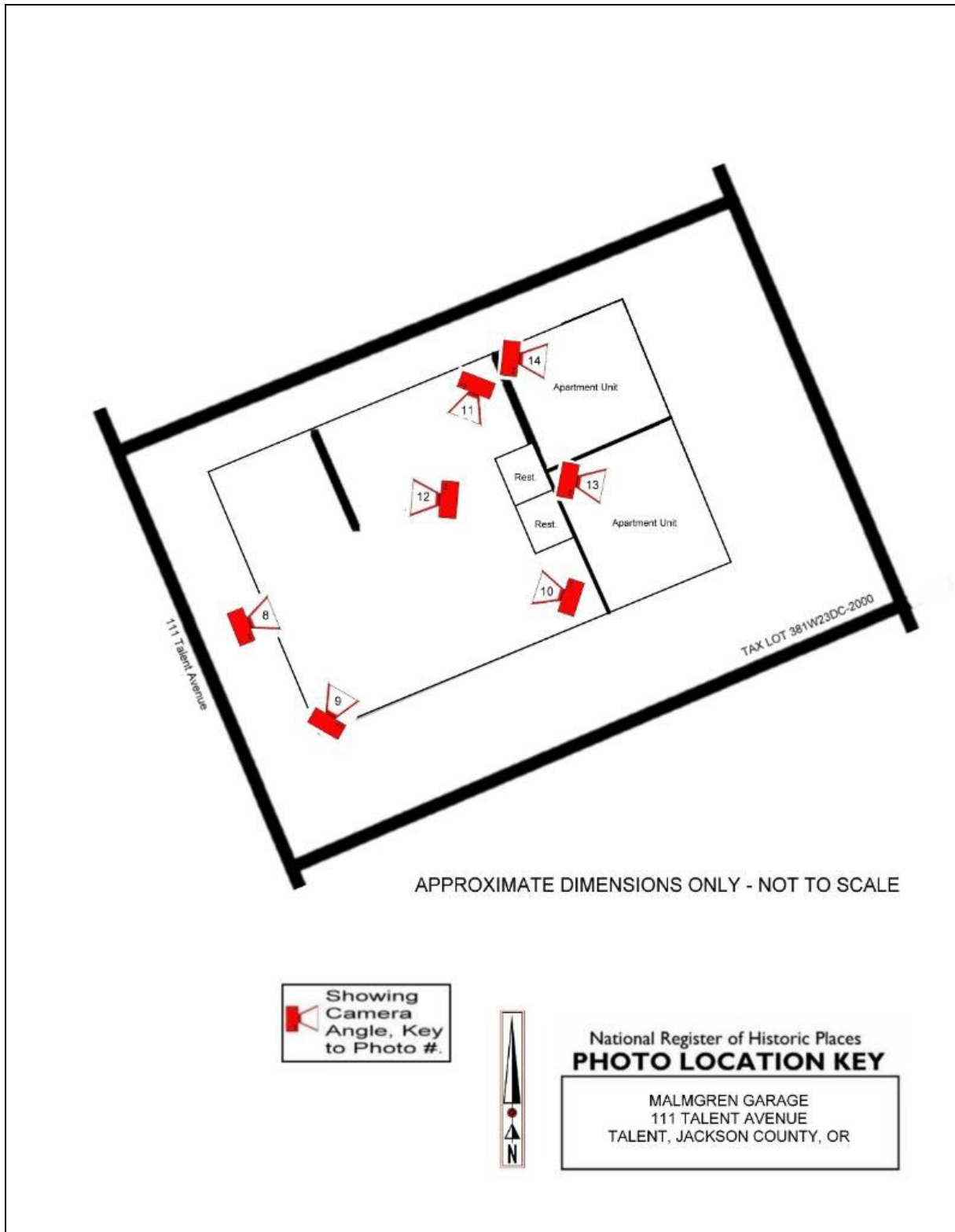
PHOTO LOCATION MAP 1: Images 001 thru 008 (Exterior Images)



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PHOTO LOCATION MAP 2: Images 009 thru 014 (Interior Images)



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### List of Figures

(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all documents should be inserted with the top toward the top of the page.)

- Figure 1:** Regional Location Map (USGS "Talent", 7.5 Quadrangle, 2020, annotated).
- Figure 2:** Local Location Map (Google Earth, May 2023, Annotated).
- Figure 3:** Jackson County Assessors Map 381W23DC, Showing Tax Lot 2000.
- Figure 4:** Pacific Highway Map, Sisson to Grants Pass (CSAA, c2910) Showing Paved section from California Border to Gold Hill in RED
- Figure 5:** "Modern New Buildings House Many Medford Auto Firms," *Medford Mail Tribune*, January 2, 1927 (Automobile Section, 1:1-8)
- Figure 6:** Sanborn Fire Insurance Map, Talent Oregon, June 1930
- Figure 7:** Sanborn Fire Insurance Map (DETAIL), Talent Oregon, June 1930.
- Figure 8:** HISTORIC PHOTO: Malmgren Garage (Hotchkiss Feed and Grain), c1935, Looking NE (Talent Historical Society Image)
- Figure 9:** HISTORIC PHOTO: Talent Avenue, Looking West, Malmgren Garage at right, Sept 1951 (ODOT Image)
- Figure 10:** HISTORIC PHOTO: Malmgren Garage (Sis-Q Food Products), Looking East, April 1959 (Talent Historical Society Image)
- Figure 11:** HISTORIC PHOTO: Malmgren Garage, Looking East, May 1960 (Talent Historical Society Image)
- Figure 12:** HISTORIC PHOTO: Malmgren Garage (Southern Oregon Pottery), Interior, Rear Warehouse area, looking east to rear door, 1979 (Bonnie Morgan Image)
- Figure 13:** Malmgren Garage (Southern Oregon Pottery), Interior, Office area looking west, 1979 (Bonnie Morgan Image)
- Figure 14:** HISTORIC PHOTO: Malmgren Garage, Looking East, Nov. 1991 (Jackson County Assessor Image)
- Figure 15:** HISTORIC PHOTO: Malmgren Garage, Looking NE, 2010 (G. Kramer Photo)
- Figure 16:** HISTORIC PHOTO: Malmgren Garage, Interior, Warehouse, Looking East, 2010 (G. Kramer Photo)
- Figure 17:** HISTORIC PHOTO: Malmgren Garage (Almeda Fire), Sept 8, 2020 (from Kevin Jantzer, YouTube Video)
- Figure 18:** HISTORIC PHOTO: Malmgren Garage, Post-Almeda Fire. Looking NE, Oct 2020 (G. Kramer Photo)
- Figure 19:** HISTORIC PHOTO: Malmgren Garage, Post Almeda Fire clean up, Looking SE, Feb 2021 (G. Kramer Photo)
- Figure 20:** FLOORPLAN, as rebuilt (artkitek, 2022)



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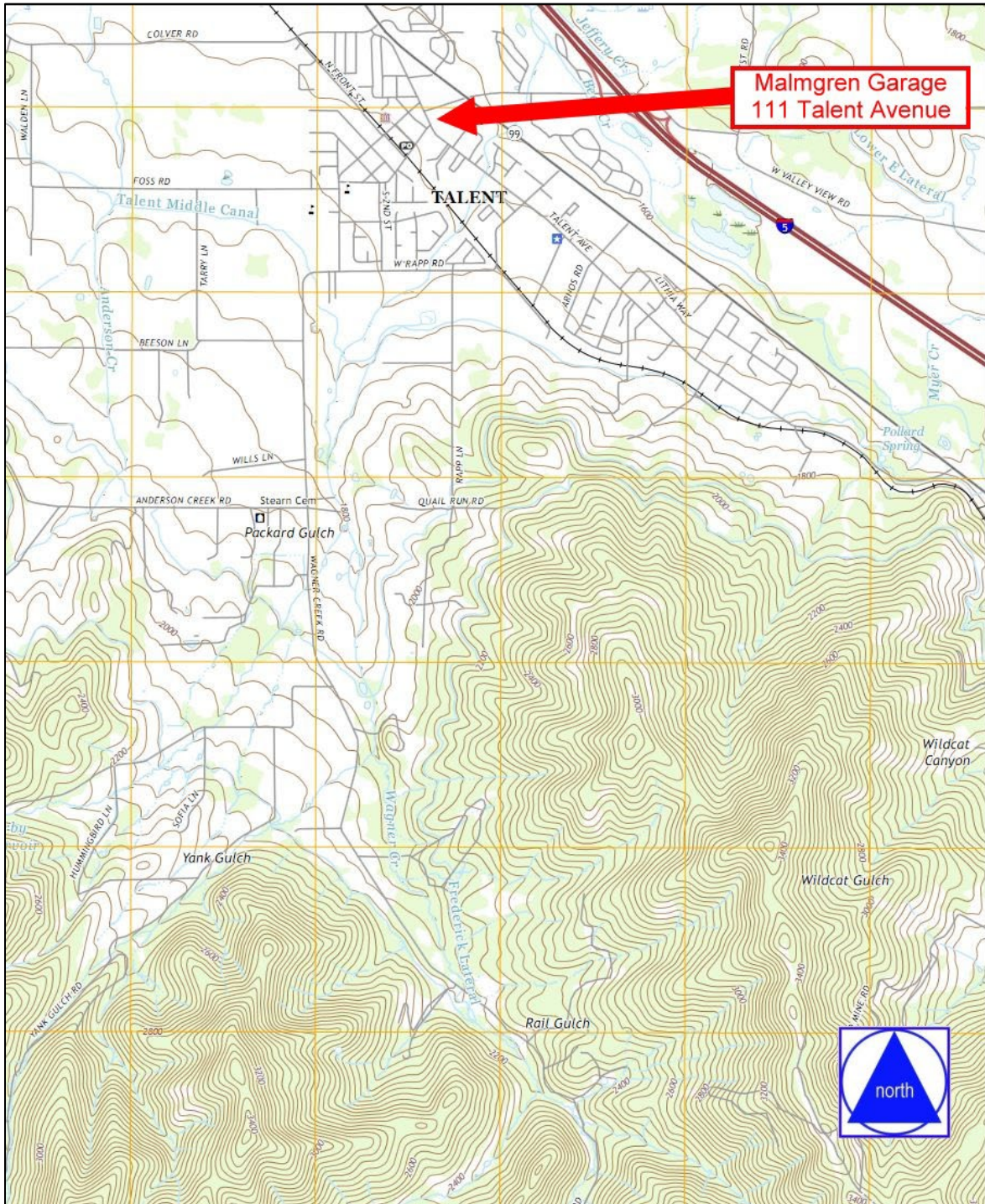
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Figure 1: Regional Location Map (USGS "Talent", 7.5 Quadrangle, 2020, annotated), Latitude/Longitude 42.244431°, -122.786357°





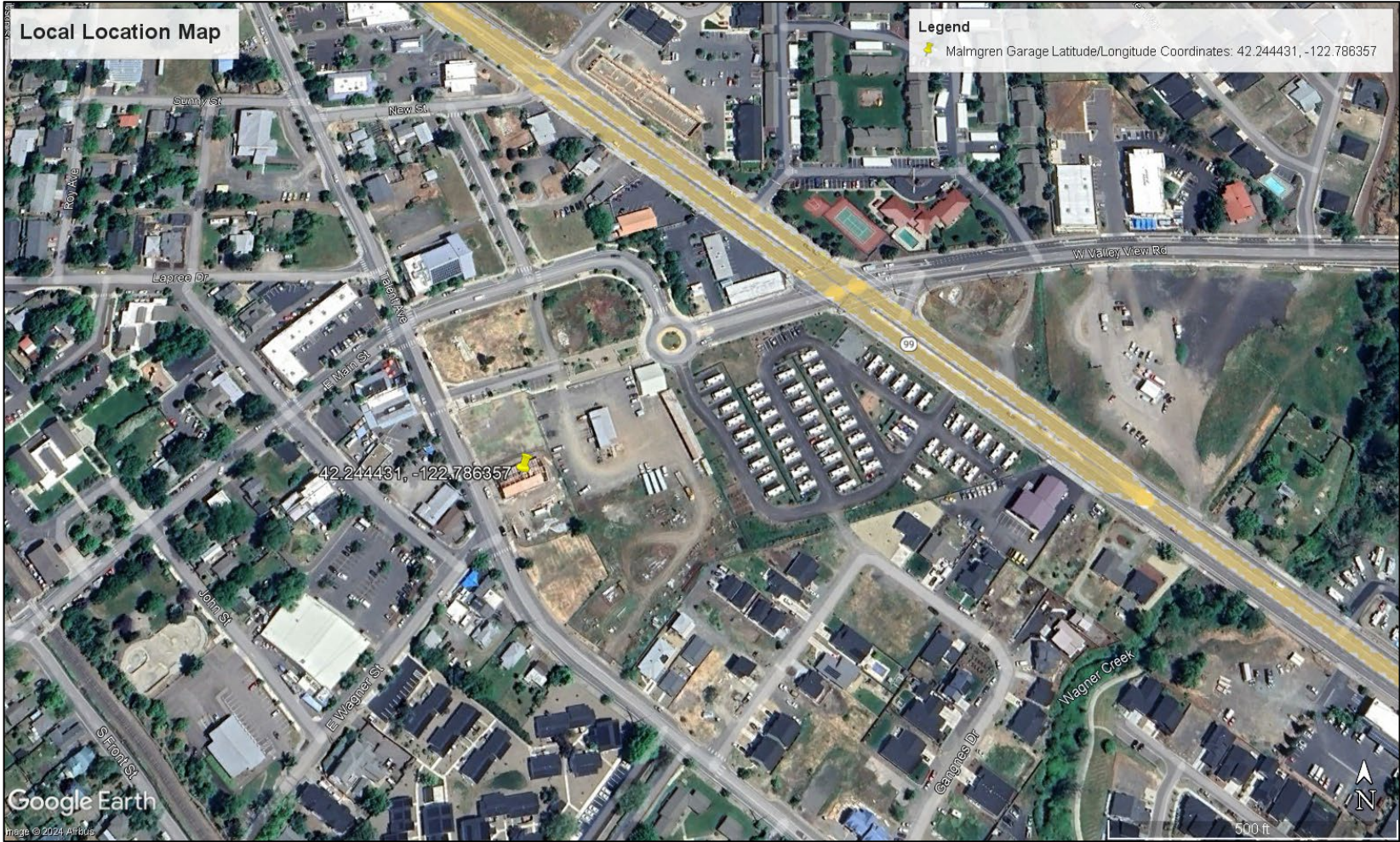
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Figure 2: Local Location Map (Google Earth, May 2023, Annotated)





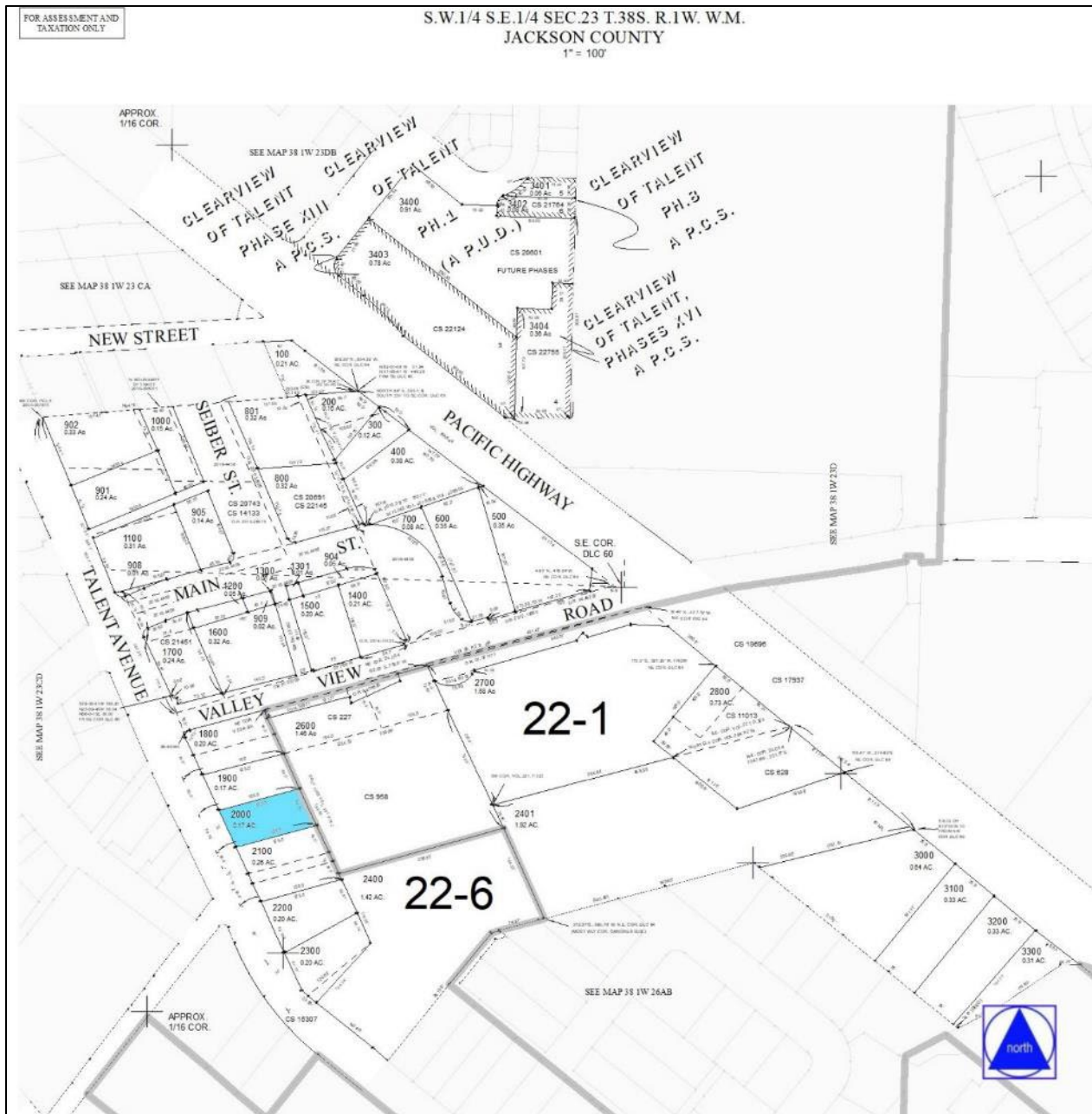
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Figure 3: Jackson County Assessors Map 381W23DC, Showing Tax Lot 2000 (Jackson County, 2021)



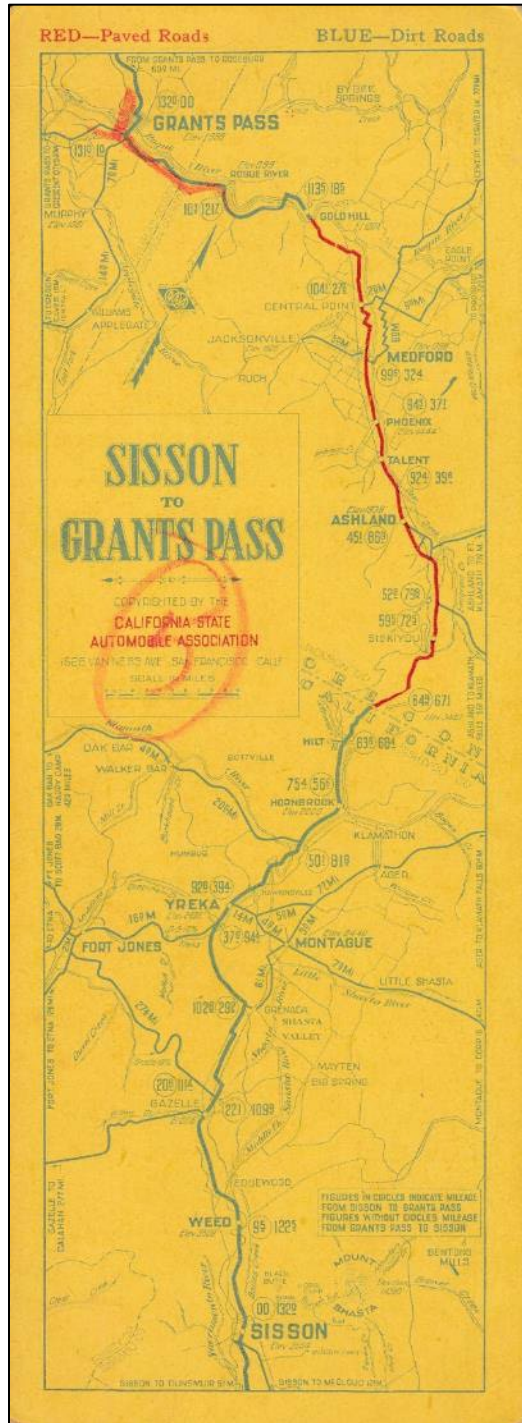
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Figure 4: Pacific Highway Map, Sisson to Grants Pass (CSAA, c2910) Showing Paved section from California Border to Gold Hill in RED





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Figure 5: "Modern New Buildings House Many Medford Auto Firms," *Medford Mail Tribune*, January 2, 1927 (Automobile Section, 1:1-8)



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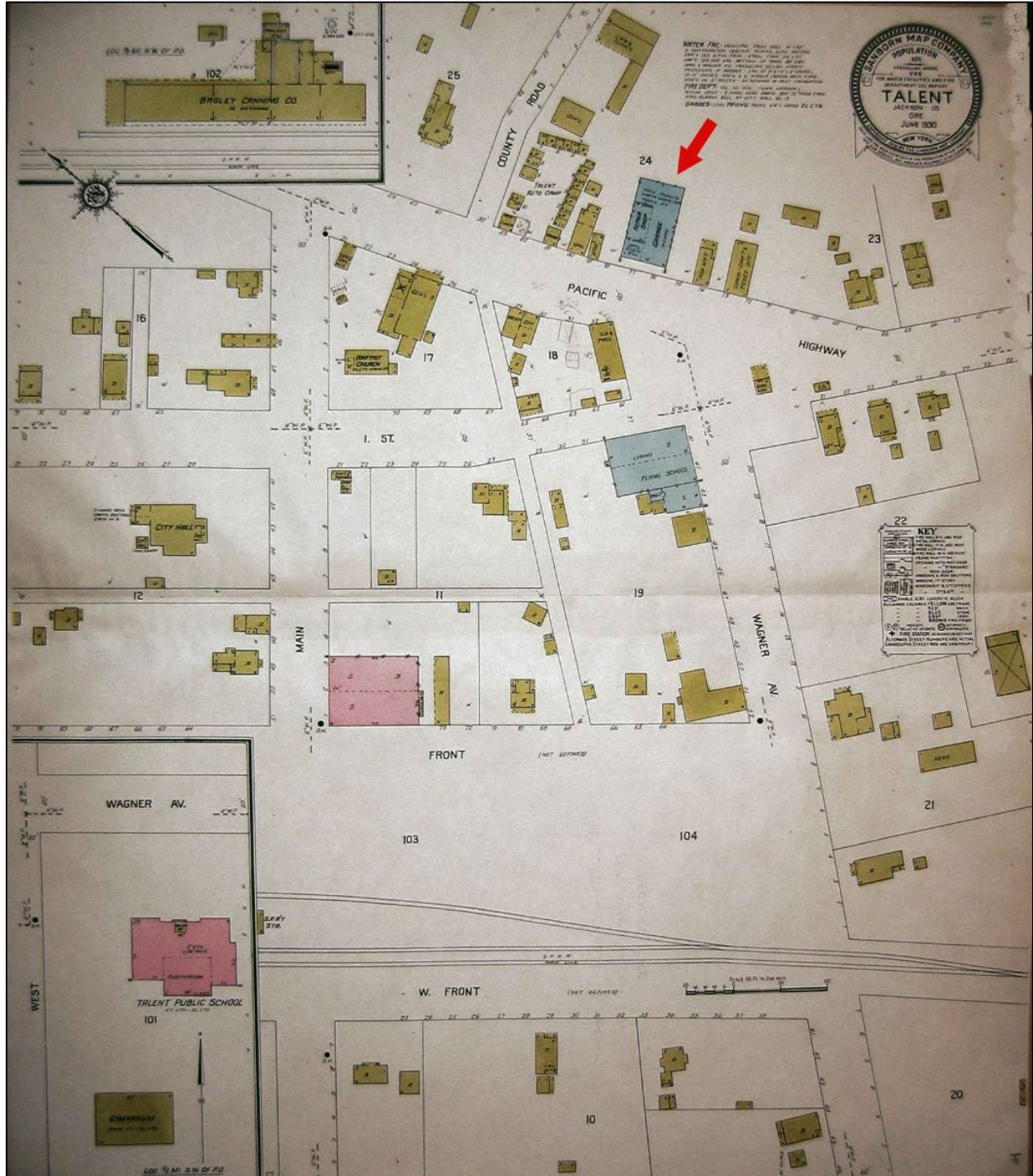
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Name of multiple listing (if applicable)

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Figure 6: Sanborn Fire Insurance Map, Talent Oregon, June 1930.





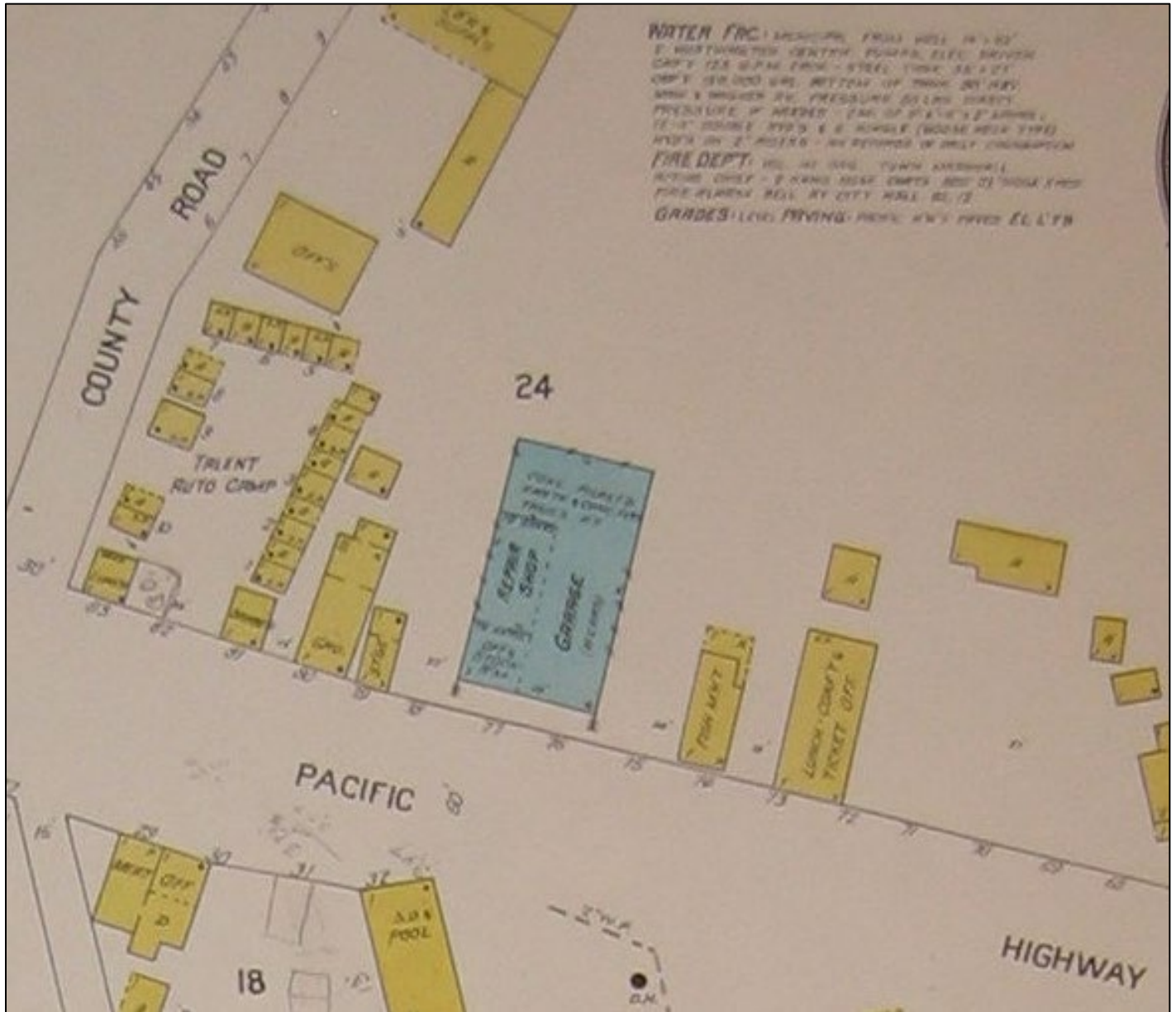
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Figure 7: Sanborn Fire Insurance Map (DETAIL, Malmgren Garage in BLUE, [concrete]),  
Talent Oregon, June 1930.



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Figure 8: HISTORIC PHOTO: Malmgren Garage (Hotchkiss Feed and Grain), c1935, Looking NE (Talent Historical Society Image)

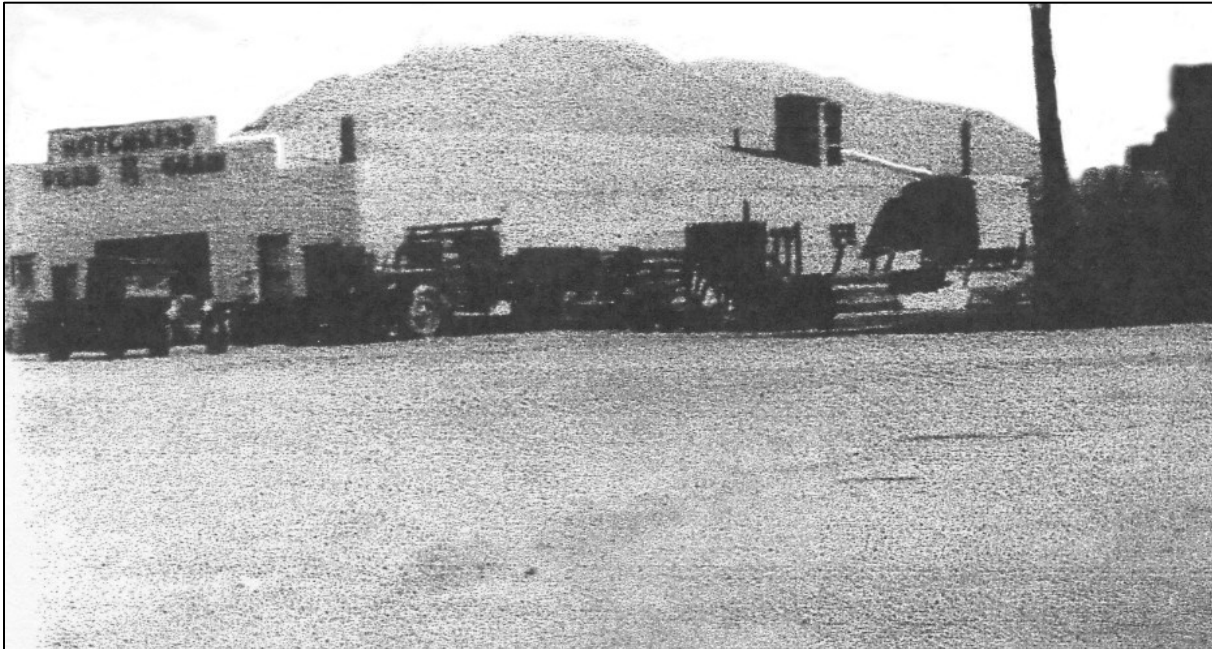


Figure 9: HISTORIC PHOTO: Talent Avenue, Looking West, Malmgren Garage at right, Sept 1951 (ODOT Image)





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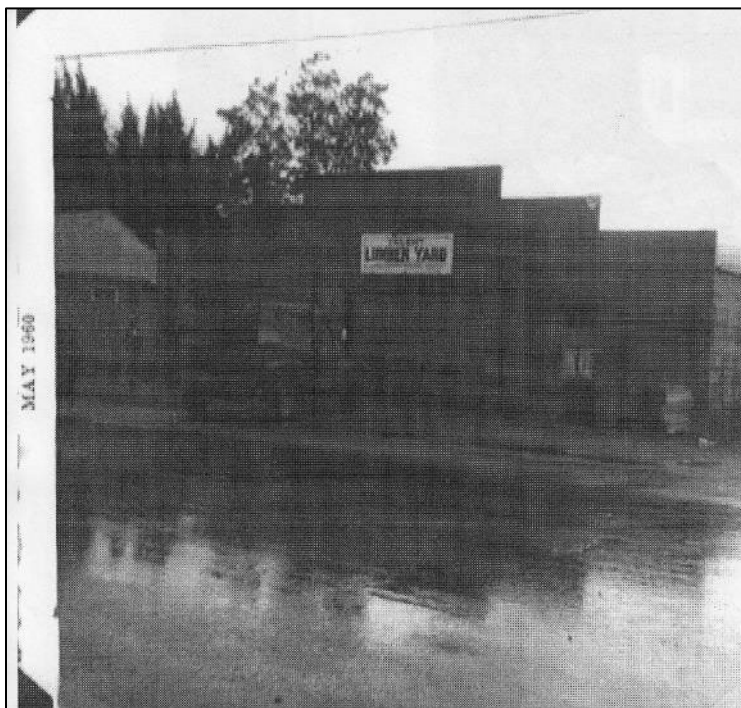
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Figure 10: HISTORIC PHOTO: Malmgren Garage (Sis-Q Food Products), Looking East, April 1959 (Talent Historical Society Image)



Figure 11: HISTORIC PHOTO: Malmgren Garage, Looking East, May 1960 (Talent Historical Society Image)



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Figure 12: HISTORIC PHOTO: Malmgren Garage (Southern Oregon Pottery), Interior, Rear Warehouse area, looking east to rear door, 1979 (Bonnie Morgan Image)



Figure 13: HISTORIC PHOTO: Malmgren Garage (Southern Oregon Pottery), Interior, Office area looking west, 1979 (Bonnie Morgan Image)



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Figure 14: HISTORIC PHOTO: Malmgren Garage, Looking East, Nov. 1991 (Jackson County Assessor Image)



Figure 15: HISTORIC PHOTO: Malmgren Garage, Looking NE, 2010 (G. Kramer Photo)





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Figure 16: HISTORIC PHOTO: Malmgren Garage, Interior, Warehouse, Looking East, 2010 (G. Kramer Photo)



Figure 17: HISTORIC PHOTO: Malmgren Garage (Almeda Fire), Sept 8, 2020 (from Kevin Jantzer, YouTube Video)





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Figure 18: HISTORIC PHOTO: Malmgren Garage, Post-Almeda Fire. Looking NE, Oct 2020 (G. Kramer Photo)



Figure 19: HISTORIC PHOTO: Malmgren Garage, Post Almeda Fire clean up, Looking SE, Feb 2021 (G. Kramer Photo)



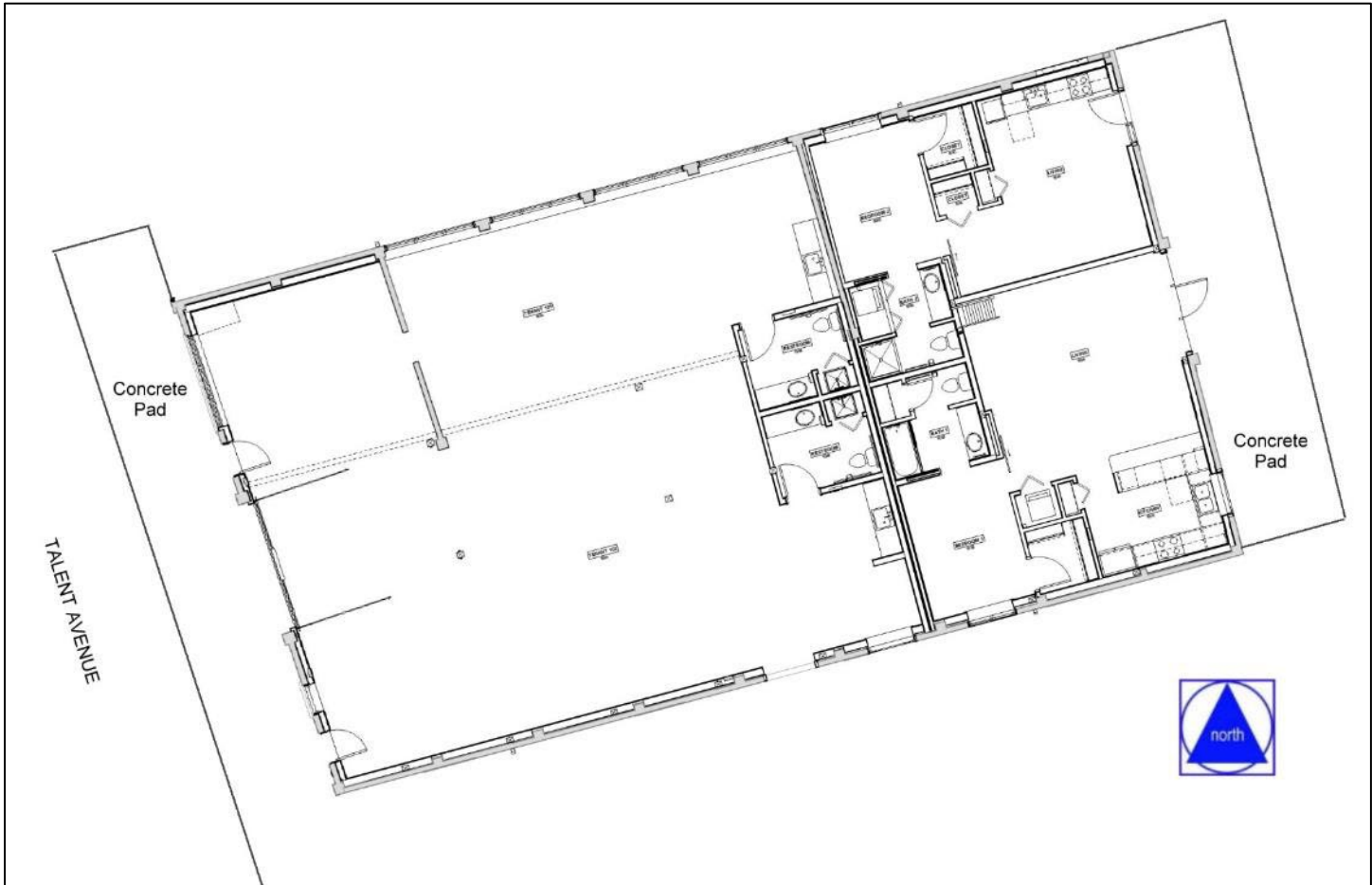
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Figure 20: FLOORPLAN, as rebuilt (artkitek, 2023)



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PHOTO 1: CURRENT VIEW: Malmgren Garage, Looking North on Talent Ave (Feb 2024)



PHOTO 2: CURRENT VIEW: Malmgren Garage, Façade & S. Elevation (Feb 2024)





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PHOTO 3: CURRENT VIEW: Malmgren Garage, West (façade) looking east (Feb 2024)



PHOTO 4: CURRENT VIEW: Malmgren Garage North elevation, looking E (Dec 2023)



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PHOTO 5: CURRENT VIEW: Malmgren Garage, So. Elevation, looking N. (Feb 2024)



PHOTO 6: CURRENT VIEW: South and Rear (east) elevations, looking NW (Feb 2024)





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PHOTO 7: CURRENT VIEW: Malmgren Garage, Rear (rear) elevation, looking NW (Jan 2024)



PHOTO 8: CURRENT VIEW: Malmgren Garage (Interior, Main Space, looking East (Dec 2023)



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PHOTO 9: CURRENT VIEW: Malmgren Garage, Interior, Main Space, Looking NE (Dec 2023)



PHOTO 10: CURRENT VIEW: Malmgren Garage, Interior, Main Space, Looking West (Dec 2023)





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PHOTO 11: CURRENT VIEW: Malmgren Garage, Interior, Main Space, Looking SW (Dec 2023)



PHOTO 12: CURRENT VIEW: Malmgren Garage, Interior, Main Space, Looking W (Dec 2023)





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PHOTO 13: CURRENT VIEW: Malmgren Garage, Apt 1 Interior, Looking SE from loft (Dec 2023) B. Morgan image)



PHOTO 14: CURRENT VIEW: Malmgren Garage, Apt 2 Interior, Looking E, from Loft, (Dec 2023) (B. Morgan image)

