

United States Department of the Interior  
National Park Service

# National Register of Historic Places

Date Listed 6-22-2021

NRIS No. 5G100006085

Oregon SHPO

## 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 Holmes, Harry and Eleanor House

other names/site number Southern Oregon Hospice (Celia's House in Holmes Park)

Name of Multiple Property Listing N/A

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

### 2. Location

street & number 217 South Modoc Avenue  not for publication

city or town Medford  vicinity

state Oregon code OR county Jackson code 029 zip code 97504

### 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 X local

Applicable National Register Criteria X A \_\_\_ B X C \_\_\_ D

*Christina Cannon*

05/13/21

Signature of certifying official/Title: 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		buildings
		site
		structure
		object
<b>1</b>	<b>0</b>	<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.)

Domestic; Single Dwelling  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

Health Care  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. Description**

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

Late 19<sup>th</sup> and Early 20<sup>th</sup> Century Revivals:  
Colonial Revival  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

foundation: Concrete: Poured Concrete  
 walls: Brick: Standard Brick  
 \_\_\_\_\_  
 roof: Asphalt  
 other: \_\_\_\_\_  
 \_\_\_\_\_

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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 Harry and Eleanor Holmes House, located on a landscaped 1.98 acre lot, is a two-story stucco-clad bearing masonry residence in the Georgian Revival, Colonial, style. Located atop a small hill, surrounding uses are small residential and the municipally-owned Holmes Park, on land donated by the family to the city for public use. The 2,137 s.f. house, completed in 1939 and occupied by the Holmes family until 1959, is architecturally significant as a local exemplar of the Georgian Revival style.<sup>1</sup> Continuing as private residence and compatibly expanded by subsequent owners, including a major addition for conversion to the current, hospice, use, the Holmes House nevertheless retains high integrity to its original design and effectively conveys its original appearance and associations.

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### **Narrative Description**

#### **Location**

The Harry and Eleanor Holmes House, located at 217 South Modoc Avenue, in Medford, Jackson County, Oregon. The house is elegantly sited at the top of a small knoll in east Medford and is accessed by a brick-framed gated drive. The tax lot, accessible via the narrow drive off South Modoc is otherwise surrounded on all sides by Holmes Park, a City of Medford recreational facility that was donated to the city by the Holmes family in 1973. The Harry and Eleanor Holmes House occupies the central portion of a 1.98 acre irregularly shaped parcel designated on Jackson County Assessor's plat 371W29-AD as tax lot 4000.

#### **Access and Grounds**

Access to the property is via a gated driveway framed by twin red brick pillars on the east side of South Modoc Avenue. A dense tree-lined drive rises gently past the single-story garage/service wing and to the main entrance of the house.

Previous owners have created a lush landscaped setting for the house, now maintained by dedicated volunteers supporting the current hospice use. Specific areas are designated to honor project supporters, with small markers and statuary. The rear of the house consists of lawns and hardscape areas behind the covered patio, with non-historic minor built features including a small non-historic gazebo and, at the rear of the main building, a covered patio. The former pool area (see Known Modifications, below) is now a hardscaped area with a bronze statue by Ashland, Oregon sculptor Kevin Christman as a focal point. The hardscape was designed to reflect the pool outline.

Mature native oak trees shade the house, with roses, other planting beds and decorative shrubs that create an elegant setting that complements the building's architecture and is consistent with the design. Although supportive of character and entirely compatible, the landscape as it currently exists largely post-dates the period of significance and is considered a compatible, but non-historic, feature.

#### **Exterior Description**

The Holmes House is sited facing northerly, to the front parking area (formerly the circular drive) with the angled single-story garage and service wing to the west. The main volume is a two-story structure with a partial basement. The 6/12 asphalt-shingled roof is hipped, punctuated by two large stucco-clad chimneys and small round-topped louvered dormers on all elevations. The building is of bearing brick,

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<sup>1</sup> Date of construction is based on the original plans and oral history information with Robert J. Keeney, the local architect who managed the project construction. See Section 8 (page 14) for comments on the lack of local news coverage during construction.

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with a thin stucco coat that does not fully obscure the individual bearing masonry units. The exterior, with very minor modification, is entirely as originally designed and constructed.

Entry is from the driveway grade and rises, via a series of red brick steps and landings (arched in plan at the building perimeter), modified to create an ADA-access ramp consistent with the hospice use, to the main entry. The centrally located entryway is recessed and framed by engaged fluted pilasters and two free-standing, full-height, fluted columns. The entry door, a wide wood door with six raised panels, is inset behind raised paneled wings, framed with a delicate split-pediment, fluted pilasters, and a full entablature, all of painted wood.<sup>2</sup> A simple clear leaded glass transom is located above the door. Two elongated octagonal leaded-glass windows flank the entry, inset into the masonry. The clear glass pendent is non-original, having replaced a more elaborate wrought-iron type fixture that is visible in historic images (see Figure 5).

The upper brick wall is accented by a classically-inspired frieze, consisting of a version of a standard triglyph and metope, that with the gutters at the edge of the roof and the projecting box soffit, from a modest cornice. Unlike triglyphs, this detail includes *five* (not three) vertical flutes.<sup>3</sup>

Original 6/6 wood sash windows remain in most openings. Upper floor windows are detailed with shutters and a small projecting sill and dentil band. Double-hung upper sash have an extended side, or lamb's tongues. Smaller windows, above the entry, or in minor spaces, are generally of similar design, in 2/2 or 3/3 double-hung wood sash. Two additional elongated fixed octagonal windows with leaded panes, matching those that flank the entry, are located on the ground floor, one at the NW and the second, facing south, at the SE.

On the east, a one story projecting "sun room" extends the living room with a bow-shaped arched glazing system, facing east. There are two three-panel projecting bay windows on the rear (south-facing) elevation, lighting the library and dining rooms, respectively. As originally designed, the rear porch was open, below a projecting second-floor level balcony (see Known Modifications, below). The rear porch was enclosed, with a wood-framed glazing system, subsequent to the Holmes period (n.d).

Angled to the NW at the main volume's NW corner, the one-story service wing includes the kitchen and storage areas. Bifurcated by an open drive-through bay (identified as "passage" on the original plans), the northern portion of the wing includes garage areas (accessed from the west) and a 1965 apartment addition, now used as an office. Exterior walls are of stucco, matched to the main house, with an extended eave on the east that forms a graceful curved, covered, walkway connecting to a service door into the main house. Decorative wooden columns line the perimeter, over the scored concrete walk with the exposed painted rafters forming a delicate "ceiling."

## **Interior Description**

### *Main Floor*

Designed for entertaining, the various rooms of the main floor radiated from the entrance hall, which leads to larger spaces in an organized floor plan. Small spaces, closets on the east and a "powder room" on the west, flank the entry foyer, which leads to the central hall. Flooring is non-original white and black marble tile. The Living Room, to the east, is an elegant space dominated by the bowed window at the one-story eastern end. A doorway exits to the rear (south), leading to the rear gardens. All painted wood trim and plaster ceilings are largely as built. Decorative built-in cabinetry and bookcases, large crown

<sup>2</sup> As shown in Figure 5, the original entry was split into two narrow panels. The current door, installed in 2018 as part of code required modification for the new use, replicates that original design as a single, larger, panel, retaining the earlier hardware.

<sup>3</sup> Architect Paul R. Williams apparently played with these details on similar projects in the late-1930s. The Jay Paley House has a similar glyph at the entry columns, with four flutes each between a smooth "metope" detail. The interior frieze in the E. L. Cord House has with five flutes flanked by "pilaster" like framing, creating seven vertical elements between the metopes.

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moldings, baseboards, and door and windows casings all remain. Painted wooden pilasters flank an original, decorative, marble and wood fireplace mantle on the living room's north wall.

The library, in the SE corner of the floorplan, off the central hall, also has a fireplace, a projecting radius bay window, and retains its original trim and wall finishes, with dark wood parquet flooring. A non-original leaded glass window, donor sponsored, is located in a modified built in cabinet at the library entry.

The sunroom retains its original colored terrazzo floor surface and other detailing. As noted, this space was originally open to the south, below the upper floor, but was later enclosed with a wood and glass wall. The ceiling and remaining interior walls are of painted plaster.

The SW corner of the main floor is the formal dining room, highlighted by two matching built-in corner niches with decorative molding. The original pantry (modified to create what is now a hallway, connecting to the addition) is to the north of the Dining Room, originally set off by a swinging "butler door," for privacy. Access to the lower, basement, level is off the hallway, as is the kitchen, which extends beyond the main volume into the one-story wing.

Returning to the main entrance hall, an elegant helical stairwell gracefully rises to the upper, more private, floor level. Stained oak, "kite" shaped winder treads with closed, painted, risers gracefully make a 180-degree turn and rise to the upper hallway. An early or original appearing brass and glass pendent chandelier descends from the upper floor ceiling. A simple black iron secondary handrail was added to the interior curved wall as part of code requirements due to the change to hospice use.

### *Upper Floor*

The ceiling above the stairwell is highlighted by an oval leaded-glass skylight and pendent light fixture, illuminating the upper hallway. The master suites are located at the eastern portion of the plan, with "Mrs. H's Bedroom" on the south and "Mr. H's Bedroom" on the north, as designated in the original blueprints. Individual bath and dressing rooms, along with storage and support spaces, extend to the west. A guest bedroom is located at the NW, sharing access to a restroom with the "Son's Bedroom," which occupies the SW corner of the plan. Small service areas (now a nurse's station, formerly the linen closet) complete the plan.

Interiors throughout are of plaster walls with painted wood trim, including original door and window casings, crown moldings, and baseboard. Most ceilings appear to have been redone, allowing the installation of canned downlighting. Harry Holmes' room at the NE has a built in window seat, with raised panel faces and original hardware. Eleanor Holmes' room has marble fireplace with decorative painted wood surround. Flooring is, for the most part, narrow oak boards with ceramic tile in the restroom areas.

### *Partial Basement*

Accessed via a small functional stair near the former pantry, a partial concrete stairwell holds mechanical equipment and storage. A brick chimney and fuel chute formerly served what is assumed to be a coal-fired heater. Another feature in this space is an early safe, marked "Rosenberg Brothers."

### **Garage and Service Wing**

The single-story that projects off the NW corner of the main volume, is of similar construction to the main house. A graceful curved colonnaded porch walk lines the east elevation. Interior uses include a portion of the kitchen, restroom. Spaces originally built as the maid's quarters and laundry room have been repurposed as an employee breakroom and food storage. To the north of the open, drive-through "passage" is the garage, used for storage. A compatible addition at the end of the wing, built in 1965 as a small apartment, now houses the hospice offices.

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**Known Modification: 1939-1959 Holmes Occupancy**

No specific changes to the Holmes during the Period of Significance can be categorically documented. The pool is assumed to be have been an original element of the design but is not present on the available Williams' site plan or shown within the limited historic photos of the house that exist. The rear porch may have been enclosed during Holmes ownership or that change may relate to work under subsequent owners.

**Known Modification: Post-Holmes Period Private Dwelling**

Following the creation of the present tax lot in 1963, John Holmes sold the house and surrounding grounds to Dr. Robert & Hazel Irene Buck.<sup>4</sup> The Bucks immediately undertook several projects, designed under the direction of Robert J. Keeney, a partner in the Clark & Keeney firm that had worked with Williams on the original design. In 1964 Keeney designed a bay window addition, assumed to be that on the west-facing elevation, which was built by A. C. Stockstill, contractor.<sup>5</sup> A year later Keeney designed, again with Stockstill as the contractor, a 21-foot by 24-foot addition to the garage wing, extending it to the NW, to create a small apartment.<sup>6</sup> Two years later Dr. and Mrs. Buck obtained a permit to install two "gate pilasters with lights," marking the entrance to the property off South Modoc. The Bucks sold the property in 1975. In 1976 the pool was "extended," and a spa was constructed during a period of multiple ownerships. In 1981 the house was purchased by W. H. and Bette Hampton, who are believed to be responsible for several interior changes (flooring, kitchen remodeling, etc.) during their ownership between 1981 and 1998.

**Southern Oregon Hospice Addition and Modifications (2017-2018)**

The current owner acquired the Holmes House in 2017, funded by a community-supported capital campaign. Southern Oregon Friends of Hospice was formed in 2008 with the goal of collaborating with all hospice organizations in Jackson and Josephine counties to provide for a freestanding hospice facility. A capital campaign was launched in 2013 toward that goal and it successfully raised more than \$4million to purchase, restore, and expand the Holmes House and grounds for hospice use.

The original Holmes House was minimally modified, creating an ADA-compatible restroom on the ground floor and converting the former linen closet on the upper floor into a nurse's station. The upper floor now provides 4 resident bedrooms, largely consistent with the historic design and layout. Original public spaces on the main floor level (Dining Room, Library, Sunroom and Living Room) all remain largely as built and continue their original functions. Minimal changes were required on the main floor, other than at the extreme west, where the hallway was modified to allow for connectivity to the addition. All changes to the main house were specifically designed to respect the original design to the greatest extent feasible and, except as noted, have little visual or physical impact to the original interior or any character-defining features.

A compatible two-story addition provides for eight additional rooms (four on each level) located to the west of the original house and is almost entirely hidden visually by the single-story wing from the main entry approach, maintaining the primacy of the original volume. Openings in the original west wall created for connectivity occur in the service area (kitchen/pantry), with the lower floor connection taking advantage of the opening created by the bay window added to that area in 1964, after the period of significance ended. The new addition has an elevator for access, larger rooms (each with a private outdoor balcony) and service spaces including "My Beautiful Launderette," for housekeeping services, as required by the hospice usage. The addition was designed by Dana Crawford, AIA, of Ogden, Wilkerson,

<sup>4</sup> See Jackson County Deed 548:270. Dr. Buck (1922-2011) was a longtime Medford pathologist, reportedly the first such specialist to locate in the Rogue Valley (*Medford Mail Tribune*, 18-November-2011).

<sup>5</sup> See City of Medford Building Permit 2-77-1964. Stockstill (1906-2001) was a longtime Medford-based building contractor.

<sup>6</sup> See City of Medford Building Permit 1-107-1965.

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Roemer, architects of Medford, with KenCairn Landscape Architects. Ausland Group served as the building contractor. The two story addition was completed in May 2018.

As noted above, in order to accommodate the change in use and comply with City code requirements, the swimming pool was filled and replaced with an outdoor hardscape patio. New ADA-compliant ramps were installed at public entry ways and other changes to provide for visitor and staff parking were constructed as part of the conversion to the residential care facility. Current plans call for the replacement of the non-historic gazebo with a more compatible, historically-based, design.

The interior and exterior changes that result from the wing addition to the original Holmes house for the hospice use and as required by code have minimal impact visually on the original design. Design and siting purposefully take advantage of topography and the historic one-story wing to screen the new work from the main entryway, maintaining the primacy of the original design. The addition's impact to the rear, benefits from the offset plan and was designed to visually recede, again taking advantage of topography and landscape to yield minimal impact to historic character.

### **Summary**

The Harry and Eleanor Holmes House, located on a landscaped 1.98 acre lot, is a two-story stucco-clad bearing masonry residence in the Georgian Revival, Colonial, style with an original single-story projecting wing at the NW and non-historic addition to the west. Completed in 1939 and occupied by the Holmes family until 1959, the property is architecturally significant for its design and as the most intact of the three known Oregon works of the noted Los Angeles-based architect Paul Revere Williams. The house is additionally significant for its association with Harry Holmes, an important southern Oregon businessperson and co-founder of the national Harry & David brand. The Holmes House, basically rectangular in plan with an extended one-story sun room on the east end, is built in Georgian Revival Style, a variant of Colonial Revival popular for larger dwellings prior to World War Two. Character-defining features include the stuccoed masonry exterior, framed entry, decorative fenestration, cornice details and other elements consistent with the style. The Holmes House, compatibly expanded by the current owner, retains very high integrity to its original design and effectively conveys its original appearance and associations.

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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.

**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.

**Areas of Significance**

(Enter categories from instructions.)

Architecture

Commerce

**Period of Significance**

1939-1959

**Significant Dates**

July 24, 1959, (Harry Holmes death)

**Significant Person**

(Complete only if Criterion B is marked above.)

**Cultural Affiliation** (if applicable)

N/A

**Architect/Builder**

Williams, Paul Revere (with Clark & Keeney)

(Architects)

Borg, Carl E. (Builder)

**Period of Significance (justification)**

The Period of Significance for the Harry and Eleanor Holmes House is established as 1939-1959, beginning with the design and construction of the property, and continuing to the death of the Harry Holmes and the end of the family's occupancy.

**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 Harry and Eleanor Holmes House, completed in 1939, is locally significant under Criterion A (Commerce) as the longtime home of Harry Lapworth Holmes, co-founder of the Medford-based, nationally known, mail order fruit distributor Harry & David, and under Criterion C (Architecture), both for its Georgian Revival design and as an example of the work of Los Angeles-based architect Paul R. Williams. The period of significance is 1939-1959, reflecting the original construction through the end of Holmes family occupancy.

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

The Harry and Eleanor Holmes House, completed in 1939 in Medford, Oregon, was designed by Los Angeles-based architect Paul Revere Williams, a nationally significant designer associated with what has been called "California Georgian Revival" style. Williams' designs for industrialists, movie stars and other celebrities during the 1930s-1960s were broadly published and widely recognized for their elegant character, especially his trademark helical stairways. The Holmes House, one of only three known Williams designs in Oregon, exemplifies the California Georgian Style and effectively relates its original design. The Holmes House was considered among the finest private dwellings in southern Oregon upon its completion and is significant under Criterion C for its architecture, design, and workmanship.

The house is additionally of interest as the home of Harry Lapworth Holmes, designed specifically for his occupancy following his marriage to Eleanor, and serving as his residence from construction until his death in 1959. With his brother, David, Harry was the owner of Bear Creek Orchards, later Harry & David, a nationally prominent innovator of mail-order marketing through their Fruit-of-the-Month club. Harry & David sold high quality pears and other fruits, developing a highly successful operation that was among the largest of its type in the nation. Harry, with his brother, played a direct and highly personal role in the marketing of the brand through print advertising, and became something of a celebrity, with a folksy, "aw-shucks" persona that belied his background, Cornell University education, and business acumen. Harry Holmes, during his lifetime, was one of the most successful, and best known, businesspersons in southern Oregon.

## **HARRY & DAVID**

Harry Lapworth Holmes was born on May 6, 1891 in Seattle, Washington, the son of Sam and Ella Rosenberg. Sam Rosenberg (1861-1916) was a successful merchant and became wealthy selling goods to gold miners during the Klondike Gold Rush. In 1909 the Rosenberg Investment Company built the Sorrento Hotel, a leading establishment in downtown. Harry, and his older brother David, grew up in comfortable luxury. Both Harry and David were educated in Seattle before heading to Cornell University, where each graduated with a degree in agriculture.<sup>7</sup>

In 1910 Sam Rosenberg purchased 240 acres of prime orchard land in the Medford area for \$300,000.<sup>8</sup> Harry and David, armed with their agricultural degrees and, one would assume, financial backing from their father, weren't interested in the orchard. They set about raising merino sheep. That business venture, however, didn't last very long.

[In 1916]...Samuel Rosenberg caught pneumonia and died. The Rosenberg brothers plans for sheep farming were put on hold as their career path took a detour — and the road led straight to a pear orchard, just south of Medford, Oregon.<sup>9</sup>

<sup>7</sup> "Sorrento Hotel," HistoryLink Essay, [www.historylink.org](http://www.historylink.org), visited 29-April-2016. See also *Medford Mail Tribune* 26\_July-1959, 1:2). Cornell was, reportedly, the only Ivy League school that would accept Jewish students.

<sup>8</sup> Snyder, Gail. *First Names in Gifting: The Story of Harry & David*. (Atlanta, GA: Bookhouse Group, Inc.), 2009:19. Some reports claim the Sam "traded" the Hotel Sorrento of the orchard land, but newspaper reports indicate the family retained ownership of the hotel as late as 1933.

<sup>9</sup> *Ibid.*, 20. Snyder incorrectly reports Sam Rosenberg's death in 2014 (see *Oregon Daily Journal*, 2-Oct-1916, 5:5).

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The orchard industry was well-established in southern Oregon, focused largely on pears, but also including grapes, apples, peaches, and other stone fruits. The first commercial pears were shipped from the Rogue Valley in 1886 and in the years between 1900 and 1910 the industry “boomed,” with thousands of acres planted, sparking economic development and population growth. The so-called “Orchard Boom” collapsed in 1913-14, as drought and over-planting impacted the industry. The Rosenberg’s Bear Creek Orchard, first planted by Arthur Weeks in 1885, was the second oldest in the valley and was well established by the time Harry and David took over the operation. Harry and David, with training and strong financing, installed improved irrigation, built new packing sheds, and the first cold storage plant in the valley, growing the business, largely on the popularity of the Comice and Royal Riviera pears, many of which were shipped to Europe.

At the start of the Great Depression, Bear Creek Orchard, faced huge obstacles as fresh fruit struggled for a market. In an effort to expand their markets, the brothers mined their contacts for orders. “Promising to deliver a gift box of prime, sweet, ripe, pears to anyone in the United States for \$1.95 express paid, they succeeded in procuring quite a few orders.”<sup>10</sup>

As told in a near-legendary story, in 1934 Harry Holmes travelled to New York City with fifteen boxes of Royal Riviera pears, the best of the company’s crop. Staying at the Waldorf-Astoria, he contacted a local advertising agent, G. Lynn Summer. “Harry told us that he and brother, David, grew pears out in Oregon and for years had been exporting them to France and England and Italy, where they were known as a great delicacy.”<sup>11</sup> With Summer’s help, Harry reached out to a group of America’s most prominent business leaders, including Walter Chrysler, the auto executive, David Sarnoff, the head of RCA, Owen Young the chairman of General Electric, and others. Along with short handwritten notes cribbed onto the hotel stationary, Harry sent sample boxes of the company’s fruit to these business leaders and suggested they consider sending gift boxes to family and friends for the fixed \$1.95 price.

Within the hour, Walter Chrysler summoned Harry to his office, where Chrysler placed an order for gift-boxed pears. Within twenty-four hours, eleven of the fifteen recipients had ordered a total of 489 boxes of the incomparable Royal Riviera pears.<sup>12</sup>

By late 1936 the brothers were selling 15,000 gift boxes nationwide and soon, buoyed by an incredibly successful advertisement in *Fortune Magazine*, written by ad-man G. Lynn Summer. Under a banner headline proclaiming “Imagine Harry and Me advertising our PEARS in *Fortune*?” the ad created the image of Harry and David as two folksy orchardists from a small town, as the company offered to ship its fruit to the world (see Figure 6).

Out here on the ranch, we don’t know much about advertising, and maybe we’re foolish to spend the price of a tractor on this space but....we believe you folks who read *Fortune* are the kind of folks who’d like to know our story.<sup>13</sup>

Similar ads were placed in *National Geographic* and the *New York Times*, ultimately launching one of the most successful concepts in marketing history. Harry and David almost single-handedly developed the concept of mail order fruit sales. The “Imagine” ad was recognized with an *Advertising Age* award as the single best magazine advertisement of the year in 1937. “We are naturally very proud of the award, not alone because it was received by us, but more especially because it calls attention to Medford and the high quality of pears

<sup>10</sup> Ibid., 22-23.

<sup>11</sup> G. Lynn Summer, as quoted in Watkins, Julian Lewis. *The 100 Greatest Advertisements 1852-1958: Who Wrote Them and What They Did*. (New York, NY: Dover Publications, 2<sup>nd</sup> Rev. Ed., 2012), 137.

<sup>12</sup> Snyder, Op Cit., 26.

<sup>13</sup> “Imagine Harry and Me Advertising our PEARS in *Fortune*!” (*Fortune Magazine*, November 1936), 150.

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produced in the Rogue River valley,' Harry Rosenberg said today."<sup>14</sup> More than a decade later the *Imagine* ad was included in *The 100 Greatest Advertisements*, a detailed account of advertising achievement.<sup>15</sup>

Harry and David and their created "folksy" image became an important part of the company's success and the small drawing of the brothers, each wearing plaid shirts rather than their more typical suit-and-tie attire, became a standard element of the company's printed materials (see Figure 7). In 1938 the brothers expanded the mail-order concept to what was at first called "Box of the Month," and eventually became the Fruit-of-the-Month Club. In 1938, with that marketing idea, Harry and David took in an astonishing 87,000 orders."<sup>16</sup>

In the depths of the Great Depression, as other orchardists failed, Harry and David's Bear Creek Orchards was expanding, purchasing new orchards, building their market, and perfecting a business model. As a result of this skilled campaign, they built the company into a nationally recognized and widely beloved brand, personified by the fabricated but incredibly successful "aw shucks" image of its sibling owners, Harry and David.

In 1939, amid growing tensions in Europe and anti-Semitism, Harry and David decided to drop their surname.<sup>17</sup>

Reading the signs of the times, Harry and David made a personal decision. Following a visit by their mother and their stepfather John (Jack) R. Holmes...they decided to adopt his surname.<sup>18</sup>

Harry and David Rosenberg legally became Harry and David Holmes, although references to the brothers, especially in southern Oregon, would continue to reflect the Rosenberg name through the early 1940s. In 1945, the "Harry & David" brand was so broadly known throughout the nation that the brothers incorporated under that name, keeping Bear Creek as an umbrella corporation. As David Lowry, a legendary orchardist in his own right, would later recall, "David was very intelligent and debonair. Harry was quiet, and they were kind, thoughtful and considerate. I admired them."<sup>19</sup>

## **ELEANOR HOLMES**

David Holmes, the older of the two brothers, married in Miss Muriel Kinney, described as "...a popular Portland girl," in June 1921, when he was 32 years old.<sup>20</sup> Harry Holmes, on the other hand, remained single until his late 40s. Harry lived modestly, in the Schuler Apartments, on North Oakdale Avenue, in Medford, when he was not traveling around the country promoting the company.<sup>21</sup>

In December 1937, the *Chicago Tribune* announced the wedding of Harry Roseburg and Eleanor Hunter, of Kankakee, Illinois. "The couple will spend their honeymoon in Honolulu [and] will live in Medford, Oregon, where Mr. Rosenberg has ranching interests."<sup>22</sup>

Eleanor was the daughter of Judge William Richardson Hunter. In just a few years on the bench Judge Hunter developed a near-national reputation for his unusual decisions, ruling that the a roller skater was a "vehicle," and in favor of re-establishing the whipping post for wife-beaters and gun-toters" among other decisions.<sup>23</sup>

<sup>14</sup> *Medford Mail Tribune*, 2-March-1937, 5:4.

<sup>15</sup> Snyder, Op cit., 28.

<sup>16</sup> Ibid., 31.

<sup>17</sup> *Medford Mail Tribune*, 22-March-1939, 1:8.

<sup>18</sup> Snyder, op cit., 33.

<sup>19</sup> Snyder, op cit., 43. Lowry's father Bert was the Sam Rosenberg's foreman at Bear Creek Orchards. David Lowry was for Harry & David. Dave Lowry (1914-2010) was a founding partner of the Associated Fruit Company.

<sup>20</sup> *Oregon Daily Journal*, 24-May-1921, 12:1, Seattle (WA) Star, 28-May-1921, 8:6-7. Muriel and David Holmes were divorced in March 1939. David retained the house at 1327 Reddy Avenue and Muriel was living at 22 Geneva Street (see *Medford Mail Tribune*, 22-January-1942, 7:1).

<sup>21</sup> The Schuler Apartments, also known as the GeBauer Apartments, were listed on the National Register in 1991 (NRIS 91000800). Harry lived in Apartment 24 (*Medford City Directory*, 1930:158).

<sup>22</sup> *Chicago Tribune*, 30-December-1937, 12:5.

<sup>23</sup> *Chattanooga (Tennessee) Daily Times*, 6-February-1937, 8:7.

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Eleanor, born on September 11, 1927 in Kankakee, attended the University of Chicago and Wellesley College, graduating in 1917.<sup>24</sup> She did social work in Illinois, before working at the J. Walter Thompson advertising company, which may be how she met Harry. "With her many years' experience in retail marketing, Eleanor had a keen appreciation for what the brothers were creating in southern Oregon."<sup>25</sup>

After their honeymoon, the couple returned to Medford. Eleanor was quickly incorporated into Medford society and in early 1938, David's wife Muriel hosted a tea in Eleanor's honor. "One hundred guests called between the hours of four and six o'clock" and "the rooms were artistically decorated with spring flowers."<sup>26</sup>

Harry and Eleanor outgrew Harry's small apartment and by June 1938 they were living in a rented house on Valley View Road, in east Medford.<sup>27</sup> Harry, one of southern Oregon's best known business leaders and his vivacious new wife clearly needed a more substantial home. In August 1939, about 18 months after marrying, Holmes purchased all of Lot 13, the project site, in the Extension to the Siskiyou Heights Addition, from Mollie B. Keene for \$2500. Harry immediately transferred a half interest in the property to Eleanor.<sup>28</sup> With a property secured, Harry and Eleanor now needed plans for a house.

## **PAUL R. WILLIAMS**

Paul R. Williams is internationally known as the creator of livable homes, having designed over 2,000 homes in Southern California, and in various sections of the United States, Mexico, and South America.<sup>29</sup>

Paul Revere Williams (1894-1980) was born in Los Angeles and educated at Polytechnic High School. While there he demonstrated a high degree of skill in drafting, despite being discouraged by teachers who advised him against pursuing his dream to become an architect. Williams nevertheless pursued that dream. "Confident in his strengths, he simultaneously pursued architectural education and professional experience with Los Angeles' leading design firms while developing social and business networks."<sup>30</sup> Williams furthered his studies at the Beaux Arts Institute of Design, which operated an atelier in Los Angeles. "An anxious learner, he strengthened his resolve to complete in the larger world and went on to win the coveted Beaux-Arts Medal after three years of study."<sup>31</sup> Between 1914 and 1915 Williams gained additional, national, recognition including a First Honorable Mention at the Chicago Emancipation Celebration and a third place award in Sperling Prize, a competition held in New York City.

Williams entered the architecture profession, first working in the offices of Wilbur D. Cook, Jr., a landscape architect and then later joined the firm of John C. Austin, where he worked for almost three years. Licensed as an architect in 1921, he opened his own firm, Paul R. Williams and Associates, in 1923 after Louis Cass, an influential businessman, hired him to design his new house. Williams was almost immediately successful. "William's early practice flourished through his growing skills as a designer of small, affordable, houses for new homeowners and large, historic-revival style, homes for more affluent clients in Flintridge, Windsor Square, and Hancock Park."<sup>32</sup>

During the late-1920s and 1930s, Williams' practice thrived, and he was widely recognized for the quality of his designs, including both commercial and civic projects. Additional recognition came through a growing list of

<sup>24</sup> Maurukas, Margaret. Wellesley College, personal communication, 25-June-2020.

<sup>25</sup> *Harry and Eleanor Holmes Residence, Medford, OR.* (at Gallery, [www.paulwilliamsproject.org](http://www.paulwilliamsproject.org), visited 17-June-2020).

<sup>26</sup> *Medford Mail Tribune*, 20-February-1938, 4:3.

<sup>27</sup> *Medford Mail Tribune*, 23-June-1938, 2: See also Keeney, Robert J. Oral History Interview OH-121 (Southern Oregon Historical Society, 1980).

<sup>28</sup> Jackson County Deed 222:633-34.

<sup>29</sup> Williams, Paul R. *The Small Home of Tomorrow.* (Hollywood, CA: Murray & Gee, Inc.), 1945:6.

<sup>30</sup> *Ibid*, "About Paul Williams," visited 25-June-2020.

<sup>31</sup> *Ibid*.

<sup>32</sup> *Ibid*.

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well-known clients that included titans of industry and Hollywood names such as Charles Correll, Lon Chaney, Martin Landau, Will Hays, ZaSu Pitts, Barbara Stanwyck, Tyrone Power, William "Bojangles" Robinson, and others. "He built homes, not houses."<sup>33</sup> "Actors and new studio heads came to me for their homes."<sup>34</sup> Williams' elegant curved stairwells became synonymous with Hollywood's golden age, influencing other designers and becoming a staple of period movies. "There are always these beautiful sweeping staircases in the entry..."<sup>35</sup>

After World War Two Williams published two popular plan books on residential architecture, *New Homes for Today* and *The Small Home of Tomorrow*, that brought him increased attention. His design work in Los Angeles and Palm Springs, California, among other locations, continued to be widely published, as did his association with Hollywood. Williams' designed houses for Bert Lahr, Tyrone Power, Paul Henning, Danny Thomas, Desi Arnez/Lucille Ball and Frank Sinatra. Commercial projects included the work on the Beverly Hills Hotels, the Ambassador Hotel, the Al Jolson Shrine, the Pearl Harbor Memorial, in Hawaii, and, in 1961 the iconic "theme building," at Los Angeles International Airport. Williams was elected a fellow by the American Institute of Architects in 1957. He retired from the practice of architecture in 1973 and died on January 23, 1980. In 2017 Williams became the first African-American architect to receive the AIA Gold Medal.<sup>36</sup>

Williams' connection to Harry Holmes and southern Oregon is most likely through his earlier works. In 1937 Williams designed two Los Angeles residences, one for Charles Correll (Andy, of Amos 'n' Andy) and one for Jay Paley (of CBS), that were widely published as "...examples of Paul Williams' interpretation of modern California Georgian revival highlighted by design magazines at that time."<sup>37</sup> Both homes have similarity to the house that Harry and Eleanor Holmes would build in Medford, although Correll's house appears to have provided the major inspiration. Harry and Eleanor may have seen an article in a design magazine, as they were considering a new home, or more likely were guests at a Williams' designed residence while visiting in California on business or vacation. Williams may have even been an early Harry & David customer. "He sent fruit baskets to everyone," says Karen Hudson, Williams' grand-daughter.<sup>38</sup> It is documented that Harry contacted Williams and tried to purchase plans for the house in Medford, based on the Correll House.

In 1980, Medford architect Robert J. Keeney, partner in the firm of Clark and Keeney, recalled the connection between Williams and the Holmes in an oral history interview.

Harry saw a home (in Los Angeles) that he liked. And he wanted something just about like it... And then, because he saw this house that belonged to Amos, of Amos 'n' Andy and it was something just about like that he wanted, and Paul wouldn't sell him any plans at all. [Williams told him that] If he wanted plans, he'd draw them along those lines, but "We won't sell you somebody else's house."<sup>39</sup>

Since Williams was not licensed to practice in Oregon, he needed a local architect as an associate. Harry suggested Robert Keeney to oversee the construction. Clark and Keeney, with most or all of the design work by the younger Keeney, had completed the Bear Creek Orchards Packing House for Harry and David in 1937. Robert Keeney, recalling the conversation, said "And Paul said, "Yes," he'd enjoy doing that, or something to that effect, and he wrote me."<sup>40</sup> The Clark and Keeney firm are listed as "associate architects" on Williams' plans for the Harry and Eleanor Holmes House.<sup>41</sup>

<sup>33</sup> Hudson, Karen, personal communication with the author, 21-August-2020.

<sup>34</sup> Hudson, Karen. *The Will and the Way: Paul R. Williams, Architect*. (New York, NY: Rizzoli International), 1994:27.

<sup>35</sup> Crotta, Carol A. "Architecture of Paul Revere Williams," *Los Angeles Times*, 19-July-2014.

<sup>36</sup> "2017 AIA Gold Medal Awarded to Paul Revere Williams, FAIA," [www.aia.org](http://www.aia.org), visited 29-June-2020.

<sup>37</sup> *Harry and Eleanor Holmes Residence, Medford, OR*. (at Gallery, [www.paulwilliamsproject.org](http://www.paulwilliamsproject.org), visited 17-June-2020). Charles James Correll (1890-1972) voiced the main character Andy Brown, in the Amos 'n' Andy radio show.

<sup>38</sup> Hudson, Karen, personal communication with the author, 21-August-2020.

<sup>39</sup> Keeney, Robert J. Oral History Interview No. 121. Southern Oregon Historical Society, 1980 (121-37-B).

<sup>40</sup> Keeney, op cit.

<sup>41</sup> Architect Frank Chamberlain Clark (1872-1957) had a long and distinguished career in southern Oregon. Educated in New York, he

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According to Keeney, the design process between himself, Williams, and Holmes, was largely accomplished via mail.

(Williams) would get a sketch out and (send a) study up, I'd go and visit with Harry, and we'd have lunch, and we'd cut it and tear it to pieces, send it back to Paul, and it would come back to me... we went through a whole spring doing that. And, finally, we got the plans finished and we built it. I supervised the construction.<sup>42</sup>

Carl E. Borg (1890-1991) was hired as the building contractor. Borg, who was known by his middle name, Edward, was born in Minnesota of Swedish parentage, and came to southern Oregon in 1920, after having built railroad bridges in the Midwest.<sup>43</sup> After working as part of the Merritt-Borg partnership, he established himself as an independent contractor and continued to work until his retirement in 1955. Over a long and successful career, Borg built many buildings and homes throughout the region.<sup>44</sup>

There is no record of Paul Williams ever coming to Medford, which is somewhat consistent with his typical practice when working outside of California.<sup>45</sup> He may have visited Medford and decided to avoid any publicity or, due to prevailing views on race, may have simply elected to rely more upon the local architect for site plans and construction oversight than would have normally been the case. Jackson County, Oregon, during the 1930s, like Oregon, was predominantly white and most communities, including Medford, had sundown laws that would have complicated any Williams' visit. Harry Holmes, a widely respected business leader, was Jewish, and while he and Eleanor, obviously, were more open-minded than the typical southern Oregonian of the era, Williams' presence, or even publicity about his involvement, were likely a cause for concern. It is notable, and probably telling, that the design and construction of the Harry and Eleanor Holmes House, the work of a well-known and highly regarded architect, for one of the most prominent business leaders in the region, received absolutely no notice in the local newspapers until well after its completion.

### **HOLMES OWNERSHIP PERIOD: 1939-1963**

Upon its completion, Harry and Eleanor Holmes moved into their new home. Harry, by all printed accounts was, despite his "folksy" image, fairly quiet and studious. Eleanor, it seems, was more outgoing and soon became a regular feature in the local society page. "Eleanor Holmes and Clarice Spatz, were competing with hubbies Harry and Maury in gum-chewing antics while enjoying a sporting event."<sup>46</sup> Eleanor was active in charity work, working with the Red Cross during the WWII, and serving as chair of the volunteer service program. The house, designed for entertaining, became a focal point for local society and community efforts. "Mrs. Holmes conceived the idea of a Red Cross club for war brides from foreign lands and the initial meetings of the group were held at her home."<sup>47</sup> Local garden clubs, reading groups, and other organization and society events were often held at the Holmes House during Eleanor's life.

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worked in the firm of Mead, McKim and White before establishing his Oregon practice in 1902, and designed numerous commercial buildings and private residences, many of which have been listed on the National Register, including many in the Colonial Revival style, as detailed below Robert J(ackson) Keeney (1904-1989) joined the firm in 1935. .

<sup>42</sup> Keeney, Robert J., op cit.

<sup>43</sup> "Carl Borg Sr." Unidentified obituary, SOHS "B" Vertical File (assumed *Medford Mail Tribune*, n.d.).

<sup>44</sup> Borg often worked with Clark and Keeney, including construction of Dr. Young's "two story frame New England Colonial type residence," on Oakdale (*Medford Mail Tribune*, 23-April-1941, 1:3). He also built the American Fruit Growers packing plant, on South Fir (*Medford Mail Tribune*, 15-August-1944, 8:1-2) and, under architect Howard Perrin, of Klamath Falls, was the contractor for the remodel of Weitzel's Department Store, in Ashland.

<sup>45</sup> Even into the 1960s, Williams' involvement with some projects, especially donor-funded projects, was often kept quiet so as to avoid any potential issues as a result of his race. Williams famously developed the ability to draw and sketch upside down, allowing him to sit across from clients, and avoid the potential difficulty of sitting next to them.

<sup>46</sup> "Side Glances," *Medford Mail Tribune*, 19-June-1943, 1:8. Maurice "Maury" Spatz, along with his brother Ward, inherited the Crystal Springs Orchard from their father, Joseph and later purchased the Sgobel and Day Packing Co., which, after Maurice's death in 1950, became the Crystal Springs Packing Company (<https://digital.sou.edu>, visited 29-June-2020).

<sup>47</sup> "Funeral Services for Mrs. Holmes," *Medford Mail Tribune*, 24-August-1948, 8:5-6.

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Harry and Eleanor's only child, John Richardson Hunter Holmes, was born in 1943 and grew up in Medford. Eleanor Holmes died at age fifty-one following an illness, when John was just a child of five.<sup>48</sup> Tragedy again struck the Holmes family in 1950 when David Holmes, Harry's brother and the president of Harry & David, was killed in an automobile accident in California. "Mr. Holmes, 60, was known throughout the nation and much of the world through the extensive advertisements placed in magazines by the firm, the largest gift fruit packers and shippers in the United States."<sup>49</sup>

Harry succeeded David as company president but retired in 1953 for health reasons. Harry L. Holmes died on July 24, 1959, at the age of sixty-eight, from heart disease.<sup>50</sup> David's son, David H. Holmes, took over the operation following Harry's retirement. John Holmes, Harry and Eleanor's son, joined the family business after college at the University of Oregon and a graduate degree from the Wharton School of Business. In 1972, John replaced his cousin as company president, even though he was just in his mid-twenties. "Like his father, Harry, John had a good head for business management and operations."<sup>51</sup> "He was a delightfully quirky CEO, who one time kept, and noisily used, a full drum set in his office."<sup>52</sup>

John Holmes oversaw the computerization of the mail order process and presided over the expansion of the company, including the purchase of Jackson & Perkins. Founded in 1901 and considered the world's first "mail order rose nursery," Jackson & Perkins shared a similar history to Harry & David, and the acquisition increased Harry and David's success by offering year-round sales. Still privately owned, in 1972 John and David had Bear Creek Corporation to oversee the fruit and rose divisions and in 1975 they took the company public, selling stock for the first time. In 1984 Bear Creek Corporation was sold to the R. J. Reynolds Development Corporation for \$74 million dollars, ending eight decades of private Holmes' family ownership.<sup>53</sup>

John Holmes inherited the Harry and Eleanor Holmes House on his father's passing but, only sixteen at the time, he moved out and instead lived with his cousin, David and David's wife Susan, until leaving the valley to attend college.<sup>54</sup> John Holmes left the company following the sale to Reynolds and moved to Alaska. John Richardson Hunter Holmes died in 2010.<sup>55</sup>

In the early 1960s John Holmes had apparently considered creating a sub-division and developing his parent's property. He had the parcel surveyed and divided into lots toward that goal but didn't pursue the project. In 1963 he sold the 1.9 acres around the house site, including the driveway connecting it to Modoc Avenue to Dr. Robert and Hazel Buck.<sup>56</sup> Holmes kept the surrounding acreage. In 1973 John donated eighteen acres around the house to the City of Medford, the beginning what is now Holmes Park.<sup>57</sup> After a series of subsequent private ownerships, the Harry and Eleanor Holmes House was acquired by the present owners, Southern Oregon Friends of Hospice, a non-profit committed to compassionate end-of-life care, in 2016.

## **COLONIAL REVIVAL ARCHITECTURE**

The term Colonial Revival is a catchall term to describe houses that were designed to evoke memories of the American Colonial styles. Colonial motifs are mixed and matched with more modern design elements.<sup>58</sup>

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<sup>48</sup> Ibid.

<sup>49</sup> "Auto Accident Claims Life of David Holmes," *Medford Mail Tribune*, 24-March-1950, 1:7-8.

<sup>50</sup> "Harry Holmes, 68, Dies at Hospital; Private Funeral." *Medford Mail Tribune*, 26-July-1959, 1:5.

<sup>51</sup> Snyder, op cit., 47.

<sup>52</sup> "John R. H. Holmes," *Medford Mail Tribune*, 18-July-2020 (found online, at <https://mailtribune.com>, visited 4-July-2020)

<sup>53</sup> "Bear Creek Corporation – Company Profile, at [www.referenceforbusiness.com](http://www.referenceforbusiness.com), visited 29-June-2020.

<sup>54</sup> The house at 217 South Modoc may have been rented out during this period. The *Polk City Directory* (1959) reports that James and Catherine Hayes were living there. Hayes was a logger with Steve Wilson Lumber.

<sup>55</sup> "John Richardson Hunter Holmes," [www.findagrave.com](http://www.findagrave.com), visited 17-June-2020.

<sup>56</sup> JCD 548:270

<sup>57</sup> JCD 73-16177

<sup>58</sup> Van Buren, Maurie. *House Styles at a Glance*. (Atlanta, GA: Longstreet Press), 1991:12.

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For decades “Colonial Revival” was among the single most popular styles for residential construction in the United States and the leading guide claims the style was in use for seventy-five years, 1880 to 1955.<sup>59</sup> The Colonial Revival style, which generically includes multiple sub-types and variations over its long period of popularity (Federal, Dutch Colonial, Georgian, and others) had, in the years after World War One come to include a vocabulary of design motifs and characteristics that while not entirely standardized, are generally understood as essential elements of the type. These include symmetrical, rectangular, window openings (often 6/6 double-hung sash with flanking with shutters), central main entries, often with pediments, transoms, and sidelights, set behind colonnaded porch detailing. “Entrance details on careful Colonial Revival copies can be distinguished from originals only by their regular, machine-made, finish, which contrasts with the slightly irregular hand finishes of early examples.”<sup>60</sup> Hipped roof examples predominate after 1920 and larger, two-story versions of the style tend to be classified as “Georgian Revival.”

Colonial Revival “...was *the* dominate style for domestic building throughout the country during the first half of the twentieth century.”<sup>61</sup> Most architectural historians state the popularity of the style stems from appreciation in the growing country for its origins, a trend that was further accentuated after World War One, as soldiers returning from Europe sought out traditional, historically-based, styles that reflected the nation’s past. “Similarly, the strong interest in America’s colonial past, gaining ground since 1876, got another strong boost with the sesquicentennial in 1926.”<sup>62</sup>

According to the summary of the Holmes House published by the Paul Williams Project, the Holmes house is an excellent example of Williams’ “...sophisticated stream-lined California Georgian style.”

Like Williams’ other Georgian designs of that era, the Holmes residence was approached by a landscaped, curved, paver, driveway, leading to an impressive frontcourt entrance. Anchored by an inviting portico with both pediment and columns, the entrance was flanked by a one-story garage wing with archway. The front portico was intimate and scaled for a building smaller, but similar, to the Paley and Correll mansions in Los Angeles.<sup>63</sup>

Williams’ interpretation of the Georgian designs resulted in a recognizable personal style that melded traditional Georgian elements such as the elaborate colonnaded entry and frieze, with a cleaner, more modern approach to detailing, creating something of a “modern” character using some historically-based forms. “Williams had an adroit ability to maneuver beaux-arts formalism with different architectural styles, in projects both small and large.”<sup>64</sup> The result are clearly Williams’ work, but retain enough historical reference to fall within the generic Georgian Colonial Revival style.

## **COMPARATIVE ANALYSIS**

### **Other Paul R. Williams-designed Buildings in Oregon**

One of the most successful architects in Los Angeles, California for over five decades, Paul Revere Williams designed 1000s of houses in that city and worked on other projects throughout North America and as far away as Columbia, in South America. Williams is best known for the elaborate Colonial-style homes he built in the greater Los Angeles area during the 1930s-1950, many for well-known Hollywood celebrities or successful business leaders. Highly-valued, and often located in desirable locations, some of Williams’ designs have been lovingly restored while others have been significantly altered, expanded by later owners, or even demolished to make way for new, larger, residential development.<sup>65</sup> The Holmes House, which retains key

<sup>59</sup> McAlester, Virginia Lee. *A Field Guide to American Houses*. (New York, NY: Alfred A. Knopf), 2013:409.

<sup>60</sup> *Ibid.*, 412.

<sup>61</sup> *Ibid.*, 414, emphasis as in the original.

<sup>62</sup> Morgan, William. *The Abrams Guide to American House Styles*. (New York, NY: Harry N. Abrams), 2004:304.

<sup>63</sup> *Harry and Eleanor Holmes Residence, Medford, OR*. (at Gallery, [www.paulwilliamsproject.org](http://www.paulwilliamsproject.org), visited 17-June-2020).

<sup>64</sup> Gebhard, David. “Paul Williams and the Los Angeles Scene,” in Hudson, *Paul R. Williams: A Legacy of Style* (New York, NY: Rizzoli International, 1993), 25.

<sup>65</sup> “A Developer Changed the Face of Historic Landmark Under Consideration” (at <https://www.lamag.com/citythinkblog/gabor-estate->

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Williams-designed exterior elements at the front entry, exterior fenestration and the one-story wing, as well as its relationship to the surrounding landscape, not to mention the virtually intact stairwell and other public spaces of the first floor interior, is considered a largely intact, highly-representative, example, of the architect's work.

The Holmes House, according to the "Selected Listings of Projects Designed by Paul R. Williams," was among his first projects done outside of California, soon followed by other pre-WWII work in Nevada. Williams is known to have designed only three projects in Oregon, including the Holmes House, all in Medford. The other two are both located on Greenway Circle, near the Rogue River Valley Country Club. These are as follows.

**E. A. and Frances Littrell House** (140 Greenway Circle, built c1950) - E. A. "Al" Littrell (1900-1961) was a longtime Medford business owner and civic leader. He was partner and president of Littrell Parts Company, an auto supplier, that had branches in both southern Oregon and northern California. The company was incorporated in 1948 and capitalized at \$250,000.<sup>66</sup> Littrell served on the Medford City Council (1933-1934) and during WWII chaired a local defense transportation committee. Littrell served a term in the Oregon House of Representatives, from 1955 to 1958. E. A. Littrell died in May 1961.<sup>67</sup>

Al Littrell apparently built this house after divorcing his first wife, Nell and marrying Frances in 1947.<sup>68</sup> They purchased the lot in the Country Club Addition in 1950.<sup>69</sup> The house was clearly completed by mid-1951, when the couple hosted a cocktail party before the Junior League dance at "...their new home in the Country Club addition."<sup>70</sup> Frances sold the house to Lillian Salade after Al's passing.<sup>71</sup>

The Littrell House is a large, single-story, house with basement and has an irregular footprint that may indicate multiple additions over time. The house is 3650 s.f. in size, and occupies a 0.6 acre site, according to the county. A low pitched wood-framed building with multiple intersecting gables, the house would be best characterized as being of the "ranch style," although it is unclear how much of the original Williams' design remains. Two stucco clad chimneys appear similar in character to those of the Holmes House, but there is little other obvious Williams design. No information on how the Littrell's came to hire Williams has been located, although it is logical to assume that the Littrell and Holmes families knew one another. In any event, the Littrell House design, built more than a decade later, evidences an entirely different and more modest design than does the Holmes project.

**Glenn L. and Helen Jackson House** (117 Greenway Circle, built 1953.) Glenn L. Jackson (1902-1980) was born in Albany, the son of the influential publisher of the local newspaper. After working for his father, and in sales for the Mountain States Power Company, Jackson moved to Medford in 1929 and went to for the California Oregon Power Company (COPCO), the local electrical utility. He soon rose to the position of Vice-President. Jackson served as a Colonel in the US Army Air Corps and as president of the Jackson County Chamber of Commerce. He played a key role in securing the construction of Camp White, a US Army base in Jackson County, during World War Two.

Transferred to active duty during the war, Jackson served as Executive Officer under General Ira C. Eaker, commander of the Eighth Air Force, in Italy.<sup>72</sup> At the war's end, Jackson returned to Medford and played the primary role in the White City Development Company, which saw the transformation of Camp White's building

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[demolition/](#), visited 4-December-2020.

<sup>66</sup> "Littrell Incorporated," *Medford Mail Tribune*, 1-March-1928, 5:2.

<sup>67</sup> "E. A. Littrell Dies in Local Hospital," *Medford Mail Tribune*, 7-May-1961, 1:2-3.

<sup>68</sup> Op Cit.

<sup>69</sup> JCD 337:301.

<sup>70</sup> "Parties Precede Dance; Couples Entertain," *Medford Mail Tribune*, 22-July-1951, 5:2-4. In September 1950 Al and Frances were living at 10 South Groveland Avenue, in Medford.

<sup>71</sup> JCD 538:369.

<sup>72</sup> General Eaker (1896-1987) was named deputy commander of the Army Air Forces in 1945 and promoted to Lt. General in 1948. In 1985, only two years before his passing, President Ronald Reagan and US Sen. Barry Goldwater sponsor special legislation to elevate Eaker to 4-Star status ([www.af.mil](http://www.af.mil), visited 3-July-2020).

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core into an industrial center, the basis of today's White City, Oregon. He also retained an interest in the Albany *Democrat-Herald*, serving as its vice-president.<sup>73</sup> Jackson continued work with COPCO.

In 1961 COPCO merged with Pacific Power and Light, based in Portland. Jackson became a Vice-President at Pacific Power and in 1965 became its chairman.<sup>74</sup> Jackson was appointed to the Oregon State Highway Commission in the mid-1950s, and later served as its chairman. In that role, Jackson played an important role in the siting decisions for the construction of the interstate highway system in Oregon. The Glenn L. Jackson Bridge, which carries Interstate 205 over the Columbia River, is named for him. "He never sought elective office but was the personal advisor to six Oregon governors and served on the state Highway Commission, later the Transportation Commission, for twenty years, seventeen as its chairman."<sup>75</sup> At Jackson's death four Oregon governors attended the memorial. Famed Oregon Governor Tom McCall praised Jackson as "Mr. Upstate and Mr. Downstate, the complete Oregonian."<sup>76</sup>

Although most reports document Jackson spending most of his time in southern Oregon on his 12,000 acre cattle ranch, at least toward the end of his life, he and Helen purchased the prominent lot in the middle of Greenway Circle in 1951 and built the house thereafter.<sup>77</sup> "According to inventories of Williams' design, the house was built in 1953 and it certainly was completed before February of that year, when Helen hosted the Contemporary Book Club at the house."<sup>78</sup> According to architect Robert Keeney, Paul Williams' design for the Jackson House was originally commissioned for Jackson's former commander, General Eaker.

Eaker had Paul Williams design this house for him, then decided he wasn't going to build it. He just gave the plans to Glenn Jackson. That's what he told me, anyway.<sup>79</sup>

Keeney implies that he and Jackson made changes to the design and that the house was built by Medford contractor Norris Porter.<sup>80</sup> The Jacksons moved here from their prior residence, on East Main Street.<sup>81</sup> There is no documentation to indicate Williams' involvement in transferring the Eaker design to the Medford site although its logical that Robert Keeney would have consulted with him regarding the use of his plans.

The Jackson House is conspicuously sited in the center of Greenway Circle, occupying a prominent 1.0 acre site behind a mature, trimmed, hedge. The large, 4,838 s.f. two-story house has an elongated "v-shaped" plan with the entry facing west and a large in-ground pool to the east. The Jackson House consists of a two-story central portion, flanked by two one-story wings, one of which houses the garage while the other is a later bedroom addition. Neither are believed to be original. The roof is a series of complex, intersecting, shake-clad low-pitched hipped roofs. A non-original second story decorative "balcony" with iron railings projects over the colonnaded main entry, which has been significantly modified from the original design. The lower floor is of brick, a later modification that reportedly uses materials salvaged from buildings at the former Camp White Station Hospital.<sup>82</sup>

<sup>73</sup> *Capitol's Who's Who for Oregon, 1948-1949* (Portland, OR: Capitol Publishing Co.,) 1949:291.

<sup>74</sup> Dierdorff, John. *How Edison's Lamp Helped Light the West.* (Portland, OR: Pacific Power & Light Co.), 1971:287.

<sup>75</sup> "Civic Leader Glenn Jackson Dies," *Oregonian*, 21-June-1980, 1:6-8.

<sup>76</sup> "4 Governors Salute Jackson's Life, Legacy," *Oregonian*, 26-Jun-1980, C3:1-2.

<sup>77</sup> JCD 359:158.

<sup>78</sup> See *Medford Mail Tribune*, 17-Feb-1953, 2<sup>nd</sup>, 2:6.

<sup>79</sup> Robert J. Keeney, op cit. (121-38-B).

<sup>80</sup> *Ibid.* Norris K. Porter was the son of long-time Medford physician Dr. E. H. Porter, who arrived in Medford in 1910. Norris, after marrying and teaching in Alaska, saw service in the Seabees in the war, before returning Medford. He established a contracting business with Chauncey Brewer before starting his own firm (see *Medford Mail Tribune*, 29-January-1946, 10:3).

<sup>81</sup> It is worth noting that prior to building the house on Greenway Circle that Glenn and Helen Jackson lived at 1917 East Main Street, the Colonial Revival style home that Medford architect Frank Chamberlain Clark built for his own occupancy. Clark leased the property to Copco and Jackson purchased the house in 1946. The "Frank Chamberlain Clark House," built in 1930, was individually listed on the National Register in 1982 (NRIS #82001504).

<sup>82</sup> Susan Martin, personal communication with the author, 23-July-2020. Camp White, in White City, Oregon, was a WWII US Army Cantonment built in 1942, largely as the result of lobbying efforts by the Jackson County Chamber of Commerce. Glenn Jackson served as that organization's president and played an important role in securing the Camp's construction.

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The overall character of the Jackson House is far more modern than the Holmes House and is more typical of Williams' post-WWII work. The Jackson House generally fits within the "Ranch" stylistically. Helen Jackson donated the property to the Oregon State University Foundation in 1985, after Glenn's passing.<sup>83</sup> The Jackson House has been compatibly added on to subsequent to Jackson ownership, expanding the original design. Multiple largely compatible changes, including the brick veneer, a near-total reconstruction of the main entryway, enclosure of a sun porch and more, modify the Williams design and the appearance of the house as originally built. Portions of the interior, especially the helical stairwell at the entryway and the panel detailing of Jackson's former office, appear to remain largely as originally designed.

### **Other Colonial Revival Designs in Medford**

As, in the words of Virginia Lee McAlester, *the* most popular style of the first half of the 20<sup>th</sup> century, there are numerous examples of Colonial Revival architecture, even in a town the size of Medford. The Oregon Historic Sites Database, maintained by the Oregon State Historic Preservation Office, documents eight-four (84) properties in Jackson county with a Colonial Revival stylistic attribution, thirty-three (33) of which are in Medford. Five of the Medford properties have been previously individually-listed on the National Register. These are the Alfred Evan Reames House (c1926), the Edgar F. Hafer House (1905), several houses located within the Corning Court Ensemble (1924), the C. E. "Pop" Gates House (1920), and the main dwelling at Eden Valley Orchard (1885), in the Medford vicinity. No resources in Medford have been stylistically identified as "Georgian" within the database. Other houses with Colonial Revival elements in Medford located within National Register-listed historic districts include the H. A. Thierolf House (1922), in the Geneva-Minnesota Historic District, and, in the South Oakdale Historic District, the Riddell House (c1910), the Thierolf House (1936), the Walter Quisenberry House (c1930), William Warner House (1907) and the Samuelson-Vonder Helle House (1928).

Longtime Medford-based architect Frank Chamberlain Clark designed many of the region's best known and most elaborate homes, including many that are appropriately identified as "Colonial Revival." This includes many named above and Clark's own house, at 1917 East Main Street, completed in 1930, which is where Glenn and Helen Jackson lived before building the house on Greenway Circle. Another Colonial Revival design attributed to Clark is the C. I. and Mattie Hutchison House, known locally as "The White House," at the corner of West Main and Ross Court. Completed in 1922, the Hutchinson house was built just around the corner from Clark's own home at the time.

Among this wealth of Colonial Revival design in southern Oregon, the Harry and Eleanor Holmes is notable as the single best identified example of the "Georgian" variety of Colonial Revival, one of the most intact, and elaborate, examples of the style in the region and, of course, the only one designed by the notable California-based architect, Paul Revere Williams.

### **Other Resources Related to Harry Holmes**

As noted above, the Harry Holmes' earliest documented residence in the Medford area was at the Schuler Apartments, on North Oakdale, where, listed as Harry Rosenberg, he resided at least through 1930, according to available city directories. At some point, likely subsequent to his marriage to Eleanor, Holmes either purchased or leased a house on Valley View, where the couple was living in 1938, while planning for the house on Modoc. Upon completion of the nominated property the following year, Harry and Eleanor moved into the Modoc street house, which remained their primary residence for the rest of their lives. No other residential structures are known to have any connection whatsoever to Harry Lapworth Holmes.

The Harry & David processing plant designed by Robert Keeney and built for Harry & David in 1937 still stands on South Pacific Highway, between Phoenix and Medford, Oregon. It remains an important element of the Bear Creek Corporation complex. No other buildings at the Harry & David complex are known to have been standing during Harry's association with the company. No other buildings owned or associated with Harry Holmes are known to exist in southern Oregon.

<sup>83</sup> JCD 85-050904.

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Harry's key role in the development of the Harry & David, related to the marketing program that created Fruit of the Month and the brothers' "folksy" image, was as key part of the company's "brand" and its ultimate success. While David stayed in southern Oregon, managing the operation, Harry's travel to larger cities, including New York, where the mail order idea developed, Chicago, where in addition to business leaders, he would meet Eleanor, and to Los Angeles, where "folksy" Harry Holmes socialized with Hollywood stars, west coast business leaders, and became aware of the work of Paul Revere Williams, are brought into local focus in the Georgian Revival home that Harry and Eleanor built in southern Oregon. Apart and distinct from the packing plant, which is today just a lone functional element of the Bear Creek operation, the Holmes House was an important element in Harry Holmes' persona and best documents the somewhat larger-than-life role that he played in the Harry and David brand.

### **SUMMARY**

The Harry and Eleanor Holmes House, completed in 1939, is locally significance under Criterion A as the home of Harry Lapworth Holmes, co-founder of the Medford-based mail order fruit distributor Harry & David, and under Criterion C, for its architectural design as an example of the work of Los Angeles-based architect Paul R. Williams and the best identified example of the Georgian Revival variant of the Colonial Revival Style in the Medford area. The period of significance is 1939-1959, reflecting the original construction through the end of Holmes family occupancy.

Paul Williams has been widely recognized for the quality of his residential designs and, over a long career was responsible for designs that came to epitomize the Golden Age of Hollywood. Internationally-known, Williams designed only three residences in Oregon, with the Holmes House being the only example of his "California Georgian revival" style.

Harry Holmes, co-founder and owner of Bear Creek Orchards, which marketed fruit under the "Harry & David" brand played a significant role in the development of mail order marketing in the United States through the creation of "Fruit-of-the-Month" club and helped built one of the most recognizable brands in the country. The Harry and Eleanor Holmes House, built in 1939-1940, remained the family's home for the remainder of both of their lives and is strongly associated with Harry.

The Harry and Eleanor Holmes House, designed by the noted architect Paul R. Williams and the best example of his work in Oregon, is significant under Criterion C for listing on the National Register. The home of the co-founder of Harry & David, a significant entrepreneur and innovator, the Holmes House is additionally significant under Criterion A, for its association with Harry Lapworth Holmes and the "Fruit of the Month" club mail order concept as developed by Harry & David and the Bear Creek Orchard company.

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**9. Major Bibliographical References**

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

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**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: City of Medford

Historic Resources Survey Number (if assigned): N/A

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**10. Geographical Data**

**Acreage of Property** 1.98 acres

(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>42.324762°</u> Latitude	<u>-122.839841°</u> Longitude	3	<u></u> Latitude	<u></u> Longitude
2	<u></u> Latitude	<u></u> Longitude	4	<u></u> Latitude	<u></u> Longitude

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

The nominated area is an irregularly shaped 1.98 acre parcel located on the east side of Modoc Avenue, described as Tax Lot 4000 on Jackson County Assessor Plat 371W29AD, in the S. E. ¼ of the N.E. ¼ of Section 29, Township 37 South, Range 1 West of the Willamette Meridian, in Medford, Oregon. The house address is 217 South Modoc Avenue. The property consists of a roughly oval parcel containing the house and related structures, accessed via a "flag lot" driveway, and is entirely surrounded by Holmes Park.

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

The nominated parcel contains the entire landscaped area of the house and grounds as divided in 1963 from the original parcel purchased by Harry and Eleanor Holmes in 1937. The nominated parcel consists of the entire house site as excluded from the donation to the City of Medford for use as a public park

**11. Form Prepared By**

name/title George Kramer, M.S, HP date December 2020

organization Kramer & Company, SO Friends of Hospice telephone 541-482-9504

street & number 386 North Laurel 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:** Harry and Eleanor Holmes House  
**City or Vicinity:** Medford  
**County:** Jackson **State:** OR  
**Photographer:** George Kramer, M.S., HP, Ashland, OR  
**Date Photographed:** August 2020

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

- Photo 1. of 29: (OR\_Jackson\_Medford\_HolmesHse\_001)  
Driveway Entry, from Modoc, Looking East
- Photo 2. of 29: (OR\_Jackson\_Medford\_HolmesHse\_002)  
Main (North) Elevation, Looking South
- Photo 3. of 29: (OR\_Jackson\_Medford\_HolmesHse\_003)  
North Elevation & Wing, Looking West
- Photo 4. of 29: (OR\_Jackson\_Medford\_HolmesHse\_004)  
Holmes House, Main Entry, Solarium Looking SW
- Photo 5. of 29: (OR\_Jackson\_Medford\_HolmesHse\_005)  
Holmes House, East Elevation, Solarium, Looking W
- Photo 6. of 29: (OR\_Jackson\_Medford\_HolmesHse\_006)  
Holmes House, East Elevation, Solarium, Looking NW, Aug 2020
- Photo 7. of 29: (OR\_Jackson\_Medford\_HolmesHse\_007)  
Rear Garden, from Upper Floor, Looking SE,
- Photo 8 of 29: (OR\_Jackson\_Medford\_HolmesHse\_008)  
East Elevation, Looking W
- Photo 9 of 29: (OR\_Jackson\_Medford\_HolmesHse\_009)  
East Elevation, Looking NW
- Photo 10 of 29: (OR\_Jackson\_Medford\_HolmesHse\_010)  
East Elevation, Looking NW
- Photo 11 of 29: (OR\_Jackson\_Medford\_HolmesHse\_011)  
Single Story Wing, New Addition, Looking SE
- Photo 12 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012)  
Single Story Wing, "Passage," Looking E
- Photo 13 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012)  
Single Story Wing, Covered Walk, Looking South
- Photo 14 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012)  
North (Main) Elevation, Looking South

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- Photo 15 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
Main Entryway, Looking South
- Photo 16 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Foyer, Main Entry Door
- Photo 17 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Entrance Hall, Looking East
- Photo 18 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR, Holmes House, Entrance Hall, Looking West
- Photo 19 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Living Room, Looking East
- Photo 20 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Living Room, Mantle Detail, Aug 2020
- Photo 21 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Library, Looking E
- Photo 22 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Dining Room, Looking South
- Photo 23 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Main Stairwell, from Entrance Hall
- Photo 24 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Main Stairwell, from Upper Lobby
- Photo 25 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Main Stairwell, from Upper Lobby
- Photo 26 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Upper Lobby, Balustrade
- Photo 27 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, Upper Floor Hall, Looking West (toward Addn)
- Photo 28 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, "Mrs. H's Room," Looking SE
- Photo 29 of 29: (OR\_Jackson\_Medford\_HolmesHse\_012  
INTERIOR: Holmes House, "Mr. H's Room," Looking NW

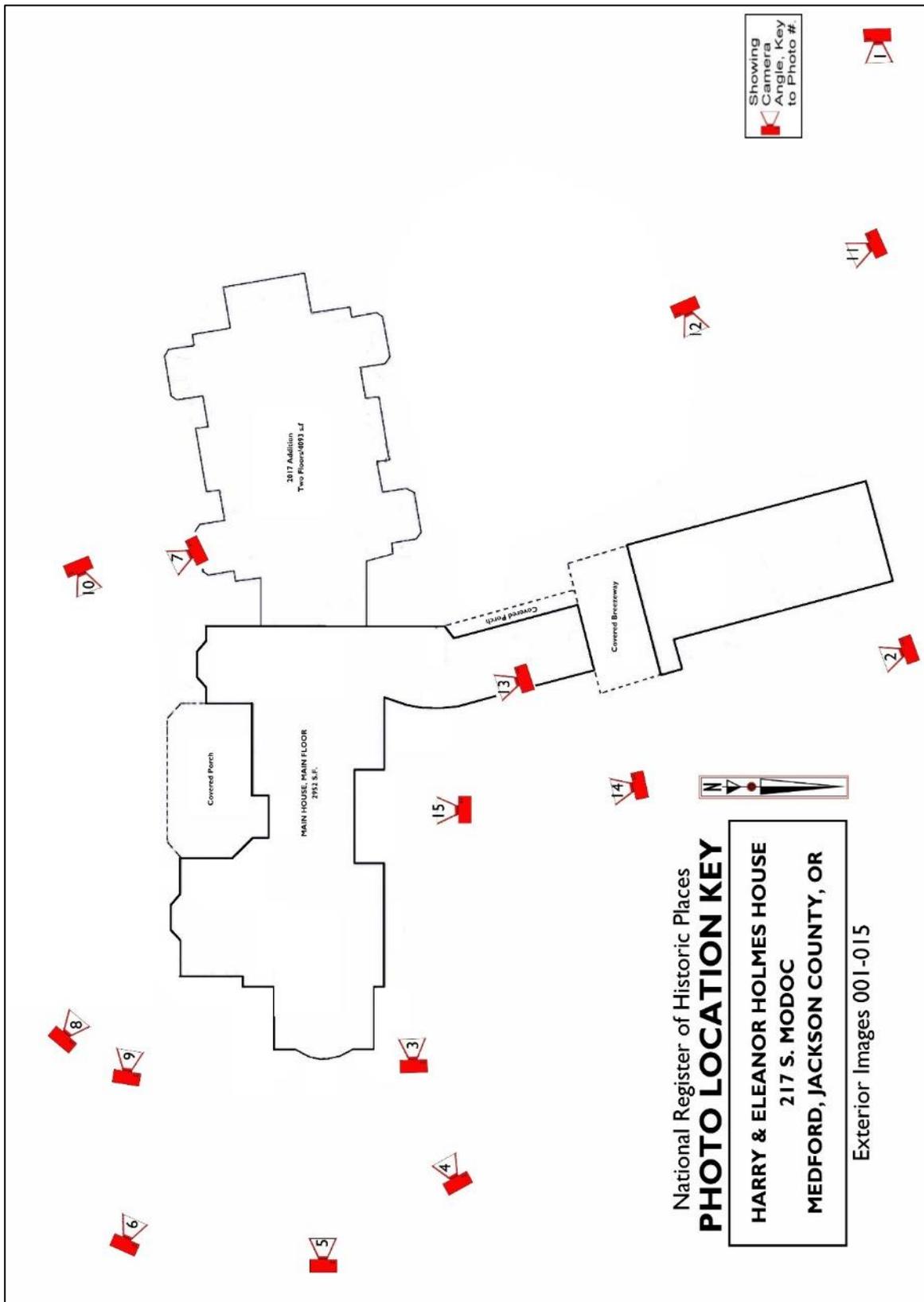
**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to 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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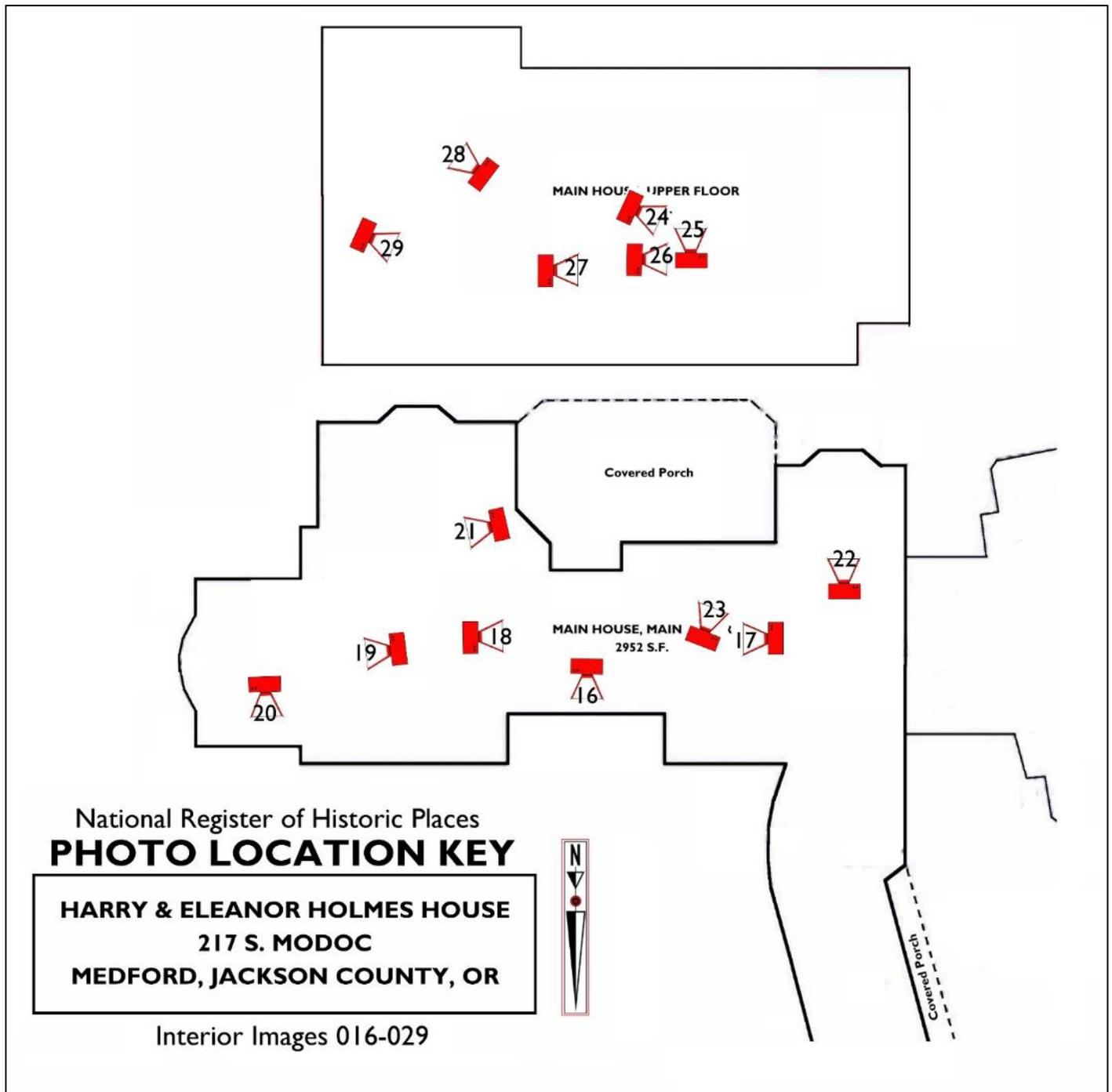
PHOTO LOCATION MAP 1: Images 001 thru 015 (Exterior Images)



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PHOTO LOCATION MAP 2: Images 006 thru 029 (Interior Images) Exterior 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 document should be inserted with the top toward the top of the page.)

- Figure 1: Regional Location Map (ODOT Jackson County Map, 2016, annotated).
- Figure 2: Local Location Map (Google Earth, 2021).
- Figure 3: Jackson County Assessors Map 371W29AD, Showing Tax Lot 4000.
- Figure 4: HISTORIC PHOTO: Main Entry, Holmes House, Looking South, c1945 (John Holmes on porch), Photo from SO Friends of Hospice.
- Figure 5: HISTORIC PHOTO: Rear Elevation, Holmes House, Looking NE, c1945, Photo from SO Friends of Hospice.
- Figure 6: Harry & David "Imagine" Ad, *Fortune Magazine*, November 1936.
- Figure 7: Harry & David, Typical Christmas Ad, 1954 (With Harry & David Inset Graphic)
- Figure 8: Harry (Right) & David (Left) Holmes, Harry and David Promotional Materials, c1950
- Figure 9: HISTORIC PLANS: Harry & Eleanor Holmes House, First Floor Plan, Paul R. Williams, Architect, 1939
- Figure 10: HISTORIC PLANS: Harry & Eleanor Holmes House, Second Floor Plan, Paul R. Williams, Architect, 1939
- Figure 11: HISTORIC PLANS: Harry & Eleanor Holmes House, North & West Elevations, Paul R. Williams, Architect, 1939
- Figure 12: HISTORIC PLANS: Harry & Eleanor Holmes House, South Elevation, Paul R. Williams, Architect, 1939
- Figure 13: HISTORIC PLANS: Harry & Eleanor Holmes House, East Elevation, Paul R. Williams, Architect, 1939
- Figure 14: HISTORIC PLANS: Harry & Eleanor Holmes House, Interior Elevation, Stairwell and Vestibule (Detail), Paul R. Williams, Architect, 1939
- Figure 15: SKETCH PLAN (Jackson County Assessor's Office), 2018

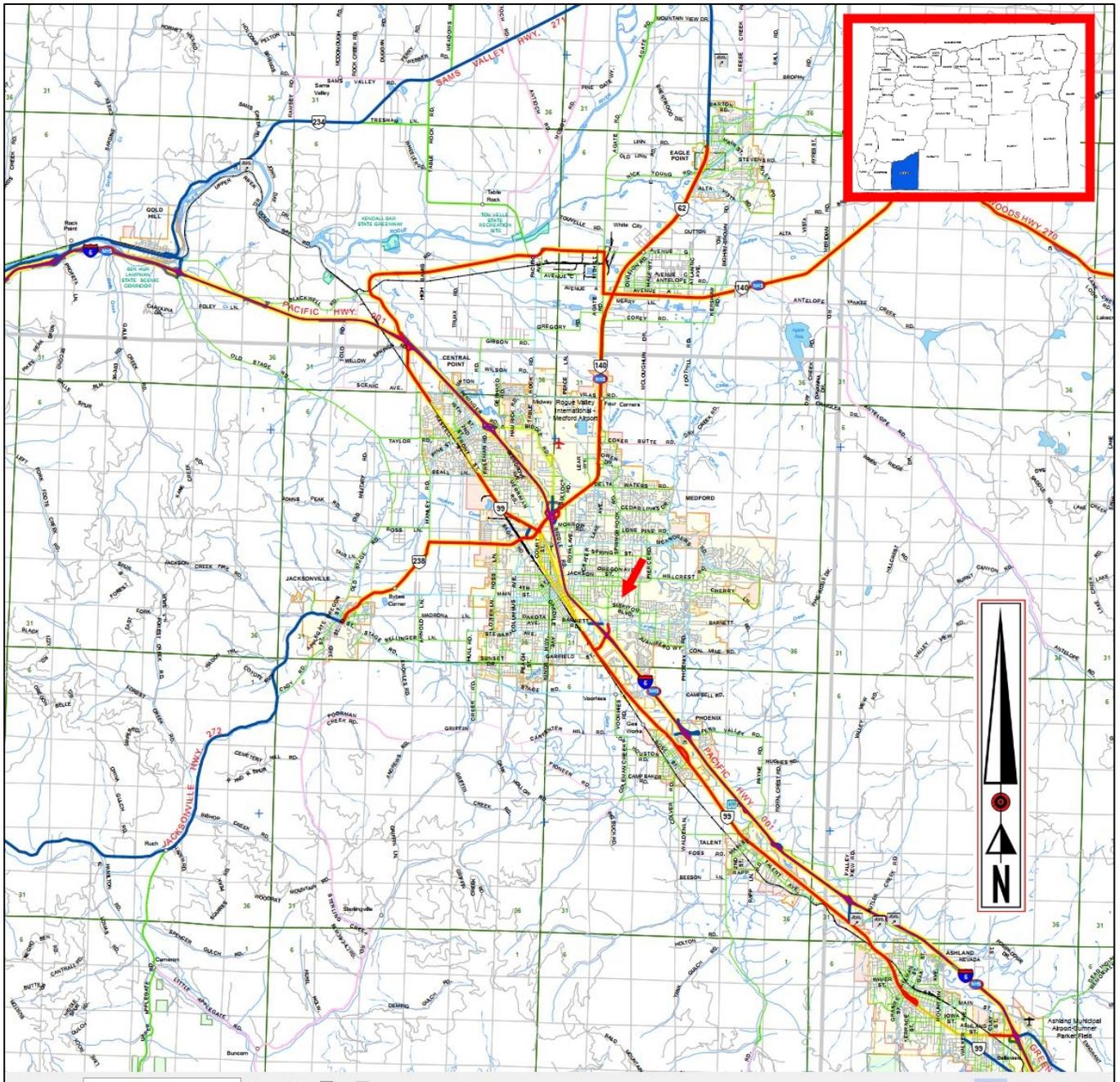
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Figure 1: Regional Location Map (ODOT Jackson County Oregon Map, 2016 edition, annotated)



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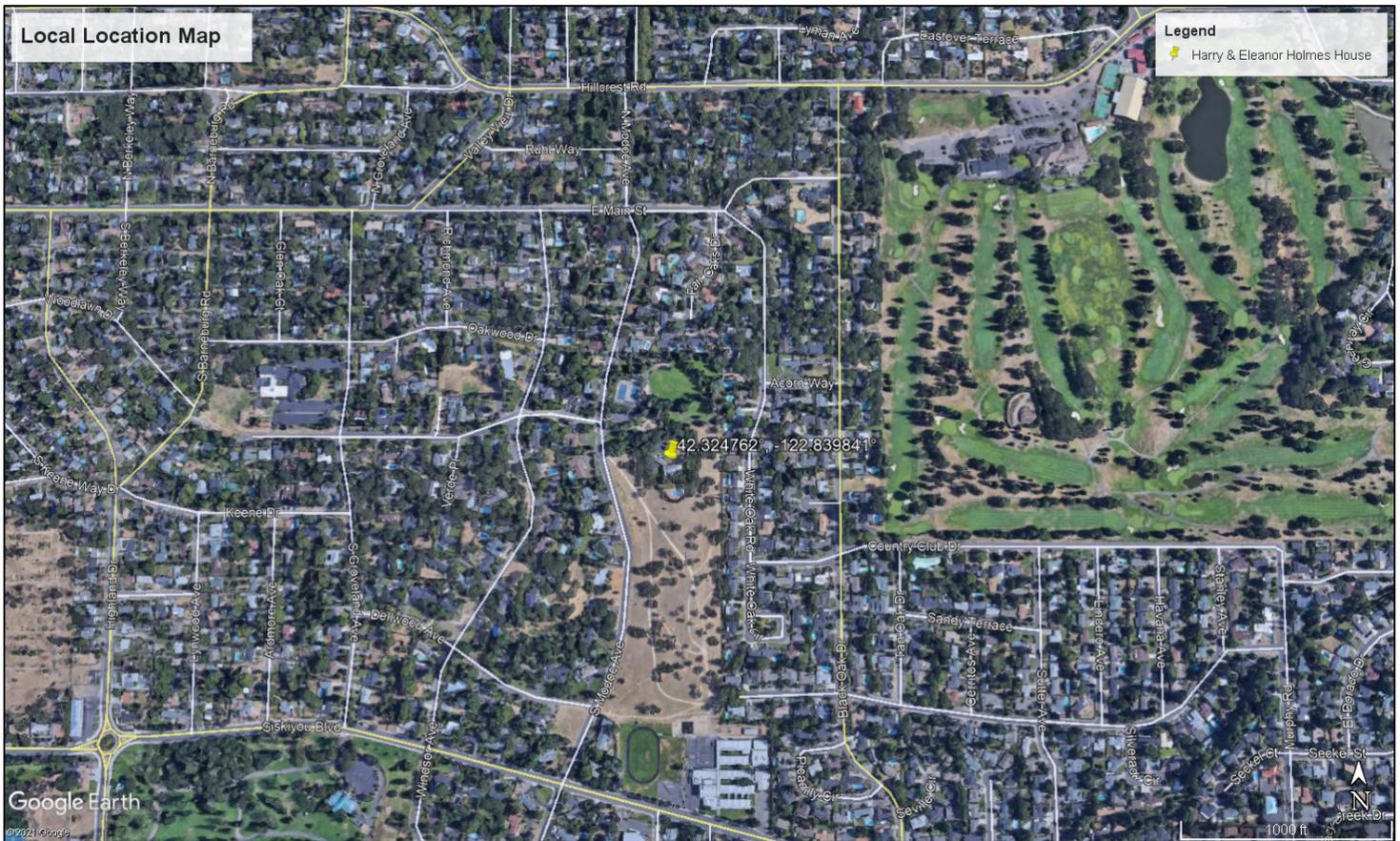
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Figure 2: Local Location Map, Google Earth, 2021  
Latitude/Longitude (42.324762, -122.839841)



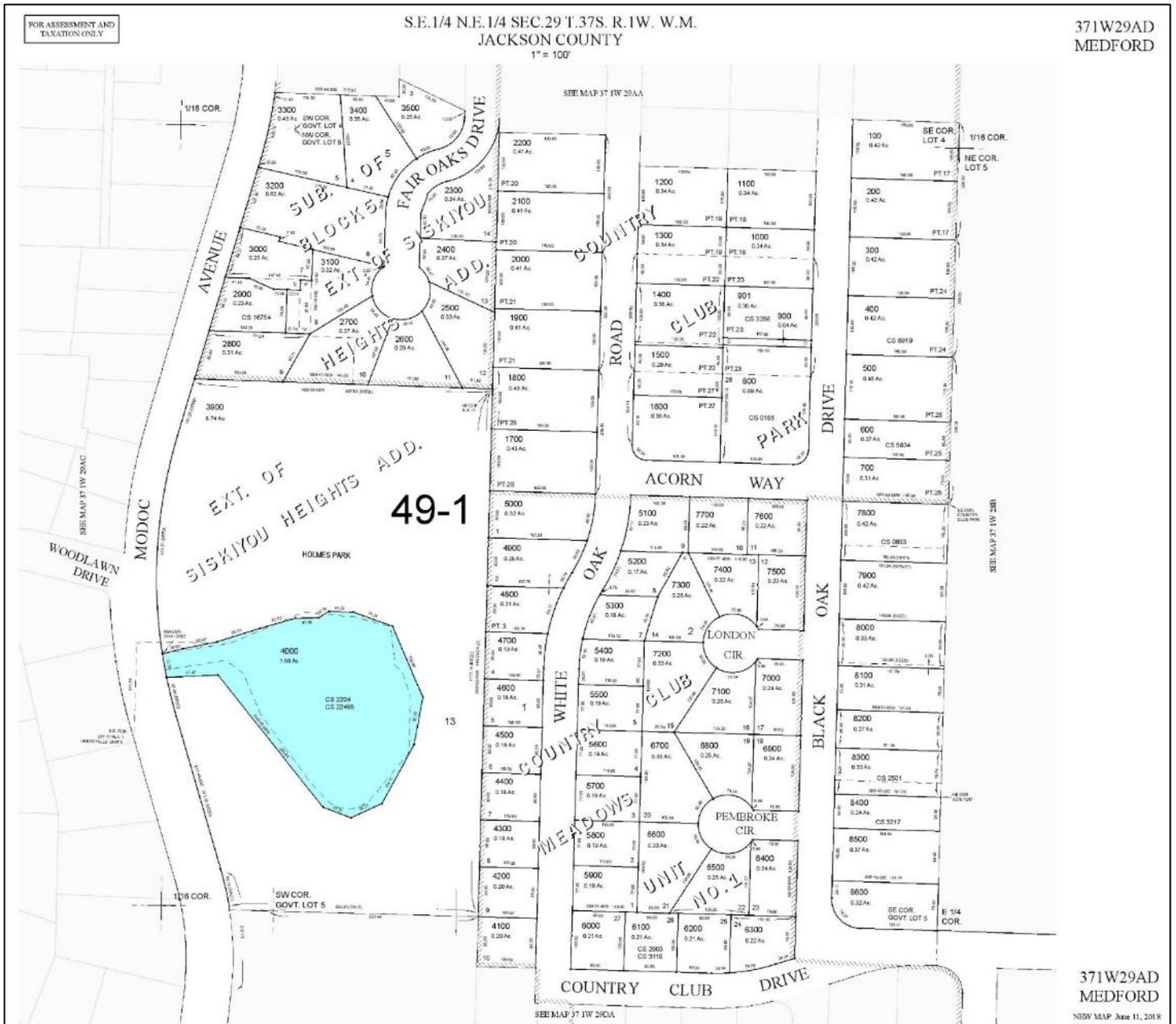
United States Department of the Interior  
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Figure 3: Jackson County Assessors Map 371W29AD, Showing Tax Lot 4000



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Figure 4: HISTORIC PHOTO: Main Entry, Holmes House, Looking South, c1945 (John Holmes on porch), Photo from SO Friends of Hospice.



Figure 5: HISTORIC PHOTO: Rear Elevation, Holmes House, Looking NE, c1945, Photo from SO Friends of Hospice.



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Figure 6: Harry & David "Imagine" Ad, Fortune Magazine, November 1936.

## Imagine Harry and Me advertising our PEARS in Fortune!

OUT HERE on the ranch we don't pretend to know much about advertising, and maybe we're foolish spending the price of a tractor for this space; but my brother and I got an idea the other night, and we believe you folks who read Fortune are the kind of folks who'd like to know about it. So here's our story:

We have a beautiful orchard out here in the Rogue River Valley in Oregon, where the soil and the rain and the sun grow the finest pears in the world. We grow a good many varieties; but years ago we decided to specialize on Royal Riviera Pears, a rare, delicious variety originally imported from France, and borne commercially only by 20-year-old trees. And do you know where we sold our first crop—and the greater part of every crop since?

In Paris and London, where the finest hotels and restaurants know them to be the choicest delicacy they can serve to discriminating guests. And they serve them at about 75 cents each! Our Royal Riviera Pears went to other distinguished tables too—to the Czar of Russia and to the kings and queens and first families of Europe. We got a great kick out of wrapping big, luscious, blushing Royal Riviera Pears in tissue and knowing they were going to be served on golden plates and eaten with golden spoons.

### America's Rarest Fruit— Shall We Ship It Abroad?

But I'm getting away from my story. The idea that kept coming to Harry and me was this: Why must all this fruit go to Europe? Aren't there people right here in America who would appreciate such rare delicacies just as much as royalty? Wouldn't our first families like to know about these luscious, golden pears, rare as orchids, bursting with juice, and so big you eat them with a spoon? Wouldn't folks here at home like to give boxes of these rare pears to friends at Thanksgiving and Christmas?

So we made an experiment. We packed a few special boxes of these Royal Riviera Pears and took them down to some business friends in San Francisco. You should have seen their faces when they took their first taste of a Royal Riviera. They didn't know such fruit grew anywhere on earth.

Well, a banker wanted not only a box for home, but 50 boxes to be sent to business friends, to arrive just before Christmas. A newspaper publisher wanted 40 for the same purpose, and a manufacturer asked for 25. And that gave us another idea. We sent 11 sample boxes to important executives in New York, and back came orders for 489 Christmas boxes for their friends.

### A New Christmas Gift Idea

That seemed to indicate there were plenty of men looking for something new as a Christmas remembrance for friends who "have everything." The next year, orders came in for several thousand boxes of these rare pears, and you never read such letters as we got afterward—not only from the men who had sent the pears and made such a hit, but from folks who received them and wanted to know if they could buy more.

Well, that's how Harry and I got the idea that there must be enough discriminating people right here in the U. S. A. who'd like to do the same thing. So we talked it over the

other night and said, "Let's put an ad in Fortune—and see." We got a shock when we found what it would cost us to do it, but here we are—and you are going to be the judge.

Right now as I write this, it is late September, and out here in this beautiful valley our Royal Riviera Pears are hanging like great pendants from those 40-year-old trees. We'll have to watch them like new babies from now until picking time—not a leaf must touch them toward the last—trained men will pick them gently with gloved hands and lay them carefully in padded trays. They'll be individually wrapped in tissue, nestled in cushion packing, and sent in handsome gift boxes lithographed in colors, to reach you—or your friends—firm and beautiful, ready to ripen in your home to their full delicious flavor.

I envy you your first taste of a Royal Riviera—every spoonful dripping with sweet liquid sunshine. And you can just bet that every one who receives a box is going to have the surprise of his life.

We hope that right now you'll make up your list of business and social friends and let us send them each a box with your compliments. We'll put in an attractive gift card with your name written on it, and



we'll deliver anywhere in the United States proper, wherever there is an express office, express prepaid, to arrive on the date you name. And don't forget to include a box for yourself! A "Medium Family" box (10 pounds) is only \$1.85. A "Large Family" box (double the quantity) is \$2.95. At these low prices these pears cost a mere fraction of what you would pay for them in fine restaurants and hotels. And here's how sure we are you'll be delighted. If, after eating your first Royal Riviera, you and your friends don't say these are the finest pears you ever tasted, just re-

turn the balance at our expense and your money will come back in a hurry. Harry and I have agreed you are to be the final judge—and we mean it.

Just one more thing—there are far more folks reading Fortune than there will be boxes of Royal Riviera Pears this year. So, if you want to be sure to get some, we hope you'll send your order right along. We are putting a coupon down below, but a letter is just as good. Only, if you write, please say you saw this in Fortune.

HARRY and DAVID  
Bear Creek Orchards, Medford, Oregon.



Bear Creek Orchards, Box 1201, Medford, Oregon.  
Send Royal Riviera Pears to the list attached, all express charges prepaid, to arrive (date)..... Enclose a gift card bearing the following name

..... "Medium Family" boxes (10 pounds) at \$1.85 each.  
..... "Large Family" boxes (double quantity) at \$2.95 each.

I enclose check (or money order) for \$.....

Name.....  
(YOUR name here—please PRINT plainly)

Street.....

City..... State.....

Prices outside | Honolulu, \$2.25 and \$3.20. Winnipeg, \$2.40 and \$3.65. Montreal, \$2.70 and \$4.05.  
U.S.A. proper | Vancouver, \$2.00 and \$3.10. Toronto, \$2.65 and \$3.95. Quebec, \$2.80 and \$4.15.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Holmes, Harry & Eleanor, House
Name of Property
Jackson Co., OR
County and State
N/A
Name of multiple listing (if applicable)

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Figure 7: Harry & David, Typical Christmas Ad, 1959 (With Harry & David Inset Graphic)

**Just pin your Christmas List on Harry and David's tree!**

*● Your Fruit-of-the-Month Club is most acceptable as a gift for anyone. We have ordered this gift from you for a number of years, and have been particularly pleased with the way you handle our orders.*  
**CAPT. EDDIE RICKENBACKER**  
Chairman of the Board, Eastern Air Lines

**Thrill your friends at down-to-earth prices with exclusive gifts in perfect taste . . .** Here's what you do! Solve all your Christmas shopping problems, deliciously and tastefully, in the next few minutes. Whip out your Christmas List and trusty writing pen. Decide which of these exclusive, beautifully-packaged gifts (each with your *personal* Christmas greeting) is to go to each of your friends and loved ones and business friends and...yourself! They'll love you and bless you for your good taste, year after year! (For twenty years and more, Harry and I have been proving it, Santa Clausing for America's finest people.) Just send us your order right now and you'll be the most unusual Christmas giver they know. And the most thanked!

Your friends,  
**Harry and David**  
BOX 80 MEDFORD, OREGON  
© 1959 H & D

**America's rarest and finest fruit  
ROYAL RIVIERA PEARS\***  
The gift they'll always remember. Talk about thanks!—you'll never hear the last of it. A just-right present for anyone, whether they live in a castle or cottage. So juicy you eat 'em with a spoon. You can't buy these gift packages in stores for love or money. But here's the best news: they're not high-priced, they're inexpensive. Packed in handsome gift boxes with your greetings.  
GIFT NO. 1 (shown) . . . . . ppd. **\$415**  
*9 to 14 big pears, a great favorite!*  
GIFT NO. 2 (16-20 big pears) . . . . . ppd. **\$515**  
*What a bargain!*  
GIFT NO. 3 (20-25 smaller pears) ppd. **\$495**  
*Family Gift Box—swell for 2nd helpings!*

**IT'S SO EASY:** Just send us your Christmas list of names and addresses of the lucky folks together with your check or M.O. Tell us how to sign your name. No charges, no C.O.D.'s, please. AIR MAIL's fastest!

**Give the famous original, one-and-only  
FRUIT-OF-THE-MONTH CLUB\***  
The gift that creates praise and excitement for you the year 'round! You order just once, but the lucky folks you name receive a whole parade of America's finest fruits 'n delicacies, each beautifully packaged, each with your greeting. Tell us how to sign the handsome engraved Membership Certificate announcing your gift and treats-to-come.  
12-BOX CLUB: at Christmas, Riviera Pears; Jan. Apples; Feb., Grapefruit; March, Royal Oranges; April, Pineapple; May, Preserves; June, Canned Fruit; July, Nectarines; August, Pears; Sept., Peaches; Oct., Grapes; Nov., Riviera Pears.  
Gift No. 20, ppd. . . . **\$51.75**  
8-BOX CLUB: omits March, April, June, August; Gift No. 15, ppd. . . . **\$33.65**  
3-BOX CLUB: Christmas, January, February treats; Gift No. 11, ppd. . . . **\$12.45**

United States Department of the Interior  
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**National Register of Historic Places  
Continuation Sheet**

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Holmes, Harry & Eleanor, House

Name of Property

Jackson Co., OR

County and State

N/A

Name of multiple listing (if applicable)

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Figure 8: Harry (Right) & David (Left) Holmes, Harry and David Promotional Materials, c1950



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# National Register of Historic Places Continuation Sheet

Holmes, Harry & Eleanor, House

Name of Property

Jackson Co., OR

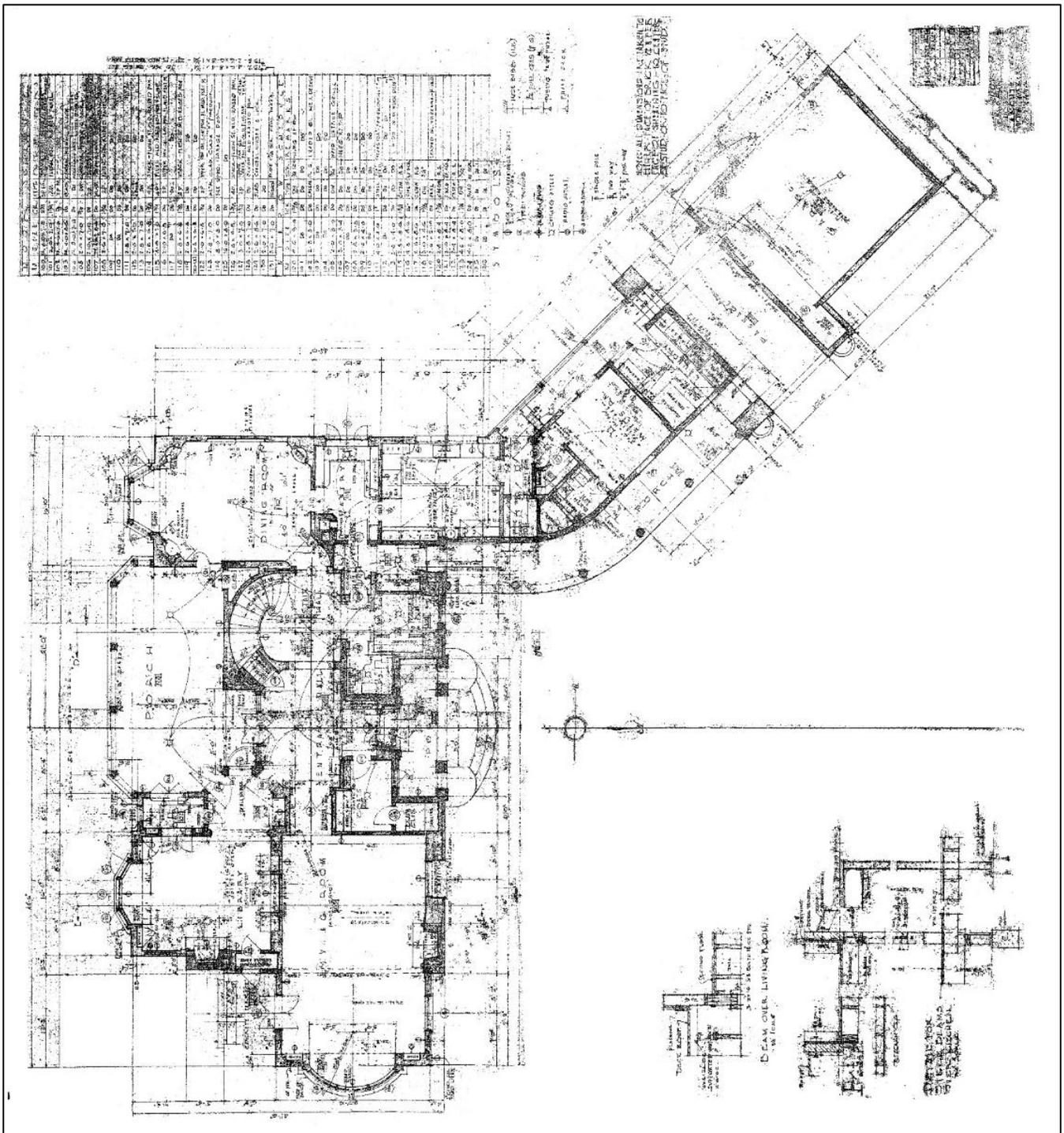
County and State

N/A

Name of multiple listing (if applicable)

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Figure 9: HISTORIC PLANS: Harry & Eleanor Holmes House, First Floor Plan, Paul R. Williams, Architect, 1939



United States Department of the Interior  
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# National Register of Historic Places Continuation Sheet

Holmes, Harry & Eleanor, House

Name of Property

Jackson Co., OR

County and State

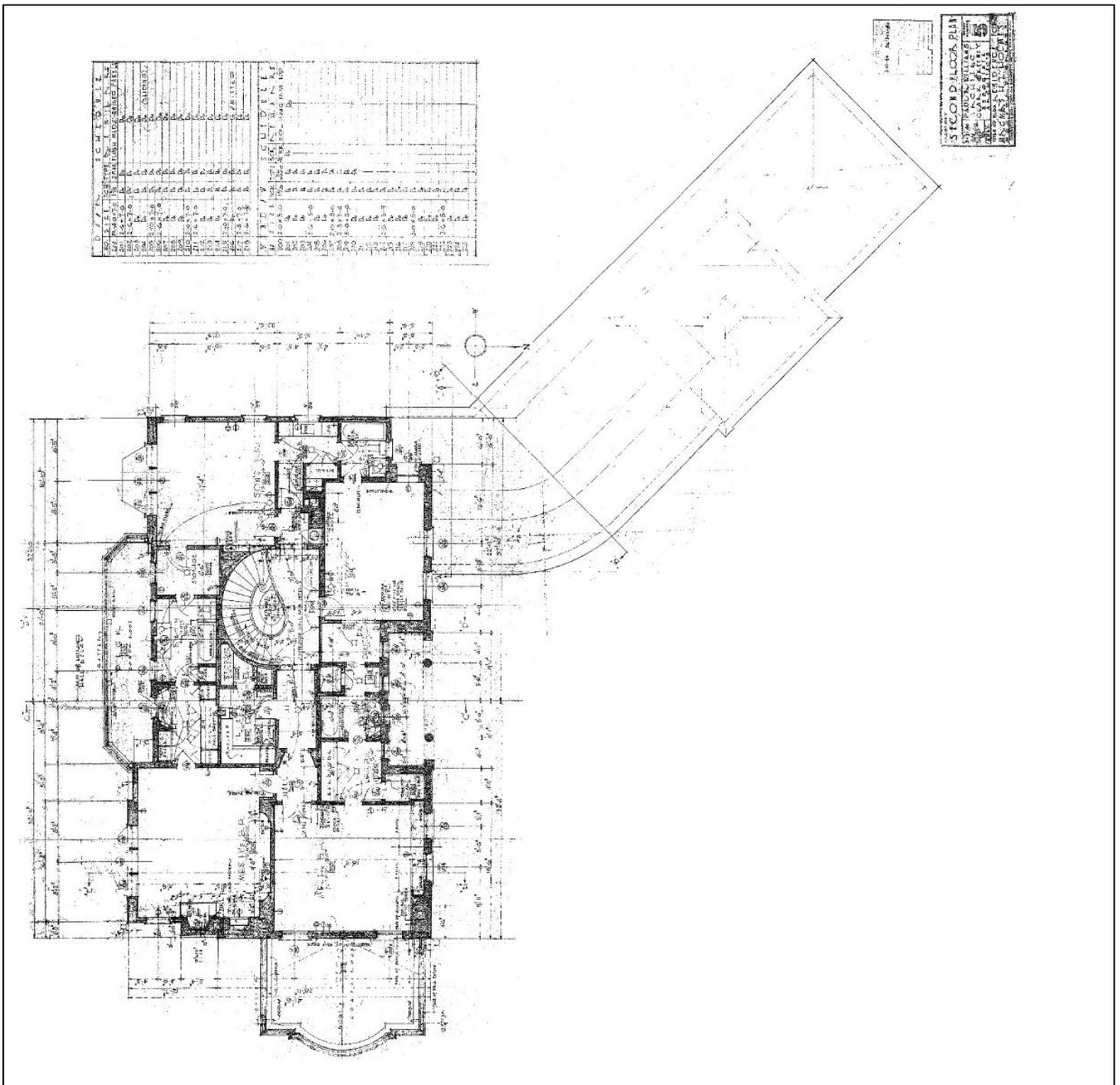
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Figure 10: HISTORIC PLANS: Harry & Eleanor Holmes House, Second Floor Plan, Paul R. Williams, Architect, 1939



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Holmes, Harry & Eleanor, House

Name of Property

Jackson Co., OR

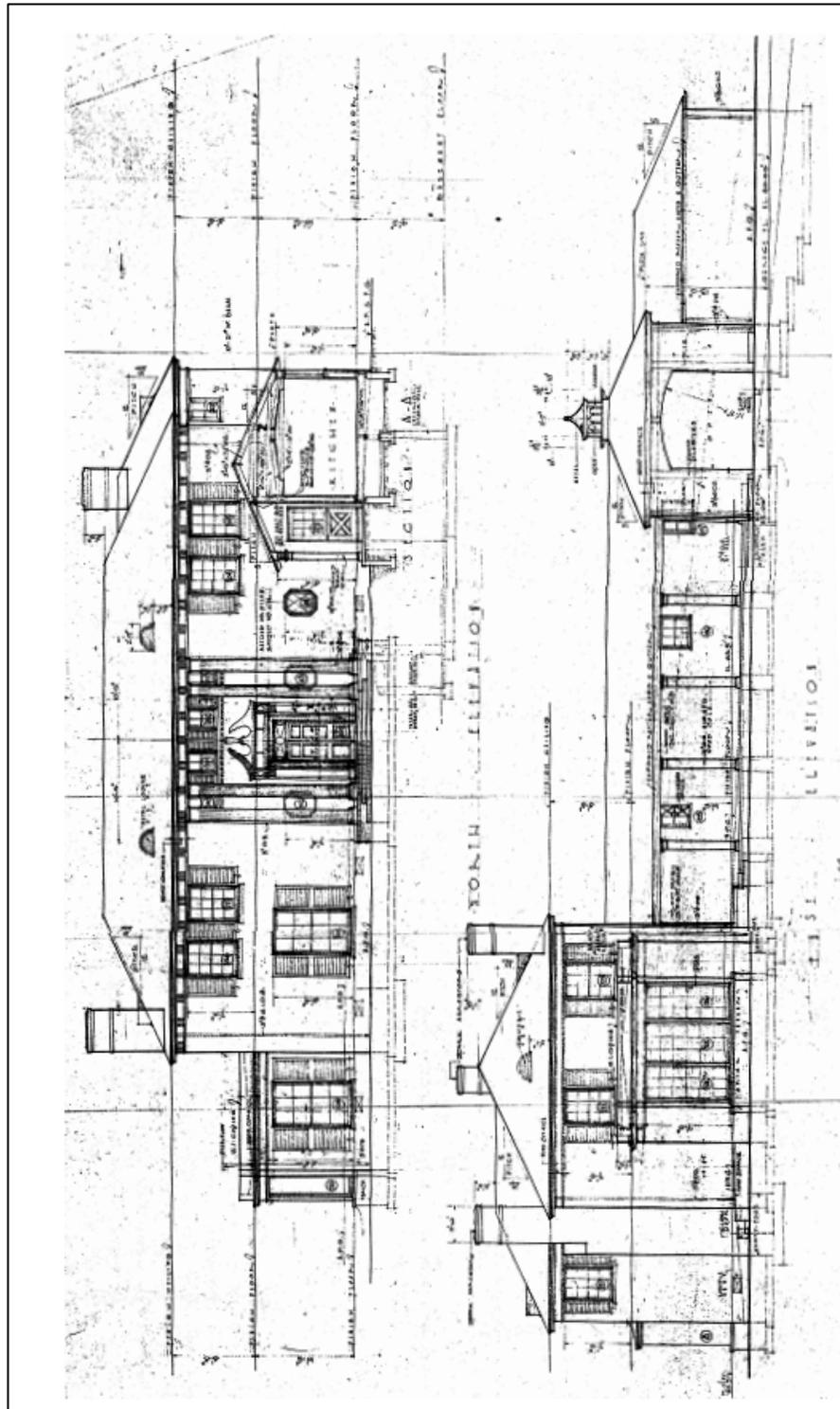
County and State

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Figure 11: HISTORIC PLANS: Harry & Eleanor Holmes House, North & West Elevations, Paul R. Williams, Architect, 1939



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# National Register of Historic Places Continuation Sheet

Holmes, Harry & Eleanor, House

Name of Property

Jackson Co., OR

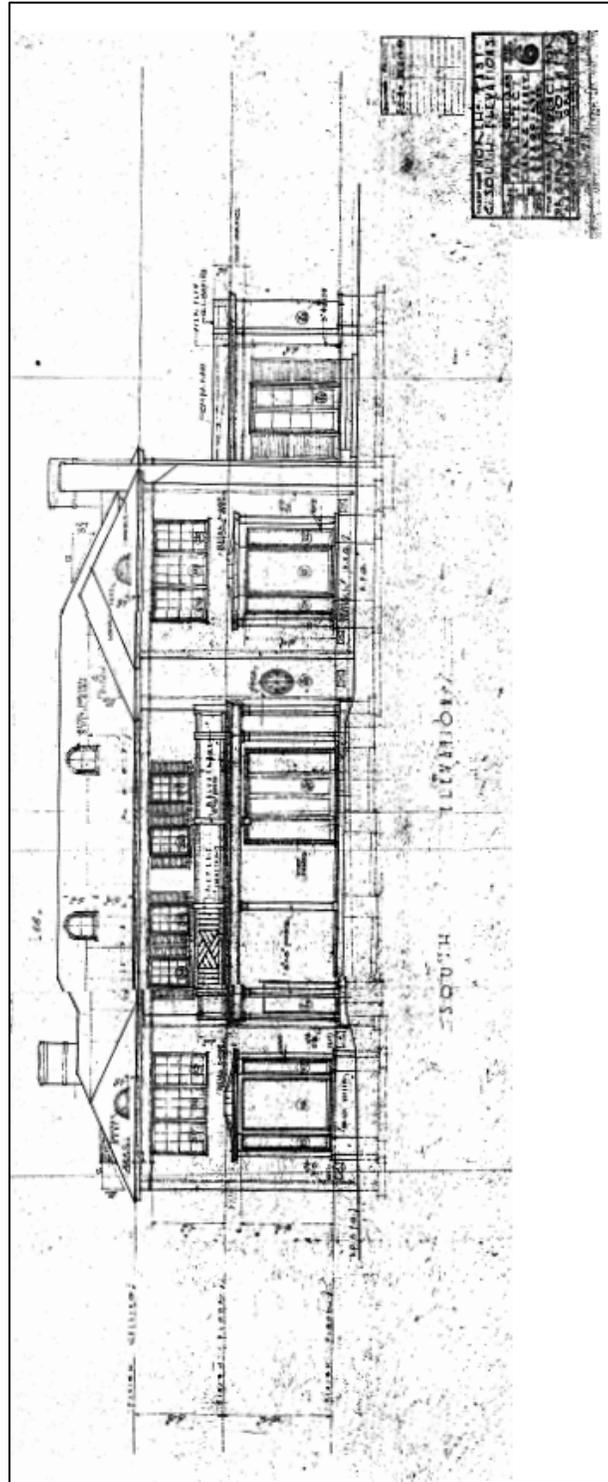
County and State

N/A

Name of multiple listing (if applicable)

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Figure 12: HISTORIC PLANS: Harry & Eleanor Holmes House, South Elevation, Paul R. Williams, Architect, 1939



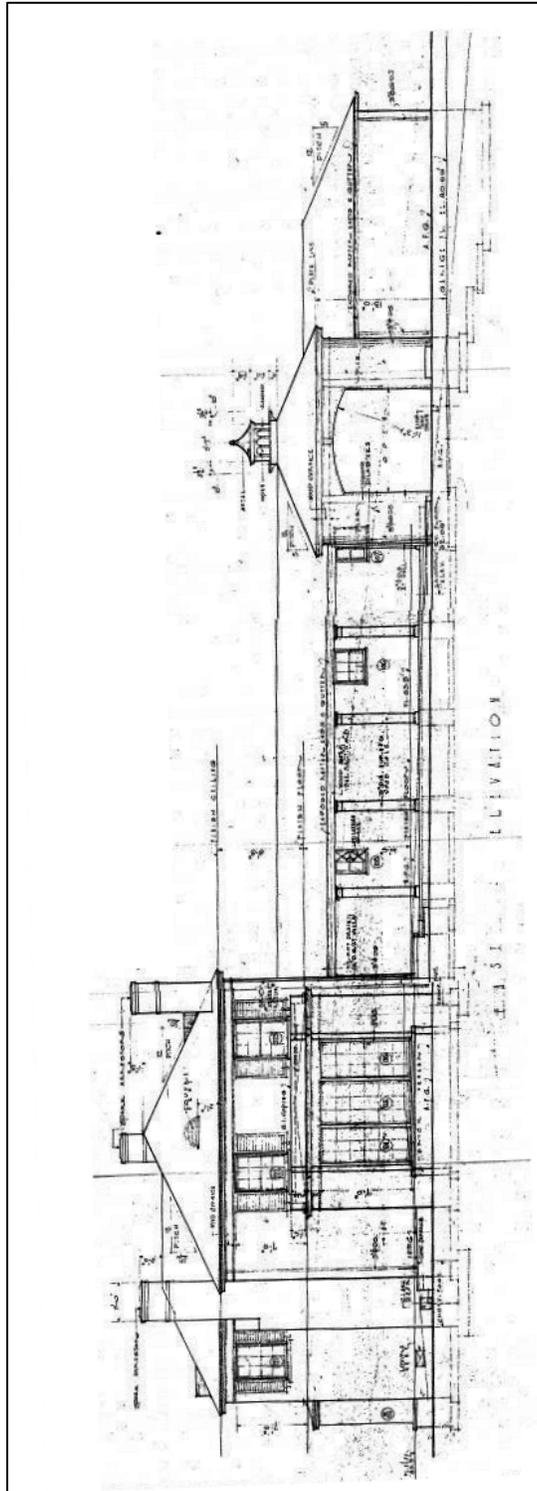
United States Department of the Interior  
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Figure 13: HISTORIC PLANS: Harry & Eleanor Holmes House, East Elevation, Paul R. Williams, Architect, 1939







**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

**PHOTO 1: CURRENT VIEW: Holmes House, Driveway Entry, from Modoc, Looking East, Aug 2020**



**PHOTO 2: CURRENT VIEW: Holmes House, Main (North) Elevation, Looking South, Aug 2020**



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

**PHOTO 3: CURRENT VIEW: Holmes House, North Elevation & Wing, Looking West, Aug 2020**



**PHOTO 4: CURRENT VIEW: Holmes House, Main Entry, Solarium, Looking SW, Aug 2020**



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

**PHOTO 5: CURRENT VIEW: Holmes House, East Elevation, Solarium, Looking W, Aug 2020**



**PHOTO 6: CURRENT VIEW: Holmes House, East Elevation, Solarium, Looking NW, Aug 2020**



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

**PHOTO 7: CURRENT VIEW: Holmes House, Rear Garden, from Upper Floor, Looking SE, Aug 2020**



**PHOTO 8: CURRENT VIEW: Holmes House, East Elevation, Looking W, Aug 2020**



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

PHOTO 9: CURRENT VIEW: Holmes House, East Elevation, Looking NW, Aug 2020



PHOTO 10: CURRENT VIEW: Holmes House, East Elevation, Looking NE, Aug 2020



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

**PHOTO 11: CURRENT VIEW: Single Story Wing, New Addition, Looking SE, Aug 2020**



**PHOTO 12: CURRENT VIEW: Single Story Wing, "Passage," Looking E, Aug 2020**



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

PHOTO 13: CURRENT VIEW: Single Story Wing, Covered Walk, Looking South, Aug 2020



PHOTO 14: CURRENT VIEW: North (Main) Elevation, Looking South, Aug 2020



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

PHOTO 15: CURRENT VIEW: Main Entryway, Looking South, Aug 2020



PHOTO 16: INTERIOR: Holmes House, Foyer, Main Entry Door, Aug 2020



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

PHOTO 17: INTERIOR: Holmes House, Entrance Hall, Looking East, Aug 2020



PHOTO 18: INTERIOR, Holmes House, Entrance Hall, Looking West, Aug 2020



Holmes, Harry & Eleanor, House  
Jackson County: OR

PHOTO 19: INTERIOR: Holmes House, Living Room, Looking East, Aug 2020



PHOTO 20: INTERIOR: Holmes House, Living Room, Mantle Detail, Aug 2020



Holmes, Harry & Eleanor, House  
Jackson County: OR

PHOTO 21: INTERIOR: Holmes House, Library, Looking E, Aug 2020



PHOTO 22: INTERIOR: Holmes House, Dining Room, Looking South, Aug 2020



**Holmes, Harry & Eleanor, House**  
**Jackson County: OR**

PHOTO 23: INTERIOR: Holmes House, Main Stairwell, from Entrance Hall, Aug 2020



PHOTO 24: INTERIOR: Holmes House, Main Stairwell, from Upper Lobby, Aug 2020



**Holmes, Harry & Eleanor, House  
Jackson County: OR**

PHOTO 25: INTERIOR: Holmes House, Main Stairwell, from Upper Lobby, Aug 2020



PHOTO 26: INTERIOR: Holmes House, Upper Lobby, Balustrade, Aug 2020



**Holmes, Harry & Eleanor, House  
Jackson County: OR**

PHOTO 27: INTERIOR: Holmes House, Upper Floor Hall, Looking West (toward Addn), Aug 2020

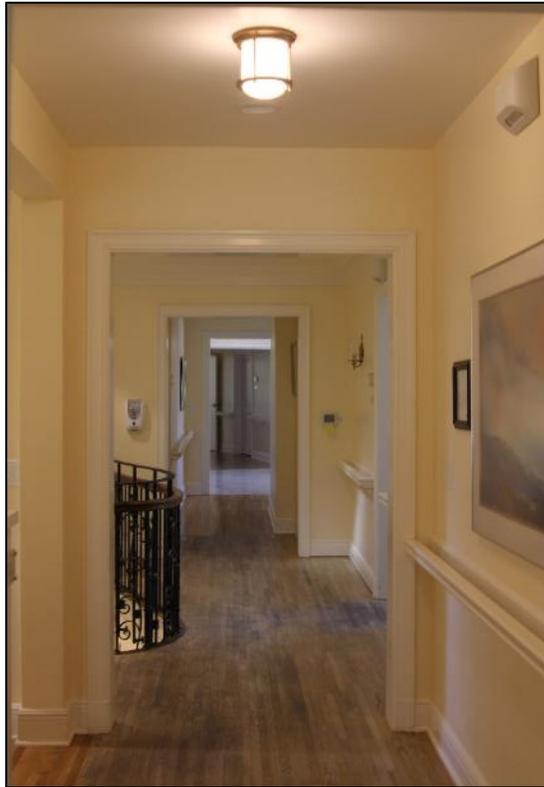


PHOTO 28: INTERIOR: Holmes House, "Mrs. H's Room," Looking SE, Aug 2020



Holmes, Harry & Eleanor, House  
Jackson County: OR

PHOTO 29: INTERIOR: Holmes House, "Mr. H's Room," Looking NW, Aug 2020

