

TABLE ROCK

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# SENTINEL

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The  
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of the  
Southern  
Oregon  
Historical  
Society

# One Hundred Seventeen Years Ago



Lydia Beekman's grave in the Jacksonville Cemetery SOHS #12518

On October 22, 1873, six-year-old Lydia Beekman died of smallpox and was buried in the Jacksonville Cemetery. Family members followed her in death years later—father C. C. Beekman in 1915, mother Julia in 1931, sister Carrie in 1959 and brother Ben in 1945—all buried in that same quiet, wooded cemetery on the hill northeast of town. Their family markers, as well as the plots of other famous and anonymous local citizens, give today's cemetery visitors a sense of continuity with previous generations.

The historic value of southern Oregon cemeteries is not challenged, yet their preservation cannot be taken for granted. Cemeteries fall prey to overgrowth, neglect and vandalism. Recognizing the need to protect these oases of heritage and memories, citizens in a variety of communities have dedicated their energies toward renovation and maintenance. Cemetery associations or individuals maintain the Brownsboro Cemetery, Antioch Cemetery, Trail Cemetery and Logtown Cemetery, among others. The cities of Jacksonville and Medford are charged with the preservation of the Jacksonville Cemetery and Eastwood Cemetery, assisted with grants from the Southern Oregon Historical Society. Still, the recent increase of cemetery vandalism points to the need for more community involvement in the protection, preservation and maintenance of southern Oregon's legacy.



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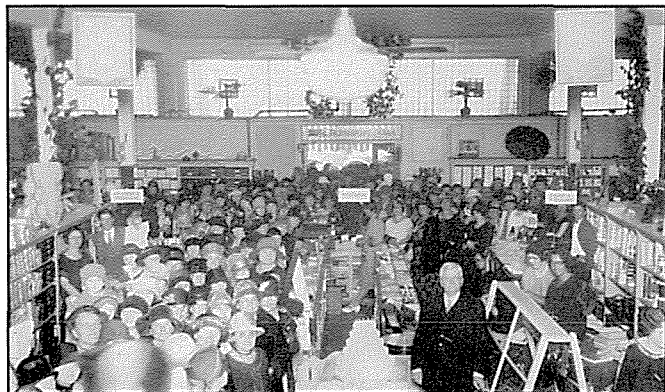
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# ***At Your Service!***

## ***54 Years of Mann's Department Store***

by Jessie McGraw

**Mann's store underwent considerable remodeling over the years.**

Photos courtesy Janet Mann Crawford  
**John Mann's daughter Janet Mann Crawford still has a doll purchased for her as a child from the store.** Photo by Natalie Brown

**A** Canadian teenager's decision in 1879 to forego further formal education and enter the business world instead resulted in what many believe was one of the finest department stores between San Francisco and Portland.

What became a beloved Medford retail institution — Mann's Department Store — has its roots in the town of Goderich, Ontario, where young John Clarkson Mann (born March 28, 1865) — fourteen at the time — pondered a question posed by his father: would John rather attend the university or go to work? John made the practical choice of serving a three-year clerk's apprenticeship, in an age when apprenticeship was a direct route to a career.

But it is a long way from Ontario to Oregon. Mann was serving his apprenticeship when his family moved south to St. Paul, Minnesota, while he stayed behind in Canada and finished his clerk's education. At seventeen, he rejoined his family in St. Paul and went to work for Mealy's dry goods store. Twenty years later, he owned the establishment.

It was after he had sold the business and was visiting an older brother in Los Angeles that he chanced to visit Oregon. Taking the Southern Pacific to Portland, he learned there of a store for sale in Medford. His return trip ticket to St. Paul in his pocket, Mann nonetheless backtracked to find the Medford dry goods firm of Baker & Hutchinson conducting a bankruptcy sale.



And so in 1910, Mann bought up the stock and established Mann's Department Store, with fifty feet of frontage on North Central Avenue in downtown Medford.

The night before the store opened on October 1, 1910, Mann stayed in the Nash Hotel on Main and Front streets. As he looked out the window the morning of the opening, it was raining hard, and he couldn't help thinking, "No one will be there when I open the door." Much to his surprise and delight, there was a long waiting line. His return trip train ticket was not wasted after all; Mann's store was so well patronized that it was necessary for the owner to make a trip to St. Paul to secure more merchandise.<sup>1</sup>

No goods were sold on opening day. It was a gala reception, and an orchestra and souvenirs added to the charm of the successful event that was said to have broken records for such things in Medford. Mann remarked that Medford had a "prosperous-looking and high-class population," and that he was glad to know they "appreciated the modern merchandising methods to be adopted in the new store."

His visit to his brother had been Mann's first trip to the West Coast and he remained







Clerks from Mann's Department Store enthusiastically greeted young John Moffat upon his return from the war. Although a favorite with the girls, John soon married Mary Achsah Holmes. SOHS #11938

impressed by the beautiful trees and mountains and the moderate climate. Comparing all this to the cold, snowy winters and hot, humid summers of Minnesota, he became a one-man chamber of commerce.<sup>2</sup>

In 1913, Mann married Margaret Booth. Margaret was born in Minnesota, but had come to California to practice her millinery craft in San Francisco. Her employer asked her to manage a millinery shop in Medford. Mutual acquaintances in Kidd's Shoe Store were responsible for Margaret and John meeting. They were married in Los Angeles by Margaret's father, who was an Episcopal minister.

**J**ust a year after their marriage, Mann's nephew and namesake John Moffat came to make his home with the couple and help in the business. John Moffat's initial stay with his aunt and uncle proved to be short-lived. When World War I made the headlines, young John left to serve with Jackson County's 7th Company, Oregon Coast Artillery, driving ammunition trucks for combat artillery units in France.

But soon after arriving in Medford, Moffat

had made many friends. The Gates family lived next door to the Manns, and Laura Gates introduced her friend Mary Achsah Holmes to John. Mary, a maternal descendent of the pioneer Brown family, lived on the family ranch at Griffin Creek. A large fruit-packing house was one structure on the home place that was much-used in off-season by the young people to hold wiener roasts, parties and dances. Rounds of parties soon widened the friendships for the newcomer.<sup>3</sup>

Grandma Brown's fresh pear pie might have been enjoyed at the parties attended by the young John Moffat, Helen Achsah Holmes, and their friends:

#### **Mrs. George B. Brown's Fresh Pear Pie**

Line pie pan with pastry and fill with sliced pears; mix one tablespoon flour with three-quarters cup of sugar and add to pears; add three-quarters cup cream and cinnamon to taste. Bake in moderate oven.

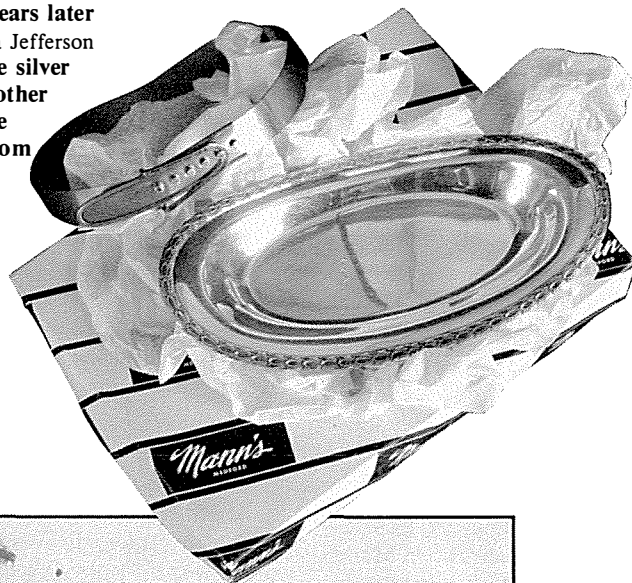
*Mary Moffat advises the use of Bartlett pears only. Either regular or red will do; it's the flavor that makes the difference.*

Mary's father William M. Holmes, had a real estate office on Main and Front streets and drove there daily in a horse and buggy. Mary and her sister Ruth rode with him into town at the beginning of each school week, living in an upstairs apartment with a Medford family and keeping house for themselves while attending school. At the end of the week, their father picked them up and took them back to the ranch.<sup>4</sup>

Mary was a senior in high school when John left to serve in the army. All three of Mary's brothers also saw military service during the war. Her brother Joseph was in the same company as John, and they served together in France. Joseph was killed driving trucks in 1918,

Alma Jefferson's wedding gown was purchased at Mann's in 1949 (center). Her daughter Janet Jefferson Schibig wore the same dress at her wedding twenty-two years later (left). Photos courtesy Alma Jefferson (left). Audrey Nelson bought the silver tray at Mann's for her mother ca. 1950. Her mother gave Audrey the copper belt from Mann's in the 1950s.

Photo by Natalie Brown





just eleven days before the Armistice.

Mary went on to attend school in Corvallis at what later became Oregon State College, where she became a member of the Pi Beta Phi sorority. John returned home and enrolled in the same school and was affiliated with Sigma Nu fraternity. Mary was needed at home and left school that year. Soon John was needed at the store, so he too left school and returned to Medford.

The girls all liked John, but Mary was the one he chose. The two were married in February 1921 in the Episcopal Church.

Mary and John had two sons: John (Jack) Jr. and William (Bill). John Jr. died in Los Altos, California in 1979 of a heart attack. Bill Moffat was with the store from 1956 to 1964. He then went on to continue his education and teach at Stanford University. He returned to Medford in 1984 after many years spent in the eastern states, in Washington D.C., and in California, pursuing careers in the business, and academic fields.

John Moffat, Sr. would spend many years with the department

store. He became manager in 1929 and principal owner in 1952; Mann's two daughters, Margaret Mann Holmgren and Janet Mann Crawford, still had an interest in the store at that time.

Store windows were true show windows at Mann's store. Many people for miles around came in to "window-shop" the brightly lit showcases, even after doors were locked for the day. Ads in the *Medford Sun* and later the *Medford Mail Tribune* spread the word of the quality merchandise, good prices and the many services that the firm offered, including free delivery, mail order, charge account privileges and free gift wrapping.<sup>5</sup>

Typical of these services was Mann's commitment to the customer's special needs. In the 1930s a woman came into the store and special-ordered a certain kind of leather bag costing \$10.95. The bag had to arrive on a certain date as this woman was leaving on a vacation trip. The store ordered the bag from an eastern manufacturer. It was shipped at once but on arrival was found to be the wrong bag

Dog "Bonnie" approves of Alice Daws' muskrat fur coat which her husband purchased for her at Mann's upon his return from WWII. She bought the hat at Mann's in 1943 (left). Photo by Natalie Brown Mann's store windows were always artfully designed (right).







Every October, Mann's held a birthday celebration offering sale prices and perhaps a birthday cake baked with gold coins inside (above). John Mann stands center front, Mrs. John Mann appears at lower right. Photos and coin courtesy Janet Mann Crawford

and only two days before the woman's vacation, but the customer could not be disappointed. Mann's sent a wire to the manufacturer to air mail the right bag which arrived in time for the customer's vacation. The cost of telegram and air mail was over \$12.00. The woman paid only the original price of \$10.95.<sup>6</sup>

For about fifteen years during the twenties and thirties, an annual birthday celebration was held in the store. A large cake baked with gold coins hidden inside was served to the customers with the lucky ones finding a prize of gold in their serving. Janet Mann Crawford remembers as a child, receiving a piece of cake containing a coin. "I'm sure my father had something to do with that," she recalls.<sup>7</sup>

October was always the anniversary month celebrated with daily sales. Departments were divided into groups, each group competing with the others for a sales bonus. Employees would wear costumes depicting the year of opening, and the store awarded prizes for the best. A dinner party for all employees celebrated the end of the sale.<sup>8</sup>

**H**osiery in the 1930s consisted principally of women's silks and imported lises. The silks were described as "a smart new dull-sheer hose of exquisite clear texture" and a "slenderizing, clinging appearance to this dull-sheer chiffon."<sup>9</sup>

A service of Mann's hosiery department was a card system with the customer's name, size, length and color choice. "This will enable us to fill your telephone orders with greater accuracy and intelligence," the sales staff reasoned.<sup>10</sup>

During the hosiery shortage of World War II, the department store even offered a hosiery mending service. Hose were made to look as good as new thanks to a hand-detailed weaving process, a service coveted by the discriminating woman of the day. When a shipment of "nylons" arrived at the store, lines formed early and rapidly; needless to say, Mann's sold out far too soon to suit the disappointed customers left standing in line.<sup>11</sup>

"The Store for Everybody" had a well-known restroom service which was a convenience widely used by patrons of the store, as well as the public in general. An electrically operated refrigeration system also supplied shoppers with ice cold drinking water during the summer months. Elevator service between floors was another relative luxury provided for customers.<sup>12</sup>

Mann's Beauty Salon opened on the second floor in 1953, with Thelma Howard in charge. It became a very popular spot for busy shoppers.

Marian Parker was secretary to John Moffat from 1954 to 1964. She wore nice clothing purchased in the store, always conscious of the need to make a good appearance in her responsible position. A fondness for shoes was a weakness with her; there was a particular line with styles that appealed to her, and she remembers she had ten pairs of dress shoes in a particular style at one time. As she was shopping one day while wearing a pair, a woman walked up to her and asked if she could buy the shoes she was wearing. Visualizing some inconvenience in getting back home sans shoes, she gave the woman her address and

Marian Parker purchased the black wool two-piece dress and coat (left) when she was a secretary for John Moffat. Years later, she models it with a Mann's crystal necklace bought by Leilla Sparks in 1943. Photo by Natalie Brown. Shoppers crowd in front of the store anticipating an exceptional sale (right). Photo courtesy Janet Mann Crawford

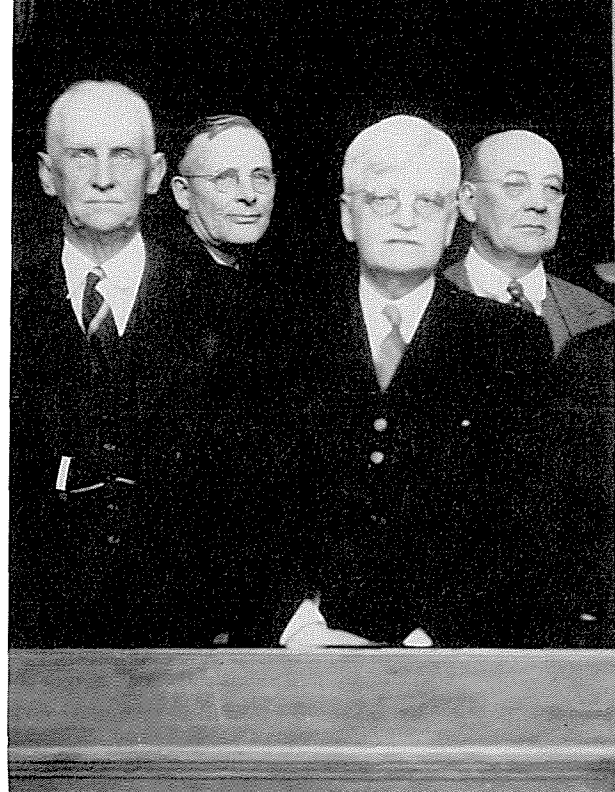
told her to come by the house. The woman bought seven pairs of her shoes, in assorted colors.<sup>13</sup>

Margaret Brown, an employee for forty-three years, would go to the store before opening time to get things in order, and one morning got a telephone call before the store opened, requesting that a five-cent spool of thread be delivered with the first delivery out for the day. It was delivered.

She remembers John Mann's two daughters and John Moffat's two sons as being "charming, bright children," and "it was a pleasure to have them come into the store."<sup>14</sup>

Many employees were loyal to Mann's. Vicki Dahack, first employed in notions and later in charge of the needlecraft department, was with the store from 1943 to 1951. When a new monogramming machine was brought in, she was sent to Los Angeles, all expenses paid, for two weeks to be trained in the art and learn all about the machine. Monogramming linens became another service available at Mann's.<sup>15</sup>

Merle "Mike" Dietrich was walking by Franklin's Cafe on Central Avenue one morning in 1946, when he was beckoned in by Mr. Brown of Montgomery Ward, and John Moffat, who were having coffee together. He was offered a job in either the men's department or the shoe department at Mann's. Mike had worked in



shoes for Montgomery Ward before World War II, then went to work as a city policeman on night duty after the war. He later learned Brown had mentioned to Moffat, as Dietrich walked by, "That young man is working nights for the police department. He shouldn't be doing that. He's a good shoe salesman. He should be working for you."<sup>16</sup>

He did go to work for Mann's, and within six months was buyer for the shoe department.







Dietrich was with the store until 1954, when he left for Palm Springs to work for Bullock's. He returned to Medford during summers and worked at Mann's while he was here.

Paul McDuffee, bookkeeper from 1935 to 1949, remembers the wonderful parties given the employees by the owners, and the cooperation and camaraderie among the employees.<sup>17</sup>

Leona Bestul was with the store for twenty-three years, and was yardage and dry goods buyer. She remembers the fine "family feeling" that dominated relationships in the store. During the year, several parties would be held for the employees. Dinners in nice restaurants or hotels followed by the theater were part of the entertainment for the entire staff.<sup>18</sup>

Frequent meetings held in the Moffat home were often combined with a dinner party.

A number of former Mann's employees went on to open their own establishments. Among them were Earl and Mildred Isaacs, Lewis and Virginia Wayburn, and Hal and Roberta Schmechel, all whom at times were owners of Your Store in Klamath Falls. "It is remarkable that all the partners that have owned Your Store have the same retail background," Weyburn commented.<sup>19</sup>

Adrienne Stewart opened Adrienne's, a women's specialty shop, after getting retail experience at Mann's. Doris Caldwell, once with Mann's, had Mode O'Day for many years. Jean Hart asked Mr. Moffat to help her set up her books when she opened Jean Hart's, a ladies' store. He helped her, as he did others, although they were business competitors; a congenial relationship was maintained with all.<sup>20</sup>



In 1980 Leona Bestul and Doris Caldwell arranged a reunion of former Mann's employees, and seventy ex-employees of the store, with spouses and friends, attended the function at the Rogue Valley Country Club.<sup>21</sup>

**E**xpansion and improvement were policies throughout the life of the business. From 1910 through 1964 when the store was sold, five extensive renovations and remodelings took place. On February 10, 1935, a disaster happened. John Mann wrote his daughter Janet about it while she was away at school:

"We have had a terrible time at the store. The whole rear wall fell out last Saturday night. John [Moffat] was very considerate and did not tell me until Sunday morning. We have had one heck of a time cleaning up the mess, but we are in fine shape again. Our sale went

**John Mann stands third from the left in this portrait of the Jackson County Federal Board of Trustees (left). Fortunately, the collapsed wall of Mann's Department Store damaged only the merchandise (right). Photos courtesy Janet Mann Crawford**



very well Saturday and yesterday; not so good today. It is lucky that wall fell out when it did. Had it happened Saturday afternoon, many people would have been killed, so we have something to be thankful for. You should have seen the dust. We had to close up two days to get everything in shape again.”<sup>22</sup>

**J**ohn Mann loved children. At Christmas time, the whole upstairs was turned over to toys, and clothing would be pushed aside to accommodate them, sometimes to the dismay of the clerks.

John Moffat was always the diplomat in discussing needs or changes in the procedures for boosting sales that were down, as well as other problems that might surface. A conference with an employee was handled in private; then he would take the staff member out for coffee.

Involvement in community services was second nature for both John Mann and his nephew John Moffat. It was probably no coincidence that they both became involved in so many of the same civic interests.

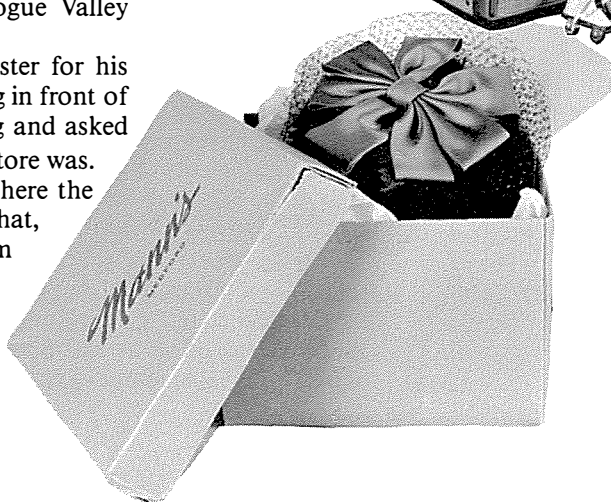
Both men served on the board of directors of Jackson County Federal Savings and Loan, and on the Medford school board and were active in the Chamber of Commerce and the vestry of St. Mark's Episcopal Church. Both men were strong supporters of Medford High School athletics, athletes, and spectators at local sports; both were given lifetime passes to school events.<sup>23</sup> John Moffat had the honor of presenting high school diplomas to each of his sons; Jack in 1943 and Bill in 1947.

Besides serving as Junior Warden and Sunday school superintendent for St. Mark's, John Mann also helped with the Jackson County Health Department.

John Moffat served as a charter member and past president of the Rogue River Valley Knife and Fork Club, a charter member of the Medford Lions Club, and a member of both the Medford Elks Lodge and Medford Rotary Club. Other boards of directors that benefited from his skills were Providence Hospital, Siskiyou Memorial Park and Rogue Valley Country Club.

John Mann was forever a booster for his business. One day he was standing in front of the store when a man came along and asked if he knew where the JC Penney store was. John replied, "I can show you where the J. C. Mann store is," and with that, took him by the arm and led him into his store.<sup>24</sup>

A marvelous sense of humor and a joking manner were always a part of his personality. It was an expected ritual



**John Moffat and his family (John, Bill, Mary and John, Jr. in the photo above) continued Mann's tradition of selling fine merchandise. Many of the quality items sold at the store are still cherished by local families: Wilma and Elmo McGraw's blanket, Helen Gebhard's doll trunk, and Opal Hodgen's mink hat. Historic photo courtesy Janet Mann Crawford, other photos by Natalie Brown**

for him to come around to each cash register toward the end of the day, and remind clerks there to "make that cash register sing 'Yankee Doodle' the rest of the day!"<sup>25</sup> He could be found at the store most anytime until his sudden death from a heart attack in 1952. The Medford schools all flew the flags at half-mast that day.<sup>26</sup>

Expansion of the store had been under consideration for some time by members of the board of directors, in 1964. Moffat explained, however, that examination of the costs involved resulted in the conclusion that the project was "doubtful" and the board decided to sell the business to the Miller's division of P. N. Hirsch & Co., St. Louis, Missouri. That company bought Burelson's Ladies Ready-to-Wear earlier the same year.

John Moffat Sr. died at Rogue Valley Hospital in 1986; his wife Mary still resides at their home in Medford.

Miller's, the successor to Mann's, has since succumbed to a changing downtown business environment.

But thousands of Medford shoppers still fondly remember the service that made Mann's stand out among West Coast retail establishments.



#### ENDNOTES

1. *Medford Mail Tribune*, June 11, 1930, p. 5.
2. Interview with Janet Mann Crawford, March 30, 1989.
3. Interview with Mary Holmes Moffat, February 1, 1988.
4. Interview with Mary Holmes Moffat, March 5, 1990.
5. *Medford Mail Tribune*, September 30, 1955, p. 13.
6. *Tribune*, June 11, 1930, p. 5.
7. Interview with Janet Mann Crawford, March 5, 1990.
8. *Medford Mail Tribune*, September 25, 1953, p. 12.
9. *Tribune*, June 11, 1930, p. 3.
10. *Tribune*, June 11, 1930, p. 3.
11. Interview with Janet Mann Crawford, March 5, 1990.
12. *Tribune*, June 11, 1930, p. 5.
13. Interview with Marian Parker, February 21, 1990.
14. Telephone interview with Margaret Brown, March 7, 1990.
15. Telephone interview with Victoria "Vicki" Dahack Dugan, March 5, 1990.
16. Telephone interview with Merle "Mike" Dietrich, March 9, 1990.
17. Telephone interview with Paul McDuffee, March 7, 1990.
18. *Tribune*, June 11, 1930, p. 5.
19. Interview with Janet Mann Crawford, March 30, 1989.
20. Interview with Janet Mann Crawford, March 5, 1990.
21. Telephone interview with Leona Bestul, March 2, 1990.
22. Interview with Janet Mann Crawford, March 5, 1990.
23. Interview with Janet Mann Crawford, March 5, 1990.
24. Interview with Janet Mann Crawford, March 5, 1990.
25. Telephone interview with Merle "Mike" Dietrich, March 9, 1990.
26. Interview with Janet Mann Crawford, March 5, 1990.

*A third generation Oregonian and life-long resident of Jackson County, Jessie McGraw and her husband Merle own and operate a ranch on the upper Rogue River. She has been active in the Jackson County Extension programs, Civic Music (now Community Concerts) and Campfire Girls, and serves on the Board of Trustees of the Southern Oregon Historical Society. A skilled birdwatcher, she also writes a column "On the Wing" for the Medford Mail Tribune.*

**The Mann's Department Store building on Central Avenue still stands, albeit remodeled, and houses the Rogue Valley Physicians' Service company.**  
Photo by Susan Ray



Dr. Joseph W. Cox



# WHY THERE ARE HISTORICAL SOCIETIES

By  
Dr. Joseph W. Cox

**T**o establish my "bona fides" and credentials to be here, let me say that you're listening to a fellow whose family home was, and is, on a Civil War battlefield in Maryland, who insists on signing important letters with an honest-to-goodness fountain pen—by the way, have you tried to find ink lately—who is devoted to pocket watches, and who is energetically restoring a 1930 Ford coupe. Now having established my credentials, let me turn to what you have asked me to speak about: the importance of historical societies and the study of history.

I have spent a good deal of my professional life teaching history at the college level and so my commitment to the value of that discipline and to the insights which the study of history provides for addressing contemporary problems ought not to need much reinforcement—you'd expect that. I'm absolutely convinced of the continuing efficacy of the study of this ancient discipline as a means of developing critical thinking skills and analytical ability in young people, and indeed any of us at any point in life and an understanding that not to understand history is, in fact, to be condemned to repeat it. While it is debatable as to whether

there are recurring cycles, there are definitely lessons.

Along the way, I became fascinated with the American historical society movement and spent a sabbatical studying the

origins of historic societies in this country: why they were created; what their missions were conceived to be; and why they are still terribly important and relevant.

It's not a coincidence that the first historical societies were created by the

American people when they came to realize that the generation of the founding fathers was, in the 1820s and '30s and '40s, passing rapidly from the scene. Hundreds of people—intelligent, literate people—came to worry that with the loss of our ties to that founding moment in our history we would lose the sense of mission, commitment and promise, which the Declaration of Independence, the Constitution, and the era of our national birth had generated. It really came crashing in

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IT WAS LOST TO  
ROT, MILDEW, OR  
COURTHOUSE  
FIRES.**

upon that generation of Americans when on July 4, 1826, two of the last of the signers of the Declaration—two of the giants of the American Revolution and two of the pillars of the early republic—died on the same day: Thomas Jefferson and John Adams. Fifty years to the day, from the completion of the document which states more clearly than any other what this nation was conceived to achieve—the document which both of them helped to write.

The historical society movement grew out of an effort to maintain those ties and to recapture and keep in front of later generations the vision of the founders and the sacrifices they had made in order to create the republic. As the first societies came into being, almost always as private institutions, their purposes were uniformly, surprisingly similar. Their task was to preserve the historical record before



# NOT TO UNDERSTAND HISTORY IS, IN FACT, TO BE CONDEMNED TO REPEAT IT.

it was lost to rot, mildew, or courthouse fires. This goal of preserving the physical records, both print and graphic, of what had been achieved in the past was a top priority. They were also devoted to educational projects, whether it was a lyceum, a lecture series, or a school for apprentices, the goal was always the same—to continue to educate and to raise the intelligence and literacy level of the American people in the firm belief that a democratic republic required an informed citizenry. They also devoted themselves to the gathering of artifacts, to the preservation of buildings which had historical significance so that future generations would not just be able to read the words, but would be able to stand in the same room where Washington had resigned his commission, or where Jefferson had read to the Congress the first draft of that magnificent declaration.

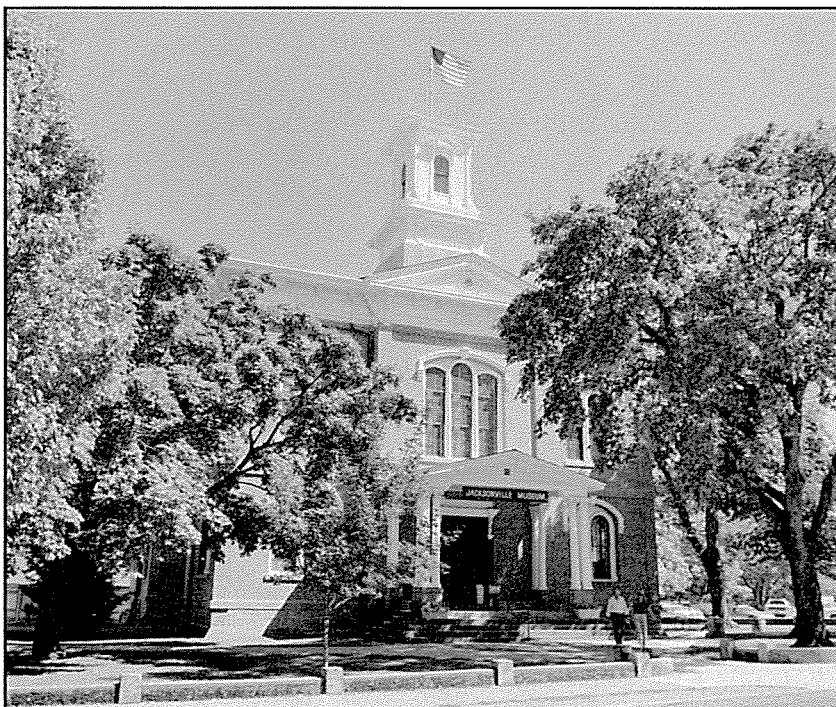
The historical society movement in many cities and counties was the beginning of the public educational system and the beginning of the public library system. They began and then spun off other private and public museums and galleries, even colleges and universities—and then they had the wisdom to step back from that activity leaving it to others, to return to concentrate on their core priority activities. At the very heart of the American democratic experiment's evolution we've played a role. Even in the aftermath of a terrible civil war, the societies sought to make their contributions to the efforts to bind up America's wounds by harking back to the consensus which had existed at the time of the national birth.

What of our present and our future? We are just as needed now as we were in the 1820s—perhaps more so. Americans live today in a mobile, rootless, bedroom community environment where frequently we do not even know our neighbors, where we have no sense of the roots and origins of the community that we are part of. It seems to me that the historical societies are in the vanguard of attempting to provide this modern generation, and those who follow us, with a sense and an understanding of place and time and history. We cannot understand where it is we presently live or why we respond to present problems as we do without grasping how we got to this point.

And so, my friends, I would ask that we rededicate ourselves to this movement and that we not lose sight of where we have come from and of the absolute essentiality of historical societies now and into the future. This is important, vital, and necessary work and I congratulate you for being one of the premier societies in the Northwest, if not the nation.



**The Southern Oregon Historical Society grew out of the effort to save the old county courthouse, which stood vacant and in disrepair. Now restored, the building stands as the Jacksonville Museum of Southern Oregon History.**  
Photo by Douglas R. Smith



*Joseph W. Cox is a historian and president of Southern Oregon State College. This article was originally presented as the keynote address last June at the Southern Oregon Historical Society's annual meeting.*

# WIN, LOSE or DRAW?

## Tracking Historic Preservation in Jackson County

By George Kramer

**H**istoric preservation in Jackson County and throughout southern Oregon has generally been a sporadic adventure. In the early years, following the blush of victory that followed the creation of the Southern Oregon Historical Society and the rescue and re-use of the old courthouse in Jacksonville, many less prominent buildings were lost, often without a whisper of opposition. Some, old and in poor condition, simply disintegrated. Others burned, and some gave way to new construction or parking lots before anyone had realized their value or beauty.

By the late 1950s, preservation as an organized effort began to have an effect in the Rogue Valley. Groups such as the Siskiyou Pioneer Sites Foundation, and later the Ashland Heritage Committee, were founded specifically to raise public and governmental awareness of the fragility of our architectural heritage. As Rogue Valley communities such as Phoenix and Ashland approached their centennials, a new appreciation of history emerged. The few remaining buildings associated with "the pioneer period" took on new importance and this fostered an increased awareness of preservation in general. In the 1970s, both Ashland and Jacksonville formed official city commissions to review and regulate development that affected historic resources. In 1985, the city of Medford created a similar commission.

Looking back at the record of the preservation movement in southern Oregon reveals many "wins" and "losses." Yet preservation is only rarely a black-and-white business. Dispute arises, and often remains,

about any given project so that different people may view the same event as both a win and a loss. And then there are those projects which fall in between, in the shades of gray, that defy placement in either the "win" or the "loss" column. A fine line often separates restoration and recreation. Preservation efforts can be "cute" or accurate, but rarely both. When economics and history combine, compromises are by definition a part of the process. Many times with the best of intentions a restoration project unintentionally steps over the line and becomes a "nice" project, but not a necessarily historically authentic one. Of course, that leads us to the inherent ethical questions about how authentic is authentic and what is preservation all about anyway?

The decade of the 1990s is one which promises great economic growth in the Rogue Valley. As such, it will provide many challenges as well as opportunities for historic preservation. Many of the Rogue Valley's preservation successes are well known: the U.S. Hotel in Jacksonville, the Birdseye House, the Swedenburg House and Wolf Creek Tavern all are classic examples of both private and public activism in saving significant examples of the built environment. National Historic Preservation Week is a good time to reflect on the less publicized, less revered moments in local preservation. The following is an admittedly personal, subjective, and very incomplete review of some of the wins, losses, and draws during the last thirty years of preservation in the Rogue Valley.



# WIN

## COVERED BRIDGES

If any one resource type has experienced both preservation wins and losses over the last thirty years it is Jackson County's dwindling collection of covered bridges. After many years of neglect, the covered bridge issue came to a head in 1962 with the restoration/rebuilding of the Wimer Covered Bridge, achieved through the efforts of the concerned local community. But soon after, in 1964, the Menthorn Covered Bridge nearby was washed away by flood waters. In the early 1970s, after much public debate, the Yankee Creek Covered Bridge near Eagle Point was dismantled by the county Public Works Department. But the result of those two losses, and the successful model at

Wimer, was a heightened awareness and appreciation of the

county's remaining covered bridges. The McKee Bridge community has rallied around its namesake not just once, but now for a second time. In January of 1990 the Jackson County Board of Commissioners established and funded a committee to continue the restoration effort on the 1917 bridge. The Lake Creek community continues to demonstrate one of the best local preservation efforts in Jackson County through its care of the Lost Creek Covered Bridge. And perhaps the most publicized example of preservationists, community leaders and government working together in the 1987 move and restoration of the Antelope Creek Covered Bridge in Eagle Point.

Each of these remaining covered bridges has become a focal point, even a symbol, of a local community. The protection and restoration of covered bridges has served to heighten awareness and concern for other historic resources as well, something that the entire county can benefit from.

## THE VAWTER HOUSE

When W. I. Vawter had his impressive house built at the corner of Main and Holly streets in downtown Medford it was one of Medford's most impressive residences—a fitting home for the family of the man who was the founder and president of the Jackson County Bank.

Vawter spared no expense in building his three-story house. The four impressive Corinthian columns rose gracefully to a full pediment. Classical detailing and expert workmanship abounded. Truly a "temple front," the Vawter House was a beautiful residence. It served Vawter until his death in 1916, only nine years after it was finished. Later the building would house the University Club, of which Vawter had been a charter member.

But in planning the house, Vawter had overlooked one major item. The corner of Main and Holly was destined to become important commercial property, not a very good place for such an impressive residence. It was only a matter of time before the land beneath the Vawter House would become more important and more valuable than the house itself.

In 1941 Heine Fluhrer purchased the land to build a garage for his bakery. Although Fluhrer himself did not want

the building, he had it moved off of the lot rather than demolish it. In a well-followed journey (The *Mail Tribune* published regular progress reports of the horse-powered move) the Vawter House moved to a new location at the southeast corner of Eighth and Holly. Sold to a family named Greenleaf, the grand old house was then converted to apartments. The Greenleaf children sold the property in 1967.

In the early 1970s, despite many proposals for restoration, the new owners of the Vawter House had it demolished and the site was cleared. Today, almost twenty years later, it remains a vacant lot.



# LOSS





## THE MEDFORD RECTORY

As far as we know, there were only four Medford buildings that were designed in what is called the "Colonial Revival Temple Front" style. The fate of one, the Vawter House, has already been mentioned. The Phipps House, which sat at the Northeast corner of East Main and Crater Lake Avenue was razed for a new project in the 1960s. The third, an early school building (also known as the A. A. Davis House), was moved to West Eighth Street around 1900 and in the 1970s was restored for use as an accountant's office. And finally, the Medford Rectory, owned by Sacred Heart Parish, will probably not stand much longer. It may even be gone by the time this is published.

Sacred Heart wants to build a new structure on the rectory site. Without any form of maintenance on the building for the last few years, the church now states that the building would be too expensive to restore, even if it did fit into church plans. Such a situation, at least partially, is what preservationists call "demolition by neglect." A separate issue relates to how the new and much larger structure that is to replace the rectory will fit into the neighborhood. The site, at the corner of Tenth and Oakdale, is a portal into the Oakdale Historic District. New construction that is not in scale with the neighborhood, as this project threatens to be, could change the historic feeling of an area that has survived relatively intact since the early 1900s.

There are proposals to move the rectory to another location and restore it. But they are expensive, and unlikely options. Sacred Heart's lack of maintenance since the parish first proposed demolishing the structure in 1979 means that much restoration work is now required. But even moving the rectory will not save the historic associations it holds as the oldest Catholic building in Medford. Like the Applegate House, moving is better than nothing, but chalk this one up as a loss.

LOSS

WIN

## PROSPECT HOTEL

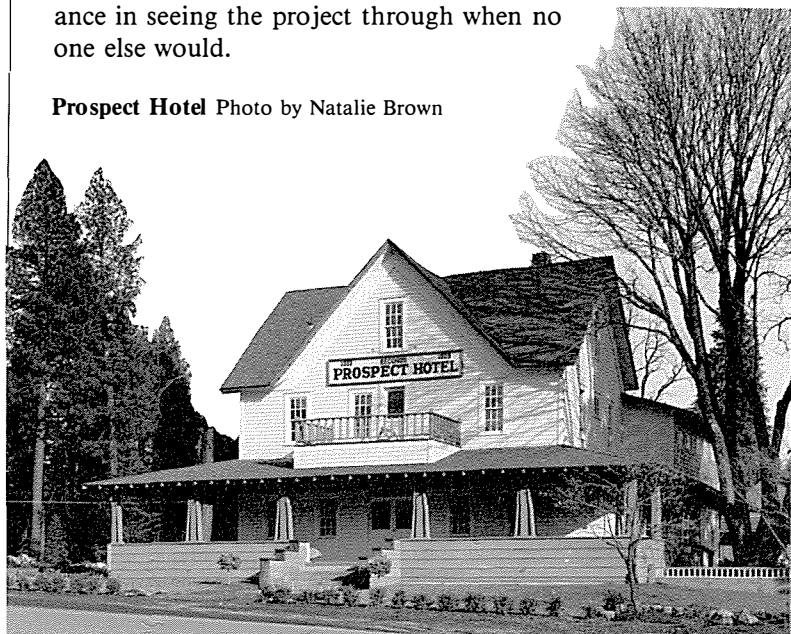
Many people think that owning a "historic" property means that the government will provide money to insure its restoration. Once, there were so-called "bricks and mortar" money, but the federal budget deficit erased these funds in the late 1970s. Now, if property owners want to restore or rehabilitate a property, they're on their own. For a large project, individual owners usually end up putting a lot of "sweat equity" and heart, as well as capital, into successfully completing a project.

One project that was done without outside assistance is the restoration of the Prospect Hotel. Built in 1892 to capitalize on the tourist trade to Crater Lake, the Prospect Hotel had fallen on hard times by the 1970s. It was listed in the National Register of Historic Places in 1980 but, without attention, it continued to deteriorate. A number of owners intended to restore it. Some even started, but by the time John and Carol Record purchased the old building in 1985, it still had a long way to go.

Unable to get any outside funding or financial assistance, the Records proceeded with the restoration project anyway. When they started the hotel had no windows and the roof leaked and was about ready to fall down. Carol now looks back and says, "it was an ugly site." But the project began. New windows were made to match the original designs; a foundation was put in and the roof was replaced. Little by little the Prospect Hotel was brought back to its former glory. Tragedy struck in September 1989 when John Record died in a plane crash, but even then the restoration project continued.

Sometime in spring 1990, Carol Record will open the Prospect Hotel to guests once again. The completed project will be a triumph for preservation, a source of pride to Carol and her late husband for their perseverance in seeing the project through when no one else would.

Prospect Hotel Photo by Natalie Brown



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## THE COLVER HOUSE

It has sat, fairly unnoticed by most passersby, along South Pacific Highway in Phoenix for over 130 years. But the Samuel and Huldah Colver House is one of the oldest standing houses in Jackson County as well as the state of Oregon. Made of hewn logs with half-dovetailed joints, the Colver House was completed in 1856.

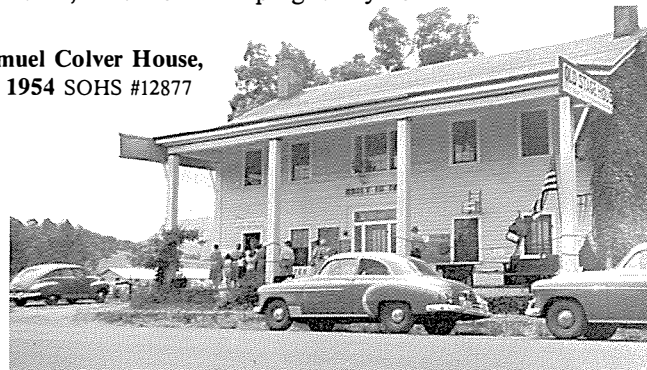
Sam Colver was an interesting fellow; the founder of the city of Phoenix and of the Republican Party in Oregon, he was a defender of women's suffrage and a friend of the Indians at times when both stances were less than popular.

Over the years, Colver's house has been used as a private home, a hotel, numerous restaurants, and most recently as an antique store and museum. In 1989 the house was again sold, the first change in ownership since the 1940s and only the third time the building had changed hands since the Colver family first sold it in 1920.

While the present owners continue to remodel and convert the building into yet another use, it is

too soon to chalk up the Colver House as either a win or loss. It is good to know that the building will not be razed, something that was uncertain when the house was first put on the market. The Colver House has not yet been nominated for placement on the National Register of Historic Places. As one of the few buildings in Jackson County that has a legitimate claim to national, as opposed to local or regional significance, it is worth keeping an eye on.

**Samuel Colver House,**  
ca. 1954 SOHS #12877



J.C. Penney's Photo by Douglas R. Smith

## THE J.C. PENNEY BUILDING

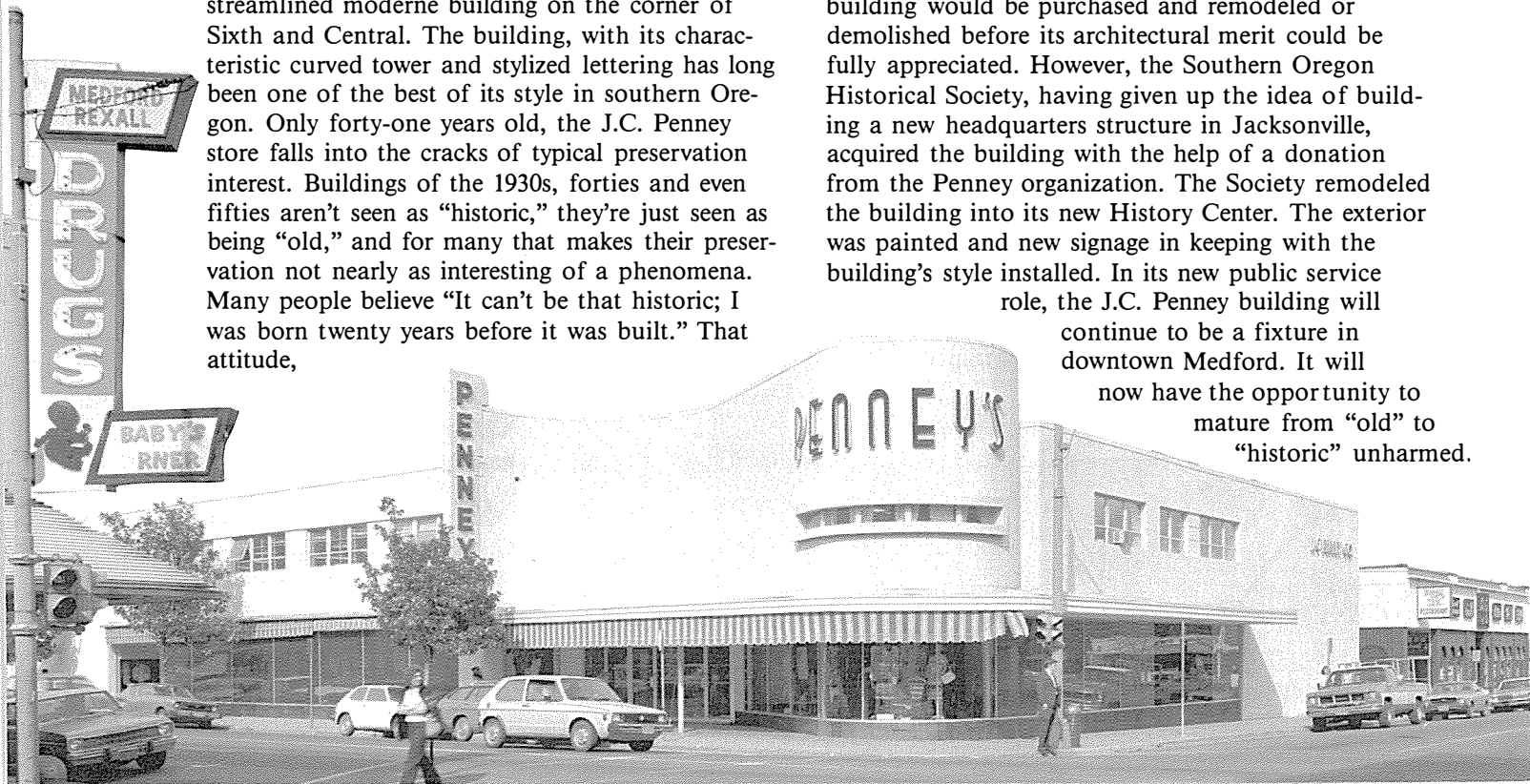
**WIN**

When the Rogue Valley Mall opened in 1986, there were the usual concerns about the decline of downtown Medford. J.C. Penney, long a downtown fixture, moved to the mall, leaving vacant the 1949 streamlined moderne building on the corner of Sixth and Central. The building, with its characteristic curved tower and stylized lettering has long been one of the best of its style in southern Oregon. Only forty-one years old, the J.C. Penney store falls into the cracks of typical preservation interest. Buildings of the 1930s, forties and even fifties aren't seen as "historic," they're just seen as being "old," and for many that makes their preservation not nearly as interesting of a phenomena. Many people believe "It can't be that historic; I was born twenty years before it was built." That attitude,

which of course is quite understandable, makes the preservation of what is called "the recent past" especially challenging.

Sitting vacant, it seemed likely that the old Penney building would be purchased and remodeled or demolished before its architectural merit could be fully appreciated. However, the Southern Oregon Historical Society, having given up the idea of building a new headquarters structure in Jacksonville, acquired the building with the help of a donation from the Penney organization. The Society remodeled the building into its new History Center. The exterior was painted and new signage in keeping with the building's style installed. In its new public service role, the J.C. Penney building will

continue to be a fixture in downtown Medford. It will now have the opportunity to mature from "old" to "historic" unharmed.



# WIN

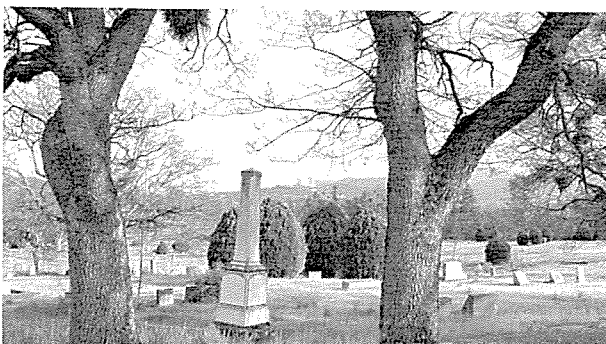
## CEMETERIES

Oftentimes preservation tends to be thought of only as it concerns itself with “built” things; houses, stores, churches, or schools. But some preservation wins deal with the retention of traditional uses and open spaces in the face of development pressure or just simple neglect.

Cemeteries were originally seen much as parks—places where the living and the dead could both find peace and comfort. Our modern society has moved away from that view and parks and cemeteries are now considered separate entities. But as open space becomes more precious in cities it may be time to rethink that view. Many of our prettiest, most enjoyable natural areas are found in our older cemeteries. For decades they have been regarded as islands of seclusion, protected from the rapid development of the valley around them. The trees are mature and the tombstones can be appreciated as an art form, like statuary of a time gone by. Besides serving as resting places for our own families or loved ones, local cemeteries contain the graves of historically significant individuals from our past. Preserving these settings is, and should be, an important element within the goals of local preservation.

In the last five years the Rogue Valley has seen an upsurge of interest in the care, restoration and maintenance of some of its early cemeteries, the resting places of many of the founding men and women of our towns and cities. In Medford, a local citizen group spearheaded the protection of the IOOF Cemetery on Siskiyou Boulevard, culminating in both the formation of a city advisory committee and the placement of the site on the National Register of Historic Places, one of the few cemeteries in the state to be so recognized. In Ashland, public and governmental interest led to the introduction of a bill in the Oregon Legislature to allow the city to provide for the maintenance of the Hargadine Cemetery on East Main. Jacksonville recently received a grant to develop guidelines for the restoration and continued use of its cemetery while respecting its historic importance.

**Medford I.O.O.F. Cemetery** Photo by Natalie Brown



**Applegate House, ca. 1909 SOHS #9468**



# LOSS

## LITHIA MOTORS AND THE REDMEN LODGE

Since moving to Medford from Ashland in 1972, Lithia Motors has experienced a tremendous level of growth. Almost thirty individual buildings have given way for expanded showrooms and new sales lots. Most of these structures have been of little historic or architectural interest, but two, the Redman Lodge and the Apostolic Faith Church, had both architectural and historic significance. Both were demolished without any opportunity for review or discussion.

The Redman Lodge, a classic Italianate/Georgian brick building, was built ca. 1900 as the meeting place of the Fraternal Order of Redmen. Its location on Apple Street in the middle of Lithia's



# THE APPLGATE HOUSE

Few names are as illustrious in southern Oregon history as that of Applegate. The hardy family left its mark, and its name scattered all about the Rogue Valley, up into Douglas County and throughout the state. But in Ashland, in 1986, the Applegate House provided a classic example of an insensitive owner and a concerned but impotent public, with the result being what may seem a draw, but which is actually a clear loss for preservation. When new owners purchased the ca. 1890s Daniel and Ella Applegate House on Granite Street, it was the first time the building had left Applegate hands since 1899. Gladys and Mildred Applegate, daughters of Daniel and Ella, had lived in the house until their deaths, in May and October 1987 respectively. The new owners bought the house in early 1988 solely for its lot, located in one of Ashland's prime residential areas. They immediately applied for a demolition permit. They also offered the house free to anyone who would move it off the lot. The structurally sound and eminently restorable Applegate House was to be cleared away to make room for a brand new "dream Victorian."

Both Ashland's planning and historic commissions stayed the issue of the demolition permit and attempted to dissuade the owners without success. The owners were adamant; the Applegate House must go. Tempers flared in public as well as in the editorial column of the local paper. Finally, in a compromise, the house went, not to the local landfill but to the other end of town. The new owners purchased a lot and had the Applegate House moved rather than demolishing it. It seemed a reasonable compromise. The house was saved and the owners got their new home where they wanted it.

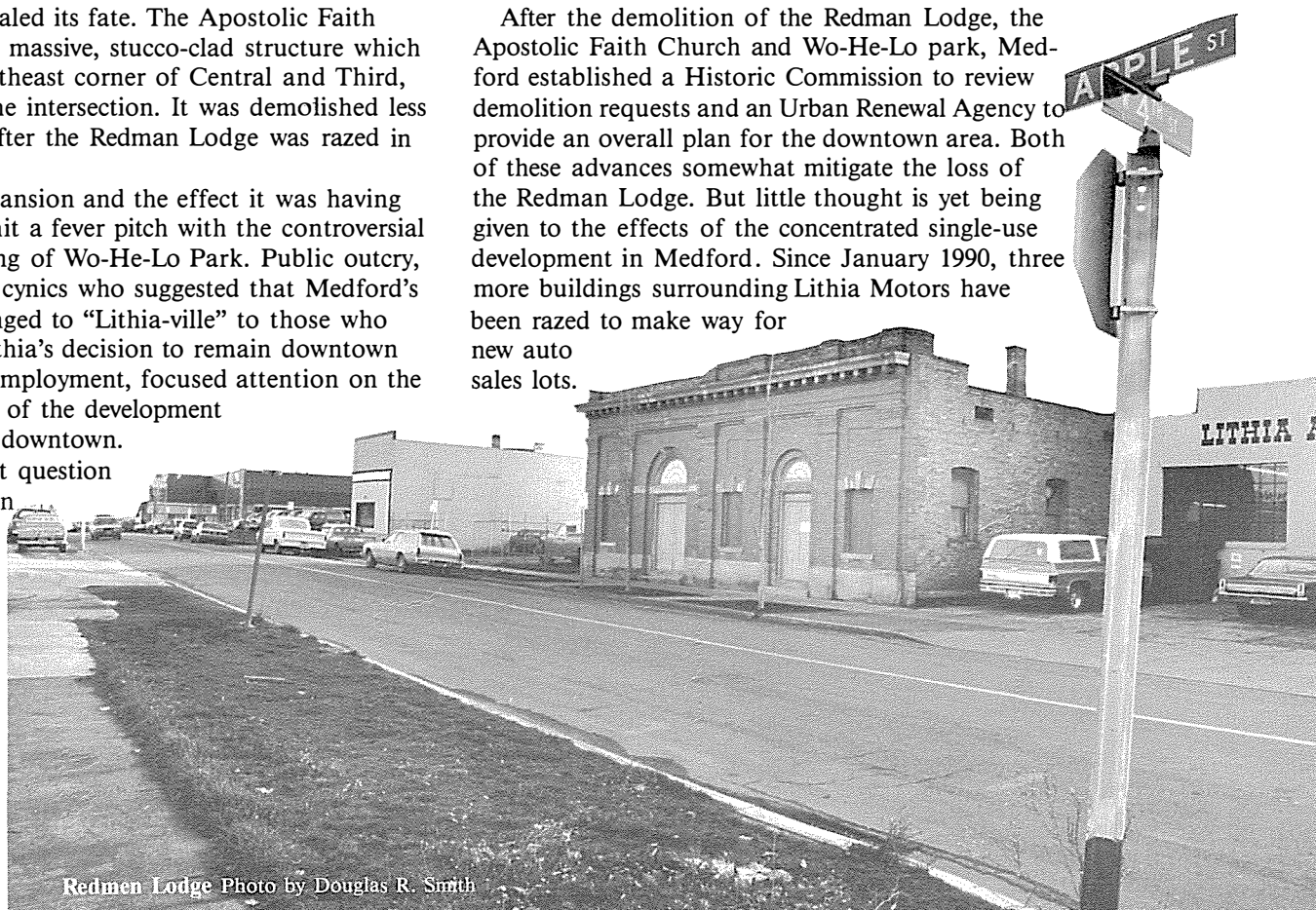
The Applegate House still stands, but that is of little consolation for what was lost. The process that resulted in a fine old historic home, one with strong ties to the area's history, being yanked out of its context and nestled amidst 1950s tract homes, to make way for a mock Victorian, is not good preservation. It was expedient and maybe even necessary and proper, but it definitely was not good preservation—not by any stretch of semantics.

LOSS

dealerships sealed its fate. The Apostolic Faith Church was a massive, stucco-clad structure which sat at the northeast corner of Central and Third, dominating the intersection. It was demolished less than a year after the Redman Lodge was razed in 1986.

Lithia's expansion and the effect it was having on Medford hit a fever pitch with the controversial sale and paving of Wo-He-Lo Park. Public outcry, ranging from cynics who suggested that Medford's name be changed to "Lithia-ville" to those who applauded Lithia's decision to remain downtown and provide employment, focused attention on the how and why of the development of Medford's downtown. The important question of preservation of context—the impact of a surrounding area on a historic building or district—was raised.

After the demolition of the Redman Lodge, the Apostolic Faith Church and Wo-He-Lo park, Medford established a Historic Commission to review demolition requests and an Urban Renewal Agency to provide an overall plan for the downtown area. Both of these advances somewhat mitigate the loss of the Redman Lodge. But little thought is yet being given to the effects of the concentrated single-use development in Medford. Since January 1990, three more buildings surrounding Lithia Motors have been razed to make way for new auto sales lots.



Redmen Lodge Photo by Douglas R. Smith

# WIN

## PRESERVATION IN THE INFORMATION AGE

In the early years, the types of threats historic buildings and neighborhoods might be subjected to were fairly predictable: fire, rising land values, demolition or insensitive remodeling and additions. But as technology advances, the potential threats to the integrity of historic resources have expanded as well. One such example of a new threat occurred when Pacific Northwest Bell (PNB) proposed to install a microwave antenna on the roof of its building at East Main and Sixth, in Ashland's historic Railroad District.

Residents near the proposed antenna site objected to the installation of the twenty-five-foot-tall structure among the district's small one- and two-story working-class homes. They formed the Ad Hoc Committee of Concerned Citizens to fight the installation. The residents argued that a huge tower in the middle of their historic residential neighborhood would alter the area's character. PNB argued that with the rapid growth in the Rogue Valley the company needed to expand its service or face more demand than its system could handle. The Ashland building, already the home of the main PNB switching facility in and out of the Rogue Valley, was the logical location.

In a perfect example of technology out-stripping a city's ability to plan for it, Ashland's City Council felt it had no legal method of denying the building permit for the tower because there were no laws regarding antennas in the city code. So, over the objection of the Ashland Historic Commission and a deadlocked Ash-

land Planning Commission, the council approved PNB's request for a building permit. The tower looked like a reality. But the Ad Hoc Committee was undaunted and took their fight to the Federal Communications Commission (FCC) to appeal for further review before PNB could be granted a license for the expansion. In a classic David and Goliath situation, the FCC saw merit in the citizens' arguments and agreed to hold more hearings on the issue. PNB, faced with the delays such a review would require, explored other options more seriously and, in July 1989, more than three years since the issue had first been raised, retracted application to the FCC. The neighborhood had preserved its atmosphere, and PNB found another way to maintain its vital communication service to the



**Zelpha Hutton and Warren Goines, members of Ad Hoc Committee** Photo by Susan Ray

## THE BEEKMAN HOUSE

When Carrie Beekman, daughter of Jacksonville banker C. C. Beekman, passed away she left the family home as well as the amazingly intact Beekman Bank building to the University of Oregon in Eugene. In 1959, it came to light that the university intended to sell off the old house (they already auctioned off all of its furniture) to raise money for a history department chair which Miss Beekman's bequest required the university to create. But Jacksonville residents, led by the newly formed Siskiyou Pioneer Sites Foundation, were determined not to see the house fall into ownership that was not in keeping with its historic importance to the city. Letters were written, phone calls made, and negotiations entered until, following a long, drawn-out period during which the fate of the

house was uncertain, Jackson County commissioners arranged for financing to purchase the house from the university. The house was leased to Siskiyou Pioneer Sites and volunteers were organized to conduct house tours, the first such project in Jackson County. Soon, the Beekman House became a major tourist attraction in Jacksonville. Under the present control of the Southern Oregon Historical Society, it remains so today.

Encouraged by the success of the Beekman House project, Jacksonville undertook other restoration projects including the U. S. Hotel, the preservation of the Peter Britt grounds and the development of the Britt Festivals. Private property owners began to restore their own homes and businesses. With the establishment of Jacksonville as a National Historic Landmark, one of less than a dozen towns in the nation so honored, the city embraced preservation as a major component of its economy and city life.

# WIN

# LOSS

## THE GRUBB BARN

Preservation losses aren't always anyone's fault. Often, as in the case of the Menthorn Bridge, they are simply acts of nature. Sometimes, there are just some unforeseen dangers that can't be controlled. Other times, when an owner or an agency does raze a building, it is difficult to point a finger at them as insensitive or unsympathetic. One such case was the demolition of the Grubb Barn by Southern Oregon State College in early 1975.

The Grubb Barn, a huge old structure with hand-hewn timber framing, had sat near the intersection of Walker and East Main for almost one hundred years. Its sides were painted with old advertising signs harking back to the days when East Main was a major thoroughfare into and out of Ashland. But by 1975 the barn had fallen into disrepair. The area changed and there was no longer a need for such a rural structure. Alternatives were explored, but the expense of restoration and the limited uses available for such a structure resulted in the unfortunate, yet unavoidable, demolition of the barn.

It would be nice to report that preservation has gained in sophistication since the Grubb Barn was demolished, that we have now developed strategies for rescuing those remaining elements of our rural past as cities expand and encompass them. But we have not. Barns and rural landscapes are among the most threatened and hardest to protect of historic resources. Jackson County is lucky. We still have many noteworthy old barns and water towers behind the rural farms and ranches of the valley. And thankfully, our county contains enough agricultural activity that many of the best continue to serve their original purposes. Such rural structures are well-cared for and often cherished. But, as our area grows in the coming decade and beyond, these survivors will become more and more threatened and their preservation, and adaptive re-use remain one of preservation's greatest challenges.



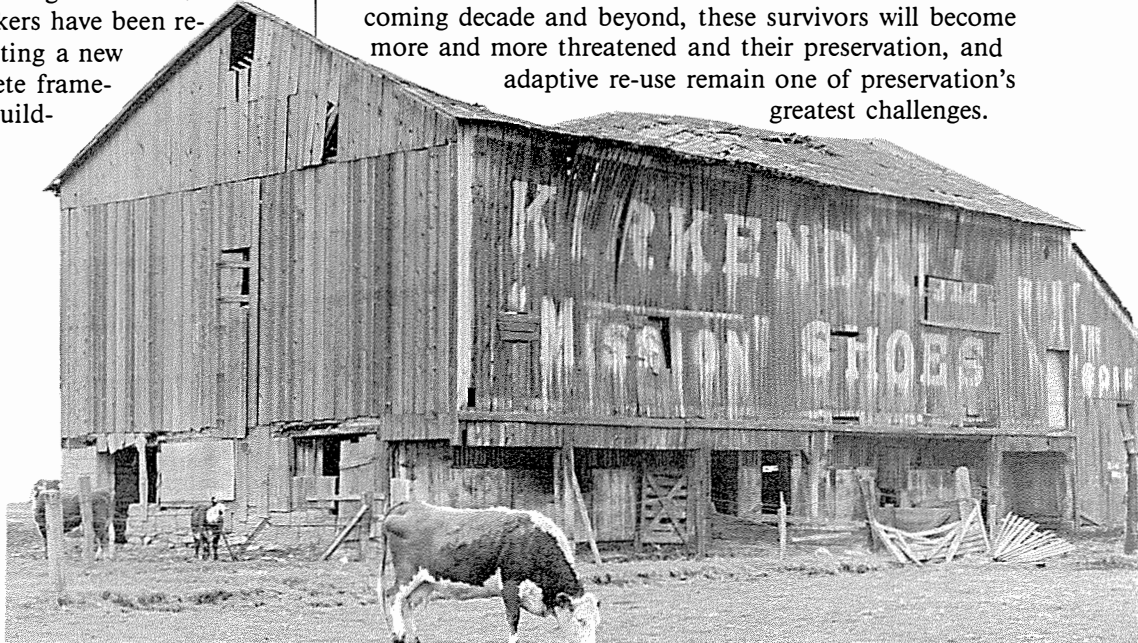
Medford Hotel SOHS #8512

## THE MEDFORD HOTEL

Opened in 1911, the Medford Hotel, designed by Frank Clark, was for years the grande dame of the Rogue Valley. Its six stories (the sixth floor was added to the original five-story structure in 1926-7) and its huge "HOTEL MEDFORD" sign dominated the skyline of the growing city for over seven decades. But in the 1970s and 1980s the hotel fell on hard times. Gone were the days when a Jimmy Durante or a John Kennedy would stay in its rooms. But the hotel still had style. Its significance was formally recognized with its listing on the National Register of Historic Places in 1985. When things looked their worst,

developers Pingree and Dahle stepped in and began a complete restoration of the hotel. They planned to convert the building to senior housing units and return some of its former splendor. As the project was winding down, fire broke out on August 8, 1988, and the building, so close to its second start, was mostly destroyed. When the smoke cleared and the rubble was removed, all that remained of the Medford Hotel was the structural concrete cage of the first floor.

In the past few months, workers have been rebuilding the Medford Hotel, putting a new superstructure atop the old concrete framework. When they're done the building will look pretty much like the hotel did. It will have similar massing, similar details, and similar brickwork. But the Medford Hotel burned two years ago. It's gone and no amount of good intention or recreation, because that is in fact what this project amounts to, can change that. Besides, they took down the sign.



DRAW



# WIN

## MEDFORD'S CARNEGIE LIBRARY

When industrialist Andrew Carnegie decided to help cities build libraries, he wanted to instill a love of knowledge. But he also changed the way our cities look. Carnegie libraries, with their classic architecture and flights of steps (Carnegie insisted the libraries require their patrons to "rise" up to the knowledge within) became an American tradition. Jackson County has two Carnegie libraries, in Ashland and Medford, but we came awfully close to losing one.

Built in 1911, the Medford Carnegie Library and grounds occupies an entire block in downtown Medford. Along with the courthouse, it has long been the hub of the city. But Medford had grown considerably between 1911 and 1979, when the issue of demolition was first raised. Many then felt the old building was outdated and the library needed more room.

In 1977 a structural report had found the Carnegie Library unsafe and the Jackson County Library Board decided to raze the old building and put up a new, larger, library in its place. Much of the beautiful park setting would have surrounded it. But a small group of preservationists protested that the building and site were too important to demolish. Amid public outcry, various alternative proposals were considered including building a new main library and keeping the Carnegie as a branch, and even one bizarre design that would have encased the old building in a glass atrium through which it could be viewed "like a piece

of sculpture" in a garden.

The newspapers were filled with editorials about how much people valued and appreciated the building and its park. Others wrote of the crowded shelves and lack of space in the old building. In the midst of the controversy, in 1980, one concerned citizen nominated the Carnegie Library to the National Register of Historic Places. The state, after finding the building eligible, held the application at the request of the library, before the library could be formally listed. In February 1981 a bond issue failed that would have provided funding for both a new library on Crater Lake Avenue and the renovation of the Carnegie. Finally, the Library Board just couldn't afford to do anything but renovate the Carnegie building.

The decision to keep the Carnegie as the central library was made in November 1981. The dedication was held in February 1983, just over three years from when the building was declared unsafe and the Library Board had originally voted to demolish it. Today the library and park around it remain the "basis of knowledge" that Carnegie and the citizens of Medford envisioned in 1911.



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*A mild-mannered historic preservation consultant in Ashland, George Kramer dons his cape in the quest for truth, justice and the American way of building.*

Medford Carnegie Library SOHS #7975



# Then and Now



**Historic and contemporary parades featured processions of the fantastic. Camels from the turn of the century stroll through Medford's downtown, not far from where the animated dragon passed in this year's Pear Blossom Parade. SOHS #2476, Photo by Natalie Brown**

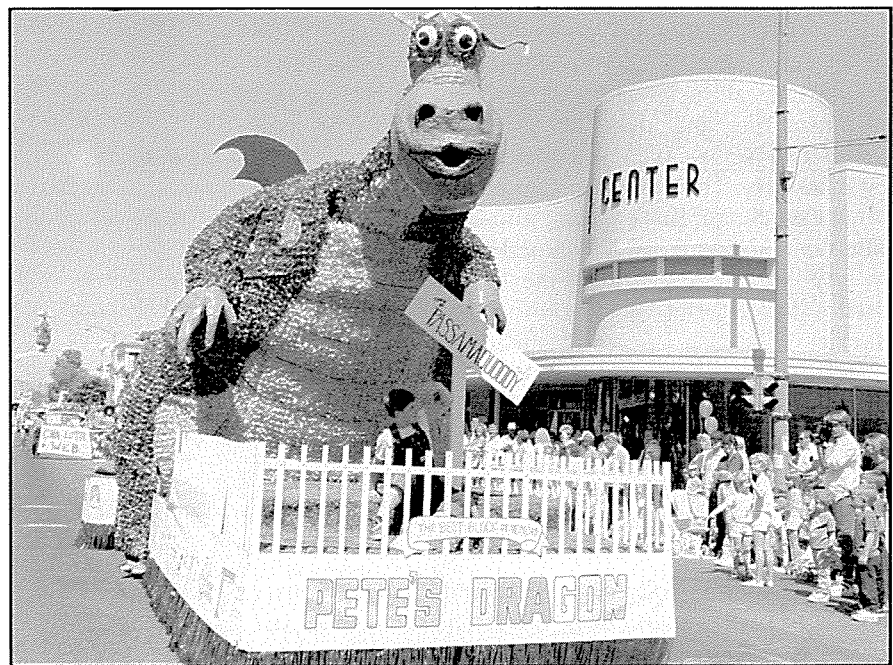
Americans love a parade, and historic photographs reveal that earlier generations also waxed enthusiastic about such forms of celebration. Parade participants from earlier in this century went to great lengths to decorate buckboards and horseless carriages, compose exotic tableaux, arrange musical marches and demonstrate feats of juggling and athleticism.

The Fourth of July has been celebrated through patriotic parades for two centuries, but street fairs were also organized for other occasions. Photographic records show parades organized for visiting dignitaries, political rallies, seasonal celebrations, and, of course, for circuses. Part of circus promotion always included a walk through town. Few children (as well as adults) could resist the lure of exotic animals and lavish props on display.

Contemporary southern Oregonians demonstrate community identity and spirit in their local celebrations. Ashland, Central Point, Eagle Point and other towns organize imaginative Fourth of July parades.

Prospect throws a boisterous fair during their annual Prospect Jubilee and Timber Carnival. And Medford acknowledges springtime with its Pear Blossom Parade. Last month, Medford's downtown streets closed to

vehicle traffic in favor of magnificent floats and marching bands, troupes of Shriners and skittish steeds. The traditional display of the exotic and odd, the beautiful and beastly, appeared again, to the delight of all.



# CALENDAR OF EVENTS



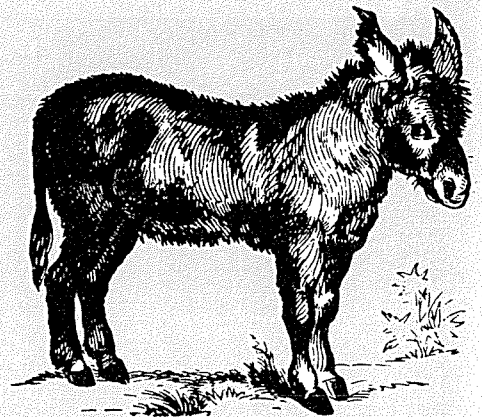
## Currently Showing

Four exhibits may be seen at the **Swedenburg Cultural Resource Center**. Installed downstairs is *Native Plants, Native People*, an exhibit of plants used for food, fiber and medicine. Also on the lower floor is *South County History*, an examination of the area's architectural and cultural growth from early habitation to the present times. Smaller exhibits include *Ashland Begins* and *Hair-works*. While at the Resource Center, stroll outside to see the wild irises blooming in the ethnobotanical garden. For more information contact Nan Hannon or Jean Vondracek at (503) 488-1341.

## Through 1990

**Making Tracks: The Impact of Railroad in the Rogue Valley** traces the coming and going of the railroad, how it changed people's lives and the valley's economy, its local role in the nation's battles overseas, and the introduction of the railroad worker as an important member of the valley's communities.

**HANNAH: Pioneer Potters on the Rogue** exhibit features the wares and pottery-making techniques of the 19th-century Hannah potter works (once located near present-day Shady Cove) and focuses on pioneer methods of food preservation and preparation. Both exhibits showing at the Jacksonville Museum of Southern Oregon History.



## May 23

**At Animals, Animals, Animals, Jr.** Historians ages 3-6 will investigate early farm life during a visit to a small working farm near Gold Hill, Ore-

## From the Collections

By Janette Meek

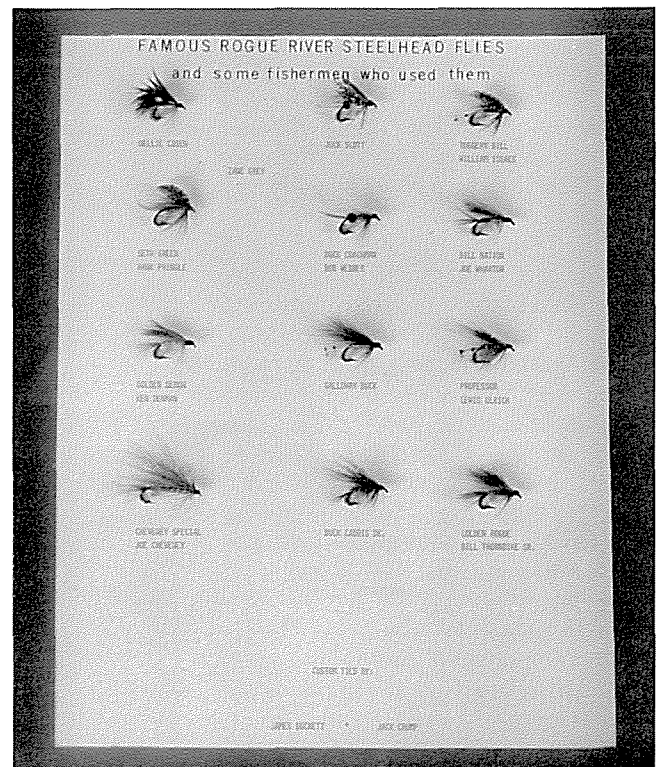
Fishing the Rogue River has lured many people to southern Oregon over the years. Numerous political figures, movie stars and authors have traveled to the Rogue Valley to enjoy beautiful scenery and the challenge of pulling a fish from the stream. Zane Grey, noted author of Western novels, visited the Rogue Valley in 1925 and returned many times to his cabin a few yards from the Rogue River.

The Rogue Fly Fishermen and the Izaak Walton League of Jackson County donated to the Southern Oregon Historical Society a small collection of custom-tied steelhead flies and identified the fishermen who used them. The Nellie Cuien and Jock Scott fly were favored by Zane Grey. The collection also includes the traditional Buck Coachman, Buck Caddis and Golden Demon flies. The Golden Rogue fly originated in the Rogue Valley.

William Isaacs, a longtime Rogue Valley resident, used a Toggery Bill fly. The hook is covered with gray hackle, red feather wings and ribbed with silver tinsel for a metallic appearance under water. Isaacs, an avid fisherman, owned The Toggery, a men's clothing store on Main Street in Medford. In 1909, Isaacs wrote a story for a Medford tourist promotion magazine describing a fight on the Rogue River with a 33-inch-long trout weighing 12 pounds for 1 hour and 40 minutes. The fly used: "a no. 8 gray hackle."

The Southern Oregon Historical Society houses numerous objects that, owing to limited exhibit space, are not often seen by visitors. We hope that featuring items

in each issue of the *Table Rock Sentinel* will provide an enjoyable and educational view of the scope of its collection.





# CALENDAR OF EVENTS

gon. Participants will meet at the Children's Museum in Jacksonville for a story and activity before carpooling out to the farm. At the farm youngsters will enjoy seeing baby goats, rabbits, chickens and lambs. Participants will pet and feed some of the animals and learn how to milk a goat. Two sessions are scheduled: 10 a.m.-12 p.m. and 2 p.m.-4 p.m. Admission is \$2. Space is limited to 15 Jr. Historians each session. This promises to be a special parent/child program. Because space is limited we feel it is necessary to ask that younger and older siblings not attend. Call Stacy Williams at (503) 773-6536 for more information or to make reservations.



## May 26

Come experience the thrill of early flight without ever leaving the ground. At **Up, Up and Away, Jr. Historians** ages 7-15 will look at southern Oregon's aviation history through watching film footage of Medford's first airport, the first air mail plane and the arrival of ace pilot Charles Lindbergh. Historic photographs will give a close-up view of a variety of early aircraft including a hot air balloon which landed in Jacksonville in 1904. Participants will make a colorful model of a hot air balloon to take home. The workshop will be held in the Children's Museum 1-3 p.m. Admission is \$1.50 for Jr. Historians, \$2.50 for nonmembers. Preregistration is required by May 24; the class is limited to 25. Call Stacy Williams at (503) 773-6536 for more information or to make reservations.

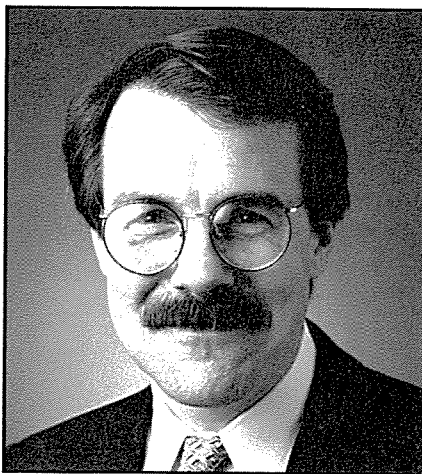
## May 26-Sept. 3

Summer hours begin at the Jackson-

ville Museum of Southern Oregon History and the Children's Museum; both museums will be open 10 a.m.-5 p.m. seven days a week. The Living History program also starts another summer season. Costumed interpreters portray members of the Beekman family and friends, giving tours to the public 1-5 p.m. daily in the Beekman House. Interpreters also will open the Beekman Bank 1-5 p.m. daily. (The bank will remain open through the end of September on Friday, Saturday and Sunday, 1-5 p.m.) For more information call the Southern Oregon Historical Society at (503) 773-6536.

## June 16 & 17

The historic Hanley family farm known as "**The Willows**" will open for tours of the grounds and 114-year-old Classic Revival house. Home interior features some original wall treatments, carpets and furniture. The park-like grounds invite exploring. Open 1-4 p.m. on the third weekend of summer months. Cost is \$2 for adults, \$1 for children. Society members showing membership cards pay half-price. Parking is not permitted on the grounds; buses will transport visitors every half-hour from the Children's Museum grounds.



## June 23

For more than one hundred years, successful picnics have taken place on the courthouse lawn in Jacksonville.

Continuing the tradition, the Southern Oregon Historical Society invites members to the **annual membership meeting** on the museum grounds. Guest speaker and executive director of the Oregon Historical Society William Tramosch will speak in "History Faces the Future." Invitations will be mailed to members in May.



## July 14 & 15

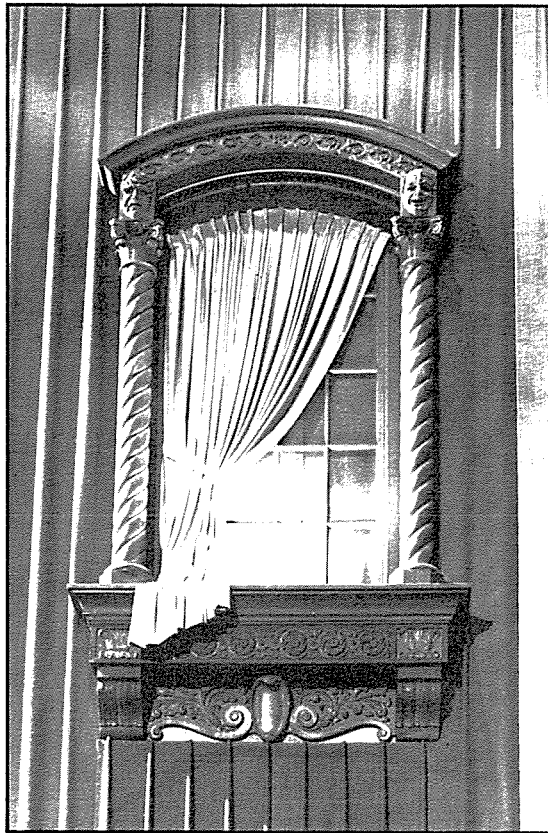
The Society leads a **guided bus tour** to Sisters, Oregon, with an overnight scheduled in Bend. Participants will visit the annual quilt show in Sisters and tour the High Desert Museum's new Indian exhibit. Contact Susan Cox at (503) 773-6536 for information or to register for the trip.

## July 21

The historic Hanley family farm known as "**The Willows**" will open for tours of the grounds and 114-year-old Classic Revival house. Home interior features some original wall treatments, carpets and furniture. The park-like grounds invite exploring. Open 1-4 p.m. on the third weekend of summer months. Cost is \$2 for adults, \$1 for children. Society members showing membership cards pay half-price. Parking is not permitted on the grounds; buses will transport visitors every half-hour from the Children's Museum grounds.

## July 22

**Farm Day** returns to The Willows! This popular annual event features demonstrations of crafts and skills needed to run a turn-of-the-century farm. Visitors to past Farm Days thoroughly enjoyed making butter, learning basketry and rug-hooking, watching blacksmithing and helping with hand- and horse-pulled plowing. Plan to come again and be a part of southern Oregon's farming past.



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Mr. Howard Robert Hardie  
861 Swing Lane  
Medford OR 97501