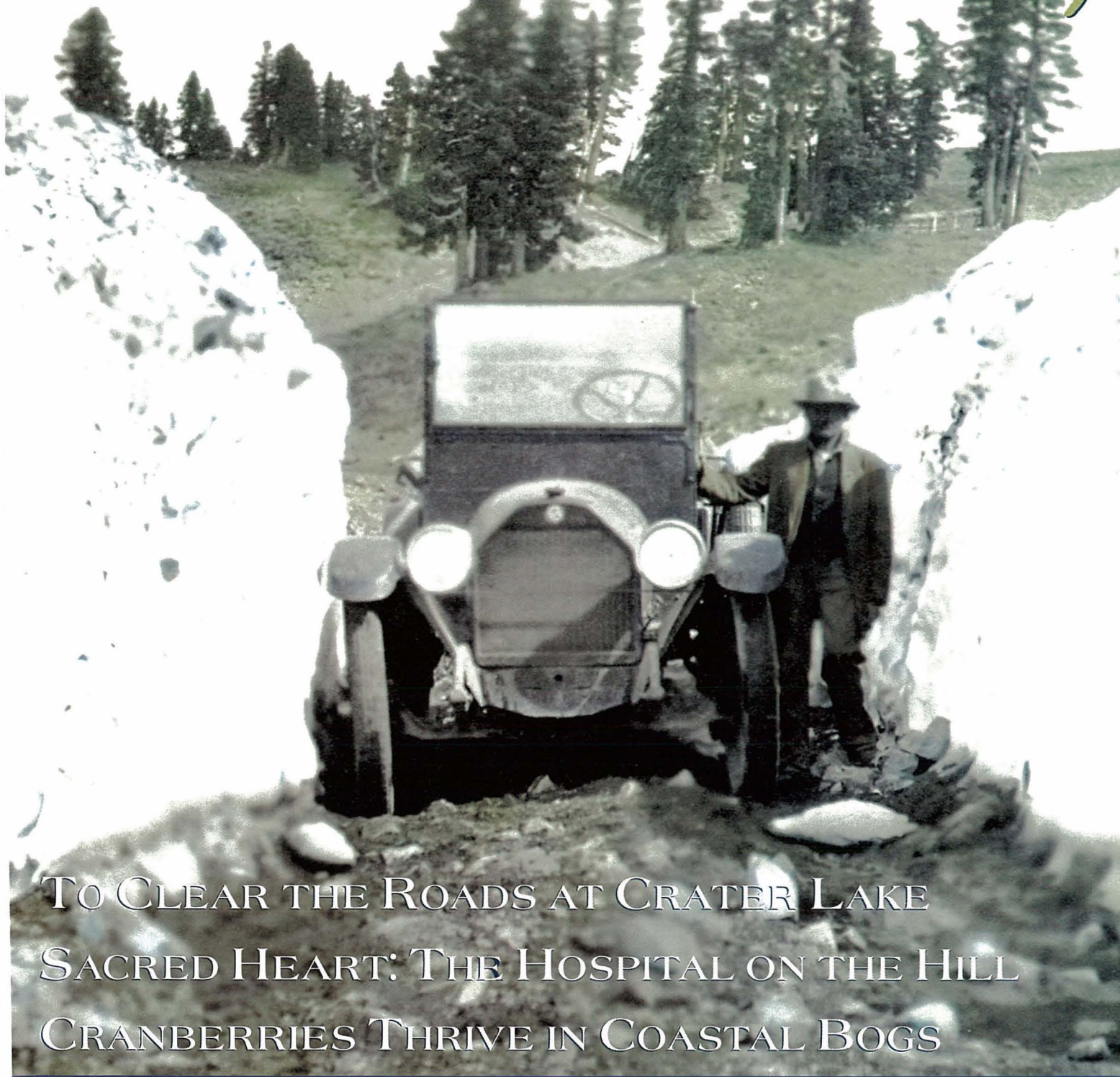


# SOUTHERN OREGON HERITAGE

November 2001 Vol. 3, No. 11

*Today*



TO CLEAR THE ROADS AT CRATER LAKE  
SACRED HEART: THE HOSPITAL ON THE HILL  
CRANBERRIES THRIVE IN COASTAL BOGS







## Honorary Lifetime

Mr. and Mrs. Vincent L. Armstrong, *Medford*  
 Francis and Mary Cheney, Ben B. Cheney Foundation, *Tacoma, WA*  
 Robertson E. Collins, *Jacksonville*  
 Mr. and Mrs. Robert Heffernan, *Medford*  
 Jean W. Jester, *Sandy*  
 Marjorie O'Harra, *Ashland*  
 Mr. and Mrs. Donald E. Rowlett, *Ashland*  
 Mrs. Mary Tooze, *Portland*

## Lifetime

Patricia Cook Harrington, *Central Point*  
 Mr. and Mrs. Robert J. DeArmond, *Central Point*  
 Mr. and Mrs. John Hamlin, *Medford*  
 Tom Hamlin, *Medford*  
 Mr. and Mrs. Robert Hight, *Medford*  
 Robert A. Johnson, *Medford*  
 Edward B. Jorgenson, *Medford*  
 Robert L. Lewis, *Jacksonville*  
 Dr. Eugene I. Majerowicz, *Los Angeles, CA*  
 Alice Mullaly, *Central Point*  
 Ram Offset Lithographers, *White City*  
 Davis Young, *Medford*

## New Members

### PIONEER/PATRON

Mary Carlon, *Medford*

### PATRON

Rex Hendricks, *Ashland*

### PIONEER/FAMILY

Bonita L. Hobbs, *Medford*  
 James Ford, *Central Point*  
 Leah Ritchey, *Medford*

### FAMILY

Judith Anderson, *Ashland*  
 Mr. and Mrs. Orrin Carhart, *Jacksonville*  
 Mr. and Mrs. William Frohnmayer, *Salem*  
 Connie Guthrie, *Medford*  
 Joy Ingersoll, *Medford*  
 Mr. and Mrs. Marshall Lango, *Jacksonville*  
 Mr. and Mrs. Ernie Lathrop, *Medford*  
 Carolyn Moeglein, *Ashland*  
 David Nolte, *Klamath Falls*  
 Mr. and Mrs. David Online, *Ashland*  
 Mr. and Mrs. Carlton Purvis, *Medford*  
 Mr. and Mrs. S. Adam Seable, *Grants Pass*  
 Mr. and Mrs. Tom Strong, *Ashland*  
 Mr. and Mrs. Darold Westerberg, *Medford*

### PIONEER/FRIEND

Mr. and Mrs. Leonard Duncan, *Phoenix*  
 Mr. and Mrs. Vic Frost, *Grants Pass*  
 Tom Phillips, *Medford*  
 John Rummel, *Susanville, CA*

### FRIEND

Sally Burns, *Central Point*  
 Robert L. Downen, *Annandale, VA*  
 Jeannette Eliason, *Medford*  
 Todd L. Hedrick, *Tacoma, WA*  
 Celene Jandreau, *Aptos, CA*  
 Louise Jones, *Klamath Falls*  
 Betty Jo Krug, *Medford*  
 Mike Roberts, *Vancouver, WA*  
 J.M. Shoemaker, *Diamond Bar, CA*  
 Mae Wygant, *Jacksonville*

## Renewing Members

### DIRECTOR

Margie Herman, *Medford*

### BUSINESS

Lithia Motors, Inc., *Medford*

Main Antique Mall, *Medford*  
 Rogue Federal Credit Union, *Medford*

### CURATOR

Letha Sweet, *Medford*

### PIONEER/PATRON

\*Sandra Miner, *Ashland*  
 Linda Walker-Turner, *Klamath Falls*  
 Wendy Wendland, *Renton, WA*  
 Thomas Williams, *San Francisco, CA*

### PATRON

Mr. and Mrs. Robert L. Edwards, *Ashland*  
 Carol M. Ingelson, *Medford*  
 Oregon State University, *Corvallis*

### PIONEER/FAMILY

Phyllis M. Axtell, *Medford*  
 Mr. and Mrs. Gerald L. Doran, *Phoenix*  
 Mr. and Mrs. Bruce Herberger, *Medford*  
 Mr. and Mrs. John I. Holmes, *Medford*  
 Eugene D. Wright, *Phoenix*

### FAMILY

Anne T. Anderson, *Medford*  
 Mr. and Mrs. Dave Freel, *Shady Cove*  
 Mr. and Mrs. Mel Ginsberg, *Ashland*  
 Martha Grieve, *Lebanon*  
 Mr. and Mrs. Larry Hall, *Medford*  
 Mr. and Mrs. John Hazeltine, *Jacksonville*  
 \*Roger Humphreys, *Medford*  
 Jean Libante, *Phoenix*  
 Mr. and Mrs. Mike Schwartz, *Medford*  
 Mr. and Mrs. Jay Thomas, *Jacksonville*

### PIONEER/FRIEND

Edwin Hugh Barron, *Ventura, CA*  
 Mr. and Mrs. Albert Hueners, *Medford*  
 Dorothy Paley Kelley, *Lake Oswego*  
 Regina Schroeder, *Green Valley, AZ*  
 Charlotte N. Seely, *Medford*  
 Iris Van Sickle, *Medford*

### FRIEND

Marilee Apperson, *Medford*

Richard Cartwright, *Klamath Falls*  
 Art H. Eggleston, *Klamath Falls*  
 Bruce Eliason, *Medford*  
 Bea Frederickson, *Shady Cove*  
 Elizabeth Greer, *Ashland*  
 Don Haag, *Jacksonville*  
 Therese Norris, *Medford*  
 Ellen Scannell, *Ashland*  
 Lois Tokar, *Medford*  
 Ruby F. Whalley, *Ashland*

\*Indicates upgraded membership category or monetary contribution in addition to membership dues for Society programs.

## Donors

### IN KIND

Deli Down

### GENERAL COLLECTION

Woodville Museum

## Southern Oregon Historical Society Foundation

### ENDOWMENT FUND

Mrs. Leah Ritchey



## LEAVE A LEGACY™

Leave a Legacy of Southern Oregon is a community-wide program established to create public awareness and to promote interest in charitable giving through a will or from an estate. The Southern Oregon Historical Society is participating in **Leave a Legacy**. Mary Hanley bequeathed Hanley Farm to the Society in 1982, thereby leaving a historic legacy for Southern Oregon residents and visitors who can now experience the farm's rich history.



# Membership Benefit

The Southern Oregon Historical Society is part of the *Time Travelers* program.

If you have a yearning to travel, here is your chance to visit great museums in 42 states across the country. Look for the **Time Travelers** logo. All you have to do is show your Southern Oregon Historical Society membership card to receive this special benefit.

Please call Membership Coordinator Susan Smith at (541)773-6536 for a brochure on the museums participating in this program.



SOUTHERN OREGON HERITAGE TODAY  
Editorial Guidelines

Feature articles average 3,000 to 4,000 (pre-edited) words. Other materials range from 500 to 1,000 words. Electronic submissions are accepted on 3-1/4-inch disks and should be accompanied by a hard-copy printout. Cite all sources and construct endnotes and cutlines using the *Chicago Manual of Style*. The author is responsible for verification of cited facts. A selection of professional, unscreened photographs and/or line art should accompany submission—black-and-white or color. The Southern Oregon Historical Society reserves the right to use Society images in place of submitted material. All material should be labeled with author's name, mailing address, and telephone number. Manuscripts will be returned if accompanied by a self-addressed envelope stamped with sufficient postage. Authors should provide a brief autobiographical note at the end of manuscripts.

The Southern Oregon Historical Society secures rights to full and final editing of all manuscripts, layout design, and one-time North American serial rights. Authors will be notified of acceptance of manuscripts within ninety days of receiving materials. In most cases, payment is upon publication. *Southern Oregon Heritage Today* takes great care with all submitted material, but is not responsible for damage or loss. Only photocopies of irreplaceable original historical documents should be submitted. Facts, views, and opinions expressed in signed submissions are those of the author and do not necessarily reflect the viewpoints or opinions of *Southern Oregon Heritage Today* or the Southern Oregon Historical Society.

# SOUTHERN OREGON HERITAGE Today

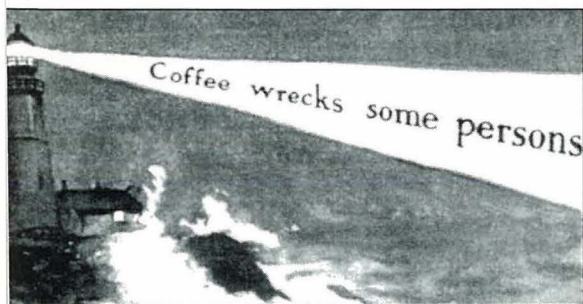
## FEATURE:

Making the Snow Fly  
by Bill Alley . . . . . p. 8



SOHS #14516

## DEPARTMENTS



1910 advertisement for Postum.

## FROM THE COLLECTION

"Noncoffee": A Post History  
by Steve Wyatt  
p. 4

## MEMBERS & DONORS

p. 2

## SOHS NEWS & NOTES THINGS TO DO:

Exhibits, program updates,  
and calendar  
p. 6

## ROOTED IN HISTORY

Cranberries

by Nan Hannon and Donn L. Todt  
p. 5



This "bog shoe" was once worn by  
a cranberry picker.

## PRESERVATION

"Complete in Every Detail:  
Sacred Heart Hospital"  
by Bill Alley  
p. 12



SOHS #16820



SOHS #15680 (COLORIZED)

## ON THE COVER

Just as they did in this circa 1923 photograph, deep snowdrifts present a perennial challenge to keeping Crater Lake National Park accessible to the public, and prompted early efforts to develop machinery to clear the roads.



### Southern Oregon Historical Society Board of Trustees

Nancy Hamlin, Medford, PRESIDENT  
Hank Hart, Medford, FIRST VICE-PRESIDENT  
Robert Stevens, Jacksonville, SECOND VICE-PRESIDENT  
Yvonne Earnest, Medford, SECRETARY  
Judi Draiss, Medford, TREASURER  
Allen Alsing, Ashland  
J. Robert Bills, Medford  
Robert Cowling, Medford  
H. Walter Emori, M.D., Jacksonville  
Edward B. Jorgenson, Medford  
Judy H. Lozano, Butte Falls  
Marjorie Overland, Medford  
B.J. Reed, Jacksonville  
Neil Thompson, Medford

### Administrative Staff

Brad Linder, EXECUTIVE DIRECTOR  
Maureen Smith, FINANCE/OPERATIONS DIRECTOR  
Amelia Chamberlain, PROGRAMS DIRECTOR  
Dorann Gunderson, DEVELOPMENT DIRECTOR  
Susan Cox-Smith, MEMBERSHIP COORDINATOR

### Magazine Staff

Cynthia Wicklund, COMMUNICATIONS COORDINATOR  
Bill Powell, GUEST EDITOR  
Dana L. Hedrick, DESIGNER/PHOTOGRAPHER  
Judy Gerlock, COMMUNICATIONS ASSISTANT

### Collections/Research Library Staff

Mary Ames Sheret, CURATOR OF COLLECTIONS AND EXHIBITS  
Carol Harbison-Samuels, LIBRARY MANAGER/PHOTO ARCHIVIST  
William Alley, SENIOR HISTORIAN/RESEARCH MANAGER  
Bill Miller, LIBRARY ASSISTANT

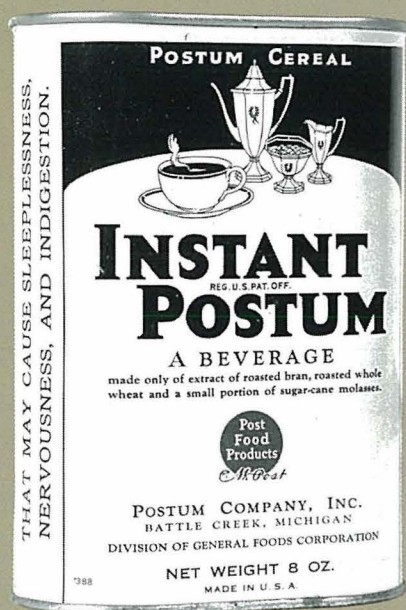
### Southern Oregon Heritage Today

is published monthly by the Southern Oregon Historical Society,  
106 N. Central Ave., Medford, OR 97501-5926.  
(541) 773-6536

Copyright 2001 by Southern Oregon Historical Society, ISSN  
#1082-2003. All rights reserved. No part of this publication may be  
printed or electronically duplicated without the written permission of



# "Noncoffee": A Post History



by Steve Wyatt

ORDER A GRANDE HALF-CAFF double latte at your local coffeehouse, and the barista will fix you right up. Ask for a cup of Postum, and a blank stare may be all you get in return.

A coffee substitute made from roasted wheat, bran and molasses, Postum is, by most accounts, an acquired taste—but a taste acquired by turn-of-the-century Rogue Valley families nonetheless. Visitors to the Jacksonville home of banker C.C. Beekman, for example, could have expected a cup of Postum from their hosts during a social call in 1912. The tin pictured is from their home.

Postum was introduced in 1894 by Charles W. Post (1854-1914), who is well-known for his breakfast cereals. Post was a workaholic whose efforts brought him both a fortune and a series of nervous breakdowns.

Before entering the food business, Post patented seven farm implements that his company manufactured and sold. He also patented suspenders and cooking utensils.

Postum, his first food product, was not his creation. This concoction was first brewed up on the Texas plains, in farmhouse kitchens that were far removed from stores. Post probably stumbled upon the drink after retreating to Texas to recover from a nervous breakdown. There

he assumed the life of a cowboy under the name of Charles Williams.

Unable to stop himself, Post went into business again and suffered yet another breakdown. Upon recovery, his ambition drove him to start a paper mill. By 1890, a third, more serious breakdown, left him an invalid.

Post was checked into Dr. John Kellogg's Battle Creek, Michigan, sanitarium, where he recovered through a regimen of diet and exercise. In Battle Creek, Post established his own sanitarium and began refining a Postum recipe. In the original Texas drink, chicory was used. Post replaced it with molasses.

Post's real genius was in selling. In 1895, he launched the first successful nationwide ad campaign. The following year, sales of Postum topped \$260,000. Post wrote most of his own ad copy using a style he called "plain words for plain people." He is also credited with other marketing innovations, including free samples, coupons, and recipe books.

When sales slowed, he repackaged Postum as "Monk's Brew" in boxes that sold for one-fifth the price. In 1898, Post diversified by introducing Grape Nuts cereal. In 1906, he introduced "Elijah's Manna." When religious groups took offense to the name, it was repackaged as "Post Toasties."

Post's final food innovation came in 1912 when he introduced "Instant Postum." The tin pictured here originally contained the instant variety of Postum, and is in like-new condition.

Post died in 1914 after enduring years of stress and exhaustion brought on by building the town of Post, Texas, from the ground up. His company passed to Post's daughter, Marjorie Merriweather Post. Today it is part of a corporate maze that is ultimately owned by Philip Morris. Postum remains a part of the product line. ☛

*Steve Wyatt is the collections/exhibits manager at the Southern Oregon Historical Society. He is the author of The Bayfront Book.*

## ENDNOTES:

1. Mark Pendergrass, *Uncommon Grounds: The History of Coffee and How It Transformed the World* (New York: Basic Books, 1999), p. 96.
2. "Mr. Charles W. Post," Web site of Post, Texas, <<http://www.posttexas.com>> (August 2001).



VACUUM  
CEREAL  
BEVERAGE

For hot  
summer drink

ICED  
POSTUM

Dissolve  
level tablespoon  
Postum in  
cup boiling  
water and  
six cups milk  
Stir well  
blend. Pour  
over cracked  
ice in tall  
glasses.  
each glass  
one tablespoon  
whipped cream  
if desired.  
Serves six



THANKSGIVING AND CHRISTMAS dinners aren't complete without bowls of cranberry sauce to brighten the table and add tart flavor to the meal. Although there is no record that the Pilgrims included cranberries in the first Thanksgiving feast hosted in 1621 for the Wampanoag Indian friends who had helped them survive in their new home, the Wampanoag had already introduced the Pilgrims to the shiny red berry native to North America. A recipe for cranberry sauce does appear in a 1663 Massachusetts cookbook.

Eastern Native Americans had long appreciated the flavorful berry. They used it as a dye, and in medicinal poultices. Cranberries also constituted an important ingredient in pemmican, a Native American predecessor of the granola bar, made of dried foods pressed together into cakes that kept and traveled well.

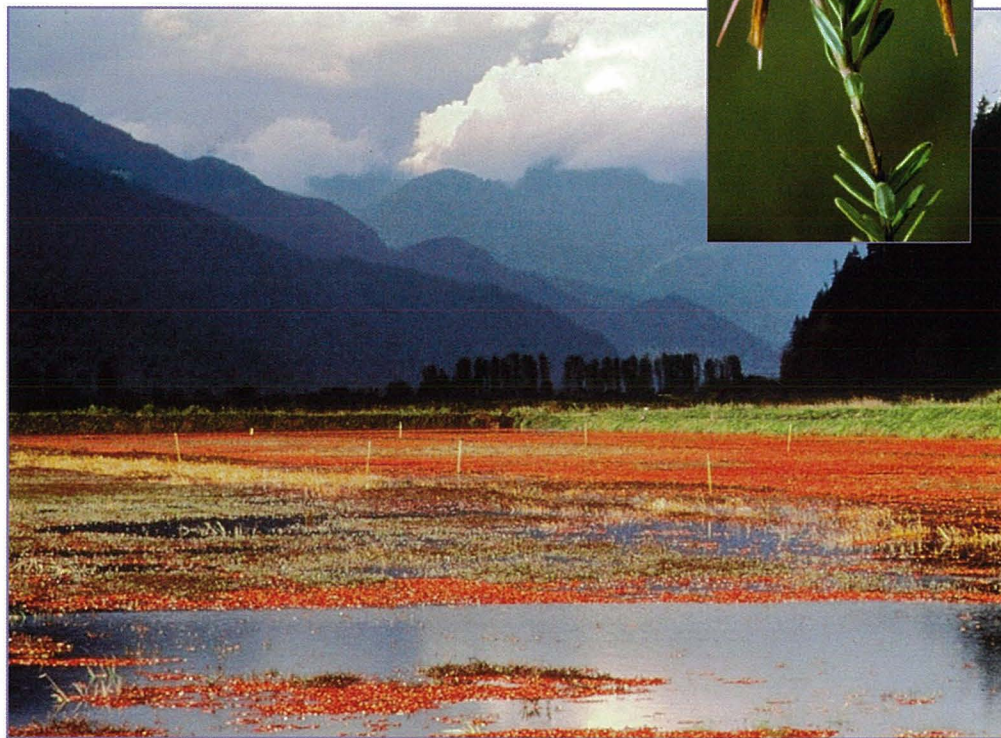
The colonists took to cranberries and their commercial production quickly, and by the 1820s exported them to Europe. By the middle of the nineteenth century, American sailors took dried cranberries with them on long voyages, as their high vitamin C content prevented scurvy.

Cranberries first came to the Oregon Coast in 1885 with Charles McFarlin, a Massachusetts emigrant who brought with him a tasty cranberry he'd selected from the wild. He planted out five acres in cranberries north of Coos Bay. He called his selection the McFarlin cranberry.<sup>1</sup>

Farmers soon established other bogs near Southern Oregon communities, especially Bandon. Conditions in many areas along the south Oregon Coast are ideal for cranberries, which require acid soil with poor drainage, sand, a supply of fresh water, and a growing season from April to November. Oregon growers have an advantage over growers in New England and Wisconsin, the other principal cranberry production areas, because berry-damaging frost, while not unknown on the Oregon Coast, is rare. Through the 1930s, workers picked the berries by hand from the low-growing vines, a back-breaking job. Oregon growers learned about a new invention used by Eastern cranberry growers, a scoop dragged through the vines to collect the loose, ripe cranberries. Oregon growers used many variations on the scoop, both homemade and commercial. Most of them looked like little cradles with long wooden or metal teeth that rake through the vines. One of the best improvements was the addition of a long handle, so that harvesters could collect cranberries without bending over.

# Cranberries

by Nan Hannon and Donn L. Todt



*Cranberry growers flood their bogs at harvest time, allowing the berries dislodged by a mechanical beater to float to the surface for easy collection. This bog is near Bandon.*

Later attempts at improvements in cranberry harvest include a device that looked like a lawn mower. Attempts to harvest cranberries using a vacuum system proved unsuccessful, as they damaged the berries.<sup>2</sup>

The harvest system used today involves flooding the bogs and using a mechanical device called a beater, inspired by paddlewheels on ships. The beater loosens the cranberries, which float to the surface of the water, are corralled between logs, and scooped up.

Oregon's coastal cranberries, grown from North Bend to Port Orford, are especially valued for their bright red color, which imparts a garnet glow to cranberry sauce and juice when blended with cranberries from other parts of the country.

Most Oregon growers belong to the Ocean Spray cooperative, formed in 1930 by three Eastern growers. Ocean Spray has been an innovator in finding new markets for cranberries. The coop's Cranberry Juice Cocktail, introduced in 1930, quickly became a popular beverage. In 1963, Ocean Spray introduced blended drinks, such as Cranapple juice. In 1993, the coop marketed Craisins, a snack food made from sweetened, dried cranberries.

Cranberries are one of the few native North American fruits now in commercial production, a delicious gift from the Wampanoag Indians to the rest of the world and a cause for thanksgiving. 🍷

*Anthropologist Nan Hannon and ethnobotanist Donn L. Todt garden in Asbland.*

## ENDNOTES

1. Dow Beckham, *Bandon By-The-Sea* (Coos Bay, Oregon: Arago Books, 1997), pp. 204-209.
2. Ethel Kranick Reichenbach, *The Life of a Cranberry Grower* (New York: Vantage Press, 1981), pp. 24-34.



PHOTOS COURTESY OF OCEAN SPRAY



# SOUTHERN OREGON HISTORICAL SOCIETY

## Things To Do in November

PROGRAMS : (see listings below for complete descriptions)

	DATE AND TIME	LOCATION	DESCRIPTION
Craft of the Month	Museum hours	CHILDREN'S MUSEUM	Corn Cob Critters & Native American Baskets; 50¢
Air Mail Exhibit at the Airport	Airport hours	MEDFORD AIRPORT	Photo exhibit commemorating 75th anniversary of commercial air mail

### PROGRAM DETAILS

FOR TIMES AND LOCATIONS, SEE SCHEDULE ABOVE.

#### NOVEMBER CRAFT OF THE MONTH

##### *Corn Cob Critters and Native American Baskets*

Create a corn cob critter magnet to take home and decorate your refrigerator or use as a holiday place setting, or weave a basket using paper materials and local Native American twining techniques.

#### CHRISTMAS GIFT IDEAS FOR HISTORY BUFFS

Looking for unique and nostalgic gifts for the history lovers on your Christmas list? Richly detailed historic map reproductions and a video are available at the Society's Research Library and History Store at recently reduced prices. Our supply is limited.

##### • Jackson County, 1910 • \$5.95

This 23" x 23" map has incredible detail listing landowners' names within each township's sections. Towns and areas long forgotten, or not yet surveyed, are also given.

##### • City of Ashland, 1910 • \$5.95

This 23" x 23" map outlines each parcel by block, indicating names of subdivisions and streets. At the time, Ashland was touted as being a "Climate Paradise" the "Italy of America," and an award-winning town for its peaches and apples.

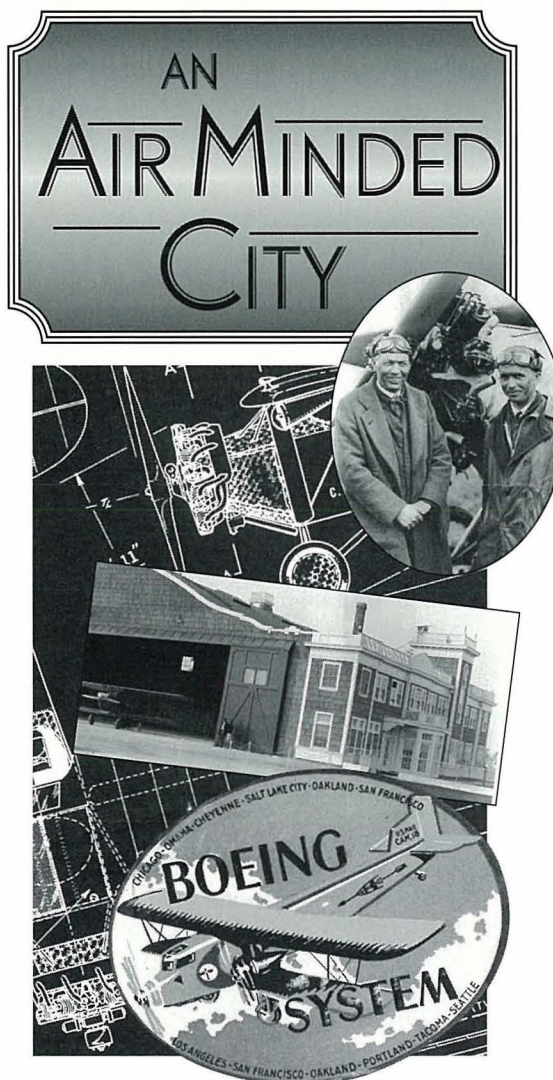
##### • Foster and Gunnell's Mining Map of Southern Oregon, 1904 • \$5.95

This authentic mining map details various quartz and placer properties, and other mining interests and transportation routes such as wagon roads and sawmills in Jackson and Josephine counties.

##### • An Air Minded City • \$24.95; Society members, \$19.95

This video includes original historic film footage and still photography of milestones in Rogue Valley aviation history, including Eugene Ely, the first man to land on a naval vessel; Lindbergh's 1928 landing; the advent of Oregon's first air mail service; and the creation of United Airlines in 1934.

Mail orders add \$3.00 for shipping & handling.



#### NEW AIR MAIL EXHIBIT AT THE AIRPORT

A permanent exhibit commemorating the 75th anniversary of commercial air mail on the Pacific Coast was unveiled at the Rogue Valley International-Medford Airport on September 15, 2001. When the air mail was inaugurated, Medford was the only Oregon city where the planes landed. The exhibit also recognizes Seely V. Hall, known as "The Father of Aviation" in Southern Oregon, an one of the founders of Pacific Air Transport an early antecedent of United Airlines.

A committee representing the Jackson County Airport Advisory Commission, the Southern Oregon Historical Society, and the general public worked for a year preparing for the celebration, creating a special brochure and preparing the exhibit, which makes liberal use of images from the Society's photograph collection. Be sure to visit the main terminal at the airport and see the new exhibit. Copies of the brochure are available at all Society locations, the airport, and many other Southern Oregon locations.

#### PETER OGDEN AND THE FUR TRAPPERS: ASHLAND PARKS LECTURE AND SLIDE SHOW

Saturday, November 10, 2 to 3 p.m., the Ashland Parks Environmental Stewardship Program will sponsor a lecture, slide show, and discussion at the North Mountain Park Nature Center, 620 N. Mountain Avenue, Ashland. Jeff LaLande, local archaeologist, historian, and author of a book and articles on this subject, will present this program concerning the first Euro-Americans in the Rogue Valley. Fee is \$3.00 for adults; \$2.00 for children. For more information, call 488-6606.



# EXHIBITS : (see listings below for complete descriptions)

	LOCATION	MUSEUM HOURS
Century of Photography: 1856-1956	HISTORY CENTER	Mon. - Fri., 9 a.m. - 5 p.m.
The History of Southern Oregon from A to Z		
History in the Making: Jackson County Milestones Miner, Baker, Furniture Maker	JACKSONVILLE MUSEUM	Wed.- Sat., 10 a.m. - 5 p.m. Sunday, noon - 5 p.m.
Politics of Culture: Collecting the Native American Experience Hall of Justice		
Ongoing "hands-on history" exhibits	CHILDREN'S MUSEUM	Wed.- Sat., 10 a.m. - 5 p.m. Sunday, noon - 5 p.m.
Weaving Demonstrations/Sales	3RD STREET ARTISANS' STUDIO	Sat., 11 a.m. - 4 p.m.

## EXHIBIT DETAILS

FOR TIMES AND LOCATIONS, SEE SCHEDULE ABOVE.

### CENTURY OF PHOTOGRAPHY: 1856-1956

Highlights the work of two area photographers, Peter Britt and James Verne Shangle, with cameras from the Society's collection.

### THE HISTORY OF SOUTHERN OREGON FROM A TO Z

Do you know your ABC's of Southern Oregon history? Even local oldtimers might learn a thing or two from the History Center windows along Sixth and Central as each letter of the alphabet tells a different story about the people, places, and events that have shaped the region we live in.

### "HISTORY IN THE MAKING: JACKSON COUNTY MILESTONES"

The spirit of America is captured in the history of Jackson County. Follow in the footsteps of early residents who experienced the five historic milestones explored in this new exhibit. You'll be inspired by the pioneers who arrived by sea or land; see the gold rush from the perspective of Chinese sojourners; discover the local impact of the railroad and automobile, and more. Artifacts include rare Chinese archaeological material and an early Coleman stove. A 1940s jukebox plays music as well as oral histories describing automobile travel experiences.



### MINER, BAKER, FURNITURE MAKER

Explores the development of the Rogue Valley and the impact the industrial revolution had on the settlement of Oregon.

### POLITICS OF CULTURE: *Collecting the Native American Experience*

Cultural history of local tribes and discussion of contemporary collecting issues.

### HALL OF JUSTICE

History of this former Jackson County Courthouse.

### CHILDREN'S MUSEUM

Everyone enjoys exploring the home and work settings from the 1850s to the 1930s through "hands-on history."

### THIRD STREET ARTISANS' STUDIO

Rogue Valley Handweavers, Far Out Fibers, and the Saturday Handweavers Guild will present an exhibit of their handwoven "Expressions of the Rogue Valley" at the Third Street Artisans' Studio in Jacksonville. Artisans were asked to weave items inspired by colors and posters representing Rogue Valley venues. Members will also demonstrate traditional art forms of spinning and weaving. The exhibit runs through

### HISTORIC OPEN HOUSE LISTINGS:

#### • November 4, 12 - 4 p.m.

Barber-Riddell House  
836 Minnesota, Medford

#### • November 10, 9 a.m. - 1 p.m.

H. Chandler and Alice B. Egan House  
2620 Foothill, Medford

#### • State Historic Preservation Office

prd.state.or.us -click on "publication"  
PHONE: 503-378-4168

## SOUTHERN OREGON HISTORICAL SOCIETY SITES

PHONE: (541) 773-6536  
unless listed otherwise

FAX: (541) 776-7994  
E-MAIL: info@sohs.org  
WEBSITE: sohs.org

**HISTORY CENTER**  
106 N. Central, Medford  
Mon. - Fri., 9 a.m. to 5 p.m.

**RESEARCH LIBRARY**  
106 N. Central, Medford  
Tues. - Fri., 1 to 5 p.m.

**JACKSONVILLE MUSEUM &  
CHILDREN'S MUSEUM**  
5th and C, Jacksonville  
Wed. - Sat., 10 a.m. to 5 p.m.  
Sun., noon to 5 p.m.

**HANLEY FARM**  
1053 Hanley Road  
(by special appointment)  
(541) 773-2675

**C.C. BEEKMAN HOUSE**  
California & Laurelwood, Jacksonville

**C.C. BEEKMAN BANK**  
3rd and California, Jacksonville

**JACKSONVILLE HISTORY STORE**  
3rd and California, Jacksonville  
Wed. - Sat., 10 a.m. to 5 p.m.  
Sun., noon to 5 p.m.

**THIRD STREET ARTISANS' STUDIO**  
3rd and California, Jacksonville  
Sat., 11 a.m. to 4 p.m.

**U.S. HOTEL**  
3rd and California, Jacksonville  
Upstairs room available for rent.

**CATHOLIC RECTORY**  
4th and C streets, Jacksonville



*We invite YOU to  
become a member!*

Your membership will support: preservation of Southern Oregon's rich heritage; Society exhibits and educational events; outreach to schools; workshops for adults and children; living history programs; and tours and demonstrations at historic Hanley Farm.

**Members receive** *Southern Oregon Heritage Today*, the Society's monthly magazine with newsletter, providing a view into the past and keeping you up-to-date on services provided by the Society.

For membership information, call Susan Smith at 773-6536.

### MEMBERSHIP CATEGORIES

Friend .....	\$20
Family .....	\$30
Patron .....	\$60-\$90
Curator or Business .....	\$120-\$200
Director .....	\$250-\$500
Lifetime .....	\$1,000



# Making the Snow Fly

by Bill Alley

## THE SNOW BEGAN FLYING ALONG

a stretch of the Crater Lake Highway near Whiskey Creek on the afternoon of May 9, 1927. This man-made blizzard of compacted ice and snow was the first official test of a new rotary-type snowplow invented by Medford resident Paul Wright. Among those present for this demonstration was Horace M. Albright, assistant superintendent of the National Park Service, Col. Charles G. Thompson, the superintendent of nearby Crater Lake National Park, and members of the local media.

Employed as a mechanic at Crater Lake National Park, Wright knew first-hand the difficulties encountered in clearing the roads to Crater Lake. The heavy accumulations of snow in the Oregon Cascades generally contain a high water content and become heavily compacted and frozen over the course of the winter months. These ice conditions often proved too much for most plows and bulldozers. The result was that much of the snow removal required to open the park was done by hand.<sup>1</sup>

Wright set to work designing a new type of plow capable of breaking up and removing these heavy accumulations of compacted snow and ice. His design utilized a pair of drums, or cylinders, "disposed with their axis in a vertical plane and rotating in opposite directions." Attached to these drums were blades set in a spiral pattern to break up and disperse the snow and ice. These drums then fed the snow and ice into a blower and discharge pipe. The entire unit was designed to be attached to a heavy truck or bulldozer.<sup>2</sup>



With design in hand, Wright set out to patent his new snow remover. He filed his application on February 12, 1926, and the following July 20 was issued Patent No. 1,593,523. With the United States and, later, Canadian patents in hand, the next step was to secure financing to construct a prototype machine.

Wright was able to arouse the interest of a group of Medford businessmen in his newly patented invention. Wright Snow Plow, Inc., was incorporated under an agreement dated December 2, 1926. Under the terms of this contract, Wright, as the owner of the patent, would own one-half of the company. The other half would be owned by the Medford businessmen who agreed to finance the \$2,000 required for building the prototype machine. In return, the investors were given one-half interest in Wright's patent. The partners were auto dealer and former Medford Mayor C.E. "Pop" Gates, W.H. Lydiard, owner of the Economy Groceteria, orchardist Benjamin Moller, Fred Wahl of the Farmers and Fruitgrowers Bank, and then current Medford Mayor O.O. Alenderfer.<sup>3</sup>

Under the terms of the agreement, the backers were only required to finance the first machine. This prototype would then be exhibited to attract the interest of a manufacturing concern that could then be induced to enter into some sort of licensing agreement. Should the Wright plow prove a failure, the contract stipulated, the machine would revert to the investors, who retained all salvage rights as partial repayment of their investment.<sup>4</sup>

For the actual construction of the snowplow, the Willamette Iron and Steel Company of Portland was chosen. This firm was well known for its skill in the manufacture of machinery, from mill equipment to railroad locomotives. Manganese steel was selected for the blades on the revolving cylinders to provide the strength required to break up even the hardest compacted ice and snow.<sup>5</sup>

With the construction of the new plow completed, the next step, of course, was to commence a series of demonstrations of its capabilities. The first such test was held in the spring of 1927. The site selected was a stretch of the Crater Lake Highway above Union Creek, near Whiskey Creek. The road to Crater Lake had long proved a daunting one each spring during efforts to open the park by July 1. Crater Lake National Park receives heavy accumulations of snow, and the winterlong accumulations compact and turn into thick layers of ice. Further testing the capabilities of the Wright plow was the fact that the previous winter was a record-breaker for snow accumulation, with a season total snowfall

of 650 inches measured at the rim—certainly a fitting challenge for the innovative Wright plow.

On Monday afternoon, May 10, 1927, the new plow was put into action. The test section of highway was buried under a layer of "four to five feet of solidly packed snow." The park service's five-ton bulldozer was pressed into service as the plow's motive power. A substantial crowd had gathered to witness the plow's initial test. In addition to the inventor, the backers, and park service officials, Horace Bromley of the California Oregon Power Company also was on hand with his 16mm movie camera, filming the event for the power utility's Copco Current Events Newsreels.<sup>6</sup>

In spite of a number of "minor faults" that were revealed, this first demonstration of the Wright plow was an unqualified success. Assistant Superintendent Albright was duly impressed and waxed enthusiastic about the machine's potential. Before returning to Washington, D.C., Albright left instructions for Thompson to make the necessary arrangements to use the Wright plow to help clear the road to Crater Lake for the official July 1 opening date. The Wright plow's future couldn't have appeared brighter.<sup>7</sup>

The Wright plow was contracted to begin its work on June 2, but the need to dig out the park service's 12-1/2 ton truck and bulldozer out of a recent late blizzard led to a four-day delay. The stretch of road between the Medford entrance to the park and the headquarters at Annie Springs was assigned. This would free up a dozen laborers to augment the crews clearing the steep road to the lodge, work which was still done by hand with the occasional use of dynamite. An estimated six feet of compacted snow and ice covered the assigned section, and recent cold temperatures and late snowfall added to the plow's burdens.<sup>8</sup>

At the completion of its first full day in action the new plow had cleared the road from the Medford entrance to the park to White Horse, a distance of 3-1/2 miles. Progress was halted briefly, however, with the breakdown of the park service's bulldozer. Once replacement parts had been delivered from Medford, work could continue. The park service's bulldozer would continually pose problems for the Wright plow, as it lacked sufficient power to propel the plow at the optimum speed through heavy drifts. Just short of the park headquarters at Annie Springs work was again delayed, this time



*Opposite: Until the advent of efficient snow-clearing machinery, the back-breaking job of clearing the roads in Crater Lake National Park often fell to workers with hand shovels. This crew works on road-clearing in the spring circa 1923. Above, a Hollywood film crew shooting locations in the area poses with the Wright snowplow in 1927.*



due to a broken bearing on the plow. Within a week, however, the Wright plow had managed to clear the road as far as Government Camp in Munson Valley, today the site of the park headquarters. Unsited for the steep grade up to the rim and the lodge, the Wright plow was shifted to the Klamath Falls entrance road.<sup>9</sup>

The ongoing progress of the Wright snowplow was followed with regularity in Medford, with updates on the road-clearing appearing in the pages of the *Medford Mail Tribune*. On June 26 residents were also treated to motion picture footage of the plow in action. A Hollywood film company, E.R.L. Productions, happened to be in the area shooting location shots. One of the principals of E.R.L. was Jacksonville native "Pinto" Colvig, who would later achieve fame as the voice of Disney's Goofy, Pluto, and Grumpy, and would originate the character of Bozo the Clown. E.R.L.'s film footage of the plow was processed in Medford and shown at the Rialto Theater.<sup>10</sup>

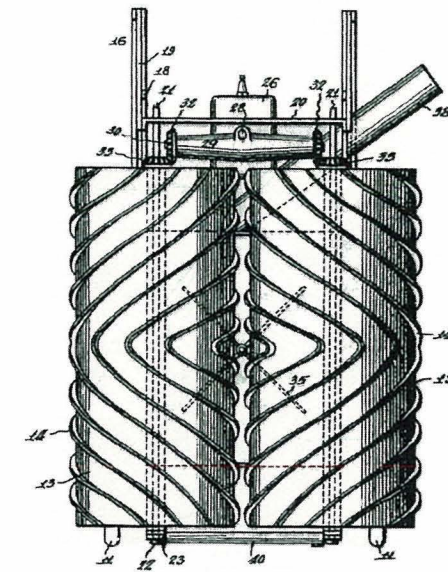
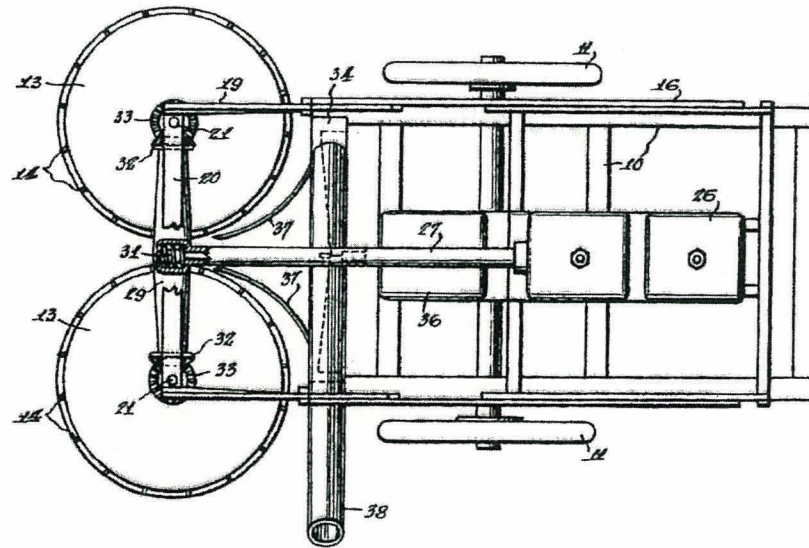
In spite of delays due to inadequate motive power, breakdowns, record snow levels, and a late June blizzard, the Wright snowplow succeeded in clearing its assigned roads and the park officially opened on July 1. The stretch from Annie Springs to the rim would remain for a time a one-way lane through cuts in snowbanks that were six to fifteen feet high. Given this auspicious first season in action, the future prospects of the innovative new plow seemed assured.<sup>11</sup>

For the next year, however, there is little documentation of the Wright snowplow, other than indications that some loans were taken out. During the spring clearing of Crater Lake National Park's roads there is brief mention of the Wright machine "proving well-nigh invaluable ... in the clearing of roads and removal of snow" in 1928, but no other mention. Better weather than the previous year meant that there was less snow, enabling the park to open earlier than usual. Perhaps these improved conditions limited the need for the Wright plow's services. December 1928 found the plow working at the northern end of the state on the Mount Hood loop road. The proceeds of that contract were used to pay off a note held by the Bank of California.<sup>12</sup>

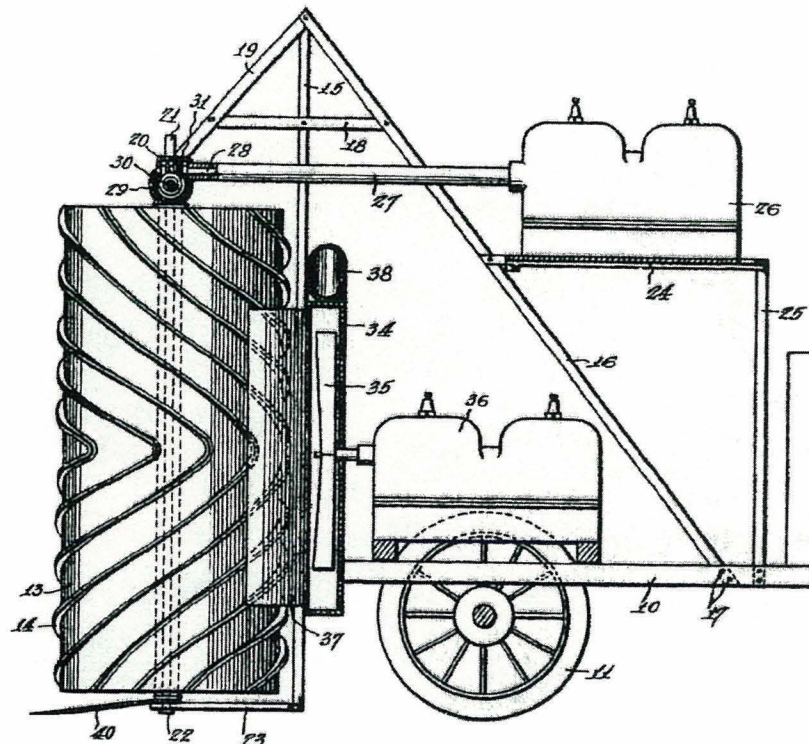
Dreams of finding a manufacturer interested in mass-producing the Wright snowplow remained unfulfilled, however. One of the backers of the Wright plow, C.E. Gates, served a term on the state Highway Commission and was able to generate some interest. State Engineer Campbell agreed to build a copy of the plow, but apparently made a number of significant alterations of his own to the design that proved unsatisfactory. As a result, the state showed little interest in the invention.<sup>13</sup>

In the spring of 1930, the Wright plow again found itself undergoing trials at Crater Lake National Park, this time in competition with two newer machines. The trials were conducted under the auspices of the National Park Service. On hand to witness the trials were the park service's chief engineer, F.A. Kittredge; Crater Lake's superintendent, Elbert C. Solinsky; and representatives from Mount Rainier and Yosemite national parks.<sup>14</sup>

The park service representatives had gathered to study the relative merits of the three different snow-removal machines. In addition to the Wright machine, the trials included a late model Snow Go machine and a new entrant built by another Crater Lake National Park employee, Ike Davidson. Although the Wright machine again made a good impression, the Snow Go appeared to be the one to best meet the park service's needs. The Snow Go also had the added advantage of being already in regular production in Iowa.<sup>15</sup>



Crater Lake National Park mechanic Paul Wright submitted these overhead, front and side-view diagrams of his snow-clearing machine with his U.S. Patent Office application. Wright designed the teeth on the rotating steel drums to be able to bite into the layers of compacted snow and ice that presented such a problem for Crater Lake road crews.





Hopes were raised, however, in the days immediately following the park service trials. I.W. Leech of the LaPlante-Choate Company, a Cedar Rapids, Iowa, manufacturer of snow-removal equipment, was also present at the demonstrations. "That Wright machine is a dandy," Leech announced. "We will probably take the Wright plow over, manufacture it, and put it on the market." Unfortunately the planned partnership never materialized. Perhaps the economic distress of the growing depression forced the cancellation of the Wright machine's manufacture.<sup>16</sup>

For the next several years the high hopes once envisioned for the Wright plow steadily evaporated. Additional demonstration tests were performed, including some difficult locales such as California's Donner Pass, but they failed to spark any serious interest. Wright filed for bankruptcy in June 1934. All the rights assigned to his invention reverted to the original backers. Throughout 1935, Fred Wahl, one of the original backers, continued to try to stir up interest in the Wright plow, but with little success. He displayed the machine at a number of industrial expositions and inventors shows,

and tried in vain to arouse some interest on the part of the state Highway Department to build the design on a license basis.<sup>17</sup>

As late as 1938 Wahl continued to seek a buyer for the Wright plow. In August the Snow Removal Company of San Francisco wrote with what was probably the final word on the Wright plow. While admitting the merits of the original design, a complete redesign would be necessary. Improvements in the design of rotary plows since the mid-1920s had, in essence, made the Wright plow obsolete. And with the life of the original patent already half gone, it was unlikely any interested parties would be found.

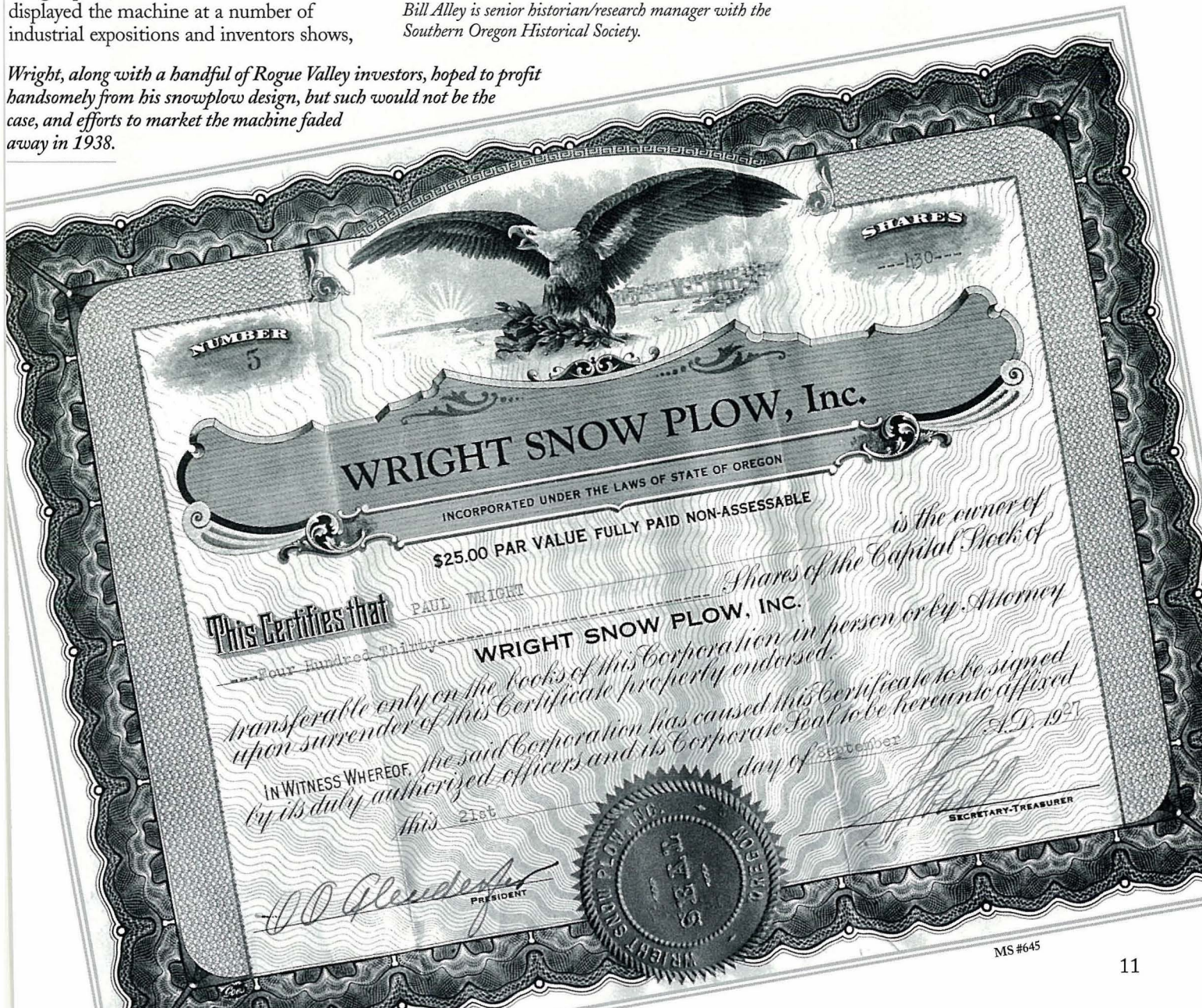
The remaining sections of the original plow, in storage in a Medford warehouse for the past few years, were apparently disposed of. All that remains of the local invention that once created such high hopes of success are a single photograph, a short film clip, and a file of correspondence in the Farmers and Fruitgrowers Bank Collection at the Southern Oregon Historical Society.<sup>18</sup> 🏠

*Bill Alley is senior historian/research manager with the Southern Oregon Historical Society.*

## ENDNOTES

1. Fred Wahl to Joe Dunne, 9 October 1935, MS-645, Farmers and Fruitgrowers Bank Collection, Southern Oregon Historical Society archives.
2. Patent No. 1,593,523, United States Patent Office.
3. Contract, 2 December 1926, MS-646.
4. Ibid.
5. Fred Wahl to John T. Anderson, 9 August 1935, MS-645.
6. *Medford Mail Tribune*, 11 May 1927, 20 June 1927.
7. Ibid.
8. *Medford Mail Tribune*, 1 June 1927.
9. *Medford Mail Tribune*, 6 June 1927, 14 June 1927, 20 June 1927, 28 June 1927.
10. *Medford Mail Tribune*, 26 June 1927.
11. *Medford Mail Tribune*, 1 July 1927.
12. Fred Wahl to Bank of California, 25 September 1928, MS-645; *Medford Mail Tribune*, 22 May 1928, 21 June 1928.
13. Fred Wahl to Joe Dunne, 9 October 1935, MS-645.
14. *Medford Mail Tribune*, 10 April 1930.
15. Ibid.
16. *Medford Mail Tribune*, 11 April 1930.
17. Bankrupt's Petition For Discharge; Fred Wahl to John T. Anderson, 9 August 1935; Fred Wahl to Joe Dunne, 9 October 1935.
18. Snow Removal Equipment Company to Fred Wahl, 3 August 1938, MS-645.

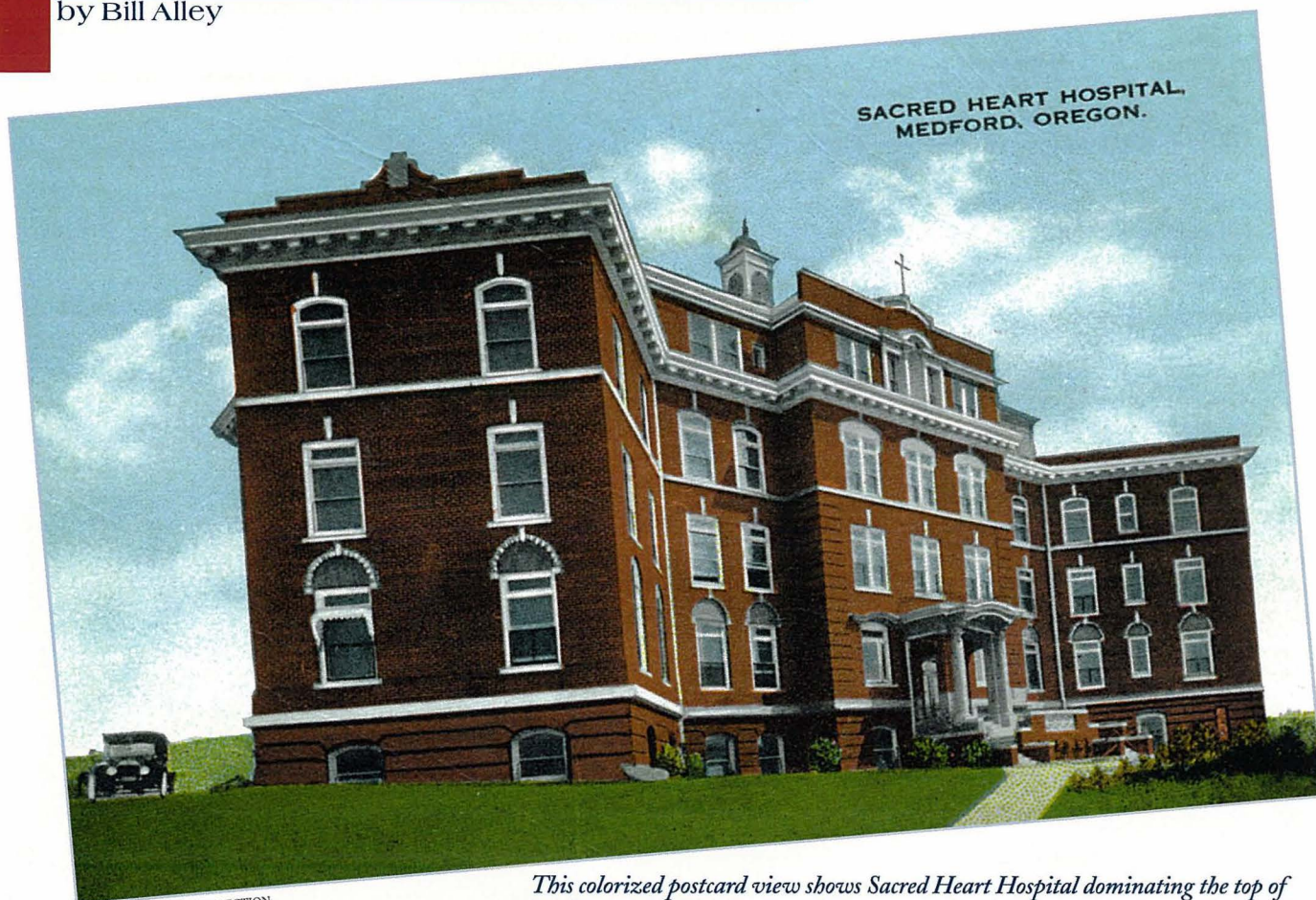
*Wright, along with a handful of Rogue Valley investors, hoped to profit handsomely from his snowplow design, but such would not be the case, and efforts to market the machine faded away in 1938.*





# “Complete in Every Detail: Sacred Heart Hospital”

by Bill Alley



SOHS POSTCARD COLLECTION

*This colorized postcard view shows Sacred Heart Hospital dominating the top of Medford's Nob Hill. Dedicated in 1912, the hospital served the community until Providence Hospital opened in 1966.*

“COMPLETE IN EVERY DETAIL, equipped with every device known to modern science, standing upon a site without an equal in the Northwest, overlooking a landscape ‘as fair as the valley of the Lord’ and one of the most progressive and cultured cities in the western country, conducted by the Sisters of Providence, who have no equal for excellence and thoroughness in such work, Medford’s new hospital, erected at a cost of \$150,000, is without a peer on the Pacific Coast.” Such was the opinion of the *Medford Mail Tribune* on the occasion of the February 18, 1912, dedication of the new Sacred Heart.<sup>1</sup>

With the coming of the twentieth century, the sleepy railroad town of Medford had undergone a profound change. Fueled by the growing orchard industry, new, substantial buildings burst forth like mushrooms after an evening’s rain. The growth of the city’s population, which had doubled to 6,000

between 1906 and 1910, created a demand for new homes and schools. In the field of health care, however, Medford had failed to keep up.

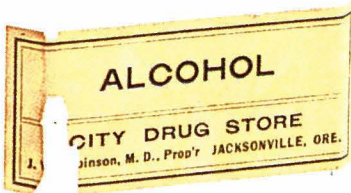
The Medford medical community was the first to recognize the shortcomings of local health care. In 1910 a delegation of physicians, including Drs. J.J. Emmons and R.J. Conroy, called upon the Order of the Sisters of Charity of Providence to come to Medford and help establish a new hospital. Since its inception in 1843, the Sisters of Charity of Providence had been dedicated to the care of others in need. In 1856, members of the order migrated to the Oregon Territory to carry out their work, and in 1874 established St. Vincent Hospital in Portland.

Upon their arrival in Medford in the spring of 1911, Sister Praxedes of Providence and her assistants, Sister Pascal and Sister Gerard, set to work caring for the patients in the

Southern Oregon Hospital, the existing facility lodged in a dwelling on the corner of South Central and Eleventh streets. When not tending to patients, the sisters were busy working with local community leaders on plans for a new, modern hospital. The previous year, a site on “Nob Hill” had been selected and the Medford Commercial Club sought subscriptions for its purchase. Soon thereafter, a delegation from the order accompanied by Portland architect Robert F. Tegan visited the site to prepare for actual construction.<sup>3</sup>

The first building to go up on the site would be the hospital laundry, which would serve as the living quarters for the sisters during construction of the hospital itself. The contractor, F.L. Litherland, estimated that the new edifice would require one million bricks; to fill that demand the Medford Brick Company opened a second brickyard near Jacksonville’s Opp mine.<sup>4</sup>





COURTESY OF PROVIDENCE

*Sacred Heart Hospital's School of Nursing graduated its first class in 1915. Pictured above are members of the first two graduating classes. Left to right, Angeline Provost, Sady Mulkey Elmberst, Mary Barba, Mary Ann Clark, Ada Hamlin, Agnes Broad, Anna Broad.*

Acc. #77.173.72



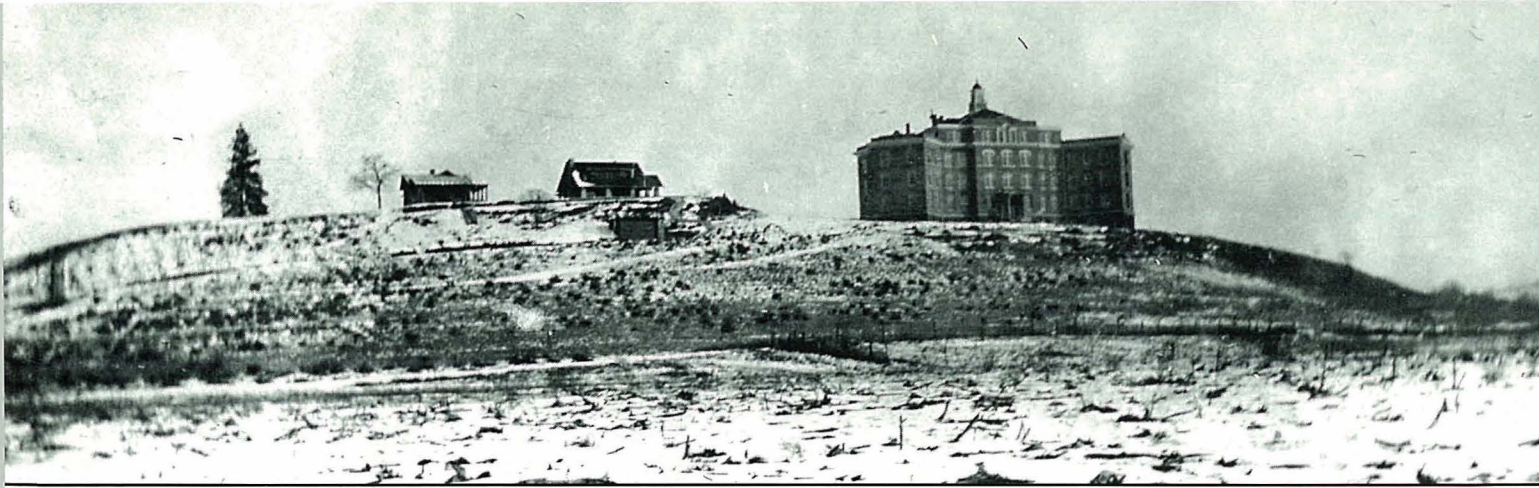
Acc. #85.3.76



SOHS #9178

*Southern Oregon Hospital, at the corner of Central and Eleventh streets, shown here circa 1910, was the temporary home of the Sisters of Providence until the completion of the new Sacred Heart Hospital.*





*Sacred Heart Hospital dominates the skyline in this stark view looking northeast from Bear Creek in east Medford. Medford's Eastwood Cemetery would be to the lower right.*

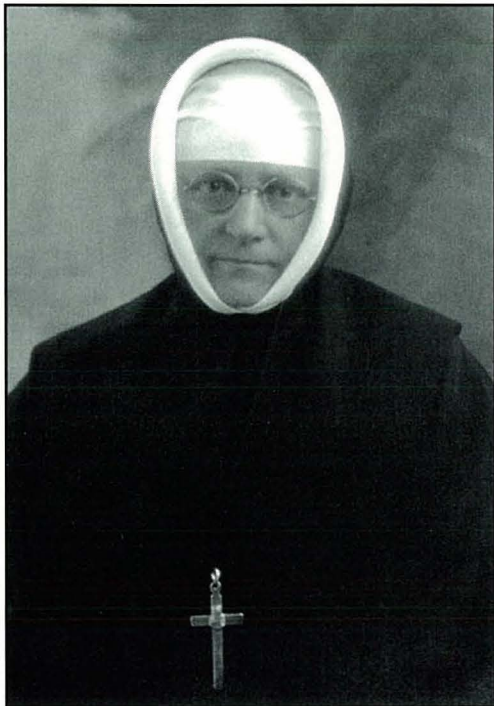
Plans for the new hospital, which would be called Sacred Heart, incorporated all of the latest innovations in hospital design. The two operating theaters boasted large windows to let in ample light. Accommodations for "125 patients in private rooms" were augmented by wards on each floor. Arranged in a series of wings, each room would benefit from some direct exposure to "sunshine, that great healer." Rounded corners throughout the structure prevented the accumulation of dirt and grime. Electric fans continually circulated fresh air throughout the building, replacing the air in each room every four minutes.<sup>5</sup>

Once opened, Sacred Heart Hospital offered more than just medical care. In June 1915, three young ladies, Angelina Provost, Adalaye Hamlin, and Mary K. Barba, comprised the first graduating class of the Sacred Heart School of Nursing. This school would continue its mission of training nurses until 1933.<sup>6</sup>

The years following the opening of Sacred Heart Hospital saw a steady decline in Medford's population, as the local economy slumped when the orchard boom went bust. This decline left the hospital with surplus space, and one entire floor remained unoccupied. This would change in the fall of 1918 when the Spanish influenza pandemic reached Southern Oregon. The sisters

were quick to offer the unused floor to the city for use as an influenza ward.<sup>7</sup>

The hospital continued to serve Medford's rapidly expanding population until well beyond World War II. After half a century of service, however, Sacred Heart had finally begun to show its age, and faced competition from the recently completed Rogue Valley Memorial Hospital. On October 12, 1960, it was announced that the venerable old hospital on Nob Hill would close its doors. Almost immediately the community rallied to prevent the closure. A foundation was established to raise funds for a new facility and the sisters agreed to keep Sacred Heart open until a new hospital could be built. Six years later, Providence Hospital opened, to carry on the tradition of caring begun in 1912. As for the old Sacred Heart Hospital, it was razed, to be replaced later with condominiums that overlook Bear Creek Park and the Eastwood IOOF Cemetery.<sup>8</sup> 🏠



COURTESY OF PROVIDENCE

*Sister Praxedes arrived in Medford in 1911 to take charge of the new Sacred Heart Hospital, soon under construction on Nob Hill.*



*To assist at the hospital, Sister Pascall was one of the two members of the order who accompanied Sister Praxedes to Medford.*

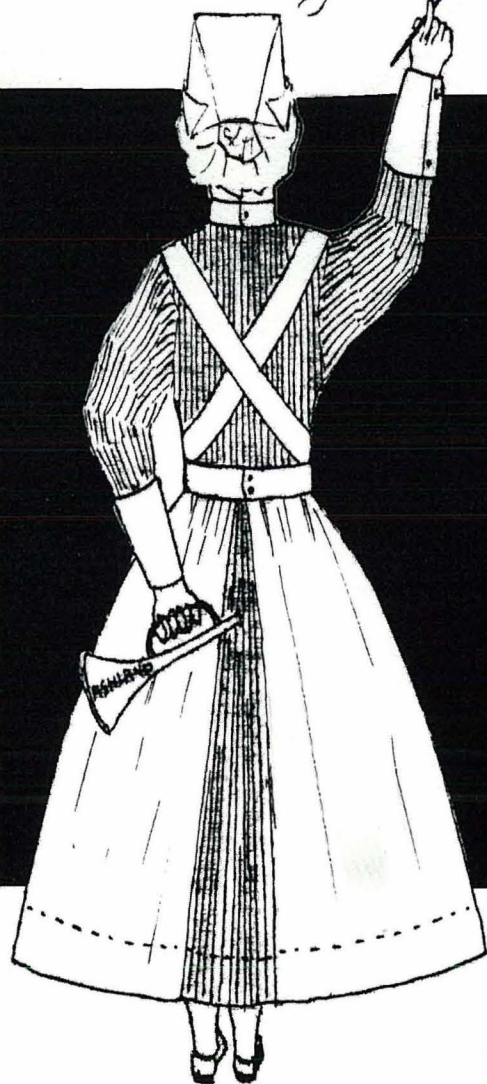
*Bill Alley is senior historian/research manager with the Southern Oregon Historical Society.*

#### ENDNOTES

1. *Medford Mail Tribune*, 19 February 1912.
2. *Polk's City Directories*, 1906, 1910.
3. *Medford Mail Tribune*, 15 September 1910; 23 February 1911.
4. *Medford Mail Tribune*, 23 March 1911, 15 June 1911.
5. *Medford Mail Tribune*, 19 February 1912.
6. *Medford Sun*, 12 June 1915; *Medford Mail Tribune*, 7 May 1961.
7. William Alley, "When the Spanish Lady Came: Medford and the Influenza Outbreak of 1918," *Southern Oregon Heritage*, Vol. 3 No. 3, pp. 20-21.
8. *Medford Mail Tribune*, 23 March 1989.



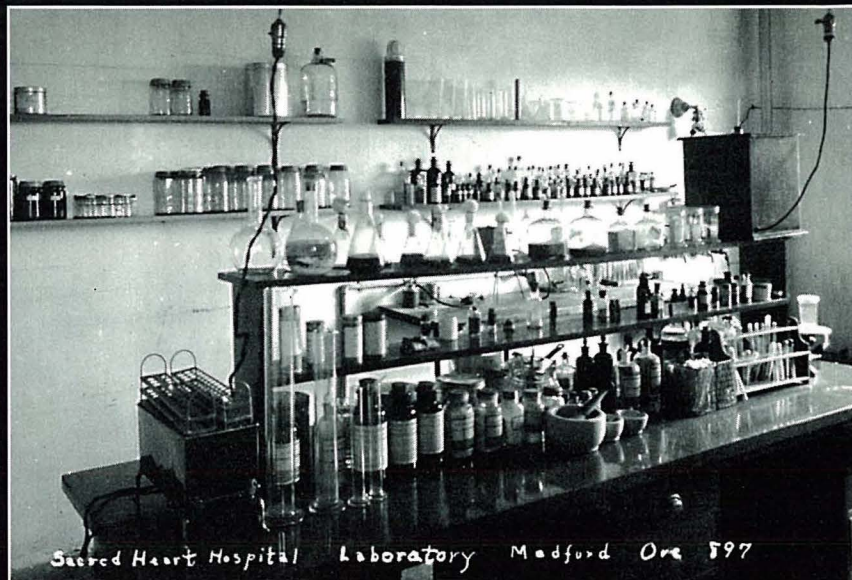
Miss F. Vandyke



June 7

1923

Above, a hand-drawn card announces the graduation of Florence Van Dyke from the Sacred Heart School of Nursing in 1923. The hospital ran the nursing school through 1933. At right, surgeons operate on a patient with the aid of overhead lights and light pouring in the windows—designed just for that purpose.



Sacred Heart Hospital Laboratory Medford Ore 897

Above, the wooden table and shelves packed with glassware and bottled chemicals and the stark metal operating furniture below seem almost medieval compared to equipment-packed modern hospital labs and operating suites, but they were state of the art when Sacred Heart opened in 1912.



Sacred Heart Hospital Surgical Room

Medford Ore. 899





# Little Applegate Sewing Club

by Connie Fowler

**M**EMBERS OF THE LITTLE APPLAGATE Valley community have a heritage of honoring and preserving their history and traditions.

For example, in 1993 Buncom's new owners, Reeve and Lyn Hennion, along with some caring neighbors formed the Buncom Historical Society in order to better preserve the three old buildings known as Buncom, a relic of the gold-rush era. By doing this, they hoped to tap into the sense of community that Buncom's early residents felt.

Another relic of the Little Applegate Valley's past has also been preserved, not as a building or artifact, but as a tradition in the form of a ladies' sewing club, which has been meeting for more than sixty years. In an interview from a scrapbook kept by the members, charter member and pioneer Vieve Saltmarsh (now deceased) told how the Little Applegate Sewing Club started:

"One day in the fall of 1932, Mae Powell took her embroidery over to Ellen Finney's to visit and embroider. On that same day, Cecil Jones decided to walk up to Ellen's house. They chatted and decided to do the same thing the next week.

When they met again, they decided to organize a sewing club and ask other women along the Little Applegate River to come. Edna Buck, Mollie Kleinhammer, Vieve Saltmarsh, Dora Saltmarsh, and



COURTESY OF THE AUTHOR

Ethel West joined. Cecil Jones was elected chairman and Mae Powell, secretary. They met once a week at different homes, bringing their own or sewing or mending for the hostess, hemming flour sacks to make dishtowels, and piecing quilts.

Later on Mrs. Ada Arant, a seamstress, joined the club and started a new project to help poor people. Mr. Finney had gotten injured and couldn't work so Mrs. Arant cut out dresses for the Finney girls and shirts for the boys. Each member brought three yards of material. They also pieced quilts for other poor people. These were Depression days, and people had big families and no work.

During the war they discontinued meetings because of the gasoline shortage. After the war they met once a month. Women from other parts of the Applegate Valley started coming."<sup>1</sup>

The local newspaper reported other special community events sponsored by the club, including potlucks, bingo, and a July picnic.

In the 1970s, approximately twenty-five women from all parts of the Applegate are belonged to the club, still meeting once a month, sewing lap robes and bibs for local nursing homes. One year they made a quilt and sold raffle tickets to raise money for what was then the Applegate Valley Lions Rural Fire Department, raising \$263.50.<sup>2</sup>

The Little Applegate Sewing Club was represented on the Applegate Valley Bicentennial Committee in the 1976 National Bicentennial Celebration. The lively club members continued to be an active part of community into the 1980s as well. The "pioneer" women of the Little Applegate are keeping the tradition alive. ■

*Writer Connie Fowler and her husband, Ben, ran the Applegate Valley.*

#### ENDNOTES:

1. Vieve Saltmarsh interview, Little Applegate Sewing Club scrapbook, Connie Fowler personal library
2. *Central Point Press*, 29 November 1978.



COURTESY OF CYNTHIA WICKLUND



106 N. Central Ave.  
Medford, Oregon 97501-5926

S O U T H E R N O R E G O N H E R I T A G E T O D A Y

Non-profit Org  
US POSTAGE  
**PAID**  
Permit No. 164  
Medford, OR