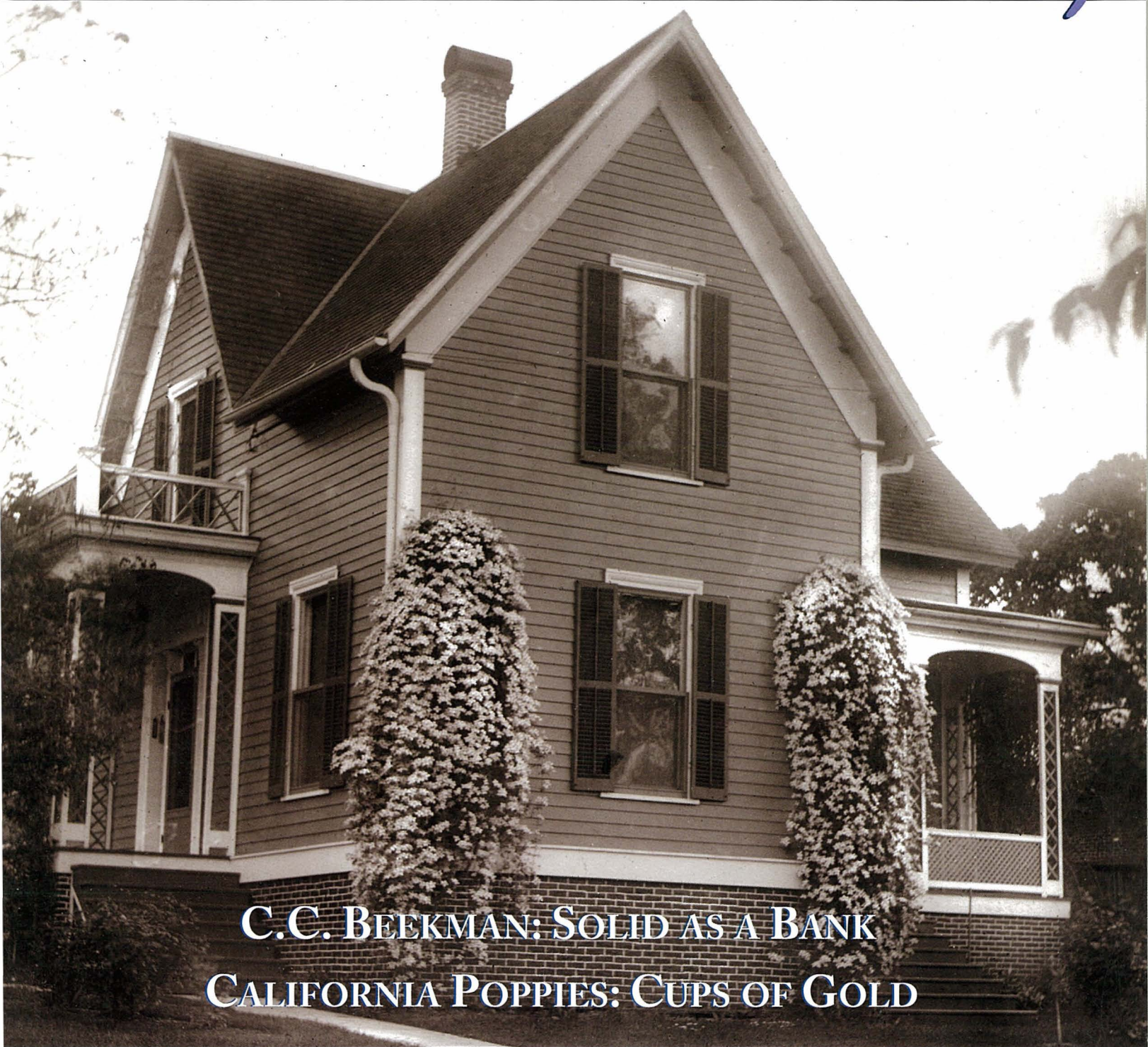


# SOUTHERN OREGON HERITAGE

May 2003 Vol. 5, No. 5

*Today*



C.C. BEEKMAN: SOLID AS A BANK  
CALIFORNIA POPPIES: CUPS OF GOLD



The following is a verse/letter. These were all the rage in the 1930s. This letter was sent by Katherine Parker Kellogg of Gold Hill to her cousin Alma, who possibly lived in California. Katherine was the granddaughter of Dr. Joseph Patch Parker and his wife, Sarah Craft Parker, who lived in Jacksonville and are buried there. The Parker family crossed the Great Plains in 1852; when cholera struck, the doctor was called to help in many wagon trains other than his own.

The letter retains Katherine's original spelling and punctuation. Also, the first public news on the Jacksonville gold stike came in the early weeks of 1852, not 1849.

Medford, Ore.  
Oct. 4, 1931

Dear cousin Alma, Lover of hills,  
Lover of nature, It's rocks and it's rills,  
To you I am writing; and I have this to say;  
I am with you and for you, in work and in play.

You've explored your big redwoods and Yosemite park.  
You've a house on a hilltop which you think is a lark,  
I'd like to be with you, together we'd roam,  
But wishes won't take me so far from my home.

Next summer when on your annual vacation,  
You must come to southern Oregon with a good inclination,  
And see the wonders that around us abound.  
We'll take the time off and go the whole round.

There are so many places to see  
Where I know you'd love to be.  
Places that you would adore,  
On the mountains & on the shore.

And when this visit to us you make,  
I hope we can go to Crater Lake,  
And to our famous Oregon Cave,  
Of it's stalactite beauties I know you'd rave.

There's grand old Ashland and it's city park,  
A very good place when on a lark;  
Where the shade trees hover over a brook,  
And you eat your lunch in a shady nook.  
There nature has reveled in splendid duty,  
Making a place of marvelous beauty.  
And Grants Pass too, with it's bathing beach,

And a pretty park within each reach.  
Strolling along in it's leafy bowers  
Enjoying the birds and beautiful flowers.  
You'd think of the Maker and bless the Giver  
Of the trees and the flowers and the cool flowing river.

There's quaint old Jacksonville, our historic town;  
Of it's ancient splendor we have renoun.  
The first real settlement to be made in this clime,  
'Twas caused by the gold rush in the year forty nine,

There are relics galore from valley and hill,  
Some bro't across the plains and cherished there still.  
The first gold scales on which gold dust was weighed,  
And the first little church built down in the glade.

There's a lot of scenic places we'd go if we could.  
There' blue Diamond Lake and Lake of the Wood,  
There's upper and lower Klamath Lake too,  
Dead Indian valley, with Mt. McLaughlin in view.

The trip over the Siskiyou is both thrilling and pretty,  
Likewise the road to old Crescent City.  
There you travel thru' forests of big redwood trees,  
And hunt for bright pebbles down by the seas.

And wild flowers of every description and hue,  
There secrets and haunts we'd gladly tell you.  
We'd hunt o'er the hilltops and down in the glade,  
Till arms o'erflowing, we'd rest in the shade.

I hope you're not weary and all tired out;  
I'm getting my letter most awfully strung out.  
So I send lots of love and bid you adieu,  
Hoping that soon I'll be hearing from you.

Katharine (Parker) Kellogg



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.

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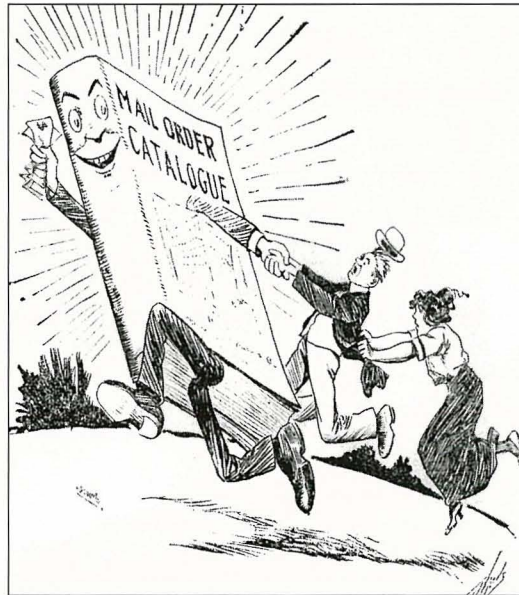
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MMT Aug 15, 1916



Medford Mail Tribune ad from 1916. Caption reads: "DON'T BE CARRIED AWAY BY THE CATALOGUE HABIT Are you one of the thousands ... it has built up a few enormously large cities at the expense of your town ... spend your money at home."

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SOHS #10314

## ON THE COVER

Julia and Carrie Beekman still lived in the Beekman House when this photograph was taken April 20, 1926.

Correction: The date of release of the Orson Welles movie, *Lady from Shanghai*, was incorrect in a story in the February 2003 issue, page 9. The film was released in 1948.



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From the Collection

# A Writer's Corner

Photography by Dana L. Jackson

*A writer's sample of  
the Southern Oregon  
Historical Society's  
fine collection.*



# California Poppy

By Nan Hannon and Donn L. Todt

**I**N OCTOBER OF 1816, the Russian vessel *Rurik*, under the command of Captain Otto von Kotzebue, landed at San Francisco Bay. Aboard were two men particularly anxious for landing, naturalist Adelbert von Chamisso and Johann Eschscholtz, the ship's physician and zoologist. These close friends were eager to discover and document plants and animals unknown to Europe. California poppy was one of the few plants still flowering in October. To the delight of the explorers, the satin petals shone golden amid the feathery, gray foliage. They carefully collected and pressed specimens. In 1820, when Chamisso officially described California poppy for the scientific community, he named it *Eschscholzia californica*, in honor of his friend and shipmate.<sup>1</sup>

Before the introduction of Eurasian weeds and grasses, California poppies grew even more abundantly on hills and meadows in the Far West. The golden glow of the landscape astonished those on early exploration and trading vessels sailing past California. Spanish sailors exclaimed that California was *la tierra del fuego*, a "land of fire." Early Spanish names for the plant include *copa de oro*, meaning "cup of gold," and the tender sobriquet *dormidera*, meaning "drowsy one," referring to the flower's habit of closing at dusk or in overcast weather to protect its pollen.

California poppy was, of course, known to the Native Americans of Oregon and

California, who used it for a variety of purposes. Some tribes used the boiled leaves as a hair tonic or made a decoction from the flowers to kill lice. A few tribes used the root to relieve the pain of toothaches. Although most tribes considered the plant poisonous, a few ate small quantities of the bitter, cooked foliage. While the California poppy is distantly related to the opium poppy, it has no narcotic properties and contains toxic alkaloids.<sup>2</sup>

The California poppy is native to Oregon, California, and parts of adjacent states, but in the 1800s it spread to distant lands such as Hawaii and Australia, as ships setting sail from California harbors took on local sand as ballast. The sand often contained tiny California poppy seeds ready to colonize habitats with warm summers and fast-draining soils.

In 1903, the California poppy was named the state flower of California. Poppies became a popular motif on items Californian, from souvenirs to produce labels to china. In 1892, the Atchison, Topeka and Santa Fe Railway introduced sturdy dinnerware with a California poppy design for the dining cars of California Limited trains from Chicago to Los Angeles. Until 1971, these perky dishes were in use in dining cars and at the Harvey House restaurants associated with the railway. When Franciscan Pottery sought a close identification with the California lifestyle, it introduced lines of dinnerware

including "Poppy" and "Wildflower," both decorated with bright California poppies and wildflowers native to California.

Because of its drought tolerance, long flowering period, and aggressive growth, California poppy is a common component of wildflower mixes. When it germinates, California poppy quickly sends down a long taproot to seek deep soil moisture. It is difficult to transplant California poppies without damaging this taproot, so it is best to sow the seeds, which are not much bigger than grains of salt, where they are to grow. In Southern Oregon's valleys, fall sowing allows seedlings to germinate and establish themselves before winter, so that the plant is ready to flower early in spring. Well-rooted poppies may be perennial, and surround themselves with offspring as their long seed capsules dry and pop open, shooting out round seeds to start another generation of fiery flowers. 🌻

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

## ENDNOTES

1. Karen Nilsson, *A Wildflower by Any Other Name* (El Portal, California: Yosemite Association, 1994), pp. 5-7.
2. Daniel Moerman, *Native American Ethnobotany* (Portland: Timber Press, 1988), p. 228.



PHOTOGRAPH BY DEE DEAL



SOUTHERN OREGON HISTORICAL SOCIETY

# Things To Do in May



Opens Saturday the 24th!

PROGRAM	DATE • TIME	LOCATION	DETAILS • FEES
Craft of the Month	Museum hours	CHILDREN'S MUSEUM	Butterflies • free with admission
Cinco de Mayo Family Day	3 Sat • 1 - 4 PM	JACKSONVILLE MUSEUM & CHILDREN'S MUSEUM	Family Day • free with admission
Sunprints/Silhouettes Workshop	7 Wed • 3:30 - 4:30 PM	CHILDREN'S MUSEUM	Workshop for ages 3-6 • Preregister/prepay by May 2 • \$4 members & \$5 non-members
Art in Bloom	10 Sat • 10 PM - 5 PM 11 Sun • 11 PM - 4 PM	HISTORY CENTER	Exhibits and activities for families • free
Chautauqua Program	17 Sat • 2 PM	CAMP WHITE MILITARY MUSEUM BLDG. 220, VA DOM, WHITE CITY	"Japanese Attacks on Oregon in World War II" • free
Guided Tours	24 Sat & 25 Sun • 1 - 5 PM	BEEKMAN HOUSE	Members, seniors 65+ & children under 6 • free Non-members • \$3 adults & \$2 youth 6-11
Railroading in the Rogue Valley	25 Sun • 8 PM	STEWART STATE PARK, HWY 62 GROUP CAMPING AREA	Slide program • free

## PROGRAM DESCRIPTION

For times and locations, see schedule above.

### CRAFT OF THE MONTH

#### Butterflies

Do you know which butterfly is Oregon's state insect? Come and find out!

### CINCO DE MAYO FAMILY DAY

Cinco de Mayo is of great importance for Mexican and Chicano communities. It marks the victory of the Mexican Army over the French at the Battle of Puebla. Although the Mexican army was eventually defeated, the "Batalla de Puebla" came to represent a symbol of Mexican unity and patriotism. Bring the whole family and participate in a variety of hands-on crafts and activities to celebrate this holiday.

### SUNPRINTS AND SILHOUETTES WORKSHOP

A silhouette is an outline of a person's head—usually filled in with black. Before photographs, people could have their "likenesses" created by having their silhouette done. Participants will create their own sunprint design and pose for a special gift for their loved ones.

### "ART IN BLOOM"

The History Center will open its doors both Saturday, May 10 and Sunday, May 11 during this year's "Art in Bloom" community celebration. Enjoy *Lasting Impressions: the Art and Life of Dorland Robinson* and other exhibits while kids "get creative" with hands-on activities. Here is something fun and FREE for the whole family! Hours: Saturday 10 a.m. to 5 p.m. and Sunday, 11 a.m. to 4 p.m. A selection of paintings from the Society's *Lasting Impressions* exhibit will be on display at the Rogue Gallery & Art Center, 40 S. Bartlett Street on Saturday, May 10, from 10 a.m. to 5 p.m. and Sunday, May 11, from 11 a.m. to 4 p.m.

### JAPANESE ATTACKS ON OREGON IN WORLD WAR II

SOHS and Camp White Historical Association are co-sponsoring the above program. Rick Francona, retired U.S. Air Force intelligence officer and vice president of the Port Orford Heritage Society, brings a piece of Oregon history to life with this lecture and discussion of the Japanese Navy submarine I-25 that attacked the Oregon

coast in June when it fired on Fort Stevens near Astoria. In September it launched two aerial bombs—one near Brookings, the other near Port Orford. Call Jay Leighton at (541) 773-6536 for more information.

(Presentation made possible by funding from the Oregon Council for the Humanities, an affiliate of the National Endowment for the Humanities.)

### BEEKMAN HOUSE OPENS

The C.C. Beekman House is open Wednesdays through Saturdays from 1-5 p.m. beginning May 24 and running through Labor Day. Guided tours of the home will transport you to a time of exciting technological changes. Call (541) 773-6536 for more information.

### RAILROADING IN THE ROGUE VALLEY

The arrival of the railroad was welcomed across the country. For isolated Southern Oregon residents, it was met with celebrations. This outdoor slide program presented by Programs Associate Jay Leighton explores the joys and difficulties in Rogue Valley's railroad history. Come share your favorite train story.

EXHIBIT	LOCATION	DATE • TIME
Lasting Impressions: The Art and Life of Dorland Robinson	HISTORY CENTER	Tues - Fri • 9 AM - 5 PM
Century of Photography: 1856-1956		
The History of Southern Oregon from A to Z		
History in the Making: Jackson County Milestones	JACKSONVILLE MUSEUM	Wed - Sat • 10 AM - 5 PM Sun • noon - 5 PM
Miner, Baker, Furniture Maker		
Politics of Culture: Collecting the Southwest		
Crater Lake: Picture Perfect		
Ongoing 'hands on history' exhibits	CHILDREN'S MUSEUM	Wed - Sat • 10 AM - 5 PM Sun • noon - 5 PM
Five Traditional Weaves	THIRD STREET ARTISANS' STUDIO	May 24 • 11 AM - 4 PM

## EXHIBIT DESCRIPTION

For times and locations, see schedule above.

### LASTING IMPRESSIONS: THE ART AND LIFE OF DORLAND ROBINSON

Dorland Robinson (1891-1917), a historic Jacksonville prodigy, produced an exceptional body of work—70 of which are on display. The diversity of mediums—charcoal, watercolor, pastel—in Robinson's Impressionistic-influenced paintings, is presented in this largest-ever exhibit of her work.

### CENTURY OF PHOTOGRAPHY: 1856-1956

Highlights the work of two area photographers, Peter Britt and James Verne Shangle. Britt's cameras and studio equipment are featured.

### 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.

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

An abundance of artifacts and photographs, from Chinese archaeological material to an early cellular telephone, tell the county's story. Not everything is behind glass—a working 1940s jukebox plays vintage automobile songs; a DVD player reproduces historic film clips.

### 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 SOUTHWEST

This exhibit presents extraordinary examples of pottery and textiles from the American Southwest.

### CRATER LAKE: PICTURE PERFECT

Can the majesty of Crater Lake be captured on film? Peter Britt's 1874 first photo of Crater Lake marks the beginning of this exhibit. Other sections include early colorized photos, picture postcards, and park improvements.

### CHILDREN'S MUSEUM

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

### HAND WEAVING EXHIBIT

The Rogue Valley Handweavers Guild, Saturday Handweavers Guild and Far Out Fibers will exhibit three shows this season. Five Traditional Weaves, May 24-July 26, will emphasize basic weaving structures. Colors Galore, August 2-September 27 will be a very bright show about the uses of color. Finally in conjunction with National Spinning and Weaving Month, 50 years of handweaving guilds in the Rogue Valley will be celebrated from October 4-December 13, with a historical perspective of the guilds' accomplishments. Please join in keeping these artforms thriving in Southern Oregon. Demonstrators and hands-on activities will be provided on Saturdays through December 13.

*Southern Oregon Historical Society*

(541) 773-6536

www.sohs.org

Fax (541) 776-7994

e-mail info@sohs.org

## MUSEUMS AND SITES

### HISTORY CENTER

106 N. Central, Medford

TUES - FRI • 9 AM to 5 PM

SAT • 10 AM to 4 PM

### RESEARCH LIBRARY

106 N. Central, Medford

TUES - FRI • 1 to 5 PM

### JACKSONVILLE MUSEUM CHILDREN'S MUSEUM

5th and C, Jacksonville

WED - SAT • 10 AM to 5 PM

SUN • NOON to 5 PM

### HANLEY FARM

1053 Hanley Road, Central Point

(CLOSED FOR THE SEASON)

### C.C. BEEKMAN HOUSE

California & Laurelwood, Jacksonville

(OPENS MAY 24)

### C.C. BEEKMAN BANK

3rd & California, Jacksonville

### THE HISTORY STORE

3rd & California, Jacksonville

WED - SAT • 10 AM to 5 PM

SUN • NOON to 5 PM

### THIRD STREET ARTISAN'S STUDIO

3rd & California, Jacksonville

(OPENS MAY 24)

### U.S. HOTEL

3rd & California, Jacksonville

UPSTAIRS ROOM AVAILABLE FOR RENT

### CATHOLIC RECTORY

4th & C, Jacksonville



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# CORNELIUS BEEKMAN: *Prosperous Founding Father*

By Jan Wright



## Cornelius C. Beekman

was not an overland pioneer of covered-wagon stature. He did not strike it rich in the gold fields. He did not volunteer to fight the Indians. He wasn't robbed on the stagecoach, nor did he shoot anyone. He was not college educated. He failed in his bid for governor of Oregon in 1878. He had no grandchildren to inherit his fortune and perpetuate his name. While most men won name recognition for gold strikes, military, political, academic, or infamous reasons, Beekman's fame was won "not by miserly conduct; not by oppressing the poor; not by taking advantage ... but by strict observance to business principles, and a careful management of his own affairs."<sup>1</sup>

Cornelius Beekman had this portrait taken in San Francisco circa 1863 and made into a carte-de-viste.



SOHS #268

Rarely did an opportunity seem too small for Beekman's attention, from selling a gallon of milk, to hand delivering newspapers from distant places to Rogue Valley residents. He experienced lean years along with other Oregonians, but managed to build for himself a rich family and financial life.

Though he could have inherited his father's successful carpentry business in Dundee, New York, Beekman arrived in California in 1850 via the Isthmus of Panama route, joining thousands of others with gold fever.<sup>2</sup> It did not take him long to abandon the cold, wet, back-breaking work of mining for more clever ways of making money. His carpentry tools and skills from home were in high demand in the mining communities, and he earned an ounce of gold a day (approximately eighteen dollars) building furniture and dwellings for the booming towns.<sup>3</sup>

Recognizing that he was not the only one far from home and in need of mail, goods, and supplies, Beekman got a job with an express company, Cram & Rogers, in Yreka, California. The company sent Beekman to a new mining town, Table Rock City (now Jacksonville) in Southern Oregon, where he became a connecting agent for miners and settlers hungry for news from home and for a secure way to ship their gold.<sup>4</sup> Before the old California Stage Company duplicated Beekman's route, Beekman himself rode two or three times a week from Jacksonville to Yreka or sometimes to Crescent City carrying valuables on horseback over the Siskiyou Mountains. He often traveled at night to avoid trouble with the Native Americans.<sup>5</sup> When Cram & Rogers went out of business in 1856, Beekman had enough money to buy the stables of his former employer and begin his own company under the name of "Beekmans Express".<sup>6</sup>

It was in those early years that he started the rudiments of his banking business by buying gold, storing it, and shipping it to the U.S. Mint in San Francisco. After sharing a building with Dr. C. B. Brooks, he purchased his own lot and established the structure we know today as the Beekman Bank. In addition to operating the bank, he continued to work in the express business as the Wells Fargo Company agent in Jacksonville. The stage stopped in front of the bank to take parcels and valuables as well as passengers north toward places such as Portland or south to California.

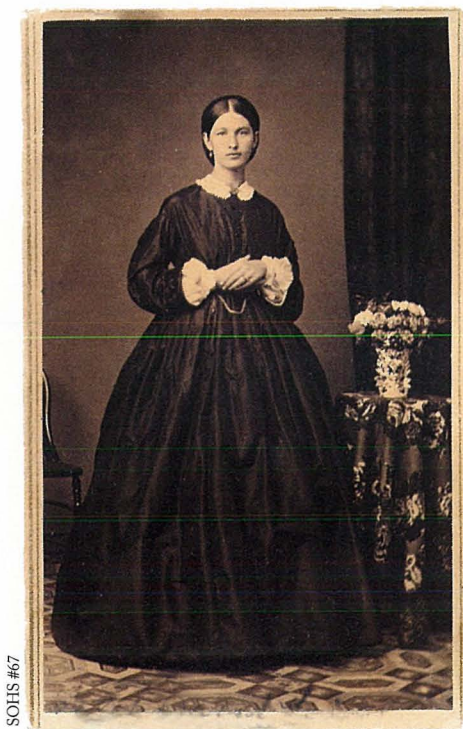
Unregulated by today's standards, the bank was run with a personal touch. Beekman did not lend the bank's money; rather his own funds were tapped when someone came seeking a loan.<sup>7</sup> Each depositor's money was left in the envelope in which it came and was placed in the bank vault. Beekman once described his banking practices: "My capital consists of reputation, land improved and unimproved, warrants, notes, cash, and etc. All notes I have are made payable to me as an individual, not to any bank. In suits of law I prosecute and defend in my individual name,

not as a bank."<sup>8</sup> Though other banks went under, Beekman's remained solid. Because he established trust and security, people handed over their money to the bank instead of keeping their valuables at home.

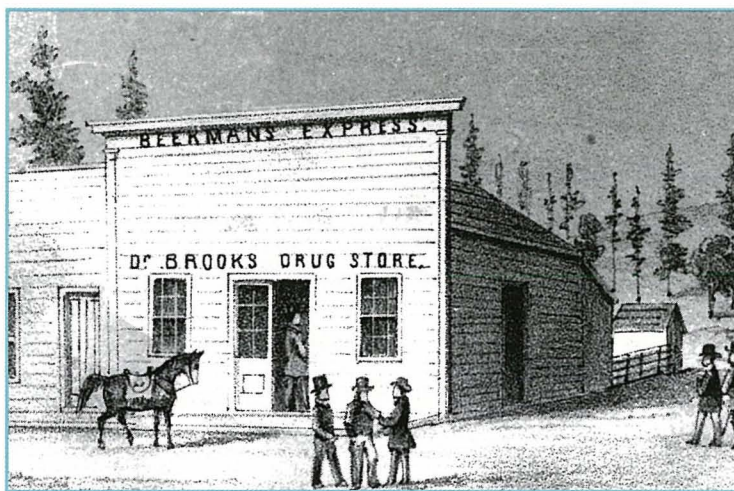
Beekman also sold schoolbooks, supplies, stationery, and insurance. His name is on page after page of the deed records of Jackson County as a buyer, seller, or witness to many land transactions. Between banking and shipping parcels and gold, he was in a position to know what a man was worth and where to buy land or obtain properties for a good price. He was continuously approached by various community members for loans, advice and references. His opinion mattered.

*"My capital consists of  
reputation, land  
improved and  
unimproved,  
warrants, notes, cash,  
and etc. All notes I  
have are made payable  
to me as an  
individual, not to any  
bank. In suits of law I  
prosecute and defend  
in my individual  
name, not as a bank."*

Cornelius C. Beekman



Above, Julia Hoffman Beekman poses in proper Victorian attire for this portrait circa 1861. Below is an 1856 illustration of the Beekman's Express building on the southeast corner of Third and California streets, which Cornelius Beekman shared with Dr. Brooks' Drug Store before he built his bank building across the street.



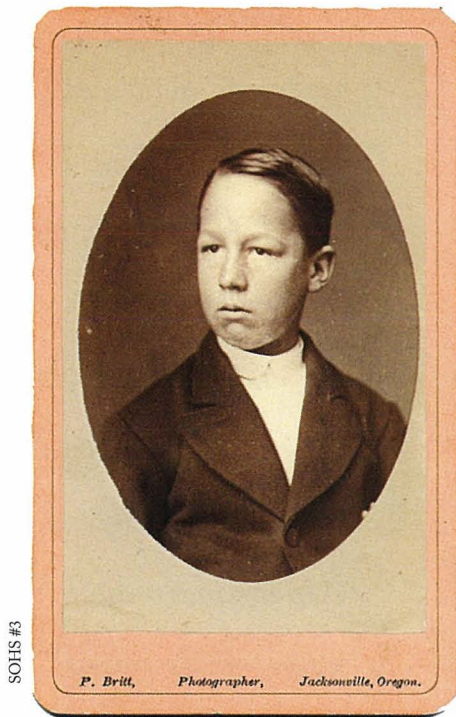
As a young man, Beekman had referred to children as “howling, squalling brats,” at the very least annoying in their infancy.<sup>9</sup> That attitude changed when he met Julia Hoffman. Not long after their first meeting at the Mountain House south of Ashland, they were married, in 1861.<sup>10</sup> Some say it was love at first sight.<sup>11</sup> With bachelorhood behind him, he had nothing but praise for his children as they came into the family.

Unsuccessful at farming, William Hoffman sold out and moved his family to Jacksonville to pursue other business ventures. In spite of the fact that Jacksonville still had a boomtown atmosphere with its accompanying rowdiness such as brothels, drunkenness, street brawls, and gambling, the Hoffman girls managed to find suitable husbands. Anna married the town’s furniture maker, David Linn. Emma married lawyer George Dorris, and moved to Eugene. Mary married George Vining, a merchant, and Florence married Judge T. H. B. Shipley. Kate stayed single for a long time until a distant cousin, John Horace Hoffman, came into her life.<sup>15</sup>

After their marriage, Cornelius and

Benjamin B. Beekman, named after his grandfather in New York, was born August 3, 1863.<sup>18</sup> Ben recalled that he lived “amid an environment not only of rare natural beauty but also of plenty and contentment” as contrasted to the earlier, rougher pioneer days his parents had endured.<sup>19</sup> He was taught by Mrs. Jane McCully in her private school and later became a favorite of teacher J. W. Merritt.<sup>20</sup> Merritt taught Ben and a schoolmate, Frank Huffer, advanced classes outside of the regular curriculum to prepare them for college.<sup>21</sup>

When Ben was ten years old, he had a phrenological chart done. The phrenologist was of the opinion that Ben wasn’t much of a boy, and that he definitely needed to be “roughed up.” He advised him to exercise to combat his tendencies toward cowardice, and said that he must “marry a cousin of the Amazons who will do her own fighting and help him do his.” His



The Beekmans had three children, from left, Ben, Carrie and Lydia. Ben and Carrie lived out their days in Portland, Ben dying in 1945, and Carrie in 1959. Lydia, born in 1867, died in 1873 and is buried in the Jacksonville Cemetery with her parents.



Julia was the daughter of William and Caroline Hoffman, born and raised in Indiana. She was fourteen when she and her five sisters (Mary, Anna, Emma, Florence, and Kate) came to Oregon with their parents in 1853. The wagon train they traveled with was called the “preacher train” because of the number of preachers traveling together. Even though the company refrained from traveling on the Sabbath, they managed to catch up with others who did and kept up a friendly competition to see who would arrive in Oregon first.<sup>12</sup>

For the first few years of settlement in the Rogue Valley, the Hoffman family lived outside of Jacksonville, near what is now Dark Hollow Road where it intersects Old Stage Road.<sup>13</sup> They, along with other settlers, occasionally had to fort up in the Gore Stockade during the Indian wars. While living there, Julia’s older sister, Mary, started a school for young scholars barely older than herself. Julia studied under Orange Jacobs, who later became a territorial chief justice in what became the state of Washington.<sup>14</sup>

Julia lived in what is now known as the Minerva Armstrong House on the corner of California and Sixth streets in Jacksonville, where Julia ran an efficient household with her allowance from Cornelius.<sup>16</sup> All three of the Beekmans’ children, Ben, Carrie, and Lydia, were born there. Sometime in the early 1870s, the family moved into the house still known as the “Beekman House” across the street and south of their first home.<sup>17</sup>

parents were advised that he “must go barefoot and must not go swimming for he has no animal head to spare in that direction.”<sup>22</sup> Ben struggled with health and stamina throughout his life. It was a common topic in his letters home and a factor in his decision-making processes. “Trust in God and keep your bowels open,” was a mantra he used in his letters home to his mother.<sup>23</sup>

On September 29, 1876, Cornelius took Ben to Philadelphia to see the Exposition/Centennial exhibits. Ben was thirteen years old and kept a journal of



At left, Cornelius Beekman stands at the counter of his bank next to his gold scales in 1909. Above, the bank, minus the sidewalk cover, still stands on the corner of Third and California streets.

the trip. The pair traveled by stage from Jacksonville to Yreka and by train across the country. They stayed in Dundee, New York, with Cornelius's parents and family before and after visiting Philadelphia. At the exhibits, Ben enthusiastically noted in his journal seeing such things as a Chinese bedstead worth \$4,000, laces from Mexico, silkworms at work, leather of every color, a "terrible big" display of silverware, and the exhibit from the Oregon department.<sup>24</sup> By the time Ben and his father arrived home on Christmas night, they were laden with gifts and stories of their cross-country trip.

The advanced classes Ben took from Mr. Merritt paid off when Ben was accepted to the University of Oregon. His mother and father stayed very involved and wrote to him frequently. Ben graduated from the university in Eugene in 1884. For a while he stayed there and taught, but the "confinement was to [sic] much for his health" and he decided to study law.<sup>25</sup> Beginning his advanced education at Harvard, he switched to Yale, again referring to his health as a cause for change: "My constitution will never allow me to carry out that method of study."<sup>26</sup> Once Ben graduated from Yale, he returned to Oregon, but not to Jacksonville. He chose to live in Portland at the Portland Hotel and practice law. He wrote of his opinion of Jacksonville: "The place is in decline and will die of a lingering and slow disease. ...[It] is too far from the railroad to regain even her former activity. ... I cannot say that I desire to remain in J'ville any length of time in the future."<sup>27</sup>

Though he never married, he dated at least one woman in Portland. Ben warned his mother: "Undoubtedly you will hear things before long. For several months I have been calling on and in fact rather attentive to a very attractive widow ... and it is now rumored that we are engaged. I will say right now that ... there is no truth to that report." Ben went on to explain that he had no intention of matrimony because the woman had three children and she was slightly older than himself.<sup>28</sup>

The second child in the Beekman family was Caroline C., born in December 1865. She was more of a presence in Jacksonville than Ben, but her story is more elusive. Though she was the recipient of many letters from home and she in turn wrote to her family, the letters were not preserved. She seems to be only a footnote to the famous Beekman name. Apart from the outline of her life, there are many unanswered questions.

It is assumed that Carrie attended school in Jacksonville and learned the homemaking arts from her mother. When she was ready for advanced studies, she enrolled at an all-girls school, Mills Seminary, in Oakland, California. Her studies included French, English literature, history, and music. Julia wrote to Ben: "I have great reason to believe that she is doing all that we could wish ... both in the progress she is making in her studies and also in the improvement of manners, choice of associates and desire to become a cultivated, refined and noble woman."<sup>29</sup>

Though Carrie did well in school, her vision began to falter. Even after getting

glasses, having an operation on her eyes, and many doctor appointments, she had to quit school to avoid the strain.<sup>30</sup> Apparently her request to return to Mills a year and a half later was denied by her father, who declared "the time too short to accomplish much and the expense ... so great."<sup>31</sup>

Carrie never returned to her studies, but spent many months away from home visiting Salem, Eugene, Portland, and San Francisco, often on extended visits. Her mother wrote to Ben that "Carrie loves Salem. ... I wish for her sake we could go there for a few years at least. ... I feel so sorry for Carrie, it does seem hard that she cannot enjoy society and home at the same time. ... I would like to see the parlor lighted every evening and filled with such young people as would be desirable for her to associate with."<sup>32</sup> It is clear that Julia wanted Carrie to find a suitable husband, but the choices in Jacksonville were not the best. Carrie never married. One Jewish family recalls that one of the sons admired Carrie, but the romance apparently fizzled.<sup>33</sup> Another rumor has Carrie interested in a minister, but no documented evidence of any serious male attentions has surfaced.



One of the highlights of Carrie's life was her trip to Europe. For years she had planned to go, but all plans failed until 1895. Her traveling companion was her unmarried cousin, Ruth Hawkins. The journal of the trip, one of the few documents in her actual handwriting, is a travelogue describing in detail the history and importance of the places she visited but alluding to few personal details.<sup>34</sup> She visited Ireland, England, Scotland, Scandinavia, Switzerland, and Italy among other places, and came home with a renewed appreciation of just how small a town Jacksonville could be.

A third child, Lydia, was born in 1867 to Cornelius and Julia but was not destined to live long. At her death in 1873, Julia wrote to the Beekmans in New York: "She was our little Sunbeam ... and she has gone to fill her place in that Heavenly House where we shall meet her, when we shall see her dear face and hear her sweet voice. ... She suffered intensely but bore it patiently."<sup>35</sup> In the same letter, Julia enclosed a lock of Lydia's hair and resolved to turn her attentions to her "two dear children and loving husband." The family visited Lydia's grave in the Jacksonville Cemetery often, and it is said that Julia wore dark clothing for the rest of her life as a sign of mourning for the child.<sup>36</sup>

Cornelius and Julia enjoyed a quiet life in Jacksonville in their declining years. He walked to the bank, wrote letters to his remaining New York relatives, and gave advice to his nieces and nephews. Julia was occupied with church and friends and, of course, with Ben and Carrie. Overnight guests would stay and talk over the issues of the day as well as reminisce about the glory days of Jackson County.

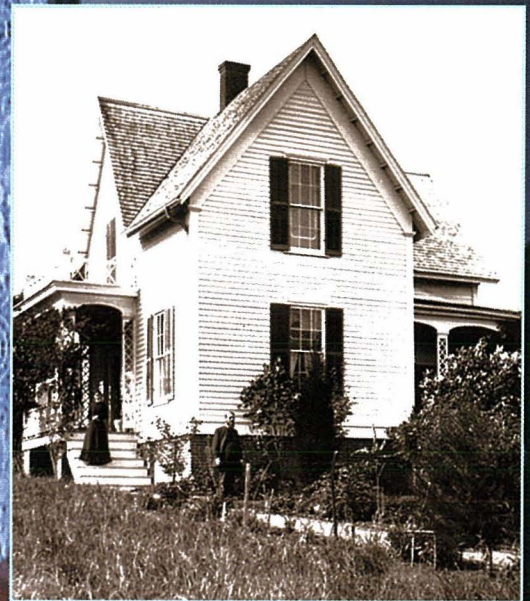
Cornelius died in 1915 at the age of eighty-seven. By the time he passed away, he had neatly arranged all his affairs and left his effects to his family with money enough to last the remainder of their lives.<sup>37</sup> When the church bells announced his death, a part of the town also died. Almost every aspect of life in Jacksonville could be traced back in some way to Cornelius Beekman, from weighing newborns on his scale at the bank to finding a plot in the cemetery.<sup>38</sup> Today, dozens of agencies perform the functions that Cornelius took upon himself. He governed, he

contributed to and encouraged enterprise, he donated to charitable causes, he improved land and properties, he invested in the future by seeing that children were properly educated, he brought news in and out of the valley, and he preserved the past for others to enjoy.

Julia became rather reclusive after her husband died. She was rarely seen outside of her home, church, or reading circle. Her generation of associates was passing on and she had less enthusiasm for social calls. Carrie remained with her mother and participated in the same activities with a definite Victorian formality. A housekeeper for Mrs. Beekman reported that both Carrie and Mrs. Beekman dressed "in their dark dresses and high-laced collars held up with whalebone insets" and they "were very quiet, very sedate."<sup>39</sup> Julia died in 1931 and was buried next to her beloved husband and daughter, Lydia. Carrie closed up the house and moved into the Portland Hotel next to her brother. Caretakers maintained the house and bank, but no one else ever owned the properties.

After Ben died in 1945, Carrie stayed in Portland, in the elegant, old-fashioned Portland Hotel until the hotel was razed in 1950. Carrie died in 1959. She left the house in Jacksonville and its contents to the University of Oregon.<sup>40</sup> Later it was acquired by Jackson County. Each summer the Southern Oregon Historical Society presents guided tours of the house. The bank was left to the Oregon Historical Society in Portland for one dollar, but was turned over to Jackson County in 1975. Both the house and the bank are maintained by the Southern Oregon Historical Society. ■

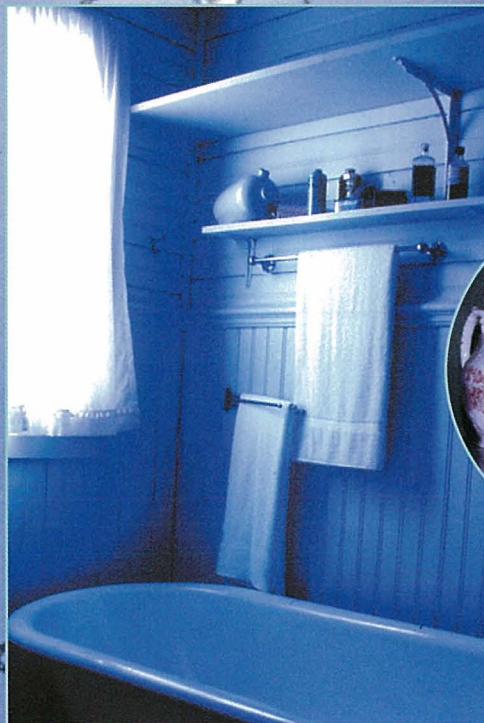
*Jan Wright lives in Ashland and is the director of Talent Historical Society.*



The Beekman family moved across California Street to what is now called the Beekman House sometime in the early 1870s. Here, Cornelius and Julia lived out their lives. The home and its graceful Victorian appointments are preserved by the Southern Oregon Historical Society.

# ENDNOTES

1. A.G. Wallings, *History of Southern Oregon* (Portland: 1884), p. 524.
2. Oregon Historical Society MS 916, letter dated 14 August 1859 from Cornelius Beekman to his parents in New York.
3. OHS MS 916, Box 15, Folder 1, "Goldsmith & Beekman daybook and ledger from June 1, 1853, Yreka City, Siskiyou Co."
4. *Portrait and Biographical Record of Western Oregon* (Chicago: Chapman Publishing Co., 1904), p. 207.
5. *History of the Columbia River Valley* (Chicago: S. J. Clarke Publishing Co., 1928), Vol. II, p. 345.
6. Southern Oregon Historical Society image No. 678, drawing of Beekmans Express building with Dr. Brooks Drug Store.
7. O.K. Burrell, *Gold in the Woodpile* (Eugene: University of Oregon Press, 1967), p. 217.
8. OHS MS 916, Box K, Vol. 9, p. 116, letter 3 Feb 1902 from Cornelius Beekman to David Dunn.
9. OHS MS 916, letter from Cornelius Beekman to his parents in New York, 14 August 1858.
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11. SOHS MS 160, Hoffman scrapbook article, "Mrs. Mary Hoffman Vining, Well-Known Local Pioneer."
12. Violet Coe Mumford, *The Royal Way West*, Vol. II. (Baltimore: Gateway Press, Inc., 1988), p. 135.
13. 1858 survey maps, Jackson County, Oregon Territory, T38 R2W.
14. SOHS MS 160, Hoffman scrapbook article.
15. Lacy, *Jackson County Marriages, Vol. 1*, p. 2. Mary H. Hoffman married George T. Vining 30 December 1855; p. 7, Annie Sophia married David Linn 30 August 1860; p. 15 Emma Hoffman married George Dorris 15 May 1866; p. 18 Florence Hoffman married 9 June 1867 to T.H.B. Shipley 16. *Jackson County Marriages, Vol. 4 (1896-1907)*, Kate F. Hoffman to Horace Hoffman 5 January 1902.
16. OHS MS 916, Box 19, daybook 35/21 for 1862 household expenses.
17. OHS MS 916, Folder 19, insurance record for the house on the "South side of California St."
18. *History of Columbia River Valley*, p. 343.
19. *Ibid*.
20. University of Oregon Special Collections AX 10 Folder 2, letter to Ben from J.W. Merritt, 16 October 1880.
21. *History of the Columbia River Valley*, p. 346.
22. OHS MS 916, Box 15, Folder 29, Phrenological Character of Ben Beekman, by O. S. Fowler, 22 August 1873.
23. SOHS, Beekman Correspondence, letter from Ben to Julia, 1 May 1884.
24. UO Special Collections AX10/2, Diary of Ben Beekman, 29 September - 25 December 1876.
25. OHS MS 916, Box K, Vol. 2, p. 337, letter from C.C. Beekman to his sister.
26. SOHS Beekman Correspondence, letter from Ben to C.C. Beekman 17 October 1886.
27. SOHS Beekman Correspondence, letter from Ben to Julia 1 May 1884.
28. SOHS Beekman Correspondence, letter from Ben to Julia 18 July 1900.
29. SOHS Beekman Correspondence, letter from Julia to Ben 19 March 1884.
30. OHS MS 916, Box K, Vol. 2, p. 385, letter from C.C. Beekman to Mrs. C.T. Mills, 13 July 1885.
31. SOHS Beekman Correspondence, letter from Julia to Ben, 22 February 1887.
32. SOHS Beekman Correspondence, letter from Julia to Ben, 15 October 1885.
33. SOHS Education Collection, Beekman file, letter from a Mensor family member.
34. UO Special Collections, AX10/2/3, Carrie Beekman's European Diary 1895-1897.
35. SOHS Beekman Correspondence, letter from Julia to Father and Mother Beekman, 22 October 1873.
36. SOHS MS 119, *Moses Williams's Diary, 1852-1897* typescript copy. Various dates record Beekmans visiting the cemetery with the minister.
37. Jackson County, Oregon, Record of Wills, Vol. 4, p. 30. Will of Cornelius C. Beekman.
38. SOHS MS 9, *Clowns is People, Too*, by Vance Colvig, and OHS MS 916, document dated 26 April 1912 about the expansion of the Jacksonville Cemetery.
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40. SOHS MS 597, Last Will and Testament of Carrie C. Beekman, 1946.



# Haskins' Drug Store, 1884-1926

By David Scafani

## GEORGE H. HASKINS

George H. Haskins was born in Waukeshaw, Wisconsin, on December 15, 1844. His family moved to Rock County, Wisconsin, when he was still a child. He graduated from Milton College, and in 1864 he moved to Estherville, Iowa. In 1875, he met and married Helen F. Lawton. Over the next few years, two children—Fannie and Leon—were born. The Haskins family arrived in the brand-new town of Medford by train in 1884.

From the beginning, George took on leadership in Medford. He joined the new Presbyterian Church that was being formed, started one of the first pharmacies in town, and became Medford's first mayor. He was very popular and was reelected three times. His honesty endeared him to the community. He would even give advice to customers that might cost him a sale or financial gain if it was the correct thing to do.

In 1894, George Haskins joined with Benjamin Adkins, John White, and Benjamin Webb to develop a city telephone system called The Rogue River Valley

Telephone Company. The switchboard was in a back storeroom in Haskins' Drug Store from August 1894 until December 1900, when the system was sold to the Sunset Telephone Company.

George Haskins' Mortar Drug Store was located at 214 East Seventh Street, which became East Main Street in 1908. As with all early pharmacies, in addition to drugs and patent medicines, a wide variety of merchandise—books, stationery, postcards, paints, oils, school supplies, tobacco, cigars, perfumes, and toilet articles—was sold to increase profitability.

In 1903, Leon Burr Haskins, George's son, graduated from the University of California School of Pharmacy. He returned to Medford to work in the drug store with his father. He assumed an increasing amount of responsibility in the business and, with the death of his father in March of 1907, Leon carried on the business alone.

Medford's first library was started in the back of Haskins' Drug Store in 1903. Leon was the first librarian. The directors of the Medford Library Association were W.S. Crowell, W.P.

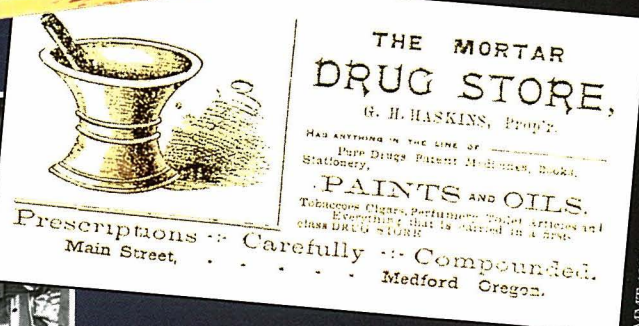
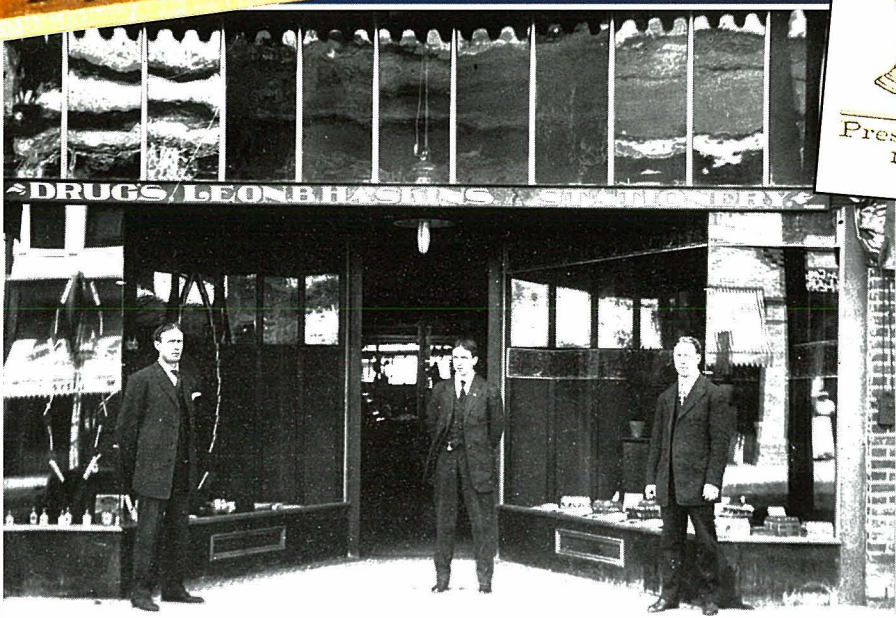
Pickel, and F.E. Payne. A membership fee of two dollars along with a monthly charge of twenty-five cents paid for expenses. In 1908, the Greater Medford Club started a free reading room and library at Medford City Hall and the books from Haskins' Drug Store were donated.

Although many drug stores opened in Medford over the years, Haskins' Drug Store remained a major one through 1926. In 1927, Larry Mann bought the store. The store remained open until 1932 under various owners.

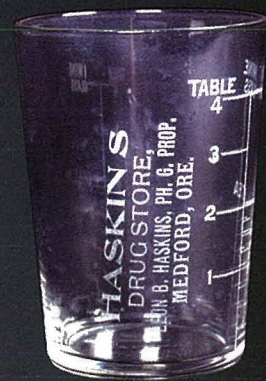
Leon went on to become an officer at the Medford National Bank, and served on the local draft board during World War II.

Only one pioneer drug store lasted longer than Haskins', and that was Charles Strang's drug store, which lasted from 1884 to 1945, but that's another story. 🏠

*David Scafani is a retired teacher, and the author of "The Bottles of Jackson County."*



One of the men in this circa 1908 photograph of Haskins Drug Store is probably Leon Haskins.



Courtesy of the Author

MMT, 1899

Courtesy of the Author



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# From the Director



## DEAR SOHS MEMBER:

These are difficult times for the Southern Oregon Historical Society.

As we go to press in early April, it appears that the Jackson County Budget Committee will approve a budget submitted by the county administrator that will reduce SOHS funding by a minimum of \$250,000 and perhaps more during the coming fiscal year. The budget committee is scheduled to hold a public hearing on our budget on April 24.

As the executive director of the Society, it is my job to respond to these cuts, which will clearly have a severe impact on our ability to continue our programs and other activities. I want the membership to know that I intend to act with a great deal of thought, but swiftly, to address our changing needs.

I already have decided to make two changes: to close Hanley Farm to public programs, and to suspend the Living History program at Beekman House in Jacksonville.

These decisions are not taken lightly. The historic Hanley Farm is one of our greatest treasures, and will in the future be the foundation of a wonderful series of Living History programs and other activities designed for the family. But the Society cannot at this time afford to continue providing public programming at the farm. We will, for the time being, preserve and restore the farmhouse, barns and other outbuildings, and hope to return to public programming at a future date.

Other decisions will be announced by the end of April or in coming days. I intend to reorganize our professional staff to further streamline the organization and reduce expenses. Additional cutbacks in operations also are likely at the Children's Museum and the Jacksonville Museum of Southern Oregon History.

I urge Society members to remain firm in their commitment to our organization at this time of need. With reductions in public funding, our dependence on members will become more important, not less. For the same reason, I urge volunteers to remain involved. We need you now more than ever.

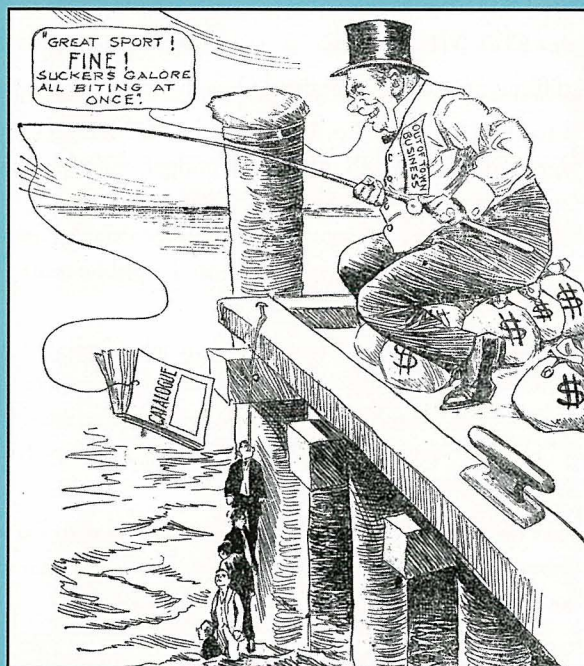
In addition, the Board of Trustees and I are hopeful that a long-range solution to the funding dispute with Jackson County might be reached. As many of you may have read or seen in the local media, we have offered the county a compromise that would end our lawsuit. Although the details of the proposal have not been reported accurately, we are moving forward in a spirit of cooperation.

Again, I ask for your support in coming weeks and months as we adapt to the demands of our new realities.

John Enders, Executive Director

# The Catalog Habit

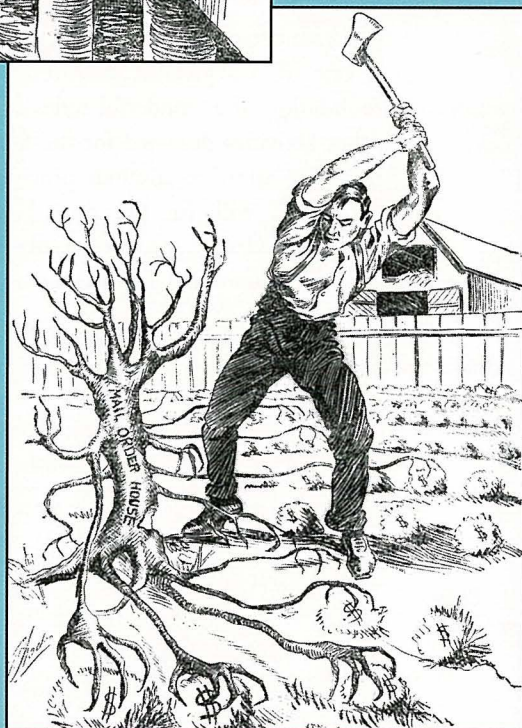
By William Alley



A *Medford Mail Tribune* ad from 1917. The caption reads "THE CATALOGUE BAIT: ...orders for one hundred windmills sent to one mail order house alone. In each case the man who bought long distance had to pay freight, haul the windmill ... erect it—when, if he had been wise, ... bought the same ... windmill at his local dealer's for the same money, could have had it taken to his place and erected without cost ...and without freight from Chicago... 'Fishing for suckers' may be good sport—for the other fellow—but it's hard on the suckers. Let us shun this 'out-of-town' bait religiously."

MMT May 15, 1917

A *Medford Mail Tribune* ad from 1916. The caption reads "CUT DOWN THAT TREE: ... the roots of the tree sapped all life out of the soil. ...the mail order habit, like a deadly tree, has fastened its roots to our community life ... robbing us of thousands of dollars each year. Year by year we have cultivated this habit until we are now face to face with the growth that is holding back our community. We must stop the growth of the habit by cutting it out."



MMT Dec 20, 1916

## THE SECOND HALF

Of the nineteenth century witnessed the rise of a new phenomenon quickly embraced by the predominantly rural population of the United States: the mail-order catalog. With so many Americans living on farms or in small communities, the mail-order catalog provided access to many goods that were simply unavailable in a small-town general store.

Although there had been a number of small specialty catalogs circulating since the time of the Civil War, the concept of a general-merchandise mail-order catalog was introduced in 1872 by Aaron Montgomery Ward, a salesman from Chicago. By 1895 Ward's sales had reached \$4 million, and his company's catalog ran to more than 600 pages. Such was the appeal of mail order that the United States Post Office inaugurated rural free delivery and parcel post to accommodate the trend.

For many growing communities during the first two decades of the twentieth century, however, the mail-order catalog began to be seen as a nefarious instrument funneling money away from local businesses. One such community was Medford. Luxuriating in a period of exceptional growth fueled by the region's expanding fruit industry, Medford had become one of the fastest growing towns in the country, and could soon boast having more automobiles per capita than any other town in the nation.

To promote the development of local industries and retail stores, Medford's Commercial Club, forerunner of the modern Chamber of Commerce, initiated a campaign exhorting the citizenry to buy locally. "By Medford Trade is Medford Made," was adopted as the club's slogan, and newspaper advertisements promoting that sentiment appeared almost daily in the local newspapers. One such series of ads took direct aim at the mail-order catalog and the "catalog habit," reminding readers that out-of-town purchases would adversely affect local prosperity.

In one of those delicious ironies that can make history so much fun, at the time these ads were running, two brothers named Harry and David Rosenberg had taken over the operation of the Bear Creek Orchard, which they would ultimately develop into one of the largest mail-order catalog fruit and food operations in the world. 🍎

*William Alley is a certified archivist and historian.*



106 North Central Avenue  
Medford, Oregon 97501-5926

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