

SOUTHERN OREGON HISTORICAL SOCIETY



A PLAN FOR ACTION

ON THE COVER

1. Indigenous Basket Cap - SOHS #700

Indigenous people living in southern Oregon used native plants to make a variety of clothing items as well as for making baskets, sleeping mats, temporary summer shelters and fishnets. This cap, worn by a woman, is a twined bowl, with an overlay of bear grass. The design accents are done in Maidenhair fern. The intricate design incorporates geometric patterns in a variety of colors.

2. Concertina - SOHS#1956.27 This lovely wind instrument is a Concertina and dates to the mid-19th Century.

It belongs to a group of related instruments also called free-reed instruments that have small metal tongues inside them that vibrate when air moves around them and sound is produced. It belonged to Eber Emery (1819-1891), who with his wife Sophia Hoover Emery, emigrated to Oregon in 1850. A millwright by trade, he located at the future site of Ashland and built the town's first mills, a flour mill in 1851 and a sawmill in 1851-52. He later built and operated the Ashland House hotel.

3. Chinese Imperial Nine Dragon Robe – SOHS#1979.3.75 The Imperial Nine Dragon robe probably dates from between 1820 and 1850. It took an average of eight years to complete one dragon robe, incorporating over six million hand stitches. This robe was worn only once, and only as an undergarment.

4. Missionary Diary - SOHS#MS161 Cover of Reverend Thomas Fletcher Royal's Diary, Vol. 1 circa 1851.

5. Equinoctial Compass - SOHS#B90 This intricately engraved brass equinoctial compass owned by Peter Britt was made circa 1770 by renowned artisan craftsman Lorenz Grassel from Augsburg, Bavaria. Also called a pocket dial or a sunwatch, this instrument served to tell the time using the physical elements of a sundial and as an early global positioning system.

6. Peerless Candle Box – SOHS# 1977.107.25 Simple wooden candle box used by Cornelius Beekman to hide gold that he transported from Jacksonville, OR to the bank in Yreka, CA as an Express Agent in the mid-nineteenth century.



WHO WE ARE

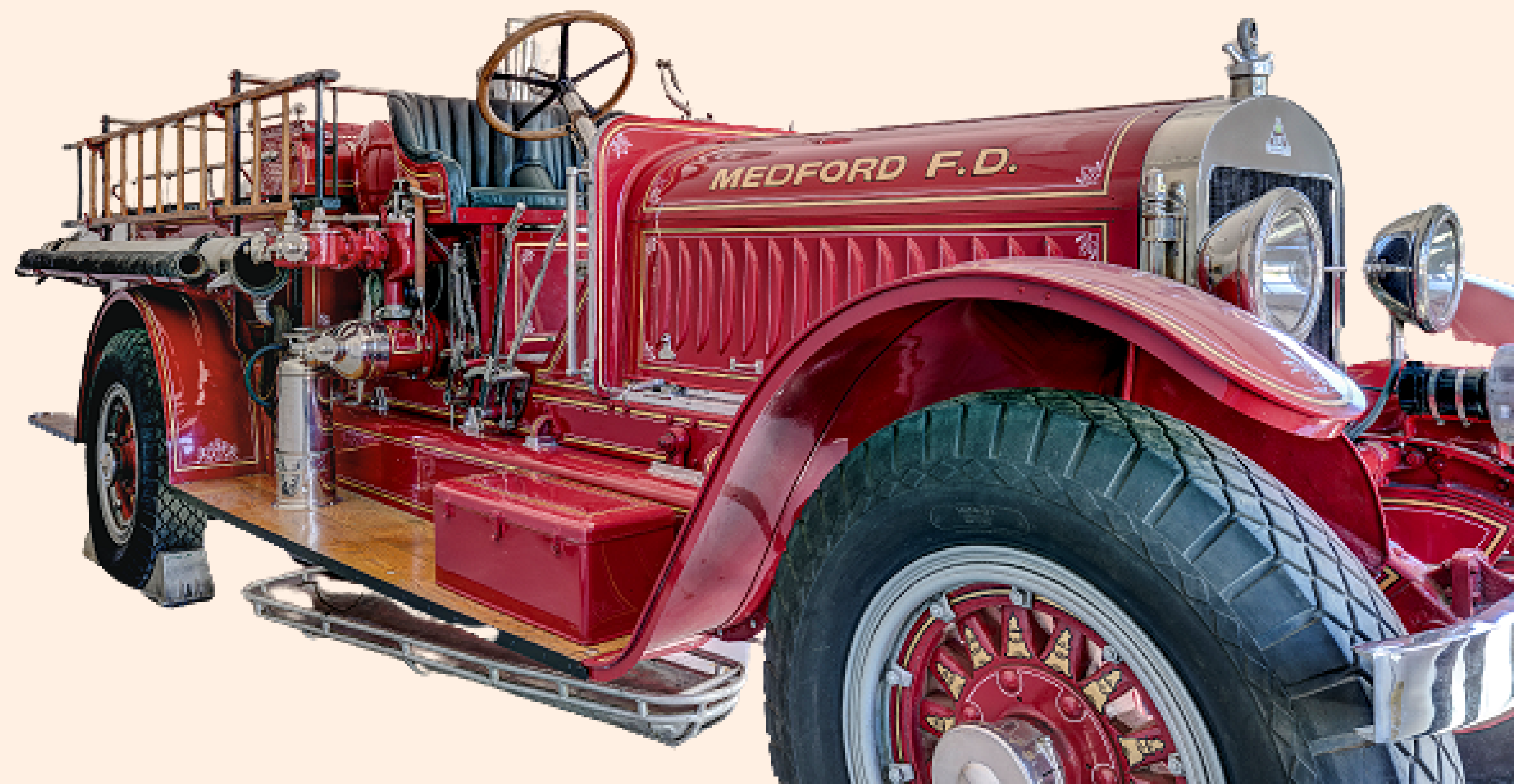
The Southern Oregon Historical Society (SOHS) was founded in 1946 by individuals who believed that a repository of local history was an essential component in their community. They wanted to honor those that had come before them and create a strong educational and research institution for generations to come.

The Society has been a formidable and unifying force in our communities for 75 years. The core of our mission is a commitment to provide a sense of place and to offer all people, regardless of their origin, wealth or education, a vantage point for examining the human condition.

SOHS holds in trust artifacts, documents, photographs and historic properties that examine the lives and livelihoods of generations. Our research, publications, interpretative and educational programs offer a lens for reflecting upon our community and our world.

Distinct from a county historical society, we are a regional cultural and educational institutional centerpiece offering connectivity, purpose and enlightenment to people of all ages. Our work includes education through use of our unique natural resources and land stewardship. Historic SOHS Hanley Farm, founded in 1857, is used for both food production and educational purposes. At SOHS Hanley, we engage in thriving community partnerships in the Farm's expansive fields and verdant gardens.

Stutz Fire Engine – SOHS#1962.232.1 Built in 1924, this state-of-the-art fire engine has a 250 horsepower engine with the capacity to pump 1,200 gallons of water per minute. All the equipment was custom- built by the Stutz Company. In 1981, it was reported that there was only one other Stutz Fire Engine – a smaller one – in Oregon; in Dallas, a town near Salem. There are no more than six of them in the U.S.



OUR ASSETS

We provide valuable services to local residents (including families, seniors, children), tourists, collectors, scholars, and businesses. We engage in dialogue that encourages scholarship and debate but also seeks to embrace and honor the diverse cultures and individuals who contributed to our history.

The Society shares stories and artifacts that help to shape our understanding of how the past has influenced the present in our region and in the larger world. Rich resources found in our archives and collections provide the context that allows us to reflect upon and interpret the lives of those who lived in our region in earlier times and to better understand the influences that impacted their lives and our own.



SOHS's assets include the second largest collection of historic archives and artifacts in the state, and passionate member-citizens who have fueled the society throughout its history.

Our library and archives are housed in an iconic streamline moderne building-the only such store constructed by J.C. Penney and a National Historic Landmark. Artifacts from our vast collection are currently on display in rotating exhibits throughout the region and on loan to other institutions.

From its inception, the Society memberships held by individuals, families, and businesses have provided support which has enabled our wide range of activity. Many longstanding memberships are intergenerational.

Center: Southern Oregon Historical Society's History Center in downtown Medford

OUR FORMAL PARTNERS

- Bureau of Land Management, Medford District*
- City of Jacksonville, OR*
- City of Medford Fire and Rescue*
- Deutsches Film Institute, Frankfurt, Germany*
- Family Nurturing Center Home
- Higher Education Coordinating Commission (formerly the Oregon State Board of Higher Education)
- Historic Jacksonville, Inc.
- Jackson County Library System
- Oregon Community Foundation Offices, Medford, OR*
- Oregon Cultural Trust
- Oregon Historical Society*
- Powerland Heritage Park*
- Rogue Valley Genealogical Society
- SOHS Foundation
- SOU Hannon Library Special Collections/University Archives

*Currently exhibiting SOHS artifacts/archival materials on loan



OUR INFORMAL PARTNERS

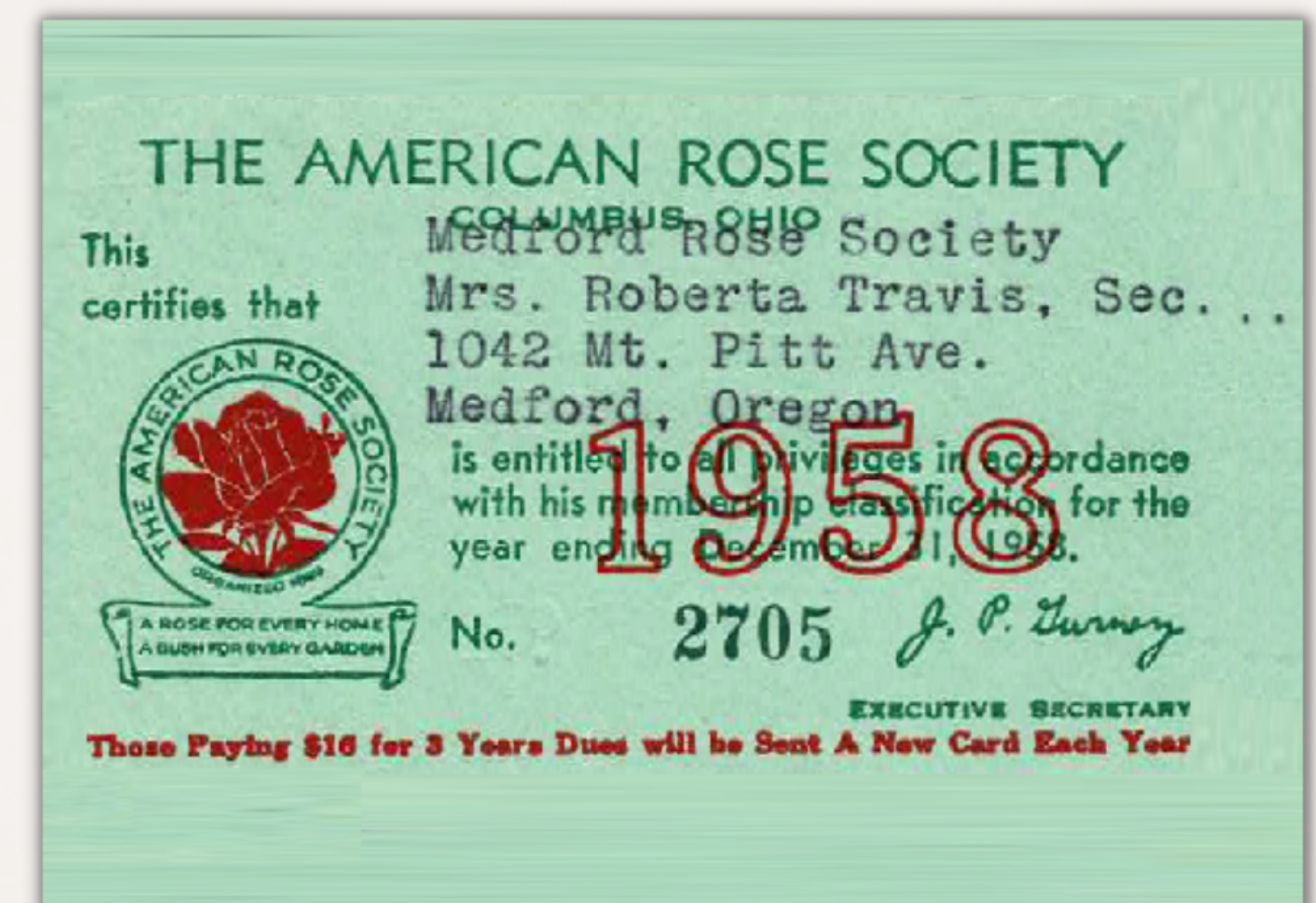


SOHS maintains informal partnerships with (alphabetically):

- Anima Mundi
- City of Central Point
- Crater High School Renaissance Academy
- Oregon Black Pioneers
- Oregon Quilt Project
- Oregon State University Extension Service
- Southern Oregon Education Service District
- Southern Oregon University Laboratory of Anthropology
- Southern Oregon University Pre-College Youth Programs

The Southern Oregon Historical Society is a member of:

- AAM (American Alliance of Museums)
- AASLH (American Association for State and Local History)
- Jackson County Heritage Association
- OMA (Oregon Museums Association)
- NPOA (Non-Profit Association of Oregon)



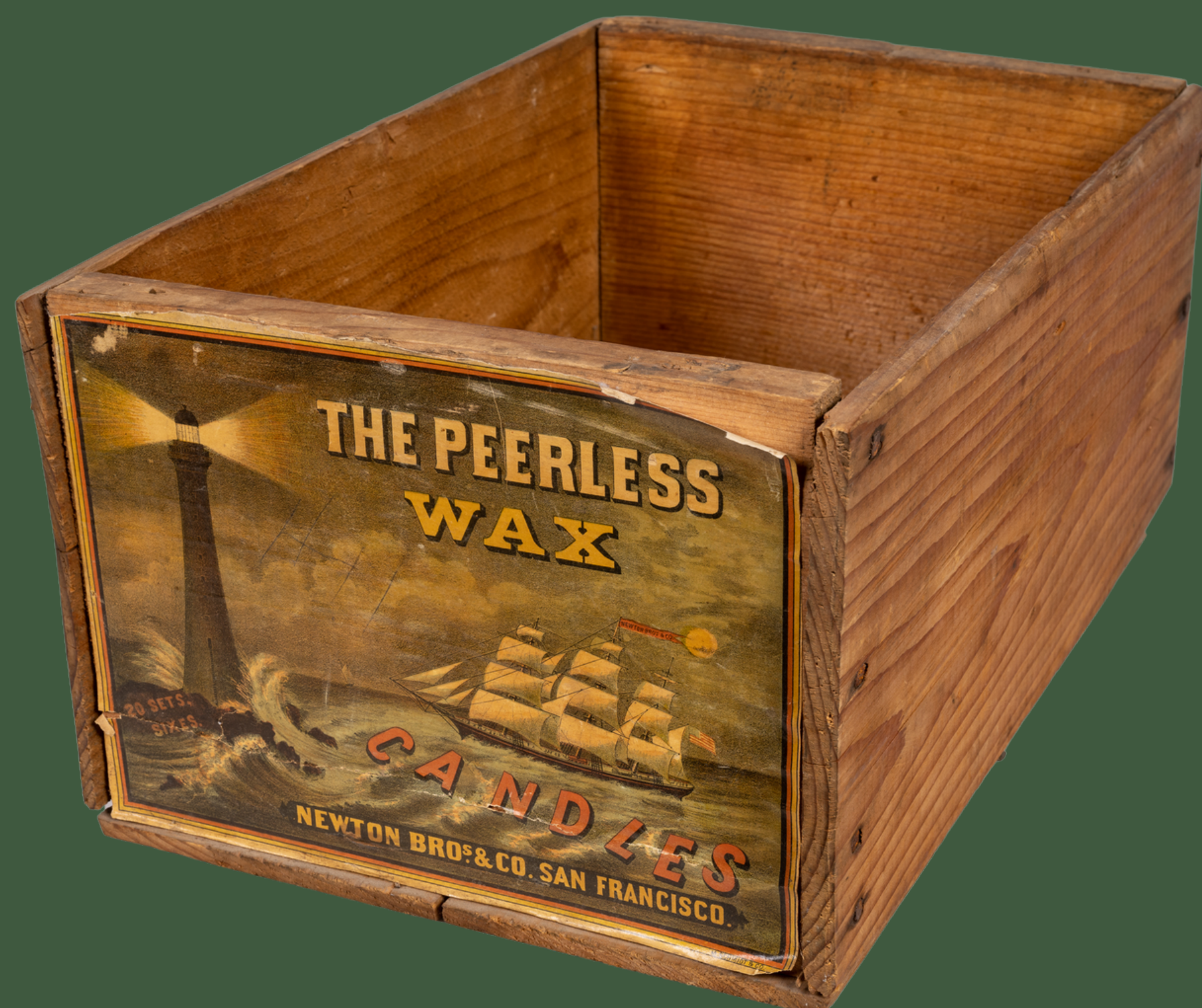


1924 NER-A-CAR

This curious vehicle was designed to address an issue as current as today's news – the high cost of personal transportation. A combination of motorcycle and small automobile, it was advertised as "Cheaper than shoe leather." Initially it retailed for \$185. SOHS #1983.31.1

Wooden candle box used by Cornelius Beekman to hide gold that he shipped from Jacksonville, Oregon, to the mint in San Francisco. Beekman was an express agent in the mid-nineteenth century and became a pioneer banker. SOHS #1977.107.25

PEERLESS CANDLE BOX



OUR THREE DIMENSIONAL COLLECTIONS INCLUDE:

- Natural history objects, such as an ancient mastodon tusk.
- Native American objects, such as plant fiber sandals, nearly 9,000 years old.
- Personal effects of significant individuals, such as Peter Britt's equinoctial compass and Cornelius Beekman's Peerless candle box.
- Textiles, like our Chinese Imperial Nine Dragon Robe.
- Firearms, including the Elijah Davidson rifle.
- Artworks, like the Hanley family pastel portraits by Dorland Robinson.
- Motor vehicles, like the 1924 Ner-A-Car, the J. I. Case steam tractor, and the Stutz 250 horsepower fire engine, built in 1924 (one of six in the nation).

OUR TWO DIMENSIONAL ARCHIVES INCLUDE:

- The Peter Britt collection, including photographs; artworks; horticultural, vinicultural, and meteorological records; and objects from the Britt household and studios.
- Missionary diaries, like those of Reverend Thomas Fletcher Royal, founder of the first church in Jacksonville.
- Journals, such as those of George Wright, a cowboy who roamed the Siskiyou Mountains from the 1920s to the 1970s.
- Films and records from COPCO (the California Oregon Power Company, now Pacific Power and Light) and John Boyle.
- Glass plate negatives from the Sawyer's Company, the largest seller of scenic postcards in the country during the 1920s.
- Collection of documents from the Fruit Growers' League, organized to educate orchardists on pest control, blight, and good business practices.
- Jackson County property abstracts.
- Vast collections of newspapers, photographs, maps, manuscripts, oral histories and much more.



WHAT MAKES US UNIQUE

Our Scope

SOHS serves a broad area spanning southwestern Oregon and northern-most California. This unique interstate vision takes a cross-border approach to regional history, putting the collections and work of more than one dozen community museums into a broader perspective. As a regional institution the Society supports many partners throughout our service area.*

SOHS Hanley Farm

Hanley Farm, the 37-acre remnant of an estimated 2,000 acre farm and ranch owned by a pioneer family, is a living history museum. The Farm provides an opportunity to interpret pre-contact human occupation of the area, understand agricultural practices from the 1850s to present, learn about history of the region, study ecosystems and enjoy the beauty of rural Oregon as it once was. Uniquely, it was managed by women from the same family for 97 years. The farm is a community and national resource. The family house has been on the National Register of Historic Places since November 25, 1983, and the farmstead is part of an Oregon Historic Preservation Office structure survey completed in 1994 and updated in 2001.

*SOHS is a founding member of Jackson County Heritage Association which counts as members Applegate Valley Historical Society, Big Butte Historical Society, Eagle Point Historical Society and Museum (the museum is part of city government), Gold Hill Historical Society and Museum, Historic Jacksonville, Inc., Lake Creek Historical Society, McKee Bridge Historical Society, Phoenix Historical Society, Rogue Valley Genealogical Society, Southern Oregon Railway Historical Society, Talent Historical Society, Upper Rogue Historical Society, Woodville Museum, and Buncom Historical Society. SOHS maintains contact with Camp White Historical Association and Museum which operates at the Veteran's Administration federal facility in White City.



SOHS HANLEY FARM

Our Collections

The Southern Oregon Historical Society owns a large and varied collection of artifacts, documents, and photographs. We preserve the histories and stories of the many remarkable and unremarkable individuals who have had a significant impact both regionally and nationally. Some more notable individuals include pioneer photographer, artist, and horticulturalist Peter Britt; early 20th century female artist Regina Dorland Robinson; Wells Fargo agent, banker, and landowner Cornelius Beekman; Jacksonville's own Vance 'Pinto' Colvig, the original Bozo the Clown, cartoonist, gag man and voiceover artist for Goofy and Pluto at Walt Disney Studios; and local ranch owner, famed dancer and actress, Ginger Rogers.



Items from an online exhibit, "Games People Play"
Uncle Wiggly Game SOHS #1977.44.298
Bingo Card SOHS #992.79.15

Our Volunteers

The Southern Oregon Historical Society is supported by highly skilled volunteers who often take on the responsibilities normally reserved for paid staff. They are researchers, interpreters, professional historians, photographers, archaeologists, educators and dynamic public speakers. With the assistance of these inspiring individuals, we are able to maintain operation of our extensive research library and archives and 12,000 square foot collections storage facility housing tens of thousands of artifacts entrusted to us to preserve and interpret. Our passionate volunteers fuel the present and future of the Southern Oregon Historical Society.

WHAT WE SEEK TO DO

Create an education unit and committee

Education is one of the pillars of the Southern Oregon Historical Society's mission to engage diverse audiences of children and adults in exploring the growth of our local communities, their commerce, creativity and industry. We will continue to expand these efforts through thought provoking history-based experiences, exhibits and interpretive programs for all ages.

Further define our regional role

SOHS will further define our regional service through a series of initiatives including hosting gatherings of representatives of other historical societies and museums for listening sessions; establishing a regional advisory committee of interested citizen partners; and exploring the restoration of certain of our publishing activities which have been in suspension.

Pursue various museum initiatives

SOHS will establish a regional museum presence. Plans include a museum at our History Center in Medford, a mobile educational museum and satellite facilities (such as pop ups, store fronts). Our museum initiatives will utilize the latest in interactive digital technologies. These entities will provide the society multiple venues with which to share items from our vast collection of artifacts, documents and photos. This will afford the public the opportunity to reengage with the Society and provide an educational platform for the region's school systems.

Create virtual exhibits and programming

SOHS will adopt an effective, vigorous and extensive use of digital media to enhance the display and interpretation of both our museum and online based content. These efforts will explore and implement innovative and compelling digital media display systems. SOHS will, additionally, investigate reciprocal opportunities for shared utilization of content with other historically focused (particularly regional) institutions including the possible formation of a history-based regional digital media network for publicly sharing such content.

Expand the SOHS Hanley Farm Living History Program

Following SOHS's adopted master plan for SOHS Hanley Farm, we will continue to develop living history interpretation to help guests understand the region's Native American heritage, 19th and 20th Century agriculture, and current farming and conservation practices. The Farm will continue to be a fun destination for local folks and visitors.

Expand our community partnerships

SOHS seeks to deepen relationships with current and new community partners. We will pursue active, dynamic, and mutually beneficial collaborations with arts organizations, higher education institutions, local businesses, and fellow history and heritage organizations. We will develop themes highlighting our history and sharing its stories through educational programming, music, and the written and spoken word. These relationships will strengthen our connections to our community and stimulate growth in new, exciting directions alongside our partners.

Expand awareness and appreciation of our collection through replica items offered for sale

We will enhance awareness and appreciation of our collection by creating replicas of select artifacts and making them available for purchase in gift shops, through Internet sales and placement with various local retailers. These steps will enhance public understanding of historic resources, while diversifying revenue sources needed to sustain our future operations.

CHALLENGES WE FACE

- The Society is slowly rebounding from retrenchments triggered by the 2007 termination of support from Jackson County. Staff layoffs, closures of our museums and restructuring as a volunteer-run organization followed.
- Community awareness of SOHS dwindled, and the Society assumed debt which must be retired.
- We are challenged to create a new sustainable financial model to achieve our goals including reopening museum facilities and restoring educational programs. What had formerly been a vibrant relationship with schools must be re-established. Important maintenance has been deferred on many of our buildings.
- The demographics of our community changed in recent decades, challenging us to reflect current culture and history and to reach out to younger people. Our membership has been in decline for several years (perhaps accelerated by the pandemic).



HOW WILL WE OVERCOME THESE CHALLENGES?

Financial stability

- Diversifying our revenue streams under the operations described will strengthen the Society and protect its long-term future.
- Developing significant capacity grant funding will enable us to realize some of our larger aspirations.

Education

- Reestablishing our traditionally vibrant relationship with the educational community, reinstituting such programs as school visits, History Day, and traveling programs, and through developing multiple "museums."
- Creating relevance to local schools through programming, increased emphasis on education, and expanded outreach programs. By strengthening our educational outreach capabilities, we will strengthen our relevance in the community and expand our financial capacity.

Public perception and outreach

- Developing a variety of brick-and-mortar sites, virtual/digital media, and other outreach programs will allow us to reach a broadened audience.
- Reestablishing community appreciation of our capabilities and creating and expanding relationships with individuals and organizations that will ensure our success.
- Expanding our membership base and broadening its demographic character, reminding people that "history is who we are"!

Professional accreditation

Reintroducing a professionally-trained museum staff allowing SOHS to eventually reach accreditation status and establish a more traditional balance of work between volunteers and professional staff.

FUNDING SOURCE

The Society's History Center, housed in the iconic J.C. Penney's building in downtown Medford, offers a means for achieving some of these goals and moves us closer to others.

With the building's 26,000 square feet of space, SOHS can retain its Library and Archives, provide as much as 7,500 square feet for a future Museum, and convert the central portion into a much needed downtown Medford event center offering multiple spaces accommodating over 300 people.

This 1948 "stream-lined moderne" structure was a Medford hallmark for the next 40 years. This international style of Art Deco architecture that emerged in the 1930s was inspired by aerodynamic design. It emphasized curving forms and long horizontal lines. Intended as a prototype, this was the only Penney's store built in this style.

Remodeling will create an attractive period-appropriate moderne-inspired asset for downtown Medford that will be attractive for users and guests. Featuring stylish amenities, remodeling will include restoring the building lobby, creating a decorated ticket counter, and providing a large event space with appropriate ceiling treatments.

The need and concept have been endorsed by the Medford/Jackson County Chamber of Commerce and Travel Medford. The City's 2040 Vision Task Force cites both Medford and the Rogue Valley as having a "deficiency for meeting space."

The facility will have broad potential uses for family events (such as weddings, anniversaries, and reunions) as well as commercial meeting space including breakout rooms. Full audio-visual facilities will also allow presentation of small concerts and movies.



MEDFORD EVENT CENTER



SOHS’s plan is one of Medford’s best—and most immediate—ways of creating such an event facility and helping to invigorate downtown Medford. At \$1.2 million, it is certainly the most cost-effective proposal. New construction for a similar sized facility would involve MANY more millions in cost.

PREDICTED COSTS

BUILDING INFRASTRUCTURE (deferred maintenance)	
New Roof	\$ 115,000
Clean/Paint Building	\$ 60,000
HVAC Replacement	\$ 275,000
Plumbing	\$ 60,000
BUILDING INTERIOR	
Audio/Video/Broadband	\$ 80,000
Carpeting/Furnishings	\$ 500,000
EVENT CENTER LAUNCH COSTS	\$ 50,000
FEES	\$ 50,000
TOTAL	\$1,190,000

NOTE: Costs for Museum are not included

And this is where you come in!

Opportunities exist for multiple “naming” rights from the Event Center itself to individual rooms and galleries.

FLOOR PLAN

MAIN FLOOR - A large, flexible 250+ person event facility available for public and SOHS events. The elegant staircase can provide a grand entrance, an Event Registration desk will facilitate conferences, and meeting rooms will be available.

MAIN FLOOR, NORTH WING - The location for a new SOHS Museum, with an entrance from the parking lot on the north end of the building.

GALLERY - Available for small, more intimate events or seating, with four potential “break out” rooms and art work on display.

SECOND FLOOR - SOHS office/storage, plus a Brides' Room and potential additional museum gallery space.



The Event Center will be used by and benefit the entire community so we’re asking the community to make this plan a reality—a reality that will also enrich your life and enhance the vitality of both Medford and the entire Rogue Valley.

FIVE YEAR TIMELINE

	FALL 2021	2022	2023	2024	2025
EDUCATION	Establish Education Committee	-Bring back robust school and outreach programs -Outreach to tribal entities	-Create Education Unit -Reestablish Education Coordinator position -Launch history-based events		
REGIONAL ROLE	Further define our regional role (ongoing)				
MUSEUMS	-Continue conversations around satellite museums -Begin planning for moveable museum	Continue moveable museum plan: costs, budget, apply for grants	Design moveable museum interpretive content	History Center museum plan	
DIGITAL	Hire digital media specialist	Continue to develop digital media content (ongoing)			
PARTNERS	-Continue convos with Medford Arts Comm. -Initiate convos with SOU	Continue conversations and develop new partnerships			
HANLEY					
PUBLIC PURCHASE	Begin planning for SOHS merchandise	Continue planning and distribution of merchandise (ongoing)			

	BUDGET				
	FALL 2021	2022	2023	2024	2025
EDUCATION			Reestablish Educational Coordinator position \$45,000	\$45,000	\$45,000
REGIONAL ROLE		Ex. Director position \$60,000	\$60,000	\$60,000	\$60,000
		Reg. Conversations \$4,000		\$4,000	
MUSEUMS			Launch Moveable Museum \$600,000	Operating Cost \$25,000	\$25,000
					Launch History Center Museum \$3,500,000
			Hire Curator \$30,000	\$60,000	\$60,000
			Reg. Initiatives \$15,000	\$15,000	\$15,000
			Hire Archivist \$21,000	\$41,000	\$41,000
DIGITAL	Hire Dig Media Specialist \$15,000	\$20,000	\$20,000	\$20,000	\$20,000
		Tech Coordinator \$20,000	\$45,000	\$45,000	\$45,000
		Virtual Exhibits \$50,000	\$50,000		
PARTNERS	No net expense				
HANLEY					
PUBLIC PURCHASE	Appropriate Purchase Availability	No net expense			
TOTAL	\$15,000	\$156,000	\$231,000	\$181,000	\$181,000

SELECT ARTIFACTS FROM THE COLLECTIONS OF THE SOUTHERN OREGON HISTORICAL SOCIETY



MASTADON TUSK
SOHS #552

This tusk was dug up by Bob Cook on Footh Creek in Jackson County and donated to the Jacksonville Museum run by the Southern Oregon Historical Society. In 2018, Barry Baker, the Acting Laboratory Director at the U.S. Fish and Wildlife Forensics Laboratory in Ashland, Oregon positively identified the tusk as authentic during a live broadcast of Jefferson Public Radio's Underground History program.



PLANT FIBER NATIVE
AMERICAN SANDALS
SOHS #1981.3.180

These plant fiber sandals are typical of those worn in southern Oregon and northern California by Native Americans who lived here in the pre-settlement era. Made with twined tule with a cover for the toes, this pair was donated anonymously and is attributed to the Klamath people. They are estimated to be over 9,000 years old.



EQUINOCTIAL COMPASS
SOHS#B90

This intricately engraved brass equinoctial compass owned by Peter Britt was made circa 1770 by renowned artisan craftsman Lorenz Grassel of Augsburg, Bavaria. Also called a pocket dial or a sun watch, this instrument served to tell the time using the physical elements of a sundial and gave surveyors precise global location information.



ELIJAH DAVIDSON RIFLE

SOHS #1959.133

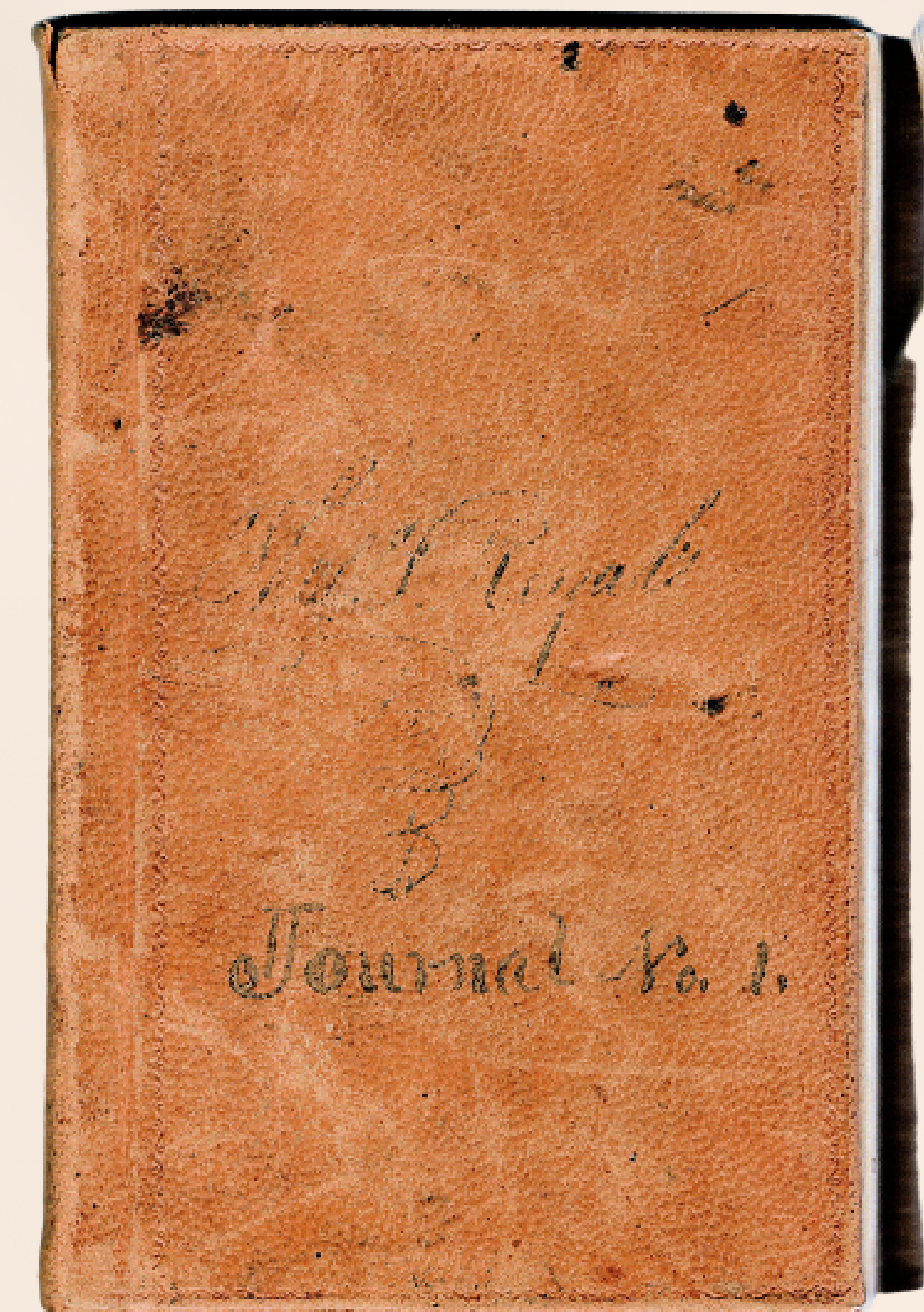
This rifle belonged to Elijah Davidson who found the Oregon Caves while on a hunting expedition in 1873. Davidson crossed the plains in the 1850s and settled in Williams Valley. This firearm is a Kentucky rifle converted from flintlock to percussion.



CHINESE IMPERIAL NINE
DRAGON ROBE

SOHS #1979.3.75

The Imperial Nine Dragon robe probably dates from between 1820 and 1850. It took an average of eight years to complete one dragon robe, incorporating over six million hand stitches. This robe was worn only once, and only as an undergarment.



MISSIONARY DIARY

SOHS #MS161

Cover of Reverend Thomas Fletcher Royal's diary. Vol. 1, circa 1851. In 1854 Royal constructed the first church in the Rogue Valley, often touted as the oldest Protestant church west of the Rockies.

HANLEY FAMILY PORTRAITS BY DORLAND ROBINSON

These two portraits are executed in pastels. One is a life-sized portrait of Elizabeth Reese Hanley, wife of Ed Hanley, the son of Michael and Martha Burnett Hanley. The donation land claim, purchased by the senior Hanleys in 1857, is now a Century Farm owned by the Southern Oregon Historical Society. The dress and matching shoes worn in the portrait are also part of the SOHS collection.

The second portrait is of Ed and Elizabeth's children, Edward, Jr. and Kathryn.

Both portraits were completed in 1916.

SOHS# Not Yet
Assigned





SOUTHERN OREGON HISTORICAL SOCIETY

Making History Together Since 1946!

and Building Community

www.sohs.org