

The Progressive Era: 1884 - 1913

The Progressive Era in Eugene started in 1884 and ended just prior to the beginning of World War I, in 1913. As its name suggests, this period is marked by a rising interest in social reforms and humanitarian activities throughout the state, including Eugene, which resulted in the organization of numerous aid societies as well as progress in industry and commerce.¹ Overall, it was a period of growth and prosperity, although the country experienced economic depressions in the 1890s and again in the late 1910s. By 1884, Eugene was firmly established as the main city in the southern Willamette Valley, and residents had overcome many of the hardships of early settlement. The population grew from less than 2,000 in 1884 to 9,009 in 1910. In 1904, the automobile was introduced, and it would soon challenge the railroad as the dominant form of transportation. The timber industry was well on its way to becoming the primary economic enterprise in Lane County and in Oregon, though agriculture continued to prosper.

During the Progressive Era, there was an increased public awareness of social ills and an attempt to rectify them. While the country was concentrating on post Civil War reconstruction, ". . . people failed to recognize the dramatic changes that the factory, the city and the corporation had forced upon the American landscape."² Corruption ran rampant, and on a national level, industry, business and local government were largely controlled by a small but powerful and wealthy portion of the population. Most of the corruption was taking place in the east, but Oregon continued its agrarian traditions while keeping an eye on national events, trends and undercurrents.³ Oregon was not completely without political corruption however. Railroad magnates, timber interests and negligence by the state government in land survey and distribution led to the destruction of the peoples' confidence in state government. Despite these problems, Oregon managed to avoid many of the depravities that were becoming common in more industrialized urban centers. "The Progressive movement was an attempt to develop the moral will, intellectual insight and the political and administrative agencies to remedy the accumulated negligence of industrial growth."⁴

Government

By 1884, Eugene had been an incorporated city for twenty-two years. During these years the mayors and city councils had made decisions that influenced and directed Eugene's growth. The city had graded roads and streets, installed downtown gaslights, and supported several fire companies. The Progressive Era saw changes in the level of city and county government involvement as the City Council and County Commission began to concern themselves with water supplies, fire suppression systems, public parks and further promotion of the region as a desirable place to live and conduct business.

A privately owned waterworks company was chartered in 1884 and the city granted a franchise to the Eugene Electric Company in 1887.⁵ In 1905, the Willamette Valley Company purchased the water works. Shortly thereafter, a serious outbreak of typhoid fever resulted in several deaths. Sewer leakage into the millrace, which in turn leaked into the water system's wells, was said to

be the cause. As a result, the Willamette Valley Company offered to sell the waterworks to the city in 1906, in exchange for a franchise to construct and operate the Eugene electric street railway system.⁶ The voters endorsed the concept of public-owned utilities and the waterworks was purchased by the city in 1908. The Eugene Water and Electric Board organized in 1911 and the Eugene Electric Company purchased the electric system in 1916.⁷

The city also had a newly formed fire company, Engine Co. No.1. In addition to building a firehouse and bell tower as part of the 1883 City Hall, the City committed funding to build and maintain a cistern with water enough to extinguish a fire in the government buildings. The cistern was located at 8th Avenue and Oak Street. In the late 1880s and the 1890s, the city purchased three additional hose carts and built three new hose stations (the first on Lawrence between 5th and 6th Avenues, a second on E. 11th Avenue between Ferry and Patterson Streets and the third on the corner of 14th Avenue and Columbia Street). All of the hose carts were hand-drawn until the City acquired horses for the carts in 1905.⁸

Sometimes citizens initiated city services out of necessity. In 1887 the town's public school children had embarked on a mission of distributing Christmas gifts to needy families. While trying to do so they found that Eugene's streets had no markers to help them find their way around. To solve the problem the children salvaged tin cans, painted them white, and printed the street names on them in black. They then posted the city's first street signs around the town.⁹

In 1888, the name of the city was officially changed from Eugene City to Eugene. As the community continued to grow, the third Lane County courthouse was built in Eugene and was officially dedicated in May 1899.¹⁰ This courthouse was a large, three story Richardsonian Romanesque building which dominated the center of town and signaled the growth of the new century ahead. In 1908, work began on a new Post Office building on Willamette Street, just south of the existing Art Deco Post Office building (1937).¹¹

The local government was clearly becoming more involved in development matters in the community, without the corruption often seen in the east. In Eugene, local government still consisted primarily of members of the community who were working to better the town and guide its growth, not to control it. In its expanded role, local government helped stimulate commercial and residential development further confirming Eugene's permanence.

Commercial & Urban Development

As the community continued to grow, so did commerce. The variety of businesses reflected the increasing wealth and prosperity of the population, as well as the growing complexities of life. During the early settlement years, people were forced to live with very little more than the basic requirements of food, shelter and clothing. Nearly all of these necessities were made or grown by the settlers themselves. As frontier society became more settled, "store bought" goods became more readily available and non-essential (but greatly appreciated) businesses began to appear. The hardships of the early settlement years began to lessen, and billiard halls, jewelry stores, photo galleries and saloons became common on downtown streets. By 1884, Eugene's

commercial area was established and growing. The most densely developed commercial blocks were along Willamette Street, south of the railroad depot to 11th Avenue.

The transportation of goods and people still depended heavily on horses and buggies, making livery stables, blacksmiths and wheel wrights essential. Visitors came in larger numbers by railroad, requiring food and lodging. In 1884, there were only two wood frame hotels (the St. Charles and the Home) in Eugene, but by 1885, the Baker Hotel (known as the Hotel Eugene from 1892 to 1907, then the Smeede Hotel) and the Star Hotel had been built. The brick Hoffman House Hotel replaced the wood frame St. Charles Hotel in 1888.

By 1890, commercial enterprise began encroaching on residential areas when the Minnesota Hotel appeared on Willamette Street between 5th and 6th Avenues. There was also a new brewery (the Bavarian at 7th Avenue and Olive Street) and a new theater and dance hall (Rhinehart's at 9th Avenue and Oak Street). Another dance hall was improved by 1885 with a stage and fly-tower and became known as the Lane Opera House.¹²

Specialty shops such as electrical and telephone supplies were evidence of new technologies. In 1894, the Pacific Telephone and Telegraph Company started with 25 customers, and in 1909, local telephone lines were connected to long distance lines.¹³ Besides service and retail shops, business during this time included other professionals. In the 1892-93 Obernauer's City Directory, classified business listings included two architects, nine attorneys, four dentists and thirteen physicians. Furniture and hardware stores, insurance agents, notaries, plumbers, real estate dealers, restaurants, second-hand and sporting goods stores also appeared. Modest but increasing diversification of business reflected greater overall prosperity and the more complex needs of the population.

Several financial institutions emerged during this time period, many of which constructed bank buildings in Eugene. One such institution was the Hendricks and Eakin Bank, which opened in December of 1883 and was nationalized in 1886 as the First National Bank of Eugene.¹⁴ The Bank of Oregon was founded in 1887. Two years later this bank became nationalized as the Eugene National Bank, but reverted to a state bank in 1893 under the name of Eugene Loan and Savings. By 1888, the Hovey Bank was built next to the Masonic Lodge on 8th Avenue and Willamette Street. In 1904, F.L. Chambers and W.W. Bristow established the Chambers and Bristow Bank, and in 1908 they transferred their interests to First National Bank and became directors of that bank. The Merchants Bank of Eugene was organized in 1907 and became nationalized in 1913 under the name of U.S. National Bank of Eugene. The Bank of Commerce of Eugene was established in 1911.¹⁵

Around the turn of the century, larger commercial blocks began to appear with consolidated uses. Department stores, such as those located in the Christian Block (1895), the Quackenbush Hardware Store (1902) and the McClung Building (1902) became more common. By this time, most commercial buildings were constructed of brick, which was more fire resistant than wood frame construction. The Gross Hotel (now known as the Lane Building) at 5th Avenue and Willamette Street, constructed in 1903, was a notable exception. This is one of the few early wood frame commercial buildings remaining in the downtown area. While growth occurred primarily with new construction, existing buildings began to be altered during this period.

Examples include the enlargement of the Smeede Hotel and the addition of a second story on the F.L. Chambers building in 1900.¹⁶ In 1913, two new stories were added to the McClung Building on the corner of 8th Avenue and Willamette Street, and it subsequently became known as the McMorran-Washburn Building. Albert Tiffany purchased the structure in 1927, and it has since been known as the Tiffany Building.

Eugene's commercial ventures weathered the financial panic of 1907 and emerged with renewed vigor. In 1909, the growth boom in Eugene resulted in the construction of thirty-five new business blocks and stores and remodeling of six business blocks, worth over \$298,805.¹⁷ In 1910, the Eugene Board of Trade incorporated, the Campbell brothers built a new two-story brick business block on the northwest corner of 9th and Olive, S.M. Titus built a one-story brick block on Willamette between 9th and 10th Avenues, the Osburn Hotel opened, the Ax Billy Department store was built, and city building permits for the month of May alone totaled over \$40,000.¹⁸

With the boom in building construction, the architectural profession came to the forefront of development. Though there was no licensing system for architects prior to 1919, several individuals nonetheless advertised their services as architects in local papers.¹⁹ There were several architects active in Eugene during this period, with a few individuals responsible for many of the new buildings. Architect Lord Nelson Roney came to Oregon in 1876, settling in Eugene before the population had even reached 1,000. His first work was the bridge across the Willamette River near Skinner Butte in Eugene, and he became well known for bridges he built throughout Oregon, California, Western Washington and Idaho. As a general contractor, he assisted in the construction of several prominent buildings in Eugene, including Villard Hall on the University of Oregon campus, the First National Bank Building, the Hotel Smeede, the Episcopal and Methodist churches and the Tiffany Building, as well as the Booth-Kelly Lumber Company Office Building.

Another prominent and extremely prolific local architect was John Hunzicker. His career spanned the years from 1903 to 1945, and during that time Hunzicker designed numerous commercial, fraternal and residential buildings. Among the numerous downtown buildings he designed were the Eagles Building (1909-10), the Oddfellows Hall (1909), the Osburn Hotel (1909), St. Mary's Catholic Church (1906-07) and the Presbyterian Church (1907). He was also responsible for designing numerous residences throughout Eugene.

Other architects practicing during this period include Yousta D. Hensill, Free Thomas, J. Ralph Ford, and William O. Heckart. Builders and contractors often worked as architect/builders, and included W.T. Campbell, W.H. Abrams, D.L. Hardin and Tirrell & Hunter. Many of these individuals continued to practice through the 1920s and 1930s and made significant contributions to residential and commercial development in Eugene.

Residential Growth

Promotion of Eugene as an ideal place to live was in full swing by the 1890s. To accommodate the expanding need for residential neighborhoods, twenty-six additions and subdivisions were platted between 1884 and 1898 and another twenty-four between 1902 and 1911.²⁰ These newly

developing areas reflected two periods of strong growth, first in the 1890s and again in 1909-1912.

Residential development up to this point in time had centered around the commercial core, with farms remaining in the outlying surrounding areas. As Eugene and the surrounding area grew, however, there were occasions when larger farms were subdivided in a planned manner. Two of the earliest of these subdivisions were in the Willakenzie area. George Melvin Miller platted Miller's Little Farm No.1 in 1907 on the Daniel Snelling donation land claim, and John Debrick platted Debrick Gardens on the Jacob Gillespie land claim in 1912.²¹

Existing neighborhoods continued to fill in, creating the mix of period styles that are still evident today in neighborhoods such as Whiteaker, Westside and Jefferson. In the 1890s, however, new residential areas sprang up around the city. The area on the east side of Skinner Butte began to fill in, responding to greatly expanding industrial development along the millrace, the arrival of the railroad and the establishment of the University of Oregon. Large fashionable Victorian houses are mixed with small bungalows in this neighborhood. Many of these houses retain their historic integrity and the area has been designated a Historic District on the local landmark list and on the National Register of Historic Places. The houses in this district represent several periods of growth from the 1870s to the 1930s, and include the Cogswell-Miller House at 246 E. 3rd (1884), the Koppe House (1890s), the Watts House at 335 Pearl (1893), and the McAlister House at 286 High (1904), as well as numerous houses dating from the twentieth century.

Two new residential areas emerged when the College Hill Park and Fairmount subdivisions were platted in 1890. Around the turn of the century, many business and professional families started to move east from downtown toward the University and Fairmount neighborhoods, with only a few older established families maintaining their homes along 4th, 5th, and 6th Avenues around Lawrence. George Melvin Miller actively promoted areas outside of the central core, and his 1890 subdivision of Fairmount eventually proved to be a profitable venture. He believed that Fairmount would be the ideal suburb to the University, to include residential, commercial and industrial development, though much of the commercial and most of the industrial development never materialized. Miller was active in the development of the landscape in Fairmount, including ordering over 1,000 trees in 1908 to be planted along Fairmount streets. Lindens were planted on Columbia, horse chestnuts on Moss and Orchard, maples on Villard and Fairmount, and walnuts on Walnut. Many of these trees survive today. Annexed to the City of Eugene in 1903 or 1904, Fairmount developed into a primarily residential neighborhood in which many University and other professionals resided. A third area, Kincaid Park, on the east side of Hendricks Park, was platted in the 1910s and experienced growth through the 1930s. Although other neighborhoods were also platted by this time, growth in these areas appeared to be limited to an occasional new residence until the 1920s.

Following the economic lull of 1907, Eugene experienced one of its biggest building booms. In response to a growing need for housing, several single-family and several apartment buildings were constructed between 1908 and 1911. The year of 1909 was recorded as the "Greatest Building Record" in Eugene (up to that date). A total of 266 new residential buildings were constructed that year, another 40 residences were remodeled, with the largest number of residences located west of Willamette. East Eugene also grew significantly, and the Fairmount

area alone saw 56 new houses built in 1909.²² Several large real estate deals were made in 1910, including the sale of land from F.L. Chambers to a Mr. Foster for the Driverton Addition (on Alder), the sale of the Storey Tract (Friendly Street neighborhood) to businessmen from Seattle, the sale of the old Whitney farm southwest of the city in the College Hill area, and one of the largest real estate sales reported in the valley when the Jonathan Johnson farm of 1,138 acres, south of Eugene, was sold to B.W. Holeman from Washington for \$57,000. Mr. Holeman purchased the property with plans to subdivide part of it into smaller lots and to plant fruit trees.²³

Businesses began replacing or dislocating private residences in the older established neighborhoods on both sides of Willamette Street shortly after the turn of the century. In about 1910, several older houses were moved to make room for "city growth", among these were the Peters house (from 10th Avenue and Pearl Street to 16th Avenue and Lincoln Street), the Chambers house (from 9th Avenue and Lincoln Street to 10th Avenue and Taylor Street), and the Henderson house (from 8th Avenue and Pearl Street to 260 High Street). Several were moved to the east side of Skinner Butte adding to the wide variety of styles and periods. Some houses were simply moved on their lots to conform to straight property lines. Newer development surrounded some of the older residences, including the Masterson house on Monroe Street, the Skinner-Packard house on W. 6th Avenue, and the Bristow House on Lincoln Street. House styles during this period were varied, with two distinct types dominating. The Italianate and Queen Anne styles were popular until the turn of the century. During the 1910s the bungalow became popularized, with the Craftsman style frequently applied to both small and larger houses.

Until about 1907 or 1908, rental housing in the community consisted of hotels, boarding houses and room rentals in private homes. In the downtown core area, commercial buildings were often built with retail space on the street level and single-room-occupancy rental units on the upper floors, which provided more housing. Multiple dwellings with kitchens and bath facilities in each unit were virtually non-existent. The earliest apartment buildings appeared around 1908 and had four to six self-contained units which included a living room, dining room, kitchen, bathroom and one to three bedrooms. The first apartment buildings were designed and built by Charles and James Working, who were responsible for constructing six four-plex apartment houses between 1908 and 1912. The finest example of the Workings' work is the apartment building at 614 Lawrence, built about 1909, and has been designated a local landmark and is listed in the National Register of Historic Places. Other examples of their work include 642 Lawrence Street and 967 Patterson Street.

Education

The need for classroom space continued to increase as Eugene's population grew. In 1890, Geary School was built at W. 4th and Madison and functioned as an elementary school in west Eugene for approximately 50 years. This imposing structure served the neighborhoods west of the downtown core area which experienced significant growth and development following the turn of the century. In 1910, Patterson School was constructed at E. 13th Avenue and Alder Street and was named after Ida Patterson (daughter of Dr. Patterson), a teacher and principal at various Eugene schools between 1892 and 1937. Demolished in 1936, this two-story, frame building had eight classrooms (a new Ida Patterson School was built in 1957 at W. 15th Avenue and Taylor

Street).²⁴ Blanton School was built in the College Crest area in 1907. Later known as College Crest School, the building was eventually converted to a residence.²⁵

Two schools were erected in 1909 when school enrollment in Eugene reached 700. Condon and Lincoln Schools (at E. 15th Avenue and Moss Street, and W. 9th Avenue and Monroe Street, respectively) were considered "twin" schools, each a two story frame building with eight classrooms, a basement and small auxiliary rooms. Both of these schools were demolished, in 1950 and 1953 respectively.

The Eugene High School was built in 1903-04 to accommodate 300 students. The school was located with its entrance on 11th Avenue, between Willamette and Olive Streets. This substantial red brick building required an addition in less than two years. By 1915 the building was abandoned in favor of a larger facility. The structure then served as city hall for many decades until it was demolished in 1964, following completion of the existing city hall at Pearl and 10th Avenue.

The University of Oregon and Higher Education

The University of Oregon experienced significant growth throughout the Progressive Era, both physically and idealistically. Designed by Warren Heywood Williams and built by W.H. Abrams (with L.N. Roney supervising construction), the second building on campus was built in 1885-86 and dedicated in 1886. It was named Villard Hall for Henry Villard, a major financial contributor to the University. Built in the Second Empire Baroque style, Villard Hall housed several classrooms on the first floor, and a large assembly hall on the second floor. The building changed over the years as needs for space changed and increased. Originally two stories, the building was converted to three stories and a large theatre addition was added in 1949.

In 1888 the University again expanded. The architect of Villard Hall, W.H. Williams, was hired to design an observatory, which was situated on Skinner Butte, on land purchased from Dr. T.W. Shelton. Similar in style to Villard Hall, the Observatory measured only 18' x 40' and was built to house astronomy equipment that had been acquired ten years earlier. The Eugene weather, however, provided few clear nights for observation. Furthermore, the observatory was not within reasonable walking distance from campus, and the telescope suffered vandalism only a few months after it was installed. As a result, the barn on the Collier property (on the corner of E. 13th Avenue and University Street) was fitted for use as the observatory, and was also used for technical drawing classes. It was known as the Hall of Civil Engineering and Astronomy, and the use of the original Observatory ceased. By 1901, the building on Skinner Butte had become a public nuisance, attracting vandals and providing ". . . refuge for tramps and other characters".²⁶ A 1905 explosion and fire destroyed the Observatory.²⁷

The University curriculum grew during this period, with the establishment of a School of Law in 1884 and the Medical Department in 1887, at Portland. The Law School moved to the Eugene campus in 1915. The Art Department began informally during President Chapman's tenure (1893-1898), and the Schools of Journalism and Commerce were brought about by Prince Lucien Campbell in the early 1910s.²⁸ A School of Education was established in 1910, and became

succeedingly formal with the presidencies of Strong (1899-1902) and Prince Lucien Campbell (1902-1925).

In 1893, ". . . a new era, exciting and controversial began . . . at the University of Oregon with the arrival of Dr. Charles Hiram Chapman, the second president of the University. It was an era of change. Modernism and liberalism succeeded an era of traditionalism, conservatism, and classicism."²⁹ A series of changes occurred at the University, including the introduction of graduate work and Master's degrees, summer classes, the opening of the first dormitory, the first track team and the first football game. Changes in the curriculum also reflected the forward thinking of the new president, with the establishment and fortification of various departments. President Chapman traveled the state promoting the advantages and opportunities at the University of Oregon, as well as hiring professors from around the country.

After several years of reform Chapman resigned in 1899. As a result of Dr. Chapman's efforts, the University grew significantly both physically and culturally during his tenure. Dr. Chapman's successor was Dr. Frank Strong who, despite a more reserved demeanor, believed in many of the same education philosophies as Dr. Chapman. He took office in 1899 and during his three years as president established the graduate school and the colleges of literature and arts and sciences. In his short tenure, Dr. Strong consolidated many of the changes initiated by Chapman, and brought modernization to the rough structure that Chapman left.³⁰ Soon the citizens of Eugene realized that Dr. Strong's ideals differed very little from those of Dr. Chapman, and his resignation was accepted in 1902.

There were several buildings constructed during the 1890s and early 1900s. One of these was Friendly Hall. Prior to 1893, students attending the University did not have the benefit of a dormitory building. Attending students boarded with local families or rented rooms. "During the 1890s there was such a dire need for living quarters that rooms were made in the basement of Deady Hall."³¹ In 1893, the State Legislature passed an appropriation of \$25,000 for the construction of a dormitory building at the University. Friendly Hall was built in the Jacobean style and consisted of two wings, the north wing for women and the south wing for men, and housed ninety students.

The University purchased the Collier house along with eight acres in 1895. Originally built as a private residence by George Collier in 1885-86, the University used the house as the library and the President's residence. When the library later moved to Friendly Hall, the entire house became the President's home. It was remodeled in 1963 to be used as the Faculty Club.

By 1902, the campus included a gymnasium, McClure Hall and Mechanics Hall. Fenton Hall was built in 1907 specifically for use as a library. It was designed by Eugene architect Yousta D. Hensill. William Knighton designed the 1914 rear (west) addition. Fenton Hall housed the library until the new library opened in 1938. The building was then remodeled by Ellis Lawrence and became the University Law School.

University of Oregon football began on March 24th, 1894, when the University's first football team played its first official game, coached by Cal Young. They beat Albany College

44 - 2.³² The class of 1896 had eighteen graduates and was the first to wear caps and gowns. It was this class that chose the colors of yellow and green for the school colors.³³

By 1900, the University was well established, and in the following decades the institution experienced significant growth in population and in physical stature. In 1902 there were seventeen faculty members at the University, and by 1915 the number had increased to over fifty. Student organizations flourished around the turn of the century, and the first fraternity was chartered in 1900, and the first sorority in 1905. Between 1915 and 1930 the number grew from sixteen to 30 -- an average of one new fraternity or sorority per year. The growing population resulted in a housing shortage which was relieved in part by the construction of fraternity and sorority houses located south and west of campus. The University of Oregon contributed significantly to the City's cultural and architectural identity, as well as to its growth.

Other higher education institutions established during this period include Northwest Christian College, which opened in 1895 as the Eugene Divinity School. Located at E. 11th Avenue and Kincaid Street near the University of Oregon, it was instituted to prepare men and women to enter the ministry in the Christian church. One of the two oldest buildings on campus, the Administration Building, was built in 1908 in the Italian Renaissance style. Designed and built by local architect/builder D.L. Hardin, the structure originally housed offices and classrooms.³⁴ The Eugene Business College was started in 1901 and was located on E. Broadway.³⁵

Religion

The Progressive Era in Eugene saw a resurgence in church building. Three churches built during this period have been identified: the Fairmount Presbyterian Church (1895), the United Brethren Church, circa 1891 (now the Irving Christian Church) and the First Christian Church (1911). Both the Fairmount Church and the Irving Christian Church are typical of the small, wood frame church buildings constructed during this and earlier periods, exhibiting simple vernacular gothic details. The First Christian Church is an example of a Classical style church in the Greek and Roman tradition, with an imposing portico and graceful bell-shaped dome.

This second cycle of church building began in 1883 when the First Presbyterian Church replaced its 1857 church at 8th Avenue and Lincoln Street. Other denominations began selling their old buildings, and moving to new locations or building new churches.

The Catholic Church was established relatively late in Eugene, with the first resident priest assigned to the Upper Willamette Valley in 1887. Although Catholic missionaries had arrived in the immediate area as early as the 1850's, traveling priests conducted religious services until the acquisition of a permanent church building in 1886. Many families of the pre-parish period were German, and had come to the Willamette Valley seeking a mild climate and rich soils similar to their homeland.³⁶

The Catholic congregation purchased their first church building from the First Methodist Church in 1886 and moved it to 11th Avenue and Willamette Street. On May 30, 1886, the first mass was conducted at this church in both German and English. In August of 1887, Reverend Francis S. Beck became the first resident priest in Eugene. From 1887 to 1906, all priests were German

or German speaking except for one Irish priest who worked for only one year. In 1889, the Catholic church established a cemetery on land donated by Peter and Cecilia Erz. This cemetery became known as Mt. Calvary Cemetery and is located on a knoll on the south side of Crest Drive.³⁷

In 1906-07, a new Catholic church was built on the site of the old one at 11th and Willamette. The old structure had been moved to the rear of the lot, and became the Knights of Columbus Hall. The new building was designed by John Hunzicker in the American Gothic style, and served the congregation until 1921. In 1927, the third Catholic church was built on the corner of 11th Avenue and Charnelton Street. Designed by Jacob Jacobberger of Portland, this church incorporated some windows of the old (1906) church into the north and south transepts of the new building. The old (1906) building was razed in the 1940's.

The First Christian Church moved into a new building at the corner of 11th and Willamette in 1893, and to its present building in 1911. The Congregationalists formally organized in 1889 and began meeting in the Rhinehart Opera House. The Fairmount Presbyterian Church was dedicated in 1895. Plans were made in February of 1899 for a new Episcopal church to be built by L.N. Roney, on the site of the existing church which was moved south to be used as an annex. The Central Presbyterian church began construction on the southwest corner of 10th Avenue and Pearl Street in 1908.³⁸

This burst of church building activity in Eugene occurred as congregations grew and needed more space. In some cases older buildings were demolished or moved to make way for the new larger structures. In other cases a congregation would relocate to a new site and the former church would serve a new congregation. The new churches displayed more elaborate detail and larger scale than the early frame churches, and were often constructed of masonry giving them a substantial and permanent appearance.

Culture, Society and Politics

The cultural and social activities of the community were some of the most prominent and definitive aspects of the Progressive Era. By 1884, several social and fraternal organizations existed in Eugene, but a continued interest by citizens to be involved in various groups encouraged the establishment of others. Groups formed with purposes varying from social reform to children's aid to reading circles. Some of these organizations built or enlarged lodges or halls for meetings and social functions during this time period. In 1899, the Elks Lodge No. 357 hired L.N. Roney to build their hall over Haskell's Store on 8th Avenue, and the new hall was dedicated in December of that year. The Spencer Butte Lodge No. 9, I.O.O.F. enlarged their lodge by adding kitchens and a banquet room in 1899.³⁹ Organizations also developed for the purposes of promoting commerce and industry in Eugene. The Eugene Commercial Club, which began in 1902, was one such organization. This group was a forerunner of the Eugene Area Chamber of Commerce, and published the local promotional magazine *Anybody's* in 1909-1910.

The 1892-93 Obernauer City Directory listed twenty-three organizations and societies active in Eugene, including the Eugene Free Reading Room Board, "C" Company Oregon National

Guard, 2nd Regiment, the Women's Christian Temperance Union, the Missionary Society and the Young Men's Christian Association among others.

Several women's organizations were established to address specific community social issues. One such organization was the Fortnightly Club, still active in Eugene since its first meeting in 1893. Among the noteworthy contributions of this club was their effort to solicit funds to establish a Carnegie library in Eugene (the first Carnegie library in the state), which opened August 20, 1906.⁴⁰ The Eugene Women's Christian Temperance Union was also quite active and sponsored the Oregon State Convention in October of 1898. In 1899, the Martha Mulligan Cabin No. 3 was organized for Native Daughters of Oregon.⁴¹ Another women's organization was the Charity Club, established in about 1900. They first met for social programs and their own pleasure, but later became active in providing aid for crippled children of the community.⁴² The Eugene YWCA sponsored the annual Oregon state convention in Eugene in 1900.⁴³

Chautauqua was another form of entertainment that was popular during this period and the years that followed. The Chautauqua movement was born out of concern for the direction of nation's youth following the horrors of the Civil War. Chautauqua included grand orators, preachers, musicians, jugglers, and dancers and the movement provided a place for people to gather for education and entertainment.⁴⁴ Initially established in 1874 at Lake Chautauqua, New York, the movement reached the West in the 1890s. The Willamette Valley Chautauqua Association organized in 1894, and met annually at Gladstone, Oregon.⁴⁵ The Chautauqua Building at Gladstone was reputedly the third largest in the United States.⁴⁶ While there is little mention of Chautauqua events taking place in Eugene, it may be presumed that Eugene residents made trips from this area to Gladstone to attend events.

Various other forms of entertainment continued to emerge throughout this time period. There were theaters and operas, dance halls, saloons, and recreation such as roller skating and swimming. Annual events such as the county and state fairs and the Fourth of July parade were always well attended events. Just after the turn of the century, however, a new form of entertainment came to Eugene: the motion picture theater. The Heilig Theater, built in 1903, was one of the first to appear. Others followed, including the Rex, Folly, Savoy, Shell and Eugene Theaters by 1912.

The first use of the millrace for recreational purposes occurred during the winter of 1884, when cold weather froze the waterway creating an ideal ice skating pond. With the opening of the Chambers' boathouse in 1906, the millrace became increasingly popular for canoeing and picnicking. By 1910, there were nearly 100 rowboats and canoes along its banks, as well as several picnic spots.⁴⁷ Other popular outdoor activities during the turn of the century included hiking, mountain climbing, fishing and hunting, camping and nature photography.⁴⁸ The City of Eugene began its involvement in management of the landscape for recreational purposes in 1906 when T.G. Hendricks donated 10 acres of land to be used as the first city park outside the downtown area now called Hendricks Park. A 1908 bond issue permitted the purchase of Skinner Butte for the development of a municipal water and light department (the Eugene Water Board). In 1914, the Water Board sold the surrounding property to the City of Eugene for use as a city park. Skinner Butte Park was officially dedicated on July 6, 1914.

On September 25, 1884, the first Lane County fair was held. Agricultural products, fancy handiwork, baked goods, machinery and manufactured goods were exhibited in Rhinehart's Hall on 9th Avenue and Oak Street, while livestock exhibits were held on the public square. Horse races took place at a track on the Huddleston property in the western part of the city. The fair was a successful event which continued through the years. Founded in 1859, the Lane County Agricultural Society finally incorporated in 1908, and appointed a fair board in 1909. They acquired a portion of the present fairground site from James Huddleston's widow (although a deed was not filed until 1923). In 1923, the Lane County Agricultural Society sold its fairgrounds holdings to Lane County.⁴⁹

By 1884, several physicians who had established practices provided medical care for community. Although there are indications of earlier dentists in the area, Oscar E. Smith became the first to officially register in the county in 1887. By 1893, Eugene had four dentists and thirteen physicians. William Kuykendall established the first Eugene Hospital in 1900 and construction began in January 1901 at 1245 Willamette. A second hospital, the Eugene General Hospital, was established in 1907 and was located at 20th Avenue and Willamette Street in the present day College Hill area. The steps that led to this building are still visible on the west side of Willamette Street. The Sisters of Mercy purchased this hospital in 1912 and renamed it Mercy Hospital. While it may be assumed that Eugene experienced its share of medical concerns during this era, the most notable were the outbreak of smallpox in 1900 and the typhoid epidemic in 1906 that resulted in over 300 cases and fourteen deaths.⁵⁰

In the area of defense, Eugene was the site of Camp Grant, the Second Regiment of the Oregon National Guard. The United States went to war in 1898 (Spanish-American War) and Eugene's Company "C" was sent to the Philippines to fight in 1899. There was a great deal of community support for Company "C" and Eugene rallied with an active Red Cross organization which was also called upon for assistance.⁵¹ In 1899, the Women's Republican Patriotic League announced plans to erect a monument to soldiers of Lane County who gave their lives during the war.⁵² A new armory was opened in January of 1901, dedicated with an elaborate military ball, and it became known as the Company "C" Armory.⁵³

Cultural Groups

Eugene's ethnic diversity during this time period was limited primarily to Americans with European ancestry. Though state-wide many different ethnic groups were represented, including African-Americans, Chinese, Japanese, Hawaiian and Mexican, few people of non-European descent lived or worked permanently in Eugene until after W.W.I.

Census records indicate that at least two laundries during this time period were operated by Chinese people. Many Chinese had come to the west coast of the United States to work in the mines or to work on the construction of the railroad. Their significant contribution to the advancement of rail transportation is often overlooked, and their later businesses, such as laundries, though humble were also important contributions to the community.

By 1912, however, there were no Chinese-run laundries listed in the Eugene City Directory. This may have been because they were not listed, or perhaps they simply were not in business.

According to one source who compiled Eugene newspaper headlines starting in 1909 however, there was a sense of distrust of Chinese and Japanese residents. One of the 1911 headlines read "Force of 60,000 Japanese in OR, WA, CA [Oregon, Washington, California] - working as servants and laborers, ready to take up arms at a moments notice". Another from 1912 stated that Chinese residents in Eugene had raised the flag of the Chinese Republic, and twenty Chinese had congregated at the Chop Suey House at 21 E. 6th Avenue.⁵⁴ The tone of these notices suggests that residents of Eugene and of the northwest were uncomfortable with the presence of the Asian population. Most of the Chinese living in Oregon resided in Portland, where they experienced even greater hostility, despite or perhaps because of, the strong Chinese community there.

There continued to be a strong Jewish contingent in Eugene, many of whom were prominent in local businesses. In addition, there were a number of Scandinavians who settled in the area around the turn of the century, including a Danish colony which purchased the farm of E.C. Smith in Danebo. Although settlement in the area had occurred earlier, the community of Danebo was established in 1900 with the arrival of Reverend P.L.C. Hansen, a pastor of the Bethany Church in Portland. He secured an option on some land west of Eugene, and organized a Danish colony made up of settlers from Iowa, Nebraska, and other Midwestern states.⁵⁵ On December 15, 1900, Reverend Hansen held a meeting at his home, and established a new congregation. Charter members included Morten Nelson, N.H. Holm, Jens Bertelsen, Marcus Jensen, Knud Hendricksen, Peter Julius Hansen, J.C. Christensen, Anton Arildsen, Soren Madsen, Jens P. Olsen, Niels Johansen, & Henry Petersen. Arrangements had been made for several of these new settlers to work for the Booth-Kelly Lumber Company, and others became successful dairy farmers.⁵⁶

Industry & Manufacturing

The early years of the Progressive Era were marked by continued industrial growth in Eugene with the millrace as the primary power source. By 1890, the Sanborn Fire Insurance Maps show two tanneries, a cider factory and fruit drier (owned by W.H. Abrams), a hop kiln, a lumber yard, a furniture factory, a sash and door factory, a planing mill and a flour mill all located along the millrace. A shingle mill and a planing mill were also located near the rivers edge. Industrial and storage buildings were being built along the railroad and by 1890, there was a cluster of grain, wool, and implement warehouses, freight depots, a lumber yard, and a sash and door factory stretching along the railroad from the millrace west to Charnelton Street. The increase in the number of buildings along the Millrace and the railroad reflected the steady growth in industry, agriculture and transportation, which by the 1880s were closely interrelated. The arrival of new residents by train prompted greater demand for the goods provided by both farmers and manufactories, and the town was booming by the 1890s.

As industrial technology improved, firms were in a state of flux as some mills and manufactories prospered while others declined. One of the growing industries was the Eugene Canning and Packing Company built between the millrace and the railroad, near Ferry Street and 8th Avenue in 1891. The cannery was purchased in 1900 by W.K. Allen at which time the "Allen drier" was added, significantly improving the production of the cannery.⁵⁷ This plant was the precursor to the Eugene Fruit Growers Association, known today as Agripac. Other successful businesses included the Barr Brothers knife factory (1893), the Eugene Mill and Elevator Company

(destroyed by fire in 1892 and rebuilt in 1895), the Eugene Excelsior Company (1899) and the Eugene Sawmill (burned and rebuilt in 1900). By the turn of the century, a new creamery was built (1901), an effort related to the further diversification of farming in the area. One of the industries in decline was the woolen mill, possibly due to the availability of products imported by the railroad from other communities.

Eugene's industry and commerce continued to grow and prosper despite a national economic panic in 1907. In part, this may have been due to the growth in the timber industry in Lane County. Improved transportation, increased demand, and technological advances in machinery and logging techniques all contributed to this growth. By the early 20th century, logging and lumbering were firmly established as major elements in Lane County's economy. The most influential firm in the Willamette Valley was the Booth-Kelly Lumber Company, which was founded by John F. Kelly and Robert A. Booth.

After purchasing or leasing several other smaller mills in Oregon, Booth and Kelly incorporated in 1895, and moved to Lane County where they established their company offices first in Springfield, then in Eugene in 1909. Their office was located on the corner of 5th Avenue and Willamette Street, where they remained until 1945. The building is now a City of Eugene historic landmark.

The entry of the Booth-Kelly people in the Willamette Valley had been predicated on the [Southern Pacific] Railroad Company granting a freight transportation rate from the Willamette Valley to San Francisco Bay points, allowing rail shipping mills to compete with water shippings of Western Oregon and Washington. The inauguration of such rail competition was followed by rapid lumber industry development throughout the Willamette Valley. . .⁵⁸

This opportunity was a welcome boost for local lumber interests, who were often competing with larger companies such as Weyerhaeuser for outside business. Through this arrangement, Booth-Kelly purchased timber land from the railroad, and then utilized the rail to transport logs and lumber. The company thus became the first Willamette Valley firm to engage in interstate business, and they charted the course for the growth of the industry in the region. Industry related to timber continued to develop in Eugene. In January of 1906, the Eugene Planing Mill incorporated and by 1909, two additional planing mills had been built. Construction was steady and by 1910, Eugene was experiencing a surge in growth. Manufacturing interests re-opened idle mills and industry flourished in the woolen mill, the iron foundries, the sash and door and planing mills and many of the other millrace industries. Henry Weinhard's Brewing Company appeared in Eugene in 1910, opening a large ice plant on 9th Avenue (Broadway) and Olive Street at the site of the old Ingham's Vinegar Factory.⁵⁹

Agriculture

Agriculture persisted as an important element in the local economy. Farms continued to decrease in size, being divided in a piecemeal fashion as families sold off portions of larger claims. Though plots became smaller, productivity was assured by the diversification of crops. Diversification involved the production of more than one type of crop on a single farm, such as

fruits, vegetables and grain, rather than a single yield such as wheat. As valley farmers became less able to compete with large-scale wheat production in eastern Oregon, emphasis shifted to vegetable and orchard produce, although some other grains were grown. Hops became important in the early 1880s and proved to be a good crop for this area. With the exception of a brief period around 1900 when pest problems threatened market stability, hops production continued to increase until W.W.I when embargoes were imposed, prices dropped, and production became risky business.⁶⁰

The agricultural industry received a big boost in 1891 when the Eugene Canning and Packing Company was established in Eugene. Farmers produced abundant crops which could then be processed at the cannery and transported to outside markets on the railroad. This illustrates the important relationship between agriculture, industry and transportation during this period. By the turn of the century the fruit and vegetable industry was well established, as small gardens developed into commercial enterprises. In 1905, Frank Chase built the first commercial greenhouse in Lane County in which he grew vegetables and plant starts.⁶¹ The fruit industry continued to diversify and eventually included blackberries, strawberries, loganberries, pears, apples, peaches, prunes, and Royal Anne cherries. The walnut and filbert industry got its start in about 1905, and soon became a significant area crop.⁶² Remnants of many of these early fruit and nut orchards can still be found throughout the Eugene urban growth area.

The financial panic of 1907 weakened the local economy just enough that local farmers searched for new markets elsewhere. Concerned that the downward trend might continue, a meeting of farmers interested in cooperative production and marketing was organized and in January 1908, the Lane County Fruit and Vegetable Growers' Association was incorporated.⁶³ A year later, the name was changed to the Eugene Fruit Growers' Association, and in 1910, they purchased the Allen Fruit Company Plant. The new company eventually became known as Agripac and it currently continues operations on the site of the original (though much expanded) cannery on 8th Avenue and Ferry Street.

Transportation

Transportation during the Progressive Era saw several significant changes. Through the 1910s and 1920s, the railroad enjoyed continued popularity as the primary mode of travel into and out of the city. The relationship between agriculture, industry and the railroad grew stronger as productivity and demand increased. In 1887, the Southern Pacific Railroad company took ownership of all the Oregon & California Railroad lines and in 1908 Southern Pacific built the existing passenger depot at the north end of Willamette Street, replacing the earlier wood frame

structure. The Oregon Electric Railroad arrived in Eugene in 1912, and the Oregon Electric Passenger Station (now the Oregon Electric Station restaurant) was built in 1914. "Designed by A.E. Doyle of Portland, the Georgian Revival train station represented a new level of professionalism, quality, and clarity in building construction in Eugene."⁶⁴ The Oregon Electric provided daily service to Portland, expanding travel and business opportunities outside Eugene. During the early years of the twentieth century, the area around the depots displayed a carefully planned formal park called Depot Park. This park provided an attractive gateway into the City of Eugene for several years.

Steamboating saw its ultimate demise during this time period. Although never reliable due to great variance in water depth, steamboats continued to travel upriver to Eugene until 1905. The only sternwheeler built in Eugene, named the *City of Eugene* was launched on November 5, 1898. It ran aground shortly thereafter, where it stayed, unyielding to repeated attempts to free it, until it was sold "dirt cheap" to three investors from Portland in April of 1900.⁶⁵ It was decommissioned several years later.

There were two new and significant developments in transportation in the fifteen years between 1891 and 1906. The first was the introduction of a local streetcar system. In February 1891, the city granted a franchise to Henry W. Holden to construct and operate a street railway system. On June 26, the line opened for business with mule-drawn trolleys traveling down Willamette Street from the train depot to 11th Avenue and east to the University. One of Eugene's African-American residents was one of several mule car drivers. "Wiley Griffon, the ebon-hued muleteer, and obsequious Chesterfield of the system, vainly seeking to coax a spasmodic burst of speed out of the perverse long-eared 'critter'. . ." was a common sight along the early street car route.⁶⁶ This line was closed in 1903 and the cars and rails were purchased for use at the Black Butte Mines.⁶⁷

In 1906, the city granted another franchise to the Willamette Valley Company for the construction of an electric streetcar line. One year later, the city awarded its first street paving contract to Warren Construction Company, calling for the surfacing of Willamette Street simultaneously with the building of the new street railway line.⁶⁸ Operation of the system began on September 26, and three months later the line was sold to the Portland, Eugene and Eastern railway company. In October 1910, the first cars finally reached Springfield, forming an important transportation link between Eugene and Springfield, and probably helping the development of the Glenwood and Laurel Valley (Kincaid Park) areas.⁶⁹

At its peak, the street railway system operated three principal routes within the Eugene city limits, with all but one route originating near the train depot. The University line was eventually extended into the Fairmount loop. The street railway system's car barn was located along this loop at 13th Avenue and Beech Street. The College Crest loop traveled down Friendly as far south as W. 29th Avenue, and the Springfield line paralleled Franklin Boulevard and the railroad tracks to the Glenwood area.

The second and even more significant new development in transportation was the introduction of the automobile. The first auto arrived in Oregon in 1899, the first in Eugene in 1904. By 1906, there were only four autos in Eugene. Before long, interest in this novel form of transportation had grown, and in 1910 W.S. Moon ordered eight Ford Touring Cars, seven of which were to be sold in Eugene at the costly price of \$1,050 per auto. The eighth car was the grand prize in a contest sponsored by the Eugene Daily Guard, in which Mae Warnock was declared the winner.

Profound changes in building types, public works projects, and community planning were associated with the arrival of the automobile. One of the new building types was the garage. Commercial garages began as joint ventures with livery stables, and eventually graduated to their own structures as liveries became less common. New houses were built with garages, usually behind the house and with similar detail as that found on the house. Older outbuildings such as carriage houses were sometimes converted for use as garages for automobiles.

Street improvements began to include paving to provide a smoother driving surface, and communities began to be planned with the automobile in mind. Though perhaps unforeseen at its introduction, the automobile altered nearly every facet of life in Eugene. It was clearly a mode of transportation, but it was also a catalyst for tourism, urban growth, changes in land use patterns, new residential design and for a changing way of life.

Summary

The Progressive movement was an attempt to develop the moral will, intellectual insight and the political and administrative agencies to remedy the accumulated negligence of industrial growth. The movement flourished during a period of relative national prosperity and developed after the economic depression of 1893. Oregon progressives had three main political demands: "The removal of special privilege and corrupt influences in national, state, and city government; the change and modification of the machinery of government so that it would be more difficult for the few to control government; and the extension of the functions of government to relieve social and economic distresses."⁷⁰

The Progressive Era in Eugene saw major development in industry, communication and transportation as well as extensive development and new construction. Eugenians, like other Oregonians, worked towards affirmative social reforms and also attacked issues of vice, poverty, crime and disease on the local level.

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