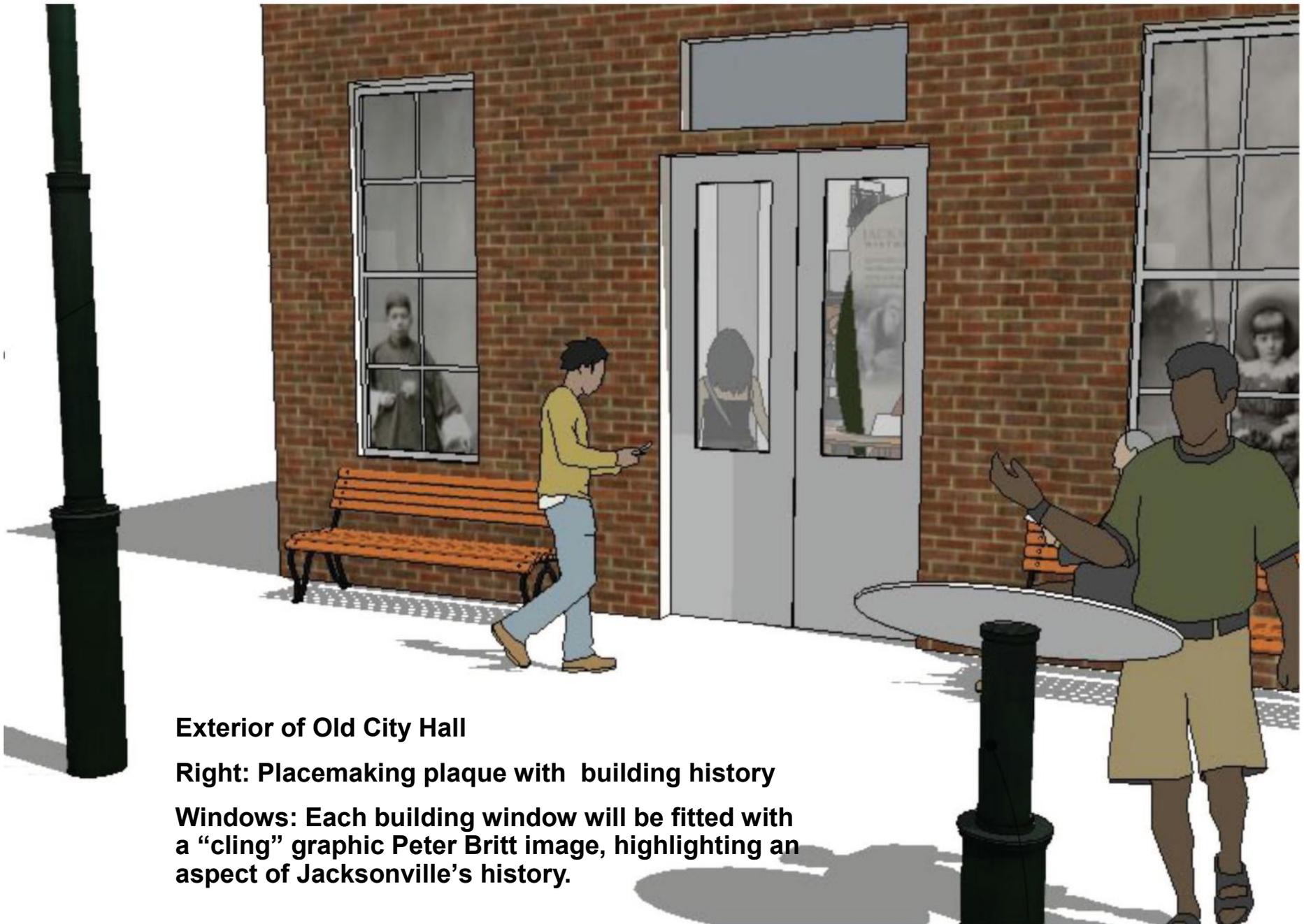


# Jacksonville History Center



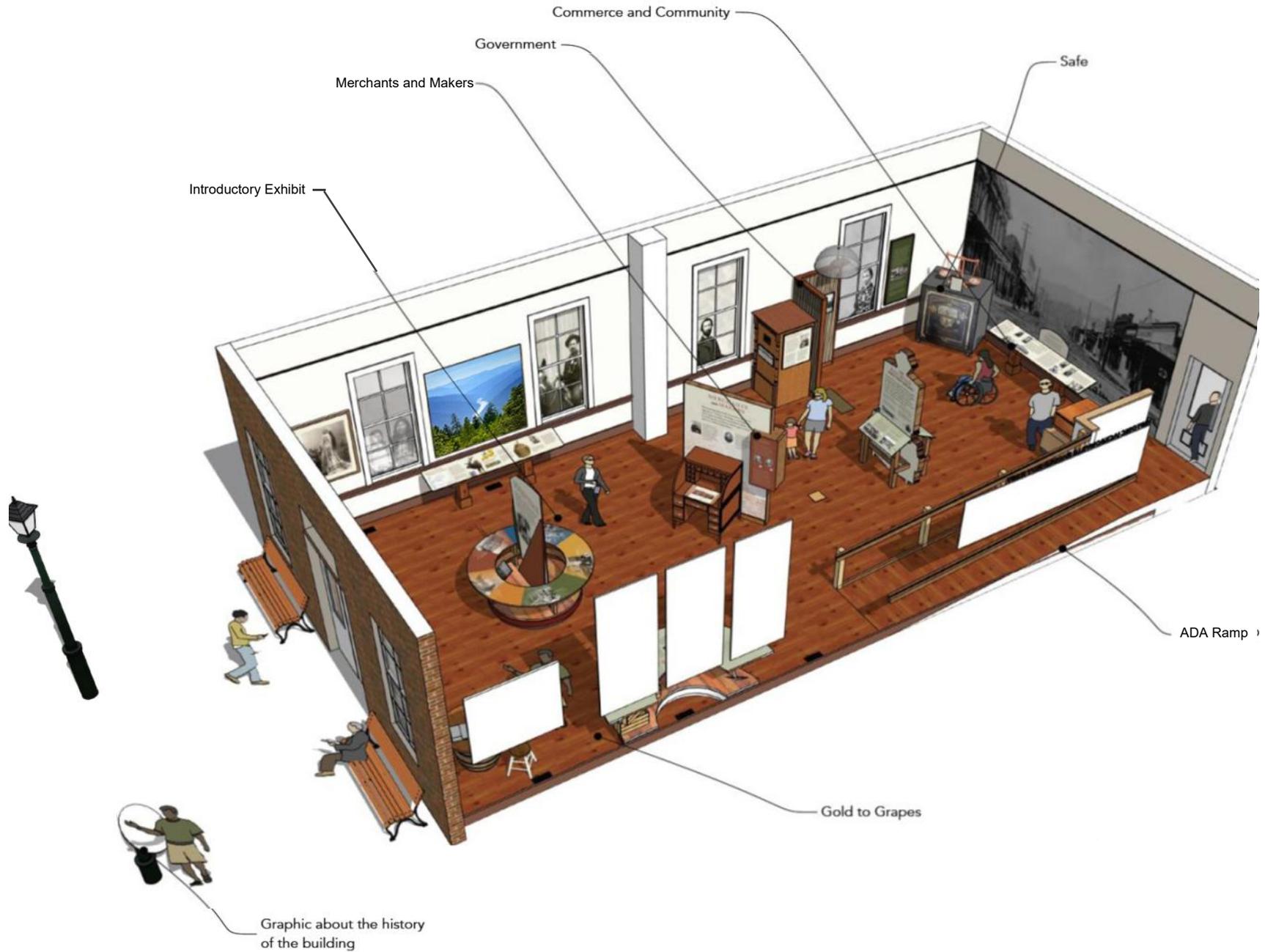
**Exterior of Old City Hall**

**Right: Placemaking plaque with building history**

**Windows: Each building window will be fitted with a “cling” graphic Peter Britt image, highlighting an aspect of Jacksonville’s history.**

# Overview of Museum Layout

The design maximizes the 800 square feet while allowing for traffic flow.

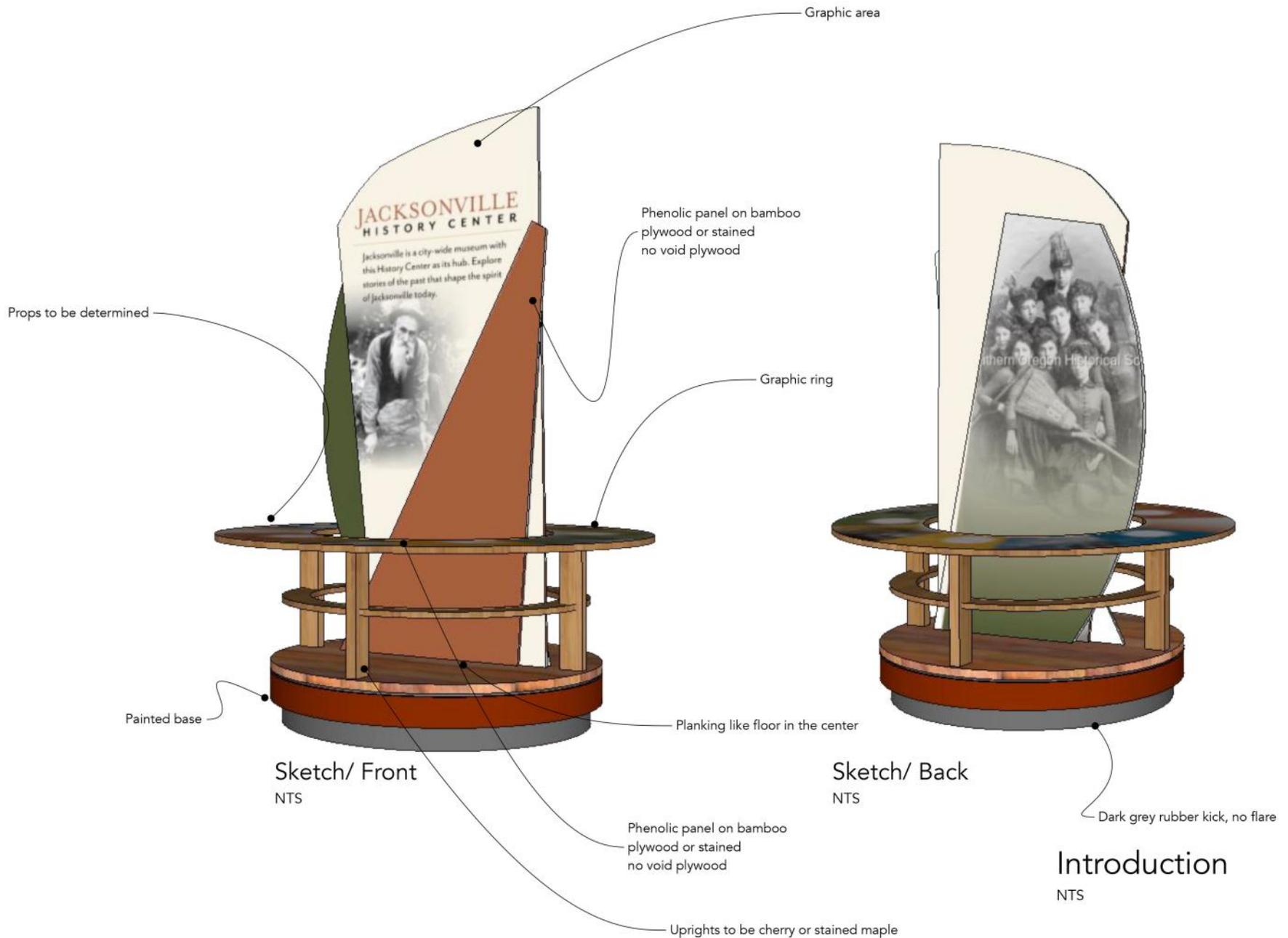


## Entry Exhibit

Circular desk top lays out 5 themes:  
The Land, Gold Rush, Merchants and Makers, Town Life, and Government,  
highlighting Jacksonville's role as the 19th century commercial,  
governmental, and social hub of Southern Oregon.  
Touchable educational artifacts will augment exhibits,  
and screens on various exhibits playing video loops will add imagery.



**Text on back side of panel reads: "Settlers brought their culture and traditions with them, creating a vibrant town life that made Jacksonville a regional social center."**

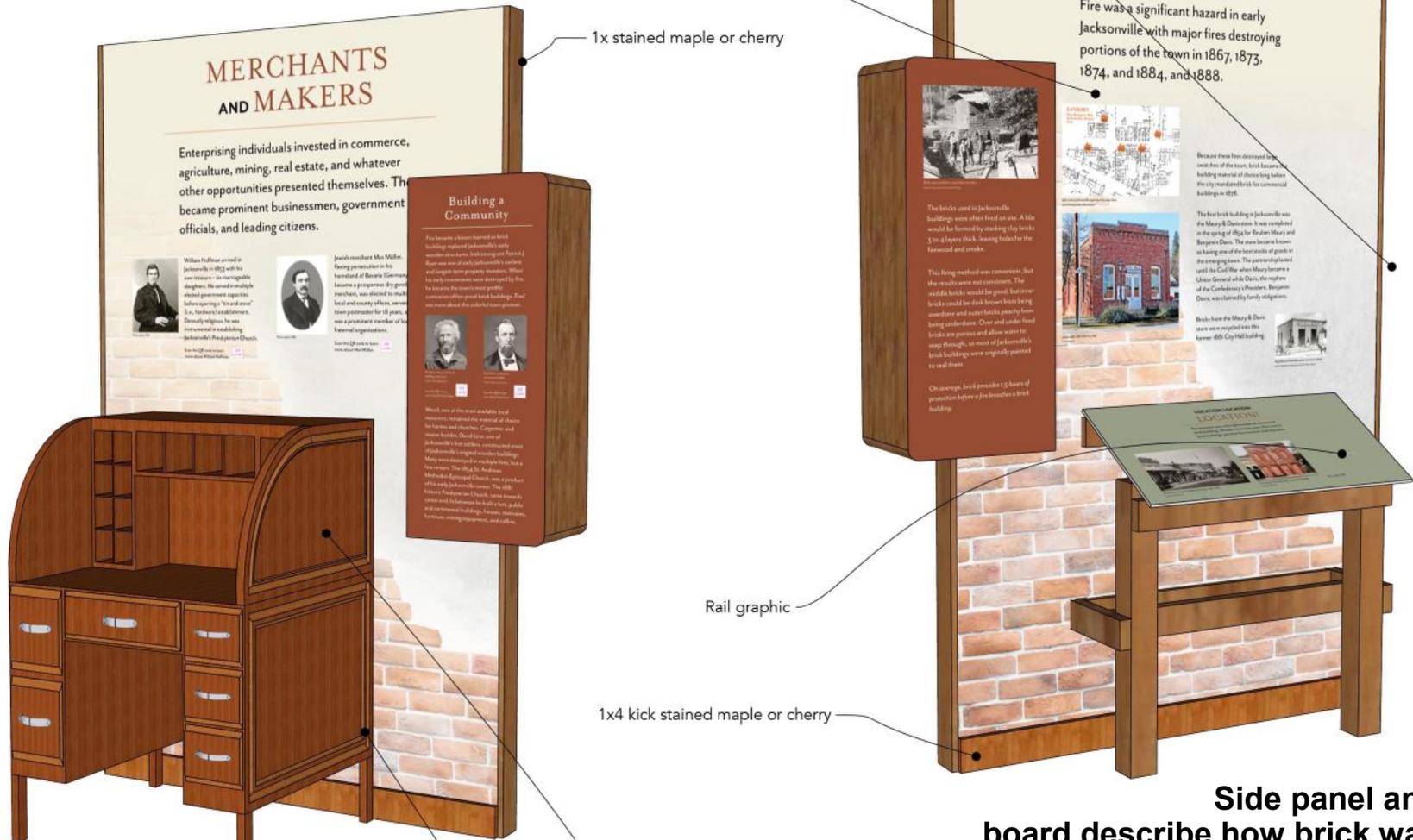


**Central Exhibits (L to R): History Center (front); Town Life (back).  
 Merchants and Makers (front); Brick vs. Fire (back).  
 The Railroad (front); The Depression (back).  
 1910 Jacksonville (back wall mural).  
 ADA access ramp (right) from Fire Hall entry.**



Back panel highlights 2 key individuals and invites guests to explore the desk drawers for more stories. Side panel features 2 builders—P.J. Ryan who built in brick and David Linn who built in wood.

Back panel highlights major fires in early Jacksonville that destroyed much of the town.



Graphic and artifact area

Graphic area

1x stained maple or cherry

Rail graphic

1x4 kick stained maple or cherry

Desk interactive (Desk by JHM)

cherry or stained maple

Sketch/ Back NTS

Side panel and panel board describe how brick was made and how fire insurance became a driving force. Touchable bricks illustrate quality.

Merchants and Makers

Brick vs. Fire

Sketch/ Front NTS

Sketch/ Back NTS

Finished all sides  
Edges painted



Sketch/ Front  
NTS

### The Railroad

Graphic area

**Railroad back panel tells how the Oregon & California Railroad's bypassing Jacksonville began turning the town into a back water.**

**The panel board describes the spur railroad line the town built in an attempt to maintain regional prominence.**

Rail graphic

**Depression back panel describes the second "Gold Rush" and how the Great Depression turned Jacksonville into a ghost town.**

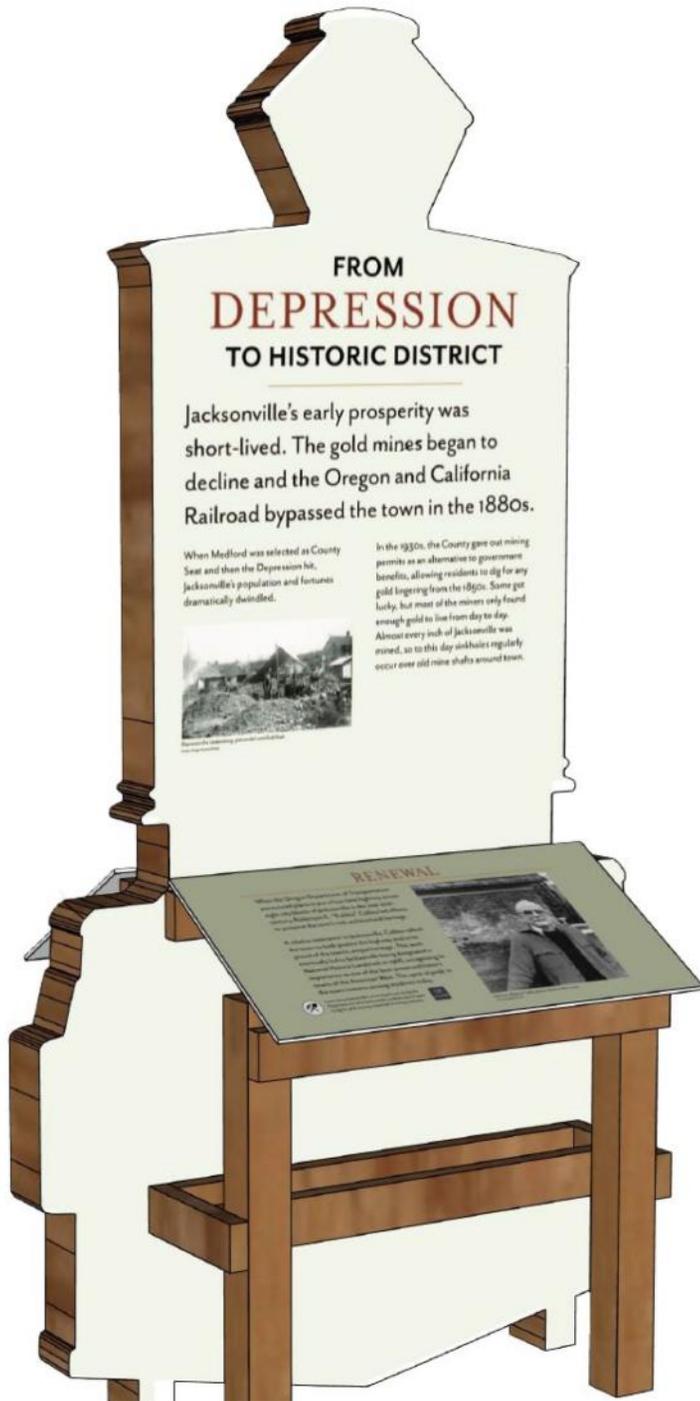
**The panel board features Robbie Collins who led the town's renaissance in the 1960s.**



Sketch/ Back  
NTS

### The Great Depression

Gr



## Renewal Panel Board

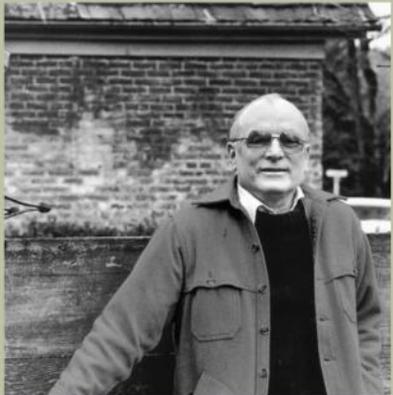
Renewal panel board highlights Robertson (Robbie) Collins' role in preventing the Oregon Department of Transportation from putting a 4-lane highway through Jacksonville which would have taken out 11 historic structures. His leadership led to Jacksonville's renaissance and the town being designated the first National Historic Landmark District on the West Coast.

## RENEWAL

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When the Oregon Department of Transportation announced plans to put a four-lane highway across eight city blocks of Jacksonville in the mid-20th century, Robertson E. "Robbie" Collins led efforts to preserve the town's rich architectural heritage.

A relative newcomer to Jacksonville, Collins rallied the town to both protest the highway and to be proud of the town's unique heritage. This work eventually led to Jacksonville being designated a National Historic Landmark in 1966, recognizing its importance as one of the best-preserved historic towns of the American West. The spirit of pride in the town remains among residents today.



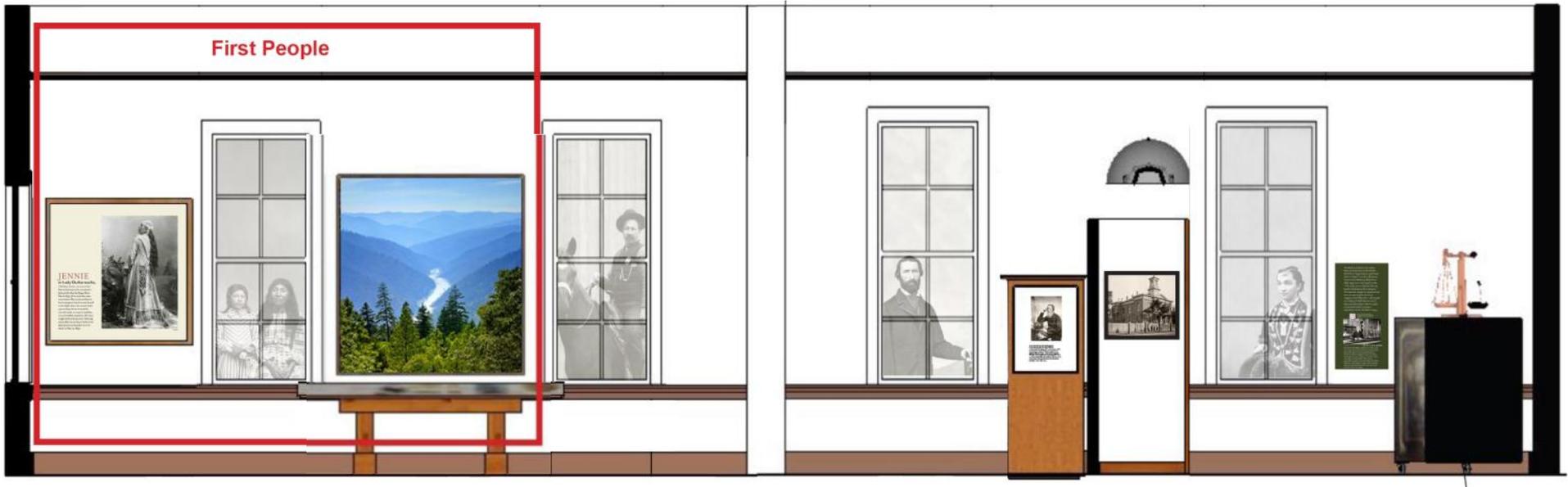


Learn about Jacksonville's second gold rush during the Depression era when Jacksonville residents started again to dig for gold, leaving a town full of mining sinkholes.



QR code

Robertson (Robbie) Collins, pioneer of Jacksonville's revival  
Source: Oregon Historical Society

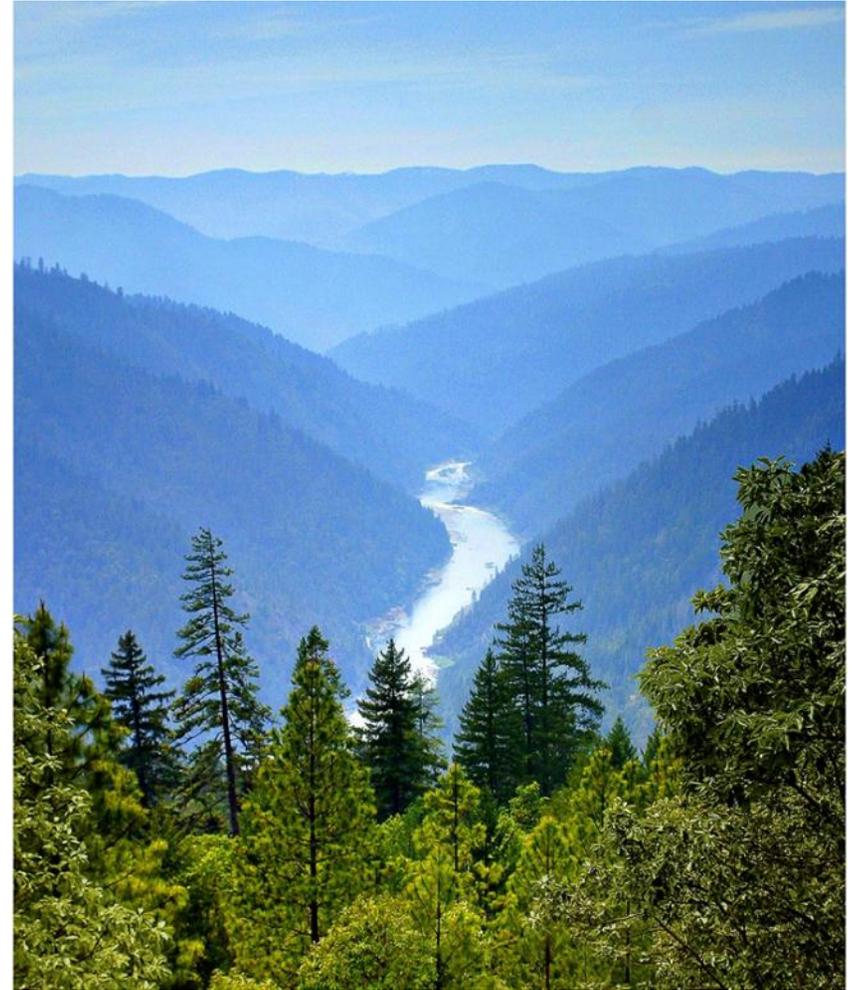


**East Wall initial exhibit highlights Indigenous People.**



## People Enter the Rogue Valley

Wall hanging depicts Rogue River Valley. Panel board shows various tribes who occupied the region, shows the natural resources that appealed to their hunter-gatherer societies, and highlights Tecumtum, Tye (Chief) John, the Athabaskan chief who signed three Table Rock treaties.



Cherry or stained maple

Stained no void wood, smooth to touch, easy finish

### PEOPLE ENTER THE ROGUE VALLEY



People first entered the Rogue River area at least 10,000 years ago. Native American tribes such as the Takelma and the Shasta have lived along its banks for thousands of years.

The tribes spent summers in the mountains, where men hunted for deer and elk and women gathered camas, salmonberries, and other plant foods.

Map Caption



Elk



They went to the rivers for the salmon runs in the fall and women gathered hazelnuts, acorns, and tarweed.



Salmonberry Hazelnut Acorn

Conflicts between the largely European settlers and the indigenous peoples of southwestern Oregon increased in the 1850s and became known as the Rogue River Wars.

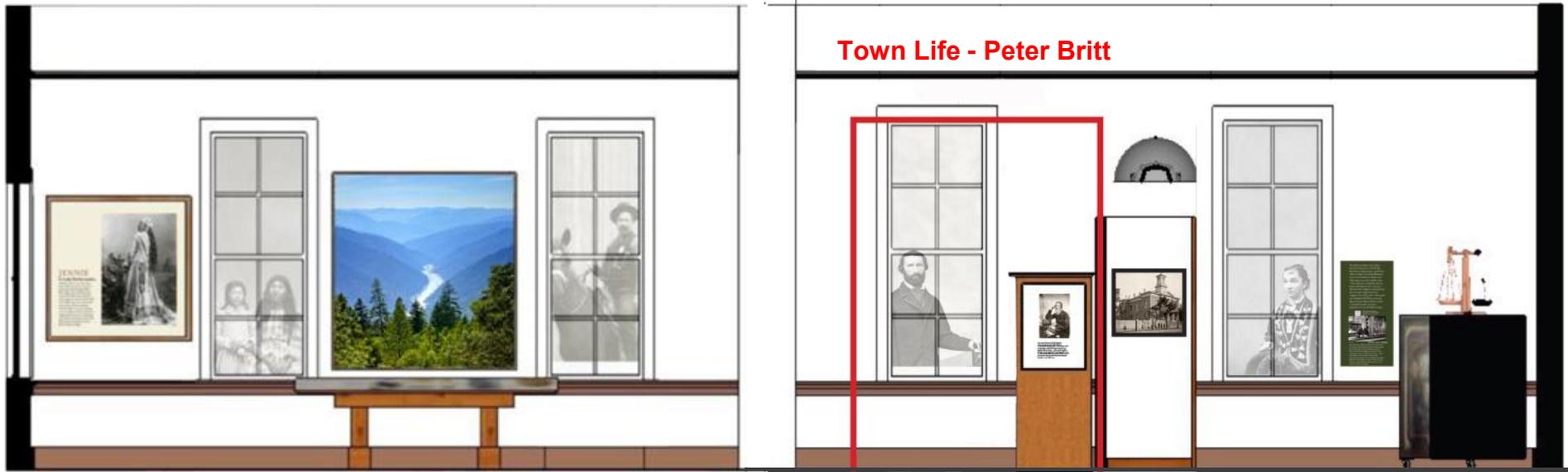
After the Rogue River War of 1855-56 between tribes and new settlers, the Native peoples of southwestern Oregon were forcibly relocated by the U.S. government to the Grand Ronde and Siletz reservations during the mid-1850s.



Tecumtum, whose name means Elk Killer, was the principal chief of the Athabaskan band of Athabaskan Indians during the Rogue River War in the mid-1850s. He was known by various names, including Tecumtum, Chief John, Old John, and Tye John. As a chief of his tribe, he signed three treaties with the United States and spoke for a broad cross section of Native peoples in the region.



Native American baskets were woven from various plant fibers and used to gather and prepare food. Some were tightly woven and sealed with clay for carrying water.



## Town Life - Peter Britt

### EAST WALL



**This Town Life exhibit is an interactive stereoscope of Peter Britt images. Guests push a button to view a sequence of 3-D photos.**

**Signage describes Peter Britt's role in documenting the region, its people, and town life, and how his photographs were instrumental in designating Crater Lake a national park and in designating Jacksonville a National Historic Landmark District.**

## PETER BRITT PHOTOGRAPHER

Swiss immigrant, Peter Britt, arrived in Jacksonville in November 1852 with a two-wheeled cart of photographic equipment, a yoke of oxen, a mule, and five dollars in his pocket. He filed a donation land claim on what is now the Britt Festival grounds, the Lower Britt Gardens, and portions of the Jacksonville Woodlands.

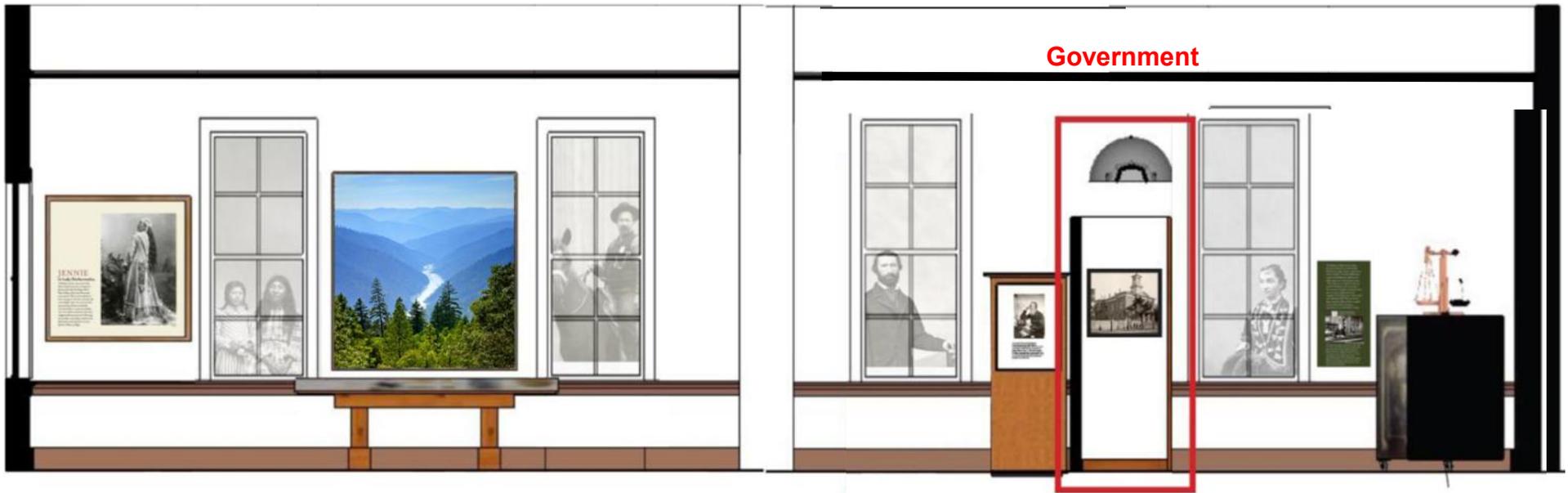


Britt's stereo camera created 3-dimensional images.

After unsuccessfully trying his hand at gold mining then working as a "mule skinner" hauling supplies to the mining camps, he acquired a "grub stake" and opened "P. Britt's Photograph and Daguerreotype Room" in 1856. Britt became the best-known and most popular photographer in the southern Oregon and northern California area.

Britt photographed most of the region's prominent citizens as well as farmers,

miners, Chinese workers, and Native Americans. He photographed events and landscapes. In 1874, he was the first person to photograph Crater Lake, and his photographs were used to make Crater Lake a national park in 1902. His photographs were also used to document and establish Jacksonville's National Historic Landmark District in 1966, the first such District on the West Coast.



**Government**

**EAST WALL**

From the discovery of gold, Jacksonville was the Southern Oregon hub, the Jackson County seat, and home to the county courthouse for 70 years.



Jackson County Courthouse, 1886, fenced for O'Neil hanging  
Southern Oregon Historical Society

An 1859 two-story wooden Masonic hall served as the county's first courthouse until it became too dilapidated to use. In 1884, the imposing historic Jackson County Courthouse was built at a cost of around \$32,000. When completed, it was declared "the crowning glory of Jacksonville." However, that same year the railroad by-passed Jacksonville in favor of the flatter valley floor.

In 1927, the county seat was moved to Medford, and the building no longer served as a courthouse. From 1950 to 2010 it housed the Southern Oregon Historical Society's museum. In 2020 it became the new home of Jacksonville's City Hall.

The historic Jackson County Jail next to Jacksonville's new City Hall is the site of three previous jails.



O'Neil scaffold, 1886, last hanging in Jacksonville  
Southern Oregon Historical Society

The original 1850s jail was replaced in 1875 by a sturdy brick building with seven-inch-thick wooden planks separating the cells. It housed Louis O'Neil, the last person to hang in Jacksonville.

In 1889 the second jail burned down, killing three inmates, one who was due for release the next morning. A third jail was constructed with concrete floors, a corrugated iron ceiling and five steel-plated jail cells that slept four inmates each.

By 1911, the third jail was torn down to make way for the current building, designed to house 25 prisoners in heavy iron cages. This jail housed the DeAuremont brothers, convicted of the West's last great train robbery.

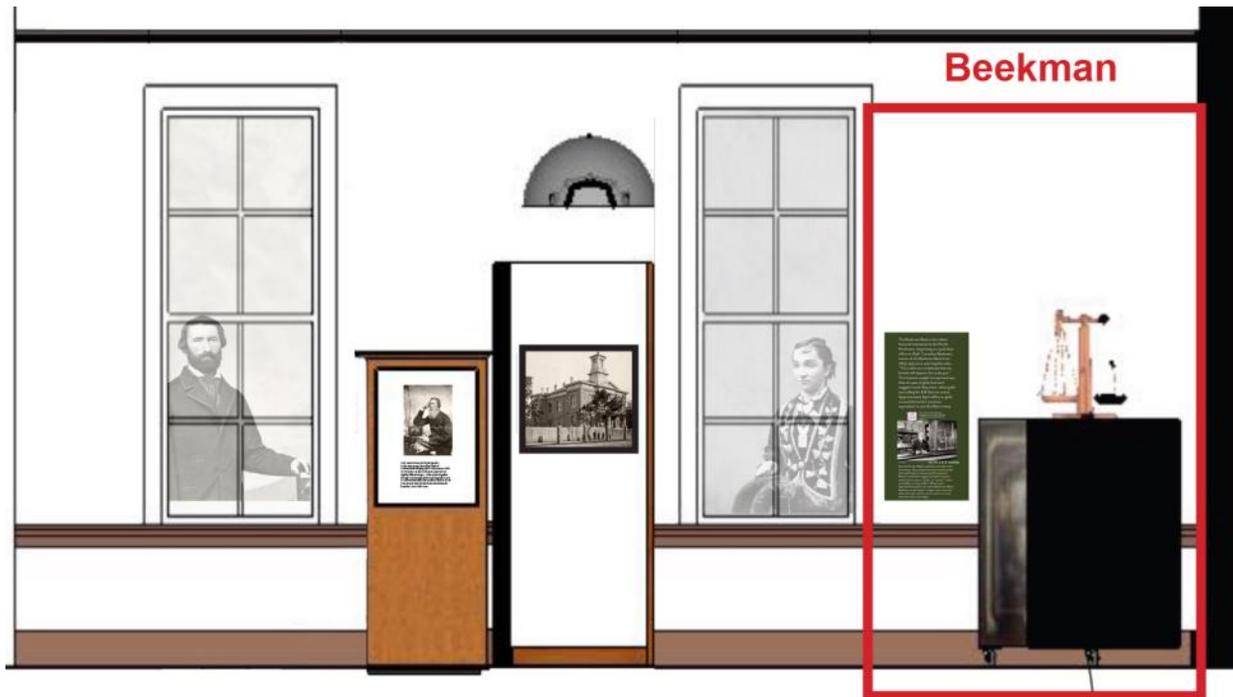


Jackson County officials on Courthouse steps, 1898  
Southern Oregon Historical Society

Use the touch screen to explore stories about the last hanging in Jacksonville, jailhouse ghosts, women's suffrage, the first Oregon Sheriff to die in the line of duty, the West's last great train robbery, and more.

**The Government exhibit includes A/V and AI, with historical interpreters sharing stories of key individuals, trials, and "justice" in a frontier town, and AI bringing historic images to life and having the individuals tell their own stories. The directional speaker focuses the sound so as not to disturb other guests.**





## Cornelius Beekman Wall Panel

**Entrepreneur, public servant, and philanthropist, Cornelius Beekman was probably the most prominent and wealthiest of Jacksonville's pioneer settlers. His home and bank, still completely furnished with original artifacts, are town museums.**

**A gold scale on top of the adjacent safe illustrates how most trade was by barter or done "on account" with payment in gold or silver, not paper money.**

# CORNELIUS BEEKMAN

Cornelius Beekman came to Jacksonville in 1853 as an express rider. He carried mail, packages, and gold over the Siskiyou mountains between Jacksonville and Yreka, California.

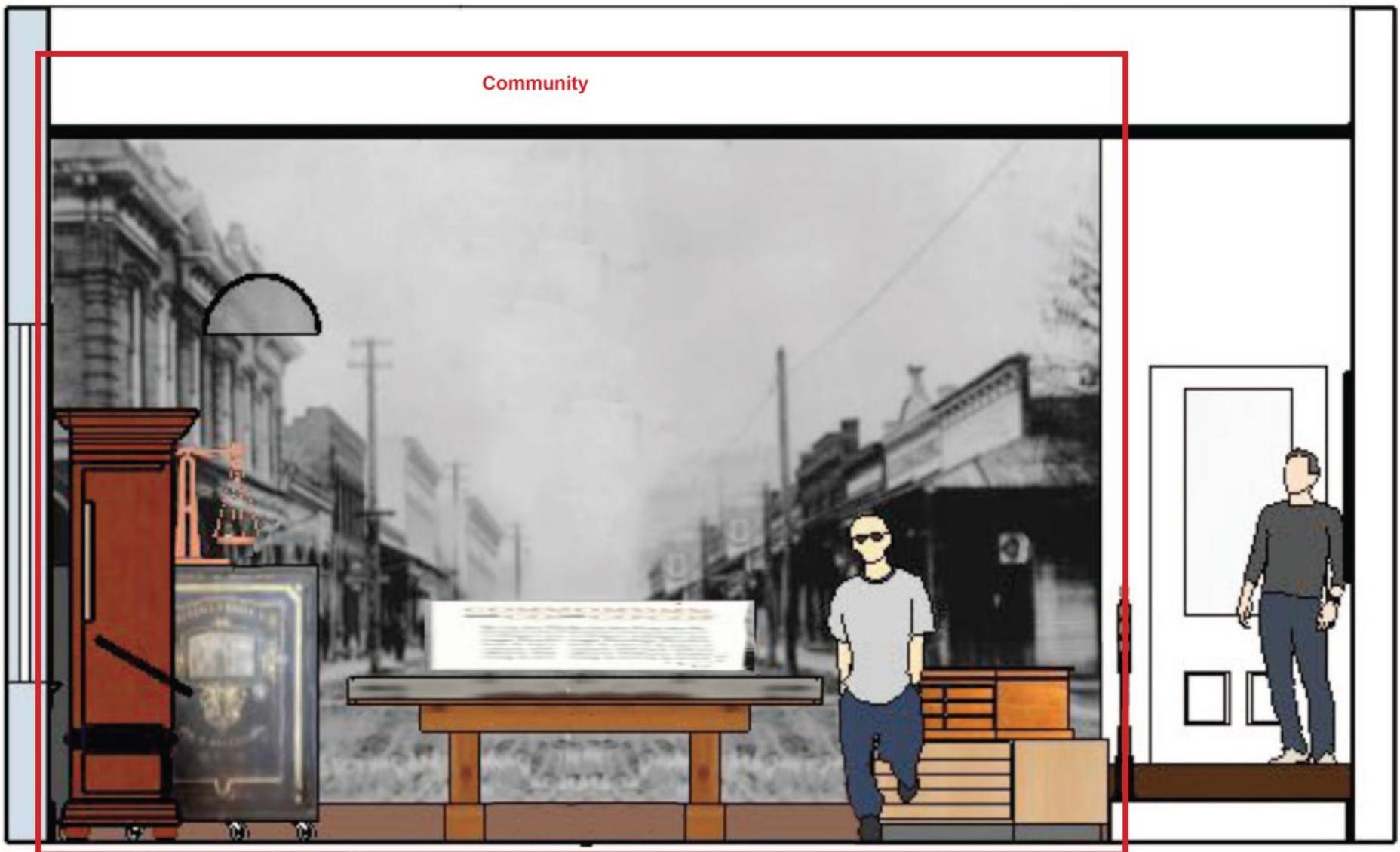


Cornelius C. Beekman, behind counter of 1863 bank  
Jackson Oregon Historical Society

When the company he worked for failed in 1856, he opened Beekman's Express. He covered the same 67-mile route two or three times round trip each week. Beekman also bought a safe to store the gold between trips, becoming the first financial institution in the Pacific Northwest. In 1863 he became the Wells Fargo agent and formally opened the Beekman Bank.

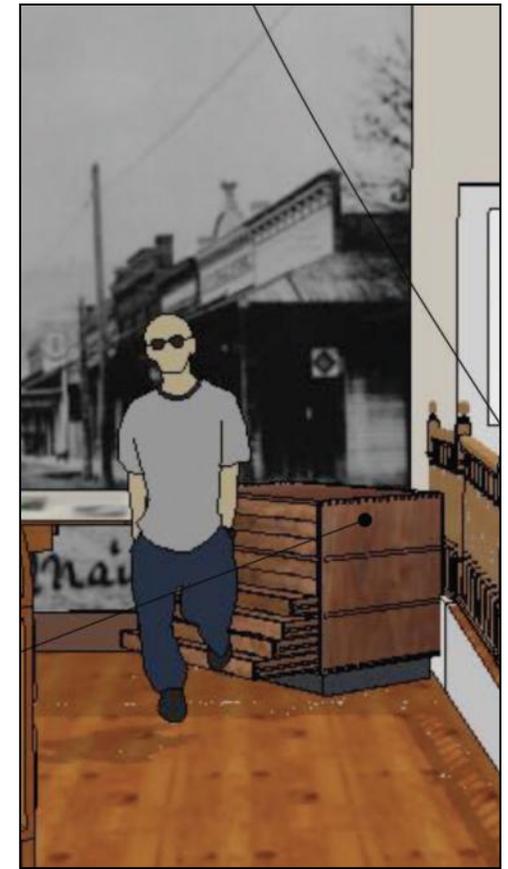
From that rather humble beginning, Beekman built a business empire of banking, insurance, mining, and real estate. He was also a philanthropist, donating money for churches and schools. He served as Mayor of Jacksonville, a candidate for Governor of Oregon, head of the Masonic Lodge, and a University of Oregon board member.

He became the most prominent and wealthiest man in Jacksonville. In 1950, *The Oregonian* newspaper named him one of the 100 most influential individuals during Oregon's first 100 years of statehood.



## Community

The back wall features a full wall mural of Jacksonville's California Street circa 1910. The panel board display in front highlights four individuals who illustrate various themes. The flat files on the right are interactive with pull out drawers whose contents develop the Town Life theme and show the town's diversity—Chinatown, Black pioneers, schools, churches, fraternal orders, culture, society, etc.



A closer view of Community exhibit with mural, flat file, and panel board contents.

## HERMAN VON HELMS

In 1860, Herman von Helms and John Wintjen built a one-story brick structure which started as the Table Rock Bakery but quickly became a bakery and a bar. After fire destroyed the El Dorado Saloon in 1874, Helms and Wintjen focused on the saloon business, now called the Table Rock Saloon. Wintjen retired in 1880. Under Helms, the saloon became a hub for town business, politics, and social events. When Helms added an English-style pool and billiard table, twice the size of those today, the building and business were renamed the Table Rock Billiard Saloon.



Herman von Helms, saloonkeeper and mayor of Jacksonville.



von Helms in Table Rock Saloon.



## Madame JEANNE DEROBOAM

Laugier Guilfoyle Holt

Born in Bordeaux, France around 1820, Jeanne DeRoboam moved to Jacksonville in the late 1850s. She opened the Franco-American Hotel sometime before 1858 with Charles Laugier, likely her common-law Italian husband who later left town. She stayed on as owner and manager through her second marriage to John Guilfoyle, who died in 1865. Jeanne's third husband, George William Holt built Jeanne her dream hotel on California Street, the U.S. Hotel, reportedly at a cost of \$12,000. President Rutherford B. Hayes stayed at the hotel in September of 1880.



U.S. Hotel.

## JANE MCCULLY

When Jane Mason McCully arrived in Jacksonville in 1852 with her husband John, she was only the second "respectable" woman in town. Her husband John was a doctor, she was a teacher, but there was no need for their services. She initially supported the couple with her baking skills. Eventually John was able to start a medical practice and then invested in real estate, his downfall. By 1861 he had racked up \$7,500 in debt. He skipped town, leaving Jane with three young children and his creditors. Jane was tough and pulled the family out of debt. She eventually started a successful school and turned her home into Mrs. McCully's Seminary. She became the only teacher that many of the children of the town's prominent families knew, helping her students to succeed at university and beyond.



Jane McCully, pioneer teacher and school owner in Jacksonville.



McCully House, home, academy, and high school building in Jacksonville.



## GIN LIN

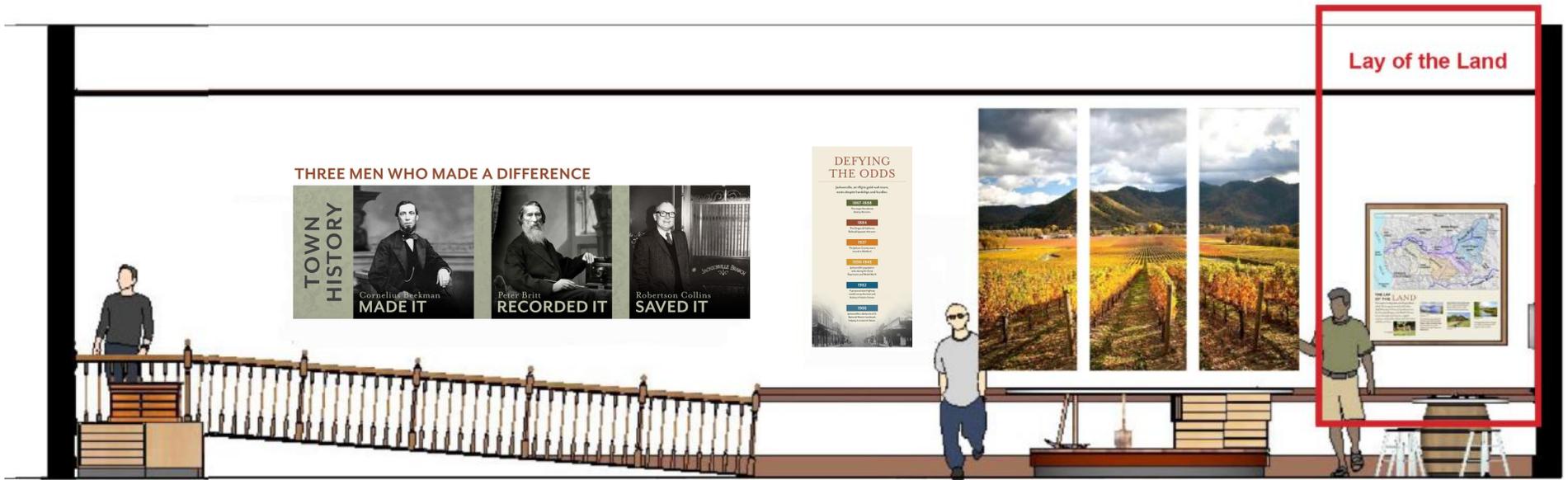


Gin Lin, labor boss, introducer of hydraulic mining.

Gin Lin was a leading Chinese labor boss in Jacksonville during the Gold Rush, arriving in Oregon in the 1860s. Lin was able to purchase a claim in 1864 on the Little Applegate River despite state laws to prevent Chinese people from owning property. He also leased other area mines from white men who had already taken out the easy gold. A fair and clever boss, Gin is credited with introducing water-powered mining to Southern Oregon. He had an account worth over \$1 million in Cornelius Beekman's bank.



Chinese miner.



West Wall

West Wall initial exhibit shows “Lay of the Land”

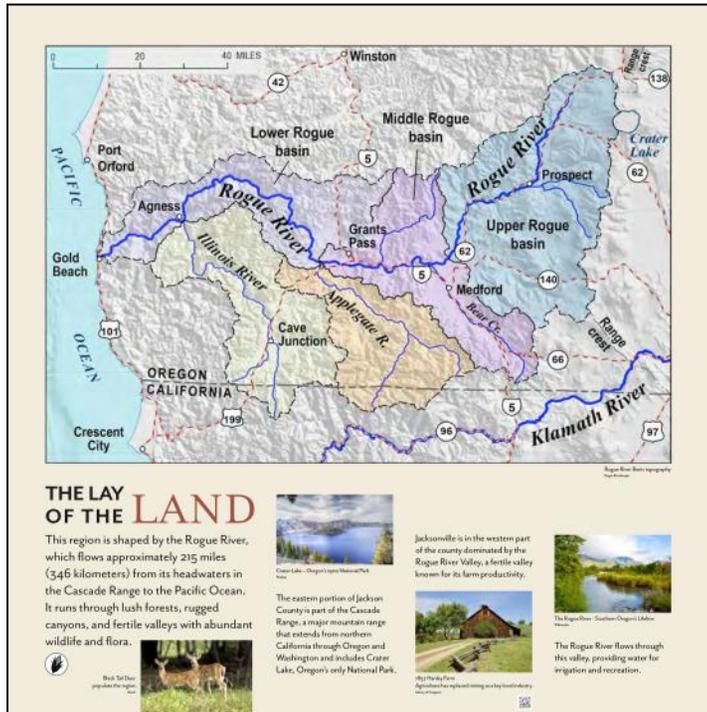
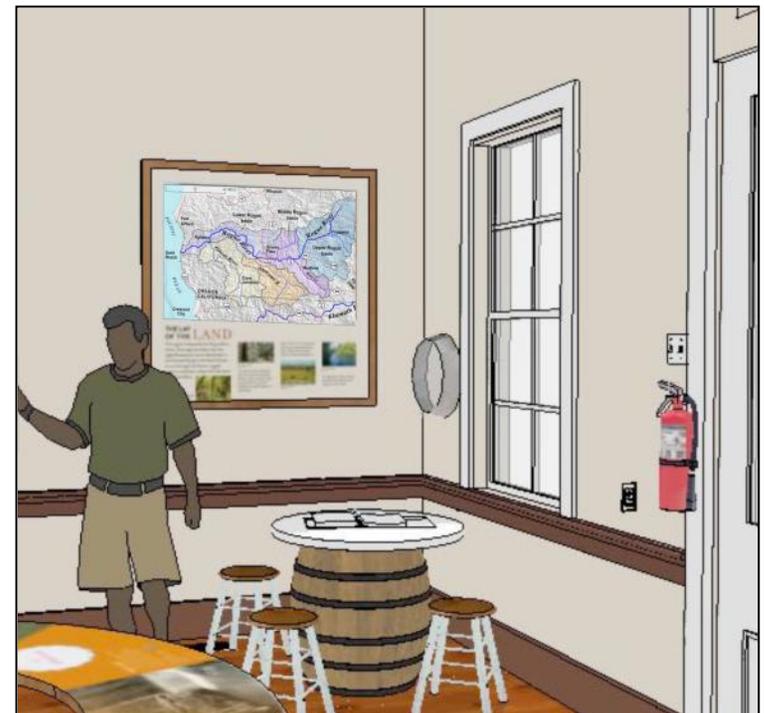
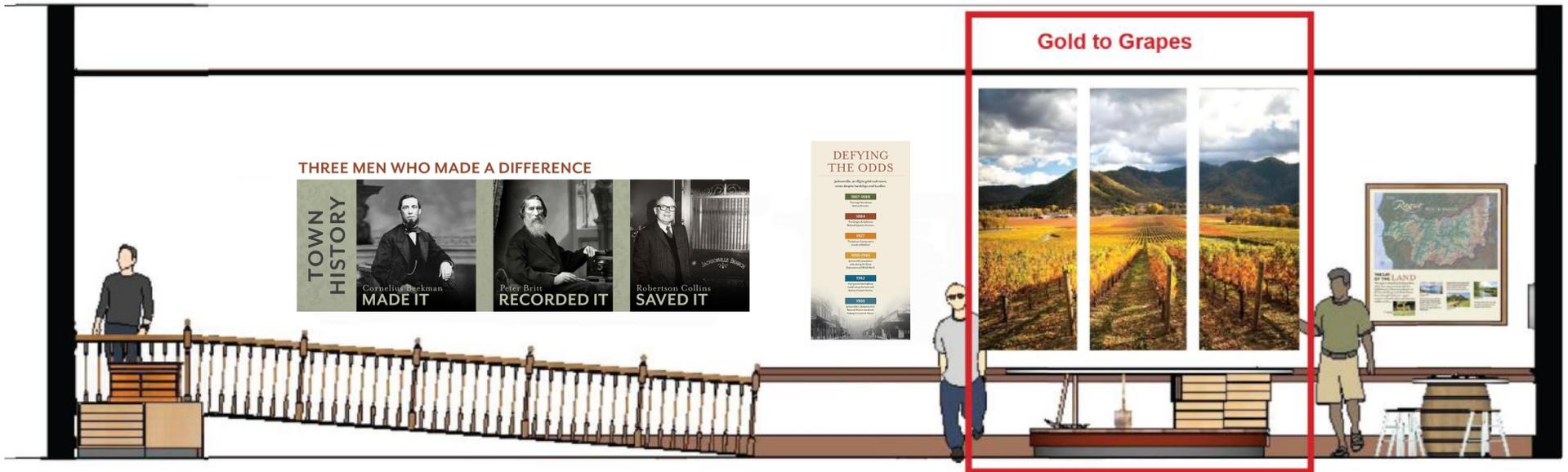


Exhibit highlights the natural beauty of the Rogue Valley and the abundant natural resources and fertility of the land that attracted individuals for millennia.

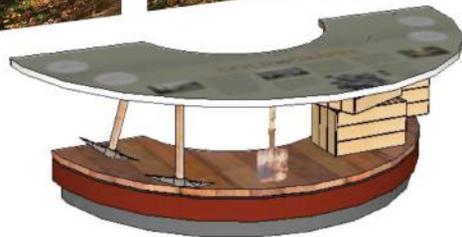
Table and stools provide resting place. Flip book on table highlights outdoor and recreational activities.





West Wall

The Gold to Grapes exhibit highlights the role gold played in the initial founding of Jacksonville, how it was replaced by agriculture, and how Peter Britt became the father of Southern Oregon's wine, orchard, and horticulture industries.



## GOLD TO GRAPES

**Educational artifacts will enhance the exhibit.**

**A video screen will add information about agriculture.**

Gold played an essential role in the shaping of the present day town of Jacksonville. This place was merely a stopover on the way to California for early Europeans — until gold was discovered here in the winter of 1851-52 by James Poole and James Claggage. This was the first gold discovered in Oregon.

It didn't take long for thousands of gold seekers to find their way here and settle in what was initially called Table Rock City. When Umpqua County became Jackson County in 1852, the town's name was changed to Jacksonville in honor of Andrew Jackson.

While the gold rush only lasted a couple of decades, other natural commodities thrived in the region. In the mid 1800s, a horticulture lover named Peter Britt created orchards in Jacksonville and has come to be known as the "father of the Southern Oregon fruit industry." The first orchard businesses started in 1885. They quickly grew to include pears, apples, cherries, peaches and prunes.

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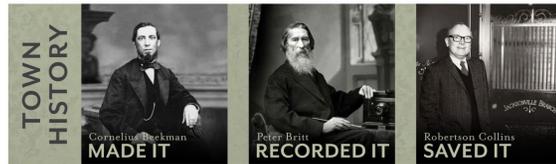
Photo courtesy TSO

Photo courtesy TSO

Photo courtesy TSO

## Historic Jacksonville Should Not Exist

### THREE MEN WHO MADE A DIFFERENCE



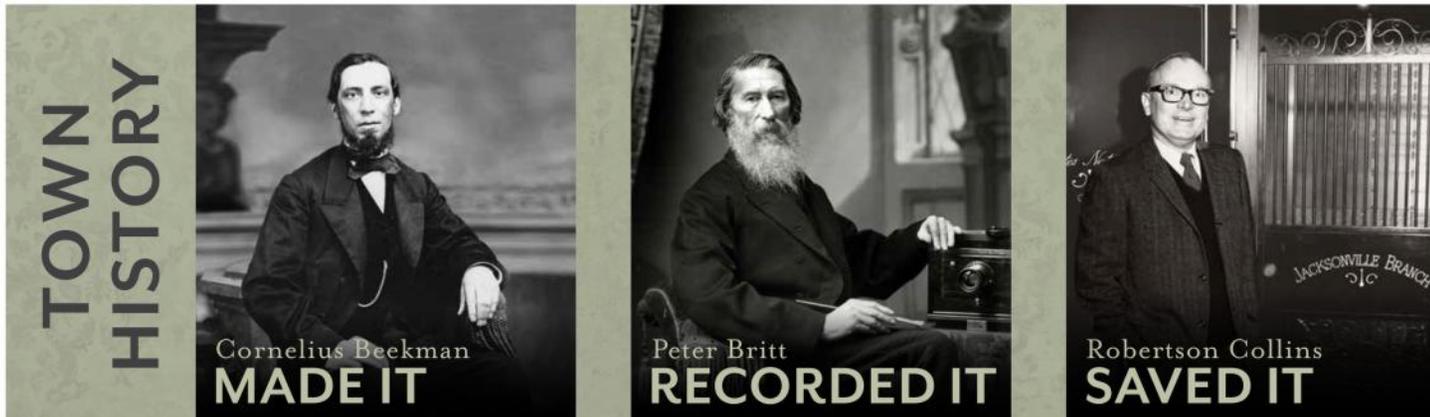
### DEFYING THE ODDS



West Wall

The “Historic Jacksonville Should Not Exist” exhibit is a way of summarizing Jacksonville’s history. The triptych highlights three men who played what were felt to be the most significant roles in that history. The wall panel summarizes major events/turning points in the Jacksonville story.

## THREE MEN WHO MADE A DIFFERENCE



## DEFYING THE ODDS

Jacksonville, an 1850s gold rush town, exists despite hardships and hurdles.

**1867-1888**

Five major fires almost destroy the town.

**1884**

The Oregon & California Railroad bypasses the town.

**1927**

The Jackson County seat is moved to Medford.

**1930-1945**

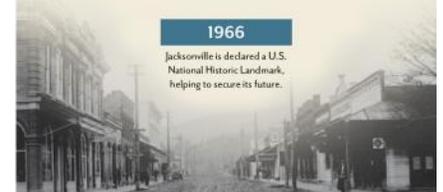
Jacksonville's population sinks during the Great Depression and World War II.

**1962**

A proposed state highway would cut up the town and destroy its historic homes.

**1966**

Jacksonville is declared a U.S. National Historic Landmark, helping to secure its future.





## **Applebaker Fire Hall and Jail**

**The South Oregon Street entrance will be made ADA accessible. The existing concrete will be torn out and replaced with an ADA grade ramp.**

**The original fire hall, now fire museum, contains Jacksonville's 1861 hook and ladder truck and 1884 pumper truck. Interior signage will be upgraded and exterior signage added.**

**The jail was the City jail, not the Jackson County jail, and it was used mainly as a drunk, or drying out, tank. The remaining cell will be staged as such and appropriate signage added.**