

February 27, 1958

Robert J. Steward, Director
Department of Agriculture
Agriculture Building
Salem, Oregon

Dear Mr. Steward:

As you know the Oregon Historical Society will be responsible for several important phases of the forthcoming state centennial celebration in Oregon. One program which interests us very much concerns Oregon farm families who have a long tradition on the land.

In these days when so many people are leaving rural areas for urban occupations, it seems as though we might accomplish some good by re-emphasizing great Oregon agricultural traditions.

What we should like to do is establish an accurate list of all the farm families in Oregon who have worked the same land, or part thereof, for one hundred years or more. Where such a tradition can be proved satisfactorily, we should like to present in an appropriate program a certificate of recognition to the families so listed. We should want to do this not only in the centennial year but in the years thereafter as families become eligible for the certificate.

Obviously, the Society could not undertake this program alone for it would be difficult for us to reach all Oregon farmers, or accurately determine the number of families who might be eligible.

This program should be carried out in cooperation with your Department of Agriculture and with the very close cooperation and interest of the county agricultural agents in Oregon. If your department and the county agents are interested in this project, I think it would be a source of some pride and tangible recognition for these families. It also contains very sound publicity values.

Robert J. Steward

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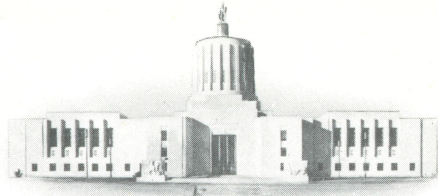
February 27, 1958

This is a program which we might work out for presentation at the annual State Fair in Salem, or in any manner you might think more attractive. Needless to say I hope for your approval of this program, and any ideas you may have for its improvement.

Very best regards,

Thomas Vaughan
Director

TV:jp



STATE OF OREGON
DEPARTMENT OF AGRICULTURE
SALEM

March 14, 1958

Mr. Thomas Vaughan, Director
Oregon Historical Society
Portland 1, Oregon

Dear Mr. Vaughan:

Director Steward has been so tied up in conferences and out-of-town trips recently, he has asked me to reply to your letter of February 27.

Our Department will be very happy to cooperate with you in obtaining an accurate list of all the farm families in Oregon who have lived and worked on the same land for 100 years or more. We do not know just how successful we shall be, but we see considerable public interest in this project as it is being developed and I am quite sure the radio stations and newspapers in the state will be glad to give us space.


I think the certificate you have in mind would appeal very much to the families whose farm heritage stretches back 100 years on Oregon lands.

We shall be glad to hear from you further or come up to discuss the project. You would, of course, need to work with the State Fair on any presentation of the certificates during fair week.

I am wondering if you are thinking the line of responsibility should run from you to our Department and through us to the County Agents, who certainly will be very helpful in this project. I can see some advantage in a publicity program to one office carrying the statewide load there lest the communication media become confused with the same story landing from several sources. In any event, we should have our plans organized and ready to roll on the publicity before too long, it seems to us.

We shall be glad to hear further from you.

Sincerely yours,


Genevieve Morgan
Informational Representative

GM:bg
cc - Robert J. Steward

March 19, 1958

Robert J. Steward, Director
Department of Agriculture
Agriculture Building
Salem, Oregon

Attention: Genevieve Morgan

Dear Mr. Steward:

If you could let me know the next time you are in Portland I shall be very happy to see you. We might work out an appointment for next week.

This program will take some organization. We are eager to see it under way as soon as possible.

I know we could work out a very good program with your department.

Very truly yours,

Thomas Vaughan
Director

TV:nh

April 10, 1958

Robert J. Steward, Director
Department of Agriculture
Agriculture Building
Salem, Oregon

Attention: Genevieve Morgan

Dear Mr. Steward:

It was a great pleasure to see you and Mrs. Morgan in our office last week. I am sorry so many varied details have prevented my sending this letter sooner. However, I know we are in full accord concerning the Century Farm Day program and recognition of 100 years of family life on Oregon farms. The following remarks pertain to the general program which we established, and are essentially a review of our conversation. I know we are in agreement as to how this program should be presented September 1, this year, and in years following.

First, I think the use of U. S. Census definition of a farm as three acres or more is very practical for us. There should be proof of continuous ownership from the family or from the county courts which will also be our authority insofar as providing and/or accepting the proof of continuous ownership within the families, as defined by us in our conversation last week.

Our first responsibility will be to provide certificates for all families who can give proof of ownership for any land lot prior to and including the calendar year 1858. Next year our calendar year will be 1859, but should also include any others who were late in submitting proof of ownership for years preceding 1858.

The presentation program will be part of the State Fair program and Director Steward will work out the best possible day in keeping with the schedule of farm families, the State Fair program and Governor Holmes, who will assist in the presentation of certificates. We also hope he will briefly address the audience on that favored day.

The certificate will be a handsome calligraphic specimen designed by the Oregon Historical Society, with lettering of the family's name provided by the Society. Signatures attached will be those of the Governor, the Director of the Department of Agriculture, of the Society and the Manager of the State Fair. , or County Judge.

Robert J. Steward

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April 10, 1958

The proven names will be gathered in the county courts, sent to the Department of Agriculture and on to the Society by August 1. Human interest stories, special releases and all other news releases pertaining to this program of farm recognition, will be handled by the Department of Agriculture, Mrs. Genevieve Morgan, informational representative. All releases will carry the name of the Department of Agriculture and the Oregon Historical Society as the cooperating organizations in this program.

The Society will fully cooperate whenever it appears that we might have better access to certain community media or, at any given time, media spokesmen. The Department will handle such organizations as Farmers Union, Farm Bureau, The Grange, 4H Clubs, etc. In any case, we shall always keep each other fully advised. The Society will never send out releases pertaining to this program without first clearing with the Department of Agriculture press bureau.

It is our mutual hope that this program can be included at the 1958 Fair. This will demand immediate planning, particularly in regard to full cooperation from county judges in Oregon and the Oregon press, who will stimulate interest in our program. The Society will naturally be interested in all news copy and all opportunities to follow up stories and possibly collections of manuscript material, etc., which might be unearthed in the development of this program. We shall assume when the names are received that they are correctly spelled and written as the families wish it on the certificate. In case of joint occupancy, etc., we decided two plus families would receive certificates.

At a later date we shall want to discuss the matter of certain highway markers to commemorate, for example, the first farm crop planted in the Willamette Valley and, in time, certain other events important to Oregon's agricultural history. Later on, our county affiliated societies might very well wish to adopt a program of small outdoor metal markers identifying Oregon Century Farms.

Certain details of our conversation are not included in this letter. However, I am fully satisfied that we reached a most satisfactory agreement in our conversation and that any details not mentioned in this letter will be already incorporated in notes you took during our visit.

We hope to hear from you soon regarding the completed proposal. Needless to say, we shall be happy to meet with you any time to discuss this excellent program.

Very best regards,

Thomas Vaughan
Director

TV:bp