



# The Historacle

The Official Newsletter of the  
Talent Historical Society

Volume 25 Issue 1

March 2019

## Seiber's Corner - A Landmark in Talent

By Debra Moon

This story is taken from a text that was dictated by Al Seiber in 2005. It is the story of the Seiber family moving to Talent and building the Market and the Farmer's Market Café. Al begins his story in 1953 when he and his wife, Helen, owned a grocery store in Florence, Oregon.

*"So, on Christmas vacation, which was coming right up, Helen and I closed the Florence store with a big sign on it, "Closed for Vacation," and we went cruising around the country to find a suitable location for a new store."*

Al and Helen Seiber drove through Bend and then down to Medford looking for their new business location. They were eating at a café in Talent right across the street from what would become Seiber's Corner, but at the time, it was just a big lot with a tiny house on it. They asked the café owner, Jack Hale,

about who owned the lot, and Jack informed them that it was a Mr. Harvey Peterson. Al negotiated a good price for the lots with Mr. Peterson, but the house had a renter who wouldn't pay rent and who wouldn't move. Al thought he knew how to solve that problem, so he said, *"Well, you sell it to me. I'll take care of it."*

Helen went back to Florence to run their store there, and Al stayed in Talent with a big sledgehammer. He began knocking down walls in the little house to remodel it as a new store with a living area in the back. When the tenant's bedroom wall disappeared, he was out in the open, so he moved out pretty quickly. Al was determined to build up his business there. This is Al's story:

*"Well, I bought a two-and-a-half ton Chevy truck, and went over to Florence and got a nucleus of a new store from my spare parts in Florence. One thing I brought back with me was a Shopsmith. That was an all-around tool that I could just do everything with. I could drill and sand and saw and do precision sawing,"*

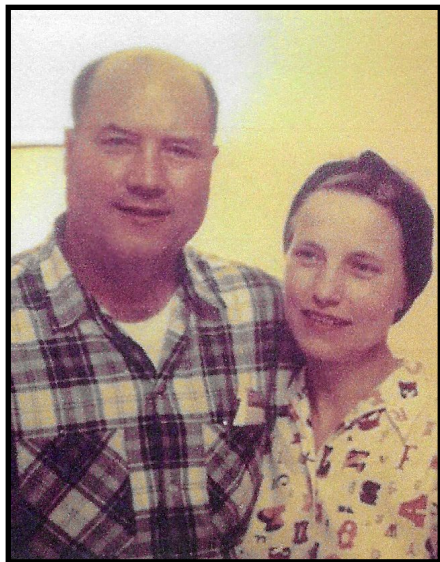
Al drew up the plans for his new building on big sheets of butcher paper, which all good grocers had plenty of in those days. He made the living quarters nice and cozy with a fireplace, two bedrooms and a bathroom. Some parts were the original little house and some were newly built. He included the storefront and a storage area for the market. While Al was building, he made his sleeping quarters in a walk-in refrigerator from his Florence store. Al suffered from a neuritis in his right arm while he was doing all that sawing and hammering, which was quite painful. It cost him some sleep too, but he kept at it until Seiber's Shopping Center was completed.

*"With that two-and-a-half ton truck, I would make periodic trips to Florence and bring some more of our equipment*

*over. Helen...and I agreed we were getting along just great. We agreed that we ought to have another little bouncy baby. So we worked on it on our trips over there, and sure enough, Helen got pregnant and that was just great with us. The store was taking shape, doing real well, and I had the fixtures pretty well set in and arranged it would actually be another grocery store....I decided the opening date would be June the 16th, 1954, of our new store, and we'd call it Seiber's Shopping Center."*



Quality Paperback Books and Talent Chiropractic in 2019  
Photo by Debra Moon



Al and Helen Seiber

Al Seiber was a pretty good businessman, and he had a good relationship with grocery suppliers from his store in Florence. He kept the same suppliers, and they gave him good deals. He appealed first to working men in the community, but soon their wives were dropping in to buy items too.

*"About June the 10th or 11th, Helen sold the Florence store. So she moved over then into our new quarters, just happy as a baby, but pregnant. I met all of the salesmen who were going to supply us with groceries and stuff, and I gave them the same kind of a story that I gave the Florence salesmen. I laid out what I*

Continued on page 4

# Talent Historical Society

The Talent Historical Society researches and preserves the history of the Talent area in Southern Oregon. We offer a collection of historical archives to help local residents and visitors become better acquainted with our area's rich history.

We are members of the Jackson County Heritage Association; a group of heritage nonprofits dedicated to the collection, preservation, and interpretation of Southern Oregon's cultural history.

We operate a museum and meeting place located at:

105 North Market Street  
Talent, Oregon

The museum is open Saturday and Sunday from 1:00 pm to 5:00 pm.

General Business Address:  
P.O. Box 582  
Talent, OR 97540

Phone Number: (541) 512-8838  
Email: [info@talenthistory.org](mailto:info@talenthistory.org)  
Web Page: [www.talenthistory.org](http://www.talenthistory.org)

Facebook: [www.facebook.com/talenthistory/](http://www.facebook.com/talenthistory/)

*The Historacle* is published quarterly.

Editor/layout: Ron Medinger

## Museum Hours: Saturday & Sunday 1:00 to 5:00 pm

### Memberships since Last Issue

#### New Members:

Carey Brink & Todd Hoerer  
Barbara & Dick MacMillen

Ray Eddington  
Patrick Weaver

#### Renewals:

George & Collen Baylor  
Don & Melissa Braaten  
Don Burke  
Karen Carr  
Tim & Judy Cebulla  
Jerry Deubert  
Dave & Ann Galligan  
Nelda Hanscom  
Ron & Jackie Wagner

Steve Isaacson  
Thomas & Jane Lane  
Doris Myers  
Roy James  
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Freddie & Christina Taulani  
Arn & Karen Wihtol  
Chuck Zickfoose

#### Lifetime Memberships:

Marla Cates & Jan Ritter  
Bud & MaryLouise Gleim  
Edwin McManus & Family  
George Kramer  
Matt & Antoinette Lichtenstein  
Lunette Gleason-Fleming  
John Wahl  
Janice A. Napoleon

Margay Garrity  
Al Nijenhuis  
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Jack Latvala  
Wanda Perdue  
Poppie Beveridge  
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Jim Bradley & Patricia Remencuis

#### Additional Donation:

Nelda Hanscom

### Honorary Lifetime Memberships

Bob Casebeer      Jan Wright      Susan Moulder      Katherine Harris

## President's Message by Ron Medinger

My friend, Belinda Vos.

When I joined the THS Board in October of 2014, I found one of the things the board needed was additional board members. I visited with my friend of over 25 years, Belinda Klimek Vos. I knew Belinda was interested in history and, being a native Talentian, it seemed like a natural fit.

When we first talked, she said she wasn't really interested in joining the board, but she would be willing to help in some way. I asked what she might be interested in. When she mentioned the *Historacle*, our newsletter, my heart jumped with joy!

Having known Belinda for so long, I knew that whenever Belinda took on a project, the results would be top-notch!

Belinda ended up joining the board and has been instrumental in many projects and improvements we've made in the last few years, but she really showed how she could shine with the *Historacle*. We've got some big shoes to fill and we'll try our best.

Thank you, my friend, for being here and helping us shine!

## Talent Tomato Song Released!!!

At our Holiday Party in December, Kyle Moon, the son of our newest Board Member, Debra Moon, introduced the new Talent Tomato Song. It was a big hit. The lyrics were written by Kyle and Debra. Then Kyle put the lyrics to music and performed the song for the members attending the Holiday Party.

This fun little ditty praises the Talent Tomato and thanks those who kept it alive. It puts us in the mood for our upcoming spring T-Shirt and plant sale, which is the Talent Historical Society's biggest fundraiser of the year.



Songwriter/Musician - Kyle Moon

Don't miss out when the T-shirts and tomato plants come up for sale!

The Talent Tomato Song

Well, thank you Mr. Holdridge and Mr. James

For keeping tomatoes at the top of their game

Greenleaf Industries and the THS

Making tomato dreams come true

Grab a tomato, when the time comes to

Take a big bite, you just might

Be surprised...

It's the best tomato. It's grown nearby

The Talent Tomato, the secret's in the seeds  
The Talent Tomato is what everybody needs  
The Talent Tomato is the winner of awards  
The Talent Tomato is grown in our backyards

Well, thank you Mr. Holdridge and Mr. James

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## Tuesday Evening at the Museum

The Talent Historical Society continues its series of presentations held on the fourth Tuesday of the month from 6:30 to 8:00 p.m.

On Dec. 18th we held our traditional Holiday Social and Annual Meeting which featured appearances by both Santa Claus and special guest Kyle Moon. Kyle is a musician, singer and songwriter and one of the founding members of the band "Fish Out of Water" [www.fishoutofwaterhq.com](http://www.fishoutofwaterhq.com)

Chelsea Rose, historical archaeologist and research faculty member at Southern Oregon University Laboratory of Anthropology gave a presentation on January 22<sup>nd</sup> about the years long archeology digs performed at the Peter Britt Homestead in Jacksonville. She talked about various excavations, artifacts and key findings from the site.

Southern Oregon winter weather threw us for a loop on the day of our February Tuesday Evening at the Museum. A fair amount of snow during the afternoon and somewhat treacherous driving conditions forced us to postpone the presentation for that evening until March 26<sup>th</sup>.

Willow McCloud will be giving her presentation on "Remembering History in our Backyard" on March 26<sup>th</sup> at the Museum. This photo show features memories of past life in our Rogue Valley. She has accumulated these photos over the past four years while exploring little known areas and hidden gems.

On April 23<sup>rd</sup>, Debra Moon will offer the fascinating story of the Hooker Oak in Chico, California, which was featured in the 1938 film Robin Hood, starring Errol Flynn.

Our Tuesday Evening at the Museum for May 28<sup>th</sup> is still to be scheduled, so check back on our Facebook page and at [talenthistory.org](http://talenthistory.org) for information on that upcoming event.

All talks are held at our museum at 105 North Market Street, Talent, unless otherwise noted. The meetings are free and open to the public, and you need not be a member to attend. Due to Fire Code restrictions, attendance will be limited to the first 72 attendees.

≈≈≈ Talent Tomato Sale ≈≈≈  
May 11th, 2019 - 8:00 a.m. to 2:00 p.m.  
105 North Market Street in Talent





*Snapshot of the storefront of the Seiber Shopping Center at 117 N. Pacific Highway provided by Jan Wright from the Talent Historical Society archives.*

thought was a good stock for an up and coming grocery store that was going to open late in the morning and stay open late at night, to get all the late trade from the people that worked. They cooperated with me. They all laid out a list and I had a lot more stuff than I had at Florence, so they agreed that they would ship the stuff into the store and I could pay them the following week when they came to take some other orders. Well, that was alright with me, but I used up quite a lot of my money, so I borrowed from Helen's sister's husband, a guy named Woody Kramer. He was a pilot I had flown with down in Pensacola and I liked him a lot, and he liked me, and he was now in the banking business there in Minnesota. And he loaned me \$2,000. And that was enough to cover what extra money I needed to stock the store. So that was an auspicious start.

"We got a bunch of banners to string up around the parking lot, and some A-frames with advertising on them on butcher paper about our big opening, and we really had a grand opening. All the salesmen cooperated by giving us stuff to give away to our new people that we knew would come out of curiosity to see what kind of a store we had.

"Well, there were two other stores in town. One uptown in Talent, and one just a block and a half from us, right on the highway also. It was called Ideal Market. And the one uptown Talent was called The Talent Market. And here was Seiber's Shopping Center. Well, we really got off to a good start, because those stores opened at 9:00 and closed at 6:00. Well, I opened at 11:00 and closed at 11:00, so they had lots of time to do the shopping at Seiber's Shopping Center."

The Seiber family had a ten-year-old daughter when they moved to Talent. Her name was Nancy. On December 23, 1954, Suzanne Seiber was born. Al doted on the baby and spent a lot of time in the living quarters cuddling and rocking her. He was very good with his children and was glad he had a store where he could be close to them and spend time with them when the grocery trade allowed for it.

## A FARMER'S MARKET BEGINS IN 1954

"So, since it was 1954, in June of '54, they had a killing frost there in the orchards, and it nipped the pears. So, when harvest time came, I threw up a regular road side fruit stand there on the corner of my property, and the way it worked was, the pears that were culls, the fruit people had them hauled up Wagner Creek to a precipice up there and dumped them. Well, that's what I put up that fruit stand for. I told those truck drivers that if they would stop by there and dump them in that bin, there on that framed up kind of fruit stand--you've all seen roadside fruit stands--well, I would give them \$5 a load. Just for the truck drivers to dump it there instead of taking it on up to Wagner Creek. Well, that was fine with them.

"And so I dumped the first bin full there, a five yard dump truck or something like that, and I put up a reader board there on the highway, said, 'Pears, 5 cents a box.' And I had the cardboard boxes from the grocery store, and then at the bottom of the sign I put, 'Bring your own box.' So the people

from California that were coming over from Yreka to shop at Medford and from Ashland, they just came in there, and ... they bought hundreds of dollars worth of pears because the dump trucks would keep dumping them there, and the people realized that was a helluva deal on pears, and so they were using it up. And those reader boards that I had along the highway, they worked very, very good.



*Nancy Seiber in front of the Market - 1955*

"And, then, I had the coldest beer in the area. I kept my beer in that walk-in cooler that was remodeled with glass doors on it, so a guy could reach in and get whatever beer they wanted. I kept it one degree above freezing. When these guys would come in from work, they were hot and tired, they'd pull into Seiber's there and get a six-pack of cold beer or maybe even one bottle or two, to refresh themselves, so I had just a burgeoning beer business. And I also had a good wine selection, but I didn't push the wine. It was cheap wine, and I did have enough wino customers that kept that rack kind of empty, so I was doing a real good business in the beer. And then the guys got acquainted with my sandwich loaves from Nebergall. When they'd come in I'd slice a couple slices on my slicer, hand it them and say, 'Try this.' And they'd pay a pound of sliced lunchmeat to take home with them, along with their beer, so I built up a pretty good lunchmeat business there. And then, some of the guys wanted some good aged steaks, so I had Nebergall leave me a quarter of a beef where I could cut the good aged steaks by

simply hanging it in the walk-in cooler and aging it.

"I could put out some very good steaks. So, I had a pretty good meat business, a good beer business, wine business, and the wives started coming in too, and buying their fresh lettuce and now and then I'd have a real special. The vegetable guy would bring me tubs of bananas that were banana fingers. That meant they weren't in hands, they were just single fingers, and I'd put out a roadside reader board, "Bananas, 5 cents a pound". Well, those shoppers going toward Medford would stop in and they'd buy 10 or 12 pounds of bananas at a time."

Al Seiber's store was competitive with the other stores in the area. He kept his beer ice-cold and his prices right, and he did a very good grocery business. It was rumored that he inherited money when his father passed away. However, that was not true. Al and his siblings had to all pitch in to pay for his father's funeral. Al's money was what he had earned at Seiber's Shopping Center.

## CREATING THE FARMER'S MARKET CAFÉ BUILDING

Ever the bargain hunter, Al Seiber found a place where he could get lumber seconds for free. Vick Pace was a good customer at the market was and he was getting seconds from the Magnolia Lumber Yard in Ashland, but he couldn't use



*Seiber's Corner 2019 with Talent, Oregon USA - Small Town, Big Heart mural*



*Image of Seiber Corner painting done by Betty Roy.  
Provided by Joel Goldman. Betty Roy owned the Beauty Shop.*

all of them. He knew that Al had a big truck parked in back of the store so he said, "If you'll come up to the lumber yard up in Ashland here, you can haul away all of that stuff that you want, and anything you're using for building, why, you can have it for free." Vick loved Al's cold beer, and he loved to stop into the market and visit with Al. They were good friends for many years.

While Al was selling the fruit and vegetables, he also sold canned olives with a Seiber's label on them and other items carried by other Farmer's Markets. However, he wasn't getting any more good deals on the fruit and vegetables, and so decided to re-do the Farmer's Market and take Vick up on his offer of free lumber.

Al decided to do some more "engineering" (which was actually his own diagraming on the big butcher paper). He planned to put a beauty shop, an office, and a café in the former Farmer's Market building. He began planning and building for this new enterprise around 1956.

"Since I had some real faithful suppliers and I approached them to borrow some money in a backhanded way. I went to the milk people, Jorgensen's Dairy, I had he and Mrs. Jorgensen come out and look at the store, and I had Nebergall's from Albany, their manager came up and looked at the store, and I had again the bread people, and so on, and my usual method of paying these people was they would supply the groceries one week, and I would pay them the following week. So I asked all of these people if I could delay paying them one week, so I would be one week late, that I would actually catch up paying them as I went on doing well in the business. And they all just said it was a hell of an idea. One of them even said, Jorgensen the milk man, he said, "Well, I wish that all my customers were only one week late." And same way with the meat people and the bread people. Not the beer

people though. Theirs was cash on the barrel head.

"There I had funding for my drawings for the new Farmer's Market building...I hired two wonderful middle-aged women to tend the store while I was hammering together this project out on the back part of my property that paralleled the highway. It was going to be a pretty nice enterprise.

"Well, there was lots of work I couldn't do. But Harvey Petersen was an electrician, and he assured me that he would come by and inspect all of my electrical wiring and electrical boxes and so on in the building, all I'd have to do was call him and he would come down and inspect them--cause he lived right there in Talent--and he also gave me all the required plans, how I'd route the wiring and so on, and that took care of the wiring, but I had no way of pouring the cement slab. And so I had the people who deliver the concrete tell me what they would need, and so I had a concrete floor in that building, but I didn't do it. They did it. They smoothed that floor and put in the fastenings I would need to fasten the studding onto the concrete, and they all pitched in and helped me. Besides, my suppliers were helping me with the cash to do this with"

The café equipment was no problem. Al had found a café on the other side of Hilt, right over the Siskiyou's at the very edge of California that was going out of business. He went down and bought the used equipment from them. He came back with a dishwasher, stools, counter tops, and tables, all for a very reasonable price.

"So, I had the equipment for a restaurant and all I had to do was build this restaurant so it was attractive. So I drew out the plans. I had the inward slanting windows so the patrons in the restaurant wouldn't have to put up with the sun reflecting through the windows into their faces. And it was beautiful, just spectacular. Still standing right there right now,

*Continued on page 8*

## From Our Facebook Page

To read all the THS posts and information, "like" us on Facebook

Find us at: <https://www.facebook.com/talenthistory/>

Or go to [www.facebook.com](https://www.facebook.com) and type Talent Historical in the search bar at the top of the page. Then from the options shown, choose Talent Historical Society

In a daily post, we are following pioneer Welborn Beeson's diary entry from 150 years ago. (currently 1869)

Follow our Facebook page for the latest news and updates from the Talent Historical Society. And thanks to all our followers!!!

As always, we share the posts from Welborn Beeson's diary from 150 years ago. (1869)

We start off with a Christmas party at Beeson's house that turned rowdy - Dec 26 1868 ...about one o'clock Booth got pretty tight and knocked a boy name of Wise down then he Commenced to abuse me and kick at me. I then knocked him down and pounded him some, and then he was not Satisfied but he tried it again so I ordered him away, he would not go so I shot at him with my revolver but Bob Robison knocked my arm, up and I missed him, He run then and did not come back to bother. It frightened all the women and made everybody feel bad, but the Music started up and the ball rolled on as if nothing had happened although It is the principle talk at present. It and Small Pox are the topics of the day, the folks all went Home...

Dec 28th ... T G. Owens, came to Subpeona Me to go to town as witness for the State against Steven Booth in the Case of Asualt and Battery on the boy, Andrew Wize, so I went to Town and the trial came off and Booth had ten dollars fine and the Costs of Suit amounting all to 41.00 to pay, for hitting the boy. If I had sued him it

would have been More, but he seems to be sorry for the way he acted, and so I shall do nothing with it if he lets me alone. I have to stay in town to night I am going to sleep in the Stable and have my own blanket

Dec 29th I got four dollars I greenbacks for Witness Fees...

The danger of living on the frontier became evident when smallpox presented itself - Jan 5th 1869 ... was taken quite sick got home one o'clock and had to lay down. Kate gave me a wet sheet pack and a warm bath. I have a very high fever. symtoms of small pox very strong, feel better after bath.

Jan 6th Stiill very weak, and feverish not able to go out of doors but have sit up nearly all day...Morland is afraid to come into the house for fear I have the Small pox, and I should not wonder if I have got it, but hope not. It is such a disagreeable disgusting disease, but still by hydropathic treatment It loses a great deal of its terrors. It is still raging at Jacksonville I hear. ... I feel the fever coming on to me again Oh! how bad It is to be sick and some people are invalids all their life Oh! How bad it is...

Jan 7th Thursday up early felt better, and started to Jacksonville on the Applusa ... When near to to Town we saw a large placard, with letters in large print warning all that Jacksonville had the pestilence the small pox, and forbiding strangers to

stay in Town, we went into town but the few people we saw seemed like the remnent of a funeral that had been shaken by an earthquake. there are number of cases of small pox but the panic is in excess. I came out and went down the vally and found the people nearly all badly ...

Jan 8th I hung my pork up to smoke, and chored around then went up to Ashland they are all afraid of the small pox up there they have bills posted up to warn people not to stop in Ashland. ... I don't feel very well. It is astonishing how foolish the people all are to get into such a panic about the small pox. If they would only use ordinary precaution to obey the laws of nature and Higiene, even if they happen to take the disease it would not harm them so much has, it will if they take such strong Medicine well I hope we shall avoid the diseases.

Jan 9th ... Small Pox news still raging, Mr Goddard up from Gassburg says every body frightened there, not allowed to stop in the place, says the red headed preacher is coming up here to preach to morrow, and he wants me to tell him not to preach for fear of small pox. News from California State small pox was bad. great excitment. It is every man for himself and the Devil for us all. Mr Thatcher called he had some Vacine to his house, last night, he has wife and George, Frank & Hattie... More Small Pox reports all around.

Jan 14 ... Horace Greely and Ole

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Michelson and Company have gone up Wagner Creeck a hunting and to avoid the Small Pox which is still raging in Jacksonville very bad, several of the gamblers and miserable Squaw men are dieing of with it.

Jan 23 ... John Colman came with his wife and Mrs Lizzy Sargent, they were after Vacine Matter, but we had none my arm has taken but I rubed off the scab today. Emmet has not taken at all...

Jan 25 Up early and started for Big Butte Creeck saw Mill, traveled all day and got there at four O'clock in rain, was kindly welcomed by William Sutherland and wife after they found I was not from Jacksonville, they having like all others a great terror, of Jacksonville people on account of the Small pox. found them all well...

Jan 27 ...news that Mrs Stearnes had the Small pox but I guess nothing of it.

Jan 30 I saw Uncle Davey [Stearns]. He says Mrs. Stearnes has the small pox and is very sick indeed. The disease is really getting close to us, and It behooves us to

be very careful, but no use to get frigtened and scare ourselves to death. Jan 31... I took a loaf of white bread up to Mrs Stearnes and laid it on the fence, and called Uncle Davie out, he was pleased to get it. Mrs Stearnes is some better, broken out all over with scabs the Doctor was up to see her. Mr Williams took Mrs Sam Duncan up to nurse Mrs Stearnes...

Feb 1... Mrs Stearns no better, I expect She will die...

Feb 4.... Iss Williams came and told us Mrs Stearnes was dead. John Obenchain and I, Bob Robison & Sam, went and dug the grave, got done after dark. We built bonfires and set the stumps on fire to light them as they brought the body, there is no one to bury her but Orson, Uncle David and John Stearnes and Jessie Huggings who has had the small pox. It will be a lonesome mournful prossesion Oh! this pestilence is dreadful, I am realy afraid my own dear Kate and Emmet may get it and then It will be a home thrust...

Feb 5 Fine day, again everything passes on Just the same as if Mrs Stearnes was not dead, she soon will be forgotten. I plowed forenoon for Oats, afternoon went to Ashland to get some nessarys. It is astonishing how this disease is causing business to cease, nothing being done, and every body excited and almost crazy. News has come that Coln W. G. T'Vault died of the Small pox last night and so they go...

Feb 7 ... I went to Gassburg and to John Hoakanoose met G Naylor there he gave me some Vacine matter from Etta Naylor when I got home I vaccinated all of us. I hope we will be prepared for the Small pox If it really should come, but I hope it won't...

Feb 10... News came George Stearns is some better of the Small pox...

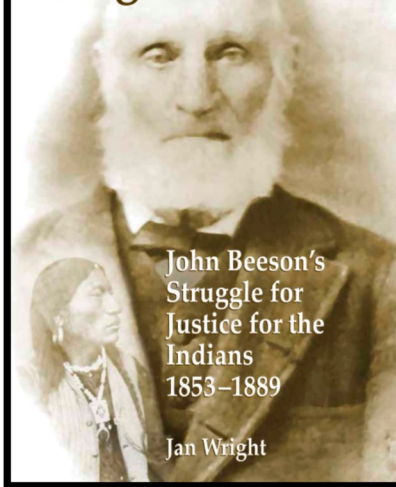
Feb 12... Carlos Goddard came to get us to go and dig the grave for poor George Stearnes who died this Morning...buried him by side of poor little Emma Stearnes that we buried years ago. Poor old David is left with out any family...

## Need a special gift for someone with an interest in Talent history?

How about a copy of the new John Beeson book written by Jan Wright? This fascinating and important biography brings alive the story of John Beeson who moved to Talent, Oregon from the Midwest in 1853. Drawing on extensive diaries, letters, and other documents from the time, Wright describes Beeson the human being, from his courage and determination to the problems his crusade created for his wife and son he left behind in Oregon. During his lifetime, John Beeson (1803–1889) was called the Indian Apostle, Father Beeson, the Alpha and Omega of the Indian cause, a monomaniac, a depraved liar, vile, fanatical, and venerable. Because of his insistence on justice for the Indians, he was politically disqualified for residency in Territorial Oregon. His passion for justice and human rights in the face of adversity still resonate today.

This 234 page book covers Beeson's story and includes many photographs and can be purchased for just \$19.99 at either the THS Museum during regular business hours or thorough our online store at: [www.talenthistory.org](http://www.talenthistory.org). Don't miss out on enjoying this riveting book about one of Talent's most important citizens.

## Oregon Outcast



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Talent, OR 97540  
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Office Hours By Appointment

**Mountain View Estates**




A MANUFACTURED HOME  
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55 AND OLDER

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Chris Hudson  
Manager/Owner

333 Mountain View  
Talent, Oregon 97540

**STAR PROPERTIES**



JACK LATVALA BROKER/OWNER

P.O. Box 442 - 88 Lapree Street - TALENT, OR 97540 - 541.535.9999  
[jacklatvala@gmail.com](mailto:jacklatvala@gmail.com) - [www.starpropertiesrealestate.com](http://www.starpropertiesrealestate.com)

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and a couple of weeks ago I went down and saw it again and had dinner with the present-day tenants. But the downside of being a burgeoning, expanding businessman, was neuritis. I was hammering this building together, making it just the way I wanted it, and the old neuritis set in. So, I did run into some painful times.

"But when I had it finished, I had some very viable businesses there. I couldn't run a restaurant, so I leased the restaurant to people that could run it. And I couldn't run a beauty shop, so I put the beauty operators together in there and supplied them with equipment and they got going good, and then I sold them the business, and would just rent the place to them. Same way with that office space there. I had a bookkeeper in there, and I just rented him the space. So we had some real good rentals coming in. Beauty operator rentals, bookkeeper rentals, and café. The café was the best rental of them all, because it really kept customers coming. They'd come to the café, come to the store, pick up my specials, and all in all, I was doing just real well."

People in Talent remember it as Seiber's Corner. Suzanne Seiber transcribed the text that her father, Al, dictated. She shared this typed text with our community, along with photos of her family. Al Seiber passed away in 2006 at age 89, a year after recording this story. Helen was very active in the community in her later years. She served on the board of the Talent Historical Society. She passed away in 2009 at age 89.

## SEIBER'S CORNER TODAY

The family owned six lots on the corner of New Street and Highway 99 until two years ago. The lots extended from the highway back to Seiber Street. One lot was sold to David Powell and his wife and will become SNIP, a new clinic for neutering and spaying pets.

The Lawrence family rented from the Seibers for American Transportation Technology Corporation's (ATTC) business office/retail store. They manufacture The Water Eliminator® which removes water from fuel and the Circuit Chaser® which checks a heavy-duty truck's electrical system. Matthew Lawrence purchased the property when it came up for sale in 2017. The family loves Talent and wants to develop businesses on the property that will benefit the community. Kerry Lawrence, Matthew's father, runs Foresight Realty,



Seiber's Corner today. Photo by Debra Moon.

in part of the building that used to be the market. He works with buyers and sellers of both commercial and residential properties specializing in land acquisition and focusing on sustainable development. Kerry's office is also a mini-museum displaying, among other things, old handmade tools used in fruit orchards. Rhonda Lawrence, Matthew's mother and one of ATTC's officers, will be opening a shop in the rest of the old market building where she will be restoring vintage clothing and costumes. The Lawrence family also owns the building that was the café and beauty shop. They rent to Quality Paperback Books and to Talent Chiropractic.

Joe and Coralee Eaton are the owners of Quality Paperback Books, which resides in what used to be the café. It was a bookstore owned by Gary Brewer for 23 years before the Eatons began renting it. They bought the bookstore business from Gary

Brewer and have been running it for six years. They buy, sell and trade books and have over 4,000 titles in their collection. In 2013 they also opened an online store. Coralee helped research the information used to write this story.

Joel Goldman became the first chiropractor in Talent in 2005. His office is now in the part of the building that was Betty Roy's beauty shop. Joel provided the image of a painting of Seiber's Corner done by Betty Roy. He also gave us the information about the lovely mural of Talent, which has replaced the Grocery and Meats sign on the side of the market. It was done by Jed Greene in 2005.

Jan Wright, board member of Talent Historical Society, also provided a photo of the storefront and some information about the family from the Talent Museum archives. More information is available on Seiber's Corner and on the Seiber family in the Museum library. Thanks to everyone who contributed to this article.

## It's Talent Tomato time!

It's that time of year, Talent Tomato season is here. You'll want to pre-order your Talent Tomato plants now to make sure they are ready and waiting for you on May 11th, Talent Tomato Sale Day.

You can order by stopping by the museum on Saturday or Sunday from 1:00—5:00 p.m. and filling out an order sheet, or you can visit our online store at [store.talenthistory.org](http://store.talenthistory.org) and order them there! Pre-orders must be paid for at time of submission.

Pre-orders can be made anytime until end of business day May 5th. This is to allow us to process your orders and have your plants ready for you on May 11th.

Plants are available in two sizes, a 4" pot costs \$3.00 and a gallon pot costs \$7.50



## Accessions

The following items have been donated to us and have been added to the Museum collection:

1983 Talent Middle School *Bulldog* yearbook purchased by the Society.

Bee smoker and 1944 VE Day Cachet envelope donated by Ron Medinger.

Ceramic Owl figurine made at Lee's Ceramic Studio in Talent donated by Leslie Rowden.

1971 Calendar from the Drive In Market of Talent donated by Nick Medinger.

Patchwork quilt made in the Rogue Valley donated by Gerlinde Smith.

1993 First Day Cover celebrating opening of new Talent Post Office donated by Ron Medinger.

Bottle of glycerin from Gier's Drug Store in Phoenix donated by Lunette Gleason-Fleming.

Thanks to all of these folks for thinking of us. We appreciate your donations.

## Talent Poker Tour

Thanks to everyone who came out to our last tournament on December 29th, and congratulations to winner Jerry Deubert. Our next tournament will take place on Saturday, March 30th starting at 1:00 pm at the Museum. The tournament is open to THS members only, with a membership level of Family or above and pre-registration is required.

The No-Limit Texas Hold'em tournament will feature a buy-in of \$30.00 with all entry money paid back out as cash prizes. Refreshments and snacks will be available for a modest cost. This is a no alcohol/no smoking event.

Contact [info@talenthistory.org](mailto:info@talenthistory.org) or call the museum at 541.512.8838 for additional information.



*Jerry Deubert  
Winner of Talent Poker Tour XL*



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## Bates Service Station 200 Talent Avenue ca. 1930

This single-story wood frame structure represents one of the earliest identified resources in the Talent area built specifically in response to the Pacific Highway. In 1913, Jackson County became a leader in the use of automobiles to replace rail service. The present structure likely incorporates that earlier structure, augmented by two service bays. The property was acquired by Robert and Sylvia Logan, and shortly thereafter was purchased by Loyal and Sylvia Bates. In 1938 the main route of the highway was moved east, away from this service station. The station is a rare surviving example of an early gas station. Although no longer used as such, the building retains its original canopy and wooden posts. The multi-paned windows and exposed beams are typical of the form and are classic elements of early automobile-related design.

*Taken from our "Walking Tour of Historic Talent" Booklet. The booklet may be purchased at the museum or at our online store: [store.talenthistory.org](http://store.talenthistory.org). Purchase price is \$3.00 and includes descriptions of 20 properties of significant historic value that are located within the city limits of Talent.*

## DON'T MISS OUT!!

Would you like timely email reminders about upcoming events at the Talent Historical Society? If so, contact us at: [info@talenthistory.org](mailto:info@talenthistory.org) or call and leave a message at (541) 512-8838. Or just drop by the museum and leave us your information. We'll email notices out including all the information about upcoming events.



*William Hewitt owned and operated this Talent Shell Station on the corner of Suncrest and Highway 99, which he cleverly located to catch traffic from Colver Road, Highway 99, and Talent Avenue.*

From “*Images of America - Talent*” by Jan Wright of the Talent Historical Society, page 83. This book may be ordered through our online store or purchased directly at the Museum. The price is just \$14.95. This must have book documents Talent’s early history through images and text and is published by Arcadia Publishing as part of its Images of America series.



The Talent Historical Society is a qualified Oregon Nonprofit participant of the Oregon Cultural Trust, and we encourage your support of this innovative, uniquely Oregon organization. For more information, please go to [culturaltrust.org](http://culturaltrust.org).

### **Historacle’s best friend has retired.**

Belinda Klimek Vos has retired from the Talent Historical Society Board and as Editor of the *Historacle*. Belinda wrote most of the stories we all enjoyed reading so much and will be missed tremendously.

Belinda started as the Editor/Writer of the *Historacle* with the June 2015 issue and has continuously improved the quality of the newsletter since then. Until we can find a suitable replacement, the newsletter will continue as a cooperative effort including several board members talents.

Born and raised in Talent, Belinda has an encyclopedia’s worth of knowledge in her memories of Talent. She compiled and wrote the Klimek-Konecek Family History, which is available in the THS Research Library.

She also wrote a wonderful composition called, “Wildflower Wanderings” that was self-published in a very limited quantity. “Wildflower Wanderings” tells the stories of Belinda and her husband Bob traveling through southern-western Oregon and down into California visiting all sorts of flora along the way. While Bob is responsible for the beautiful photographs and Belinda the text, she reveals another talent with her illustrations of plants and wildlife. They are stunning.

Belinda will continue to pursue other passions including raising and tagging Monarch butterflies with her grandchildren, gardening and travel with her lifelong love, Bob.

If you’ve enjoyed Belinda’s tenure as the talent behind the *Historacle* and would like to tell her so, please post a comment on our Facebook page, email us at [info@talenthistory.org](mailto:info@talenthistory.org) or just call and leave a message at the museum (541-512-8838), we’ll make sure she gets it!

On behalf of the entire THS Board of Directors, thank you Belinda!

# The Talent Historical Society Membership Application

The Talent Historical Society was founded in 1994 as a non-profit organization dedicated to collecting, preserving and interpreting the history of the Talent area in Southern Oregon. By becoming a member of the Society, you provide valuable support of the Society's ongoing work.

To become a member, please select a membership level, complete the form below, and return the completed form along with your membership payment. All memberships, regardless of level, are greatly appreciated.

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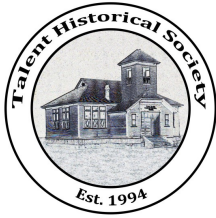
## Talent Historical Society Board of Directors:

Ron Medinger	President - Membership Chair
Willow McCloud	Vice-President - Art/Design Chair
Jan Wright	Secretary - Historian
Theodora Blom	Treasurer
Emmalisa Whalley	Webmaster
Debra Moon	Board Member
Bob Casebeer	Board Member - Emeritus

The Monthly Talent Historical Society Board Meeting is held on the second Tuesday of each month at 6:00 p.m. at the museum building at 105 North Market Street, Talent, Oregon

All interested persons are invited to attend.





Talent Historical Society  
P.O. Box 582  
Talent, OR 97540

## Upcoming Events

Mar. 12	THS Board Meeting	6:00 pm	At the Museum
Mar. 26	Tuesday Evening at the Museum	6:30 - 8:00 pm	Willow McCloud - Remembering History in our Backyards
Mar. 30	Talent Poker Tour	1:00 pm - ?	At the Museum
Apr. 9	THS Board Meeting	6:00 pm	At the Museum
Apr. 23	Tuesday Evening at the Museum	6:30 - 8:00 pm	Debra Moon - Historic Hooker Oak
May 11	Talent Tomato Sale	8:00 am - 2:00 pm	At the Museum
May 14	THS Board Meeting	6:00 pm	At the Museum
May 28	Tuesday Evening at the Museum	6:30 - 8:00 pm	To Be Announced

### Something YOU can do to help!

If you do any shopping on Amazon.com, use the link below to enter the Amazon website. The price doesn't change, but the Historical Society receives a donation from each purchase. Any purchases you make will help support the Talent Historical Society and its projects. Thanks!!

<https://smile.amazon.com/ch/93-1125614>

Just a reminder that you can check the top, right hand corner of the address label on this issue of the *Historacle* to see when it's time for you to renew! The date will tell you when your membership expires.