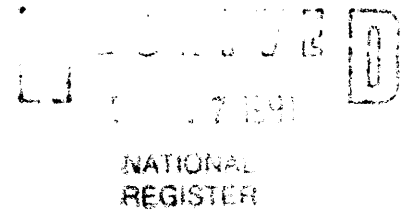


United States Department of the Interior National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Cochran-Rice Farm Complex
other names/site number "Dr. Pierce's Pleasant Pellets" Advertising Barn

2. Location

street & number 993 North Lane Street
city, town Cottage Grove
state Oregon code OR county Lane code 039 zip code 97424

3. Classification

Table with 3 columns: Ownership of Property, Category of Property, and Number of Resources within Property. Includes checkboxes for private/public ownership and building/site/structure/object categories.

Name of related multiple property listing: N/A
Number of contributing resources previously listed in the National Register: N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
Signature of certifying official: [Signature]
Date: August 30, 1991
State or Federal agency and bureau: Oregon State Historic Preservation Office

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
Signature of commenting or other official:
Date:
State or Federal agency and bureau:

5. National Park Service Certification

I, hereby, certify that this property is:
[X] entered in the National Register.
[] See continuation sheet.
[] determined eligible for the National Register. See continuation sheet.
[] determined not eligible for the National Register.
[] removed from the National Register.
[] other, (explain:)
Entered in the National Register
Signature of the Keeper: [Signature]
Date of Action: 10/17/91

6. Function or Use

Historic Functions (enter categories from instructions)

Domestic: Single dwelling, secondary
structureAgriculture: animal facility, storage
agriculture outbuildings

Current Functions (enter categories from instructions)

Domestic: Single dwelling, secondary
structureAgriculture: animal facility, storage
agriculture outbuildings

7. Description

Architectural Classification

(enter categories from instructions)

Bungalow/Craftsman (House)Other: Western Style (Barn)Other: Utilitarian

Materials (enter categories from instructions)

foundation stone: fieldstone, concretewalls wood: board & batten,
shingleroof wood: Shingle; Asphalt: shingleother _____

Describe present and historic physical appearance.

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The Cochran/Rice farm complex represents a rare example of late 19th and early 20th century signage utilizing a barn wall as the vehicle for advertising a patent medicine product to a rural community. The barn upon which this sign is painted parallels a once major north-south traffic corridor through the Willamette valley in western Oregon.

The "Dr. PIERCE'S Barn" is part of a farm complex of four buildings - a house, garage, barn and shed - on approximately 2.5 acres of land north of the city of Cottage Grove, Oregon. The complex is situated in suburban Lane County, Oregon, in NW 1/4 NE 1/4 Section 28, Township 20 South, Range 3 West, Willamette Meridian. Of the four standing buildings, only the recently constructed garage is a noncontributing building.

The farm complex is approximately one mile northeast of Cottage Grove. The property is bounded on the northeast by North Lane Street and the Southern Pacific Company Railroad tracks (c.1870s), on the north by the exit ramp of Interstate 5 (c. 1950s) on the west by State Highway 99 (c. 1902) and on the south by a residential neighborhood.

The 2.5 acres was originally part of a 643 acre Donation Land Claim by an early settler of the area, John Cochran, in 1852. The subject property is located approximately in the center of the original Donation Land Claim acreage. Over the years numerous divisions of the original 643 acres occurred. A 1902 survey map for Lane County indicates the property as part of the Robert Cochran Estate (the son of John Cochran). This map shows that the subject property was part of Martha M. Rice's 23 acres as deeded to her by her father, Robert Cochran.

The dates of construction of the house, barn, and shed are based upon the tax assessment records, known period of the style, and construction methods. Local knowledge of Cottage Grove community members concerning the dates of these buildings has also been accepted when adequate records were unavailable.

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HOUSE

The Bungalow style house was built c. 1910. It is approximately 30 ft. by 46 ft, rectangular in plan with projecting front and rear porches. It is located on the east side of the property facing North Lane Road and the railroad tracks. It is a one and a half story building on a raised concrete foundation. It is of light wood frame construction with wood shingle siding. The roof is pavilion style with two different sloped hips and flared eaves. The steeper sloped hip on the north and south sides creates gables facing east and west which are vented. The front porch roof is a gable extension of the steep hip roof slope. The rear porch roof is a shed extension of the shallow hip. The entire roof is sheathed with composition shingles. A brick interior chimney projects from the ridge near the rear gable. The open front porch has three columns and concrete steps aligning with the front door. A fixed window of 21 panes is centered in the gable end. Brackets and carved barge board highlight the gable roofline.

The house features two bays, one to the south, one to the east. The south bay at the dining room has a large fixed window with 1/1 double hung wood sash at either side. The east bedroom bay has a fixed window with decorative transom and 1/1 double hung wood sash at either side. A matching fixed window with transom is located at the living room also on the east side. All other windows are 1/1 double hung except the kitchen window which has been altered. An aluminum sliding sash window has been installed at this location on the east side.

The rear porch appears to have been partially open at one time. Narrow vertical siding, screen door and screening has been infilled at the west wall. Wood stairs with a small adjacent platform lead to the screen door. A propane tank is located at the southwest corner of the porch. The position of the concrete sidewalk leading away from the rear porch indicates that the original stairs were at the southwest corner.

The spatial arrangement of the house consists of a living room, dining room, and kitchen on the south side. Off of the dining room to the north side of the house is a hallway leading to a bathroom and two bedrooms. The living room has a fireplace with a small window to either side. The fireplace

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is nonfunctional as the chimney has been removed at the exterior. A patched area in the roofing indicates the location of the chimney. (The roof has had new shingles since this writing began. The patched area is no longer evident.) The interior spaces have remained the same, though the kitchen has been remodeled with new cabinetry. The walls have been drywalled and all moldings and trim changed at all rooms.

The Bungalow character has been maintained at the exterior of the house except for the kitchen window and chimney. The building is in reasonably good condition.

GARAGE

The one story garage, built in 1989 by William Earnshaw Sr., is located between the house and the barn. It is approximately 22 ft. by 24 ft., rectangular in plan, built on a concrete slab foundation. The gable roof is sheathed with composition shingles. The wood frame construction is finished in T-111 siding. A single garage door is located on the south side. The east end of the building is used for storage. A door on the east side provides access to this storage area.

SHED

A small one story shed, built c 1900, is rectangular in plan approximately 10 ft. by 15 ft., and is located south of the barn. The foundation is of individual stones placed at the corners and mid points on the longitudinal sides. The building is of 'box' or 'single wall' construction. Timber sill members are decked with two layers of flooring. The vertical planks at the walls are the structural element tying the timber sill and top plate together. Without the use of studs or posts, this was a economical and common type of construction for farm buildings. The roof rafters rest on the top plate and the ends are exposed at the eaves. The roof is sheathed in rolled asphalt roofing. Some battens remain on the north and west sides. A door on the north side is made of vertical planks and battens. A fixed window with four panes is located on the west side. A small square screened vent is located at the north gable end. Located at the south end on the interior are 2 troughs indicating a possible former use as a chicken coop. This building is in fair condition.

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The Prairie or Western style barn was built c.1900 and is approximately 31 ft. by 44 ft., rectangular in plan, with a small shed roof addition to the west. Characteristics of this style barn is its simple massing and long sweeping roof which provides storage space for hay at the loft level. The foundation is of timbers spanning stone corners and intermittent column bearing points. The three bay plan is of wood timber construction with nailed joints. The cedar shingled gable roof has exposed rafter ends at the eaves and a hay hood extension at the west. The siding is rough cut vertical planks. Some battens are still present at the east and west elevations.

The south elevation has two fixed windows, each having eight panes.

The east elevation has a sliding screen door at the south bay accessed by a ramp. A small hinged door at the upper level of the south bay provides access to the loft. The center bay appears to have once had a sliding door, as a rail seems to have once been present above the infilled section of the wall. This infilled area is of horizontal planks and has one fixed window of four panes and a hinged door of horizontal siding. The north bay is open. The siding at the upper corners of this opening is cut at an angle.

The north elevation has one fixed window of four panes.

At the west elevation, the north bay has a similar opening definition as the east elevation, although it has been infilled with a variety of horizontal and vertical planks. It appears as though this north bay was once used for vehicles with access at both ends. The center bay once had two windows. One has been infilled with vertical planks. The other window is fixed with four panes. A shed roof projects over a door at the south bay. This roof is supported by two 4x4 posts. The door is accessed by a ramp. The gable end immediately below the hay hood is open. Below this opening is an area where there may have been doors to the loft level. This wall section has been infilled with horizontal planks.

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The upper part of the wall at the west elevation has an advertisement painted directly on the vertical siding. The sign was originally painted c. 1912. The white lettering on a black background reads "FOR YOUR LIVER Dr. PIERCE'S PLEASANT PELLETS". "FOR YOUR LIVER" is painted horizontally at the top of the sign just below the hay hood across the old door opening. "Dr. PIERCE'S" is painted diagonally from the bottom left to the top right of the sign. The alliteration "PLEASANT PELLETS" shares the same "P" and is written horizontally with Pleasant above Pellets at the bottom right of the sign.

The three bays at the interior of the barn are separated by plank walls. The south bay has plank flooring. The southwest end of the south bay is enclosed and has a trough with hay chute above. A door from the south bay leads into the center bay which has plank flooring. The north bay is accessible from the exterior only. Except for the northwest which has plank flooring, the north bay has a dirt floor. A small room along the north wall is accessed by a hinged door. The hay loft is located above the south and center bays and accessed from the exterior only. This building is in fair condition.

LANDSCAPE FEATURES

This triangular shaped property is bounded on the south, west, north and part of the east side by post and barbed wire fencing. Additional post and barbed wire fencing separates the gardens, yard, and buildings from the surrounding pasture on the north and west. A smaller post and barbed wire fenced area encloses the shed and yard south of the barn. A gravel and dirt driveway extends from North Lane Street along the south fenceline to the garage and barn area. A hedge separates the front (east) yard from the street. A concrete sidewalk penetrates this hedge and leads to the front porch. Another hedge extends from the southwest corner of the house to the driveway. A big leaf maple tree and three walnut trees shade the front yard. Apple trees are located to the south and north of the barn. A pear tree is located at the northwest corner of the barn. Plum and prune trees are located north of the house near the garden plots. A few smaller shrubs and trees surround the house.

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The historic significance of this property is related to the signage painted on the west wall of the barn. The "Dr. PIERCE'S" advertisement is a rare example of late 19th and early 20th century advertising of a patent medicine business. This property satisfies two of the four National Register criteria.

Under criterion A, the sign exemplifies an industry that made "a significant contribution to the broad patterns of our history". The height of the patent medicine business in the United States occurred during the post Civil War era of the late 19th century and lasted until the Food and Drug Act of 1906 set standards for the marketing of such products. During the Civil War the incidence of diseases was directly related to the unsanitary conditions, poor diet, and lack of medical knowledge available to the soldiers. Deaths due to sickness were 15 times that of injuries. The predominance of patent medicines during this period promoted the business during the next half century.

Patent medicines or botanical nostrums rely upon the mysterious combinations of secret ingredients to cure the illness. The term 'patent medicine' is a misnomer in the fact that the United States Patent Office did not grant patents for such products because the secret formula would have to have been revealed. Only the tradename, such as "Dr. PIERCE'S" was registered with the U.S. Patent Office. Patent medicines were also referred to as 'proprietary medicines' in that the manufacturer had the exclusive rights to the tradename.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Communications: outdoor advertising
Agriculture
Transportation

Period of Significance

c. 1912
1900-1930
1920-1930

Significant Dates

c. 1912
1900, 1910
1923

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

See continuation sheet

9. Major Bibliographical References

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository:

Cottage Grove Historical Society
PO Box 142, Cottage Grove OR 97424

10. Geographical Data

Acreeage of property 2.5 acres Cottage Grove, Oregon 1:24000

UTM References

A

1	0
Zone	Easting

4	9	5	7	8	0
Northing					

4	8	5	0	0	4	0
Northing						

C

Zone	Easting

Northing					

B

Zone	Easting

Northing					

D

Zone	Easting

Northing					

See continuation sheet

Verbal Boundary Description

The nominated property of 2.5 acres is located in NW $\frac{1}{4}$ NE $\frac{1}{4}$ Section 28, Township 20S, Range 3W, Willamette Meridian, in the city of Cottage Grove, Lane County, Oregon, and is identified as Tax Lot 800 at said location. Its bounds are more particularly described as follows.

See continuation sheet

Boundary Justification

The bounds of the 2.5-acre nominated area are the legally recorded lot lines defining the full extent of the historic Cochran-Rice farm holding in Cottage Grove, Oregon in the present day.

See continuation sheet

11. Form Prepared By

name/title Donna Hartmans, graduate student, program in historic preservation

organization University of Oregon School of Architecture date February 10, 1991

street & number 2810 Echo Lane telephone (503) 688-3998

city or town Eugene state Oregon zip code 97404

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SUMMARY

The farm complex developed by Martha Rice, descendent of the original land claimant John Cochran, stands at the northern edge of Cottage Grove in the upper reach of the Willamette Valley, in western Oregon. It consists of a barn and shed of about 1900, a bungalow farmhouse of about 1910, and a recent garage that is counted a non-contributing minor feature.

The group of buildings survives on a two-and-a-half-acre island of pasture and is a rare surviving farm complex of the turn of the century within the city limits. It is significant as an intact agricultural ensemble of the type which, in the early automobile age, commonly was chosen as a medium for outdoor advertising. Its barn displays an example, now rare, of early 20th Century barn advertising that survived years of weathering well enough to be faithfully refreshed, or overpainted, in 1989. The boldly painted slogan "Dr. Pierce's Pleasant Pellets" is emblazoned in white on a black ground on the west gable end of the Western-style barn, under the canopy of a peaked hay mow. Since 1912, it has been an arresting sight from the Pacific Highway (U. S. 99), the first hard-surfaced automobile highway traversing western Oregon from south to north. The highway which passes no more than 300 feet from the west end of the barn, was not completed before 1923, but in many areas, such as the environs of Cottage Grove, the located route followed generally the course of preexisting market roads.

The broad theme of American history to which the Cochran-Rice advertising barn relates under Criterion A is the phenomenon of mass marketing of proprietary, or trade name medicines that became popular in the later 19th Century, a period of more innocent medical consumerism. Before they were confined to billboards adjacent to highway rights of way, such painted advertisements appeared on barn fronts through the well-traveled countryside. They proved ephemeral owing to the effects of weathering and deterioration, and intact examples that remain in an agricultural context are rare.

Among the many points interest brought to the fore in research for the application is the background of the advertiser, Dr. Ray Vaughn Pierce (1840-1914) of Buffalo, New York, one of the few patent medicine entrepreneurs to have been a graduate physician. Pierce was the author of a popular household medical reference book entitled People's Common Sense Medical Advisor in Plain English,

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that was brought out in 1875 as a marketing vehicle for two of his medicines.

Even as the investigation into fraudulent claims for so-called patent medicines resulted in the Pure Food and Drug Act of 1906, Pierce's business grew under the direction of his son, V. Mott Pierce. The business expanded even further with nationwide advertising orchestrated by Pierce's grandson, Vaughn Pierce, who was made the company's advertising manager in 1939. The Rice Barn is a demonstration of the effectiveness of the multi-media campaigns that kept Dr. Pierce's company in business to the time of the Second World War. In its well preserved context, it meets criteria of the National Register as a sociological artifact. The farmer's reward for lending the use of his barn customarily was a fresh coat of paint or a supply of the advertised product.

In an effort to protect what has come to be recognized as a local landmark, the Cottage Grove Historical Society obtained a 20-year easement for access to the private property to maintain the barn. In 1989 the barn was stabilized. The extent of in-kind material replacement was limited. While the cedar roofing shingles were replaced and the south wall rebuilt using original siding, the west gable wall was not altered. The faded sign was overpainted in original colors. The Cochran-Rice Barn displays one of very few advertising signs reaching back to the earliest days of automobile travel, the nineteen teens and twenties, to have survived in place to the present day along the Pacific Highway corridor of Oregon and Washington.

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The success of the patent medicine business in the late 19th century evolved with the increase in literacy, cheap postage rates, newspaper and magazine advertising, the prosperous decade of the 1880s, and in the early 20th century with the invention of the automobile. Another factor involved with this prosperous business was that this period was a time of little medical professionalism. Schools of medicine held various theories and philosophies of the complex health problems of the day. Consequently, reliance upon ready-made medicines and mail order diagnoses became common practice. The predominance of doctors existed in urban areas with the rural population lacking in physician care. Rural folks came to depend upon patent medicines as a method of self doctoring and summoned the expertise of a doctor only in emergency situations. Even the Sears, Roebuck Company included a section of patent medicines, produced in their own laboratories, in their mail order catalog.

The makers of patent medicines used the title "Dr." fraudulently in many cases. Often the "Drs." had little or no medical knowledge, but relied upon their talents in the business world and lavish advertising techniques to promote their products. The proof of success of the product was derived from experience and written testimonials, not scientific experimentation. Newspapers and magazines and the patent medicine companies worked to each other's advantage; the patent medicine companies sold their ads to these publications and the publications supported their product. The patent medicine business also had a great affect upon the American countryside. Advertisements were painted on rocks, mountain cliffs, Mississippi Riverboats, and "anything that had a smooth surface that rose above ground" and could capture the attention of the passing public was fair game.¹ Signage on large barn walls became a powerful method of advertising urban products to a rural audience and infused the rural landscape with an early sense of commercialism. Buildings with broad walls that paralleled major roads or railroads were particularly targeted with this mode of advertising.

The increase of automobiles and a more mobile society initiated an abusive use of outdoor advertising that in turn created a crusade to save the rural countryside. The outcome was ordinances and laws to protect the destruction of the natural landscape features and guidelines for the large scale signage.

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Beginning in 1905, Collier's magazine published a series of articles divulging the magnitude of the patent medicine industry and dubbed it "The Great American Fraud". Over the course of the next year this magazine exposed the true nature of the business. Numerous companies were investigated and the Collier's articles emphasized that some of the common 'secret' ingredients were actually morphine, chloroform, opium, cocaine, and alcohol. This expose' alerted the everyday user and the medical profession to take action. The American Medical Association began pressuring the government for laws that would regulate the patent medicine industry. The AMA claimed that these "Drs." were not professionals in the medical field, but quacks. The patent medicine companies lobbied against any legislation. In 1906 the Pure Food and Drug Act was passed by the Senate and the House of Representatives. President Theodore Roosevelt signed the act with the effective date being January 1, 1907. This created a turning point in the patent medicine business, but did not automatically clear the shelves of the local drugstores of these products. It did not forbid the use of self-medication through patent medicines, but required truth in labeling and advertising. Companies were required to list the ingredients of the medicine on the label to protect the user from serious side effects. Consequently, it was necessary that formulas of many products had to be altered and the narcotic and alcohol content eliminated.

Dr. Ray Vaughn Pierce (1840-1914) was a leading entrepreneur in the patent medicine business in the late 19th century. His sons and grandson continued the business until the mid 20th century. Dr. Pierce was one of the few actual doctors in the patent medicine business, graduating from the Eclectic Medical College of Cincinnati in 1862. This school stressed the use of herbal remedies as part of its academic curriculum. Dr. Pierce established his medical practice in Buffalo, New York in 1867. He wrote the People's Common Sense Medical Advisor in Plain English; or Medicine Simplified, a popular household medical reference book which promoted his products. It was published in 1875 and marketed two of his patent medicines: "Dr. Pierce's Favorite Prescription" and "Golden Medical Discovery". He founded the Invalid's Hotel and Surgical Institute in 1879 and operated a laboratory for the manufacturing of his numerous botanical nostrums.

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Dr. Ray Vaughn Pierce was a true businessman in the field of patent medicines. He dabbled in the lumber business, operated a glass factory to manufacture the bottles for his products, and ran a printing press within his clinic to produce labels for his bottles. His political endeavors include a term as New York State Senator and also in the House of Representatives. He was active in other business and social developments in Buffalo, New York as well.

Methods of advertising his products ranged from newspapers to popular magazines to outdoor signage, and later, radio. Dr. Pierce's namesake, his grandson Ray Vaughn, specialized in the advertising rather than the medical branch of the business. He stated "We have extensively used the newspapers. They are of course fine for the city, but we appeal largely to rural areas...We were among the first to use great signs on the sides of barns." ²

Dr. Pierce's patent medicine products did not go unscathed by the controversy surrounding the nature of the 'secret' ingredients. In the 1890s, Ladies Home Journal cleared its pages of all patent medicine advertisements claiming fraudulent activity within the business even before Collier's dramatic expose'. In 1904 Edward Bok, editor of Ladies Home Journal, questioned the ingredients of "Dr. Pierce's Favorite Perscription". Bok claimed the product contained alcohol, opium, and digitalis. This claim was based on an analysis of the product performed 25 years before. The Dr. Pierce's Company proved otherwise. The 1904 product did not contain the harmful ingredients and set the record straight, winning the case.

The passing of the 1906 Pure Food and Drug Act did not put the Dr. Pierce's Company out of business. The company continued to thrive as originally named until the 1940s when it became Pierce's Proprietaries. In 1960 the company was sold to another proprietary company and the Buffalo, New York operation was closed.

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Within the context of the Cottage Grove community of western Oregon, this sign exemplifies a rare form of advertisement existing 2,500 miles from the source of the patent medicine company in Buffalo, New York. It represents a company that existed for over 90 years, 1867-1960, despite the impact that the national legislation of the Pure Food and Drug Act of 1906 had upon the industry. In Cottage Grove this "Dr. PIERCE" advertisement is directed towards State Highway 99 which parallels the west edge of this property. Lane County Court records establish resolution of this highway's course in 1923. The Lane County Court records state that "this road has been used as a highway for a number of years, and has been improved and maintained by the county." ³ The 1902 plat map of the property exhibits North Lane Street as a county road to the east, but does not show Highway 99 to the west. Sometime after 1902 this road was established but not given county highway designation until 1923. It later became known as the Goshen Divide Highway or State Highway 99. This road continues north to Eugene, Salem, and Portland, Oregon and south to Roseburg, Oregon. This highway remained a major north-south route through the Willamette valley until the construction of the Interstate 5 Highway system in the 1950s.

The sign on the barn represents a type of early advertising popular during the late 19th and early 20th centuries. The architecture of the barn within the rural landscape was an integral part of the advertisement. This mode of sign painting utilized the existing architectural fabric, often a barn wall or roof, to serve as a canvas for promoting a product. The usual inducement to the farmer was to provide a free coat of paint, in lieu of monetary reimbursement, for use of the barn. More often the farmer's remuneration was the advertised product itself, whether it be tobacco, patent medicine, or other articles.

The heart of the patent medicine business was in the power of the ads, not necessarily in the bottle. "Complete coverage was the advertising ideal, until every newspaper, barn, bridge, telephone pole, and store interior was pre-empted and plastered with the immortal name..." ⁴ The alliteration within the product name captured the public's fancy and reinforced the product in one's mind. A catchy, gimmicky name, such as "Dr. PIERCE'S PLEASANT PELLETS", is quickly impressed upon the brain. "FOR YOUR LIVER" lured people into believing in the cure.

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The once rural setting of this property has been encroached upon by the growth of the city of Cottage Grove. Yet the existing agricultural quality of this farm remains intact and continues to provide the necessary context for the historically significant period of this advertisement. Recognized as a local historical landmark, the Cottage Grove Historical Society has obtained a 20 year easement with the present owner to maintain the exterior of the barn, prevent vegetation from obscuring the sign, and promote its historically significant character. In 1989 the Historical Society financed the stabilization of the barn. The south wall was rebuilt using new structural members. The original siding and windows of this wall were maintained. The roof structure was completely rebuilt. Cedar shingles, the historic roofing material, were installed. By 1989 the sign had become washed out and difficult to read. It was repainted using modern paint and methods to enhance the faded lettering.

FOOTNOTES

1 Gerald Carson. One For A Man, Two For A horse; A Pictorial History, Grave And Comic, of Patent Medicines. (Garden City, New York 1961) p.121.

2 Buffalo Evening News. "Pierce Carries On Family Tradition". January 3, 1947.

3 Lane County, State of Oregon. County Courthouse, Eugene, Oregon: Road Book 6, pg. 148.

4 Gerald Carson. One For A Man, Two For A Horse; A Pictorial History, Grave And Comic, of Patent Medicines. (Garden City, New York 1961) p. 73.

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the Cottage Grove Historical Society, P.O.Box 142,
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Cottage Grove Historical Society, P. O. Box 142, Cottage
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no. 1178. Deeds; Bk 112, pg. 437, Bk 136, pg. 307, Bk
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Maps

Creswell Museum, Creswell, OR: Joseph Koch's Map of Lane County, Oregon. c. 1895.

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Lane County Historical Museum, Eugene, OR: Metzker Atlas of Lane County. 1941.

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Verbal Boundary Description

Beginning at the Southeast corner of the portion of Lot 3 in the plat of the division of the ROBERT COCHRAN ESTATE, as platted and recorded on Page 41 of Plat Book No. 2 of the Records of Lane County, State of Oregon, lying West of the County Road on the West side of the O. & C.R.R.; running thence in a Westerly direction following South boundary line of said Lot 3, 189 feet, thence in a Northerly direction parallel with said O. & C.R.R. tract 150 feet, thence in an Easterly direction parallel with South boundary of said Lot 3, 189 feet, thence in a Southerly direction following West boundary line of County Road 150 feet to the point of beginning, in Section 28, Township 20 South, Range 3 West, Willamette Meridian, Lane County, Oregon.

ALSO: Beginning at a point on the South boundary line of Lot 3, which point is located 189 feet Westerly from the Southeast corner of the portion of Lot 3 in the plat of the division of the ROBERT COCHRAN ESTATE, as platted and recorded on Page 41 of Plat Book No. 2 of the Records of Lane County, State of Oregon, lying West of the County Road on the West side of the O. & C.R.R.; thence Westerly 247 feet along the South boundary of said Lot 3, thence Northerly and parallel to the O. & C.R.R. 150 feet; thence Easterly and parallel to said South boundary of Lot 3, 247 feet; thence Southerly to the point of beginning, in Section 28, Township 20 South, Range 3 West, Willamette Meridian, Lane County, Oregon.

ALSO all that portion of Lot 3 of the plat of the division of the ROBERT COCHRAN ESTATE, as platted and recorded on Page 41 of Plat Book 2 of the Records of Lane County, State of Oregon, lying East of the right of way secured by Lane County, for the Pacific Highway as per deed dated March 26, 1923, filed May 10, 1923 in Volume 136 on Page 307; EXCEPTING a rectangular piece lying in the Southeast corner of said Lot 3 theretofore conveyed by deed to Sherman L. Godard dated January 12, 1916, filed January 14, 1916, in Volume 112 on Page 437, said land being a part of the John Cochran and wife Donation Land Claim No. 55, Notificiation #859 in Township 20 South of Range 3 West of Willamette Meridian. The above references to Lot 3 include only that part of said Lot 3 which lies West of the old County Road on the West side of the O. & C.R.R.

EXCEPT that portion conveyed to State of Oregon, State Highway Commission, by instrument recorded February 15, 1954, Reception No. 23133, Official Records of Lane County, Oregon.

NW 1/4 NE 1/4 Sec. 28 T20S. R.3 W.W.M.
 LANE COUNTY
 1"=100'

20 03 28 1 2
 COTTAGE GROVE
 6-17-58

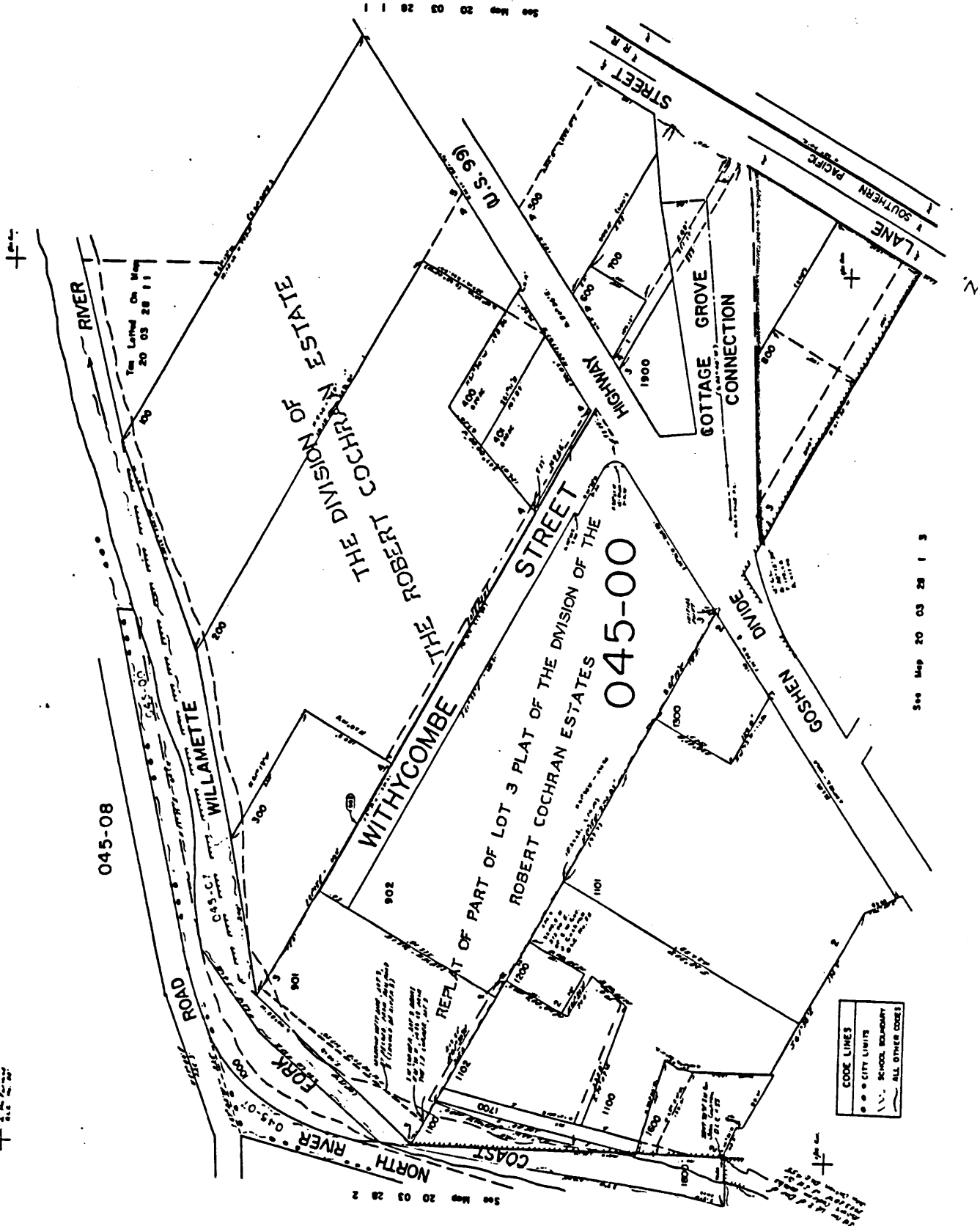
1/4 C.M.
 1/4 C.M.
 1/4 C.M.
 1/4 C.M.

See Map 20 03 21 4

A
N

**TITLE INSURANCE &
 ESCROW SERVICES, INC.**

This sketch is provided
 solely to assist in
 locating the property.
 TIES assumes no liability
 for any inaccuracies.



See Map 20 03 28 1 3

See Map 20 03 28 2

KEY TITLE COMPANY
190 E. ELEVENTH
EUGENE, OREGON 97401

THIS DRAWING IS MADE SOLELY TO ASSIST OUR CUSTOMERS IN LOCATING THE SUBJECT PROPERTY. KEY TITLE CO. ASSUMES NO LIABILITY FOR VARIATIONS IN DIMENSIONS, IF ANY, WHICH MAY BE ASCERTAINED BY ACTUAL SURVEY

STREET

OF THE

00

HIGHWAY

COTTAGE GROVE CONNECTION

LANE

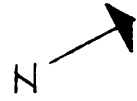
SOUTHERN PACIFIC

20' CL
> 28° 12' 30"
179.56
2.977.96

LOCHRAN/RICE FARM
COMPLEX

1" = 50'-0"

- 1 HOUSE
- 2 GARAGE
- 3 SHED
- 4 BARN



GOSHEN DIVIDE HIGHWAY (U.S. 99)

EXIT RAMP - INTERSTATE 5

PASTURE

PASTURE

fence

NORTH LANE STREET

SOUTHERN PACIFIC R.R.

