

The Lake Oswego Preservation Society is a non-profit corporation founded in 2011.

Our mission is to support Lake Oswego's historic fabric through advocacy and education.



Preservation Society

The Lake Oswego Preservation Society board has had a busy and productive first quarter of 2012.

The biggest news is the release of the book *Lake Oswego Vignettes* written by president and board member, Marylou Colver with great research assistance from treasurer and board member, Erin O'Rourke-Meadors. Proceeds from sales of the book will benefit the Society.

Dan Heine, President and CEO of The Bank of Oswego, kindly contributed an eloquent foreword to the book; an excerpt follows:

“When asked if I would pen the foreword to Ms. Colver’s book, an initial feeling of civic pride washed over me. The residents of Lake Oswego were warm in welcoming me to this community and I am fortunate in knowing our bank’s contributions help assure our quality of life.

“In highlighting our collective history through the pages of this book, Ms. Colver and the Lake Oswego Preservation Society are making an indelible mark for now and generations to come.”

Mr. Heine understands that history is the future's prologue, and without its counsel and wisdom, we would enter tomorrow adrift. Thank you for anchoring the community with your generous support.

Please visit the website to check our latest news and events.
www.lakeoswegopreservationsociety.org

“We see a future in our past.”

Quote of the Quarter: “We will probably not be judged by the monuments we build, but by those we have destroyed.” New York Times Editorial

New Additions to the Collection



Build Your Suburban Home at Beautiful Oswego Lake

The front of an advertising postcard for Lake View Villas, the first development on the lake, dating from 1912.

This circa 1922 postcard, produced by the Oregon Iron and Steel Company, dates from the transitional marketing period between Atchinson & Allen and the Ladd Estate Company.



The back of the postcard. Get \$10 off the purchase of a property in the Oswego Lake district!



Atchinson & Allen

The Oregon Iron & Steel Company owned much of the land in Oswego. After the collapse of the iron industry, the land was recognized for its real estate potential. The firm Atchinson & Allen was hired as the exclusive marketing agents for Oregon Iron & Steel property. Atchinson & Allen's first effort was the development of Lake View Villas on the west end of the lake in 1912. The firm spent a decade marketing Oswego area real estate.

Ladd Estate Company

In 1922 the Ladd Estate Company, headquartered in Portland, became the exclusive marketing agents for the Oregon Iron & Steel Company's land in the Oswego area. In 1926, the Ladd Estate Company coined the well-used marketing slogan "Live Where You Play."

Left: A Ladd Estate Company marketing brochure.

Preservation Watch



Photo courtesy of Lake Oswego Public Library

The Carman House located at 3811 SW Carman Drive was built circa 1855. It is the oldest and most significant house still standing in Lake Oswego. The house is currently on the market for the first time in over 150 years. It is a designated city Landmark and:

- It is one of the few remaining houses in Lake Oswego that dates from the Territorial period, in other words, prior to 1859.
- It is the only extant house built by a donation land claimant in Lake Oswego.
- It was the residence of Waters Carman, the head of a prominent pioneer family.
- It is a Territorial period house that has been occupied by descendants of the same family since it was built.

The house was built by Waters Carman and his friend, Charles Wesley Bryant, for Carman and his wife, Lucretia. In 1852, Waters and Lucretia were the first couple to be married in Oswego. Right: The Carman House prior to modifications made circa 1900.



Photo courtesy of the Lake Oswego Public Library

Did you know?

The first bride in Oswego, Lucretia Allyn Gurney Carman, passed down the doughnut rhyme recipe to her granddaughter, Clara Meyer. It begins “1 cup of sugar, 1 cup of milk, 2 eggs beaten as fine as silk, salt and nutmeg, lemon will do, baking powder teaspoons two.”

Where We Belong!

The Lake Oswego Preservation Society is proud to be a member of the following organizations:



FORGING RELATIONSHIPS,
BUILDING COMMUNITY



THE OREGON
HISTORICAL
SOCIETY
FOUNDED 1896

Clackamas County
HERITAGE
Council

NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION

HISTORIC
PRESERVATION
LEAGUE OF
OREGON



Lake Oswego Vignettes Now Available

Lake Oswego Vignettes: Illiterate Cows to College-Educated Cabbage

by Marylou Colver

Published by
The History
Press of
Charleston
South
Carolina

Lake Oswego Vignettes: Illiterate Cows to College-Educated Cabbage
by Marylou Colver

With tales of a mayor who knew the town's cows by name and a singing pig drunk on moonshine, Marylou Colver captures the quirky anecdotes of Lake Oswego's past. In the twentieth century, visionary real estate developers touted Oregon's Lake Oswego as an ideal place to "live

where you play," a reputation the city maintains today. But this playful paradise is a far cry from the small town developed by iron company entrepreneurs in the nineteenth century.

Colver, founder of the Lake Oswego Preservation Society, chronicles the transition from gritty to pretty by recounting the people and events that shaped Lake Oswego. From bathing suit bans to a robot circus, enjoy the

legacy of unusual facts, some recently discovered, that inspired Lake Oswego Vignettes.

Proceeds from book sales will benefit The Society.

Author Events

Author readings and signings are posted on the "Events" page of the Society's website.

Purchase the Book

The book is available for purchase on the "Bookshop" page of the Society's website.



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