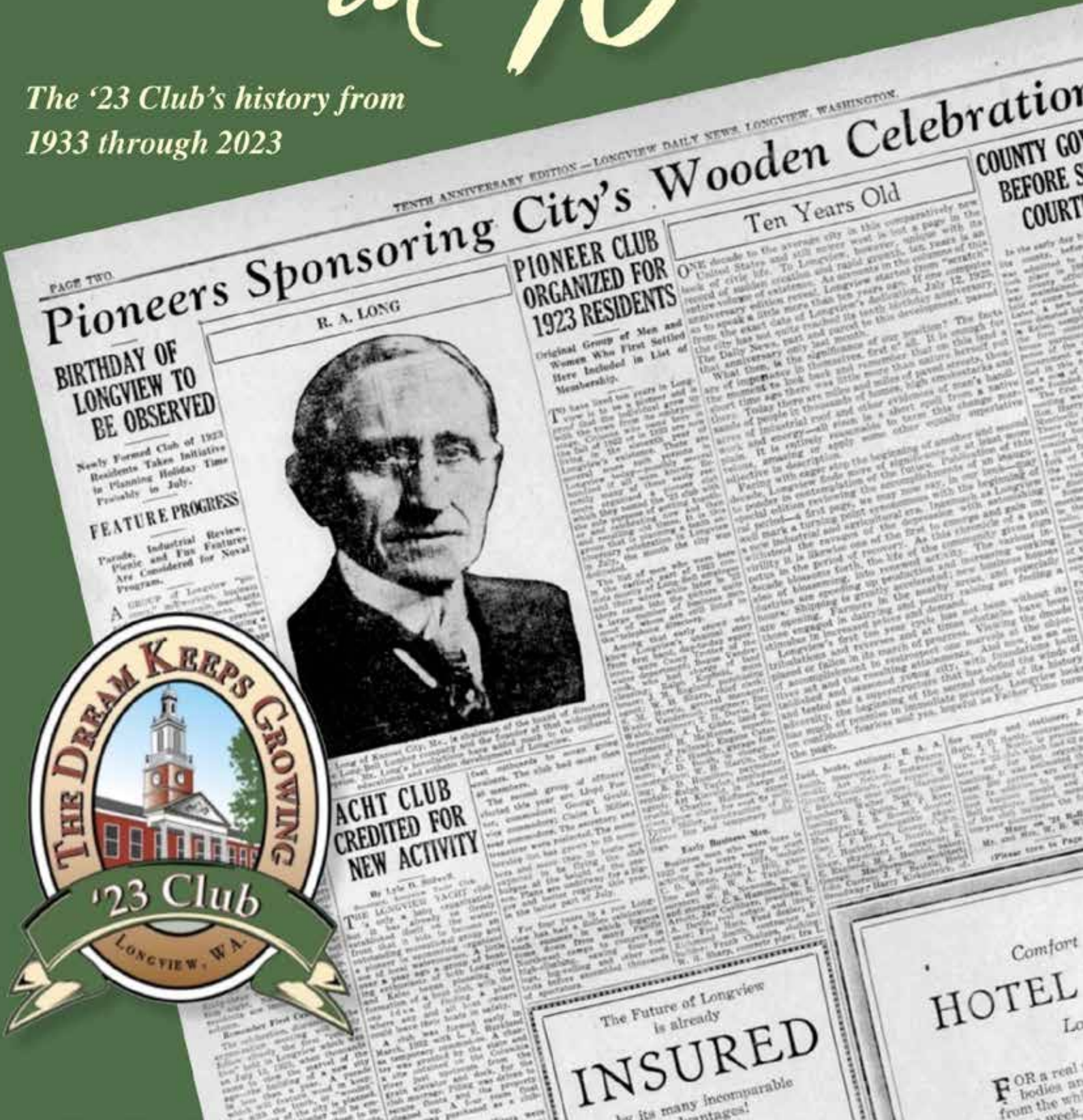


The '23 Club at 90

The '23 Club's history from
1933 through 2023



PAGE TWO

BIRTHDAY OF LONGVIEW TO BE OBSERVED

Newly Formed Club of 1923
Residents Takes Initiative
in Planning Holiday Time
Probably in July.

FEATURE PROGRESS

Parade, Industrial Review,
Picnic and Fun Features
Are Considered for Naval
Program.

A GROUP of Longview "pioneers" who were born in 1923 are planning a holiday time probably in July.

R. A. LONG



Long of Krumm City, Me., is chairman of the board of directors of the Longview Yacht Club and the founder of that organization. Mr. Long's headquarters have been moved to the city.

YACHT CLUB CREDITED FOR NEW ACTIVITY

By Lyle B. Sisk.

THE LONGVIEW YACHT CLUB, organized this year as Lloyd F. Sisk, chairman; George L. Sisk, vice chairman; and the secretary and treasurer were given to the club. The club has been active in the city since its formation. The club has been active in the city since its formation. The club has been active in the city since its formation.

PIONEER CLUB ORGANIZED FOR 1923 RESIDENTS

Original Group of Men and
Women Who First Settled
Here Included in List of
Membership.

They have lived ten years in Longview.

It is to be a pleasure and a privilege to the individual group of men and women who first settled here in 1923. The club has been active in the city since its formation. The club has been active in the city since its formation.

The list of men who were born in 1923 is as follows: (List of names follows in the original text).

Long of Krumm City, Me., is chairman of the board of directors of the Longview Yacht Club and the founder of that organization. Mr. Long's headquarters have been moved to the city.

For four years it is a new Longview has had a double celebration. The club has been active in the city since its formation. The club has been active in the city since its formation.

Ten Years Old

ONE decade to the average city is but a page in the book of its life. To Longview, however, ten years is an entire volume of existence. As events in the columns of this anniversary edition reveal, Longview started from "scratch" as to speak a little more than ten years ago. If one compares the exact date of Longview's birth to this development, passed from the city has not quite reached its tenth birthday anniversary. The Daily News, that last month.

What then, is the significance of our position? The facts are of importance to look back and remember that on this last anniversary only last month. Today there are thousands of people in the city, thousands of people in the city, thousands of people in the city. The city has grown from a small town to a large city. The city has grown from a small town to a large city.

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The Future of Longview
is already
INSURED
for its many incomparable
advantages!

Comfort
HOTEL
Lo

FOR a real
bodies and
from the wh
reel

INSIDE COVER

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A *'modest proposal'* was an offer I couldn't refuse

By Bob Gaston

'23 Club President

ON June 26, Jackie Evans called with a modest proposal. I answered her call while mowing our back yard. In a few seconds, she pushed my panic button by proposing that “we” — '23 Club leaders — have a special gift for people at our annual dinner.

After all, we'd done that in years past. (Yes, we had. In 2015, diners went home with a '23 Club pencil.)

Jackie said our dinner guests deserve a special keepsake to commemorate Longview's 100th birthday.

How about we do a book?

As she talked, it was clear that “we” was “me.”

She detected a reticence in my voice. She tried flattery. “Even your emails are well-written.” As she talked, her modest proposal morphed into an offer I couldn't refuse.

Understand that Jackie Evans is not just another past president. She continues to host monthly meetings of officers. I think of her as the club's Queen Bee.

She had just tapped me as the Worker Bee.

We talked about size. I suggested a booklet like the Cowlitz Historical Quarterly. No, she said. Too small for good photos. She was right. That's why you're holding a letter-sized “book” — which it clearly is not. But it's too big to be called a booklet. It looks like a magazine, but it isn't as polished as a magazine. And I sure hope it has a longer

shelf life than even a National Geographic.

The layout and writing resemble a newspaper. No surprise. The main writers were newspaper reporters, and the guy who designed the pages on his Apple iMac was a newspaper editor. That would be me.

Before restarting the lawn mower, I called John McClelland III, a Longview history book on two feet. Yes, he would help. We decided to focus on '23 Club history. He started writing and I began an ambitious project — researching each of the club's 81 past presidents. Learning about them inspired us to do feature stories on several.

The result is that this publication is a solid historical review of the '23 Club, with much of its history told through people.

Jackie's modest proposal was good for me and the '23 Club. Its essential history is in the book and accessible to club members of today and tomorrow. The library's Longview Room will store copies.

Personally, the project motivated me to practice my craft again. The more I learned about past presidents and the club's history, the more excited I got. The tight deadline was taxing, but memories of anxious days have faded. I am pleased with the “book” our spartan crew created.

Best of all, now I have time to finish mowing the lawn.

Daily News alumni and an AP writer contributed to *The '23 Club at 90*

Born and raised in Longview, **John McClelland III** knew many former '23 Club presidents well. He wrote stories on three of them for this book and enhanced the short “biographies” of past presidents with glimpses into their personalities. During 13 years writing for The Daily News he earned notoriety with feature stories on senior citizens and a year-long series on Longview history in 1998. He retired in 1999.

Nancy Edwards contributed her proofreading and editing skills honed during nearly five decades at The Daily News. Now retired (thank goodness), she caught embarrassing mistakes and improved the flow of many a sentence. A Longview native, she started at the News in 1974. She had various writing, editing and supervisory roles in her 48 years there.

Laurie Smith, another The Daily News alum, edited copy on each of the 81 club's presidents. She is a perfectionist who polished dull sentences. Laurie began writing for the newspaper in 1980 and stayed until 1999. For the past several years she has worked in technical writing and editing. She lives in North Seattle with her two dogs, Mandy and Blue.

David Rorden, former Daily News reporter and city editor, graciously said “yes” to an urgent plea to write about Rose Janke, the '23 Club's unofficial but prolifically productive historian. He has been a private practice attorney in Longview since 2000.

Longview native **David Minthorn** accepted a request to interview R.A. Long descendants who visited town during the centennial celebration. He worked for the Associated Press for 44 years as a foreign correspondent in Europe and as international news editor in New York. He grew up in Longview and lives here in retirement with his family.

Donna Yardley, retired Daily News librarian, cheerfully responded to requests for genealogical information and other research. Facts she unearthed online added rich detail to stories — and verified the often misspelled first name of Sallie America Long. (Even Sallie's headstone was engraved “Sally.”) She boards dogs on her rural property north of Kelso.



McClelland



Edwards



Smith



Rorden



Minthorn



Yardley

A Guide to What's Inside

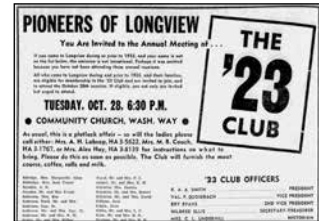
Page 6

The '23 Club began in the worst year of the Depression

All workers in this photo were eligible for club membership. But were they here in 1933?



Page 7



Changing to survive was a long process.

Pages 8 to 17



The '23 Club has had 81 presidents. Get to know them on these 10 pages.

Pages 18 to 20



Art Campbell was a modest, energetic man who planned dozens of the city's celebrations.

Page 21



Singer honors Mrs. Antilla as his 'one great teacher.'

Pages 22 & 23 Fearless bridge



Cal Fowler is the '23 Club's parade guy who has a keen interest in an 1850 map.

Pages 24 & 25



'Patriarch of Longview'
The '23 Club conferred that honorary title on John M. McClelland Sr. at its 1977 annual dinner

Longview Daily News played a vital role in city's growth.

Pages 26 & 27



An unfortunate squirrel gave Amos Peters an idea.

Page 28



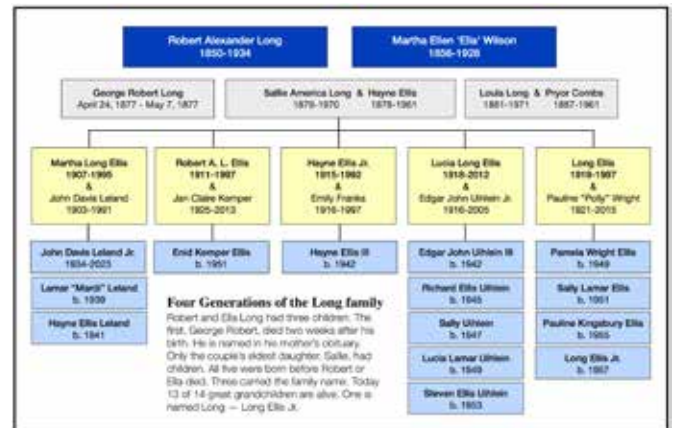
Rose Janke prefers staying far away from the spotlight.

Page 29



John Hill sang, played and collected \$6 million in tolls.

Pages 30 to 32



Two of Robert and Ella Long's great-grandchildren who visited Longview shared mixed emotions about their childhoods here.

Page 33



Ruby West was the club's first Black president, serving in 2000.

Pages 34 & 35



Maila Cadd is 100% Finnish, and her DNA tests prove it.

Pages 36 & 37



Quoidbachs built a theater, then were forced to make it their home.

Page 38



New log arch is built to last another 100 years.



Longview Public Library Photos

On March 31, 1923, work was just beginning on the Columbia River Mercantile building. Any worker in this photo was eligible to be a charter member of the '23 Club, which was both inclusive and exclusive. "Ordinary people" were eligible, but only those who lived or worked in Longview before December 31, 1924, could join the group, which was started in 1933.

The '23 Club was hatched by an optimistic group

By John M. McClelland III

Club President in 1999

The year 1933 was the worst of the Great Depression. Throughout the country, there was 25 percent unemployment, and wages had fallen 43 percent since 1929.

The young city of Longview was hit especially hard.

As the new city approached its 10th anniversary, rampant layoffs and unemployment followed after the Long-Bell and Weyerhaeuser lumber mills were forced to limit production to a trickle.

Nevertheless, the old pioneer spirit of the people who had helped make Longview possible remained strong.

Anyone reading the May 1, 1933, edition of the Longview Daily News would think that the Depression had had little effect on the city. Whether it was an exaggeration or not, an editorial claimed that Longview "withstood the ravages of the depression with astonishing virility (and) it is likewise one of the first to emerge and gain impetus in the period of recovery."

The commentary didn't predict that the Depression wouldn't begin to end until 1939.

But hard times or not, the newly formed '23 Club was ready to heartily celebrate the city's 10th anniversary: "This association of men and women who were here when the building of the city was in actual progress will sponsor the celebration, designed to call attention to the progress made by this industrial city and also to be a homecoming for other pioneers who may have strayed to other fields, but who are nevertheless, 'Longview residents at heart ...'"

The stated purpose of the new club was to "promote such celebrations from time to time and to labor for the best interests of the city in which its members have resided since the city itself was created and for the best interests of its membership."

The '23 Club's first president was Dr. J.L. Norris, a physician. Vice presidents were Dr. R.S. Howell, a dentist, and D.M. Simonsen, city editor of the Longview Daily News. Ira L. Judd, a retail merchant, was secretary and K.C. Batchelder, Longview Chamber of Commerce secretary, was treasurer.

To be eligible for club membership one had to have lived

in Longview during 1923, the year the city was inaugurated. Upwards of 400 residents were eligible, and "sixty-three enrolled on organization night." A list of the names of all 400 of these eligible "millworkers, business and professional people, merchants and ordinary citizens" filled several columns of the newspaper. Children were included.

Since then, the '23 Club has met annually for a dinner meeting and helped sponsor and promote efforts to keep Longview history alive in the public eye. Since 2015, club members have driven a variety of vehicles in July 4th parades. The club also participated in the Longview Centennial parade.

A milestone event occurred more than 70 years ago when members of the Cowlitz Pioneer Society — made up of descendants of county pioneers dating from the 1850s — invited members of the '23 Club and the Cowlitz County Historical Society to join them.

According to an editorial in the August 2, 1952, Longview Daily News, "This is more of a gesture of recognition than the 'newcomers' who have been in the county only since '23 probably realize." That was because there had been a time when those who had come in 1923 "were just Johnny-come-latelies who had no business at all attending a gathering of the [pioneer] clan."

Later that year, the '23 Club and the Cowlitz County Historical Society cosponsored a banquet in celebration of the 100th anniversary of the nearby Monticello Convention when settlers took steps to create Washington Territory north of the Columbia River and separate from the government of Oregon Territory.

Earlier that day, and along with the Washington State Parks Commission, '23 Club members joined the Pioneer Society during the dedication of a monument marker at a spot near the convention site. Years later, the monument was moved to a small block near the Longview Public Library. It was refurbished for Longview's 100th anniversary.

Besides its annual dinner meetings and several parade entries, the club has long been a sponsor or cosponsor of almost anything that commemorates Longview and county history.

These include the bust of R.A. Long that later was moved from R.A. Long Park to the front of the Longview Public



Several residents of Skidville, temporary housing a block from the Civic Center, later became presidents of the '23 Club. One was Harry Martin. He advertised his trucking company with a sign on his shack, on the corner of Hudson Street and 15th Avenue.

Library; gifting rose trees for the library's rose garden; placing a portrait of S.M. "Mark" Morris at the high school which bears his name; sponsoring oral history by recording anecdotes told during interviews of Longview pioneers and donating the tapes to the library; and a vain attempt to save the former Cowlitz General Hospital building from being demolished because it had been a passenger railroad depot during the city's earliest years.

One of the '23 Club's major contributions has been its sponsoring of the Longview Room in the public library where historical materials, including photographs, are filed for research purposes. It is open to the public upon request.

In 1998, Longview's 75th anniversary was celebrated with a parade re-enacting the 1924 Pageant of Progress. And, as had occurred in 1924, a royal court was chosen — this time by members of the '23 Club — and all royalty were original residents or descendants of them.

The crowning ceremony took place at the downtown Merk building which, in the old days, had housed Long-Bell's general merchandise store, The Columbia River Mercantile, popularly known as "The Merk."

Bernie and Bev Jacobson were king and queen, and princesses were Pearl Wood, Audrey Woods, Vergie Ireland and pioneer teacher Helen Brekke Smith. Jeansie Morse Berwind, a child member of the 1924 court, crowned the Jacobsons.

The event coincided with the sale of an updated version of the 1976 Longview history book "R.A. Long's Planned City" by longtime '23 Club member and retired publisher of the Longview Daily News, John M. McClelland Jr., who was present to autograph copies.

Club evolved to survive 90 years

By Bob Gaston

Club President in 2023

The '23 Club has made it to age 90 because it had leaders who adapted, sometimes grudgingly, to a fact: If the club stuck with its original membership requirements, it would have succumbed by 2023.

The first change to membership rules was presented at the club's annual meeting in 1958 after longtime club members H.H. "Bab" Martin and John M. McClelland Sr. had met to look for ways to perpetuate the club.

A Daily News article about that meeting led with news that the '23 Club gathering drew more people than ever before. Noting that the turnout was "to the amazement of all," the front page story reported that the crowd overflowed the basement of the Longview Community Church.

The Martin-McClelland proposal limited the change to allowing "direct lineal descendants of those here" in 1923. Members voted for the proposal without debate. However, the story noted that "some of the younger members were heard to mutter their disappointment at being deprived of the possible chance of someday being the oldest living members of an exclusive organization."

Curiously, before the 1958 two-generation rule was adopted, the club bought Daily News ads in 1957 and 1958 that read, "All who came to Longview during and prior to 1923, and their families, are eligible for membership in the '23 Club and are invited to join."

Perhaps "during and prior to 1923" had drawn the large crowd.

From 1959 until 1990, the '23 Club bought ads inviting people to join that were explicit: you or a spouse had to be a "23er" or the child of one to join.

Meanwhile, some club leaders must have been keen about expanding membership because in 1964 two major changes were written into the Constitution and Bylaws.

First, membership was granted to lineal descendants of all original members. Second, a new status was created — "Honorary Members." It was for "any person ... the Executive Committee of the '23 Club feels has made a substantial contribution to Longview ..."

But the club's ads did not mention the bylaw changes until 1990, when an ad announced that "a clause in the bylaws allows honorary membership. Pick an application up from one of the officers if you are interested." Two years later, the club ad began listing honorary members separately. There were four couples and a single in 1992 and 22 couples and 10 singles by 2008.

That year's second vice president, Patti Lamb, and her fellow officers, Kaye Clinch and Margie Botten, thought the application process discouraged people from seeking honorary membership. They wanted to ditch the application process and did so in 2009 with passage of revised bylaws that opened honorary membership to all who "share the appreciation of the city and its history."

That meant no more written applications and a new name for all who were '23ers' descendants: "Lineal Members." Today, people without lineal ties to Longview are now "Regular" and not "Honorary" members.



Annual club ads did not start until 1957. One drew a big crowd in 1958.

'23 Club Presidents 1933 to 1946

1933: Dr. Jesse L. Norris



Recognized as the dean of Longview's medical community, Dr. Jesse Norris championed local hospitals and city parks. During his 37 years of practice that began in 1923, he helped found Longview Memorial and Cowlitz General hospitals, later merged into St. John. Amid the Great Depression, he spearheaded a drive to pay delinquent property taxes for the land that became Lake

Sacajawea and R.A. Long parks. Not yet city property, it otherwise would have been sold at auction. Among other achievements, Dr. Norris directed fundraising for the bust of R.A. Long that now stands in front of the library.

1934-37: Dr. R.S. Howell



Dr. R.S. Howell was a dentist who opened an office in Longview in 1923. Ten years later he was among the city's pioneers who formed the '23 Club. During the Depression, he joined forces with Dr. Jesse Norris and others to save Lake Sacajawea and R.A. Long parks from tax foreclosure. Dr. Howell has the distinction of serving four terms, more than any other '23 Club president. After retiring, he moved to California and died at age 68.

1938-40: A.L. Gibbs



A.L. Gibbs was Long-Bell's man in charge of buying land for the new city. He and four other land agents bought 245 pieces of property, paying a total of \$2,611,101 — equivalent to \$46 million in 2023. Gibbs worked on plans to form a city government after a census counted 3,724 residents in 1923. Long-Bell favored Gibbs for mayor, and he was elected in 1924. Later, company executives deemed him "anti-Long-Bell" because

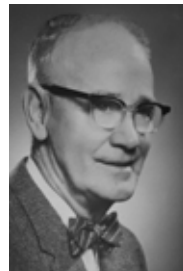
he entertained an old friend they viewed as hostile to the company. In 1928, Long-Bell chose a candidate to oppose Gibbs, who nonetheless prevailed with 56 percent of the vote — 1,718 to 1,332. He was mayor until 1930.

1941: Paul Mitten



Paul Mitten was a World War I veteran who came to Longview from Philadelphia in 1923. At age 26, he was hired as secretary to Mark Morris, vice president and general manager of Long-Bell. Seven years later he became superintendent of Longview Memorial Hospital, now PeaceHealth St. John Medical Center.

1942: H.H. "Bab" Martin



After graduating with a law degree from Louisiana's Tulane University in 1921, H.H. "Bab" Martin arrived in Longview to work for Lumberman's Bank and Trust. Later, he established Martin Insurance Agency. He was a charter member of the Cowlitz County Board of Realtors. In 1971, the Board of Realtors and 17 insurance agencies ran ads announcing they would be closed on

Oct. 2, the day of his funeral service. He was well known as an avid baseball fan and golfer.

1943: Guy L. Anderson



In 1923, at age 38, Guy Anderson moved from Portland to Longview to become traffic manager for the Longview, Portland and Northern Railway. He had a keen interest in the Chamber of Commerce and education. In 1953, he developed homesites on the crest of Columbia Heights, naming his subdivision Cedar Gates. Near the end of his life, he envisioned an endowment to support

young people at Longview Community Church who were studying for careers in Christian ministry. Earnings from the Cedar Gates venture seeded the endowment, which continues to award scholarships.

1944: R.M. "Curly" Anderson



Curly Anderson left Astoria in 1923 to join the Longview Daily News as a reporter. He later moved to the business side and retired as display advertising manager in 1961. He continued working part time as the newspaper's head of national advertising. For a brief period, he was Cowlitz County's Civil Defense director. A jovial, smiling cigar smoker, he was a popular public figure committed to

community service. He was especially active as a charter member of the Longview Shriners Lodge.

1945-46: W.D. Van Note



In January 1923, W.D. Van Note was serving as Cowlitz County coroner when the Allen Street Bridge collapsed in what remains Washington's deadliest bridge disaster. He estimated that 35–40 people were missing, but the exact number of lives lost was never determined. For 24 years, Van Note was the timekeeper for R.A. Long High athletic events. His interest in sports also led him to do some coaching. A brief item in an early edition

of the Longview Daily News reported that he was named manager of the 1925 Long-Bell basketball team. Van Note worked for Long-Bell and was a licensed embalmer.

'23 Club Presidents 1947 to 1958

1947: C.B. Sweet



C.B. Sweet began a 30-year career with Long-Bell as a 21-year-old laborer in the company's building supply yard. Over the years, he advanced to become western division manager of the Long-Bell retail department. He left in 1953 to take a job in Fresno. Three years later, he was appointed assistant commissioner of operations for the Federal Housing Administration, where he oversaw 136 field offices.

1948: Harry Martin



Harry Martin was a 28-year-old Midwest native whose curiosity about the "wonder city" being built on the Columbia River lured him to town in 1923. He and a younger brother, Tony, started Martin Transfer Co. in 1924, paying \$250 down on a Ford truck. The company's slogan was "Let Martin do your cartin'." Harry and his bride, Ellen, began their lives together in a \$7-a-month two-room shack in an area of temporary housing known as Skidville. In 1962, he built Martin's Dock as a gift to the city.

1949-51: John Hill



John Hill was known as "Mr. Bridge" during his 15 years as a toll collector and supervisor on the the Longview-Rainier Bridge. He retired at 70, eager to spend more time playing the organ, singing in his church choir, golfing and photographing the natural wonders of the West. He worked for Long-Bell for several years and then teamed up with three friends to start a string of service stations.

1952: A. Floyd Scott



A. Floyd Scott was among the first eight-man team assigned to sell real estate to newcomers and businesses. In June 1924, the sales team reported that 609 houses were completed or under construction. The list included 87 houses and two apartments on the West Side and 486 in the St. Helens and Highlands areas. By 1928, he owned a real estate business.

1953: Guy Easton



Guy Easton's 50-year career with Long-Bell started in Longville and ended in Longview. That's Longville, Louisiana, a company town where he worked in the paint shop, machine shop and warehouse. He knew R.A. Long personally, and his first job was painting Long's private railroad car. In 1923, Easton was promoted to a white collar job in Longview as cashier in Long-Bell's general office. By 1953, he was chief clerk of the Real Estate Division.

1954: Clifford Hadley



Clifford Hadley and his wife, Eva, moved to Kelso in 1922 when he was hired as assistant purchasing agent for Long-Bell. A year later they built one of the first 50 homes in Longview. Hadley stayed with the company for 37 years. His jobs included being a lumber buyer, a lumber salesman and a district sales manager. His community activities included Longview Community Church, Boy Scouts, the school board, and Rotary, where he served a year as a district governor.

1955-56: Rev. Ed Gebert



In June 1923, Ed Gebert was a pastor in Tacoma when Longview newcomers who formed a Methodist Episcopal Church invited him to lead their congregation. A month later, at the dedication of the Monticello Hotel, R.A. Long planted the idea of a "united church" for Longview. In August, Rev. Gebert led a gathering of about 100 people who agreed to start an inter-denominational church. After weeks of discussion about doctrine and a name, Longview Community Church was formed on October 21. The iconic building at Washington Way and Kessler Boulevard was dedicated in August 1926. Rev. Gebert retired in 1958 after a 35-year ministry at the church.

1957: Arthur Campbell



Art Campbell was Longview's perennial civic events chairman, both as a Long-Bell employee and later as president of Campbell Feed & Fuel Co. In July 1924, when he was secretary to J.D. Tennant, Long-Bell's executive vice president, Campbell headed Longview's first anniversary celebration, the Pageant of Progress. Six years later, he planned the March 29, 1930, dedication ceremonies for the Longview-Rainier Bridge, which were by no means a typical ribbon cutting. From the White House, President Herbert Hoover tapped a telegraphic key, and a knife fell to cut a chain of daffodils strung across the bridge.

1958: R.A.A. Smith



R.A.A. Smith ran a small ad in the May 1, 1933, Daily News to announce that he began insuring Longview 10 years earlier and was "now growing with the city." He was the first president of the Longview Merchants Bureau. In 1957, he founded Guaranty Savings and Loan Association. A native of Duluth, Minnesota, Smith graduated from the prestigious Wharton School at the University of Pennsylvania. At age 51, he married Helen Brekke, 42. A longtime teacher and philanthropist, she established the R.A.A. Smith and Helen B. Smith Charitable Foundation.

'23 Club Presidents 1959 to 1966

1959: Val P. Quoidbach



Belgian natives Val Quoidbach and wife Gay moved to Longview from Portland in 1923. His company, Quoidbach Construction, erected several buildings downtown, the first being the Quoidbach Building in the 1100 block of Commerce. The company also built 42 houses for Long-Bell. Two sons, Rob and Val, carried on the business after their father died in 1966.

Gay was active in civic affairs, serving on the Longview City Council and the Cowlitz County School Reorganization Board. A warm and outgoing woman, her name appeared frequently on the society pages.

1960: Bry Evans



Bry Evans and his wife (identified only as "Mrs. Bry Evans" in keeping with newspaper style in those years) owned Evans Realty during the 1950s. His earlier occupations included chief deputy county treasurer and manager of the State Tax Commission office in Longview. Chairing the Cowlitz-Wahkiakum Cancer Crusade in 1958 and heading the Longview American Legion in 1943-44

were among his many civic contributions. By 1964, the couple was identified as "retired traveling folks" in an "About Folks" newspaper column.

1961: Alfred H. Labsap



After earning a civil engineering degree from the University of Missouri in 1907, Alfred Labsap enlisted with the Army Corps of Engineers in Vicksburg, Mississippi. He left for Longview in 1923 to take on the challenge of installing sewer and water lines in the city being built from scratch. He was 38 at the time. In 1955, he retired as Longview's water and sewer superintendent. Labsap married Myriam

Meyer, a Missouri native, a year after he hired on with the city. Never without his pipe, he lived until age 81.

1962: James D. McKercher



In 1906, Jim McKercher, then a teen-aged farm boy in Eastern Canada, hopped freight trains bound for the West. Two years later, he arrived in Portland, where he built railroad trestles before fighting in World War I. In 1919, he married Avice Johnson in Kalama. Plentiful construction jobs lured them to Longview in 1923. Once sawmills were built, McKercher became a millwright and stayed

with Long-Bell until he retired in 1954. He and Avice, a pioneer social worker, had been married 70 years when she died. McKercher lived to 104 years of age. He was fond of saying, "I've been retired longer than I worked."

1963: Hildred Ellis



Hildred Amadon Ellis was a '23 Club trailblazer. For three decades, the club's top office had been the sole domain of "good old boys." Hildred had the credentials to lead the club. She arrived in 1922 at age 27 from Minnesota. She was known as a genealogy buff who enjoyed studying Washington state history. Her civic involvement included P.E.O., a philanthropic sisterhood supporting education for women. Her husband, Sam Ellis, was a secretary in Long-Bell's real estate division. She died in 1970.

1964: Favel L. "Fay" Foval



Fay Foval was among the Midwest college students who found jobs and friendships working for Long-Bell. They called themselves the Kansas City Club, and seven had long careers with the company. Foval began in July 1923, fresh out of Kansas State University with a business administration degree. He first worked in Long-Bell's retail yard and continued through the ranks, retiring in 1964 as executive assistant to the marketing

manager of International Paper's Long-Bell Division. An early photo and brief history of him, along with a display of his seven award pins, can be seen at the Cowlitz County Historical Museum.

1965: Lucien Lanphear



At age 18, Lucien Lanphear came from Big Timber, Montana, to Longview during the year it was founded. He worked as a sales clerk for J.C. Penney Co., Korten's, and Welch's Men's Wear. He and his wife, Gertrude, had two sons and belonged to Longview Community Church. Lanphear was a patron of the Masonic Lodge and the Longview Chapter of the Order of the Eastern Star. Two years after serving as '23 Club president,

he succumbed to cancer at age 62.

1966: Herb Hadley



After serving in the South Pacific during World War II, Herb Hadley returned to Longview with a college degree, his wife, Dee, and the first two of their four children. During his career with Torrence, Edmund & Hadley Insurance Agency, he was elected to the Legislature — the first Republican in 16 years to represent the 18th District. Two years later, he lost re-election by 15 votes in LBJ's

1964 landslide. He founded Hadley Travel, Longview Sandbaggers and the Discovery Club in addition to being an original trustee of The Evergreen State College. Fifty years ago, he chaired Longview's Golden Jubilee.

'23 Club Presidents 1967 to 1974

1967: Redford L. Simmons



Redford "Ford" Simmons worked as a wheelbarrow pusher when the Monticello Hotel was built. Afterward, he continued working in construction. Structures he helped build included the National Bank of Commerce, Empire Drug and the Myklebust building. In 1935, he got into the insurance business, which he viewed as a calling. "I've always looked on my insurance work as a kind of ministry ...

to the widows and orphans ... the sick and aged," he told The Daily News. When he was '23 Club president, he was district supervisor of the Business Men's Assurance Co.

1968: Amos J. Peters



Amos Peters, the fourth youngest of 12 children, was here in 1923. He and his family first lived in a tent on the Cowlitz River. He grew up to be a general contractor who was fond of saying, "We bridge the gap from the smallest to the tallest!" The smallest was his brainchild — the iconic, whimsical, and first-in-the-world footbridge for squirrels, the Nutty Narrows Bridge on Olympia Way.

The tallest is the eight-story Campus Towers, senior living complex. A squirrel statue dedicated to him for his life's work and love for Longview stands watch over the Nutty Narrows Bridge.

1969: Emary Piper



Emary "Em" Piper was born in Alberta, Canada, the eldest son of Frank and Martha Piper. When Frank learned that a lumber mill was being built in Longview, he piled the family into his Model A Ford and drove south. He landed a job constructing the Long-Bell mills. Em met his wife-to-be Jane Gebert while in the eighth grade at Kessler School. He was a four-letter athlete at R.A. Long and at the

College of Puget Sound. He taught briefly at Kelso before teaching and coaching track and wrestling at R.A. Long where he became vice principal.

1970: John McClelland Jr.



He came here from Arkansas in 1923 when he was 8 and watched the city and the Longview Daily News grow from the ground up. He graduated from R.A. Long High School in 1933 and from Stanford in 1937. In 1939, he married Burdette Craig. Three years later, he found himself in the U.S. Navy. A gunnery officer, he fought during the Battle of Okinawa. Afterwards, he became the News' pub-

lisher and wrote several books, including three editions of Longview's history. Much of his private life was dedicated to serving city, county and state in several capacities.

1971: D. Wiley Carpenter



Known as "Longview's Mr. City Clerk Emeritus," D. Wiley "Dick" Carpenter was the first city clerk in Washington to issue voter registration cards, a practice later adopted statewide. A Washington State College graduate with a bachelor's degree in accounting and business administration, he came to Longview during the 1930s and worked as an electrician's helper at Long-Bell Lumber Co. It was the

best work he could find during the Depression. In 1938, he left Long-Bell to fill a vacancy in the city clerk's office. He retired in 1970 as the city's director of finance.

1972: C. Richard Schneider



Richard Schneider graduated from R.A. Long High School and the University of Portland before being drafted into the Army in 1941. He was stationed in Manchester, England, and Sacramento, California. After being discharged as a master sergeant in 1945, he returned to Longview. He owned Schneider Brothers Hardware, Coleman Industrial and Coleman Tape. A skilled golfer, Schneider

shot his age — 67 — for the first time in 1986. He repeated the feat more than 3,000 times over the next 26 years. A longtime parishioner at St. Rose, he was devoted to the Catholic Church.

1973: Dave Everts



Dave Everts was a Midwestern youth adventuring in the West when a Kelso minister, J.G. Gray, gave him a ride from Seattle early in 1923. Gray told Everts about job opportunities in the new city and dropped him off at the city limits with \$7 in his pocket. The next day, Everts got a job with a survey crew laying out streets in Longview. He never left Longview. Years later, after a variety

of blue- and white-collar jobs, Everts initiated efforts to found the Bank of Cowlitz County.

1974: Malcom A. MacDonald Jr.



In 1943, new R.A. Long High School graduate Malcom MacDonald enlisted in the Army Air Corps after his eldest brother, Allan, perished while piloting a B-38 bomber in the South Pacific. Malcom stood just one inch shy of qualifying to be a pilot. Instead, he was a ball turret gunner on a B-24. Like Allan, his bomber was shot down. But he survived to bail out over Germany and was taken prisoner.

In the late 1940s, he joined his father's business, Twin City Glass. His second career was serving the community — right up until the end.

'23 Club Presidents 1975 to 1982

1975: Felker Morris Tucker



The only child of Longview pioneer S.M. "Mark" Morris and Kate Felker Morris, Felker Morris Tucker came to Longview when she was 6 years old. After attending Longview schools, she graduated from the Annie Wright School in Tacoma and from Stanford University. Then she got married and moved away. After separating from her husband, she moved back to Longview with her three young sons. Despite being a single parent, this lively and likable woman was an active, ongoing volunteer who served the community throughout her lifetime. She died in 2014.

1976: Joe B. Hill



Joe Hill came here from Eugene after graduating from high school and Washington State University. While working at Weyerhaeuser, he also owned and operated several Hills Feed & Garden stores. Joe was a president of First Federal Savings & Loan. He also served as a PUD commissioner for 13 years. A member of St. Mary's Catholic Church, he belonged to the Knights of Columbus and many local boards and clubs. Joe enjoyed ranching and raised horses and cattle east of Kelso. He and his wife, Frances, had two sons and two daughters.

1977: Hazel Bain



After graduating from Kelso High School in 1923, Hazel Bain took a job in the real estate division of the Long-Bell Lumber Company when portions of the new city of Longview were being sold. Her many civic activities included serving on the Cowlitz County Historical Society Board. In 1973, Washington Gov. Dan Evans appointed her to represent Cowlitz County on the Washington State Lewis and Clark Trail Committee. That appointment led her to become the first woman president of the National Lewis and Clark Heritage Foundation.

1978: Harvey Hart



Harvey Hart, who managed the Port of Longview from 1943 until his retirement in 1973, wrote a thesis on the port when he was a foreign trade student at the University of Washington. After graduating in 1930, he took a bookkeeping job at the port. He slept in the office at night waiting for ships to arrive. He tied them up and checked their cargo. Hart frequently traveled in search of port business and never took a vacation. Asked to manage larger ports, he declined, instead devoting his life to the local port and public service.

1979: Ralph Lindsay



Canadian-born Ralph Lindsay moved to Longview in 1923. A self-employed contractor, he owned Lindsay Construction. While he was president of the Washington State Home Builders' Association, he was appointed to the National Governmental Affairs Committee of the NHBA. He and wife Bonnie were conservationists and ornithologists whose interests were reflected in their artwork. He carved wooden birds and toys for children — toys without sharp edges and colored with non-toxic paint. She painted and created wall hangings on a loom designed by her husband.

1980: Jay B. Miller



A millwright at Weyerhaeuser who retired in 1978, Jay Miller also was a carpenter. As a member of the Longview Monticello Lions Club, he conceived and led a project to build a playground and picnic area at Lake Sacajawea in 1970. Miller donated his time building and remodeling the Hospice Care Center, Community House on Broadway and Trinity Lutheran Church. He was active with the Longview Elks and served as first president of the Longview Ski Club. He and wife Frances owned and operated Miller's Market for more than 25 years.

1981: Bernard Jacobson



Bernard Jacobson worked at the Columbia River Mercantile before joining the Army during World War II. Afterward, he worked many years for NAPA Auto Parts. He was a lifetime member of Trinity Lutheran Church and an exalted ruler of the Longview Elks Lodge. He enjoyed dancing, listening to music and working on projects. He married lifelong local resident Beverly Beck, who also served in the Army during World War II.

1982: Ben F. Renn



Among Lower Columbia Junior College's first students in 1934 was Ben Renn. He grew up using the surname Bodner until he enlisted in the Army during World War II. A second lieutenant in the Army Air Corps, he was stationed in the South Pacific. He married L. Adeline Kisch in 1942. He was a self-employed landscaper and also worked in industrial sales, retiring from King Bearing in 1980. A Freemason, Renn held several offices and titles, including honorary grand high priest of Washington.

'23 Club Presidents 1983 to 1990

1983: Clarence Gauthier



After arriving in Longview, Clarence Gauthier's father drove teams of horses to build banks along Fowler Slough, soon to become Lake Sacajawea. In the early '30s, Clarence was a Daily News carrier whose route included the Longview Country Club, where he and friend Red Tidd got caddy jobs. They joined the Army after graduating from high school. Following their service, the friends purchased a team of horses and started logging. Eventually, Gauthier became a superintendent for Weyerhaeuser.

1984: C.R. "Bob" Bottorff



Bob Bottorff began a 45-year career with Weyerhaeuser after graduating from R.A. Long High School in 1933. He started as a timekeeper at Headquarters Camp. In 1940, he was tapped to work on the company's first mechanical accounting equipment. Two years later, he was head paymaster. He then became data processing manager and a Longview city councilman in 1953. He and his wife, Karen, left Longview in 1963, when Bob was promoted to company headquarters in Tacoma. In 1978, they returned home when he retired. He died in 1989.

1985: Ned Piper



All four of Ned Piper's grandparents came to Longview in 1923. He was born here in 1939 and became the first mascot for the R.A. Long Lumberjacks. Ned is most proud of his involvement in founding Community House on Broadway. He graduated from R.A. Long, Lower Columbia College and the University of Washington. He was a partner in Torrence Insurance. Ned has three children, Rees, 55; Amy, 52; and Perry, 33. His wife, Sue, publishes the Columbia River Reader newspaper. Ned is the advertising and distribution manager.

1986: Dave Grocott



In 1939, Dave Grocott and Millie Becker first met on a downtown Longview street corner during a chance encounter between their mothers. Dave was 10, Millie 5. She remembers the good-looking boy and feeling antsy as the moms chatted. Years later, they courted and wed, and their union has thrived for 70 years. After Army service from 1952 to 1954, Dave began teaching in Longview schools. He retired as an elementary school principal in 1981. He spent summers running a salmon charter and expanded that enterprise after retirement. For years, his fishing connections netted him salmon he donated to '23 Club dinners at Longview Community Church.

1987: Harry Renick



Harry Renick and his wife, Clara, bought Jansen's Flowers and Gifts from her parents in 1971. They never changed the name of the business, so Harry was known as "Mr. Jansen." In 1990, the Renicks moved their store from Vandercook Way to Washington Way. They sold the business in 2017. Before becoming a small business owner, Renick received a master's degree in mathematics from the University of Washington and worked about three years in the computer programming department at Boeing in Seattle. In 1961, he joined the Lower Columbia Junior College faculty as a mathematics professor.

1988: Don Packard



Don Packard grew up in Longview and attended Longview schools. After serving as a pilot in the Air Force from 1943 to 1945, he worked 30 years as a teacher and elementary school principal. He retired from the Longview School District in 1977. He also was a lieutenant colonel in the Air Force Reserve, retiring in 1971. Packard belonged to many organizations, including the Longview Education Association, the Longview Pioneer Lions and the Cowlitz Game and Anglers. He was active in the Mormon church.

1989: Paul Huntington



Paul Huntington's lineage to Longview's genesis began in 1848, when his great-great grandfather, Darby Huntington, packed his family into a covered wagon and left Indiana for the Oregon territory. In 1849, he staked a 640-acre Donation Land Claim at the mouth of the Cowlitz River, now part of Longview. Darby's descendants sold the land to R.A. Long in 1923. Paul earned a degree in business administration from Oregon State University in 1965 and lived in Longview the rest of his life. He was a district manager for the Equitable Life Insurance Co.

1990: Buffe Antilla



Buffe Antilla was a beloved educator who lived until age 103. A Longview native, she graduated from Western Washington University with degrees in education and psychology. Most of her teaching career was in Room 9 at Olympic Elementary School. Mrs. Antilla once told a Daily News reporter that she taught confidence, compassion, citizenship, commitment and controversy. What she didn't reveal was that former students had an enduring affection for her. Junior and high school youngsters would walk to her room for after-hours visits because they sensed how much she cared about them.

'23 Club Presidents 1991 to 1998

1991: Dwight Cranston



Dwight Cranston was born in Longview in 1923, the same year his father began work with Long-Bell. Later the family moved to Castle Rock, where 6-foot-3 Dwight found his passion and success on the gridiron and in the gym for the Rockets. He also found his future bride, Marilyn Swift. They postponed marriage for an education — his at UPS in Tacoma on a football and basketball scholarship

and hers at WSU. After marriage, he coached football, basketball and track while teaching at R.A. Long. He's in R.A. Long's Hall of Fame and the state's hall of fame for track and field coaches.

1992: Ruby Anderson



Born in Longview in 1925, Ruby Anderson grew up in the Highlands and Columbia Valley Gardens Homestead area. Involved in many civic organizations, she held multiple leadership positions at Longview Community Church, where she was a lifelong member. She studied journalism at Pacific University in Forest Grove, Oregon. Because of her writing and speaking skills, she often emceed

church events. In 1946, she married Guy O. Anderson (son of Guy L. Anderson). In the late 1960s, she joined her husband as a full-time partner in Guy's Trailer Parts on Tennant Way.

1993: Harry "Hank" Hurst



Harry Hurst was among the first freshman class to attend R. A. Long High School. After graduating in 1932, he drove a tank truck for Gilmore Oil. By 1938 he was branch manager, but volunteered to join the Army during World War II. In January 1945, mortar fire ended his wartime duties, and nearly his life. Harry was being wrapped up for burial when a fellow soldier noticed

slight movement. After recovering, he returned to work at Gilmore. He also was a parts manager in the automotive industry, retiring in 1993.

1994: Toini Harrison



Longview native Dr. Toini Harrison was a professor of family studies and a Castle Rock resident. She also gave lectures at churches and other venues about forging stronger relationships. After retiring, she spent two weeks in Florida organizing support groups for families after Hurricane Andrew hit in 1992. After returning, she told The Daily News about the psychological effects of disaster, not-

ing that children she saw were fearful when rain fell and winds blew.

1995: Ted M. Natt



Ted McClelland Natt was editor and publisher of The Daily News from 1977 until he retired in June 1999 when the paper was sold. Two months later, he died in a helicopter crash at age 58. His death shocked the community, and many volunteered to search for the crash site. He was well known for his daily front-page column, "Views of the News." Among the causes he championed were emergency

dredging of the Cowlitz River to prevent catastrophic flooding in the years following the Mount St. Helens eruption. He was the grandson of John M. McClelland Sr., first publisher of The Longview Daily News.

1996: Delos D. Wilma



Delos "Dee" Wilma graduated from Lower Columbia Junior College in 1937 and two years later from the University of Washington, where he received a master's degree in forestry. He married Agnes Evans in 1941. Their first apartment on the fourth floor of the Columbia Theatre building was lit each evening by the big theater marquee outside their window. He worked 42 years at Longview Fibre,

retiring in 1982 as assistant superintendent of the west mill. In 1947, he and Agnes, along with three other couples, started a square dance group in Cowlitz County.

1997: Dr. John Berwind



John Berwind was born in Longview, but after attending St. Rose Catholic School, he was educated in boarding schools and graduated from Lakeside Academy in Seattle. He graduated from the University of Washington and earned his dental degree from Case Western Reserve University. Dr. Berwind returned to his hometown to practice. His career included appointment to the state's new

Dental Quality Assurance Commission in 1994. He supported public education. His name appears as a sponsor on ads backing school levies through the years.

1998: Reed Hadley



If there were a dynasty in the '23 Club, it would be the Hadley family. Reed Hadley is a third-generation club president. Like grandfather Cliff and father Herb, he has a robust resume of civic activities: president of the Cowlitz County Bar Association, Noon Rotary, United Way, Pathways 2020 and Life Works. Known for his sense of humor, he's had two careers: After 17 years of giving legal advice

as an attorney, he shifted to giving financial advice for 25 years with Edward Jones. In retirement, he was chairman of the Longview Centennial Committee.

'23 Club Presidents 1999 to 2006

1999: John McClelland III



This third generation McClelland chose not to follow in his grandfather's and father's footsteps to become editor and publisher of The Daily News. After graduating from Lewis & Clark College in 1967, he lived and worked in Peru. In 1970, he returned with his Peruvian bride, Pauly, and eventually joined the News as a features writer from 1986 through 1999, when the paper was sold. He has written

for the Cowlitz Historical Quarterly magazine and served 11 years on the Longview Library Foundation board.

2000: Ruby West



Ruby West was born in 1929, the fifth child of James and Victoria Freeman, who moved to Longview in 1923. Ruby left town after marrying Stu West, a U.S. Navy sailor, in 1950. Ten years later they returned to Longview. Stu retired with 23 years of service after a fall on a ship injured his back. By 1966, Ruby was caring for seven children and working weekends at the Monticello Hotel when a customer

asked her if she wanted a real job. That began a rewarding 20-year career at the telephone company. Ruby has been a longtime member of Longview Community Church.

2001: Rodie Renn-Lasher



In 1923, when Robert A. Long was recruiting men to help build Longview, Rodie Renn-Lasher's grandfather, Frank Kisch, loaded his family in a Model T and headed for the new city from Alberta, Canada. They lived in tarpaper huts in Rainier before houses were built in Longview. Renn-Lasher received a bachelor's degree in nursing from Washington State University and a master's degree

from the University of Portland. A nursing instructor at Lower Columbia College and an emergency department nurse for St. John Medical Center, she was involved in numerous civic groups.

2002: Holly Bishop



Holly Bishop's parents came to Longview for their honeymoon in 1923, and never left. By age 16, Holly was a disc jockey for radio station KWLK, learning skills that earned him a job on a Navy short-wave broadcast station during World War II. He held the microphone as Gen. Joseph Stilwell announced the Japanese had surrendered. After the war, Bishop ran a grocery store and worked as

a ship chandler and a bail bondsman. He also started and sold two radio stations. In 2011, he was inducted into the R.A. Long Hall of Fame.

2003: Clyde Shadiow



As a teenager, Clyde Shadiow managed the Commercial Hotel, owned by his mother, on the corner of Broadway and 12th Avenue. During World War II, he enlisted in the Army without finishing high school. While he was overseas, R.A. Long Principal Earl Reed sent Clyde an honorary diploma. Shadiow owned Clyde's Custom Painting for nearly 40 years. Until his death in 2009, he was

Longview's unofficial historian. He collected the Long-Bell Log, old photos, news clippings and more. The keepsakes were displayed in The Merk's Long-Bell Reading Room, which he set up to honor Longview's 75th birthday.

2004: Roger Peters



Roger Peters was born at St. John Hospital, the youngest of three children of Amos Peters ('23 Club President in 1968) and wife Elsie. A graduate of Mark Morris and the University of Washington with degrees in zoology and economics, he returned home to work in the family construction business. Local projects he has worked on include major remodels to the Longview City Council Chamber and

St. Rose Church, as well as construction of Calvary Community Church, LCC Campus Services, the Longshoremen's Credit Union and St. Rose Parish Center.

2005: Carol Crayne



Two years after her father, Clyde Shadiow, was president of the '23 Club, Carol Crayne led the club's annual meeting. Born in 1951, Carol graduated from Mark Morris High School as senior class secretary and later helped to organize Class of 1969 reunions. She married Jesse Crayne the same month she graduated, and the young couple bought a home in Lexington. There they took in dozens of foster

girls over the years. They also raised daughters of their own. Carol had careers in banking and office management. She died in 2021.

2006: Cindi Stiebritz McCoy



Buses have been a part of Cindi McCoy's life since she was young. Her parents, Leslie and Verone Stiebritz, bought the Longview/Kelso Bus Company in 1968. Dad, Mom, Cindi and her two brothers ran their buses without any outside help until 1976, when the City of Longview purchased the business. Cindi's bus career continued, however. She started driving a city bus in 1979 and five

years later became transit supervisor for the Community Urban Bus Service. She retired in 2010 after 30 years with the city.

'23 Club Presidents 2007 to 2014

2007: Debby Merz



Horses have been a lifelong passion for Debby Merz. For years, she and husband Bill opened their M-Z Ranch west of Longview to local students for a day of learning about horses and the western way of life. Because the activities required equine expertise, only youngsters lucky enough to have a teacher who owned a horse could come. She served on the Thunder Mountain Pro Rodeo

Committee for more than 25 years. Off the ranch, she was a cosmetologist, banquet manager for Henri's Restaurant and a Realtor. She has visited more than 45 countries.

2008: Kaye Clinch



When Kaye Clinch was president, she qualified for membership under the club's longstanding rule that lineal membership ended after the second generation. That restriction contributed to a decline in membership. To revitalize the club, she and fellow officers initiated changes that opened membership to all descendants of Longview pioneers and their spouses. Another change was ending the written

application requirement to become an honorary member. Kaye is a retired CPA who volunteers for the thrift shop that supports Youth and Family Link.

2009: Patti Lamb



Patti Lamb's maternal grandparents, Charles and Irma Stief, arrived in Longview in 1923. Charles drove teams of horses pulling earth-moving gear called Fresno scrapers. The contraptions shaped dredge spoils from Fowler Slough into the banks surrounding Lake Sacajawea. He also paved city streets. Patti's year as president was highlighted by adopting club bylaws that extended lineal mem-

bership requirements beyond the second generation and made it easy to become honorary members. Patti spent most of her working years as a legal assistant and typist.

2010: Margie Botten



Margie Botten's mother, Velma Arnold Noteboom, had missed out on lineal membership by two years. As a '23 Club vice president, Margie was among the leaders who were eager to do away with the application process for honorary membership. Margie wanted the club open to all who appreciate Longview. Her love of Longview was evident in the program she presented as president. With

photos and words, she recounted the wonder she felt as a youngster walking under the city's seemingly endless canopy of trees. That gratitude endures, as does her family's tradition of decorating '23 Club dinner tables with dahlias.

2011: Janet Lynn Rubert



In 2001, Janet Lynn (Bray) Rubert started the annual Suffragette Tea and Style Show commemorating the 19th Amendment, which granted women the right to vote. The event is hosted each year by the Cowlitz County Democratic Women's Club. Fifty years ago, Janet helped found the childbirth education program at Cowlitz General Hospital. Her leadership of that program earned her in-

duction as a fellow in the American College of Childbirth Education. Janet has been featured in a Reed College magazine for her community service and longtime work with women's issues.

2012: Harland Gilliland



Harlan Gilliland had been pastoring a Presbyterian Church in Spokane when he was hired as senior pastor at Longview Community Church in 1987. He arrived after the church split and began urging forgiveness and reconciliation. Over time, more than a dozen members who had left returned. During Gilliland's years, the church hosted '23 Club dinners. He and his wife, Shirley, embraced Longview's

history and applied for honorary status in the club. Its 1992 annual newspaper ad lists them among the first four couples to be admitted as honorary members.

2013: Dennis Weber



Dennis Weber was invited to join the '23 Club when he was mayor of Longview. He held that post for 10 of the 22 years he served on the city council (1980-92 and 2002-12). Since 2013, he has been a Cowlitz County commissioner. Previously, he taught social studies at Natural High School and R.A. Long, where he met his wife, Kris McElroy, in 1975. He developed a high school course on Pacific

Northwest history and has written in-depth articles for Cowlitz County and state historical societies' publications.

2014: Maila Cadd



In 1908, Maila Cadd's maternal grandparents, immigrants from Finland, settled on Columbia Heights. Although she never lived there, Maila bought an acre from them when she was a college senior. Forty years later, after a teaching career in Oregon, she and husband Jim built on the property where her mother, Elsie Wayrynen Rinta, was born. Since

returning to Longview, Maila has been president of the PeaceHealth St. John Foundation and the Cowlitz County Historical Society.

'23 Club Presidents 2015 to 2023

2015: Calvin Fowler



Seventy-three years before Longview was founded, Cal Fowler's great-great grandparents filed a donation land claim near a murky body of water that would become Lake Sacajawea. Jesse and Margaret Fowler drove an ox team from Independence, Missouri, in 1850. They settled near a slow-moving stream that pioneers called Fowler's Slough. Cal grew up in Portland and knew none of his family's history until 1972, when he started a 35-year teaching and coaching career in Longview. Discovering the Fowlers' deep roots sparked Cal's interest in Longview history.

2016: Jackie Kelly Evans



At age 16, Jackie Evans began an annual family ritual: She drove her parents to '23 Club dinners. Six decades later she agreed to be president — a role she has also assumed with several community nonprofits. Her tendency to accept leadership roles began at Mark Morris High School, where she was in the first graduating class. Her grandfather, J.H. Kelly, settled in Longview in 1923 to start JH Kelly Plumbing and Heating. Today Jackie's eldest son, Mason Evans, oversees the firm, now a mechanical contracting company with more than 1,000 employees.

2017: Carolyn Caines



Carolyn Caines is a third-generation area resident, Kelso High graduate, retired teacher, novelist and poet. She has published nine books. Her Finnish grandparents arrived here in 1906. Carolyn recalls attending '23 Club dinners with her mother in the '60s and '70s. When Maila Cadd was club president, Carolyn joined her in presenting a program about Finnish settlers. Carolyn's program on growing up in Longview featured her poems and other members' stories that were published in a book, *Longview in the 50s*. She says the '23 Club has fostered many continuing friendships with others who love Longview.

2018: Arleen Hubble



For years, Arleen Hubble jokingly told friends she was a "street walker." Usually on foot, she solicited ads from downtown merchants as a sales rep for The Daily News. She enjoyed helping her customers organize community events, starting with the Downtown Christmas Parade. Next was marshaling the Go 4th Parade, a job she has done for more than 30 years. Arleen learned about the '23 Club by preparing its annual ad. She met a friendly club officer who invited her to the 2015 dinner. Then he asked her to lead the flag salute. She naively said "sure," unaware she was stepping down the path to becoming president.

2019: Jeff Wilson



Even though he's not a Longview native, Jeff Wilson is hooked on local history. He moved to Longview in 1970 and graduated from Mark Morris High School in 1978. Since then, he has owned successful businesses that allowed him to contribute to history projects. He was among the main movers to restore the Long-Bell Shay locomotive, now under cover by the library. He also has paid for historic markers, such as an interpretive panel at Victoria Freeman Park. Jeff holds two elected offices — Port of Longview commissioner and 19th District state senator.

2020-21: Helene Watson



The Covid-19 pandemic extended Helene Watson's tenure as '23 Club president by a year. With meetings shut down, she also assumed the duties of secretary/treasurer, which were a good fit for her college and banking background. Helene continues in that role. Her working life in Longview included jewelry engraving and a supervisory position at Rainier Bank. She left the bank to finish her college degree. Then she worked in Longview Fibre's purchasing department for 20 years. Helene is the longtime secretary of the R.A. Long High School Alumni Association.

2022: Abe Ott



Abe Ott and his wife, Joanna, grew up in Longview. After graduating from Mark Morris High School in 2001, he studied history at the University of Washington and completed his master's coursework at the University of Nevada, Las Vegas. He returned to Longview to write his master's thesis on the intersection of the City Beautiful movement and the planning and construction of Longview. He is business development manager at JH Kelly. At age 39, Abe is the youngest president in club history.

2023: Robert "Bob" Gaston



Bob Gaston joined The Daily News in 1973, the year of Longview's golden anniversary. He and wife Georgeann have lived on Beacon Hill ever since. By virtue of their three sons being Kelso High graduates, they remain loyal Hilanders. In 1974, Gaston was promoted to managing editor in charge of news coverage. The Daily News won a Pulitzer Prize in 1981 for its reporting on the Mount St. Helens eruption. Bob retired in 1999 when the family- and employee-owned paper sold. He is a former editor of the Cowlitz Historical Quarterly and has served as a board member for FISH of Cowlitz County since 2000.

A.C. “Art” Campbell

Longview’s perennial celebration chairman

By John M. McClelland III

Club President in 1999

LONGVIEW has streets and schools named for some of the city’s pioneers — Vandercook Way, Tennant Way and R.A. and Mark Morris high schools.

But no streets or memorials honor A.C. “Art” Campbell. This modest, now forgotten man worked for 40 years behind the scenes to organize events that celebrated the new city.

Campbell served in the Navy during World War I and came to Longview in 1922 as secretary to J.D. Tennant, vice president and general manager of the Long-Bell Lumber Company. Campbell’s inaugural project was staging Longview’s first anniversary celebration, the mammoth and lavish 1924 Pageant of Progress that entertained and fed thousands of visitors at a cost of more than \$50,000 — about \$900,000 in today’s currency.

Before planning could begin, Campbell and Long-Bell western advertising manager Leith Abbott traveled throughout Washington and Oregon to visit every firm that supplied materials for building the mills and the city. Their mission was to encourage the businesses to enter floats for the upcoming gigantic, commercial parade.

When parade day came, the fledgling city was full of floats. The parade itself was about two miles long, which led to floats having to pass the Broadway-Commerce Ave-

nue intersection in four directions at the same time.

And that was just the parade.

Campbell also had to arrange for a tent city and food to accommodate the vast crowds expected at the festival. And after all that work, he was the lone person in charge of cleaning up afterward — “no small job,” he said during an interview.

But the pageant was just the beginning of celebrations he orchestrated.

When the Longview-Rainier Bridge (now the Lewis and Clark Bridge) was to be dedicated in 1930, Campbell was in charge of the ceremonies and arranged for the governors of Washington and Oregon to meet at the center of the bridge at an appointed hour.

Timing was critical because President Herbert Hoover, back in Washington, D.C., was to tap a gold telegraph key to release a guillotine blade that would cut the ribbon, thereby officially opening the new Washington-Oregon span.

Oregon Gov. A.W. Norblad was running late, which made Campbell nervous. He uttered a few expletives that, unknown to him, were picked up clearly by a radio station microphone and heard in California and beyond.

Luckily, Gov. Norblad made it in time and President Hoover pressed the key to set off a dazzling display.

Seattle Times reporters wrote that the “electrical impulse released a huge American flag suspended from the highest girder of the bridge, permitting it to unfold majestically.



The first float in the two-mile-long Pageant of Progress Parade read, “Longview, where visions come true.” Longview Public Library Photos



A Seattle delegation paraded encouraging words for the new city. Among the messages on the signs: "Greetings to R.A. Long and his associates, builders of the wonder city of Washington." "Big industrial payrolls insure prosperity at Longview." "Seattle is 100% strong for the early completion of the Ocean Beach Highway." "Seattle hopes to see Longview's population grow to 100,000."

"At the same time a knife severed a floral rope barrier that stretched across the structure and on that signal a siren proclaimed to the world that the newest highway link in the Pacific Coast's system of communications had been opened. Then as the strains of 'The Star-Spangled Banner' died away and to the accompaniment of screaming whistles and the roar of daylight fireworks, the governors met and clasped hands ..."

After the dignitaries moved off the roadway, cars that had lined up for more than a mile in each state made the first crossings.

During the coming years, Campbell was the main organizer of the annual rolleos at Lake Sacajawea, where skilled loggers competed in log rolling, high climbing and other

timber sports.

On April 2, 1948, the Longview Daily News reported that Campbell "has been associated with every pageant or civic celebration ever held in Longview." That included the city's Silver Jubilee the following year.

A lengthy obituary after his death in 1968 includes several column inches listing Campbell's community services and activities, including being Civil Defense director for Cowlitz County during and after World War II, and serving 28 years as a board member and former president of the Community Concert Association.

A modest man, Campbell was quick to say that everything he had accomplished "required the cooperation of

Continued on next page



Art Campbell solicited parade entries from Washington and Oregon businesses. The float carrying a model of a Tumwater Ready Cut Homes was sponsored by a Longview company. An American Legion Auxiliary entered a decorated car in the parade.



Annual Rolleos at Lake Sacajwea drew large crowds to watch log rollers and loggers compete.

Cowlitz County Historical Museum Photos



Two clerks stand ready for customers in one of the three feed stores owned by Art Campbell during the 1930s. Among the merchandise are vegetable seed packages at far right, watering cans directly above them and what looks like a fire extinguisher farther left. On the table are bicycle pumps at right and a short stool and hand tools at left. At far left are what look like dog collars and muzzles. The ad is from 1925, when he owned a fuel company.



many groups and organizations.”

Art Campbell also was a talented pianist. He enjoyed entertaining on stage and having fun, but people wouldn't sense that upon seeing him for the first time. He often wore a hangdog look that resembled something between sad-faced actor Buster Keaton and a tired Basset hound. His demeanor is evident in his photo here.

Full of energy and good ideas for the community, Campbell also channeled those attributes into his life. In 1924, he became the head of what became the Campbell Fuel Company, one of Longview's first independent businesses. It had the contract for buying waste wood and sawdust from the Long-Bell and later Weyerhaeuser sawmills.



Art Campbell

In smaller houses, many still used wood stoves for heating, cooking, and laundering. Elsewhere, nearly everyone living in a house with a basement burned sawdust in their

furnaces before oil became popular.

Trucks dumped sawdust next to small basement windows, and then it had to be shoveled through by hand. Unless it was done soon, rain could dampen the pile, which made burning difficult.

Campbell went into the feed business in 1933. In 1936, he opened a store on Commerce Avenue as well as branches in Kelso and Skamokawa. He also was in the automobile business for several years.

Another Campbell enterprise was growing strawberries on Columbia Heights above Longview where modern homes were built later. The pickers were mostly kids, and he paid them on the spot. That's how many of them could buy school clothes in the fall.

Obviously, the City of Longview was Art Campbell's life. Donating countless hours of volunteer service and founding new businesses city residents needed, he was as much a pioneer as the higher-ups like his first boss, Long-Bell mill manger J.D. Tennant or company manager S.M. "Mark" Morris.

Bufte Antilla was ‘one great teacher’

By Bob Gaston

Club President in 2023

Today, you can watch a guitarist sing a song he wrote in 2014 to honor a teacher born in 1918.

The guitarist is Jim Nailon, and the teacher was Bufte Antilla, '23 Club president in 1990. She taught fifth grade at Olympic Elementary School in Longview, and 60 years ago Nailon was her student. Nine years ago he flew from Omaha, Nebraska, to attend a party celebrating the woman he always refers to as Mrs. Antilla.

“I was blessed to be able to look her in the eyes as I sang her the song,” he said. She was 96 then and lived another seven years. Now anyone can view Nailon singing “The One Great Teacher in My Life” on YouTube.

He was among several former students from afar who returned to Longview to honor the beloved teacher.

“Mrs. Antilla was old school,” he said. She ran a disciplined classroom and required students to memorize poetry.

Among the poems was “If” by Rudyard Kipling. Today, Nailon speaks of it with awe. He made his son, Jordan, memorize it. The bait was a steak dinner at the old Peter’s Restaurant in Kelso. He told Jordan, “That poem may have shaped your character, and I can thank Mrs. Antilla.”

In the classroom, “Kids behaved because they liked her,” he said. “I wanted to please her so bad.”

A writing assignment changed Nailon’s life.

Antilla had her fifth-graders write poems each Christmas and Easter. When she handed his poem back, she said, “Jimmy, you really didn’t write this yourself, did you?”

He didn’t know how to take her comment, “But then she read it to the entire class. So she must have liked it. Mom kept the poems; I still have them. Mrs. Antilla made me believe I could write.”

Nailon says she also helped him excel in math by challenging him to complete all assignments in the fifth-grade math book on his own.

After graduating from R.A. Long High School in 1970, Nailon won an appointment to West Point. He was in the top 5 percent of his class at the Military Academy, but the insight Mrs. Antilla sparked into his creative side was among several reasons he quit after two years.

“Part of me mourned the loss of my creative soul.”

Nailon says Antilla cared deeply about her youngsters. “She was the kind of teacher that middle school and high school students would drop by to see after school.”

I’m just one of many kids who were touched deeply by Mrs. Antilla. She was truly a great blessing in my life.

Antilla was five when her parents left Maine for Longview in 1923. Her father, Eugene Hall, took a job in Long-Bell’s shipping department. In 1943, she graduated from Western Washington University with degrees in education and psychology.

Two years later, she married Bill Antilla, and they started a dairy farm on Willow Grove. Just six years later, Bill was named Cowlitz County’s Conservation Farmer of the Year for his soil conservation practices.

“They were deeply in love,” Nailon said.

The couple had three children. Tim and Sue were nearly grown when Antilla was pregnant with their third child. Then her husband died from ALS (commonly called Lou



Jim Nailon took this photo of Bufte Antilla when she was 100.

Gehrig’s disease). His death left her alone with an infant, a boy she called Bill-Bill.

Unfortunately, circumstances forced her to sell the farm — at a loss, Nailon said — and move to Longview.

Antilla quit teaching for good when her youngest was in middle school. A 2013 feature story said she needed more time to devote to a boy who never knew his father.

Antilla found new relationships in the Friendship Force, AAUW and FISH of Cowlitz County while remaining active at Longview’s First Christian Church.

She told the newspaper that all three children “have marvelous jobs.” At that time, Tim was an international banker, Sue a math consultant and Bill a vice president for Cargill.

Nailon visited Mrs. Antilla many times over the years, once in June 2018. At that time she was 100 years old and still living at home. “I have a very sweet, three-minute video I made in which she reminisces about her memories of me over the years,” Nailon wrote in an email.

“She was always dressed to the nines when I would visit and insist on serving me tea or ice cream. What a Lady!”

Musical tribute is on the Internet

Jim Nailon was a lab analyst at Reynolds Metals in Longview until it shut down in 2003. “I retired at 50 with a pension,” he says with a hint of gratitude. Now he is a liturgical, or worship service, guitarist in Omaha, Nebraska. He also teaches guitar.

The link to a video of Nailon singing “The One Great Teacher in My Life” is:

www.youtube.com/watch?v=ekHqYBBiCIQ

School levy failure brought Cal Fowler to Longview

When he checked out a big family reunion, he got a big surprise

By Bob Gaston

Club President in 2023

If it hadn't been for a failed Oregon school levy, Cal Fowler never would have discovered he had ancestors who were Cowlitz County pioneers in 1850.

After graduating from college in 1972, Cal was offered a teaching job in his hometown of Portland. He was keen to begin his career in a city where he had stature within its basketball community. He had been a 6-foot 8-inch, all-city center at Benson Polytechnic and boosted his profile playing for the Warner Pacific University Knights. As a senior, he averaged 26 points a game to place 20th on a list of top scorers from all colleges, big and small, in the nation. Cal also was an NAIA Small College All-American.

But the job offer evaporated when voters defeated a school tax levy.

Cal hastily applied to schools in towns he never imagined moving to. Burns, Oregon, was among them. So was Longview.

In the fall of 1972, Longview hired him. He stayed 35 years, retiring as a sixth-grade teacher at Cascade Middle School. Most years he coached three sports — football, basketball (girls and boys) and track. He continues to coach junior varsity girls teams at Mark Morris High School.

Three years after arriving in Longview, Cal read a Daily News story that made him wonder if he might have kinfolk in town. The Fowler and LaDu families, linked by wedlock, were holding a three-day family reunion at the Bunker Hill Grange. He dropped by and learned his great-great-grandparents settled in what is present-day Longview. Furthermore, the family name was widely known among pioneers.

He was astonished. "Before that, I knew nothing about my family history."

Later, a distant relative gave him a manuscript written in 1931 by Elsie Bush that lists birthdates for some of Cal's family, including his father, Robert. More details were unearthed for this story by Donna Yardley, a retired Daily News librarian and dogged internet researcher.

Cal's great-great-grandparents were Jesse and Margaret Fowler. They drove an ox team along the Oregon Trail from Missouri in 1850. Jesse was 36, Margaret, 32. In tow were



Contemporary city streets are imposed on a map showing the location of pioneers who crossed the Oregon Trail and settled on Donation Land Claims. Monticello, the small town on the Cowlitz River, was wiped out by a flood on December 20, 1867.

four boys with grandiose names: George Washington, 10; Andrew Jackson, 8; James K. Polk, 4; Christopher Columbus, 3. The couple would have eight more children. One was Franklin Pierce, born in 1854 and died 14 years later.

The Fowlers staked out a Donation Land Claim on property that now includes the Monticello Hotel and the "Crown Jewel of Longview" — Lake Sacajawea.

A map from those years shows a house and building on Fowler's claim. Near the structures is a slow-moving stream. Neighbors called the murky waterway Fowler's Slough. That was its name for 75 years before it became Lake Sacajawea in 1925 after Long-Bell dredges transformed the slough into a lake. Men driving teams of horses tethered to earth-moving gear called Fresno scrapers sculpted dredge spoils into gentle slopes to create a park.



In 2015, Cal Fowler started a new tradition for the '23 Club — annual entries in the Go 4th parade.

Cal was excited to learn Jesse attended the historic Monticello Convention on November 25, 1852. The gathering was in Monticello, a humble settlement on the banks of the Cowlitz River and about two miles from the Fowler place.

Jesse Fowler was among 44 convention delegates who signed a petition asking Congress to create the “Columbia Territory” north of the Columbia River and separate from the Oregon Territory. They got their wish, but with a different name — Washington Territory.

Cal's lineal connections to his new home got him excited enough about Longview's history to join the '23 Club in the mid-1970s. He recalls filling out a card and noting his ancestors arrived in 1850. That got him in, no questions asked, he said.

He was president in 2015, the last year club dinners were held at Longview Community Church, which provided a donated succulent salmon entree prepared by church volunteers.

Cal's after-dinner program was a history of the Longview School District. It drew so many people the club had to find a new venue. Subsequent dinners have been at the spacious St. Rose Parish Center, with the exception of the dinner celebrating two historic anniversaries — Longview's 100th and the '23 Club's 90th.

Cal says his key passions are serving the '23 Club and supporting Longview schools. “At levy time, I take signs all over town.”

In 2015, he ginned up interest in assembling a '23 Club entry in the city's July 4th parade. He lined up vehicles, bought a banner to lead the procession, recruited walkers and handed them bags of candy for kids.

He was, and continues to be, a persistent recruiter. He starts working the phones in April. The club hasn't missed a parade, and twice it took home the top prize — triumphs that still tickle his fancy.

A flier attracted her grandfather to Longview

By Jackie Kelly Evans

Club President in 2016

Our family's company, JH Kelly, traces its roots to the late 1800s in Glasgow, Scotland. Our journey to Longview was prompted in part by World War I and my grandfather's itchy feet.

J.H. Kelly Sr., as did many Scots of his era, immigrated to Canada. He gradually moved west, starting a new JH Kelly shop at each stop. During WWI, he left his thriving business and growing family to fight for Canada. He survived, but his business did not.

Searching for greener pastures, grandpa took an exploratory trip to California in 1923. On the return trip north, a sign and fliers about a new planned city lured him to stop in Longview. He disembarked, explored, and then fetched his family to start his business once again.

Today it is thriving under the leadership of J.H. Kelly's great-grandson — and my eldest of three sons — Mason Evans. JH Kelly has evolved into a mechanical contracting company that does projects throughout the nation.

I was a high school student when I began driving my parents to the annual '23 Club meetings. After obtaining my degree in nursing from the University of Washington and sojourns in California and Oregon, my husband and I began the third generation of Kelly ownership. My roots in the '23 Club grew deeper; I was once again accompanying my parents to the meetings.

Beginning with being a student body officer in the first graduating class of Mark Morris High School, I have served as president and participated on many local community boards. Currently, I am president of the Mark Morris High School Foundation.

Past presidencies include PeaceHealth St. John Foundation, the Longview Junior Service League (now the Junior League of Lower Columbia), and others.

In honor of my family and my deep love of Longview, I agreed to be '23 Club president seven years ago. I continue to enjoy the club's camaraderie by hosting monthly board meetings.



The club's 74th and 75th presidents forged a friendship while serving together as officers. Since then, Cal Fowler (74th) and Jackie Evans have been mentoring rookie presidents.

‘Mr. Mac’ helped build Longview with credible, vigorous news coverage

By John M. McClelland III

Club President in 1999

The City of Longview meant nearly everything to my grandfather, John M. “Mr. Mac” McClelland Sr.

As the first editor and publisher of The Longview Daily News, he gave his all during good times and bad while supporting the development and stature of the new city.

He took the job in 1923, and it proved a welcome opportunity that helped end a series of failed business ventures and personal tragedy.

Archived issues from his tenure show how vigorously the paper chronicled the city’s growth. By reporting the latest about new buildings, housing developments, businesses and public works projects, Mr. Mac’s newspaper must have helped assure the city’s first residents that they made the right decision when they moved into a new city built from scratch.

His passion for reporting on anything new in Longview endured long after he retired. Even in his 90s, Mr. Mac would arrive every afternoon to thoroughly read the paper and then point out any typos or other mistakes. And if a new building was going up, he’d head to the newsroom to ask the city editor about it. His message: Do a story.

The Longview Daily News survived competing newspapers because it earned a reputation as a trusted source that one day would be delivered to more than 90 percent of the city’s households.

Mr. Mac had no real childhood. Raised by his Irish grandparents, he learned early on to work hard on their farm and every day he delivered newspapers before sunrise and evening editions before sunset. One summer, when only 12, he worked 12-hour night shifts in a hot glass factory and would arrive home too exhausted to climb the stairs to his bedroom.

Attending high school was not an option because he had



‘Patriarch of Longview’

The ’23 Club conferred that honorary title on John M. McClelland Sr. at its 1977 annual dinner

to work full time. His education ended after his eighth-grade year when he went to work in the mailing room at the local newspaper in his hometown of Washington, Pennsylvania. Eventually, he worked his way up to reporter.

All the while, “I was doing a man’s work when I should have been getting an education,” he wrote during his declining years. But he managed to further his education on his own.

While in his mid-20s, he moved to Rogers, Arkansas, in the Ozark Mountains, where he bought a weekly newspaper only to face stiff competition with another paper in the same town. After going broke, he managed a print shop.

His luck began to turn when he married Adlyn Hayes Morris. She was the daughter of a former Robert A. Long lieutenant, C.D. Morris, and a sister of Longview pioneer S.M. “Mark” Morris for whom Mark Morris High School is named. After the birth of two children and 10 years after their wedding, Adlyn died on the operating table in 1921.

Through the Morris family connection, Mr. Mac learned an editor was needed at the Long-Bell Lumber Company’s newspaper in Longview where lumber baron Robert A. Long was building a model city. That paper would soon become The Longview Daily News.

Mr. Mac left Arkansas in 1923, the year Longview was inaugurated. The first editor of the paper quit after three months because he couldn’t stand the rain, especially the mud, while the city was hurriedly being built. Mr. Mac was offered and accepted the job.

Not yet 40, he soon had the paper in the black, but promptly found himself in an awkward and stressful situation. Mr. Mac insisted on journalistic ethics which demanded objective news reporting, and that didn’t always please the local Long-Bell Lumber Company executives who wanted more of a company-oriented newspaper. Among them was his brother-in-law Mark Morris. Eventually, these higher-ups complained to Mr. Long that Mr. Mac wasn’t



When John M. McClelland Sr. arrived from Arkansas in 1923, he was tasked with producing a daily newspaper in a cramped building at Oregon Way and Baltimore. The photo of him was taken that year when he was 38 years old. By 1924 the Long-Bell Company, his partner in the early years, had a building ready for him at the corner of 11th and Broadway.



‘The News and its Responsibility’

The News realizes the necessity of its aid in the building of the city and community, and in promoting the happiness and prosperity of the present and future citizens of Longview. It is sincere in its desire to be an integral part, and a helping part in the building of the city. It realizes the power and influence a newspaper wields. It advances its best efforts for that which is believed to be the essential duty of the press — service to the public.

The News has its ideals. To present “the glad, the sad; the good, and the bad” that is news, cleanly and clearly without bias or prejudice.

Excerpts from a 1924 editorial
by John M. McClelland Sr.

From his first days on the job, John McClelland Sr. was challenged by a flurry of events that required skill and knowledge to report with perspective. A sampling of some big stories the Longview Daily News covered in 1924 and early 1925 appeared in the paper’s third anniversary edition. The front page of this section reviewed the most important stories.

always serving the company’s best interests.

But Mr. Long knew better. He not only wanted the paper to be a credit to the journalistic profession and the community; he wanted it to be owned separately from the lumber company.

During a meeting with Mr. Mac and the complaining company men, Mr. Long concluded anyone who could do so well with a new business was not to be interfered with. (Still, critics continued to call the paper a company rag.)

It wasn’t long before Mr. Mac and Mr. Long formed a partnership that ended company ownership. After Mr. Long’s death, his personal newspaper shares went to a Long family trust.

In 1974, the McClellands bought the heirs’ shares and in 1986 Ted and John Natt bought The Daily News.

Mr. Mac did more for his city than publish a high-quality newspaper and volunteer his services throughout good times and bad. He was one of the first to serve on the new Longview City Council and on the Longview Public Library Board of Trustees. His many other contributions were not always in the public eye.

When Longview petitioned the federal government for a post office (a downtown office building had served until then), the city was offered the standard plans for the non-descript buildings typical of cities of Longview’s size.

But the city government and the Longview community at large decided the city deserved better and named Mr. Mac to travel to Washington, D.C., to lobby for a building worthy of the town. He succeeded. The new post office was designed by prominent architects, including Carl F. Gould who designed the Suzzallo Library at the University of Washington. The handsome building in the Civic Center endures to this day.

Mr. Mac always was aware that although he may have been good for Longview, the city had been good to him. During his later years, he decided to give something back to the city he loved and helped grow and prosper.

Several years before his death in 1981, he donated the equivalent of \$1.1 million today toward the construction of the city’s often-used building that bears his name — The McClelland Arts Center.

It is fitting that the building often is called the MAC.



From the Smallest to the Tallest

Amos J. Peters built his visions in the city

By Mark Amos Peters

Eldest child of Amos J. Peters

Not unlike Robert A. Long, who built his vision of a planned city, contractor Amos J. Peters built his visions in Longview. He bridged the gap from the smallest to the tallest — from a squirrel bridge that made news around the world to an eight-story high rise that has been providing senior citizens with affordable housing for 53 years and counting.

Amos was not highly educated. He graduated from North Kitsap High School just before his 21st birthday, but he had the ability to visualize a finished product before it was built.

One of his visions was creating the Triangle Shopping Center. That took persistence and patience. Before Amos J. Peters Construction Co. could break ground, Amos and attorney Harry Calbom spent 14 months convincing city planners to rezone the residential area into the city's first shopping center zone.

Other Cowlitz County firsts were installing underground power lines in his Canyon View development and building a concrete tilt-up building, the Triangle Bowl.

Peters Construction built schools, churches, gymnasiums, banks, office buildings, The Daily News building, bridges for the U.S. Forest Service, shopping centers, water reservoirs, industrial buildings and condominiums. The Triangle Cinemas, nearly a million dollar project in 1983, was built with a handshake — no written contract.

With persistence and faith, Amos and Dr. James Conrod, pastor of American Baptist Church (now Northlake Church), led the perfect team to build Campus Towers, the eight-story senior housing building.

Blessed with foresight, a caring heart and a savvy business mind, Pastor Conrod was in the forefront of daycare, preschool and Christian education locally.

In 1967, his young church members — average age was mid-30s — voted to start Longview Christian School and build Campus Towers.

Before the high rise project could proceed, it hit the first of several snags. The Department of Housing and Urban Development needed to guarantee the Campus Towers loan, but its Seattle staff refused.

About a year later HUD's Washington, D.C., office told



Brothers Roger and Mark Peters flank Pastor Jim Conrod. He and their father teamed up to overcome obstacles that nearly thwarted the high rise project.

Seattle to allow it. Pastor Conrod believes the reversal was accomplished with help from the American Baptist Church, which has lobbyists in the nation's capital.

The Seattle staff, perhaps miffed about being reversed, said the high rise could be built only if the total cost was under a limit that seemed impossible.

Amos had a lifelong dream of building a high rise for low-income people, so he devised a plan to meet HUD's onerous cost. Then another stumbling block arose.

The bonding company would not issue the required performance bond because Amos had never built a high rise before. It required him to hire a superintendent who had experience. Amos did, but fired him early in the project for failing to meet the company's standards.

Amos cut costs dramatically by using walls and floors that were cast and cured under factory-controlled conditions and shipped to the job site. A crane lifted them into place. Amos' quality-tested crew of many years attached them. All of this was in lieu of forming and pouring eight floors in place at the job site at an extremely higher cost.

Pastor Conrod recalls HUD officials saying they were impressed with the construction process and quality of the building.

Campus Towers cost \$1,115,000 to build in 1970. That's equivalent to about \$8,784,000 in 2023. Construction took about one year, but it would never have been built without a foundation of vision, skill, passion, persistence and faith.

As Pastor Conrod said, if God wants something to happen, God will work through people and events to make it happen and nothing will stop it from happening.



Amos Peters assures his granddaughter Amy that Dale is a friendly chipmunk. He and Chip rode with the Peters family during the 1983 July 4th parade.

Serendipity brought nationwide notoriety

Amos J. Peters was passionate about promoting Longview. In 1963, he did just that unexpectedly after seeing a dead squirrel on Olympia Way. The incident provided serendipitous nationwide notoriety for the city.

The squirrel's misfortune gave him an idea he shared with others in his Park Plaza office building across the street from the library. He asked what they thought about a bridge crossing the street to provide a safe route for squirrels. They liked it.

So he took a sketch to the Longview City Council. Again, the idea was popular. Councilwoman Bess LaRiviere suggested that it be named Nutty Narrows Bridge after the infamous and short-lived Tacoma Narrows Bridge.

Even before the squirrel bridge was built, it made Frank Hemingway's national radio show. That prompted Amos to build a more elaborate — and photogenic — structure. It was strung across Olympia Way in 1963. The Washington State Patrol chief drove from Olympia to cut the ribbon for the Nutty Narrows Bridge dedication ceremony.

Northwest newspapers and TV newscasts reported the news. The Associated Press spread the story nationwide. It even got play elsewhere in the world. The bridge, now on the National Historic Register, is an Amos J. Peters legacy that continues to promote Longview.

Twenty years after it was built, Mickey Mouse came from Disneyland to be the Grand Marshal of Longview's 4th of July Parade. Mickey brought Chip and Dale to ride in the parade with Amos.

Nutty Narrows inspired Squirrel Fest, which in turn has inspired eight more squirrel bridges linking trees above and across Longview streets. The ninth squirrel bridge was unveiled at the 12th Annual Squirrel Fest in 2023.

Longview, the planned city, is also the squirrel bridge city.

Lake Sacajawea in the 1920s





Rose Janke holds up three of 14 books she has filled with memorabilia on the '23 Club.

Rose Janke can't dodge the spotlight

By David Rorden

Former Daily News City Editor

Rose Janke's mother had a saying she has never forgotten: "Fools' names, like their faces, always end up in public places."

That may be one of the reasons Rose, now 97, has never sought the spotlight. "I like to stay in the background," she says.

But over the years — as one of the Longview-Kelso area's most dedicated and indefatigable volunteers — the spotlight has managed to find her.

If the adage is correct that the average person gets their name in the newspaper three times in their lifetime — when they're born, when they marry and when they die — Rose has established she's well above average.

A review of The Daily News' digital archives reveals a robust collection of stories that give testimony to her active involvement in the community she has called home since returning in 1950 to Kelso, the town where she was born in 1927.

"Hello, Dolly: Rose Janke couldn't stop at just 10 dolls" reads a 1979 headline above a story and photo about her doll collection that numbered 300 at the time. (It had been pared down from a high of 400.) The story was in connection with the Salvation Army's annual Dress a Doll for Santa benefit tea, an event she founded in 1972. Fast-forward to Dec. 16, 2013, and there is another picture of Rose being

honored by the Epsilon Sigma Alpha sorority, the host of the long-running event.

That story prompted Rose to pen a reader commentary published in The Daily News on Dec. 29, 2013, headlined "A caring, sharing community." She chronicled the history of the Salvation Army's Christmas Center, where parents in need could select donated toys for their children. She concluded by saying, "I feel we are blessed to live in a community that has always cared and shared. Citizens of Cowlitz County, I salute you."

Among the many civic projects and organizations she has been involved with over the years are the restoration of the Catlin Cemetery; the Lower Columbia Genealogical Society, which she co-founded with Izetta Clegg and John Gearhart; the Cowlitz General Hospital Auxiliary; and the Cowlitz County Historical Museum.

Of the latter, she says, "I've always loved history. I just gravitated to it." Among her contributions to the museum's collection are 200 pages of newspaper clippings about the World War II internment of two local Japanese families, the Mayedas and the Tsugawas.

As Rose Janke nears her own centennial mark, how long will she keep up her involvement in the community she has been such an integral part of for decades?

"Probably for the rest of my life — as long as I have good sense."

Rose has been a 'clipper' ever since childhood

If you saw the stack of jumbo-sized binders Rose Janke has compiled for the '23 Club, you'd think she joined the club back in the 1960s, when she was in her 30s.

But Rose didn't join until 2015. Since then, she has filled 14 three-ring binders with newspaper clippings dating back decades.

And the bulk of the items were clipped years ago.

"The first year I was in, I looked at the club membership list in the newspaper and I realized many of them were deceased. I had obituaries for them."

Ever since she was a child, Rose has been a "clipper," just like her mother, Hazel Albertson. Mom saved them. Daughter put them in scrapbooks.

After the 2015 club meeting, Rose began looking through her scrapbooks for obituaries and other stories about the '23 Club and its members. She put them in three-ring binders and gave them to Don Wiitala, club historian.

Now they are in the Longview Public Library's Longview Room, which has thousands of letters, maps, photographs, blueprints, bound volumes of The Daily News, architectural drawings and memorabilia from the city's first years.

Most of Rose's binder covers have a title or a list of items it holds. One she's particularly proud of has all of John McClelland's "Longview Revisited" articles in protective plastic sheaths. In 1998, Longview's 75th anniversary, he wrote a weekly newspaper feature on the planned city's first years.

Rose's scrapbooks go back decades. She has moved seven times in Kelso, and she has a scrapbook about people in each neighborhood.

"I'm a people person," she says. "I love history and I love people."

Her clipping habit sometimes made it difficult for her late husband, John C. Janke, to read The Daily News. She says he liked to tell people he was "going to smash every scissors in the house because if he laid the newspaper down, when he picked it up all that was left was lace."



John Hill was a partner in Central Service Company, which owned gas stations during Longview's first years. Later he supervised operations at the Longview-Rainier Bridge toll booth from 1947 to 1964. Always a fine singer, he taught himself to read music and played piano and organ.

John Hill, Renaissance Man

By John M. McClelland III

Club President in 1999

If anyone ever deserved the title "Mr. Longview" it would be John Hill.

He began serving the community when he arrived in 1923 and long past his retirement. Like Art Campbell, '23 Club president in 1957, Hill took part in organizing and staging all the city's celebrations, including the Rolleos and the Silver Jubilee.

A list of all that this cheerful and outgoing gentleman selflessly contributed would fill an entire page. A few include being president of the Longview Kiwanis Club, a Civil Service commissioner, and chairman of the Cowlitz County Savings Bond Commission.

He also sang in the Longview Community Church choir. "Music has always been an important part of my life," Hill said in 1978 when he was 83.

It was a love he shared with his wife, Esther Bottorf Hill, who taught piano. The two met at the Community Church when she was the pianist and he in the choir.

A self-taught pianist and organist, Hill learned to read music on his own.

And how John Hill loved to sing. "Any time there was a community gathering, he was asked to lead the singing, and he really made people enjoy it," longtime friend Emary Piper said following Hill's death in 1987.

Hill was good with his hands. During and after World War I, he served three years in the U.S. Navy where he helped build experimental "flying boats" (sea planes) that proved crucial for maritime operations when radar at sea was still decades away.

"Everything was experimental, and all test pilots were expendable," he said. Hill was proud that one of the planes, the Curtis C4, was the first to make a trans-Atlantic flight.

Before World War II, the Hills operated a boarding house within their home for unmarried female school teachers. In 1952, Esther received the state's Mother of the Year award.

His first job in 1923 was at Long-Bell, where he worked his way from the bottom into the engineering department. Later, he formed a partnership with several others to form the Central Service Company that owned and operated several local service stations.

Hill's big break came when he went to work for the Washington State Toll Bridge Authority and became supervisor of the Longview-Rainier Bridge (now the Lewis and Clark Bridge). Besides collecting tolls, he was responsible for maintenance and supervising other bridge employees.

"Oh, it was interesting," he said after retiring in 1964. "Something was always happening — drunken drivers, accidents, cars broken down." He also called police if he spotted vehicles driven by law breakers trying to leave town. "I enjoyed every day of it."

Hill not only faithfully carried out his duties, he kept track of all the gross receipts of bridge tolls from 1947 to 1964. He had the total right down to the penny: \$6,578,842.48. (Tolls were lifted the following year.)

Besides music, photography and mountain climbing, John Hill enjoyed writing songs and clever verse. In 1978, during his declining years, he wrote and published a 30-page booklet titled "Hot Doggerel," complete with photos. It was illustrated and designed by Longview artist Carolyn Feasey Kirkpatrick.

Some of the verses could be a bit risqué, which was not typical of him. Here are two:

"With hemlines going ever up and necklines ever down
Before too long they're bound to meet
And we hope we're still around."

"Just why at a 'shotgun' wedding,
Does the bridegroom hold his breath?
With her dad's hand on the trigger,
It's a case of WIFE OR DEATH."

Hill died in 1987 at age 92. Summing up his outlook on life, he said after retiring, "I love living. ... Maybe all of this is just my reward for living this long and being this lucky."

R.A. Long family descendants visited city for celebration

Leland siblings shared mixed emotions about their years in Longview



Three descendants of Longview founder R.A. Long attended the city's centennial events in September. They are Dr. Odile Leland-Arizmendi, Long's great-great-granddaughter, and her father, Hayne Leland. His sister Mardi Leland is on the right.

By David Minthorn

Retired Journalist

Two direct descendants of R.A. Long — siblings Hayne and Mardi Leland — traveled to their former hometown to celebrate Longview's centennial September 7-10 with friends and relatives.

Their visit was enjoyable, they said, but it also evoked some difficult memories from childhood, when they were sent from Longview to faraway boarding schools soon after their family arrived in 1946.

The Lelands, in their early 80s and in good health, journeyed from their homes in the San Francisco Bay area for their first extended visits in several decades to the planned city launched by their great-grandfather in 1923. Hayne's daughter, Odile Leland-Arizmendi, a physician in Berkeley, California, accompanied them.

They decided to attend the centennial to honor R.A. Long and to participate in a gathering of 30 former "children of Longview" contemporaries who now live in the Seattle area, California, New York and Vermont, along with a few locals living here in retirement. Warm, sunny days and mild evenings made for perfect conditions.

"I have the highest respect for what R.A. Long did. And it seemed to me that we should honor that," Hayne said during an interview on the last day of their visit, before heading by car to Mount St. Helens National Volcanic Monument.

As youngsters in Longview, they often visited Spirit Lake.

The Lelands took in a full schedule of official and private events over the four days, attending the centennial banquet at the Monticello Hotel, the drone show at Story Field, the downtown Parade of Progress and Rolleo at Lake Sacajawea. They also visited the Longview Public Library donated by R.A. Long, and saw a photo of Mardi as a child, taken at the presentation of her great-grandmother Ella Long's portrait to the library.

Garden parties at two private homes were opportunities for reunions with friends and relatives — some of whom the Lelands hadn't seen since their high school and college years. Organizers of the parties were Genevieve McClelland

Lee, daughter and granddaughter of the original Longview Daily News publishers, and Susan Rooney Baldwin, a classmate of Hayne at Kessler and Monticello schools in the mid-1950s. Mark Tucker, a grandson of S.M. "Mark" Morris, came from California to attend the events with his wife, Bobbi. He and Genevieve McClelland Lee are relatives of the Lelands. John Natt, whose mother was a McClelland, and his wife, Cathy, a Longview native, also visited from the Bay area.

The Lelands arrived in Longview in 1946 from Boston soon after their banker father, John D. Leland, was named vice president of Long-Bell Lumber Co.'s huge sawmill and logging operations. Martha Leland, wife and mother, was the eldest grandchild of R.A. Long, and his wife, Martha "Ella" Long.

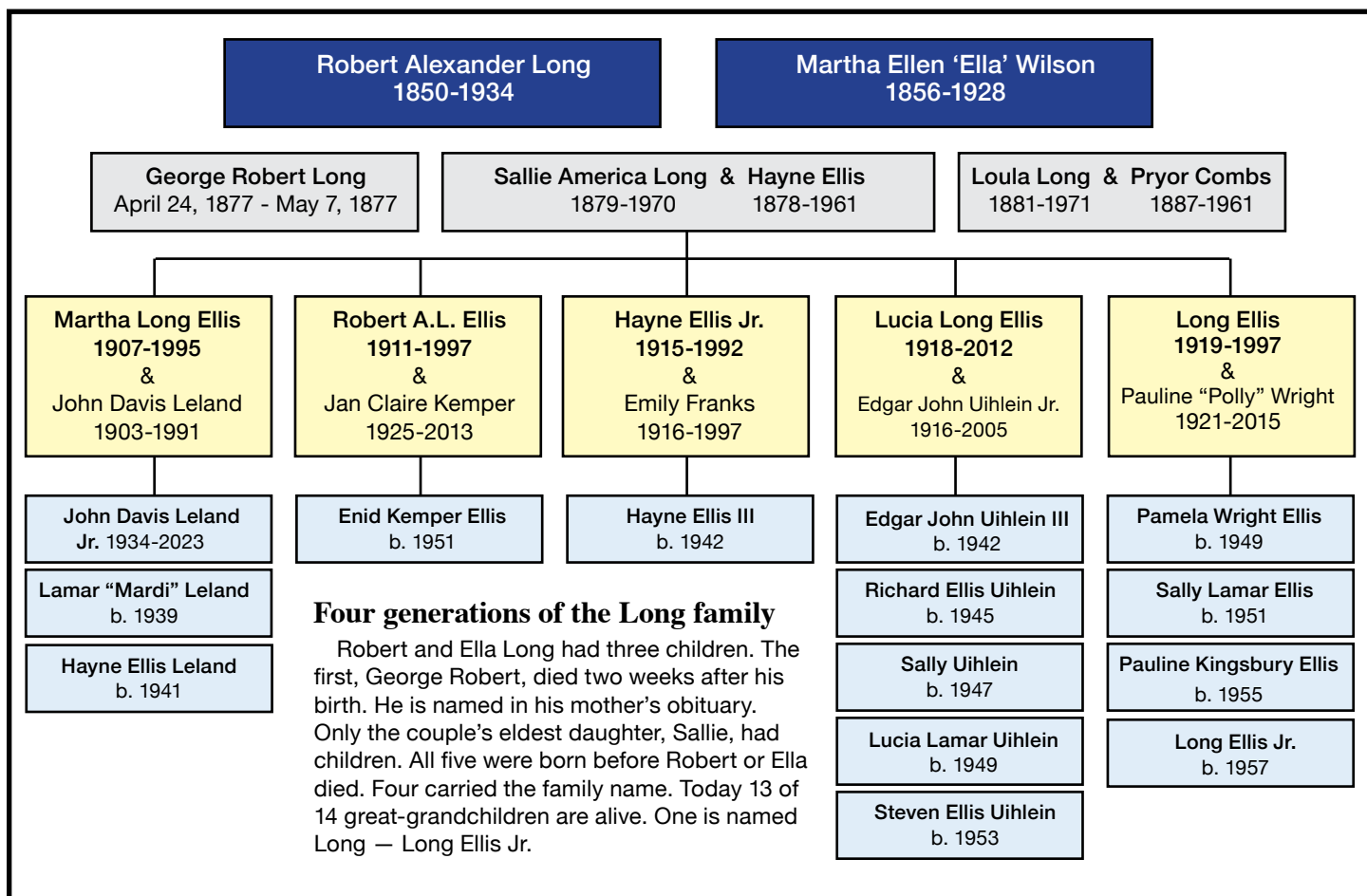
The move to the small city in the far Northwest was a big change for a family accustomed to the Boston lifestyle. Martha's father was career U.S. Navy officer Hayne Ellis and her mother, Sallie America Long, was the older of R.A. Long's two female children. Martha, a Vassar college graduate, met John Leland during a sailing party off Newport, Rhode Island, and they were married at Longview Farm in Kansas City in 1932.

With family finances tight in the Great Depression, R.A. Long had to sell a considerable amount of Long-Bell stock to pay for the elaborate wedding, Hayne Leland said.

R.A. Long died in 1934 at age 83, his lumber company and the city he founded reeling from the worldwide financial crisis which lasted until World War II revived U.S. industry. John D. Leland had been chosen by the family heirs to lead Long-Bell into prosperity in the postwar years, becoming president in 1954. But Long-Bell was running low on timber to feed the mill.

In 1956, Long-Bell merged with International Paper Co. and became a division of that larger corporation. The stock market reacted favorably to the merger, boosting the value of Long-Bell shares and the Long family fortune. Long-Bell operations were gradually closed down in Longview.

The Leland siblings, including older brother John D. Leland Jr., lived in the family home on Northwest Nichols Boulevard. In the late 1950s, the Lelands built a new home



on Tree Top Road and lived there until the senior John Leland retired from the merged IP-Long Bell operation in 1964. John and Martha then moved to Belvedere, California, across the bay from San Francisco.

The Leland siblings' childhood years in Longview were clouded by Mardi's severe asthma aggravated by the wet climate. Her condition required repeated hospitalizations and forced long absences from her second grade class at Olympic School. These days, asthma can be controlled by pharmaceuticals, but such treatments were lacking in the 1940s. So the Leland parents made the heart-wrenching decision to send Mardi, then 7, to a warmer-climate boarding school in Ventura, California.

"Well, it was a shock," Mardi recalled. "I feel my parents didn't prepare me. They didn't talk about it."

Mardi was escorted into the school by her grandmother, who left her with a new kewpie doll as comfort. She felt abandoned. "I didn't even like kewpie dolls," Mardi said.

Her parents remained outside, unable to bear the emotional parting.

The change of climate helped her asthma, but the school she attended — mostly with children of divorced parents — soon went into a financial tailspin. Instead of classes at the boarding school, the kids were dispatched to local public schools in the southern California town.

Mardi returned to Longview in the summer and the Lelands found a new boarding school in Ojai Valley, California. This time, Hayne was sent along with Mardi to the new school to keep her company and ward off loneliness. She completed third, fourth and fifth grades at Ojai Valley School and Hayne attended first and second grades there.

Mardi stayed in Longview for sixth grade, followed

by other boarding schools — eighth and ninth grades in Scottsdale, Arizona, followed by three high school years at Annie Wright Seminary in Tacoma, Washington, where she graduated in 1958.

Hayne returned to Longview for third through sixth grades at Kessler, followed by seventh grade at Monticello Junior High. "Mrs. Hice was my (home room) teacher. She was a well-recognized educator," he said. Then he was off to the Lakeside School in Seattle for eighth through 10th grades, followed by two years at Phillips Exeter Academy in New Hampshire, where he graduated in 1959.

Mardi attended Colorado College in Colorado Springs, earning her bachelor's in art in 1962. Hayne went on to Harvard and focused on economics and mathematics, earning both a bachelor's and a doctorate.

Mardi's memories of life in Longview focus on summer vacations with her family and outings with local friends. She recalls bicycling around Lake Sacajawea, shopping at the Bon Marche and other local stores and days at the family cabin on the Toutle River. Family trips to Europe in 1957 and 1959 were highlights of those years.

During the 1959 trip, Hayne recalled, older brother John Jr.'s first son was born in an Italian hospital. John and wife Joan, Stanford graduates living in Palo Alto, California, wanted the birth certificate to read John Davis Leland III. Italian authorities balked, explaining that Roman numerals were reserved for papal coronations.

With the intercession of the U.S. embassy, the name on the birth certificate was sanctioned with the numerals. John D. Leland Jr. died earlier this year in California at age 88. The siblings' parents died in the 1990s.

Hayne's recollections of Longview are extensive, having

experienced five years of education in Longview Public Schools and summers at home from boarding schools. He enjoyed watching R.A. Long High School football games, playing recreational sports and boating with older brother John — “my childhood hero” — on the Columbia River in a skiff powered by an outboard motor. “I could go along if I wore a life jacket,” he said.

Underway, the bow protruded from the water, “so my brother sat me up front” to get the boat to plane properly.

As a 9-year-old, Hayne suffered an appendicitis attack

while his parents were vacationing on Maui. He was playing baseball on Louisiana Street with neighbor Bill Miller when he felt pain. He was diagnosed with acute appendicitis by the family physician, Dr. H.H. Minthorn, who recommended immediate surgery. The Lelands, unable to return in time, wanted the appendix removed in a Portland hospital, so Hayne was sent there for surgery. Returning home for recuperation, Hayne was taught how to play canasta by the family babysitter at home on Nichols. He claimed he held his own by the time his parents returned.

As an eighth-grader, he sank a hole-in-one on the seventh hole of the Longview Country Club, a shot witnessed by friend David McLean, now a retired New York lawyer who attended the centennial with wife, Sheila, and son, Ben.

In his high school years, Hayne and other local youths who attended boarding school formed a clique, participating in such teenage rituals as cruising 15th Avenue to show off the family wheels.

“One night we had a chase game in cars on Columbia Heights,” he recalled. “Really stupid in hindsight. The lead car was McLean’s French Renault. I was driving our family’s larger Pontiac station wagon.

“We lost contact with the Renault and came to a dip in the road where mist was rising from the surface. We were concerned that the other car had gone off the road. But we found them down the road to our great relief.”

After earning his master’s in economics at the London School of Economics and a doctorate in economics at Harvard, Hayne became an assistant professor of economics in 1968 at Stanford University. He taught there for six years but — in what he described as “somewhat controversial” circumstances — failed to gain tenure or a permanent appointment to the faculty. Family considerations — Hayne and wife Annie-May eventually had two sons and two daughters — favored staying in the Bay area near parents and siblings.

When a teaching offer came from the Haas School of Business at the University of California, Berkeley, Hayne happily accepted it in 1974. His academic research focused on mathematical applications to stock market trading and risk-taking. Hayne and two compatriots devised “portfolio insurance” that triggered automatic program trading

for buy and sell orders aimed at protecting large investors from market volatility. But automated trading had downsides that were not fully understood at the time and lacked sufficient controls.

Such was the case on Oct. 19, 1987, a day known as Black Monday, when the Dow Jones Industrial Average dropped 22.6 percent in a single trading session, resulting in the first worldwide financial panic. The Fed quickly intervened and halted the carnage. By the end of the week, stocks had regained most of their previous value but it took two years for markets to fully recover. A number of structural changes in the markets were instituted by the Fed to head off crashes of such magnitude, including new rules known as circuit breakers that allow stock exchanges to halt trading temporarily in case of large price declines.

A government study in the aftermath of the crash “didn’t blame us for causing the crash. But our selling to protect portfolios’ values likely contributed to the magnitude,” Hayne said. “We did nothing illegal. You can’t forbid people from selling stocks.” But he acknowledged that the markets can never be completely free of financial risks for investors.

Hayne’s academic career was unaffected by the burst of notoriety. In 1997, he was elected president of the American Finance Association and other honors followed for his published research. He’s now professor emeritus at the Haas School and lives with his second wife, Kit, in Berkeley.

Mardi Leland put her college major to good use by working at art museums and galleries in San Francisco. Her career culminated with a 12-year stint at the de Young

Museum. She remained single, owned her own home in Marin County north of San Francisco and recently moved into a retirement home nearby.

Hayne Leland’s recent visit to Longview was his first since 1973 for the 50th celebration, also attended by Mardi and their parents. Mardi also visited Longview 20 years ago and stayed overnight with John and Pauly McClelland at their home on the leafy West Side.

In summing up impressions of the centennial and their homecoming, the Lelands grew pensive, searching for the right words.

Their remembrances of Longview were fond but distant, and the Centennial provided a chance to renew memories and reconnect with old friends.

Odile, 55, a physician in the Cal Berkeley health system and the mother of two adult children, observed that time seems to move more slowly when we are young. Experiences of childhood and early teen years are especially vivid and have lasting effects. This was certainly true for Hayne and Mardi. On balance, their lives have been enriched by their association with Longview, their families and the legacy of Robert A. Long.



Sallie America was the Longs’ only child to bear them grandchildren, five in all.



Victoria Freeman, right, with her Girl Scouts from Longview's "Negro Town" — about 10 black families residing on Eighth Avenue.

Young Ruby West was taught to show dignity

By Bob Gaston

2023 Club President

One '23 Club president grew up in Longview with considerably different childhood experiences than other local children of her generation.

That is Ruby West, who is Black. She was born in Longview six years after her parents, James and Victoria Freeman, arrived in the city.

They quickly learned that founders of the planned city intended to restrict Black families to an area known as Negro Town.

It was primarily on Eighth Avenue between Douglas and Delaware streets. It was unpaved — and remained so for three decades.

Long-Bell built houses for the Black families, but they were too far from other housing for indoor plumbing.

Meanwhile, Black families could read about desirable housing options in the Longview Daily News. "City Sub-divided to Meet Every Need" was the top headline in the April 25, 1925, edition. Among smaller headlines was "Protective Covenants Assure Stability of Investments for Home Builders."

The covenants also prohibited Blacks from buying homes in white neighborhoods.

In a 2013 interview, Ruby said that among 10 ten Black families living on Eighth Avenue, "There was never resentment to being in a designated area and there was no place else to go. As far as we could tell this was a better part of town than most.

"Dad's friends were Negro men who lived in the neighborhood," Ruby said. "They all seemed to have a tight bond ... because they were Negro men facing the same hardships of trying to provide for their families without the opportunities granted to their white counterparts, such as being able to work in the mills.

"My mother had both white and Negro women as friends; she belonged to various groups of local women ... the WCTU, the Longview Women's Business Club, as well as church clubs.

"From a very young age, I was taught to be self-sufficient,

show dignity, have respect for myself and for others and, above all, love the Lord. We were a very close family who had a lot of fun. Mama always kept us dressed to the nines, as kids today would say, and daddy always worked."

At times, maintaining dignity was difficult for Ruby and her friends. She recalled one evening going into a downtown ice cream shop with neighborhood girls. They were

served ice cream in cardboard dishes. When the girls went to sit down, they were told to take their ice cream outside.

When her mother heard about the incident, Ruby said she told the owner that was not to happen again. Victoria was used to confrontation. In the fall of 1924, she righted a grievous wrong when she enlisted the help of Long-Bell attorney J.H. Secrest to integrate Longview schools.

Ruby has endured other racist slights, but talks about them only when asked. When she does share, her tone projects no bitterness.

A year after graduating from R.A. Long High School, Ruby married Stu West in 1949.

He was in the Navy, and his tours took them to Virginia and Florida. They were away for several years, returning to Longview when Stu was stationed in Bremerton.

In 1957, with persistent help from a friend, Ruby was hired as a telephone operator. She retired after 20 years with the phone company and then worked another 20 years for the Lower Columbia Community Action Council (CAP).

In retirement, she joined the '23 Club and became president in 2000.

As a child, she attended the neighborhood Black church. As an adult, she joined Longview Community Church. She detected no prejudice there, except once with a visitor. "I knew her sister, and she was the same way. It's ignorance."

Ruby attributed racism to ignorance more than once when she shared the indignities she experienced.

Members of the church, even those who were mere acquaintances, knew Ruby to be genuine, comfortable, gracious and friendly. She exuded warmth.

Ruby had deep friendships at the all-white church that she served well — always showing dignity.



Ruby West

An Affinity for Finns

Maila Cadd's DNA and memories of happy times with grandparents have her on flights to Finland



Maila Cadd, left, and cousin Carolyn Caines chat about a historical marker Maila wrote. It is in the 4400 block of Columbia Heights Road.

By Maila Cadd

Club President in 2014

As daughter and granddaughter of Finns, I have a deep sense of pride knowing that Finnish immigrants settled the hills of Columbia Heights before the founding of Longview.

Among the immigrants were my grandparents, Antti Wayrynen and Ida Nayha Wayrynen. He left Finland in 1903, she in 1906. They married in Astoria in 1907 and settled on 46 acres off Lone Oak Road.

Their fifth child, Elsie Wayrynen Rinta, was my mother. Grampa and Gramma were farmers selling eggs, milk and, much later, strawberries. They raised their family of nine children in a house built before 1900 by previous property owners.

Mom remembered setting pots under drips from leaks in the roof and bringing in kindling for the wood-burning stove. Her parents opened their home temporarily to newcomers and travelers.

Three places I hold dear in my childhood memory are the house Grampa built on the property in 1930, their barn and a nearby church — the Finnish Mission Congregation-

al Church. Finns called it the “Little White Church on the Hill.” My grandparents were founding members and my father, Rev. Jaakko Rinta, was its last minister. Dad was a Finnish immigrant who went west after being ordained at Boston College. He married my mother in 1939.

Their union created full-blooded Finns. Two DNA tests confirm that I am 98.9% to 100% Finnish/Siberian.

Throughout my grandparents’ lives, Finnish was the spoken language in their home, and what a warm and welcoming place it was.

We were greeted with hugs from gramma and aunts and sounds of laughter from uncles sharing stories. Under the direction of older cousins, we entertained ourselves by performing skits, singing and playing games we made up.

During family meals we young ones were delegated to the kitchen nook. We had dreams of joining those at the big table in the dining room when we grew up. But as we got older there still wasn’t room. Gramma served us “pulla” — cardamon bread — that we dipped in a little coffee with milk and sugar.

Music was always playing in the barn to calm the milk



A photo take before 1910 at the first home of Antti and Ida Wayrynen on Columbia Heights. He is holding a baby; Ida is behind him.



A family gathering at Maila Cadd's residence in July 2023 included a sixth-generation descendant of the Wayryns.

cows. During haying season Grampa let us jump on the loose hay in the haymow to pack it down before a giant claw dropped more hay. There'd be a cloud of dust and more hay to tramp. The aged barn collapsed into rubble after the Columbus Day storm, but memories of the fun we had there remain.

I cherish times in the Little White Church. I grew up singing Finnish hymns, listening to Dad's sermons in Finnish and carrying on rudimentary conversations in Finnish with the older first-generation Finns.

My siblings and I had no Finnish language education, but we absorbed vocabulary listening in my grandparents' home and church.

I share memories of the church with another '23 Club president, second cousin Carolyn Caines. Her grandmother and my grandfather were siblings. In 1916, her grandparents, Reeta Wayrynen Juntunen and Thomas Juntunen, also were founding members of the church. They, too, lived on Columbia Heights.

We remember Christmas Eve services that were always a homecoming of several generations. Some of us sang hymns in Finnish, and others sang in English. Dad was the last minister before the doors closed in 1968.

I have been to Finland many times visiting my father's relatives. Dad was the only one from his family to emigrate.

In 2013, Carolyn, several siblings, cousins and I attended a Wayrynen reunion at our grandparents' homestead. There we connected with second and third cousins.

It was a surreal experience walking on the property our grandparents left to come to America.

Jim and I built our home on the old barn site. It has been a gathering place for the extended family. Two generations have passed, but love and laughter remain among the cousins and families. That was evident at a reunion this summer attended by 80, the youngest being the sixth generation. The Finnish tradition of hospitality will endure.

Newly discovered cousin lured me into leadership



By Carolyn Caines

Club president in 2017

Originally, to be a '23 Club member you had to have roots in Longview when it was founded. My entrée to the club were my maternal grandparents, Thomas and Reeta Juntunen.

In 1903, they arrived at Ellis Island in New York from Finland, then settled in Astoria. Grandma was a domestic and Thomas was a logger when they married in 1906. After marriage they moved to their home at the end of Columbia Heights North in Longview.

My grandparents, Thomas and Reeta, were present for the group photo on the opposite page. They are on the far right.

My mother took me to '23 Club dinners a few times in the '60s and '70s. What I remember most was listening to the conversations of our Finnish relatives sitting around our table.

It wasn't until my newly discovered cousin, Maila Cadd, invited me to lead the flag salute at a club dinner that I came to understand the significance of the club.

When Maila was president in 2014, she asked me to join her in the program she would be presenting about Finnish settlers in the area. Later, we delivered the program at the FinnFest in Naselle and at the Cowlitz Historical Museum.

The flag salute leader is installed as the second vice president, then moves up to become president and present the program at the annual dinner.

In 2017 it was my turn, and I did a program on growing up in Longview in the 1950s. We produced a book of stories from other members and many of my poems. The book is still available on Amazon.

Being in the '23 Club, I have made what I'm sure will be continuing friendships with other people who love Longview. It seems past presidents are not dropping out of sight but are remaining involved in the club's future. Beware if someone asks you to lead the flag salute at a '23 Club dinner!



After building the Peekin Theater, the Quoidbach family had to move in and run the business when their client couldn't pay the bill. It later became the Roxy.

Right: Rob Quoidbach and his brother, Val Jr., started the Mount St. Helens Ski Club. The photo is from the club's scrapbook. The caption read, "Rob Quoidbach's last will and testament."

Below right: Rob is beside a snow cat used in search and rescue missions.

Quoidbachs were about buildings and friendships

By John M. McClelland III

Club President in 1999

In 1923, Belgian natives Gabrielle "Gay" Quoidbach and her husband, Val Quoidbach Sr., came to Longview with their two young sons. The family immediately made its mark, not only in the construction business but in decades of service to the community and, eventually, saving lives.

Perhaps the most well-known building the fledgling Quoidbach Construction Co. erected was what used to be the Peekin Theater (later the Roxy) at the corner of Commerce Avenue and Florida Street. During the silent era, movie theaters often were built with Asian designs, and its pagoda-like front remains. But soon after the theater was finished, the client couldn't pay.

That left the Quoidbachs no alternative but to run the theater themselves. They moved from early Longview's tent city where they were living to an apartment on the second floor.

During a December 1995 interview with *The Daily News*, the late Rob Quoidbach recalled how his parents put in long days with the construction business only to be faced with father Val running the movie projector while mother Gay, as she was later known, sold tickets. But they never complained, Rob said, "That was nothing to them."

While they worked in the theater, Val's and Gay's sons were left in their bedroom where they could see the movie screen. If they disturbed the darkened theater by opening window blinds or turning on lights, "We'd get our butts paddled." During the day, the boys held up their end by sweeping floors and shoveling sawdust into the big furnace.

The Quoidbachs' construction business survived the Great Depression. In 1947, the sons became partners with their parents and built Catlin Elementary School in West



Val Quoidbach Sr.

Kelso. When Val Sr. died in 1966, Gay became senior partner. She continued working in the office until her death in 1986 after leading a full life in community service.

Other triumphs in her life included earning a pilot's license and climbing Mount St. Helens. A talented xylophonist, she and a brother performed as a duet in vaudeville during her younger years.

Central to her Longview civic work was a small structure in back of the lot next to the Quoidbach home on Kessler Boulevard, which was dubbed the "Quoidbach Shack." For decades that was the only address the newspaper's Woman's Page used in news briefs about meetings, dinners and dances at the Quoidbach home.

In a 1955 column, Ruth Sweeny, the paper's Woman's Editor, seemed to feel a need to explain her use of the unorthodox address. She wrote, "Every time we speak of the Quoidbach 'shack' we know it is not the right word for such a well planned, well built and so nicely furnished recreational place for the family — and, shall we say, all their friends. For we know of no other more popular gathering place in town for friends, clubs and organizations."

The "shack" recently was demolished to make room for a guest house.

Among Gay Quoidbach's many contributions were serving as president of the Community Concert Association, the Cowlitz County School Reorganization Board and the Maple Leaf Orthopedic Guild. She was an early supporter of Lower Columbia Junior College, an officer of the Business and Professional Woman's Club and Longview First Citizen of the Year. She won election to the Longview City Council where she was appointed mayor pro tem — the first woman to hold that office. "I've had a busy but beautiful life," she said during a 1982 interview.

The second-generation Quoidbachs continued the family tradition of volunteer service. Rob and Val Jr. led a search and rescue team that saved lives.



Quoidbach brothers made the headlines

Like mom and dad, Rob and Val Quoidbach grew up to do good works in the community.

The brothers made headlines by saving lives as leaders of the Mount St. Helens Ski Patrol and Rescue Unit.

One Daily News story noted that over the years the rescue unit volunteers were “heroes and heroines of many mountains dramas.”

Val and Rob were the first to be called anytime, anywhere — even at an out-of-town football game. That happened in September 1954 when they left an Oregon-Stanford game in Portland to organize a rescue on Mount St. Helens. Two Kelso men were injured when their light plane crashed on its southeast slope.

The rescue mission was an all-night effort that ended at 10:30 a.m. the next day. It required teamwork among the Quoidbachs’ rescue team and government agencies. Their unit was among a second wave of rescuers, but Val was the first to establish essential communication from the crash site. He did so with a portable shortwave radio that the rescue unit bought four days earlier. It enabled rescuers to direct an Air Force helicopter to the damaged light plane. The men were airlifted to Kelso.

The brothers’ commitment to saving lives required rigorous training. The Quoidbachs must have invited reporters because Daily News digital archives have several stories about their exercises.

A July 1953 article had this enticing lede: “While you were having dinner the other night a plucky group of men and women were making like human flies along Ocean Beach Highway.”

A picture showed Rob Quoidbach clinging to a vertical cliff. He was teaching climbing techniques while clenching a pipe in his teeth. The training was evidence that the ski patrol and rescue unit was willing to save lives elsewhere than on a mountain.



Cowlitz County Historical Museum photos

George Quoidbach saved soles

Another well-known Quoidbach was Val Sr.’s brother, George Quoidbach, who owned and operated Longview Shoe Repair on the 1100 block of Commerce Avenue. Opened in 1923, it was Longview’s oldest existing downtown business when it was sold some 50 years later.

Working six days a week, George put new heels on all kinds of footwear from women’s high-heeled shoes to loggers’ caulk boots — all the while, as he put it, “saving soles.”

Upon retirement, he sold the business to his apprentice, Howard Herzog, who continued as long as he was able and then retired. Unfortunately, no one wanted to buy the shop, so it was closed, leaving Cowlitz County without any local shoe repair shop.

Fluent in French, George Quoidbach was a willing listener to local French-speaking war brides.

New log arch commemorates 1924 Pageant

It took three years to finish, but it was built to last for 100



The '23 Club's project includes a panel explaining the arch's historic roots.

By Bob Gaston
Club President 2023

In 2019, leaders of the '23 Club embarked on a three-year odyssey to replace the iconic log arch at Lake Sacajawea. That was the year park department crews demolished the decaying arch that was erected during the city's 50th birthday celebration.

Club leaders thought the task would be fairly simple. After all, it was quick and easy in 1973. That spring Longview resident Ron Johnson suggested building a log arch at the lake to commemorate the 1924 Pageant of Progress. That gala event was Longview's first anniversary celebration. Visitors entering the new city drove under log arches with signs reading, "Welcome to Longview."

After raising some money, Johnson won approval from the city's park board on May 8 and the city council on May 11 — the day after The Daily News splashed the proposal on its front page. Amos Peters, '23 Club president in 1968, used a crane he had painted red, white and blue to set the timbers. In less than two months, the arch was dedicated on June 27.

Cal Fowler, a former club president, knew the arch's history. "I was just like most everybody else. I thought we'd dig four holes, put some preservative around the logs and we'd be okay. Of course we weren't." Club President Jeff Wilson and Second Vice President Abe Ott joined Fowler in a quest for logs, equipment, engineering expertise and money.

The project required donated materials and, significantly, skilled laborers and engineers from local businesses that paid their employees to work on the arch. In-

kind donations totaled nearly \$90,000.

Wilson, a Port of Longview commissioner, quickly found logs donated by Port Blakely Companies. Next was asking Mountain Log Homes in Kalama to peel and treat the logs for burial in dirt. Wilson and Fowler were surprised to learn that's a no-no these days. The job needed structural engineers. They came from Waypoint Engineering of Vancouver, which works with Log Mountain Homes. Plans specified concrete footings with embedded knife plates to keep the arch upright for a century or more.

At this point, the design required help from construction professionals and Ott, business development manager at JH Kelly, became a key player. Likely more important, Ott says, was another '23 Club connection to the construction company: Mason Evans, owner and president of JH Kelly, who is Jackie Kelly Evans' eldest son. She is active in the club. The firm donated a project management team and skilled craftsmen to build and install the arch.

But before JH Kelly could dig a scoop of dirt, the project needed approval from the Longview Preservation Commission. That group enforces federal rules governing new structures in registered historic places such as Lake Sacajawea.

The club's plan was rejected because the proposed arch included the wooden welcome sign, which was not on the 1973 arch. After some negotiating, the LPC okayed a metal sign with a modern-day attribute. It is made Cor-Ten steel, which develops a rust-like sheen that preserves the sign after years of exposure to the elements.

A later addition was an interpretive panel written by Ott explaining the historic roots of the log arch.

Contributors

The '23 Club's log arch project was made possible by donations of labor, material and cash that totaled more than \$90,000. A partial list of donors follows.

Companies

JH Kelly
Mountain Log Homes
Waite Specialty Machine
Port Blakely Companies (logs)
CalPortland (concrete)
Waypoint Engineering
Morris Trucking (hauled logs)
Prographyx (plaques)

Cash donors

Senator Jeff Wilson
Cal Fowler
Kirkpatrick Family Care

Grant funding

Longview Parks & Recreation
Price Foundation

Workers

Matt Ouellette, Josh Bernard and Jeff Mahita of JH Kelly.
Kevin Moenkhe of Mountain Log Homes led a log prepping team. Kevin Simmons, Terrence Yoho, Grant Hutchinson and McKenzie Bunch of JH Kelly installed the arch.

INSIDE OF BACK COVER



Fearless bridge builders

In 1930, men building the Longview-Rainier Bridge had to be sure-footed and confident, with no fear of heights. A flying photographer took some amazingly sharp images from a moving airplane. One worker obviously enjoyed having his photo taken.



Photos are from the Cowlitz County Historical Museum digital collection. ID numbers start with 1970.0031 on each of the bridge photos

