

Snider's Dairy

by Dave Scafani

Medford's first successful commercial dairy's roots were planted with the arrival of John and Maude Snider in Medford during December of 1904. John and proposed marriage to Maude in Xenia, Ohio, with the idea that they would move to Medford and manage the Warner Ranch. She accepted and one week later they were married and on a train headed west to Oregon.

Upon arriving in Medford, they found their house was not completed, so they stayed at the Nash Hotel. John completed the house in 1905 at what is now 2241 West Main between Rosario's and the 7-11 convenience store.

The business was known as Warner and Snyder (sic) until late in 1910. They sold milk, dairy products and chickens, both locally and to The Southern Pacific Railroad. The first phone number was Farmers 2148, but that changed in 1910 to 7118. This phone number shows on the first known photograph taken of John and his delivery wagon circa 1910 or 1911.

In 1911, the name Medford Dairy first appears in the phone directory with John Snider as the proprietor. The spelling of John's last name seems to be changing, although as late as 1913, an ad in the county fair brochure spells the name

"Snyder."

In 1912, John and Maude moved The Medford Dairy to the "Ish Ranch," owned by William H. Gore, the president of Medford National Bank. The new Jacksonville Road address came with a new telephone number of 201 J3.

At first, the 250 cows were hand-milked by John and a crew of Swiss milkmen, who yodeled to the cows, claiming that they gave more milk that way. There is no record of any changes in production when machine milking was introduced. The milk filtered through cheesecloth as a method of cleaning it before it was delivered to the customer.

Before 1910, all milk deliveries in the Medford area were made door-to-door using a wagon with five-gallon cans and a ladle to dip out the milk for the customer. The first known embossed milk bottles probably were used by Southern Dairy in 1910-1911. The initial order for Medford Dairy bottles was for 1500 bottles and was probably first used in 1912.

Maude got up every morning at 2:30 am to cook breakfast and make preparations for lunch and dinner. She often rode the wagon with John on his morning milk deliveries, sometimes returning half-frozen.

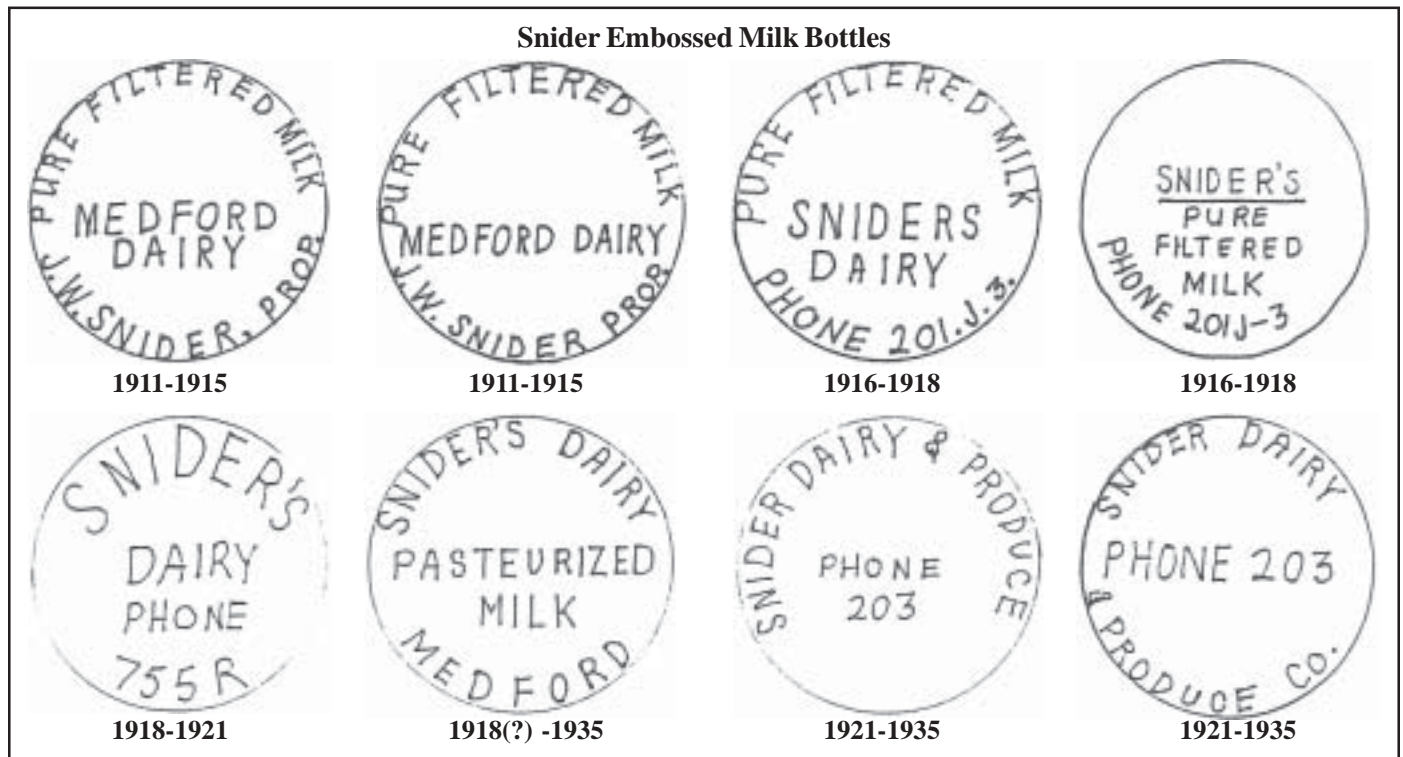
Two children were born to the Snider's during their years at the Gore Ranch. Mary, born in 1913, and John, born in 1918. Their only playmates were children of the ranch hands. Some ranch hands, like Little George, would bring back Hershey bars for the children when they went into town.

IN 1916, the dairy's name was changed to Snider's Dairy. In the middle of 1918, the Snider's bought the Independence Creamery at 601 North Grape for expanded processing. The phone number at the creamery was 755R. D.O. Fredericks was hired to run the creamery.

John and Maude continued to live at Gore Ranch until 1920 when they left the ranch to move into town on Pennsylvania Avenue. In October of 1921, they bought a larger creamery from Eldridge Dairy at 28-32 North Bartlett, with a new phone number of 203. The Snider's also opened a short-lived branch at 319 South King Street in Ashland. Another branch was opened in Grant's Pass in 1926, but it didn't last long either. John died in 1930.

The North Bartlett Street address remained the heart of the business for Maude and her children, John and Mary, who added produce and soda to their dairy product line. Originally they bottled Whistle Soda, Green River, Sunkist, root beer and seltzer water. They even had a soda bottle and two different bottles designed for their business. Eventually, they became Medford's first Pepsi-Cola

Snider Embossed Milk Bottles





John Snider with his first delivery wagon.



28-32 North Bartlett Street, circa 1921.

distributor. In 1963, the creamery was sold to Arden, but John and Mary continued in the Pepsi bottling and distributing business.

Right: 1913 ad for Medford Dairy, J. W. Snyder, Prop.

Below: Medford Dairy advertisement from 1912.

Medford Dairy
J. W. SNYDER, Prop.

Our milk and cream has always stood the Government Test for cleanliness and butter fat.

WE FILTER ALL OUR MILK

We produce all our own milk and cream from fifteen fine dairy cows.

All bottles and milking utensils sterilized in a latest model oven at 200 degrees.

WE PUT UP SPECIAL MILK FOR BABIES

Dairy located on Ish ranch two miles west of Medford. We have 400 acres of alfalfa to produce feed for our dairy cows.

The public is invited to inspect our dairy at any time.

WE GUARANTEE SATISFACTION

Medford Dairy Pure Filtered Milk and Cream
 Wholesale and Retail

141 Pacific 211.13 Home DS M
JACKSONVILLE ROAD

Fresh Buttermilk Churned Daily
Free Delivery to all parts of city

Snider's Seltzer Siphon Labels

Black Pryoglaze
1935-1963

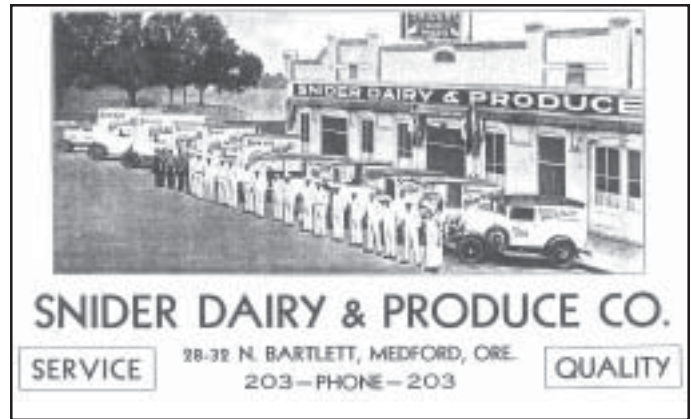
Etched
1921-1935

Black Pyroglaze
1935-1963

Soda Bottle
1920s - 1930s



John Snider (top right) and the staff of Medford Dairy.



Top of an advertising calendar for Snider Dairy & Produce, year 1934, which shows the staff of the dairy at that time.

Snider's Dairy Timeline

Warner Ranch Location

- 1904 John and Maude move to Medford from Xenia, Ohio
- 1905 House and barn finished. Address: 2241 West Main.
- 1909 Name "Warner & Snyder," phone Farmers 2148.
- 1910 Warner & Snyder, phone changed to 7118.
- 1911 Medford Dairy, John W. Snider, Prop., phone changed to 201 J3 (late).

Gore Ranch Location

- 1912 Medford Dairy moves to Gore Ranch (old Ish place), Jacksonville Road.
- 1916 Snider's Dairy, Jacksonville Road, phone 201.

Medford Location

- 1918 Snider's Dairy, 601 North Grape, phone 755R (mid-year);
D.O. Frederick, manager (bought Independence Creamery)
- 1921 Snider's Dairy and Produce Co., 28-32 North Bartlett, phone 203 (October) bought from Eldridge Creamery, Ashland Branch, 319 South King. Snider family moves into town to Pennsylvania Ave. Farm produce and soda bottling are added to Snider's inventory. Brands: Whistle, Green River.
- 1926 Branch office opened in Grant's Pass.
- 1930 John Snider dies. Maude and children, Mary and John, carry on.
- 1937 Company officers listed as president, Maude Snider; secretary, Robert C. Hart; treasurer, Eugene Thorndyke; manager, Charles Clay. Bottling of Pepsi-Cola, Sunkist, Mug Root Beer, Schweppes and near beer.
- 1942 John W. Snider, Jr., vice-president; Mary Snider, secretary-treasurer.
- 1963 Snider's Dairy & Produce sold to Arden. John and Mary continue bottling Pepsi-Cola.