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Transcript of My Father's Fish Company

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Title: My Father's Fish Company

Storyteller: Rod Hogevoll

Interviewers: Casee Clark, Brenda DeVore Marshall

Interview Date: 2011-07-15

Collection: *Launching through the Surf: The Dory Fleet of Pacific City*

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Transcribers: Whitney Weber, Andrea Snyder, Mary Beth Jones

ROD HOGEVOLL: Rod Hogevoll, I probably started [fishing] when I was 10 or 11 years old.

And as far as commercial fishing I never had a fishing boat. I'd go out with my father¹ and commercial fish. And—but what we did mostly was bought fish, sold fish, had a fish market, um sold tackle, uh, built boats, installed engines, and pretty much, anything to support the, the fishermen. If they needed it, we could get it for 'em. My father was a, a state policeman in McMinnville and on his days off, he would go fishin'—we'd go with him quite often. And then he uh, started, uh, chartering, with people. And the state police didn't like that; they said it was a conflict of interest, being as he was working game, and then, hauling passengers on his days off and. He didn't agree with it. So, they were, a little upset with him. So after 19 and a half years in the state police in McMinnville in rural areas, they tried to transfer him to West Slope up by Portland. And what he did was, uh, he didn't show up for work; he resigned, moved to Pacific City, bought a uh, a trailer park² over there, with his retirement funds, and, the next year started buying fish there from the fishermen. And it started out, we were in a little uh, it was a little shop, had one set of scales. The first year he put in a little

tackle store, mainly commercial fishing gear. It was actually in the living room of his house, it started out so small. And uh, fishing got better and better and, I would haul fish to, Newport in the back of a GMC pickup and then haul ice, ice back and, sometimes I was up making like four trips a day! So it was like, we finally got a hold of the people at Bumblebee Seafoods, and they started having a truck stop by. So they started out with a small truck, and the next thing I know they got a semi, backin' into this little building that was stacked full of boxes of—of fresh seafood, salmon mostly. And uh, it was just gettin' out of hand and—. It was about—we were there about three or four years and then, my father bought out uh, the Kiwanda Fish Company, well what became Kiwanda Fish Company.³ It was the competition; and moved down there, and it was a much better place—it had a big ice machine, a big freezer, big walk-in cooler—and a much better place, it had places to park all the boats and, a big tackle shop. And, it just went from there. And, it, it grew and grew and grew until, oh the late '70s, early '80s when things started dying down.

NOTES:

¹ Jack Hogevoll

² Jack Hogevoll and his wife, Marlene, purchased the P.C. Trailer Court in 1967.

³ The fish company was purchased from Jim Imlah.