

ALLEN ISSUES BOOSTER SHEET

Tells of Marvelous Growth of Medford and Its Surrounding Country.

Under the caption, "Medford, a City of Progress," John Roberts Allen of New York has issued a pamphlet dealing with this section, which has been circulated among capitalists of the east and which should do much good along advertising lines. The following is from it:

Within comparatively recent years there has been opened to the efforts of man a veritable land of promise, which is today easily accessible from any point in the United States. Here is a land in whose very soil lies untold riches which need but the labor of man for the gathering; a land which has been endowed by nature with the natural qualities for production, where man gives but the labor of his hand and nature returns to him its value many-fold. Here is no dreary stretch of barren waste to conquer, no outlook of hardship and unrewarded preliminary toil before the joys of material return. This work has been done by men who saw the possibilities in a virgin country and had faith in and the courage of their own convictions. These men saw a beautiful and productive country in the rough, and through their labor there is today a new stretch of cultivated land and a thriving big city in its center. Those who have settled in this section are a contented lot, for here relentless nature seems to have laid aside her scourge, as a mother to her favored child, and man's effort is never spent for naught.

This modern land of milk and honey lies in the southern part of the state of Oregon in a section known as the Rogue River valley, and its very heart is the city of Medford. The pride of the Rogue River valley is Medford, a young city whose growth has been like that of the boom towns of a decade ago, excepting for the fact that those who laid out the city chose wisely its site, and in consequence there has sprung up a substantial city, which has been built to grow and prosper continually, and which nothing within the scope of man's doing may keep from pushing forward to future greatness. Medford has a central position, and because of its railway connections all the immense agricultural, horticultural, timbered and mining wealth within a radius of 100 miles is tributary to it. And because of this, coupled with its natural attractiveness, Medford is undoubtedly destined to be the place of greatest commercial importance in southern Oregon, as well as the most populous. There at present 6000 permanent inhabitants in Medford, and it is the supply point of a population of 50,000. From its present rate of growth, however, Medford will, within the next ten years, have at least 50,000 residents within its borders, and its environs will furnish a greatly increased number of persons, who will depend on Medford for the carrying out of their business affairs.

Besides being the western terminal of the new Pacific and Eastern railroad, it is on the main line of the Southern Pacific railroad, 331 miles south of Portland and 442 miles north of San Francisco. Its altitude is 1374 feet, and it is blessed with a climate which keeps the mercury almost stationary, winter and summer. It is surrounded by a country equally blessed, for, to the farmer, it must indeed be welcome news to hear that there is a place where droughts are unknown and where the sun shines at the time when it is most needed, where there are no mosquitoes, no "chiggers," no ticks, gnats, no black flies and no fleas, where cyclones never occur, and where earthquakes and hailstorms are unheard of.

Medford is a city of paved streets and of beautiful homes, of handsome parks, of churches and schools. There are solid brick blocks of business houses, and throughout the city there is evidence on every hand of a permanency which is especially attractive to the investor and to the prospective settler. In this young city there is a water system which cost \$500,000 to build; its supply is unlimited, being a pure, wholesome and clear water from the adjacent ice-capped mountains.

The Pacific and Eastern railroad

makes Medford the gateway to Crater Lake national park, and this fact, coupled with the fact that there is a wonderful good roads movement under way, will bring to this section of the country thousands of tourists who must "see America first" or who will see it last.

The automobile, one of the surest signs of prosperity, has already made its way in Medford and the surrounding country—to such an extent in Medford, in fact, that that city today boasts the greatest number of automobiles in use per capita of population in all the world. No city in Oregon, outside of Portland, has half so many automobiles.

The territory of timber tributary to Medford extends far beyond the limits of Jackson county, and in this alone lies a most promising field for the building of fortunes. There are upward of 22,000,000,000 feet of first grade standing timber, long bodied trees, towering from 100 to 200 feet. Most of these trees will cut five to eight 16 foot logs and are from three to eight feet in diameter on the stump. Fully 65 per cent of the logs are surface clear. The sugar pine is the tree of greatest commercial importance, and the sugar pine forests of the upper Rogue River section are the largest in the world. Sugar pine has the outward appearance of white pine, but the timber is lighter and stronger and takes a higher polish. For finishing sash, door and box material sugar pine is unsurpassed.

At present the business done in these latter named materials is very large, and from Medford great amounts are shipped to all corners of the world.

Other trees of great commercial value to be found in abundance throughout the sections surrounding Medford are the fir or "Douglas spruce," yellow pine, cedar, oak and laurel. A splendid opportunity awaits the man who will place a factory at Medford to use some of the laurel and oak of the surrounding forests in the manufacture of furniture and carriages.

The Pacific and Eastern railroad already touches the timber belt of the upper Rogue river, and the railroad proposed to the Blue Ledge copper mines will open up the vast timbered region of the Siskiyou range.

Medford today pays to the Harriman lines more money than any other city of its size on the entire lines of the system, and more than any other city in Oregon excepting Portland.

Medford has much to be proud of and nothing to be ashamed of. Therefore it welcomes with open arms all those who visit its gates. This year, so far, 4000 tourists have visited Crater Lake, a day's ride by automobile from Medford.

Medford has published several handsome little pamphlets telling about the city and its surroundings. These make interesting reading to both the prospective tourist and to the investor. They likewise have a story to tell to the home seeker, the man who wants to establish himself with his family in a place where the most can be got from a given amount of labor. These pamphlets can be had at the office of the Pacific and Eastern railroad at 49 Wall street, New York city.

The present railroad facilities of the region, though they have been pushed ahead with great rapidity, will soon be insufficient to take care of the place. Several railroad projects are already under way, and it is universally believed that the Pacific and Eastern will build a line across the mountain to connect with the James J. Hill trunk lines, thereby bringing Medford into much better connection with the country at large.

Medford is already a place of great commercial activity, and of immense trade. There are now three banks,

all in flourishing condition, with aggregate deposits of \$1,500,000 and capital and surplus of \$250,000. The banks all occupy handsome structures of their own, built at a cost of \$100,000, and are equipped with the most modern vaults and burglar-resisting devices.

Medford's growth during the past year has been most phenomenal, and the fact that approximately 20,000 acres of new orchards were planted during the past two years in Rogue River valley, with a corresponding development in all lines of industry, proves with certainty that this rapid growth will be maintained indefinitely. These orchards are producing the famous Oregon apples, pears, grapes, cherries and other delicious fruits which are in such great demand in the markets throughout the country.

This is but one branch of industry in this wealth-producing country. It is a home-seeker's country, an investor's country, a tourists' country, a sportsmen's country, and in all a place where people seem unusually prosperous and happy, and where they seem to remain contented.

With the completion of the Pacific and Eastern railroad there is no doubt that Mr. Allen and men like him will find new fields for development within the boundaries of Jackson county, in which the city of Medford lies. The mining interests, the cattle industry, the agricultural and timber interests in their present stage of development offer greater inducement for the investment of capital than is to be found in almost any other section of the country.

There is no way to gauge the future of Medford and its surrounding country. There is but one thing that appears to be sure—that this entire section must grow for many years to come at even a greater rate than its past progress.

Now is the time to seed your lawns and bed your bulbs. "Cook, the Nurseryman," has everything in the seed line you will require. 184

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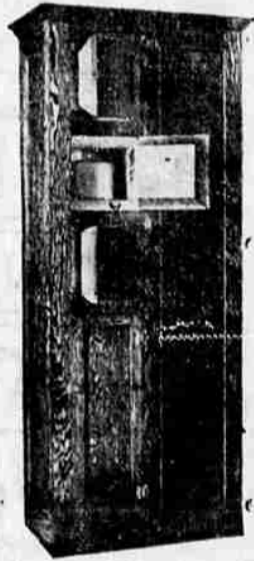
\$2200

The property faces on two streets and would subdivide nicely. There is an electric motor and pump which goes with the place, and the well would supply water for irrigating.

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