

# ROGUE RIVER WASTES MORE POWER THAN NIAGARA

## POWER

A herculean feature of the country tributary to Medford is the power of its rivers and streams. Since this power can be harnessed and transmitted by electric wire to every nook and distict, and used for every conceivable purpose, its influence will be tremendous in the development of this territory, as well as in adding to the comforts and pleasures of life.

The plant of the Rogue River Electric Company, located at Gold Ray, on Rogue River, 10 miles from Medford, is one of the largest power plants on the Pacific Coast. The company is sparing no expense nor effort to develop and extend its plant and power lines sufficiently to meet every demand of all Southern Oregon. The company has 80 miles of main transmission line in Rogue River valley, besides several hundred miles of party and individual lines reaching the settlements, farms and mines. These lines are being extended as fast as the need requires.

Power is conveyed from the plant at Gold Ray to the Opp, Braden, Homestake, Granite Hill and Greenback mines, and to the Champi dredge. This power is proving ideal for mining. Even here, where timber is plentiful and wood fuel abundant, electric power is more economical than steam. The mines that operate their mills, compressors and hoists by steam power must employ a large crew of wood cutters to supply fuel and the wood is cut from the best timber on the claims—wood that is worth several dollars per thousand for other and better purposes, such as the erection of buildings or for shaft and stope timbers. The employment of electric power saves the timber for these better purposes, and it not only proves more economical, but efficient, positive and regular.

Electric power is also proving here a means of developing ideas. The farmer uses it for lighting his residence and barn, for running cream separators, chopping stock feed, churning and threshing, for pumping water and for irrigation. The water is either taken from streams or had in any quantity by sinking a well to the depth of 30 or 40 feet. The power is given the farmer at a cost of but \$30 a year per horsepower, and the price of motor and pump is not over \$125—less than the cost of a steam or gasoline engine, and far more efficient and simple in operation. One horsepower will irrigate from 10 to 20 acres.

Besides power for the mines and farms and for the cities and towns, there is no question but that the development of Rogue River valley will require the harnessing of the rivers and streams to operate electric railroads. Expert engineers who have made a careful survey and examination of the power of Rogue River, Applegate River and other streams of this district predict that the main lines of railroad through western and southern Oregon will employ electricity developed from these streams in moving the freight and passenger traffic of this territory.

## HARRY E. FOSTER

As the metropolis of southern Oregon Medford is the headquarters of many men engaged in that class of pursuits whose chief field of operation is in the outside parts of the country. This is particularly true in the case of the civil engineers and surveyors, some of the most talented and successful of whom have offices in Medford and their front is Mr. Harry E. Foster, our present city engineer. Most of Mr. Foster's attention has been given to mining in Wyoming, Montana and Colorado. He opened the gold mine at Jacksonville and put up the plant of twenty stamps and compressing machinery. Mr. Foster has been the city engineer since February, 1909, and aside from his official duties in the city has found time to do considerable work for private parties. He predicts a considerable awakening in the mining industry of the coming year. With the extensive opening up of the Blue Ledge copper mine and the installation of a smelter and railway together with the prospective construction work at the Sterling mine, the eyes of the mining world will be riveted on Jackson county. With the extensive experience which he has had and the prestige that comes when the public appreciates a man's successful work, business along the line of Mr. Foster's profession could be entrusted to no other hands. He is very popular throughout the entire section, is a member of the Masonic order and owns city property and timber lands.

## NATIONAL WONDERS

Medford is the gate way to two of the greatest natural wonders in the world. Crater Lake and the Oregon Caves, commonly known as the "Marble Halls of Oregon." Crater Lake is situated on the summit of the Cascades, 80 miles from Medford, filling the deep bowl of a gigantic volcano. It is circular in shape, six miles across and its blue waters are 2000 feet deep, the deepest body of fresh water with one exception in the world. Two hundred and eight square miles of scenic wonders around the lake have been set aside as a national park and public play ground by congress, and probably no where in the world is there such a wonder land.

The Oregon Caves are easiest reached from Medford though located in Josephine county near the Applegate river. A complete survey of the caves have never been made, but explorations conducted show them to be the greatest caves in the world, far greater in extent and of more wonderful construction than the famous Mammoth Caves of Kentucky. They extend for many miles under the mountains. The famous Marble Halls of Oregon have also been reserved by the government as a national park. Both of these wonders bring people from all parts of the world to view them, although they are but little known. The proposed automobile road from Medford will make Crater Lake easily accessible by a delightful automobile trip, while the Pacific & Eastern will soon furnish railroad transportation to the Lake. The Oregon caves can now be reached by wagon road from Medford, but will be accessible by rail when the proposed railroad to the Blue Ledge copper mine is in operation.

## GOODFRIENDS

Medford's power to attract all kinds of enterprises is well illustrated by the unique establishment of Mr. D. Goodfriend, who, on the foundation of a tea and coffee store has built a business that embraces a large and varied line of goods for household use. It might be called the utility store, because it has everything useful. Savory roasters, bread boxes, washboards, carpet sweepers, wringers, flat irons, cutlery, and handy kitchen articles, rub noses with carving sets, silverware, cut glass and lamps. There is a granite and tinware department and a stock of chinaware of every desirable pattern. Mr. Goodfriend has been here three months and has built up a fine trade among the people. He is a member of the Masons, the Commercial Club and Business Men's Association.

## D. T. LAWTON

Medford is surrounded by a country of vast resources that is calling constantly for increasing quantities of supplies in implements, vehicles, etc. Considering these facts it is but natural that the largest concerns supplying the needs of agriculturists, horticulturists and others, should choose this city as an extremely desirable one for their business. Mr. D. T. Lawton has found it so and the business he has built up is conspicuous and notable alike for its size, influence and commercial standing. In implements Mr. Lawton has the Case plows, Hoosier drills, Champion mowers, binders, reapers, rakes and headers, the Southwick hay press, Star wind mills, Meyer's well and spray pumps, Iowa cream separators, gasoline engines, stump pullers, potato planters and diggers, feed mills, cider mills and other implements of all kinds. In vehicles he has the Mitchell wagons and buggies, Bee Line buggies, Staver buggies and the Babcock and Meyer fine vehicles which is an assurance that the style, construction and beauty of the stock is acknowledged as being correct in detail, in fashion and in equipment. Mr. Lawton has been here 22 years and engaged as above for 19 years. He has served the city faithfully as a member of the council and the school board and his public spirited enterprise makes him interested in everything that promises to promote the general welfare.

## THE WONDER STORE

One of the most popular places of trade in Medford is The Wonder Store which was opened last June and has grown steadily in popular favor. There is a large and varied stock of men's, women's and children wear, hosiery, underwear, corsets, ribbons, lace, hardware, graniteware and tinware at popular prices; fancy china and standard dinner sets, writing paper, jewelry, doll cases, cards of all kinds, etc., etc.

## BIGGEST BOOSTER OF ALL

Dr. J. F. Reddy, former mayor of Medford, proprietor of the Nash Hotel and builder of the new hotel at Central avenue and Eighth street, was labeled by the late E. H. Harriman as the greatest booster he ever saw. Dr. Reddy has done much for Medford and the awakening of the town from its lethargy, dates from his arrival from Spokane six years ago. He has been the means of interesting much capital in the Rogue River Valley and vicinity. It was through him that the Blue Ledge mine was sold and developed and through his efforts that the Pacific & Eastern is becoming an actuality.

stock is very tastefully arranged and the counters and shelving especially fitted to meet the necessities and conveniences of the business. Large quarters will be secured the first of the year. Mr. W. E. Norris is the proprietor and he has made a host of friends since coming here and is recognized as an up-to-date business man and exemplary citizen.

## MISSION RESTAURANT

Diligent application and progressive methods have always been the watchwords of commercial activity in Medford. This is typified in all departments, and not least among the restaurants, one of the most popular of which is the Mission. Messrs. E. H. Hefler and C. L. Lindley are the proprietors and they have had charge since last October. Everything about the furnishings is in mission style, there even being square pegs to hang

## MEDFORD GROCERY COMPANY

Medford, like other large cities, has its wholesale houses and in the department of wholesale groceries and provisions, the Medford Grocery Company occupies the field. Established in 1903, and occupying commodious premises near the Southern Pacific tracks, the company enjoys a large trade in Oregon and California. The goods carried by this company embrace everything in the grocery and provision line, including all grades of fine imported teas and coffees, canned goods, dried fruits, breakfast foods and cereals, fish, jellies, jams and preserves, pickles, salt and cured meats, candies, cigars and tobacco, Messrs. B. P. Theiss and E. A. Welch, under the firm name and style

## QUEEN ANNE ADDITION (Incorporated.)

Home-seekers will find their investments all ready for them in the Queen Anne Addition. The company owning the property has just been incorporated, the officers being A. E. Kelly, presi-

## TALENT AND PHOENIX

The district between Medford and Ashland, namely, the Phoenix and Talent districts, contains many of the famous orchards of the valley, and nearly all the land is regarded by experts as the very best made for fruit of all kinds.

Phoenix is situated some three miles south of Medford and has a great garden district of the valley. Water in abundance is provided by a ditch from Bear creek and strawberries yield as high as \$1,000 an acre and bear the year round.

Talent is some five miles south of Phoenix, on the Southern Pacific, and its fine orchards have made wonderful records this year. Artesian water is secured here and irrigates some of the orchards. One tree on the Randall orchard yielded 57 boxes of Newtowns, while \$1,000 an acre has been secured from other groves.

Records from the Phoenix-Talent district have been made in diversified farming, as follows: From 15 acres of land, James Allen got 75 tons of alfalfa, from one acre, 20 tons of tomatoes, from 1-2 acre of onions, 6 tons; James Roberts and Son, from 15 acres of land took 600 sacks of potatoes for which he received \$500, 150 sacks of onions, netting \$225, \$40 in tomatoes, \$12 in peas, \$15 in carrots and beets, \$50 in cabbage, turnips and parsnips, \$15 in rhubarb, \$15 in squash, \$100 in berries, \$250 in hay, \$25 in beans, or a total of \$1540.

S. S. Stephens, from 1-2 acres of unirrigated land, cut 11 tons of alfalfa. His potatoes (unirrigated) yielded 30 sacks per acre and his irrigated onion patch, 340 sacks per acre.

C. Carey, from 2 acres of potatoes, got 160 sacks, unirrigated, specimens of which took gold medal at the Alaska-Yukon-Pacific exposition. From a quarter acre of berries he picked 180 crates. His unirrigated alfalfa field of 6 acres yielded 20 tons of hay.

M. D. Brophy on Wagner Creek above Talent has four acres of land in apple trees three years old. The land between the trees was planted to tomatoes and the yield was 40 tons, which netted \$750.

E. Gibbs, who conducts a dairy, gives the following report for the year ending November 20, 1909: Number of cows milked, 8; Number of pounds butter fat, 1,300; average test for year, 27; average monthly income for each cow, \$9.50. Each cow has been dry two months during the year. The cows are brown Swiss and Jersey, four years old this coming spring.

Similar results have been obtained from other diversified farmers of this section who can show like averages on alfalfa, corn, berries and vegetables.

Phoenix has recently incorporated, built a \$12,000 school house and otherwise materially progressed. Talent has erected many new buildings, and is keeping pace with the development of the country.

## LOWER ROGUE RIVER VALLEY

The Rogue River Orchards Company, capitalized at \$200,000, with offices at Kansas City, Mo., Portland, and Merlin, Ore., is the latest syndicate to undertake the clearing and planting and sale of small tracts of Rogue River Valley land. The incorporators of the company are Wm. T. Reed and Franklin E. Reed of Kansas City, E. F. Williams and R. D. Williams of Portland and W. B. Sherman of Grants Pass.

The new company will confine its operations to the lower valley and has purchased 5,000 acres of land adjacent to Merlin, which is famous for its apples, pears and peaches. The land extends from the city limits for five miles up Grouse Creek, including the Grouse Creek bottom lands, the richest soil in the lower valley. The north bench lands are of red soil, and the gentle slopes are south and west. The south bench is mixed red soil, and decomposed granite and porphyry, all good orchard land. Part has been opened at Merlin, a large force of men have been put at work clearing the heavy growth of brush and timber covering a larger portion of the immense tract.

Headquarters have been established on the old Chamberlain ranch one and a half miles from Merlin, boarding and bunk houses, and two donkey engines are in use pulling stumps.

Four hundred acres will be planted this winter to choice varieties of fruit and 1500 next year. Only cleared land will be sold. It is the intention to subdivide the land into tracts of from three to ten acres and plant to suit purchasers, caring for the trees for a term of years, if desired, propositions and terms to suit all comers.

All the land of the Rogue River Orchards company will be under irrigation by the time water is needed, when the trees begin to bear. The entire tract is under the Grants Pass irrigation project now in course of construction.

This winter a million Tokay grape cuttings are being set out to propagate for next year's planting. The grapes will be set out on a nine red soil and decomposed granite and porphyry. The entire tract is fine soil for pears, peaches, apples, peaches, tokays and all small fruits and varieties best suited to soil will be set out.

Fritz Elishman of Elishman Bros., the well known orchardist of Grants Pass, will superintend the orchards and he is considered the best posted fruit man in the lower Rogue river section.

The Kansas City offices are in the Lumberman's building, and at Grants Pass in the Masonic Temple. A branch office has been opened at Merlin, a thriving and rapidly growing town on the Southern Pacific some twelve miles west of Grants Pass.

## J. G. VAN DYKE & CO.

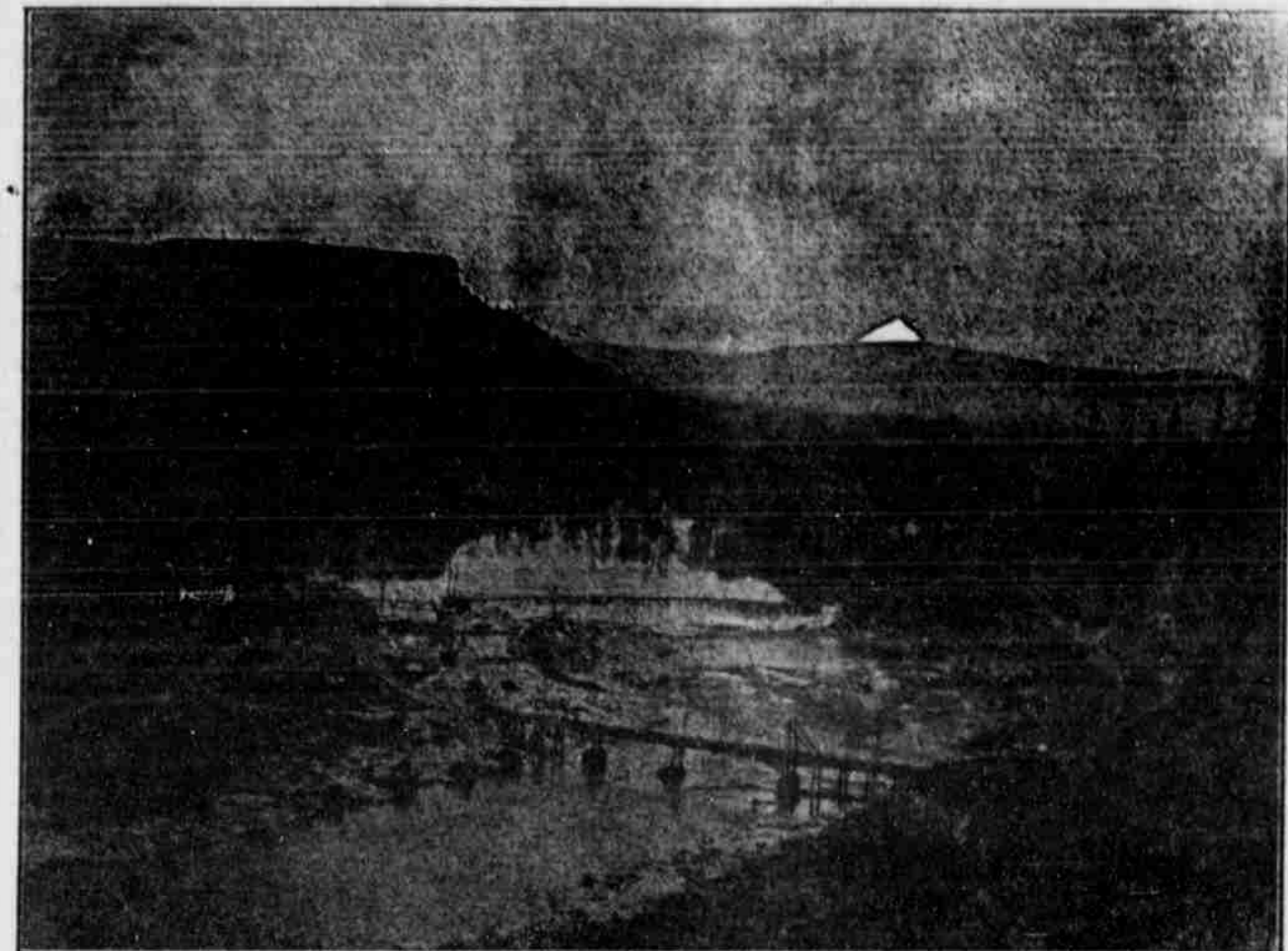
A most popular point of trade with the ladies of Medford is the well-known pioneer store of J. G. VanDyke & Company, which dates back 25 years. It is a well arranged and exceptionally well stocked dry goods, clothing and shoe store. Ladies' and gent's furnishings are carried in large and dependable lines and the most up-to-date goods are always to be found at VanDyke's. He is a merchant of life-long experience and displays that taste in buying which has caused his establishment to become and remain popular. In stock he has the exclusive sale of the famous Florshelm make for men and the Cross for women. The pains taken to accord satisfaction to each and every customer adds to the prestige of the store. A \$15,000 stock is carried and five people employed. Mr. VanDyke has that business "knack" which bests success and friends. He is one of our most prominent business men and popular citizens, a member of the Elks and Commercial Club and has investments in city property and fruit lands.

## THE UNION LIVERY

The thorough equipment of Medford in all needed lines is realized by making an individual study of the many different business concerns operating here. It is in this line that the more noticeable than in livery stables and among them particular mention should be made of The Union Livery, which is owned and operated by Mr. R. O. Duncan. He has been in the business here three years and just finished his fine new stable which is 6x150 feet, with room for 20 head of horses. He does a large feed business and keeps 20 horses and as many rigs for livery work. He has \$12,000 invested and employs six men. There is no better stable in the state than The Union and Mr. Duncan can handle any and all work in his line. He is a member of most anti-social believe in Medford and its future.

## C. E. WHISLER

Mr. Whisler is one of the progressive orchardists of the Rogue River valley, being manager of the famous Bear Creek orchards, the output of which is noted the world over for its quality, and holds many records in prices paid for fancy fruit. Mr. Whisler takes great interest in the different matters in connection with scientific fruit raising and has given much of his time and money for the betterment of local conditions.



ROGUE RIVER ELECTRIC COMPANY'S DAM AND POWER PLANT ON THE ROGUE AT GOLD RAY, WHERE 2000 HORSE POWER IS NOW GENERATED AND THE CAPACITY BEING DOUBLED.

## THE RAY BROTHERS

Col. Frank Ray, of New York City, vice-president of the American Tobacco Company, chairman of the Western Power Company, and a power in Wall Street, was the pioneer booster of the Rogue River Valley in the east and the first New York man to show his confidence in the future of the valley by making a large investment. His attention was called to the water power possibilities of the Rogue by his brother, Dr. C. H. Ray, who fell in love with the valley at first sight, over a decade ago, and the brothers have together since invested over two millions in the valley. Beside the Rogue River Electric Company, Gold Ray dam and power houses and several hundred miles of power lines, they own a number of mines, and several thousand acres of land as well as much choice realty in the various cities of the valley.

Their latest undertaking was the formation of the Orchard Home Company, the planting, subdivision, caring for and selling on easy terms of choice orchard tracts, for the purpose of enabling men of small means in the east to acquire fruit holdings.

The Ray Brothers are developers on a large scale. They have recently opened a granite quarry at Gold Ray and ship fine building and monumental granite to San Francisco, Portland and other cities, as well as supply crushed rock for road building. They have also just established a large sawmill and cut into lumber timber they float down the Rogue from their timber holdings on the upper stream. They expect to cut up several million feet of logs the coming summer.

The Ray Brothers own what is probably the greatest water power site in the world. By means of a conduit, less than a mile long, they can divert the waters of the upper Rogue and secure

a perpendicular drop of 700 feet, which will guarantee 100,000 horsepower, many times the amount now developed in all of Oregon.

Colonel Ray has fitted up the spacious and elegant club house overlooking the Gold Ray dam as a summer residence and spends his spring and summer there, returning to New York for the winter. Dr. Ray has an ideal home in Medford where his general offices are located.

## COLONEL FRANK RAY, FIRST NEW YORKER TO MAKE LARGE INVESTMENTS IN THE ROGUE RIVER VALLEY.

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of B. P. Theiss & Company, were the founders of the business and one year ago it was incorporated as the Medford Grocery Company with Mr. E. A. Welch as manager. There are ten employees. Mr. Welch has seen valiant service as a member of the city council and is affiliated with the Commercial Club. He owns considerable city property and is interested in a fruit ranch.

## MOORE & SMITH

Among the many desirable things which go to the making of a modern residence, nothing is of more importance than good plumbing. Messrs. J. F. Moore and E. E. Smith are without superiors in this work and their new shop is well fitted up with supplies of all kinds such as bathtubs, sinks, closets, faucets, etc. A specialty is made of marble plumbing by the firm and bathroom fixtures and furnishings. Their equipment is most complete and their work has gone into many of the new buildings and residences of the city. Both Messrs. Moore and Smith are well known and popular business men and their work speaks so well for itself as to cause their services to be in constant demand. Both are members of the Odd Fellows.

## FLYNN BROTHERS

Electricity has played a most important part in Medford's development and one of our handsomest stores is given over to the display of electrical supplies and fixtures. Messrs. Alfred A. and Thomas K. Flynn are the proprietors and they have every appliance for the wonderful force in lighting, heat-

## SOUTHERN OREGON PRODUCE CO

The enormous development of Medford, coupled with its advantageous position as a center of commerce, has resulted in the formation of a large produce company, handling fruits and produce at wholesale. It is the Southern Oregon Produce Company and H. T. Haswell is the proprietor. The business was started here a year ago and produce from the Willamette and fruits from California comprise the bulk of the stock. Mr. Haswell keeps a careful watch over crops he wants all through the growing season and by this painstaking method he has a great advantage over the man who trusts wholly to the market for his supplies from day to day. Mr. Haswell covers the territory from Grants Pass to Ashland and is on the road himself considerable of the time. He owns the premises he occupies, a store 40x50 feet, and has \$5,000 invested, employing three people. He is a member of the Knights of Pythias and handles himself in such a way as to promote genuine confidence in his business ability.

## EAGLE POINT

Eagle Point, 12 miles from Medford, on the Pacific & Eastern, is the home of the prize winning apples of the world. It is a rapidly growing town and promises to play an important part in the development of the country.

Eagle Point is one of the choice orchard districts of the valley, the adjacent region containing some of the richest land, nearly all of which can be irrigated from the waters of the Little Butte, which flows through the town. Eagle Point is the supply point for a large section of country and on the road to Crater Lake. The farms are rapidly giving way to orchards and thousands of acres of orchard have been recently set out.

Material advancement has been made in the past year which the coming year promises to discount.

## MEDFORD PHARMACY.

It is but in the nature of things that a surprising trade should center on the Medford Pharmacy, as it is one of the pioneer drug stores, having been established 15 years ago and incorporated in 1903. The present proprietors are Messrs. A. C. Burgess and Jonas Wold, who came here last September from North Dakota. They have a complete line of drugs, toilet articles, stationery, cigars, etc., and are manufacturers and exclusive agents for Witch Hazel Benzoin Cream, Poison Oak Specific, Corn Cure, Toothache Drops, Headache Tablets and Powders, White Pine and Tar Cough Syrup, Mentholated Eucalyptus Ointment, Ross Liniment, etc. Prescriptions are the specialty of the house and Mr. Wold is a registered pharmacist in four states. They have \$12,000 invested in the business and employ four people. They are members of the Elks and the Commercial Club, and have invested in city and country property.