

# RAPID GROWTH IS MADE BY ALL ROGUE RIVER VALLEY CITIES

## ASHLAND

Ever since the Spirit of Progress waved its wand over the great state of Oregon, the rivalry between her more progressive cities in the matter of substantial growth has been keen. In looking over the records of the various cities wherein public and private improvements have been marked during the year just closed, Ashland, the home of health and the climatic and scenic capital of the state stands out pre-eminent.

Her population of 6500 represents an increase in the twelve months just ended of something over 20 per cent. This rate of increase, creditable as it is, has probably been slightly surpassed, but it is to the character and extent of her public and private improvements that Ashland would point to justify the natural pride it feels in her present status.

With an assessed valuation of about \$2,500,000, Ashland has expended three-quarters of a million in permanent improvements of a public and private nature. It must be conceded that a record of improvements for a year that reach the total of 38 per cent of the assessed valuation of the entire city, is one that will demand attention.

First in magnitude and importance of the public improvements is the new hydro-electric power and lighting plant. The upper power station, (in which is installed a 600 h. p. Pelton wheel) and the dams and pipe line are already completed and the water will be turned on as soon as the pole line and wires are in place. The original plan contemplated an auxiliary plant of 200 h. p. further down the creek, but this will not be finished until some time this coming fall. The completed plant will represent an investment of \$110,000.

In October, the paving of Fourth and Main streets from the depot to Helman streets was finished at a cost of \$70,000. The improvement is the most serviceable of the patent methods, being known as a bitulithic, hard surface pavement, and now that its merits have been demonstrated to the property owners, it is probable that not less than two miles of it will be laid this year.

With the paving came concrete curbs, gutters and several miles of cement walks, representing more than \$20,000 in actual cost.

Improvements to the water distributing system to the extent of \$5,000 have been made in the past year, and an even greater sum in the sewerage system.

Certain side-hill streets have been converted into a system of scenic driveways, and while the cost of this improvement was nominal, being less than \$2500, they have opened up residential districts and added to the pleasure of all who own vehicles to an extent far in excess of the cost.

In business blocks, built by private capital, the showing is even better, exceeding the public improvements in actual cash invested by nearly \$100,000.

Space forbids a detailed description of these private improvements, but a list of them, together with the cost, will be of interest.

Ashland lodge, No. 944, B. P. O. Elks are putting the finishing touches on their new temple. The building is four stories high, 70x100 in size, modern in every particular and represents an expenditure of \$45,000.

The Ashland Mineral Springs Sanitarium threw open its doors to the public last month. The building covers a ground space of 120x160, has two large swimming pools, tub baths and an amusement pavilion and cost \$35,000.

The Pacific Telephone and Telegraph Co. have rebuilt their lines, laying many blocks of underground cables and installed a new central energy system at a cost of \$60,000.

The First National Bank has just completed a beautiful new brick and stone building at a cost of \$20,000.

The combination store and office building erected by Peterson & Swensen, Russell, Ashland Feed Store and B. Honer, is the first of the cement block buildings in Ashland. It cost something over \$20,000 to build.

The Werth-Stock-Butler block, built of cement blocks, cost \$12,000.

The Southern Oregon Hospital is now ready for occupancy. It is modern in every particular and constructed with a view to enlargement as necessary features. Its cost has exceeded \$15,000.

The Ashland Creamery's new concrete "Class A" building represents an expenditure of \$10,000.

The McNair-Allen business and office block, a two-story brick, has reached the roof line. It will cost \$15,000.

The remodeling of Masonic Hall, now nearing completion, will cost \$1,000.

The Paulson block, built for the Pacific States Telephone Co., cost \$5,000.

The above improvements in the business district alone reach the very respectable total of \$257,000.

Nor has the resident district been behind in the great forward movement. Not having a building ordinance affecting the territory outside of the fire limits, the exact number and cost of these improvements cannot be given. But it is conservative to say that more than 150 new homes have been erected in Ashland during the year 1909, many of which exceed \$5,000 in cost. For the purpose of furnishing a perfectly reliable basis upon which to figure, it will be safe to put the average 150 residences at \$2000 each, making a neat total of \$300,000. These figures do not contemplate repairs and additions to old houses, nor the building of the \$15,000 Carnegie Library upon which work has only just begun.

To sum up the total of improvements in Ashland for the year just ended:

Municipal Improvements	\$213,000
Business blocks	257,000
Residences	300,000
Total	\$770,000

With this record to point to, with a wealth of undeveloped resources

coal, precious minerals, timber, mineral springs, kaolin, monumental granite, building stone and others, with an unexcelled water and sewage system, with the best apple, pear and peach and small fruit growing lands and adjacent to its city limits; with a scenic environment that is a daily source of delight to the eye; with a climate like that of Happy Valley, the home of Russells; with excellent schools and churches, and with a contented but progressive population, Ashland fears comparison with no city in the globe.

## CENTRAL POINT

The year which is just drawing to a close has been marked in Central Point by the greatest progress of any twelve months in the town's history. Civic improvements reaching a grand total of more than \$23,000 have been completed and undertaken during that time while the development of the surrounding country has been unparalleled.

During the year the town voted bonds to the amount of \$25,000 for the purpose of installing a water system and an excellent supply of pure water, sufficient for all purposes for a town of more than double the present population has been developed, and other preliminary steps taken towards perfecting a modern water system which will be completed within a few months. This interest has been taken in the question of better sidewalks, and already almost one-half mile of cement walks have been laid on the principal business street. Three modern brick business blocks have been completed and one large cement block building is now in course of construction. Some thirty new dwellings have also been erected, nearly all of which are of a most substantial character, and the demand for houses has been and is still far in excess of the supply. Persons in a position to know state that during the month of October alone about thirty families who came here to locate for winter, many of whom would have been permanent residents were obliged to go elsewhere because of the scarcity of rental for winter quarters. Three new industries, a planing mill, a sash and door factory and a cement building block plant have been installed during the year, all of which are doing a good business. In addition to all these things a live commercial club was organized here last April and has been proving an important factor in the general advancement of the town and community. A civic improvement club has also just been organized by the ladies of the town who are now preparing to undertake a number of needed improvements coming within their scope with the opening of the coming spring. Merchants and business men generally report a growing volume of business during the year with prospects for the future brighter than ever before. One large new stock of general merchandise will be opened here January 1st, and the announcement has been made that work will be commenced in the early spring on a large three-story brick block 80x140 in which a department store will be opened during the coming summer. One of the best business corners in the town has already been purchased for the purpose of erecting a new and encouraging growth and business activity in Central Point is not far to seek. Surrounding the town on all sides is the richest and best fruit section in the Rogue river valley or in the world, and the rapid development of this wonderful wealth producing section means the growth and enrichment of the town as well.

Apple orchards which produce an average high as at the rate of \$2450 an acre and pear groves which produce as high as \$1250 per acre are mostly found immediately adjacent to Central Point.

Within a territory of less than four miles square and lying immediately tributary to Central Point, the land sales during 1909 aggregated in round numbers \$700,000, which is probably the best record for an equal amount of territory, not including sales of city property, of any place in the northwest. The largest individual orchard sale of the year was that of the Snowy Butte orchard, which immediately adjoins the town limits and which sold for \$168,000, and the highest price per acre yet paid for an apple orchard in Oregon, is \$1500, which was paid for a large one-acre twelve acre of the Plainview orchard one-half mile east from town sold for \$18,000. The purchaser of this tract has since refused \$23,000 for the place.

Central Point has certainly enjoyed the most prosperous year in its history, but, judging from the flood of inquiries now being received by the secretary of the commercial club from home-sickness for an equal of the country, and from other promising indications 1909 has been but earnest of what may be expected from 1910 and other future years.

## GOLD HILL

In happy accord with the general progress and prosperity of the Rogue river valley, many changes have taken place at Gold Hill during the past twelve months which mark the dawn of a new era.

Extensive improvements have been made in the water and sewer systems. A special election has been called for the purpose of voting on a proposition of purchasing new school grounds and the building of a modern school house; a splendid cement sidewalk has been laid on Main street and the future outlook for general improvements were never better.

The country tributary to the town has made many advancements. The Del Rio, consisting of 700 acres of land, is being planted to various kinds of fruits. R. C. F. Astbury, owner of the Riverside orchard, is adding to the productivity of his place by adding new trees. Mr. Horace Pelton is also planting a new orchard in addition to the one now growing. Mr. McDonald, who recently acquired the Sauer Duffield place of 200 acres, is making extensive improvements. The

old Colvig estate, recently purchased by Mr. Nye, is being planted to fruit. The Chanver estate adjoining Gold Hill and consisting of 1200 acres is being planted to fruit.

The Grey Eagle mine located on Sardine creek is installing a new quartz mill and other machinery.

Mr. Frank Hughes of Salem, owner of an extensive lime deposit near Gold Hill, has purchased a modern plant which he will commence installing within the next few days; he has purchased a car load of machinery and it is expected to arrive soon, having left York, Pennsylvania, three weeks ago.

In the creek bottoms tributary to Gold Hill are located some of the most productive placer gold mines known. In Footh Creek Champlin Brothers successfully operate the largest dredger in Oregon with a large output of gold annually.

On Evans creek and its tributaries are billions of feet of the finest sugar and yellow pine, that some day must all pass through Woodville. The three sawmills on Evans creek ship a number of car loads of lumber from Woodville every year. There is a good opening here for a box factory. The citizens of Woodville district

Co. and who have been operating here for the past three years. They are specialists in Rogue River valley orchards, ranches and city property, establishing their business three years ago and showing marked ability in their chosen field by rapidly forging to the front rank of reliable dealers. From their lists of well selected properties, the firm is in position to supply the demands of all classes of buyers, whether they be seeking a residence lot or a business block, fruit ranch or farm. They control the Westmoreland addition to the city and have a large exclusive list of other choice city property. Both gentlemen enjoy a high business standing and the organization and facilities they possess especially commend them to outside investors seeking reliable and profitable investments, and with these as well as local property owners they will be

glad to correspond.

Mr. Newman is also an attorney at law, having graduated in 1902 from the law department of the state university of Minnesota, and enjoys a large practice, having one of the best equipped law offices in the city. He is a member of the Masonic, Modern Woodmen and Knights of Pythias lodges. He served during the recent Spanish-American war, having enlisted with the First North Dakota volunteers, and was with that regiment in the Philippines. Mr. Lorimer is a member of the Redmen, Royal Arcanum and Royal League orders, and both gentlemen belong to the Commercial club.

A spirit of enterprise is reflected in each department of Medford's business affairs, but in none is it accompanied with so much efficiency as in the real estate business, in which department especially successful representatives are Messrs. C. H. and C. C. Pierce, doing business under the firm name of C. H. Pierce & Son.

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Gold Hill, with its population of approximately 800, boasts of one of the best country weeklies in the state, the Gold Hill News, published by Roy H. Lammman.

## WOODVILLE

Woodville is admirably located in the northern end of the Rogue river valley on the line of the Shasta Route of the Southern Pacific railroad.

Surrounded by forested hills ever green with fir, pine, laurel and manzanita, with Rogue river meeting here, affording an unlimited supply of mountain water. Shut in from chilly winds and heavy fogs, an atmosphere nearly as remarkable in color as the waters of Crater Lake, that the locality could be appropriately named Emerald Valley. The soil is a deep rich sedimentary deposit with gravel subsoil so well suited for the rapid growing and maturing of Yellow Newtowns, pears and alfalfa. The foothill land is dark chocolate to reddish soil and the kind orchardists are winning on their Spitzenbergs, peaches, apricots and Tokay grapes, where deep color and flavor are considered.

Large commercial orchards are being planted. Already there is about 1000 acres. Alfalfa, beans, corn, onions, melons, celery and potatoes are grown to perfection. There is an abundance of water in Evans creek and where alfalfa is irrigated it cuts four to five crops a season.

Mr. L. Sifers from a piece of land 50x200 feet harvested 2400 pounds

at present land is low in price in spite of the advance it took the past year and it is still within the reach of the conservative investor.

Today there is not an empty building in Woodville, and while there has been considerable building done the past year there is a constant demand for more dwelling houses. Mr. Investor, you could worry than pass Woodville by.

## THE VALLEY LAND CO.

At the forefront among the leaders in promoting the welfare and advancement of Medford we find Messrs. F. J. Newman and H. H. Lorimer, who compose The Valley Land



Nowhere are educational facilities more complete than in the Rogue River Valley. Well equipped schools abound.

## ROSES.

In no part of Oregon, a state famous for its beautiful roses, do roses flourish better than in the Rogue River valley. Not even Portland, the "rose city," can produce finer flowers.

Roses in Medford and vicinity are in full bloom at least two months before the first buds open their fragrant petals in the state's metropolis, and throughout the entire summer and until late in the winter, they continue to bloom. A little care, a little water, and soil and sunshine does the rest. Nowhere is a little assistance so abundantly rewarded—nowhere are roses more prolific.

In two or three years climbers reach the top of the porch and adorn with their blooms the second story windows.

In color, perfume and size the roses of the Rogue River valley score the top of the list.

## THE WARDROBE

Few houses interest the male resident more than those dealing in clothing and furnishings and in this connection we are pleased to be able to point to such a store as The Wardrobe as representative of this interest.

The store was established in 1908 and has just moved into magnificent new quarters in the Syndicate block. The proprietors are Messrs. F. S. Brandon and R. J. Whitney. Their store is stocked to repletion with a line of clothing, furnishings, hats and shoes for men and ladies shoes. Their exclusive lines are Longley's hats, the hand made Hunkledorf shoes for men and a special line for ladies. The Angeles shoe, that sells for \$2, \$2.25 and \$2.50. A specialty will hereafter be made of clothing for boys from 3 to 15 years of age. The stock is splendidly displayed and in buying the proprietors show the results of years of experience. Both Messrs. Brandon and Whitney are energetic, enterprising citizens and are well and favorably known throughout the city and vicinity.

## CHERRIES

One who inspects the fruit markets of the East is always impressed with the excellence of the sweet cherries from the far Northwest, which territory has an absolute monopoly of the production of that fine fruit, the sweet cherries which have made Oregon famous succeeding nowhere else but on the North Pacific Coast. Such cherries as we produce in the Rogue River valley are one of the rare delicacies of the world, limited in consumption to the very wealthy east of the Rockies. An eminent authority like George Rae, of Rae & Hatfield, New York, dealers, states that a carload of such cherries, "fancy packed" with the noted carrying character of our fruit, can be relied on to net the grower no less than 30 cents per pound at shipping station. The Eastern cities could use a thousandfold the amount produced today.

The leading varieties in the commercial line of cherries, own Oregon for their nativity, being chance seedlings, the more noted being the Bix and the Lambert, with the Hoskins and the Black Republican in close line. The famous Royal Anne, transplanted to Oregon's congenial climate, struggled in the Eastern states for existence as the "Napoleon," but is known today solely by its Oregon name.

## A. H. DAVIS

Medford is making great use of electricity, and as a result is calling for wiring and an equipment of the artistic and beautiful in fixtures for the lighting of her modern buildings and residences. This is the kind of work that Mr. A. H. Davis does, and he carries a fine line of fixtures and finds a large demand for his expert skill. Estimates are furnished for all kinds of electrical work, and when Mr. Davis gives figures he is prepared to execute the contract in the most workmanlike manner and to use the very best materials. He is one of our most popular business men and has many friends among all classes.

## ALFALFA

Alfalfa is one of the most profitable crops raised in the Rogue River valley. Three cuttings a year are harvested without irrigation and four with water. Ten dollars a ton has been a minimum price for years, and it frequently sells as high as \$18 and \$20 a ton.

Alfalfa is also a profitable crop to grow between trees in young orchards. It can be grown for seed and yield from \$75 to \$100 an acre. An hay, alfalfa yields from \$30 to \$75 an acre.

One 17-acre field of alfalfa near Medford has produced an average yield of 80 tons for 23 years, without irrigation. Where irrigation is employed, the yield is far greater. The margins of profit in alfalfa growing are large, as it costs but \$4 to \$6 per acre to market.

In the Rogue River exists one of the greatest seed producing sections of the continent for alfalfa seed, for which there is an increasing demand both for seeding and in the dye works. The seed grown here is of very superior quality, and in some few fields the net yield exceeded \$75 per acre. As only the last crop is devoted to seed, a very heavy first crop is cut for hay, and after the seed crop is off the ground there is fully two months' pasture for dairy cattle on the alfalfa fields. This feature is adding greatly to the value of alfalfa lands, and will result in much higher prices for hay than have prevailed heretofore.

## W. STRINGER

In nothing is the prosperity and development of Medford more strikingly indicated than in its fine grocery stores. "Tell me what a man eats and I will tell you what he is" is an old saw held in a good deal of reverence. Judging the people of Medford on this ground, a large percentage of us could establish our claims to high rank, because we eat only the best. A large, varied and complete line of the best is handled by Mr. W. Stringer, the West Side grocer. His stock includes all things in groceries, both staple and fancy, fruits, vegetables, flour, cigars, tobacco and confectionery, while a specialty is made of fine teas, coffees, etc. Mr. Stringer, has the exclu-