

# Some Leading Business Firms of Medford

## REASON FOR PROGRESS

Medford ranks as the most progressive of the cities of Oregon. It has spent toward the last year more money than any city ever before spent. It has made greater strides in nearly every way a city can be measured than any Pacific coast town. This progress is due to two causes. First, Medford's Commercial Club without a peer among the commercial clubs of the country, and her excellent city government.

The Commercial Club is directly responsible for the inauguration of every public movement which has lifted the village into the ranks of the cities, and the city administration is responsible for carrying out to successful completion those movements begun by the club.

The Medford Commercial Club numbers practically every live citizen among its members. The best brains of the city give unstintingly their time and energy to the club. Formed some half dozen years ago by a few of the leading citizens it now numbers above 200 members, and annually collects and expends over a thousand dollars a month in publicity work, a greater amount than is spent by any other town in Oregon except Portland. In June W. M. Coivig of the club has a president ideally fitted for the work and he is ably assisted by a large corps of volunteers as well as by Secretary H. C. Conrad.

Last year the Commercial Club printed and distributed all over the world 65,000 Medford pamphlets, the most elaborate and costly issued by any community in the northwest. Medford was the pioneer in the idea of the community pamphlets for publicity purposes and his idea has been followed by all other communities. The Crater Lake highway appropriation was secured by the efforts of the club and many other public movements inaugurated and carried to a successful conclusion through the club's work.

The city's administration deserves high praise for the efficient manner in which it has conducted the affairs of the city. The mayor and council serve without pay and have unstintingly given their time and energy in the public service. Its members are as follows:

W. H. Canon, Mayor; R. W. Telfer, recorder; L. L. Jacobs, treasurer; and W. W. Eifert, F. E. Merrick, H. C. Wortman, V. J. Emerick, E. A. Welch and John Dommer, councilmen; Harry Foster, city engineer.

## FIRST NATIONAL BANK

Closely associated with Medford's growth and a significant factor in its growth, the First National Bank can justly be considered as one of the foremost agencies in its growth. It is a banking institution correctly dividing and accurately extending the growth and development of Medford's business interests and the extent of their expansion. It was incorporated under the National Banking laws in 1905 and its career has been closely allied with the greatest growth and development of the amount of \$4,197,83 by a liberal management and sound and prudent banking methods.

It is a bank of issue and deposit, discounts approved commercial paper, makes loans and collections and engages in transactions of every kind that come legitimately under the head of banking. Its investments are always made with care and judgment, while its ventures of capital are never speculative but always amply secured.

The capital of the bank is \$100,000 and the surplus and undivided profits nearly \$12,000. Its loans and securities are \$215,000, United States and other bonds nearly \$187,000, real estate and cash over \$272,000, making the total resources \$676,000. The statements of this bank indicate a large amount of business transacted and that its affairs are in splendid condition.

The following gentlemen, who are influential and prominent in financial circles throughout the valley and are noted by their integrity and ability, are the officers: Wm. B. Crowell, president; F. K. Deuel, vice-president; Geo. W. Dunn, cashier; M. L. Alford, cashier; Oris Crawford, assistant cashier. The directors are Wm. S. Crowell, F. K. Deuel, Chas. Strang, E. V. Carter and Geo. W. Dunn.

The Bank is a United States depository and in the leading National Bank in the Rogue River valley. Its resources are twenty-seven times larger than when it began business in 1905. The personnel of its directing minds, under the conservative leadership of Judge Crowell, includes men who have been prominently identified with the advancement of this city and section from its earliest settlement and it is plainly evident that the First National Bank, both by its actions as a corporation and by the operations of its individual officers and directors, has contributed largely to the development and upbuilding of this section and there is no great forward movement set in motion here in which this institution has not by its influence been a prominent factor.

## JACKSON COUNTY BANK

There is no better index of the financial condition, growth and prosperity of a city than is found in the number and condition of the banks which find it profitable to transact business in that particular place. Their material influence in the upbuilding of Medford and the surrounding territory has long been recognized and their assets have increased proportionately with their ever-increasing popularity with the public. Foremost among these financial institutions stands the Jackson County Bank, both as the pioneer and as to capital and resources.

This institution does a strictly commercial business, accepts deposits, sells drafts payable in all parts of the country, has correspondents in all the large cities, makes collections, pays where, discounts commercial paper, pays interest on time certificates of deposit and is prepared to furnish depositors every facility consistent with good banking. Every item of business entrusted to the care of this institution

receives prompt and expert attention. The Jackson County Bank was established in 1888 and has a fully paid capital stock of \$100,000 with surplus and undivided profits of over \$46,000. The last statement, issued November 16, shows its affairs to be in an exceedingly prosperous condition and business is increasing rapidly. The deposits were over \$675,000 and the total resources \$816,716.16.

The home of this institution is one of the largest and finest banking quarters in the state and is splendidly equipped for their purposes. The magnificent condition and steady growth of this financial establishment is due to the liberal yet conservative policy of its officers and directors, it having been under one management for a period of more than 21 years. The Hon. W. I. Vawter is the president; B. P. Adkins is vice-president; G. R. Lindley, cashier; C. W. McDonald and T. A. Pifer, assistant cashiers. Among the directors are A. A. Davis, R. H. Whitehead and P. W. Hutchison.

President Vawter is widely known throughout the state, having served two terms in the legislature. He has been the prime mover in many important financial undertakings for city, county and state, and held many positions of influence and trust in the section, being reckoned as one of the ablest financiers in the state. He is one of the most important factors in the development of this city and section and is recognized by an army of friends and acquaintances as a gentleman of broad gauge, liberal and progressive tendencies in his ideas and methods and imbued with the highest sense of public duty. In all matters that tend to still further develop the resources of this section and extend its influence and prosperity.

## MEDFORD NATIONAL BANK

The growth and development of Medford to a city of great prominence has made it a financial center of the first importance and among the high-class financial institutions for which it is noted, one of the foremost is the Medford National Bank, whose home is located in its own splendid building. This institution, expressing as it does great commercial progressiveness, maintains a standard both conservative and stable that commands the respect of the public and the banking world in general.

A general banking business is transacted, along the lines of the conservative principles as laid down by the United States government. The handsomely furnished and commodious quarters occupied by this bank are indicative of the business done, being provided with every convenience which facilitates the prompt and accurate transaction of business.

The officers and directors of the bank are men of high financial standing and unimpeachable character and to their substantial, conservative and progressive methods is due the splendid success of the institution. The president is J. E. Eysart; vice-president, J. A. Perry; cashier, John S. Orth; assistant cashier, W. B. Jackson; directors, W. H. Gore, F. E. Merrick, Wm. M. Coivig and Horace Pelton.

President Eysart has had a quarter of a century of banking experience and has filled various important offices in financial and other institutions, always discharging his duties with eminent credit to himself and the entire satisfaction of everyone concerned. The bank which he heads was organized under the National Banking law in 1906 and has a capital of \$50,000 with surplus and undivided profits of nearly \$14,000. The loans and discounts are \$251,000, United States bonds nearly \$50,000, other bonds, real estate, etc., \$66,000 and cash \$242,000—making the total resources \$621,489.98. A comparative statement of deposits shows the steady and substantial growth of the institution and is an indication of the confidence which the people have in it. Between September 1st and November 15th of this year the deposits increased \$107,372.04, the largest growth in the bank's existence.

The Medford National Bank fully meets the requirements of the banking public and its ample capital and unsurpassed facilities enable it to promptly render every service consistent with its conservative policy of safe and conservative banking.

## FARMERS' AND FRUITGROWERS' BANK

Another bank in Medford gives the Southern Oregon metropolis an event to the glory of the first importance to this growing city and rapidly developing country. The provisions of the state banking law of Oregon, under which this bank is organized, always strictly secure the funds entrusted to their keeping. To the life of commerce the banking system is as a commercial system to animal life. Through it circulates the vitalizing current that sustains the brain of business and the brawn of labor. All commercial transactions are facilitated and all the resources of trade are utilized through the gathering together of the surplus capital of the country, which can be loaned to those who need it. No part of uninvested capital then remains unused; what is not required by one can be used by another.

The officers of the new bank are: G. L. Davis, president; L. N. Beldemeyer, vice-president; L. E. Wakeman, cashier; L. L. Jacobs, assistant cashier. Of the president, Mr. G. L. Davis, it is sufficient to say that he is also the president of the Bank of Jacksonville, which will be hereafter a branch of Farmers and Fruit Growers, that he has lived here 21 years and been in business here 16 years. Mr. L. E. Wakeman, the cashier, was cashier for several years with the First National Bank of St. Cloud, Minn., and the assistant cashier, Mr. L. L. Jacobs, was the assistant cashier of the Jackson County Bank for eight years. The lifelong experience of all these gentlemen in financial affairs demonstrates in advance the success of the new bank and the liberal policy adopted will make it one of the most popular institutions in the entire valley.

The beautiful new building they occupy adds much to the appearance of the business district and is very advantageously arranged for their purposes. The capital stock will be \$50,000 and a general banking business will be transacted in all its branches. Safety

deposit boxes will be for rent and every facility extended consistent with sound banking.

It is characteristic of all the gentlemen at the head of this institution to do thoroughly whatever they undertake and we know that the new bank will exert a powerful influence on the commercial and industrial life of the city and the county.

## MEDFORD FURNITURE CO.

Very conclusive evidence of Medford's commercial progressiveness is afforded by the handsome retail establishments that adorn the business section of the city. An establishment that does more than its share in upbuilding this gratifying town is the Medford Furniture Company. They do a complete house-furnishing business and carry the very best goods that money can buy and the best taste select. You are always sure of getting the best quality, the finest workmanship, the latest styles and pattern and the goods are warranted to be just as represented or money refunded. The entire house from cellar to garret can be furnished by this company—wrought furniture in chairs, rockers, sofas and hammocks included. The carpet department is most complete and up-to-date and includes carpets, rugs, linoleum and matting of every known make and style. Go-carts and baby buggies, jumpers and walkers are on hand in every variety, as are also brass and iron beds, china closets, buffet and sideboards. In the hardware department there are all kinds of stoves, ranges, gas ranges, chimneys, granite, glassware, cutlery, crockery, tinware, garden tools, refrigerators, etc. There are 25,000 square feet of floor space, crowded to its fullest capacity and over \$50,000 invested. They have a large warehouse full of overflowing and a branch store at Jacksonville. It is one of the pioneer business establishments and they carry a full line of undertakers' goods and have a licensed embalmer and funeral director. This

## WE LEAD IN AUTOS

In the United States the Census Bureau informs us there is one automobile to every 500 inhabitants. Further research along this line shows that Medford leads the United States, and, therefore the world, in the number of automobiles per capita of population, having one automobile to every 20 inhabitants. For many years Pasadena claimed first honors with one automobile to every 55 residents, and Pasadena is known as "The city of millionaires." In Medford over 220 automobiles are owned and winter report much activity this winter, many machines having been contracted for early spring delivery.

The automobile is not a luxury in the Rogue River valley—it is a necessity. Long, level roads traversing the valley from one end to the other, make it practical. By its use the orchardist is enabled to spend much of his leisure time in Medford and the merchant is enabled to own ten or twenty acres of fruit and by means of the automobile, superintend it in person during the busy seasons, without neglecting his business in the city.

## ANDERSON-GREEN CO.

The increase in population of Southern Oregon has been so rapid that scores of new firms and corporations handling real estate are called into being to supply the needs of the newcomers. The Anderson-Green Company is one of these, being incorporated in 1909. Mr. Wes C. Green is the president and Mr. Bert Anderson the secretary. Mr. Green has been here seven years and Mr. Anderson two years. From the time of establishing their business they have been among the leaders in promoting the growth and development of this city and section.

They have established a thoroughly up-to-date, modern, real estate exchange, having conveniences for handling all kinds of interests, both city and country. They have built up a very extensive business in all departments of realty, buying, selling and exchanging both on their own account and for others. They take great pleasure in showing visitors and prospective investors around, pointing out the many great advantages of the city and country, and showing where profitable investments can be made.

They are part owners of the Imperial Addition to Medford, consisting of 43 acres and have 700 acres of fruit lands. They are just putting the finishing touches on the big brick garage they are building for the Valley Auto Company. There are always half a dozen good propositions on tap with the Anderson-Green Company and their lists and descriptions of property can be had for the asking.

Mr. Green is a member of the Masons and the Elks and Mr. Anderson of the Knights of Pythias. Both are members of the Commercial Club.

## J. C. SMITH

As a manufacturer and dealer in any article in the harness and saddlery line Mr. J. C. Smith is most deserving of mention. Custom work in the line of horse furnishings is his specialty and he also carries a large stock of harness, saddles, collars, blankets, robes, whips, and all the sundries of the trade. Mr. Smith bought this business last March and by his excellent workmanship and particular attention to the wants of his customers he has built up an extensive and lucrative trade. He has \$5,000 invested and employs three men. His plans for the coming year are for more room. He is a member of the Masons, Knights of Pythias and Woodmen, and he has an enviable popularity as a business man and excellent citizen.

## RECORD REALTY SALES

Sales made by nurserymen and estimators by Horticultural Inspector Taylor show that over a million trees have already been contracted for planting in the Rogue River valley this winter, that is a larger acreage than ever before will be set out to choice varieties of fruit, and that the inability to obtain sufficient nursery stock of the right variety alone limits the new fruit area.

Of these million trees approximately 65 per cent are pears, with Bartlett in the lead, D'Anjou, Winter Nellis and Comice following. In a sense the Medford Commercial Club is Medford—because the influences and the energies united and working through it, represent the entire city. From the very first it set the lead in public affairs and served to generate among the growth of the various elements of the city's greatness. "Let the Commercial Club attend to it!" has been the expression when great undertakings for the city are being discussed. And the Commercial Club does attend to it. The work for the past year has been superintended by a real live winter, Mr. Hal L. Conrad, the secretary. He has met practically every newcomer and visitor to the city, answered the letters addressed to the Club, collected the dues, wrote advertisements, sent out booklets and Mrs. Conrad has written articles for magazines, and prepared pamphlets for publication. In a coming year it is the secretary's intention to install a complete follow-up system, so that each letter written in response to an enquiry will be followed by six or eight pieces of mail matter descriptive of the city and its resources and opportunities. This is a period of marvellous development for Southern Oregon and Mr. Conrad has taken full advantage of the opportunities offered to keep Medford in the limelight. His resourcefulness and personal ability have stamped themselves upon the work of the organization and of the city.

From his experience in handling the advertising and the correspondence of the Club Mr. Conrad has learned that it is not so much a matter of introducing the word Medford and the Rogue River Valley to people as it is to keep them interested and for this reason he is working on a complete follow-up system. The commercial bodies in the larger cities have furnished them and find that they can more easily obtain the returns received from the advertising. Mr. Conrad expects to go to Portland very soon and confer with some of the leading advertising men of that city and on his return will present the matter to the executive committee of the Club. With this system installed every inquiry will not only receive a personal letter or a booklet, but will receive eight or ten pieces of mail matter. In this way valuable information regarding the city and valley can be given out that was not obtainable at the time the booklet was printed. This is a period of wonderful development and as the Oregon Development League is now making up a year's advertising campaign, based upon "railroad construction," Mr. Conrad has not been slow to realize and grasp the benefit this will be to Medford. Right in the heart of the "railroad construction" movement there is undoubtedly not another city in Oregon that will be so largely affected as Medford. Medford and the Rogue River Valley should retain at least 10 per cent of the home-seekers that locate in Oregon this year and the secretary expects to bring them here if good, thorough advertising will do it.

## HOTEL MOORE

If a city is judged by its hotel accommodations, Medford must rank as progressive and up-to-date and a notable instance of a model hotel is found in the Hotel Moore. This hotel contains modern conveniences, rooms made to be obtained singly or en suite, public and private baths are provided, the building is lighted by electricity and heated. It is the only fire-proof hotel in the city, has large sample rooms and in fact every modern facility is provided for the comfort of guests, while the sanitary conditions are perfect. All these necessities may exist and yet a hotel not be perfect, for the soul of a hotel is its proprietor and manager, and in Mr. Walter P. Rau, the Moore finds its perfection. He came here from New York City six months ago and values his investment in this property at \$35,000, giving employment to twenty people. Upon entering the lobby one cannot help but be impressed with the mission settees and fine big omelet rockers. There is a finely furnished and stocked cigar stand and the most elegant buffet in the city is found in the rear. Its finish and fittings being of beautiful richness, and a full stock of the best liquors and cigars are kept on hand at all times. The Moore caters to commercial as well as tourist trade and has large sample rooms for the use of commercial men, with whom it is a favorite hostelry.

Mr. Rau is a lived man of life-long experience. He lived at one time in Clarkburg, W. Va., where he was the mayor and member of the city council and had charge of three hotels. He is a member of the Knights of Pythias, the Elks, Eagles and Commercial Club. He has thoroughly identified himself with the city's interests, having bought city property and taken an active interest in all public questions.

## WARNER, WORTMAN & GORE

As a city whose inhabitants are up-to-date and progressive, Medford is widely reputed as well as for its phenomenal growth; and the strong demand for the best to be had in all lines of materials and supplies of every day use has made possible the conspicuous success of the big double-front store owned and occupied by Warner, Wortman & Gore. They are purveyors of pure foods—"everything to eat"—staple and fancy groceries, fresh and cured meats. Theirs is a finely equipped and admirably arranged store and is one of the pioneer establishments of the city. Mr. E. N. Warner having been in business here 14 years. The consolidated store under the present management of Messrs E. N. Warner, H. G. Wortman and E. E. Gore, Jr., has been running two years. Mr. Wortman has been in business here 25 years and Mr. Gore is a native Oregonian; \$30,000 is invested in the business and there are fourteen employees. The market has its own cold storage system and offers the best in its line. Among the exclusive agencies they have the Chase and Sanborn coffee, Burnett's extracts and Blue Ribbon flour. They contemplate adding another story to their building in the spring. Mr. Wortman was a member of the city council and all the partners are members of the Commercial Club and owners of city and ranch property.

## ALLEN & REAGAN

Convenience of location and a reputation as dealers in only the best goods has centered a flourishing trade upon the grocery owned by Messrs W. D. Allen and W. C. Reagan. This firm carries a very choice and extensive stock of both staple and fancy groceries, fruit vegetables, flour, feed, chinaware, etc. The taste fastidious can be satisfied. They make a specialty of fine bottled and imported goods and cater to the finest trade in teas and coffees, having the exclusive sale of the famous Golden Gate coffee and Pure White flour. They have been in business here four years and have \$10,000 invested, employing several people. Their store is 20x130 feet and their energetic, progressive business methods have made them a host of friends. They are always interested in Medford's upbuilding and are members of the Commercial Club and owners of city property.

## THE COMMERCIAL CLUB

The Medford Commercial Club has blazed the way for a struggling, struggling village to become a metropolis. In reviewing the growth and upbuilding the achievements of Medford and the makers we have, by the very facts set forth in the different articles herein written, reflected the activities and enumerated the results attained by the efforts of the Commercial Club. This organization has been and is the foremost communal and civic factor of the community, embracing, as it does, every representative business and professional interest in the city. In a sense the Medford Commercial Club is Medford—because the influences and the energies united and working through it, represent the entire city. From the very first it set the lead in public affairs and served to generate among the growth of the various elements of the city's greatness. "Let the Commercial Club attend to it!" has been the expression when great undertakings for the city are being discussed. And the Commercial Club does attend to it. The work for the past year has been superintended by a real live winter, Mr. Hal L. Conrad, the secretary. He has met practically every newcomer and visitor to the city, answered the letters addressed to the Club, collected the dues, wrote advertisements, sent out booklets and Mrs. Conrad has written articles for magazines, and prepared pamphlets for publication. In a coming year it is the secretary's intention to install a complete follow-up system, so that each letter written in response to an enquiry will be followed by six or eight pieces of mail matter descriptive of the city and its resources and opportunities. This is a period of marvellous development for Southern Oregon and Mr. Conrad has taken full advantage of the opportunities offered to keep Medford in the limelight. His resourcefulness and personal ability have stamped themselves upon the work of the organization and of the city.

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## A. E. WHITMAN

The Eagle Pharmacy is the center of an extensive drug business carried on here for nearly two years by Mr. A. E. Whitman. He is a graduate in letters a day for about 30 days, and even now is running 10 letters a day more than ever before. Since May 15, 1909, there have been 5,100 letters received and a personal letter written in response to about 75 per cent of them and a booklet sent to practically everyone.

Mr. Conrad reports that three large manufacturing concerns will have their representatives here before the first of February to look over the ground in view of locating here.

The Medford Commercial Club is recognized as the most active and aggressive business organization of its kind in this section and it only needs that the members attend the meetings regularly, and that each member bring in a new member.

## ELWOOD & BURNETT

Medford is getting to be the home of rich men, and this being so, it is the most natural thing that dealers in diamonds and other precious stones, jewels, etc., should be well represented. Twelve years ago Elwood Bros. established the pioneer business in this line and four years ago they were succeeded by Messrs. E. D. Elwood and O. N. Burnett. They carry a complete stock of diamonds, watches, clocks, jewelry and silverware and make a specialty of repairing watches, clocks, jewelry, etc. They do diamond setting and engraving and all kinds of optical work in fitting glasses. Their salesroom is replete with the most costly and beautiful articles, the finest jewelry in gold and silver designs and in every way shows themselves to be complete masters of their craft. Mr. Elwood is a member of the Masonic order and the Elks and was on the city council for three years. No one stands higher in public esteem in Medford than Messrs. Elwood and Burnett.



TRONSON & GUTHRIE ORCHARD, THAT GREW PRIZE-WINNING SPITZENBERGS. —Photo taken in early spring.

company was incorporated in 1904. Mr. F. W. Hollis being the president; C. W. Conklin, vice-president; J. H. Butler, secretary; H. G. Nicholson, treasurer. They do a credit and installment business. Many of the finest residences in the city and country have been furnished throughout by this company, as have also some of the best hotels and apartment houses.

## W. W. EIFERT

The dress of the average Medford citizen is above the standard of most American cities, a fact that not only speaks progression and wealth as regards the city, but also of the presence here of a tailor who is the peer of any in the country. His name is W. W. Eifert and he is known throughout the Valley as a maker of fine clothes for men. In correctness of style, neatness of workmanship and the perfect fit of garments, Mr. Eifert has established himself at the head of his art and the pleasing sight occasioned by the appearance on the streets of well and stylishly dressed men is identified with the genius of the cutting department and the methods of the workshop of this establishment. Mr. Eifert has been here six years and keeps five people constantly employed. He imports Scotch and English goods and his suits, overcoats, cravattes and dress clothes are all specialties. In the sample room there is always on display a large number of patterns in piece goods and every customer gets the benefit of Mr. Eifert's life-long experience in the selection of the best material and style suited to his individual appearance. Mr. Eifert was a member of the city council three years and belongs to the Masons, K. P.'s, Elks, Red Men, the Crater Lake Club and Commercial Club.



SWEEPSTAKES BANNER WON AT SPOKANE AND THREE-BOX DISPLAY OF SPITZENBERGS THAT CAPTURED \$100 PRIZE FOR BEST THREE BOXES FROM ANY SECTION SHOWN AT SPOKANE WORLD'S APPLE SHOW. THESE APPLES WERE SENT TO KING EDWARD VII.