

# MEDFORD, MIDWAY METROPOLIS AND THE WONDER CITY

## MEDFORD AND ITS DESTINY

(By C. A. Malheore District Freight Agent Southern Pacific.)

The conditions that made Chicago the greatest city in the West, Kansas City the greatest in the Pacific Northwest, the Mississippi Valley, and Portland the great metropolis of the Pacific Northwest, exist at Medford. It is not altogether the geographical location of any point, not its water ways, nor even its apparent resources, however large may be the tributary country, that regulate its future growth and prosperity, or place it upon that distinct and exclusive basis which attracts National attention. A townsite can be laid out within any area, and in the eyes of many, possess all the necessary qualifications for rapid progress, but the certainty or measure of its future can and will only be determined by the demonstrated value of its location, its advantages of climate, and the actual development of resources in the country which it serves. Without that combination of necessary conditions, failure is assured. If the mouth of the Amazon did not debouch upon the Equator, the largest city in South America would have been built there, but the enervating climate effectually sets aside any such possibility. The products of the immense region drained by the greatest of rivers are transported thousands of miles by means of the primitive, to Brazil's capital, which is located on the border of the temperate zone. For obvious reasons no great city would thrive in the interior of the Sahara.

**Nature Takes Hand.**  
Nature takes a firm hand in the selection of locations destined to become famous, and only the results of her very best efforts can compete for that prize. In all of its surroundings and possibilities Medford has been blessed by every advantage of location, climate and unparalleled resources that, backed by the intellect and energy of man, will place it upon a distinct and exclusive basis worthy of the attention. Aided by these natural conditions, and supported by a spirit of progressive activity and determination on the part of its citizens, the equal of which is seldom seen, Medford already stands in a miniature class with Chicago, Kansas City and Portland. It is not to be assumed that in size of population Medford can or ever will reach the standard of those cities, but area considered, its renown and attractiveness will be none the less.

**First Development Slow.**  
The development of Medford and the Rogue River Valley was for a number of years slow. That this was a condition of the greatest importance and fortune cannot be too highly realized. The fruit industry was commenced when the production of apples and peaches in the United States was three times as great as it is today, and the difficulty of shipping fruit from the Pacific to the Atlantic Coast, in competition with that of the East, created a necessity for producing in the Rogue River an article of such perfect quality as to transport the risks equal to entirely overcome the haul of 3500 miles, and the danger of oversupplied markets.

**Howard Was Great.**  
The intelligence of the horticultural pioneer of Southern Oregon, who foresaw the wisdom of such effort, was amply rewarded by the returns, and New York and London quickly learned the value of our high grade fruits. Thus was a new standard established in fruits, and the continuation of skillful methods coincident with the gradual decrease in Eastern crops demonstrated a fruit-growing district has no superior, and that as results proved the demand for a strictly choice article, properly shipped, would always be a constantly growing one. The valley was not ripe for development until three years ago, and it was in a state of preparation and experiment, and the final results were more than commensurate with the rigid tests applied.

**Great Growth Later.**  
Witness the change in conditions since 1904 when the settlement in the valley began in earnest—in six years' time over sixty thousand acres of fruit planted, and at the present time twenty-five thousand acres being set out annually—the elimination of the mixed orchards for the best varieties only—the enormous advances in values, and a class of citizens of which any community in the world should be justly proud—the highest prices ever paid for fruit obtained by our growers—the world's market records already held eclipsed by Rogue River annually for three successive years—the producer for the best ear of apples ever produced awarded a Medford orchard in 1909 by the Spokane National Apple Show in competition with every fruit section of the globe—Medford, the little city of 1904, with eight thousand people in

1909, with twenty-five thousand in 1910, and prospects for eleven in less than five years—a city of strictly modern homes, brick buildings, four banks, clubs in the country, paved streets, and a four hundred thousand dollar water system—the city that showed the greatest increase in postal receipts in Oregon, Portland alone excepted, during the past year—one of the most important railroad stations between Portland and San Francisco—and the largest shipping point of green fruits in Oregon.

**Has Just Begun.**  
The bearing acreage of fruit is only an infinitesimal part of the total area of fruit producing lands. The shipment of ten thousand cars of fruit annually within five years will add untold wealth to the valley, and worldwide prestige to Medford. The development of the entire fruit acreage, the opening within the next few months of the immense tributary pine and fir forests, the generation of copper and other mines and general activity in the development of the innumerable resources with which Medford is surrounded, will add to the city's commercial interests and wealth to an extent that cannot be fully estimated. It is safe to say that no city of the same size in the world has a more glowing future than Medford—the Wonder City.

**SCHOOLS**  
In the midst of material progress when latent wealth tempts man to the most distracting studies, schools have not been forgotten in Medford. The local public school system ranks with that of any city on the Coast except in the number of children attending, size of buildings and other features consequent to a large population.

In proportion to the population, the Medford attendance is large, and the money expended for school houses equally so. In a city where the population has grown as fast as in Medford it is only natural that facilities for handling and instructing the child should be constantly taxed. It is so here, but liberal views and strong public spirit meet each emergency, and continue providing for a surprising future.

There are three large public school buildings in the city—the West High school building, completed last year at a cost of \$40,000, and a fourth one is planned to be erected in 1910. An able corps of instructors are employed and as an idea of the progress of the schools, attention can be called to the department of domestic science and manual training, which has recently been made a part of the High school course.

**CENTER OF CATHOLICISM**  
Medford is the center of Catholicism of Southern Oregon. A handsome church of old Mission style of architecture, graces Oakdale avenue. A \$40,000 school building, built by the Sisters of Holy Names, accommodates 300 boarding and day scholars. Plans are under way for a young ladies' boarding school to be erected on the hills east of Medford, for which a site has already been purchased. A proposition is under consideration for the establishment of a \$125,000 hospital, the first fine hospital structure to be erected in Southern Oregon, and the finest institution of its kind south of Portland.

**M. J. METCALF**  
This is an age of decoration. One of the most striking features in the evolution of the commercial world during recent years is the tremendous strides that have been taken in the development of the artistic. Medford is especially fortunate in having Mrs. M. J. Metcalf locate here last spring, because she came to furnish the finish for our homes, offices and stores. Artistic wall paper, shades that harmonize in paints, staves and wall tints, are her specialty, and she also handles brushes, glass, varnishes, etc. Effectiveness and artistic coloring by Mrs. Metcalf in artistic displays at Mr. Metcalf's has \$2,000 invested. She will double the stock in the spring and has sent east for fine display racks and will have the very richest store in southern Oregon.

## UNION MEAT COMPANY

As evidence of the splendid reputation Medford holds as an important commercial center, an advantageous point from which to distribute manufactured products, we find many large concerns maintaining extensive branches here from which are handled immense quantities of goods. Prominent among these is the Union Meat Company, packers and provision dealers, whose main offices and packing plant are in Portland. Six months ago the company decided that their trade in this section had grown to such proportions as to demand a branch at Medford and it was accordingly opened and the fine new building they occupy constructed. Mr. Charles Schneekloth is the manager and G. M. Williams the cashier. A complete stock of the company's Columbia brand government inspected meats is carried, including fresh meats of all kinds, salt and smoked meats, lard and everything in the line of provisions, fruits and vegetables. Without exception the products manufactured and put up by this company are of the highest grade, and are so recognized by dealers and consumers throughout the country. The capital stock of the company is \$50,000 and they have here seven employees. Messrs. Schneekloth and Williams handle this end of the company's business to perfection and they are full-fledged Medford boosters.

## WEST SIDE LIVERY

One of the first essentials of a growing city is a first-class livery stable



SCENE ON MAIN STREET, MEDFORD.

and this Medford has in the one owned and operated by Messrs. F. L. Parlow and F. P. Downing and known as the West Side Livery. The gentlemen are well adapted to the business and have had long experience at it. Since taking charge of the West Side Livery last fall they have established the reputation of never leaving a feeling of the slightest dissatisfaction among their patrons. Land seekers and tourists find their service especially satisfying and commercial travelers use it right along in driving through the valley. They have fourteen horses and as many carriages, buggies, etc., having invested \$2,000 and employ four men. They own a 300 acre ranch and have 300 head of stock.

## POWERS & REEVES

Medford presents an extraordinary opportunity for those gifted with the ability to design the beautiful and unite utility with elegance, for beyond any other city of its size its people have the high-souled ambition to make it the most beautiful city in the country. Messrs. C. O. Powers and B. R. Reeves, architects, have been closely identified with Medford's architectural beauty. During the past year they have drawn plans for buildings aggregating in cost \$100,000, among them being residences, bungalows, and four brick blocks. The chaste lines and splendid arrangement of the Taylor-Phillips building are theirs, the Garnett-Corey Hardware Co's new building and the new Palm building are among these. The preliminary plans have been drawn and final specifications are being prepared for Dr. Page's new hotel and theater at the corner of Main and Riverside. Messrs. Powers and Reeves are eminently fitted to take a leading part in the structural development of Medford, as they have had thorough training and years of practical experience. They are members of the Commercial Club and owners of city property.

## A. H. LEWIS

Three years ago Mr. A. H. Lewis began the manufacture here of his famous lem-

onade West and at his present location on West Main street the public found it most convenient and pleasant to center a large trade. The store filled a long-felt want to the Westward and supplied a clean, beautiful way of spending the leisure hour and lacking the thirst from the beautiful fountain, or tickling the palate with candy or ice cream. Confectionery of all kinds is handled, from the box of candy for the best girl to all kinds of bulk goods, but above all is Mr. Lewis' homemade candy, which comprises half of all he uses. Cigars, tobacco and newspapers are also handled and Mr. Lewis has \$3,000 invested and employs three people. He gives all his time and attention to the business, leaving nothing undone that will add to the satisfaction of the trade.

## BYBEE & HEIL

Pure food is receiving on every hand the attention it deserves and Messrs. Frank Bybee and Louis Heil, the proprietors of the West Side Market, see to it that Medford has the purest and the best in all kinds of first-class products in fresh and cured meats, poultry and all reasonable delicacies. They do their own slaughtering and all of the by-products of the market are of their own manufacture. All the arrangements are noted as model points of neatness and sanitation. The business was started last February and its advantageous location as well as the high class of goods has given them a large trade. Five people are employed. Mr. Bybee is a native Oregonian and

## THE CITY OF MEDFORD

Located in the heart of the greatest fruit section in the world, with untold wealth in mines and timber surrounding her; with a climate that favorably compares with that of any region on earth, half way between San Francisco and Portland, lies Medford, a city of over 7500 inhabitants, growing more rapidly than any other place in Oregon, and destined to be the metropolis of a vast inland empire.

Medford's growth is shown in its bank business, in its building record, in its postal receipts, in its fruit shipments—a growth that has steadily placed it ahead of other cities and pushed it in the front rank of the bustling cities of the Rogue river valley.

## IS PRESENT A CITY OF 7500, BUT

The men who selected the original townsite chose wisely, for here every natural condition favors the building of a great city. Because of its central position, and being located on the main railroad in the southern half of Oregon, all the immense agricultural, horticultural, timbered and mining wealth within a radius of 100 miles is tributary to Medford. Here the treasure streams empty, and must be brought empty. Its citizens are building with an eye to the future—their brilliant, unmistakable future destined to make Medford not only the most populous, but the place of greatest commercial importance in southern Oregon.

## 1909'S RECORD

Medford spent \$100 per capita public improvements.  
Medford laid 75 feet water main per capita.  
Medford laid 50 feet cement sidewalk per capita.  
Medford spent in business and residence construction \$2,500,000.  
Medford leads in number of automobiles per capita, one to every 20 people.  
Medford leads Oregon in phones per capita.

## INCREASE IN PHONES

Two years ago Medford had 300 phones. She now has 800, an unprecedented increase among the cities of the country. A year ago the system was antiquated. Today it is strictly up-to-date, modern in every respect and highly satisfactory.

## BUILDINGS PLANNED

The year 1909 has been a phenomenal one for building in Medford, actual expenditures, totaling \$2,500,000, but the coming year will discount this record, there being already many business blocks and residences contracted for.

Contracts have been let for two new hotels. Dr. Frischbeck K. Page will erect a four-story, \$85,000 modern hotel and theater at Riverside and Main. Dr. J. P. Reddy is building a modern hotel at Eighth and Central avenue, which will be seven stories in height and cost \$65,000.

## CITY PROPERTY

Medford city property today is a better investment than many of our own people realize. For the past few years each year has been a great bound upward in values within the city limits. A conservative real estate man has fixed the advance each year during the past five at 35 per cent.

Further, this annual increase is assured continuance for years to come. Its foundation is solid, for it is laid in the perennial resources that surround this city, the conservative business of the community and the buoyant spirit of Medford's strong, healthy, happy people. Medford's prosperity and growth will not "pinch out." There will be no new plan of development to take up, as the present wealth is realizable. This city is just entering upon the period of growth that has no visible limit. It is joining hands with the country to aid in development of the coming mining district of the world, of the greatest timber section ever discovered, the greatest scenic attraction in the world.

Medford realty is one of the best investments an Easterner can make in the state. This city has limitless natural resources yet in the shell. Her location is ideal. Her future is backed by the unmeasured, undeveloped resources through which is just beginning to throb new veins of commerce.

## GREAT GROWTH

If anything more were needed to assure of the permanency of growth here, of the enhancement of every year of realty values, of the influx of population, we have but to look over the past. There has been steady increase from the primitive group of huts that were reared by pioneers to the present time, the onward movement has been steady, unobscured, strong. If history gives no comfort to the doubter, there is a remaining study which should. A country that can furnish an immense number of men and furnish them with healthy, equable climate while doing so will be densely populated. No more fixed plan of population has ever been pronounced. The climate and soil that produce the world's greatest crops, the world's finest fruits and general farm yields will gather members of the human family as honey does flies. All of which strengthens the base upon which Medford realty is valued, and will contribute in lifting the price upward and upward for several generations to come.

## HUSSEY'S CASH STORE

Filling a most important role in the general scheme of Medford's development whereby everyone can get everything they want, is Hussey's Cash Store. A large and varied stock of the most standard and one thing that goes to make up the stock of a variety store is carried by Mr. P. A. Hussey, who began business here in 1908. Almost every article used in the household can be found here, and wares of all descriptions, novelties for the home of every kind and many special lines too numerous to mention. It is impossible to walk up and down the aisles between the counters and not see something that you want. Everything is tastefully arranged and prices range from one cent to \$10. A stock of \$7,000 is carried and nine people are employed. Mr. Hussey has made a host of friends here and is a member of the Elks and Commercial Club. He has sold every city property and is interested in everything that makes for Medford's advancement.

## W. E. GOODE

A most homelike restaurant with a good room in connection can be had with Mr. W. E. Goode, the proprietor of the Star restaurant, bakery and grocery. One may always rest assured of securing the very best in all accommodations. The rooms are well arranged and fitted up throughout most comfortably and the entire establishment is a favorite in Medford and the surrounding country. The rooms are kept in the most orderly manner and the dining room accommodations are first-class. A fine line of bakery goods and groceries are carried and Mr. Goode leaves nothing undone that will add to the complete satisfaction of his customers.

## GREAT GAIN IN DEPOSITS

Four hundred and sixty-three thousand and twenty-one dollars has been the gain made during 1909 by banking institutions in eleven months—nearly half a million of dollars. Such a gain is shown by the statements of the banks as called for at the close of business, November 16, 1909.

In no other way is the growth of the city better reflected. Since 1905, or in five years, deposits have increased from \$609,498 to \$1,712,510, or over a million of dollars. During the past year the growth has been far more rapid, for nearly as great gain has been made the past year as during the preceding three.

All of the banks' statements show gratifying growth. No doubt but that deposits will increase as rapidly or more so in the future.

For five years the growth has been as follows: December, 1905, \$609,498; December, 1906, \$724,971; December, 1907, \$1,084,434; December, 1908, \$1,254,498; November, 1909, \$1,712,510.

Medford has four banking institutions, a new one being recently added. With this deposits reach some \$2,000,000.

On C. M. Kidd's ranch two hogs were raised that were sold for \$23 apiece.

# Greatest Expenditure for Public Improvements Ever Made by Any City

- During the past year Medford has constructed three miles of bituminous pavement at a cost of \$150,000; nearly completed a gravity water system 22 miles in length at a cost of \$300,000, laid 15 miles of water mains at a cost of \$150,000 and let contracts for five miles more; laid ten miles of sewer mains at a cost of \$80,000; constructed nine miles of sidewalks.
- Numbered every house in the city and placed street signs at all intersections.
- Graded 3 miles of city streets; expended a total of \$793,000 for civic improvements, or approximately \$160 for each inhabitant.
- Lowered the tax rate.

in municipal improvements—and this in such a way that the tax rate for 1910 is lower than that of last year. Such is the record of 1909 in municipal affairs. Vast strides were taken in civic improvement—work that has transformed Medford from a village into a bustling young city. And the outlook is for as much growth during 1910 as was accomplished in 1909.

**Gravity Water System.**  
It was early realized that among the first needs of a city is a pure water supply. Investigations were begun in Medford and after considerable thought the city started work upon a system which will supply the city with 4,000,000 gallons of pure mountain water every 24 hours, and which will cost \$300,000. This system, while not yet completed, will be early in 1910, and then Medford will have a water supply second to none. The water is brought through a gravity pipe line, 16 inches in diameter and 23 miles in length.

The city administration saw that as soon as the new system was completed that mains were needed in the city. So this was undertaken. During the year 15 miles of additional mains were laid at a cost of \$150,000. The early rains prevented the laying of all the mains ordered in but several additional miles will be laid in the spring and summer of this year. What this means in a city the size of Medford is apparent when one remembers that this amounts to 75 feet of water main for every man of voting age in the city, and all in one year.

**Paving.**  
During the year Central avenue, d'Anjou street from Sixth to Eighth streets, and Oakdale avenue from the south city limits to north Fourth street, were curbed and paved with hard surface paving. A contract was also let for paving West Seventh street from Laurel street west to the city limits, but owing to the delay of the contractors in getting started with the work, and the unusually heavy rains which set in early in November, this latter work was not completed. It will, however, be pushed to completion as early in the spring as the weather will permit. Next year much more work will be done on Medford's streets, and in three years the city will have at least 20 miles of paved streets.

The administration hopes to make the year 1910 a banner year for Medford in the matter of street paving. The

plan is to lay out a full season's work, which will be not less than five miles of paving.

**Additional Sewers.**  
Another thing that is vital to the health and convenience of a modern city is a good sewerage system. During the entire fruit and farming season of Rogue river valley and is likewise the shipping point for the whole output of this immense district.

**Commercial Activity.**  
That Medford is a place of great commercial activity and immense trade is evinced by its having four banks, all in flourishing condition, with aggregate deposits of \$2,000,000



LAKE MCLAUGHLIN, SOURCE OF MEDFORD'S NEW WATER SUPPLY.—MR. MCLAUGHLIN IN THE DISTANCE.

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(By Hon. W. H. Canon, Mayor of Medford.)  
One hundred dollars for each man, woman and child in the city of Medford, expended during the year just closed