

Medford Is Proud Of The Wonderful Progressiveness Of Her Citizens

INDUCEMENTS

The Oregon empire is still in the infancy of its development. Oregon offers inducements superior to those of any other state to the homeseeker, because:

- Of finer climate.
- Of sparser population.
- Of greater agricultural resources.
- Of greater horticultural resources.
- Of greater timber resources.
- Of greater mining resources.
- Of greater water power resources.
- Of a greater variety of undeveloped resources and greater possibilities than any other state in the Union.
- The Rogue River valley offers inducements superior to those of any other section of Oregon to the homeseeker, because:
- Of fine climate.
- Of character of population.
- Of most profitable alfalfa farms.
- Of greatest horticultural resources.
- Of greatest planted area of orchards.
- Of greatest timber resources.
- Of greatest producing placer gold mines.
- Of undeveloped quartz mines.
- Of greatest copper mines.
- Of greatest coal mines.
- Of greater water power than Niagara Falls.
- Medford offers inducements superior to any section of the Rogue River valley to the homeseeker, because:
- Of most progressive citizenship.
- Of metropolitan characteristics.
- Of fine school system.
- Of paved streets.
- Of water system.
- Of sewer system.
- Of business openings.
- Of branch railroads.
- Of superior facilities and attractions.

Situated midway between Portland and San Francisco, its climate, vegetation and population partaking of the characteristics of California rather than of Oregon, Medford offers the homeseeker the attractions of both states with the disagreeable features of each omitted. It is the logical site for the large city of the future to supply the wants of the immense tributary region. Its aggressive citizenship is fully awake to opportunity, and has opened the door at her knock, the only kind of a knock that can be heard in Medford.

H. L. MONTGOMERY

The ladies have their special exclusive stores in Medford and a really elegant and sumptuous one is "Montgomery's." It was opened last March and is most beautifully furnished and stocked. At first glance one would naturally think that the arrangements and stock of this institution would be way in advance of the demand in a city the size of Medford, but such is not the case and Mr. Montgomery has found that the requirements of his trade are not ordinary wants and has stocked his store accordingly. Everything for ladies' and children's wear except shoes will be found in finer lines and wide selection. All the millinery is made right here and satisfaction is guaranteed. Ready-to-wear garments in suits, waists, coats, wraps, etc., are displayed in profusion. Mr. Montgomery has the exclusive sale of the Gossard and La Grecque corsets, Ferris gloves, Onyx hosiery and McCutcheon's tailor-made waists. It would be impossible to enumerate all his lines and suffice it to say that everything is handled that is in popular demand. A \$15,000 stock is carried and there are nine employees. The business is active and energetically managed by Mr. Montgomery, who came here from Los Angeles. He is a member of the Elks and the Commercial Club.

W. M. HOLMES

No account of Medford's rise to greatness in fruit growing could be written without mentioning the name of Mr. W. M. Holmes, of the Rogue River land Company. His influence has been and is one of the potent factors in the development of Medford to her present enviable proportions. For over a quarter of a century he has been here, coming to Medford before the town was laid out. He first began to take interest in fruit growing in the old home or family orchards, before there were any orchard pests here, and it was seven years before he found a wormy apple. He has set out seven orchards and sold every one before it began to bear. He has 50 acres of young orchard now and a half interest in another 20-acre property. He has been engaged in the land business seven years and transacts a general brokerage line in both fruit and alfalfa lands and city property. He was the county recorder two terms and is a member of the Masonic order, the Workmen, Woodmen and Commercial Club. He holds an honored place among the public spirited men who have made Medford the metropolis of Southern Oregon.

W. T. YORK & CO.

Such is the fame of Medford and this section as affording opportunity for profitable investments in fruit growing and orchard lands, that financial agents in increasing numbers are turning their attention to this city as a field of operations. As a result the whole state is experiencing an impetus in commercial and industrial lines unparalleled in the history of the northwest.

Among the strong, reliable companies that are keeping this country in the limelight none is better known than W. T. York & Co. Mr. York has been in the real estate business here for 15 years, a longer service than any other dealer, and may be said to be the oldest dealer in the city. Another member of the firm, Mr. W. N. Campbell, was for 20 years in the real estate business in North Dakota, from which state came also the third member of the firm, Mr. E. A. Nye, a lifelong newspaper man. The last named gentlemen have been associated with Mr. York for the past two years and recently Mr. W. V. Moore has taken charge of their city business and insurance interests. The firm handles city property as well as orchard and ranch property and have first-class business and residence property for sale. Many of the big deals in this section

have been put through by this firm, their sales the past year aggregating half a million dollars. They own and control more orchard lands than probably any other firm in the valley, their holdings aggregating about 13,000 acres. They have planted and are planting many thousands of young trees to 20 acres. All the members of the firm are affiliated with the Masonic order and are members of the Commercial Club.

MEDFORD BOOK STORE

Medford, with its rapidly increasing numbers of refined and fastidious people, is the only city in Southern Oregon that supports an exclusive book store. Messrs. Edward B. Davis and A. H. Miller are the proprietors and in closing out their confectionery department recently it was their opinion that the city had grown sufficiently to support an exclusive book store. In fact Messrs. Davis and Miller purchased last February with this idea in view. They carry a \$12,000 stock of books, stationery, school supplies, office systems, engineers' and architects' supplies, kodaks, Rockwood and Teeco potteries, craftsmen's things, pictures, and will this year add a line of sporting goods, picture frames, artists' materials, and some other lines not now carried in the city. Magazines and periodicals are carried and the latest issues are always on display. Mr. Davis has been on the road out of St. Paul for the past 20 years and brings to the business an immense fund of energy, enterprise and ability. Mr. Miller was formerly secretary of the Commercial Club and no one knows the needs or has felt the pulse of the progress of Medford and its people more accurately. They are members of the Masonic and Elk fraternities and have invested in city property and fruit ranches.

W. H. MEEKER & CO.

"Not how cheap, but how good," is an insignia of integrity that has been used for ages and it has always applied to the goods of one of our oldest firms, Messrs. W. H. Meeker & Company. The general dry goods and ladies' furnishing line is carried. Messrs. W. H. and Clarence A. Meeker comprise the firm and their reputation throughout the valley is that of fair dealers with upright methods. They are a part of the thrift and energy of Medford that has made the place the desirable location that it is. To the success of our city such pioneer business men can take their share of the credit due to the energetic and enterprising merchants of which Medford is so proud. They have built up a large and prosperous business along the lines of honest prices, honorable treatment of customers and employees and a large and varied line of goods of the best grade and assortment. The stock of suits, skirts, furs, ready-to-wear garments and novelties is especially large this season and over \$15,000 is invested and five people employed. Both members of the firm are affiliated with the Odd Fellows and the Commercial Club.

D. B. RUSSELL

As a manufacturing center Medford is growing in importance with rapid strides, and every year finds many new enterprises from which are turned out thousands of dollars worth of products, whereby the local trade is not only supplied but distribution is made over a wide territory. The manufacture of candy in this way is carried on by Mr. D. B. Russell and his factory is at the corner of Tenth street and Front. He manufactures all the candy used in his large and beautiful "Kandy Kitchen" on Main street, and has over \$12,000 invested, employing eight people in the factory and store. The plant is most complete in all its fittings and it is Mr. Russell's intention to enlarge it in the spring by adding more machinery. He has been here 8 years and attained the front rank in his line, demonstrating his ability to successfully produce the best in all classes of goods. Everything is guaranteed to comply with the pure food laws and the product is unsurpassed for quality, assortment and popularity. In his store he has a complete stock of his best product and serves the finest ice cream. The mammoth soda fountain is one of the handiest in the state. His stock of books, magazines, toys, etc., is large and select.

R. A. HOLMES

One especially strong proof that Medford's development is genuine and enduring is afforded by the growth of the insurance interests of the city and the type of service in this division of affairs is Mr. R. A. Holmes. He represents seventeen of the best companies on the Coast and issues policies on fire and plate-glass insurance. His long personal experience and the character of the companies represented, amply guarantee that the clients' interests will be safe when Mr. Holmes acts for him. The insurance buyer is assured of sound and certain protection at the least cost consistent with absolute reliability. Mr. Holmes is an expert in his line and devotes himself exclusively to insurance, making a specialty of this important business. He does considerable adjusting of losses and has paid over \$15,000 in losses in the last six months. He is a member of the Masonic order and the Commercial Club and has invested in city property.

HERMAN BROS.

The enterprises that constitute Medford's commercial community are of a sturdy constitution and manifest every evidence of continued expansion. This is particularly noticeable in the business conducted by Messrs. M. M. and C. H. Herman, manufacturers and dealers in up-to-date harness, saddles, repairing is a specialty with them. They came here last November, buying out one of the old established business firms and by their energetic workmanship and attention to business they have not only retained but largely increased the trade. They have \$5,000 invested, owning both a Landis and a Singer machine beside other apparatus. They have investments in timber here and are members of the Business Men's Association.

MEDFORD'S WATERWORKS

Medford has one of the finest systems of municipal-owned water works under construction that can be found in the country. The water is brought from Little Butte Creek through a pipe line twenty-odd miles in length to a reservoir on the heights east of the city, and is distributed through a cast-iron distributing system comprising over 20 miles of pipe, involving a total expenditure of half a million dollars.

The water comes from the snow-capped summits of the Cascades, Butte Creek having its source at the base of Mt. McLoughlin, where the snow lingers through the year. When completed as fine water will be furnished the city of Medford as any place larger or smaller in the country can boast of.

HUBBARD BROS.

In the development of the country of which Medford is the principal supply center, there has necessarily existed a great demand for farm machinery of all kinds. The pioneer business along this line has been in the Hubbard family for a quarter of a century. The present proprietors are Messrs. F. and A. C. Hubbard, who have had the management

of the absolute supremacy of Medford in Southern Oregon is an assured fact is not for an instant doubted by the men who have linked their fortunes with hers. This is the reason that such mammoth exclusive stores as that of The Hutchason Company make Medford their headquarters. "Everything for Women" is their feature and their stock includes millinery, ready-to-wear garments, dry goods, shoes, etc., they

THE HUTCHASON CO.

lowing counties: Jackson, Josephine, Klamath and Lake in Oregon, and Blaine and Modoc in California. The distinctive features of the Page fence is that by its use it is possible to build a safe fence that will not allow animals to break through and will not cut and injure them when they come in contact with it. The fence is hog, cattle, coyote, sheep and rabbit proof; wire gates are furnished and they also have wrought iron fence and gates and ornamental lawn and cemetery fence. Messrs. Gaddis and Dixon have been in the business since 1906 and are employing five to ten people. They do a general fence contracting business and have stretched many miles of Page fence in their territory. The business has proven a paying one from the start and there is steady expansion all along the line.

A TYPEWRITER CITY

When the traveling men representing typewriter concerns arrive in Medford they always come prepared to spend a week or ten days, as Medford is said to be the best "typewriter" city in the Northwest. Hundreds of machines are used by Medford business men and that prosperity is the word of the hour, is shown by the fact that most machines, after a few months' use, are discarded for new ones. The traveling men are unanimous in pointing out Medford as a "live one."

In this connection, the northwest distributor for the National Cash Register Company said recently while in Medford: "This city uses more high-priced cash registers than any city of 10,000 inhabitants in the United States." This statement is not made off-hand, but was sent to me from the general offices of the company in 1909 soon after June 30, when the past year and its sales were reviewed."

H. D. McBRIDE & COMPANY

The unquestionable distinction of having one of the most beautiful confectionery stores in the city must be accorded H. D. McBride & Company. They

a fine line of piece goods on hand of guaranteed excellence in finish and pattern. The client's standpoints are met on every garment ensures perfect satisfaction to the buyer and his friends. Every quotation of price represents the lowest figure for which the garments can be made, considering the goods and the style.

BROWN & WAKEFIELD

"The men that sell dirt" are the most obvious evidences of Medford's prosperity. For the activity in realty on the part of the various dealers constitutes the proof of every claim made for the Rogue River Valley. Messrs. J. C. Brown and J. W. Wakefield have been here four and five years each and the firm is one that commends itself to public attention by the uniformly satisfactory character of its transactions. The clients' standpoints and the high character of the work engaged in. Their assiduous attention to business has made them authorities on values. They do a general brokerage business and take a keen interest in the welfare of the city and outside property throughout the valley. They are members of the Commercial Club.

VAN DE CAR & JASMANN

The fact that the people of Medford are able to gratify their tastes for the artistic and ornamental, is evidenced by the number and size of the jewelry stores and the brilliance and richness of the articles displayed. The latest comers are Messrs. B. T. Van De Car and J. G. Jasmann. They are permanently located in the Phipps building and equipped for the manufacture of high grade jewelry, diamond setting, engraving and repairing. They have a fine stock and their fittings and fixtures are in keeping. The business gives employment to three people. Messrs. Van De Car and Jasmann are welcome additions to our business men and they have already purchased property here. Both have made a life-long study of the jewelry business and the quality of diamonds and jewelry can safely be left to their estimate. Mr. Van De Car was the railway watch inspector at Astoria and Salem.

B. & C. CASH STORE

Medford is well represented in every line of enterprise essential to a splendid metropolis, but in nothing is she so thoroughly represented as in the everyday supplies of the table. Among the foremost establishments furnishing these is the B. & C. Cash Store, which is a well arranged and completely stocked grocery, cheese and produce store. A large and varied stock is carried and it would seem that Mr. W. J. Beaman, the proprietor, must have "the" stock of chinaware in this section. He sells fully one-half of all the produce used in the city and makes a specialty of flour. He came here last April and has \$5,000 invested, employing three people. He was a member of the school board at Republic, Wash., and helped to organize that county, so he is right in line for the organization of the new state of Sikkyou. He owns city property and a fruit ranch.

LOUVRE CAFE

Among Medford's restaurants especially deserving of mention is the Louvre Cafe. Mr. C. D. Miller, for the past year steward at the Nash Grill, has just purchased the Louvre and under his able management a generous and desirable patronage will be enjoyed. The Louvre is one of the finest restaurants in Southern Oregon and a select people are employed. All the choicest delicacies to be found on the market are served and you can depend on a first class meal or lunch at the Louvre. The furnishings and arrangements are complete throughout, nothing being left undone that will add to the comfort and satisfaction of the patrons. Mr. Miller has made a host of friends here, especially among the commercial men and the word will be passed up and down the line that "Miller has bought the Louvre" Nuf sed.

SPOT CAFE

The phenomenal prosperity of Medford is manifested in a hundred ways and probably no other city of equal size on the Coast possesses a better class of cafes. Occupying a prominent place among these is the Spot Cafe, established last June by Messrs. J. R. Tyrrell and G. H. Corum. They are both old hands at the business, being highly experienced caterers and eminently fitted to look after a first-class establishment. They enjoy a splendid patronage, both in point of numbers and as regards their class of customers. There are several nicely arranged tables and a lunch counter and the general appearance at once commends it to the patron. You are always sure of a good cup of coffee at the Spot and it goes to the spot. Nearly \$2,000 is invested and six people are employed. Both Messrs. Tyrrell and Corum are members of the Fraternal Brotherhood and owners of city property.

EMERICK CAFE

Medford is notably progressive in the various departments which directly concern the comfort of its people and visitors in the feeding and housing of everyone. In speaking of the Emerick Cafe and its genial proprietors, Messrs. W. C. Phillips and H. F. Leaders, we feel that we are endorsing an institution whose success has been attained by a careful study of the desires of its many patrons. There are many distinctive and attractive features about the Emerick that appeal to the many people who dine down town. There is plenty of room and the furnishings are rich and substantial, everything being selected with an eye to the artistic effect and the creation of a refined atmosphere. The tables are always neatly laid with snowy white linen and fine china and silverware, the whole presenting a most attractive appearance. The bill of fare includes all of the substantial and delicious of the season, perfectly cooked and served in excellent style.

BEST THEATER TOWN

In one respect at least, Medford's claims to superiority are not questioned. As a "show town," in theatrical parlance, Medford is known as the best "one night stand" west of the Rocky mountains when population and seating capacity of its theater are considered.

This is due in part to the marvelous development of the surrounding country, but most of the credit must go to the hustling local manager, Charles D. Hazlerigg. Himself an old showman, he is known to managers all over the country and ever on the lookout to protect his patrons, cancels many a show that is not up to the standard. As a result, the poor shows (we have had no "bad" ones) that have played Medford in the past two seasons can be counted on the fingers of one hand, and being confident of good attractions, Medford theatergoers "use the house" almost every time it opens.

The Medford theater is a "syndicate" house—that is, it is booked by Klaw & Erlanger, the great New York managers, through their coast representative, John Cort of Seattle, and as a consequence when a few years ago we had to be content with "Two Little Waifs," "Over Niagara Falls," etc., during the past two seasons our theatrical bill of fare has included such shows and stars as: "Little Johnny Jones," "The Mayor of To-Kio," "A Message From Mars," "Maude Fealy," "The Alaskan," "Florence Roberts," "The Burgomaster," "Florence Gear," (Marry-Mary), "The Gingerbread Man," "Norman Hackett," "The Girl From Boston," "The Girl Question," "A Knight for a Day," "The Third Degree," "Three Twins," "The Land of Nod," "King Dodo," Lillian Russell and many others of like caliber.

And that Medford is a profitable "stand" for such high class companies, can be readily understood when one glances at some of the receipts: Florence Roberts \$605.00 The Alaskan 792.50 The Gingerbread Man 649.00 The Girl From Boston 515.00 The Girl Question 608.50 Lillian Russell 843.50 A Knight for a Day 586.25 Three Twins 862.00 *Land of Nod 732.50 *King Dodo 675.00

(Consecutive nights.)

Medford receives much excellent advertising from these people and a number of them have bought property here. Lillian Russell was so taken with the beauty of Medford and its surroundings that she insisted on an auto trip, although arriving on a late train, and Rose Melville has already made arrangements to stop off for three days on her approaching engagement that she may make some investment.

The one thing that has been lacking in a suitable theater building, for the present one is sadly lacking in size and accommodations for even the present Medford. While the stage is fairly large and the traveling companies are enabled to hang most of their scenery, yet at best it is but a make-shift. But better things are in store and by the opening of next season there seems no doubt but that Mr. Hazlerigg will have a theater that will be a credit to him and his city—Medford—the best show town on the coast.

ROGUE RIVER VALLEY CIGAR WORKS

Medford's manufacturing interests are growing with the growth of the city. In 1908 the Rogue River Valley Cigar Works was established by Mr. L. O. Coleman. He manufactures fine Havana and domestic cigars and makes dealers' brands a specialty. The following favorite brands are now largely made and used locally: Great Lakes, Rogue River Valley, Medford and El Tavora. Mr. Coleman employs three assistants and he has made a great success in firmly establishing factory No. 14. The secret of his success lies in the fact that he has thoroughly mastered his business and has always put on the market a product of real intrinsic excellence. He is a member of the Knights of Pythias, the Red Men and the Woodmen. He is a most cordial and pleasant gentleman and one of great personal popularity.

TRAIL LUMBER CO.

One of the chief factors that have contributed to the phenomenal development of Medford is the lumber industry and prominent among the largest concerns that have been active in this line is the Trail Lumber Company. They were incorporated in 1907, the officers being E. Gagon, president; F. Gagon, vice-president; J. T. Gagon, secretary, treasurer and manager. They have an extensive yard here and a yard and mill at Jacksonville. The mill has the capacity of 40,000 feet of lumber per day and 25,000 lath. The planing mill is of sufficient capacity to take care of the output of the sawmill. They have their own logging crews and in all employ thirty men and have \$50,000 invested. It is their intention to move their mill to Medford the coming year as they are building constantly in the city. They are members of the Commercial Club and own city property as well as large holdings of timber lands.

WHETSEL MUSIC CO.

Medford is hospitable to the fine arts and music has a home in all our hearts. Mr. H. M. Whetsel has realized this in his three months' residence here and has wedded his class commercial principles to his musical merchandising, handling only such reputable lines of goods as give unfailing satisfaction to his customers. He has the most complete line of Victor and Edison phonographs and records to be found in Southern Oregon and also carries a large and complete assortment of small string instruments, such as violins, mandolins, and guitars. Additions are being made constantly to keep the collections of records and sheet music up-to-date and Mr. Whetsel's beautiful store is becoming the headquarters for music lovers.



ONE OF JACKSON COUNTY'S GIANT SUGAR PINES.

since 1894 They are general dealers in agricultural implements and have the exclusive sale of the John Deere plows and buggies and McCormick mowers, reapers, binders, etc. They have a complete stock of harrows, hoes, rakes, and one-piece dresses; and a \$2.50 shoe, opera wraps, rain coats, sweaters, paring wear, Butterick Patterns, piece goods and dry goods are some of their specialties. The business was started in 1907, incorporated in 1908, and the present officers are C. W. Zorn, president; J. F. Hutchason, secretary and treasurer. A very liberal patronage is enjoyed and the store is fast becoming the trade center for the ladies of Medford. It is exceptionally well arranged and wonderfully stocked, the newest styles being always seen in the best quality, at the lowest prices. In fact the motto of the store is "Dependable goods at right prices; money back for the asking." A \$25,000 stock is carried and there are 17 employees. Mr. Hutchason has had a wide experience in assisting stock, knowing how to get the best possible values for the least money, thereby giving the patrons of the store the benefit of wise buying. He is a member of the L. O. O. F., Masons, the K. P.'s, the Commercial Club and has invested in Medford city property.

GADDIS & DIXON

Medford is the headquarters for everything for farmers and fruit growers. All must have fences and Earl C. Gaddis and Volney Dixon are "the Page Fence Men." They make a specialty of the Page Woven Wire Fence and are the agents for the fol-

lowing counties: Jackson, Josephine, Klamath and Lake in Oregon, and Blaine and Modoc in California. The distinctive features of the Page fence is that by its use it is possible to build a safe fence that will not allow animals to break through and will not cut and injure them when they come in contact with it. The fence is hog, cattle, coyote, sheep and rabbit proof; wire gates are furnished and they also have wrought iron fence and gates and ornamental lawn and cemetery fence. Messrs. Gaddis and Dixon have been in the business since 1906 and are employing five to ten people. They do a general fence contracting business and have stretched many miles of Page fence in their territory. The business has proven a paying one from the start and there is steady expansion all along the line.

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J. KREUZER & CO.

While clothes do not make the man, their appearance and fit have much to do with his appearance and success and the men of Medford are especially fortunate in having at their disposal the services of Mr. John Kreuzer, the fashionable tailor. J. Kreuzer & Co., importers and tailors, established their business here two years ago and have always given great satisfaction both for their fabric and workmanship. They keep

NO. 1757

SPOKANE, WASH. Nov. 22, 1909

W. D. VINCENT, Treasurer

Pay to the Order of *Trouson Guthrie* \$1100.00
Elton Howard DOLLARS
PAYABLE AT THE OLD NATIONAL BANK WHEN COUNTERSIGNED BY TREASURER
APPROVED *W. D. Vincent* SECRETARY
NATIONAL APPLE SHOW, Inc.
H. J. Grady VICE-PRESIDENT

FAC SIMILE OF CHECK RECEIVED BY TROUSON & GUTHRIE FOR PRIZE AT SPOKANE APPLE SHOW