

MEDFORD AND ITS ERA OF BIG BUILDING

Thriving City Where Five
Millions of Dollars Is
Being Invested
This Year
in Substantial
Structures

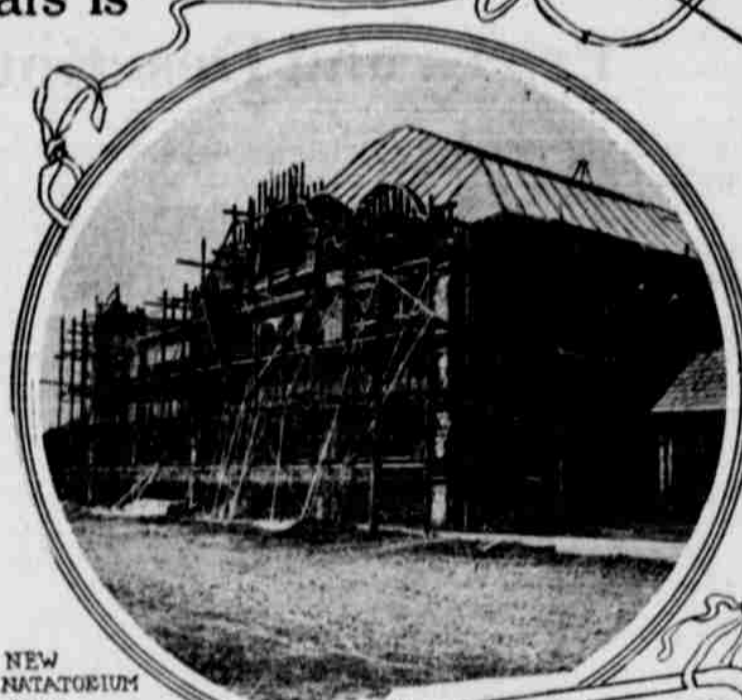
(By Charles A. Malboeuf, manager
Medford Commercial club.)

MEDFORD looks like a city just built, torn down and rebuilt again. Streets are re-torn up in every direction, huge piles of building material block the way and hundreds of men and horses are at work laying 16 miles of asphalt pavement. Frame structures stand astride the thoroughfares in the cause of their removal, from the business district and cause a still greater detour of traffic. In every quarter buildings are going up, either for business or residence purposes. Garages are to be seen on all sides. More than 350 automobiles are to be cared for, and additional sales are being made daily. Energy and activity are rampant. The Medford spirit, after the tremendous operations of the last year have merely taken the second breath, and gone at it again. Two and a half millions of dollars were spent in 1909 for buildings, this was thought enough for a city just passing the 7000 mark, but the record is to be exceeded in 1910.

Five millions will be expended before December, and the demand for space continues. Truly a era of new building has been reached, more befitting the ordinary city of 25,000, than one that has increased from 2000 to nearly 10,000 in less than three years. One six-story hotel is being erected, and another four-story structure is going up. Each will cost over \$100,000. Five business structures are nearing completion. Four more have been started and more contracted for. The aggregate cost for those under construction today is not less than \$750,000. Nearly \$1,000,000 is being expended in dwellings, and public improvements represent over \$500,000 more. Recreation is not lost sight of. One of the largest natatoriums in the United States is about completed. It will cost \$60,000, and its composite features are complete in every detail. The swimming pool 50x100 feet required more than ten car loads of cement, and will keep a small part of the people cool for a while. Twenty carloads of lumber are used in this huge building, and a whole carload of sash and doors are necessary to give light, access and egress. The dancing pavilion takes a solid car of maple lumber for floors alone.

Starting Statistics
The building of a city upon solid modern lines presents some startling statistical facts. Over 1000 cars of lumber will be necessary in the construction of buildings in Medford in 1910. More than 800 cars of cement will be used. Two carloads of nails arrive each month, and the cost of building hardware and nails in the construction of residences alone will exceed \$200,000. The transformation of the rough land into lawns of green has already caused the sale this year of nearly six miles of garden hose. One store alone will sell over 22,000 feet.

It is safe to say that the solidity of Medford, as well as its future prospects, were never more assured than at the present time. The 500,000 acres tributary to Medford of themselves constitute an area capable of supporting a city of 25,000 people. Back of this rich cleared land stand more than 22,000,000,000 feet of fir and pine. A great portion of this timber is on level land, making logging inexpensive and after being cleared will provide hundreds and thousands of acres suitable for all kinds of cultivation. One thousand men working every day for forty years will be insufficient to manufac-



NEW NATATORIUM
COST \$60,000



BUSINESS BLOCK JUST
COMPLETED COST \$40,000

lumber. This one great resource will support a city of 6000 people. The timber is within the range of vision from any part of the valley. The Pacific & Eastern building by the Hill interests already pierces the heart of the forests and command 8,000,000,000 feet. In less than six weeks the road will be in operation after an expenditure of nearly \$40,000 a mile of 32 miles. Construction will not be stopped. The empire builders officially announced that the Pacific & Eastern must and will go to a connection with the Oregon Trunk, now building regardless of cost and as far as men can do the work down the Deschutes river. The Hill line crossing the state east and west will connect with the Trunk system also, and Medford will be the terminus of two great transcontinental systems and the most important city between Portland and Sacramento along the Southern Pacific. The acquisition of these railroads is of immeasurable benefit to Medford and indelibly stamps its future progress. The Hill people appreciating its great resources, are already prepared to advertise the Rogue River valley far and wide. Local products, including the highest quality of apples and pears produced, are being shipped to the Great Northern people at Portland for their Oregon exhibit car, which will cover the entire eastern portion of the United States, during the next fall, winter and spring months. The problem of securing equipment for the more than 25,000 cars of fruit that will be shipped in less than 10 years from Medford and vicinity, is disposed of by the completion of three powerful railroads.

Population Growth.
The fruit and agricultural resources of the valley have been fully demonstrated. More than 65,000 acres of apples and pears are now being added every year. Two and a half million dollars will be expended in irrigation purposes, which will cover every acre in the valley and enable nearly every acre to be placed under cultivation. Upon each 10 acres a family will be supported. Electric lines now fully capitalized and financed will serve all corners of the district and the great hand of transportation will be foremost in development.

Twelve months ago Medford had an estimate population of 6000 people. 8000 was the advertised population at the first of the year, but the census disclosed 9000. During the past 19 months newcomers have settled in Medford and the immediate vicinity at the rate of one person every hour day and night. Bank deposits which increased 50 per cent in 1909, further increased 40 per cent the first six months in 1910. Postal receipts increased 33 per cent in 1909, but for 12 months ending July 1, 1910, increased 36 per cent. The fluctuation of stocks in Wall street have no effect here. Confidence is supreme and utmost faith in the city's growth is evident from the public improvements and building construction. Every accessory to the need of a modern city is being displayed here. The water system, costing with the city mains, nearly \$500,000, is second only to Portland's famous Bull Run supply. Pure cold water from the eternal snows of Mt. McLoughlin, reaches the city by gravity line 23 miles long with a pressure of 93 pounds. The system is sufficient to anticipate a population of 30,000 people. The new sewer system is completed. The three miles of asphalt pavement completed in 1909 are being increased by 16 miles more this year. Asphalt will cover every street in the business district and the larger portion of the residence section. The main thoroughfare will be paved for a distance of more than two and a half miles long. More than 200 horses and 250 men are at work on the entire contract which will be completed by November. A second telephone system will be in operation in a few weeks. A gas plant under construction will serve the city for illumination and cooking purposes.

The class of Medford's residences is very artistic. Bungalows generally prevail in the smaller structures. Colonial and many other styles are prominent. More than two score of residences already occupied represent a cost of from \$5000 to \$12,000 each. Great care and pride is being displayed in the surroundings. Natural groves of great oak trees have been selected in the location for many of the many most beautiful residences. Civic pride, following in the wake of construction, predicts a city of unusual beauty. Shade trees

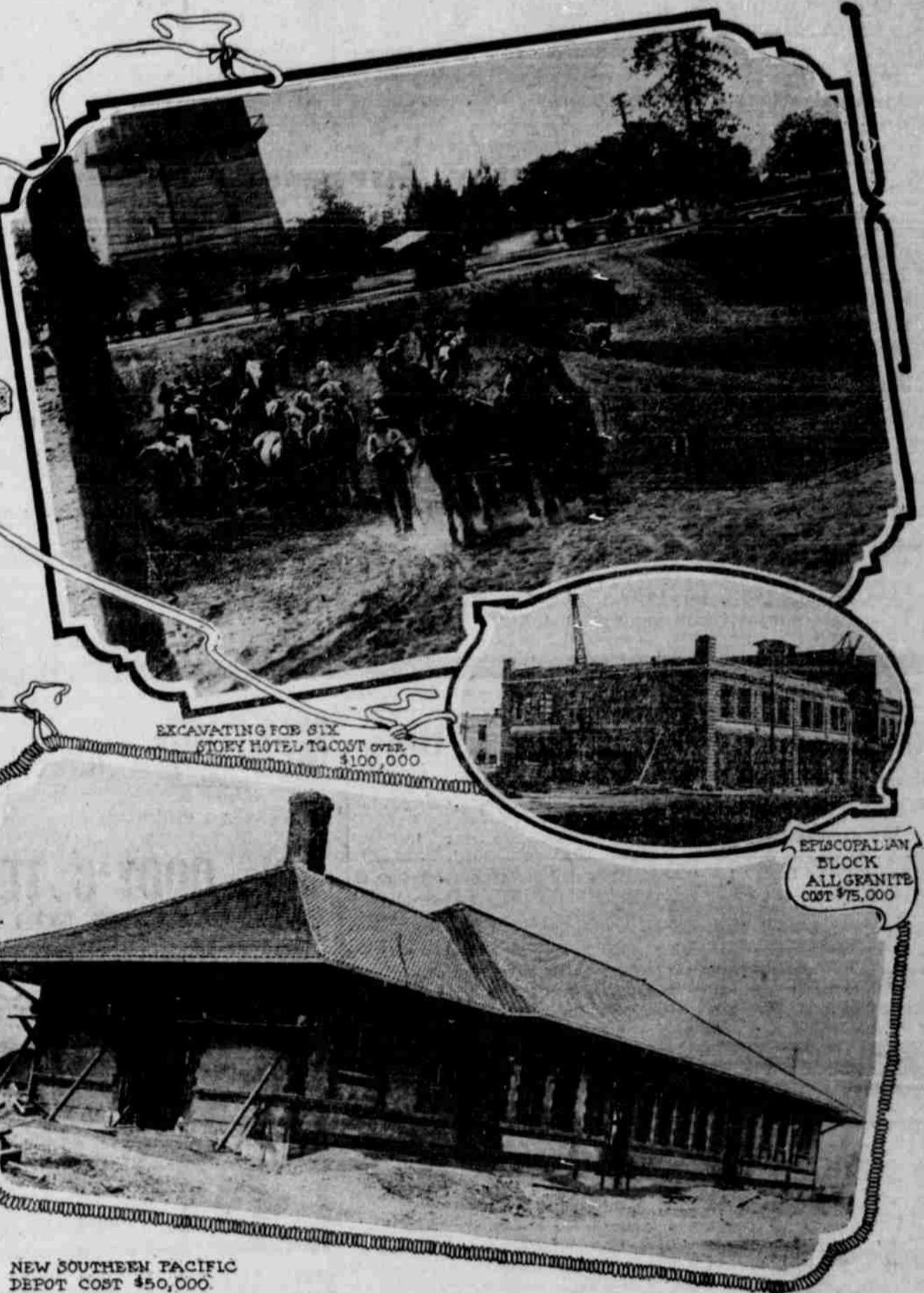
roses that bloom nearly every month in the year are being set out, and the landscape is rapidly being transformed into magnificent footwork of velvet green. Cluster lights are being agitated for the main streets and the acquisition of parks and beautification in general is the order.

Building Progress.
The business district presents almost a solid mile of frontage. The structures are new, neat and modern. Granite and pressed brick prevail. Reinforced concrete is coming into use. The buildings now under erection will nearly all be of class A type. The new Medford hotel, six stories in height, will cover an area 50 by 120 feet. The four story hotel will cover 88 by 146 feet, with basement. Both of these will be equipped with steam heating plants and telephones and electric lights, elevator system and modern grills. Building structures now range from four to six stories in height, with one contemplate at eight stories. Steel, granite, concrete, brick and stone is being used. The new Southern Pacific depot, costing \$50,000 will be the largest one in the Pacific northwest outside of Portland, and indicates the confidence of the railroad people in the future of the city.

Interest from all parts of the union continues in the great fruit industry in the Rogue River valley. The type of newcomers are of the highest class. Chicago, New York and other great eastern cities are represented in the wealthy capitalists now taking up orchards. The man of means is apparent on every side, and building improvements in the orchards are keeping stride with those in the city. Every newcomer is a booster, man and woman, and are untiring in their efforts to surround themselves with their own personal friends from their former section. Real estate values in Medford and the orchard districts have been largest on record during the past 12 months and an immense influx of people is expected after harvest.

Carrying out its regular practice the Rogue river again stands pre-

(Continued on Page 12.)



EXCAVATING FOR SIX
STORY HOTEL TO COST OVER
\$100,000

EPISCOPALIAN
BLOCK
ALL GRANITE
COST \$75,000

NEW SOUTHERN PACIFIC
DEPOT COST \$50,000

What September Finds in Medford

SEPTEMBER finds Medford maintaining its lead as the banner small city of the northwest. Postal receipts show a gain over a year ago of sixty-eight per cent. Bank clearances and deposits are nearly fifty per cent greater. More and costlier buildings are under way than ever in the city's history. Railroad business has increased in proportion. The heaviest pear crop in the valley's history is being shipped, realizing the highest prices of any fruit in the eastern markets. Double the quantity of apples produced a year ago will soon be on their way east, while the 65,000 acres of young orchard show a most thrifty growth.

September sees grading completed on the Pacific & Eastern to Butte Falls and the grade into Medford nearly completed. Construction gangs are busy laying the rails, while other contractors are rushing the extension of the Oregon Trunk down the Deschutes, across the Klamath country and the Cascades to a junction with it, thus giving Medford two transcontinental railroads and opening up an immense timber district to lumber manufacturing.

September finds rival railroad engineers surveying lines from the Rogue River valley through a rich joining district, and the largest redwood timber belt in the world, to a harbor at Crescent City.

September this year for the first time finds Medford with the best municipal water supply of any city in the west, with a gravity system bringing water twenty-five miles from its source in the snow-japped sentinels of the Cascade, with pure water ample for a city of twenty-five thousand people. It finds Medford with a completed distributing system exceeding twenty-one miles of cast iron mains and with work begun on nine miles of main extensions.

September finds Medford with over ten miles of bitulithic and asphalt paved streets. New contracts totaling over 280,000 square yards of pavement, with curbing and guttering amounting to over a million dollars, the largest contract ever made on the coast, is but forty per cent completed. When completed, Medford will be the best paved city of its size anywhere.

September sees phenomenal building activity in the business and residence districts. It sees the finishing touches being put on the palatial new depot of the Southern Pacific, costing \$50,000, the largest in Oregon outside of Portland. It sees the grounds around it being graded preparatory to parking. It witnesses the near completion of the \$50,000 natatorium and its galaxy of amusements, the finest institution of its kind north of San Francisco.

September will witness the completion of the four-story brick block being erected by the Garnett-Corey Hardware company, of the granite block erected by the Episcopal church, of the three-story concrete building erected by the Ray brothers, of the three-story wholesale store erected by the Medford Grocery company and of the new pressed brick Davis block.

September sees construction well under way on the Howard brothers' four-story reinforced concrete block, costing \$100,000, occupying a quarter of a block, on the six-story \$100,000 Medford hotel, on the four-story \$100,000 Page hotel, giving Medford two first-class hotels and the best hotel accommodations of any Oregon city, and the beginning of construction of the Root building, of the two-story 80x100-foot Mail Tribune building, and several other structures, as well as innumerable residences.

September will see the selection of a site and construction preparations under way for the new federal building, for which congress has appropriated \$110,000.

And now come the Sisters of Providence and offer to erect a \$100,000 hospital at Medford, providing a bonus of \$10,000, to purchase the site, be raised. Three-fourths of it has been secured.

September sees the completion of surveys, under supervision of the government good roads engineer, for an automobile boulevard to Crater Lake national park, the scenic wonderland of the world, and contracts let for the construction of the most difficult portion of the road, paid for from a fund of \$30,000 raised by public subscription by the patriotic citizens of Medford and vicinity. September also sees a survey for park improvements under way by the United States government.

Medford is growing by leaps and bounds. Yet rapid as the improvements are, they cannot keep pace with the demands. There is not now and has not been in five years a vacant building or a house to let. And Medford's future is brighter this September than ever.