

# The Medford Commercial Club, its History and Objects

By Charles A. Malboeuf

When one stops to reflect upon the startling changes that have taken place in Medford during the past five years and realizes the causes that brought them about, the mind finds itself almost beyond the power of reasonable belief. It is easy enough to review the steady growth of a city from 1791 to 8840 people in ten years, but to comprehend that 94 per cent of that increase took place in not more than 48 months presents a problem of more serious difficulty. It was not, therefore, the energy of the decade just past that lifted Medford from fifteenth to fifth in the rank of Oregon's progressive cities, and Jackson from eleventh to fifth in her list of counties, but the result of those 48 months of determination, intelligence and unparalleled confidence on the part of its active citizens, that must be given credit for the splendid showing made by Medford, not only for itself, but for the whole of Jackson county, whose interests are so closely and inextricably interwoven with and dependent upon those of her wonderful metropolis.

Medford had, in 1904, made but little progress since the census of 1900 gave her a population of 1791 people, for at that time not to exceed 2000 people claimed citizenship here. This was indeed a record—this increase of less than 3 per cent a year—but Medford, like many others of Oregon's cities, was enjoying the sleep of lethargy that was so rudely disturbed when the awakening hand of development finally stalked into the field and started to build empires throughout the northwestern states of the Pacific coast. Even in 1905, with the tremendous impetus that all of Oregon's counties felt as a result of the Lewis and Clark fair at Portland, not more than 200 additional souls located in Medford.

The real history of metropolitan Medford, the reborn city of Southern Oregon, dates from 1905, and in that year the effective work of the Medford Commercial Club commenced. Much could be said in detail of what it has done since the date of its organization, but, measured by the results that are so apparent on every side today, it may well be doubted whether any commercial association engaged in the work of upbuilding cities or communities, has ever paralleled the record made by our home body. Nothing short of supreme effort, directed upon unswerving lines of fixed purposes, could have molded into shape such a multitude of conditions as the people of Medford witness with the passing of 1910, amid the sunshine of prosperity

glowing as it never did before. At most not be felt, however, that clear sailing was mapped out for those who undertook the work of transformation in Southern Oregon. The history of the Medford Commercial Club has not been in any way unlike that of the hundreds of other similar organizations throughout the great west. Its course from the start was not over untroubled, chartered waters. It has had its periods of storms, and they have been severe; the rock-ribbed cliffs of intolerance and indifference have more than once threatened the efforts of progress. All those and a thousand other factors had to be reckoned with and overcome before responsive civilization, from every point of the compass, recognized and grasped the outstretched, welcoming hands of waiting opportunity in the Rogue River valley. It is to the loyal guiding spirits whose far-seeing eyes and wisdom, never dimmed by the clouds of despair, never diverging from their set course, but always firm in the confidence of Jackson county's splendid resources, and the city's great future, that the full measure of appreciation is due from the 10,000 citizens of Medford who are enjoying the blessings of prosperity and progress on this first day of the new year of 1911.

Medford town in 1904 presented a different appearance from the bustling, well-built city of 1910. To those of us who have the privilege of that recollection there is nothing sentimental in the picture. It is true that the sun shone as brilliantly as it does today; the gorgeous landscape of the valley, with its incomparable surroundings, was none the less dimmed, because of the lack of settlement, but the missing influence of progress was instinctively noticeable, and the mind was perhaps more relatively depressed because of that condition. It was the ordinary straggling country trading point, and nothing more, without any special features commending it even to the notice of the thousands of tourists annually passing through on the trains to and from California. There were no strategic lines in its make-up to predict what the close of the decade would bring forth. The necessity for development was appreciated, however, by the more progressive business interests, the passing of the wheat and hay crops was under way and the forerunner of the Hill system had been conceived in the shape of the Medford & Crater Lake railroad, and the mighty power of the rivers was being harnessed. The imagination, too,

inspired by hope, eagerly caught the sound of the approaching hum of industry, but no one dared to look forward to the consummation of such events as have since transpired. Co-operation, belated, but finally established, did marvels, and no greater tribute to its efforts, through the medium of the Commercial Club, could be made than the fact that it was the pioneer banker, the professional man and the business man of Medford, co-working through it may be, with the man from beyond the state lines of Oregon, who were foremost, in the ranks of organization, and who are today strongly represented in its guiding hands of progress.

The monumental success of the Commercial Club is manifest in every corner of Jackson county today. Financially, the results have been gigantic. With an expenditure of less than \$20,000 in four years, property values have increased \$28,000,000—over \$1500 for every dollar spent. To have caused this increase of 650 per cent in that time called for a stupendous effort. From a third-rate town in the Rogue River valley, Medford has not only advanced to the first place with over 10,000 people at the end of 1910, but with its increase of 392 per cent in population in ten years, has made a greater relative growth than any city in the United States, large or small, save one. Medford has increased more rapidly than any place in Oregon, Jackson county increase in greater proportion than any other county except Multnomah. Medford, now standing fifth in point of size of Oregon's cities, bids fair to reach second place in less than five years. In less than four years Medford had done wonders. World records are today borne upon every portion of its stalwart shoulders. Its postal receipts, bank deposits, telephones, automobiles, paved streets, cement sidewalks, its \$500,000 water system, its building operations for 1909 and 1910, its school population all represent greater increases and improvements in actual figures than any city of its size in the Union. And these are facts of record. Its tremendous business record in 1910 involving over 500 residences and business structures, has made an impression upon the demand, and must be duplicated in 1911 to even hold its own, without taking into consideration the still greater demand caused by the greater influx of newcomers.

And what of the Rogue River valley? World-renowned for its matchless fruits, an amazing annual in-



WILLIAM M. COLVIG.

Whose efforts along progressive lines on behalf of his valley and city have won for him fame throughout the entire northwest. Mr. Colvig is one of Medford's most respected citizens. He has been president of the Commercial Club three years.

crease in planting, representing over 50,000 acres in four years, and a total of new orchards set out of over 70,000 acres by the springtime of 1911. The highest prices ever paid for fresh fruit in the history of markets, received by Rogue river growers. Supremacy in every exhibition or fair where we have been represented; the Rogue River valley unquestionably to be the largest and greatest fruit belt in the world in less than ten years; an array of figures, representing constantly increasing prices each year that are without parallel in any other community, and yet the settlement of our lands is only in its infancy; the highest type of citizenship from every state and territory in the Union represented in the membership of our ranks, and the growing of our fruits, the most modern types of residences throughout the entire district, improvement, higher civilization, constantly bettered conditions, better roads and transportation facilities—all these, and more, are only a part of what the Commercial Club of Medford has brought about.

The railroad map of Southern Oregon has changed, because of the ceaseless and intelligent effort made by those who had unyielding faith in Medford's great future, and the immense resources of her surrounding territory. The necessity of railway

transportation between Medford and the inexhaustible wealth of timber standing at its back door, was stronger than any other factor incident to sound development, and the final advent of the Hill interests into the field was one of the crowning events of the club's great work. No stamp of recognition of Jackson county's resourceful assets is more powerful than the fact that America's greatest empire builder is spending millions of dollars in the construction of a standard railway line between Medford and the Columbia river, 350 miles distant. Already 32 miles have been completed, piercing 8,000,000,000 feet of timber, and aside from the attraction of this and other enormous tonnage, the line will be one of the most scenic on the continent. In no case in the annals of railway building is there a parallel case to this, where a transcontinental line, in order to secure a strategic hold in any territory, has created the precedent of starting construction hundreds of miles from its nearest base. The all-seeing eye of James J. Hill, the pastmaster of colonization, looked through impenetrable canyons, trackless wastes and lofty mountain ranges into this promised land, and started to build backwards. And yet this is only the nucleus of the development that is in store for Jackson county by the magic hand of transportation.

Personal effort and sacrifice have marked the loyalty of the members of the Commercial Club from the date of its organization. It is safe to say that no city in the great country west of the Rocky mountains has been more loyally supported by those having the real interests of their community at heart than the Commercial Club of Medford has, and that support has never been unanimous by any means. From the very start its work has been directed upon the proper lines. It waited to be sure before undertaking the work of colonization, but its delay was its success. Advertising methods were crude in 1905—they were far more crude in 1902, when the transportation lines in Oregon inaugurated their first campaign of immigration. The initial efforts of Medford, at the expense of a few citizens of the town, were successful. Results were almost instantaneous, but with the advent of the more commonly adopted methods of modern work, Medford came to the front, and has never dropped to second place. Its advertising pamphlets have never been duplicated by any other community in beauty, in practicability or in definite results. The Medford booklet of 1910 is the standard of excellence throughout the United States. It is eagerly sought for by every agricultural and horticultural school and college. The business man of the financier is willing to drop his affairs and come to the Rogue River valley for personal investigation, because of the attractiveness of the work and its demonstrative qualities. Medford is known today as the best advertised city in the west, and it is known as such throughout the great states of the east. Newspapers and magazines of national fame send their writers to the Rogue River valley, because of its great renown, and the availability of more human interest stories here than can be found in any part of the United States, not excepting California, the hither Mecca of the poet and the scribe. Medford today is receiving more widespread publicity than any city on the Pacific coast. Conditions have changed greater since 1905 and since 1909 in the advertising methods which have now reached an expert stage not dreamed of in the days of the Lewis and Clark fair, and the changes in 1911 over the methods of 1910 will be still more startling. Every community in Oregon alone, and there are over 125 of them, are flooding the country with their statistics of progress and of opportunity. Millions upon millions of dollars have been expended throughout the west during the past eight years upon advertising matter, and the expenditure will continue perhaps at a greater ratio. But the whole Union has been satiated by open and pictorial description of the allures offered in the great territories of the Louisiana purchase. Facts, and well-substantiated ones, are to be the more effective means of attracting settlement in the second decade of the 20th century. Unceasing activity, alertness and constant, conscientious, intelligent effort must be made by each community that hopes to secure its proper allotment of the tremendous flow of civilization which will move toward the promised lands of the setting sun during the next five years, and in numbers inconceivable in our minds today, after the completion of the Panama canal. Medford will be found in the front rank of approved methods in the work that it has before it. The Rogue River valley must be populated, and thickly populated, to uphold Medford's supremacy in the territory designed by nature as its commercial radius. To insure that population the efforts of preceding years will be insignificant

in comparison with what must be accomplished. Even the great transportation lines recognize the exigency of the situation, and their campaigns for 1911 will be the greatest and most expensive on record.

Effective work of the modern commercial club has been likened to the insurance agency of prosperity. Surely this has been true in Medford. The whole history of its efforts has been one of constantly increasing value to the community. At no time has the voice of adversity been heard in the land of the Rogue river since the advancing engine of progress started on its course less than half a decade since. The upbuilding of Medford and Jackson county has been upon the unassailable lines of judgment and implicit confidence. At no time has there been a boom in Southern Oregon. Fortune's smiling face of promise may have been alluring at times, but the steadfast work of man throughout these few years of creative effort has been unchanging.

The future of Medford and Jackson county is largely as we shape it. The golden rays of prosperity were never so radiant as they are today. The work of modern settlement will take years to accomplish, and enterprises under way must be carried to completion. Opportunities for investment have not at any time in Medford's history been as promising as now. Confidence, alloyed by cool-headed judgment, is supreme with our local capitalists, and the newcomer is inspired thereby. The volume of incoming population is expected to be the greatest on record in 1911. But the spirit of co-operation must prevail. The work of publicity and advertising effort must not cease at any cost. It has been the creator of prosperity, of progress and of supremacy in the Rogue River valley, and by the same means those conditions will surely continue. Every man, woman and child in Jackson county is enjoying the benefit of what the few have done here in the past five years. Every element of trade, from the banker, the capitalist to the unskilled laboring man has felt the effect of that work.

The commercial interests of Medford require the support of all. Without it the Commercial Club cannot hope to maintain its great effectiveness of the past. The scope of its work must be greater in order to attain greater results. Given that support, the confidence of the people and the wheels of progress will revolve faster than ever in Southern Oregon.

## The Library

By Isabel M. Neff

How many of the citizens of Medford are interested in the welfare of the public library? Are you? If increase of patronage is any indication, there is no doubt but that interest is increasing rapidly. One year ago there were 1067 drawing books, today 1564 enjoy that privilege, making an average increase of 42 per cent. Some explanation of this may be found in the new and attractive books offered and the rapid increase in population, composed largely of eastern people accustomed to using the public library, as a matter of course. If we are to judge by voluntary subscriptions, there is nothing to be said. There have been none.

For the benefit of newcomers, many of whom come expecting to find it complete in all lines, a few words on the history of the institution might be acceptable. The idea of having a public library was conceived three years ago, August, 1907, when the Oregon Library Commission sent Mrs. Kidder, here, Mrs. Kidder presented her plea to the Commercial Club and was promised their support. The question asked itself, was its financial or moral support was promised? Two months later Mrs. Kidder again visited Medford, met the Greater Medford Club and it was decided to start the library.

In December the mayor and council offered the use of the council room for the library, which was accepted. The library was thereupon started with 200 volumes from a subscription library at Haskin's Drug Store, 75 volumes given by Dr. Reddy, about 100 volumes donated by several others and the sum of \$604 raised through the efforts of the Greater Medford Club, by securing subscriptions from the business men, benevolent orders and club members. Mrs. Stoddard was appointed librarian for one year.

In March, 1908, there was appointed by the Mayor a Library Board of nine members, upon whom, by state law, is imposed, the duty and responsibility of managing and directing the business of the library. The members of the first library board were Messrs. J. E. Reddy, W. I. Ed Andrews, M. Paul Thaiss, F. E.

Merrick, H. C. Stoddard and F. W. Hollis. On the resignation of Mrs. King and Mrs. Stoddard, John R. Allen and Mrs. Porter J. Neff were appointed to take their places, while Mayor Cannon succeeded Mr. Reddy. Mrs. Colvig took the place of Mrs. Stoddard as librarian and was followed by Miss Emily Janney, who filled the position very acceptably until her resignation last September. The board was then fortunate in securing Mrs. E. S. Parsons, who is exceptionally well qualified to fill the position.

At a meeting of the library board in October, 1908, it was decided to give a series of dancing parties for the benefit of the library and the Greater Medford Club was asked to assist. A number of patrons and patronesses were appointed and six dances were given, which netted \$215.

Numerous other methods have been employed to raise money, among them four musical entertainments, a lecture by Opie Read, a book day, a book club, monthly programs by the Greater Medford Club, the publication of one issue of the Mail Tribune and a society vaudeville entertainment, which, together with the money received from the city, \$340.20, has amounted to \$2269.79.

Of this amount \$1263.94 has been expended for new books, about \$600 for incidental expenses, including salary of the librarian, book cases, printing, etc., and there is on hand \$509.18 in the treasury of the Greater Medford Club, which was raised by the publication of the Mail Tribune for the benefit of the library, and \$42.40 in the treasury of the library.

At a recent meeting of the city council it was decided to allow the library one-fifth of a mill in the tax levy for 1911. This will amount to \$1260, for all of which we are duly grateful. The expenses of the library keep on increasing with the demands made upon it incidental to its growth. The library has outgrown its present quarters and new rooms have been secured in a new building which will be ready in March. There the reading room, which is so badly needed, will be possible. At the

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## FISHING



A 10-pound Steelhead (Rainbow) Trout, 32 inches long, caught on No. 4 fly (shown in mouth), with 6-ounce rod, in Rogue river.

There is finer fly fishing in the Rogue the year around than in any stream in America. It is naturally the home of the trout and salmon and they existed in innumerable number until the operations of seiners, gill-netters and other commercial fishermen during the past few years, so depleted their number that extermination was simply a matter of time.

To remedy the situation, the Rogue River Fish Protective Association was organized and systematic efforts to restore the stream began. A bill was introduced at the last session of the legislature shortening the fishing season, but defeated through the efforts of the lobby maintained by the fish monopoly.

The association, which comprises the sportsmen and anglers of Southern Oregon, then resorted to the initiative and submitted a bill to the voters of Oregon at the 1910 election entirely closing the Rogue river to fishing except with hook and line. The bill passed by the overwhelming majority of 16,290 and is now a law. Hence line angling is expected to result in the Rogue and the stream speedily regain its former glory.

The Rogue has been aptly described as "an overgrown mountain brook." Its waters are as clear as crystal, its current so swift as to be dangerous and its average width along the favorite fishing grounds from 150 to 300 feet. It is full of cascades, riffles and eddies. Here and there are deep, quiet pools whose banks are lined with verdure and now and again a shallow ford that can be waded.

Trout in the Rogue are of two varieties, the rainbow or steelhead and the cut-throat. The cut-throat averages from a pound to two pounds, though occasionally caught three and four pounds in weight. It is a voracious feeder and strikes and fights hard, has white meat and one of the finest flavored fish known. Rainbow are caught from a pound to ten and twelve pounds weight, the average being five pounds, and usually good for half an hour's hard battle. Not one in five of the larger fish hooked is landed, and then only after repeated dashes through the water and frequent somersaults in the air—any one of which may snap the tackle or tear loose the fly—have exhausted him.

July, August, September and October are the best months for rain-

bow fishing; May, June and July for cut-throat. Trout can be taken with a fly every month in the year, if the conditions are right, and the Rogue is the only stream on the coast, and probably in America, where this holds true.

Salmon abound in the Rogue. In the summer and fall the royal chicken take the spoon readily and occasionally the fly.

"Jack salmon," a stunted male chinook, weighing from one to five pounds, take the fly readily and make a good fight. In the late fall and winter months there are plenty of silverside salmon, which take the spoon, but not the fly.

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HOMES.  
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Medford is rapidly becoming a city of beautiful homes. With the growth of the city has come a great improvement in architectural design and finish. As the new water system is nearing completion, insuring an abundance of life-giving moisture, green lawns, shade trees and shrubbery are replacing the parched yards of the village era. Stately mansions, picturesque bungalows and cozy cottages are going up as if by magic in all parts of the city.

Medford is a home city, where the majority of residents own their homes. Flats, tenements and apartment houses—those demoralizers of the home, are as yet unknown. Numerous new additions that have been placed on the market at easy terms have gone like hot cakes, rendering it cheaper to buy and build than to pay rent.

The finest of water systems, the best of sewer systems, the miles of paved streets, electric lights and all modern conveniences, her progressive, cultured people, the metropolitan and cosmopolitan character of the place, combined with a most delightful climate and the most picturesque of scenery, make Medford sought among cities as an ideal place for a home.

The residents of Medford have not been content with the ordinary in their dwelling houses. They have built in accord with the natural building sites found on every hand, and the modern residences—some of a stately colonial style, some the modern and convenient bungalow—house an energetic, money-spending people.

## Dairying Conditions By E. C. Gaddis

In presenting the conditions and opportunities that exist, relative to dairying in southern Oregon, it is not the intention of the writer to "paint with rosy hue" the results which have been attained in that line, but rather, to present the possibilities of this important line of business to those who might be interested, and at the same time give a few facts and figures as to the income per cow, that has been received by dairymen of the Rogue river valley.

The conditions existing at the present time as to the procuring of land suitable for dairy purposes are such that it would be necessary for the prospective dairyman to seek a location, not in close proximity to Medford, but rather in the outlying sections within a 5 to 25 mile radius of our city; at the same time being sure to locate near one of the main county highways, so the question of getting their products to market would not be difficult to solve, as our roads are easy to travel fully eight months out of the 12, and the time is fast approaching when they will be excellent roads the year around.

While the land in the immediate vicinity of Medford is very fertile and therefore would be well adapted to dairying, these lands are being utilized for the apple and pear orchards, for which the Rogue river valley is famous; consequently, the value of such lands have gotten far above the price that would make them profitable for the purpose of dairying.

It is true that our retail milk dealers have their dairies near the city, but even in those cases the majority of them find it cheaper to keep their cows on a cheap tract of land, and buy their hay and grain for feeding purposes, rather than have several hundred dollars per acre tied up in a ranch for the purpose of raising alfalfa for their stock.

There are two large herds of milk cows and numerous small herds that furnish the daily milk and cream supply for the city of Medford, and the number of cows in these herds will total several hundred.

We have a number of small valleys adjacent to the Rogue river valley where the price of land is more

in keeping with the prices of land that is used for dairy purposes, which are excellent places for the building up of a good dairy business—from the standpoint of selling cream to the creameries—and it is to these sections that we must devote our efforts toward increasing the dairy business of southern Oregon.

The Little Applegate, Big Applegate, Little Butte, Big Butte, Antelope, Sams valley and Upper Rogue river valleys, should prove interesting to the prospective purchasers of dairy farms, as the ranches in these sections will produce alfalfa and corn in abundance, as a large percentage of them are irrigated from the waters of the creeks adjoining them, thus assuring the owners of large crops of excellent feed for the cow.

It will be interesting to the dairymen of the east and middle west to know that the lands of these valleys produce these varieties of feed, for they realize the value of alfalfa as a part of the ration for the cow, also the value of green corn for making into ensilage to provide the cow with a good succulent food during the time of year when they find the greatest need for it.

Another recommendation for these valleys, from the dairyman's standpoint, is the closeness in a great many instances, of outside range, which could be utilized for early spring pasture at just the time when the cow would need building up—after her long winter's work.

There is a limited amount of dairying being carried on in these sections at the present time, but only on a small scale, as in a majority of cases the dairies do not exceed 10 or 12 cows to the farm, when they could easily handle three to five times that number.

There is a growing demand in this section for the practical dairyman owing to the dairy business being practically new to a large majority of those engaged in it at the present time, and as the population of our valley has doubled up so rapidly, as against a loss in the amount of dairying carried on, it has brought about a very strong demand for all kinds of dairy products and has put the price up to a figure that should be of

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