

MEDFORD AND ITS ERA OF BIG BUILDING

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

January 1, 1911, finds Medford maintaining its lead as the banner small city of the northwest. Postal receipts show a gain over a year ago of over 60 per cent. Bank clearances and deposits are nearly 50 per cent greater. More and costlier buildings have been completed and 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 was shipped, realizing the highest prices of any fruit in the eastern markets. Double the quantity of apples produced a year ago were sent east, while the 65,000 acres of young orchard show a most thrifty growth, and 20,000 additional acres are being planted in the valley.

The new year finds the Pacific & Eastern completed to Butte Falls and the track laid into Medford. 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.

The new year finds Medford with the best municipal water supply of any city in the west, with a gravity system bringing water 25 miles from its source in the snow-capped sentinels of the Cascades, with pure water ample for a city of 25,000 people. It finds Medford with a completed distributing system exceeding 20 miles of cast iron mains and with work begun on nine miles of main extensions.

The new year finds Medford with nearly 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 50 per cent completed. When completed, Medford will be the best paved city of its size anywhere.

The new year sees phenomenal building activity in the business and residence districts. It sees a completed 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 completion of the \$60,000 natatorium and its galaxy of amusements, the finest institution of its kind north of San Francisco.

The new year finds completed the four-story brick block 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.

The new year finds construction well under way on the Medford Furniture & Hardware company's four-story reinforced concrete block costing over \$100,000, occupying a quarter of a block; the basements completed for the six-story \$100,000 Medford hotel, for the four-story \$100,005 Page hotel, giving Medford two first-class hotels and the best hotel accommodations of any Oregon city, and the construction of the Root building, of the two-story 80x100-foot Mail Tribune building, and several other structures, as well as innumerable residences well under way.

The new year will see the selection of a site and construction preparations under way for the new federal building, for which congress has appropriated \$110,000; the erection of a \$100,000 hospital at Medford by the Sisters of Providence, the erection of a \$50,000 Masonic temple and completion of a \$30,000 Odd Fellows block.

The new year finds 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 construction work under way on the most difficult portion of the road.

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 New Year's day than ever.

Medford looks like a city just built, torn down and rebuilt again. Streets are torn up in every direction, huge piles of building material block the way and hundreds of men and horses are at work on various private and public improvements. 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 400 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 1909, merely took the second breath and went 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 7,000 mark, but the record for 1910, just closed, is marvelous. Over \$5,000,000 was expended for various improvements. Truly an era of new building has been reached, more befitting the ordinary city of 25,000, than one that has increased from 2,000 to nearly 10,000 in less than three years.

The aggregate cost for the business blocks completed and started during 1910 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 completed. It cost \$60,000, and its composite features are complete in every detail. The swimming pool, 50x100 feet, required more than ten carloads of cement. Twenty carloads of lumber are used in this huge building and a whole carload of sash and doors was 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 were necessary in the construction of buildings in Medford in 1910. More than 800 cars of cement was used. Sixteen carloads of nails were used, and the cost of building hardware and nails in the construction of residences alone will exceed \$300,000. The transformation of the rough land into lawns of green caused the sale during 1910 of nearly six miles of garden hose. One store alone sold 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 of thousands of acres suitable for all kinds of cultivation. One thousand men working every day for 4 years will be insufficient to manufacture this vast amount of timber into 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 commands 8,000,000,000 feet. 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 fast 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 preparing 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 ten years from Medford and vicinity, is disposed of by the completion of these 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 growing, and over 20,000 acres are being added now. Two and a half million dollars will be expended in irrigation purposes, which will cover nearly every acre in the valley and enable nearly every acre to be placed under cultivation. Upon each ten acres a family will be supported. Twelve months ago Medford had an estimated population of 6000 people. Eight thousand was the advertised population at the first of the year, but the census disclosed nearly 9000. During the past nine 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, again increased 50 per cent in 1910. Postal receipts increased 33 per cent in 1909, but for 1910 about 60 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 to none. The new sewer system is completed. The three miles of asphalt pavement completed in 1909 were increased by six 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. Another year's work is contractor for. A second telephone system is in operation. A gas plant under construction is serving 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 most beautiful residences. Civic pride, following in the wake of construction, predicts a city of unusual beauty. Shade trees and 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 placed on 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 50x120 feet. The four-story Page hotel will cover 88x146 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 contemplated at eight stories. Steel, granite, concrete, brick and stone is being used. The new Southern Pacific depot, costing \$50,000, is 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 uniting 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 preeminent in high-class production in 1910. More fruit was shipped than in any previous year, and the quality this year was unsurpassed. All these conditions more than justify what Medford is doing. Medford spells progress and municipal advancement. It is the most metropolitan small city in the world and its population the most cosmopolitan, a citizenship that has the utmost faith in the city's future and works as a unit to realize its destiny—the metropolis of that vast region between Portland and San Francisco. The picturesque valley of the Rogue, hemmed in by verdant hills, is the greatest natural fruit belt in the world, where soil elevation, climate, combine to produce the perfect product. Here are 65,000 acres of commercial orchards that cannot be equaled on the globe, whose apples win the sweepstakes prizes at world's apple shows, whose pears sell to England's epicures at \$10 a box, whose peaches take first awards at world's expositions, whose products command the highest price in the world's markets—orchards which yield \$1000 an acre annually to the grower. The planted orchard area is increasing at the rate of 15,000 acres annually, and will eventually comprise a quarter million acres or more.

Medford is the railroad center of the present and the future. Within two years it will be the only city in Western Oregon, except Portland, to have a competing railroad, and will be connected by trolley with nearby cities. Already its railroad business, both passenger and freight, exceeds that of any other place in the state except Portland. With the completion of the railroads under construction and planned will come the lumber mills and the smelters, the payrolls and population.

Medford has more natural resources than any place in the country, and the Commercial club offers \$5000 for proof to the contrary. These resources are many and diversified. Few are developed, others are in process of development. Any one of a dozen that might be named, properly developed, justify the existence of a city larger than Medford. All together promise a certain future—and the future has arrived. 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 25 per cent. Further, this annual increase is assured continuance for years to come. Its foundation is solid, for it is laid in the peerless resources that surround this city, the conservative business of the community and the buoyant spirit of Medford's strong, healthful, 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 realized. 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 orchard of the world, of the greatest mining district of the world, of the finest timber region 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 illimitable natural resources yet in the shell. If anything more were needed to assure of the permanency of growth here, of the enhancement 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, unobtrusive, strong. If history gives us comfort to the doubter, there is a remaining study which should. A country that can feed an immense number of men and furnish them with healthful, equable climate, while doing so will be densely populated.