

MEDFORD AND ITS ERA OF BIG BUILDING

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

January, 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 the Butte Falls and the track laid into Medford. Other contractors are rushing the extension of the Oregon Trunk down the Deschutes, across the Glatham 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 a main on nine miles of main tensions.

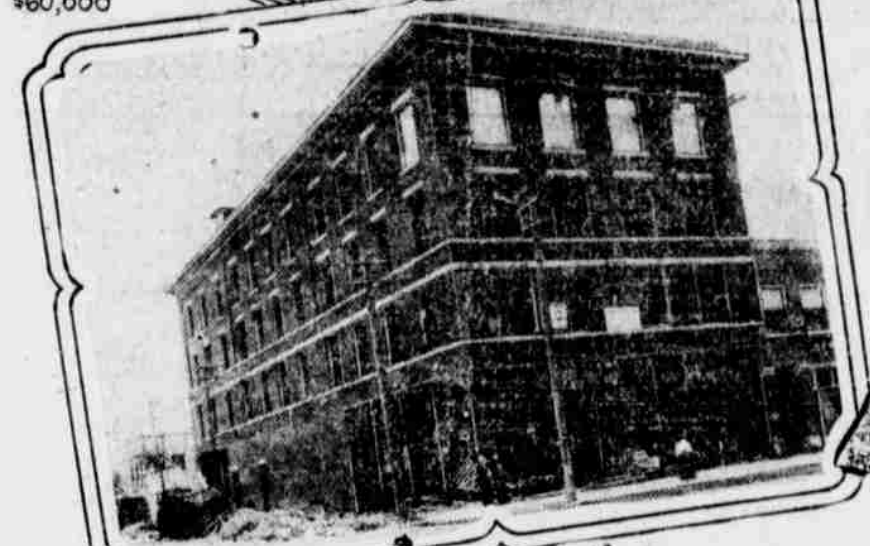
The new year finds Medford with nearly 10 miles of bituminous and asphalt paved streets. New contracts totaling over 280,000 square yards of pavement, with curbing and guttering amounting to over a million dollars, the largest contract ever made on the coast, is but 50 per cent completed. When completed, Medford will be the best paved city of its size anywhere.

The new year sees phenomenal building activity in the business and pleasure districts. It sees a complete new depot of the Pacific, costing \$50,000, in Oregon outside of Portland. It sees the grounds graded preparatory to the erection of the \$30,000 natatorium and a host of amusements, the finest of its kind north of San Francisco.

The new year finds completed the brick block erected by the Furniture Hardware company.



NEW NATATORIUM COST \$60,000



BUSINESS BLOCK JUST COMPLETED COST \$60,000

Episcopal church, of the three-story concrete building erected by the Rey 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 \$100,000 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

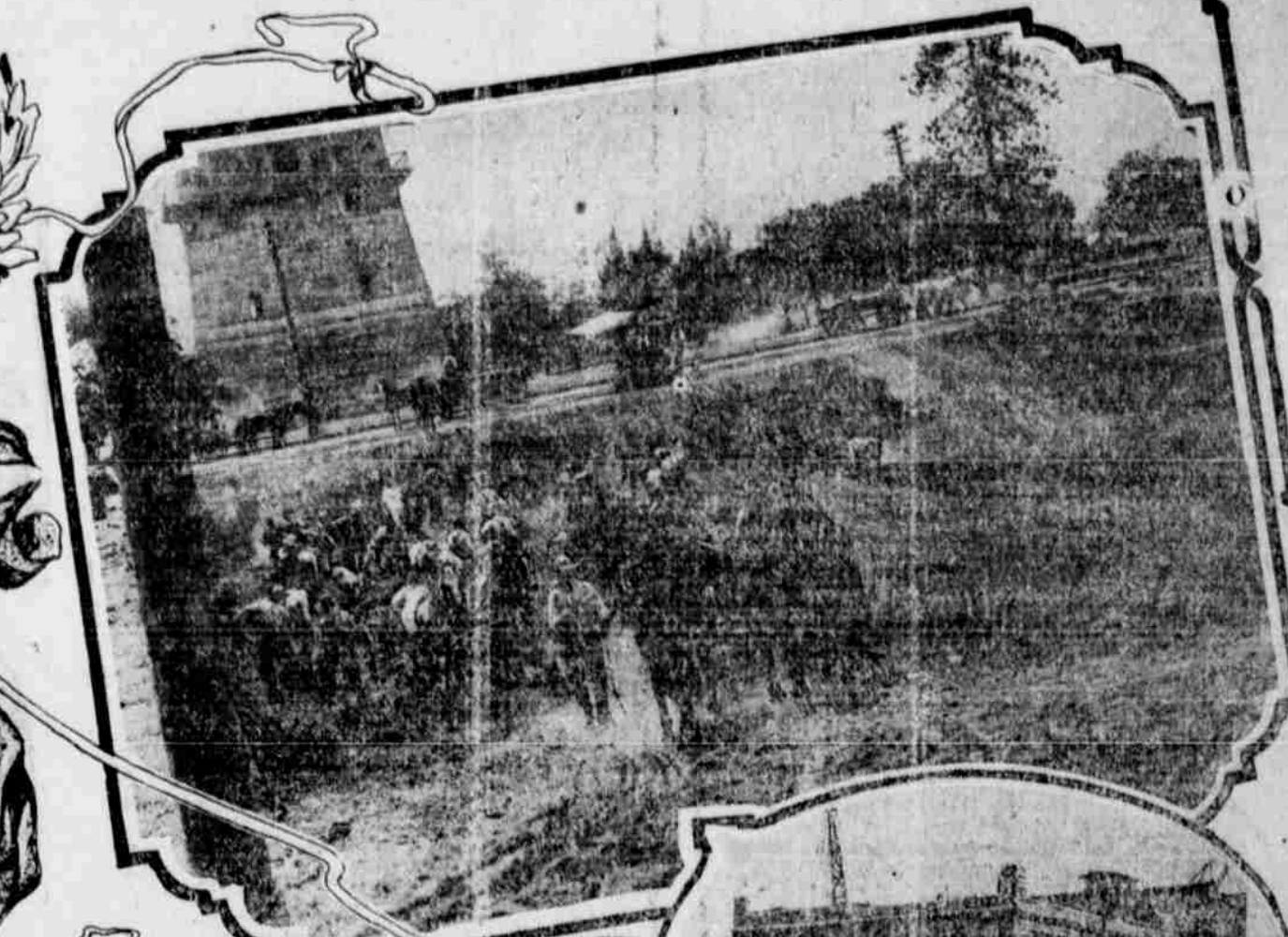
to Crater lake national park, the scenic wonderland, and construction work under way on the most difficult portion of the road.

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 year than ever.

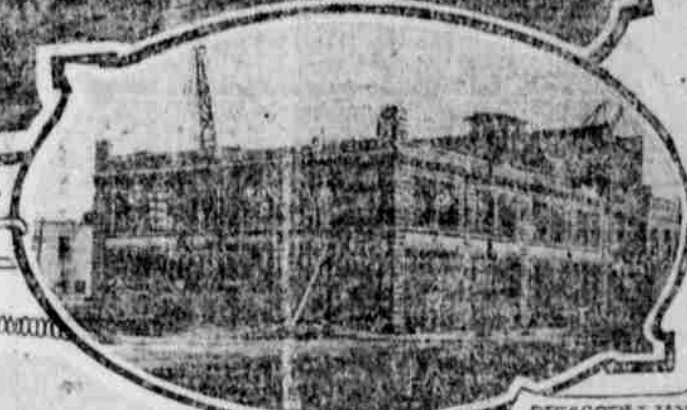
Medford looks like a city just built, torn down and rebuilt again. Streets are rerun up in every direction, huge piles of building material block the way and hundreds of men and horses are at work on various private and public improvements. Frame structures stand astride the thoroughfares in the course 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 7000 mark, but the record for 1910, just closed is marvellous. 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 2000 to nearly 10,000 in less than three years.

The aggregate cost of 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.



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



EPISCOPALIAN BLOCK ALL GRANITE COST \$75,000



NEW SOUTHERN PACIFIC DEPOT COST \$50,000

Census Shows Gain of 393 Per Cent Ten Years

The city of Medford made the greatest per cent increase in population of any city in the United States with the exception of Oklahoma City, during the 10 years between 1900 and 1910. She increased the population from 1791 to 8846 an increase of 393.7 per cent.

Medford far out ran 14 sister cities in Oregon and jumped from being the 15th city in the state to being the 5th.

The census bureau announces the population of all cities in Oregon, having a population of over 5000. This list, exclusive of Portland, follows:

City	1910	1900	1890
Ashland	5,020	2,634	1,784
Astoria	9,599	8,381	6,184
Baker City	6,742	6,663	2,604
Eugene	9,009	3,226	—
Medford	8,840	1,791	967
Salem	14,094	4,258	—

Cities having a population of more than 5000 contributed 5.5 per cent of the state's total increase of 259,229 in the last decade. Portland's increase was 81.5 per cent of the total increase of these cities, and 36 per cent of the state's total.

Statistics show seven cities of more than 5000, an increase of four since 1900. Most of them showed large in-

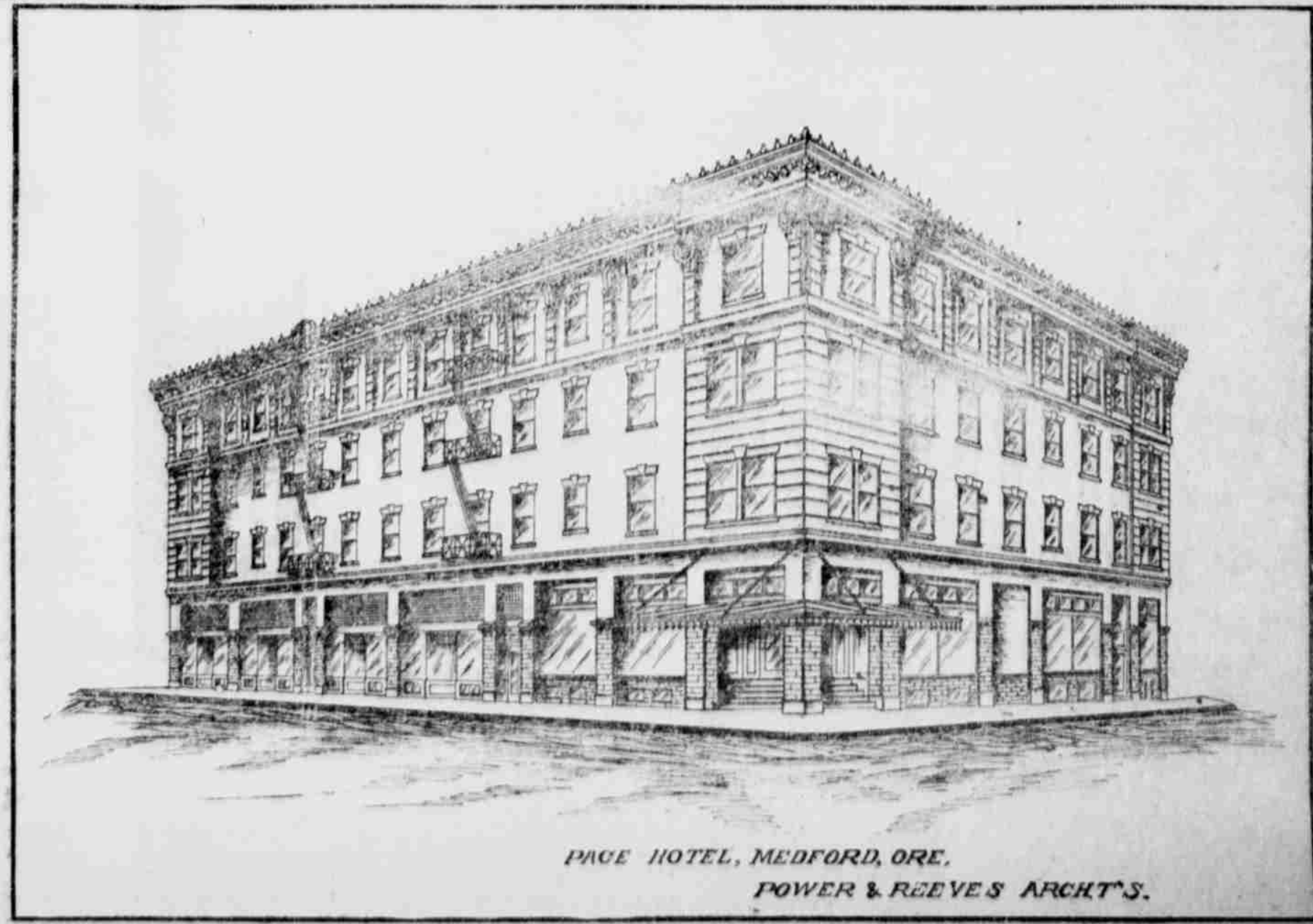
crease. Medford heads the list with 393.5 per cent; Eugene with 178.3 per cent; Portland with 129.2 per cent, and Ashland with 90.5 per cent. None of the cities showed a loss.

Business to the extent of over \$3,000,000 has been handled by the local banks and the postoffice during the quarter ending December 31, 1910.

To keep pace with growing needs and to facilitate the handling of the city's increased business, the four local banks and the postoffice formed a clearing-house association last August, agreeing to divide the additional duties that such an institution required by handling it in turn for a week apiece.



NEW HOTEL NOW UNDER CONSTRUCTION IN MEDFORD—THE HOTEL MEDFORD AND THE PAGE HOTEL, BOTH UP TO DATE HOSTELRIES.



PAGE HOTEL, MEDFORD, ORE. POWER & REEVE'S ARCHT'S.