

MAKING MEDFORD THE BEST BUILT CITY IN OREGON

VAST AMOUNT OF MATERIALS FOR BUILDING

Seven Hundred Carloads of Lumber, Forty Thousand Barrels of Cement, \$125,000 Worth of Brick, \$30,000 in Paint.

TOTAL EXCEEDS RECORD OF YEAR AGO BY THIRD

Brick Is Made Locally as Are Cement Products—Stone Supplied by Local Quarries.

\$1,000,000 BEING SPENT IN BUILDING

Many Fine Business Blocks Being Erected and Scores of Attractive Residences in All Parts of the City Are Under Way With More Planned

SUBSTANTIAL STRUCTURES TO HOUSE BUSINESS FIRMS

Stone, Brick and Concrete Buildings All Represented—Appearance of City Rapidly Changing.

In addition to spending close to a million dollars for paving and other improvements Medford will spend no less than \$1,000,000 in business blocks and residences during the present building season. January 1, 1912, will find nearly 20 new business blocks erected, while the number of new homes can only be estimated. No less than 75 buildings for residence purposes are now in course of erection. In every direction streets are partially blocked by huge piles of building materials. Lumber and brick dealers have estimated that this year's record will exceed that of 1910 by 33 per cent.

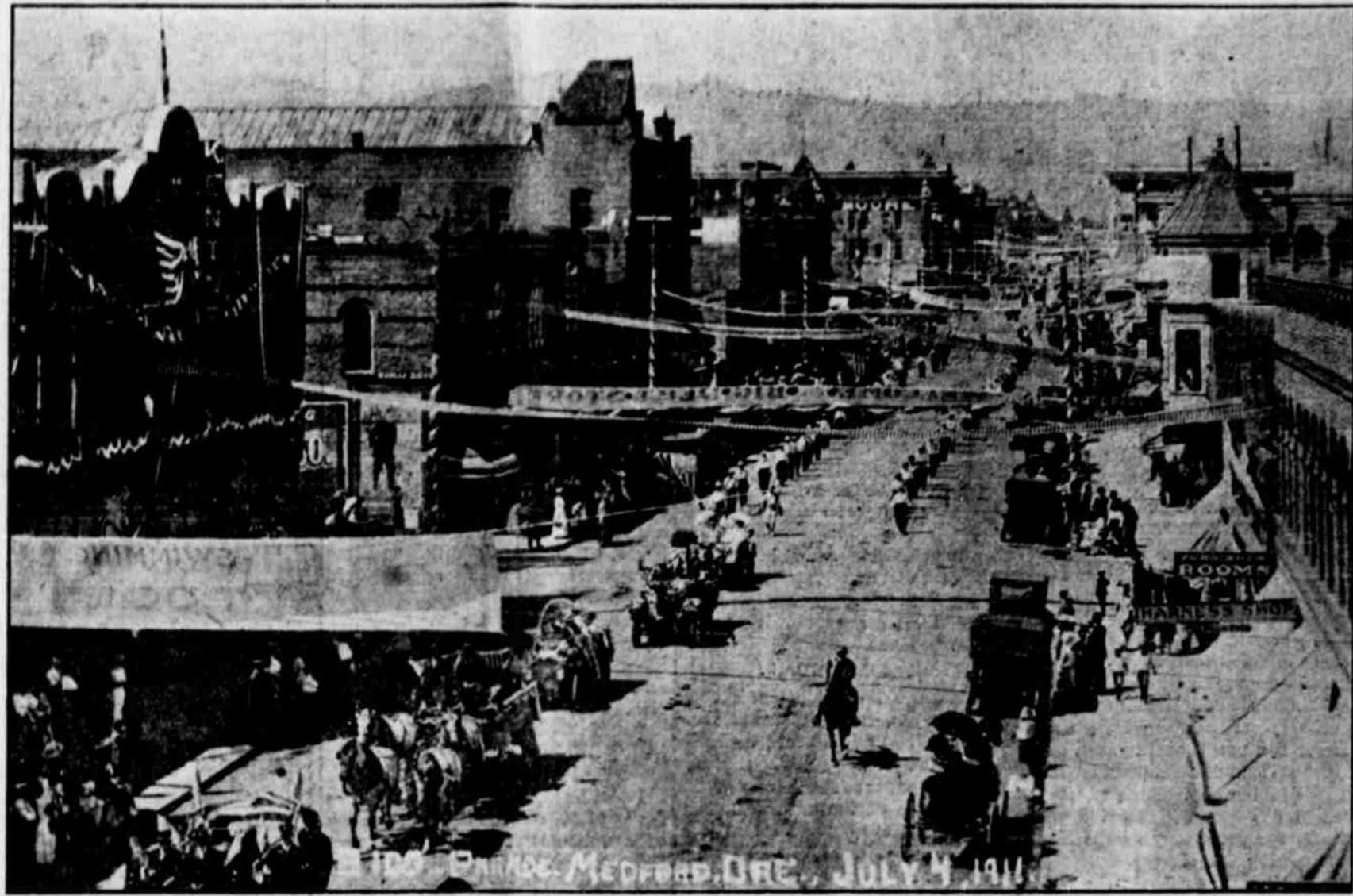
Hotel Medford Is Under Way.
This season will see among the new buildings erected a modern five story hotel, which is to be the peer of any hotel outside of Portland in the state. It will contain 100 rooms, and cost \$125,000. The hotel, which will be known as the "Medford," came as the result of a three-year agitation for a commodious new hotel. Local business men, headed by Dr. E. Barton Pichel, member of the state board of health, subscribed to the building fund. The hotel will be opened about September 1.

Store's Home to Cost \$100,000.
Another of the large building blocks being erected this year is to be the home of the Medford Furniture & Hardware company and will cost \$100,000. This building will be four stories in height, of concrete and will be the largest store building of its kind in southern Oregon. It will be ready for occupancy in the fall. Finishers are now at work.

Hospital Will Have 100 Rooms.
The Sisters of Providence are erecting a modern hospital in this city to be called the "Sacred Heart Hospital," which will require 1,000,000.

Continued on page 2.

The Heart of the Business District of Medford



Fourth of July parade marching down Main street. Elks' lodge in fore ground.

BEST PAVED CITY OF ITS SIZE IN NORTHWEST

City Council Orders Hundred Thousand Square Yards of Additional Hard Surface Pavement at Its Regular Monthly Meeting Friday.

TOTAL PAVED STREETS TO EXCEED 24 MILES

Million Dollars Is Approximate Cost of Paving Medford Streets—Work Is Being Pushed.

Nearly 100,000 square yards of asphalt paving was ordered by the city council Friday evening. Those streets which will be paved are North Grape from Sixth to Thirteenth; South Ivy from Eighth to Thirteenth; Rose avenue from Seventh to Fourth; Bennett avenue from Howard to Roosevelt; Tenth street west from Oakdale to Holly; Washington from Genesee to Roosevelt; Hamilton from Oakdale to Oleson; Oleson from Second to Fourth; Third from D'Anjou to Apple; Mistletoe from Main to Tenth; South Peach from Seventh to Eighth; Newtown from Seventh to Tenth; Bartlett from Eighth to Ninth; Orange from Tenth to Eleventh; Minnesota avenue from Geneva to Roosevelt; Alley of block 2, Central avenue, running north and south; alley through block 21 from East Seventh to Sixth, and alley from Eighth to point seventy-five feet from Seventh.

Best Paved City.
The time is close at hand when Medford will be known as the best paved city of its size in America. Three hundred men, modern machinery and nearly 150 head of horses are employed in transforming her streets, which heretofore in mid-winter have been but streaks of mire into boulevards open to traffic the year around. To date nearly 300,000 square yards of pavement has been laid while contracts for similar quantity has just been let. When completed Medford will have nearly twenty-four miles of paved streets, costing nearly \$1,000,000, a tremendous amount considering the population now estimated at 10,500.

Three years ago there was not a single square yard of paving in the state south of Eugene. Then it was that Medford, an ambitious little city of 5000 souls started an agitation for better streets. Each winter found her thoroughfares impassable. The agitation grew and a contract was let for 35,000 yards. This was laid on the principal street of the city and so obvious were its benefits, that the following season an additional contract was let. This season this has been supplemented by a contract as great as the first two together. Other towns in southern Oregon have profited by Medford's example and now are having their streets surfaced. The county court recognizing the benefits to be derived from good roads have also called for the laying of an asphalt macadam road between this city and Central Point. Medford pointed the way.

Who Is Doing It?
The gigantic task of making Medford the best paved city in America is in the hands of the Clark & Henry Construction company of Sacramento and Stockton, Cal. That they are doing a good job and are laying a superior pavement is evidenced by the fact that they have just been awarded the second contract after laying six or seven miles of their asphalt pavement in the city. They now have more work than they can complete this season, which will extend until the rainy season sets in, but they are making great efforts to get as much of the work done as possible. They will complete their original contract late in July and then will start on the work of laying the additional 300,000 yards of pavement. It may be that a third contract will be given them next season but even if this is not done Medford, for its size, will be the best paved city in the United States.

MANY HOMES BEING ERECTED

Medford Sash & Door Company Report Many Calls for Residence Fixtures Which Shows Healthy Tendency of Building Operations.

"We are having lots of calls for work for homes at present," stated Mr. Hansen of the Medford Sash & Door company Saturday. "And that fact speaks well for continued building activity in Medford. Of course we have had our share of the big work, and recently you will note we have had a very large share of it, but the home building feature is what impresses me as being a good sign for the city."

This concern has been successful in being awarded contracts for building material on an unusually large percentage of the new buildings in Medford and are experiencing a prosperous year.

ERECT BUILDING FOR OPERATIONS

Building Supply Company Constructs Structure 80 by 80 Feet, Two Stories High as Workshop and Factory—All Kinds of Finishing

The large building erected by the Builders' Supply company, east of Bear creek on Jackson boulevard, is near completion and will be a marked addition to manufacturing Medford. The building is 80x80 feet and two stories high. The large machines are to stand on concrete on the first floor and all the light machines will be operated on the second floor. The first floor alone will have more floor space than the plant now being used by this growing concern.

The officers, workroom, glue benches, etc., will also be on the second floor. A paint room and glass room will be put in the ground floor and a blower system of getting rid

(Continued on page 2.)

MASONS PLAN FINE TEMPLE

Will Be Built of Oregon Material Throughout and Local Firms Will Handle the Job—Even the Furniture Is to Be Made in Medford.

Plans have been completed for a four-story Masonic temple to cost not less than \$40,000, to be erected at the southwest corner of Main street and Riverside avenue.

This building will be second to none in the state in point of beauty and utility. It will have a frontage of 45 feet on Main street and 141 feet on Riverside avenue.

In addition to the four stories there will be a full basement under the entire building and extending to the curb line of the sidewalks, in which will be installed the heating plant, fuel rooms, ware rooms for stores above, janitor's quarters and a commodious and modern cafe.

The first story above basement will continue two mercantile store rooms, the air lobby, vestibules and rest rooms.

Top Floors for Lodge.
The second story will consist entirely of office suites and rooms, together with wide corridors, hallways and stairs. The third and fourth stories will be used for lodge purposes exclusively. Rest rooms, parlor, library, commandery and other lockers and dressing rooms, banquet hall, ante rooms, kitchen, lodge hall and supplementary apartments, will all be arranged admirably and provided with every facility essential to comfort of lodge attendants and their friends.

The ventilating and heating system throughout the building will be ideal. By pressing a button, mechanism will be set in motion that will give entire change of air in the lodge and banquet rooms in but a few moments without chilling anyone of causing discomfort. This will be an emergency arrangement supplementary to the regular ventilating provision which will for all regular occasions be ample.

EAGLE POINT BANK BUILDS

Handsome Two Story Structure Completed for New Financial Institution—Fixtures All Made in Medford by Mission Furniture Co.

The handsome two-story building just completed for the First State bank at Eagle Point, is largely the product of Medford workmanship and reflects credit alike to Eagle Point and this city. The bank will open its new doors Monday and its officers have been busy receiving compliments from customers and visitors.

All of the fixtures and practically all of the bank furniture was made by the Mission Furniture Works of Medford. Part of the work is done in oak and part in Oregon fir. The local concern that supplied the fixtures is coming to the front in this line and is proving its capability of turning out high class work. It employs a number of skilled workmen and the ambition of each seems to be how good and not how cheaply a piece of work can be done. It is a home industry that is deserving of encouragement as it has shown that it can do work as well and as reasonably as outside firms.

SAN FRANCISCO, Cal., July 8.—That the Robert Dollar Steamship company of San Francisco is contemplating a change from the British to the Chinese flag is admitted today by Stanley Dollar. He said this move would be made with the expectation that the Chinese government would grant it a subsidy.

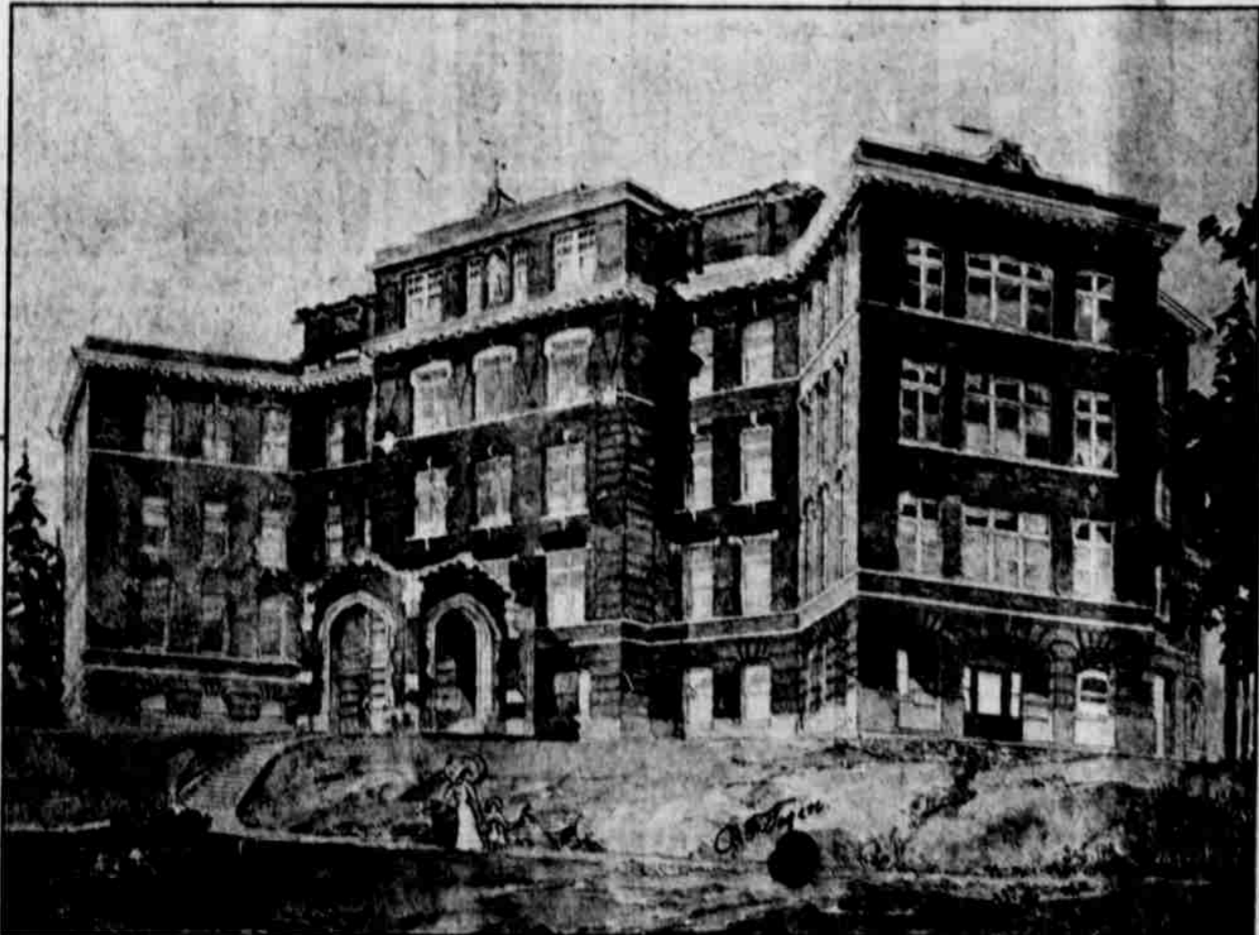
a modern adaptation of Egyptian modes.

There will be special features of lighting that are entirely original and will add much to the attractiveness of the interior.

The firm of Power, Reeves & West are in charge of the work. It is the intention that all work and all materials shall be provided, as far as possible, with local people. All materials must be of Oregon production. The Masons believe in patronizing home industries, consequently all furnishings will be purchased of home merchants or else made in Medford.

The special furniture of the lodge room will be designed by the architects and will be built in Medford shops of native woods and finished in a way to procure unique effects of the highest degree of perfection known to the craft.

Medford's New Hospital Now Under Construction



Basement finished and a hundred men at work constructing walls of Sacred Heart hospital on Nob hill. Building will cost \$12,000 and will contain 100 rooms, the largest hospital in Oregon outside Portland.

HEILIG TO BUILD THEATRE IF AIDED

Calvin Heilig left Saturday evening for Portland, after having looked the ground over thoroughly regarding a theater in Medford. He realizes that Medford is an excellent show town and is quite willing to build a theater on the same terms and conditions that his company is building them in other places, namely: to have a certain number of bonds taken by the citizens.

The bonds would draw 7 per cent, and with the property all cleared of encumbrance except the bonds, which would represent about one-half the actual property, it would make a security as gilt edged as a real estate mortgage.

A theater under the management of Mr. Heilig and his associates would ensure the highest class of attractions that come to the Pacific coast, and these investing in bonds could be assured that the house would be run on strictly business principles and the 7 per cent interest paid promptly.

There are several excellent locations that can be secured at a reasonable figure.