

# Medford, a City of Fine Hotels, Attracts Tourists

Medford is the best equipped city of its size in Oregon in point of hotels. During 1911 two large, first-class hotels were completed—the Medford and the Holland—and these, elegantly fitted, filled a need long felt in this city. Both are conducted on the most modern lines and the time when lack of accommodations drove people to seek shelter in near-by towns is now in the past.

The Hotel Medford was completed and opened early in the fall of 1911. It is a magnificent hotel and a heavy patronage since its opening day has attested the appreciation felt by the residents of Medford for the men who financed and made it possible.

Outside from these two new hotels several others are in operation in the city. These are the Moore, the Nash, the Palace, the Parkview, aside from several apartment and rooming houses.

The Hotel Medford, completed during the summer of 1911 ranks high among the leading hotels of Oregon, including those of Portland, the metropolis of the state, while in cities equal in size with Medford it easily outranks all others in the west. Its erection was due to the efforts of local business men and orchardists. The president of the hotel company is Dr. E. B. Pickett, who has long been prominent in the advancement of Medford and the whole valley, while Emil Mohr leases and operates the establishment.

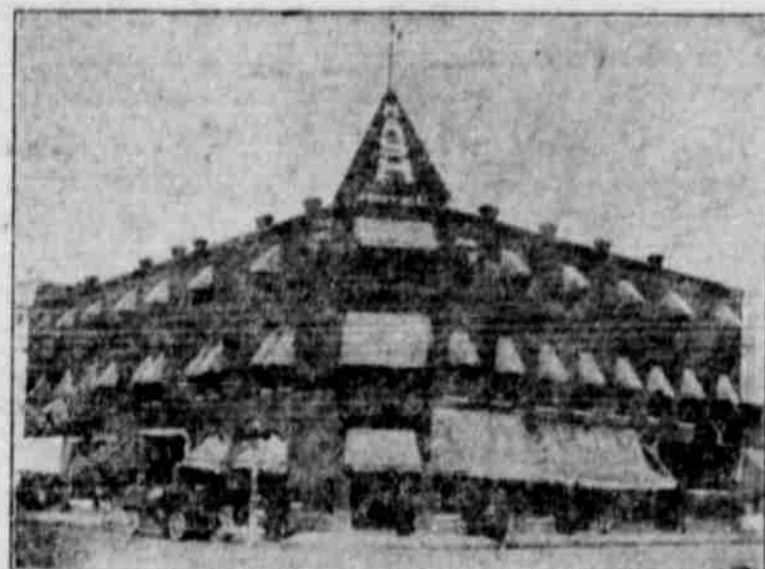
The Hotel Holland is a splendid

four-story building of Mission style. Throughout it has been fitted for the purpose of making it home-like, and its builders wrought well. Fifty-seven sleeping apartments are elegantly furnished and, all being outside rooms with all modern conveniences, they are certain to attract and hold trade.

This hotel was erected by Porter J. Nash and J. A. Westerland, both business men of the city.

The Hotel Nash, the pioneer hotel of the city, continues to hold its own with the trade, despite the fact that

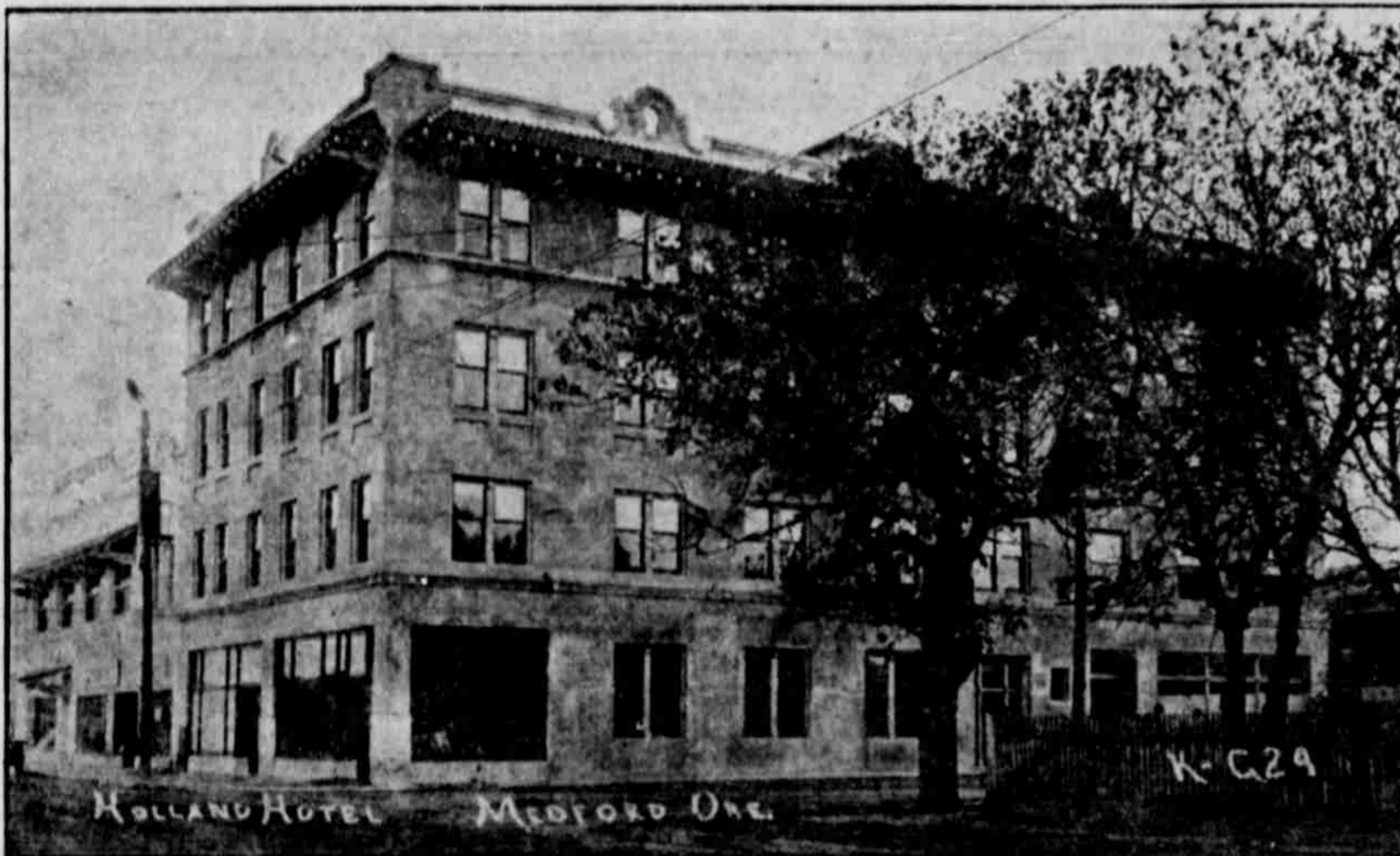
larger and new hotels have been erected in the city. The Nash for many years was the leading hotel of the city and its lobby was a favorite gathering place for the business men of Medford. It is widely known over the Pacific coast. This hotel continues to attract a large amount of trade as it has recently been remodelled throughout, its interior being redecorated. A large modern heating plant has been arranged. The Nash is operated by J. D. Bell and J. T. Sheridan, both experienced hotel men.



Hotel Nash, Pioneer Hotel, Famous All Over the Coast.



Hotel Medford, the Finest Hostelry in the State Outside of Portland.



Hotel Holland, a Beautifully Finished and Furnished Hostelry.

## Greater Medford Club

One of the chief factors in the advancement and betterment of the city of Medford has been the Greater Medford club, the membership of which includes all of the prominent women in the city. Now with the granting of the franchise in Oregon the club will become a more influential body than ever.

The Greater Medford club is an organization of women that exists for the purpose of general civic improvement, and from its beginning has untiringly bent its energies in the direction of the "city beautiful." The club began its labors at a time when there were so many problems of streets, of drainage, of lighting and generally providing for this rapidly growing city, that their co-operation with the administration was gratefully welcome; at a time, indeed, when the present city park was a potato patch; and it is largely due to this club that the park is now what it is, and that many rows of young shade trees now line our curbs. For three or four years the club managed and maintained the public library.

Recently the club was divided into departments which include civics, domestic science, culture and the like.

## 11 Denominations Represented in City



New Christian Church, Completed 1912.

Medford is well supplied with churches eleven denominations being represented, which are Baptist, Christian, Christian Science, Episcopal, Lutheran, Methodist Episcopal, Free Methodist, Methodist South, Presbyterian, Roman Catholic and Seventh Day Adventist.

All of the denominations are comfortably housed, the Christian church just completing a splendid new church of bungalow design which

conforms with the style of architecture in that section of the city where it is located. Among other new buildings is that of the Christian Scientists which is of handsome and striking design. The Presbyterian and Methodist Episcopal churches were recently enlarged, while St. Mark's Episcopal church is planning the erection of a large new stone building in the rear of their store block completed some time ago.

# Medford Boasts Best Water System in State of Oregon



City Reservoir, 200 Feet Above City on cliffs East of Medford—Capacity 2,000,000 Gallons

(By W. J. Roberts, C. E.) There are three points in the game of municipal water supply: Quantity, quality and cost. Medford won on all three points.

The quantity delivered at the city reservoir exceeds the original estimate by a third; the quality is better than was originally proposed, and

finally, the total cost of the gravity portion was \$32,000 less than the \$300,000 allowed.

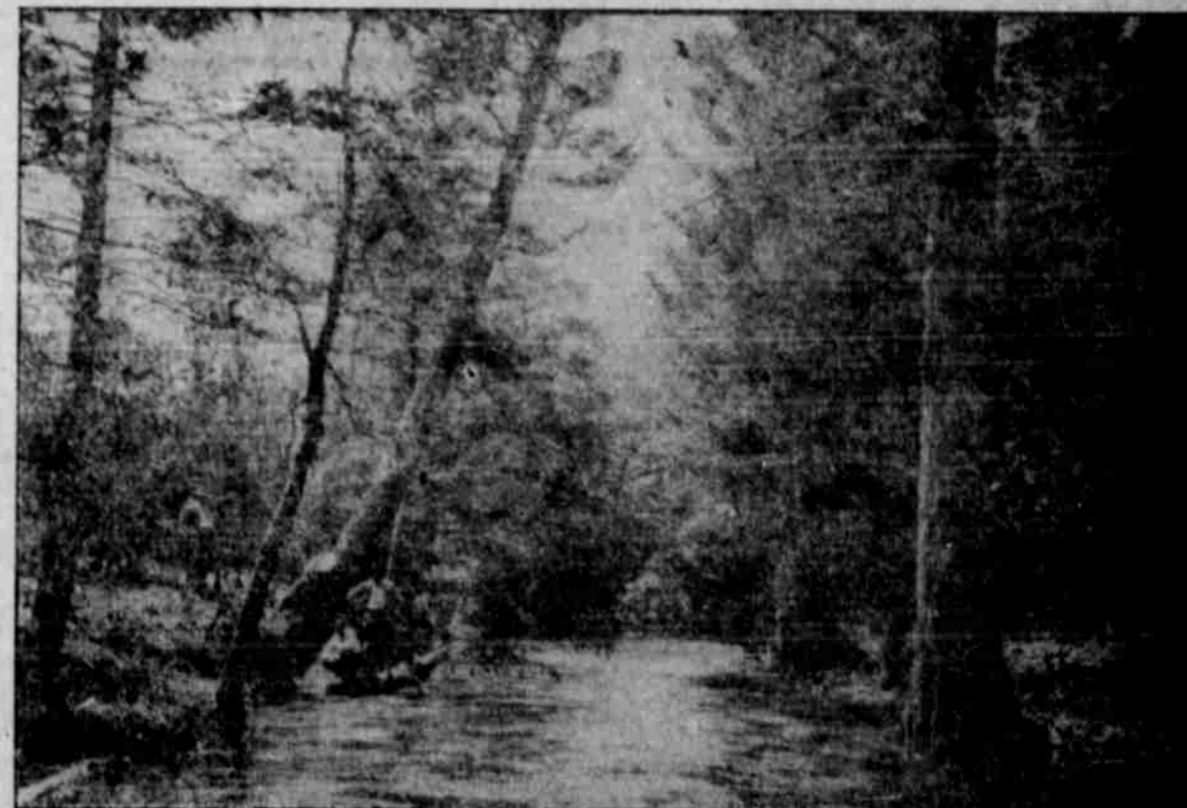
An issue of \$365,000 of bonds was authorized in May, 1908, of which \$65,000 was to be used for cast-iron pipe within the city proper for distribution, hydrants and accessories, and \$300,000 was allowed for

the gravity supply and reservoir. The citizens of Medford may well be proud of their water supply. No better water is furnished any city in the state.

The supply is adequate for 20,000 people without restrictions, and figured upon such averages as apply in the middle west, the quantity daily delivered to the distributing reservoir

go a little lower, and gravity systems is sufficient for 25,000 to 30,000 people.

In this connection it may be interesting to note that the average cost of a municipal water supply for cities of this class is not far from \$50 per capita. Pumping systems a little higher. Medford's gravity supply has cost less than \$50 per



Intake, Medford Water Works, 3.0 Miles From City on Little Butte

capita of present population, and when it is known that the supply is

sufficient for three times the present population the indebtedness per capita

is among the lowest of the towns having a system as good as ours.

## Medford as a Jobbing Center

(By H. C. Garnett.) Medford's possibilities as a jobbing center are just as splendid and good as any city ever had. No other scope of country in the United States, as great as that lying between Portland and Sacramento remains open without a jobbing point, and if Medford had been given the recognition she should have had,

not less than ten large wholesale houses would have their location in Medford.

If we were on an even footing as middle west cities are to each other, we could with a fair profit, distribute as far north as Roseburg, as far south as Redding, Cal., the whole of Klamath county, and to all the mountain towns west of us.

Capital is ready, men of experience are ready, the points mentioned above are ready, but Portland and the Southern Pacific railway are not ready, and, until we can have a railroad commission who will work for the people instead of favored localities or until our courts can see beyond the limits of Portland, our dreams of being a successful jobbing center are only dreams. Roseburg could mail orders on No. 12 which reaches Medford at 10:30

a. m. These orders filled and shipped the same day and early the next morning be in Roseburg, 24 hours, while the best they can do with Portland is three times as long. We could get goods out of Medford to Klamath Falls in 24 hours while it takes a whole week out of Portland. The same would happen from Sacramento.

Jobbing centers are always cities, or soon grow to be such. Fifty years ago Kansas City was only a whistling station with a few cross

road stores, today she is the largest distributing city in the United States, having grown from a village to a city of over 500,000 population. She became so without any water competition, having only the Missouri river, and it navigable part of the year. Cincinnati, Ohio and Indianapolis and both large wholesale centers with nothing but rail competition. Medford would and could grow to be a very large city if the gateways were opened and the opportunity given.

With the first train that rolls the steel to tide water will come at least a half dozen wholesale houses, then we could go into Portland's limits and do business, but we may not expect these things to come to us without a struggle, but in the near future we think these conditions will prevail and Medford take on another growth and climb to be the second city in the state. It will take a lot of hard work and some money to place Medford in a position to become a jobbing center and the public need

not get alarmed when they are asked to help with this matter, for it will be bread cast upon the water to return a hundred fold. Portland is now making her last fight against us and has in a measure and for a time checked us, but the spirit that drove emigration across the desert to inhabit this the garden spot of the earth, will not easily lie down, but will continue until we get that which is our just dues and that is rates so as to make Medford a profitable jobbing center.