

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.

The Hotel Medford as 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 Nash, the Moore, the Palace, aside from several apartment and rooming houses.

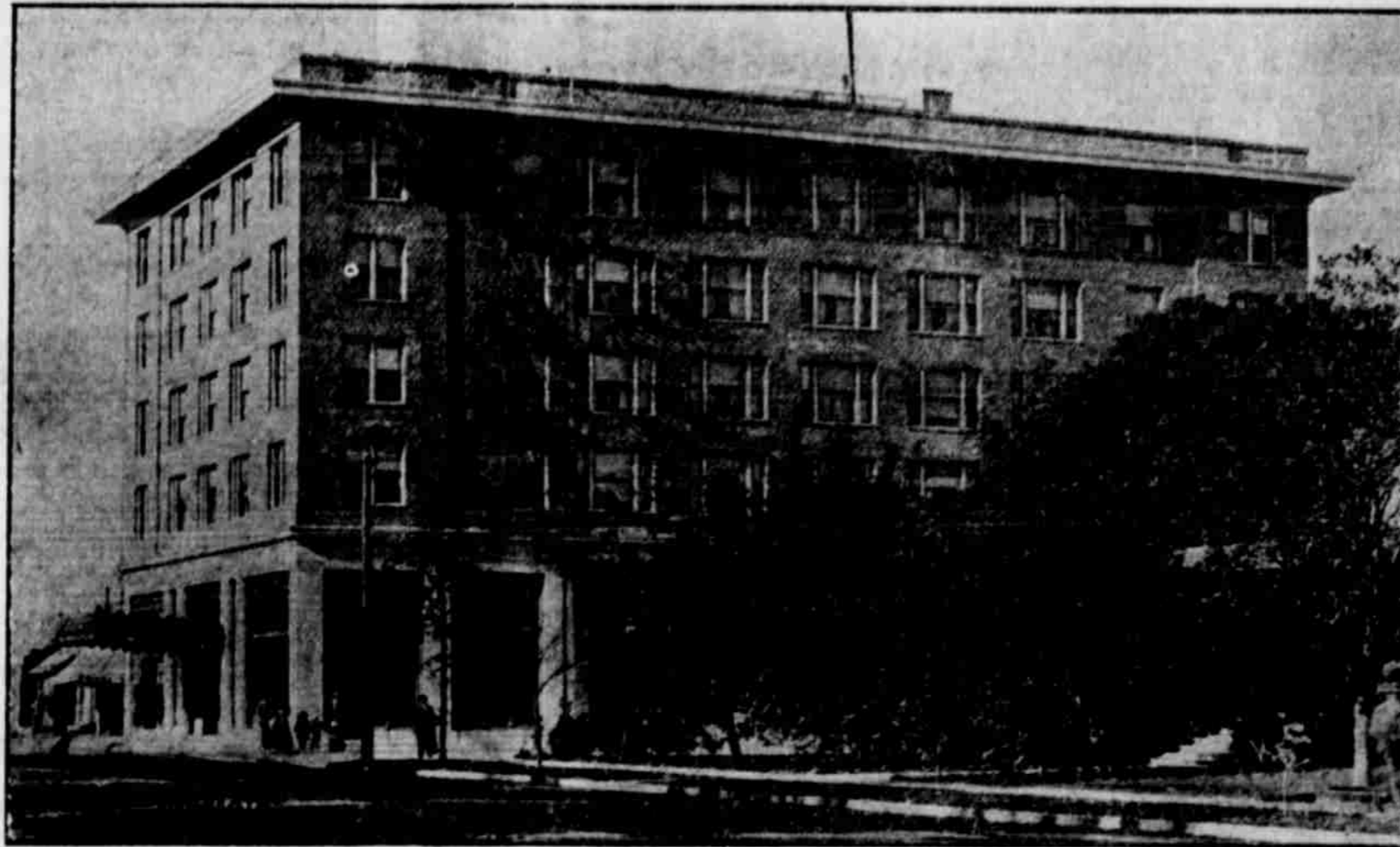
The Hotel Medford, completed during the summer of 1911 ranks high among the leading hotels of Oregon, including those of Portland, the metropolis of the state, while in cities equal in size with Medford it easily outranks all others in the west. Its erection was due to the efforts of local business men and orchardists. The president of the hotel company is Dr. E. B. Pickel, 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 out side rooms with all modern conveniences, they are certain to attract and hold trade.

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 it 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 remodeled 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.

The Holland is leased jointly by the Medford Nash Hotels.



Hotel Medford

Fraternal Orders

Many fraternal orders of world-wide fame are represented by lodges in Medford, so that the stranger in the city, if he be a member of an order, may find himself among friends. There are 23 lodges in the city, all of them active. They are: A. F. & A. Masons, Royal Arch Masons, Eastern Star, A. O. U. Workman, Degree of Honor, I. O. O. F., Fraternal Brotherhood Eagles, Fraternal Union, G. A. R., W. R. Corps, Redmen, Degree of Pocahontas, I. O. O. F., Patriarchs Militant, Rebekahs, Maccabees, Knights of Pythias, Pythian Sisters, Modern Woodmen, Woodmen of the World, Women of Woodcraft, Moose and the Knights of Columbus.

All of the lodges are well equipped with quarters, the Oddfellows and Redmen owning their own buildings.

A Healthy City

At last the minds of the people have become awakened to the fact that many diseases are scourges within the community, realizing by wise precaution numbers of the most

Medford Commercial Club

(By F. W. Streets.)

There is no agency which will or can develop a city or country in its many phases as a well supported, organized and equipped Commercial club. Its object is to stimulate and maintain industries, to assist in procuring a market for our products, to encourage the making of good roads, the farming of our lands, the development of the resources of the region, to promote business interests and to secure more people to come and make their homes in our community. It must reach out in every direction and bring individuals, firms, manufacturing plants and industries that will add commercially. Every dollar brought from some other locality is adding just that much more to yours, and every firm or factory added to your city is a contributor to more or less extent to the city's wealth. So to develop your city the Commercial club must go outside and bring in new life, new thought, new money. There is not much gained by trading between ourselves. To grow and develop, something must be originated to what we already have, then we must find a market for what we produce and furnish a market for what some other place produces. We must buy as well as sell, and trade our dollars for our outside neighbors' dollars. The Medford Commercial club is an organization of progressive business and professional men whose purpose is to promote by joint and concerted action the general welfare of the city of Medford and the Rogue River valley. Medford today is a city of substantial realities; its rapid development is the result of a practical progressive effort, and with this development the work of the Commercial club becomes more varied and necessitates changes in its program.

The new industry proposition is the one aim at present, and a special effort will be made to interest manufacturing. We must have pav-



Hotel Holland

rolls; we must interest good concerns in Medford and valley towns as a place to either build their factory, a branch, an office or warehouse for distribution of their products; we must go out after business, the same as is done by any concern having anything of merit to sell. Medford has something to sell. Vacant building lots, buildings already erected, stores, rich farmlands, timber, minerals. The secretary receives letters every day from splendid citizens in eastern states who work in factories. They have read our literature, seen our products at the land shows, compared

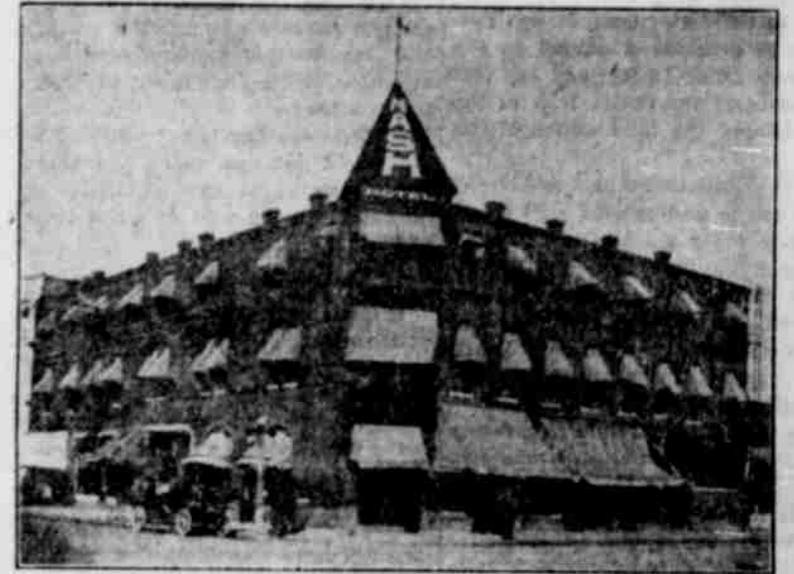
their climatic conditions with ours, and are ready to come if we can furnish employment. Many poor but honest and desirable farmers from Oklahoma, Kansas and the Dakotas are anxious to come if they could start on limited capital, or rent land, raise vegetables and berries. But before we can say come, we should have canneries, evaporating and pickling plants to use all that is grown, and an organization to sell the factory products.

The special aim of the Commercial club now is, secure these industries, create payrolls just as soon as possible. The Rogue River valley's climate reputation is established, the quality of our fruits is unquestioned; our scenic beauty has been featured in many leading publications—furnish employment to the wage earner and no power on earth can hold the thousands back who want to come.

The Commercial club is sending out large quantities of publicity literature every day. Many personal letters are written, but frequently the stranger has to be advised to postpone the coming until later. Publicity and press work of the broadest kind has been carried out by the Medford Commercial club for

the past five years. The organization has been well supported by the press and no community in the northwest has made such efforts to further the city and country's interests through publicity work. Medford will be a large city as soon as her surrounding resources are developed and she becomes a shipping factor.

The Commercial club has entertained visitors royally, has donated liberally in the campaign for good roads and has always been ready to assist in any good cause. Now we must go out after factories, conventions, educational institutions, with



Hotel Nash

the determination to win—it's the spirit and enthusiasm which spurs committees on to success. To bring to Medford a factory with all its machinery, its employes and their families, its bank deposits, transforming into salable articles raw material, is a great stimulus to any city. To be called a convention city means much. They are always meeting somewhere—why not in Medford. We entertained 1500 Odd Fellows, three branches of the order were able to hold separate meetings at the same time in one building—it made a good impression.

The State Horticultural society has accepted our invitation to hold its annual meeting of three days here in 1914. Let Medford be known as a convention city. Every delegate spends some money while he is in your city—if you want to look at the financial side of it—outside money. Our city can afford anything its citizens go after. Doing without things the city ought to have is too expensive. Pury your hammer and boost, everybody smile, join the Commercial club and work for a bigger, busier, better Medford.

virulent and fatal may be absolutely prevented. The Rogue River valley is surrounded by snow-capped mountains a great portion of the year, bordered with balsamic forests varying in extent from 50 to 100 miles. The valley has an elevation of from 1000 to 2000 feet and contains not a marshy district within its scope, consequently mosquitos are practically unknown.

Climatic conditions are the best, no extremes of temperature, with an annual rainfall of 26 to 28 inches—Medford with its paved streets and completed sewer system has practically eliminated the house fly pest. Its water supply is taken from the mountains and is furnished in over-abundance. There has not been a single case of typhoid fever within the city limits of Medford reported during the past four months and less than one death per 1000 inhabitants from tuberculosis during the past year. The entire mortality rate from all causes is less than nine per 1000.

E. B. PICKEL, Chairman Committee on Epidemic, Endemic and Communicable Diseases of the State Board of Health.

Medford's Splendid Gravity Water System Sufficient for 20,000 People

(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 \$200,000 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 are a little higher. Medford's gravity supply has cost less than \$50 per capita of present population.



City Reservoir, 200 feet above Medford, with capacity of 2,000,000 gallons



Scene at intake on Little Butte Creek, twenty-five miles from Medford.