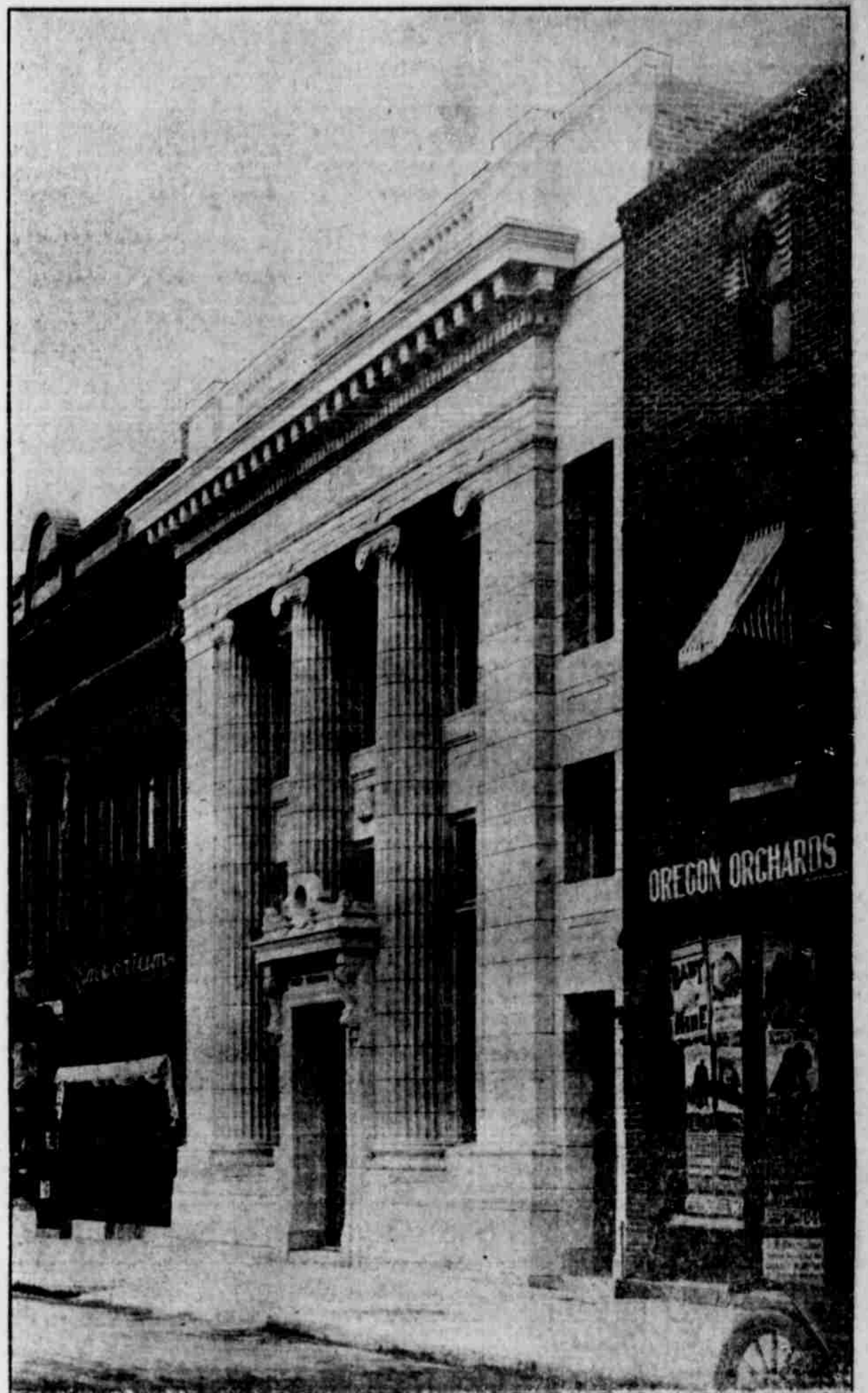
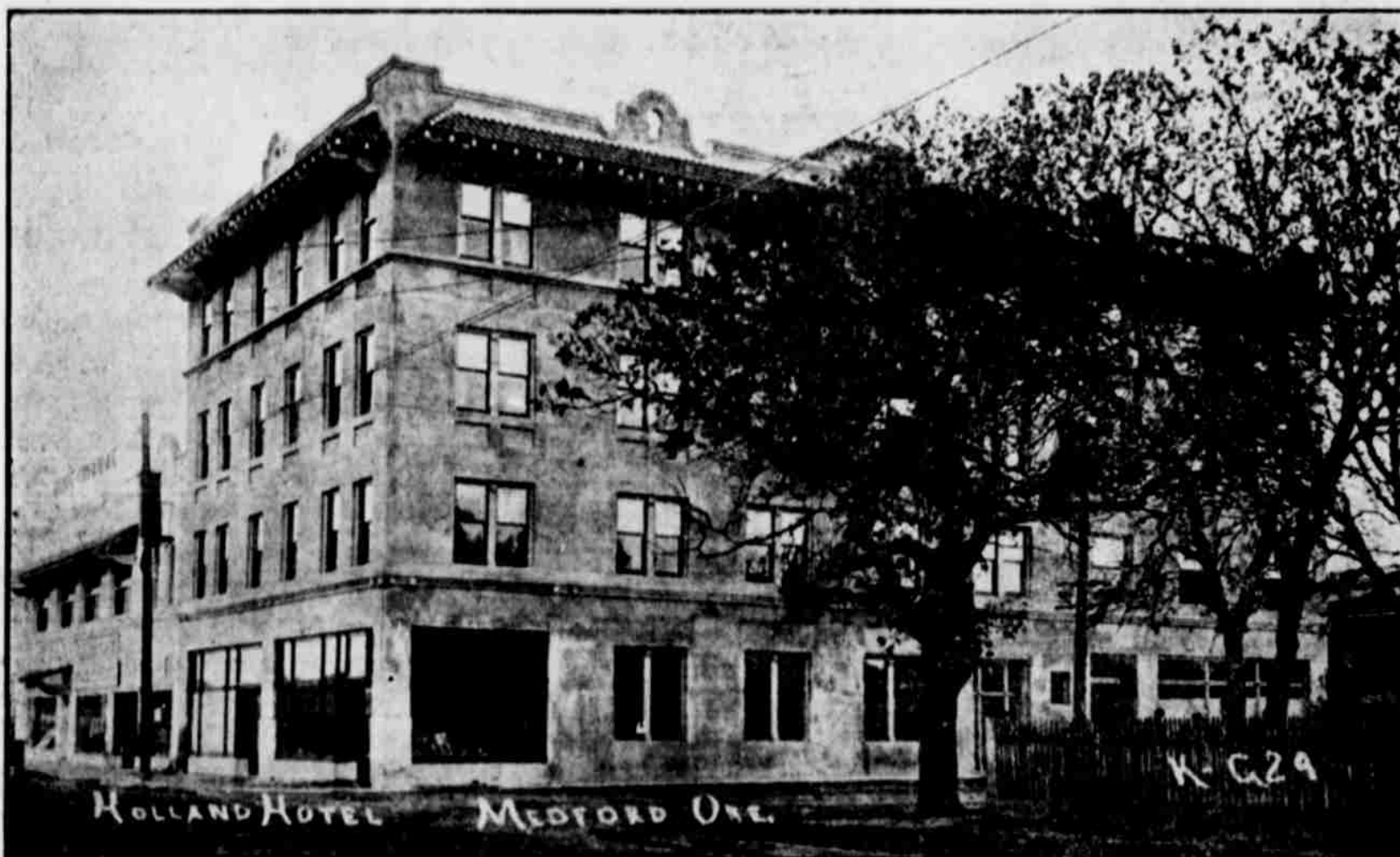


Medford a City of Fine Hotels and Business Blocks



Above, Hotel Medford, Finest Hostelry Between Sacramento and Portland. Below Hotel Holland, First Class in Every Respect.

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 operated under the same management.

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 homelike, 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. Mr. Mohr also manages this institution.

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 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.



Medford Furniture and Hardware Company Building.

T. Sheridan, both experienced hotel men.

Another large hotel is in process of erection by W. H. Barnum. It will occupy the entire four stories and will entail an investment approximating \$75,000.

Building Outlook

(By Frank C. Clark, Architect)

The building outlook for 1915 is very bright, much better than 1914 appeared last January.

The federal building will be the start, followed by several masonry buildings.

The homes that are to be built will be costly. I will mention the Delroy Getchell residence on South Oakdale avenue, which when completed will be one of the most attractive homes in our city. The Stewart Patterson residence will be started in the latter part of the season. It is the intention to build roads to the hill side and prepare the grounds for all

foundations for the home and auxiliary buildings before starting the group of buildings.

I have another residence that will undoubtedly be erected in the summer, which will cost about \$12,000.00 and these home are just the beginning of the better class of homes that will be built in this wonderful valley.

Medford Schools

The Medford high school offers strong courses along the academic and vocational lines. The widest choice is given in the matter of electives so that a pupil is given as much freedom as possible in following his natural adaptations. Aside from the usual courses in languages, mathematics, science and history, a strong commercial course is offered, as is also a course in mechanical and architectural drawing.

The vocational side is strongly represented by the department of manual training, domestic art and

domestic science. For the girls a strong course in household economics is planned to correlate with sewing and cooking. The manual department is now being enlarged and undergoing extensive changes to make room for more benches and some improved machinery. The manual departments are all popular, as is attested by the large number of students enrolled in them.

Vocal music is a required study in the schools of Medford, and most excellent work is being done in this department. In the high school opportunity is given pupils to do extra work in chorus and orchestra, for which regular credits are given.

The total enrollment for this year shows a healthy increase over last year.

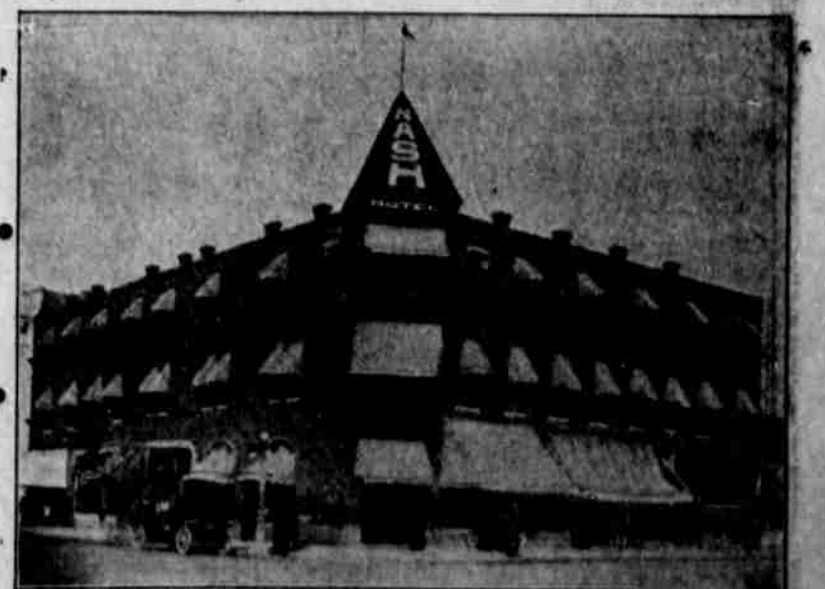
Fraternal Orders

Many fraternal orders of world-wide fame are represented by lodges in Medford, so that the stranger in

Above—First National Bank, one of the Finest Structures of its Class to Be Found Anywhere—Below Garnett-Corey Building.

the city, if he be a member of an order, may find himself among friends. There are twenty-three lodges in the city, all of them active. They are: A. F. & A. Masons, Royal Arch Masons, Eastern Star, A. O. U. Workmen, Degree of Honor, B. P. O. Elks, Fraternal Brotherhood Eagles, Fraternal Union, G. A. R., W. R. Corps, Redmen, Degree of Pocahontas, I. O. O. F., Patriarchs Militant, Rebekahs, Maecabees, 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 and the Elks' Temple nearing completion.



Hotel Nash, Famous Pioneer Hostelry, Rebuilt and Refurnished.