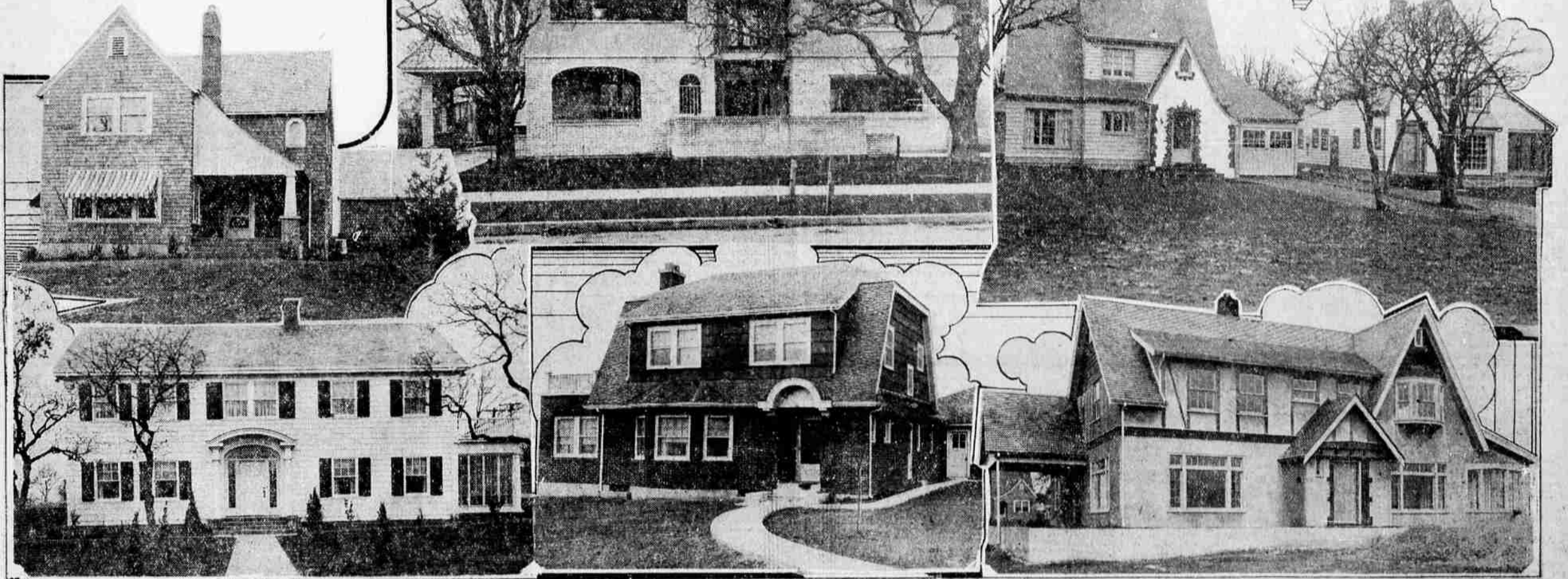


Charming New Homes Built in Medford During 1930 Season

MEDFORD A City of Beautiful Homes



Scores of fine new residences were constructed by Medford people during the 1930 season and several popular sub-divisions opened by realtors of this city. This group of photographs show a few representative homes recently completed. Top left—Wellington Heights home of Mr. and Mrs. Morris B. Leonard. Top center—Imposant new residence of Judge and Mrs. H. D. Norton at the corner of South Okkdale Avenue and Eleventh street. Top right—Mr. and Mrs. E. T. Bursell's fine home on Barnburg Road. To the right may be seen a residence just completed by the Southern Oregon Construction Company. Lower left—Home of Mr. and Mrs. C. M. Brewer on the Hillcrest Road. Lower center—Mr. and Mrs. Ernest Smith's new Wellington Heights home. Lower right—Mr. and Mrs. William H. Fluhrer's residence on Wellington Heights.

CITY ON EVE OF BIGBOOM IN BUILDING

Coming Year Will See Near Million Spent—Schools, Court House, Projected Office Building and a Tourist Hotel Listed.

While the building program for 1929 was substantial, the anticipated program for Medford in 1931 is expected to reach the million dollar mark and will include the construction of several public buildings. Last year witnessed the issuance of 287 permits with a valuation of \$215,544.

Permits for new construction totaled \$256,618, for which 177 were issued. The sum of \$43,892 was spent for alterations with 139 permits issued for repair work, representing an expenditure of \$12,298. Eight houses were moved during the course of the year at a cost of \$2850. The tearing down of the old Page theatre ruins on East Main street and their transportation into a modern business building for George Hunt and Julius Wolfe was one of the bright lights of the year.

Court Is Built.

The construction of a new court on Taylor street by George Iverson continues underway and is modern in every respect. The completion of Judge H. D. Norton's new home on Okkdale avenue is a 1930 note as is construction of several fine homes in the Wellington Heights addition under development by Fred Scheffel. Four or five new homes have been constructed there, including a large one by W. H. Fluhrer. The C. M. Brewer home is another outstanding dwelling.

The past year also witnessed the beginning of construction of the first church on the east side. The St. Peter's Lutheran church will ultimately be completed not far from Main street, but at the present time, it consists only of the parsonage, with a chapel inside. The church building proper is to be constructed later.

Plan Public Buildings. Frank Rodgers, city building inspector, is looking forward to 1931, sees the construction of the new county court house at a cost of approximately \$250,000 and the

construction of new school buildings with an expenditure hovering around the same figure. The construction of a new tourist hotel at the end of south Riverside avenue is expected to add another \$100,000 to the total and the possibility of a new office building in Medford is to increase the total to \$500,000. The remaining amount is expected to be made up of routine construction—such as new homes, smaller business structures, alterations, repairs and other improvements.

AUTO DEATH LIST SHOWS DECREASE JACKSON COUNTY

Deaths from auto accidents in 1930 revealed a decrease over 1929 when seven persons lost their lives as a result of crashes in Jackson county. Figures from the office of the county coroner revealed there were five in the past 12 months.

KEEP CLOSE EYE ON TURKISH KIDS

ISTANBUL—Turkish children who don't behave outside of school will have to stay after school. A circular from the department of public instruction warns that good behavior "worthy of one who aspires to learning," must mark a student not only in the classroom—but all the way from school to the entrance of home.

Keen—Green Springs highway bridge spanning Klamath river at this place completed at cost of some \$40,000.

Hopper—The Morrow County Creamery moved to new home at East Center and Chase streets.

Local Banker Advocates Railroad Entry and Help For Copco and Cannery

By Delroy Grichell. The Mail Tribune asks me what the outlook is for 1931. We shall assume that it means the local outlook. Well, that depends on how and where we look and what we do.

We believe that 1931 will be better than 1930 because we will build bigger and better school buildings, and add to and improve the more modern and sanitary ones we already have; and in addition we will build a fine, large, beautiful court house.

We also believe that 1931 will be still brighter and better: If we grade, gravel, oil and adequately drain all important roads in Jackson county.

If we build cottage street bridge, and beauty approaches thereto. If we commence and continue work on the new park in east Medford and make it a dream of beauty.

If we immediately grade, gravel, drain and oil all parts of unpaved and occupied streets in Medford; If we build a city hospital for those who are ill and unable to pay for medical and nursing services; and add a wing for contagious cases, to take the place of some poor thing that might be called a pest house.

If we encourage the Great Northern to soon build into Medford by the giving of a bonus if necessary. If the Great Northern will build into Medford proper, operate, and agree not to sell or merge, and continue to operate. I will give to that corporation \$1,000 in cash for my share as a property owner and taxpayer. (No doubt many others will do the same, it is asked).

In saying this, I have no desire to injure the Southern Pacific. The building of the Great Northern into Medford would further develop Medford and contribute to the freight and passenger traffic of the Southern Pacific would be enhanced instead of diminished.

I would respectfully suggest to expect that our United States would experience in many respects this depression.

The most gratifying feature of our experience has been the continuing friendship evidenced in many ways by those with whom we come in contact.

We welcome the New Year in a spirit of hope and confidence, and we wish that it may bring to all health, happiness and a full measure of prosperity.

Delaware, which is only about 100 miles long and averages about 30 miles in width, has a shore line, including rivers, of 460 miles.

The Jackson County bank looks forward to the New Year with the greatest feeling of optimism—a new year with new opportunities. It is generally conceded that we are passing through a period of business depression, throughout the entire world, and it is natural

INSURANCE CUT BY EFFICIENCY OF FIRE SQUAD

Department Answered 136 Calls During Past Year—Low Destruction Rate Shown in Report.

Summary of Medford Fire Department records for 1930 show there were 136 alarms, resulting in a loss of \$47,365.02, on which the sum of \$46,999.92 for insurance was paid. The value of the entire property damaged by the fires is set by Fire Chief Roy Elliott at \$869,579, on which \$835,463 insurance was carried. These figures show that only 5% per cent of the value of the property actually on fire was destroyed.

Activities of the fire department included the removal of eight old buildings, condemned as fire hazards. Almost 100 have been removed under the direction of Chief Elliott during the past seven years, and their removal is seen as a partial reason why insurance rates are held to such low minimum here.

Insurance Cost Cut. A reduction of insurance rates last year will save property owners of the city approximately \$225,000, an amount exceeding the budget figures allowed for operation of the fire department. Efficiency of the department and the installation of a new million dollar water supply are given as contributing factors for the decrease, materially affecting quite a number of business structures, as well as dwellings.

One item of interest that had been the subject of discussion at state fire chiefs' conventions in Oregon was developed during the past year, showing at what time of the day or night most of the alarms are received. From local records for seven years, it was revealed that the majority of the alarms occur in the afternoon between 3 and 3:30.

Trained Firemen. The Medford department is made up of a trained crew of firemen with headquarters in the new fire station constructed on Third street a year ago. The department is made up of Henry Haswell, assistant chief, Claude Stevens, Grand children, William Garret, Ed Canouse, Howard Glasgow and Joe Fredericksen, in addition to Fire Chief Elliott.

There is also a volunteer department with 24 members, which holds regular monthly sessions at the

hall, drilling on the use of fire equipment. The volunteers have proved themselves worthy in a number of bad blazes that have visited Medford.

The most costly fire of the year occurred when the Deuel building on East Main street burned, destroying the stock of the Russell department store. The entire building was a mass of flames when the fire was discovered, but against great odds the situation was placed under control.

IMPROVEMENT IN HOSPITAL MARKS PAST 12 MONTHS

Quite a number of improvements were completed at the Sacred Heart hospital during the past year, which also witnessed the continued rating of the institution as a class-A hospital by the American College of Surgeons.

The hospital installed completely new X-ray apparatus, said to be equal to the best on the coast. A new operating table, replacing one that had been in use for some time, was installed, as well as new sterilizing apparatus. There was a considerable redecorating and painting during 1930 and such work is to continue during 1931.

The hospital maintains 75 beds and has maternity and isolation wards. A training school for nurses is operated and at present there are 15 students, the largest number for some time. Two students are to be graduated within the next few weeks. The school has a high standing in the state and draws its students from all parts of Oregon and California.

RETAILERS LOOK TO BETTER YEAR

NEW YORK (AP)—The retail merchant, both the operator of wide-flung chains and the individual store owner, looks hopefully to 1931 to regain in a measure the business he lost in 1929.

The general belief was that prices touched bottom during the year, and that with increased employment and a return to confidence, the year 1931 would see a gradual return to the days when the American public with money in its pocket freely spent it.

A decline in sales volume over 1929 was general in all retail lines during the year, with food products probably less affected and the luxury lines more affected than others.

GATES VISIONS PROSPERITY AS HARBOR RESULT

President of Northern California Southern Oregon Development Association Optimistic.

By C. E. Gates (President Northern California Southern Oregon Development Association)

Government officials and others are better acquainted, too, with our resources than ever before and I feel that the economic conference which we sponsored here, to a certain extent, been responsible for giving our resources such widespread publicity.

The counties of northern California and southern Oregon are united in purpose and if we all stand together next year we will have done this year, I am sure that the accomplishments of the association can be more pronounced during the coming twelve months.

We have enjoyed an active year in our association work, but space does not permit a resume of our many activities. I can only say this, however, that I was never more optimistic in my life regarding the future than I am today, and I am certain that 1931 will be the greatest in the history of this section. I sincerely trust we shall be able to start the year with an announcement that our major project—the completion of Crescent City harbor—is assured.

I appreciate the valuable support which our program has been given and desire to take this opportunity of wishing everyone who lives in this favored section a happy and prosperous New Year.

HARDER EXPECTS PROSPEROUS YEAR

In speaking of the prospects for the New Year, H. E. Harder, president of the First National bank, had the following to say:

The year of 1931 should be one of improvement and advancement for Medford and southern Oregon. The construction of public buildings and highway improvements outlined for Medford and southern Oregon, together with a general improvement of business throughout the entire country, should bring this locality a prosperous and satisfactory year of business.

While the Northern California Southern Oregon Development association has accomplished many things during the past year, a

