

oped, will cause it to quadruple its present exports. All along the north bank of Rogue river there is a scattering settlement, for a distance of fifty miles, until the wonderful cascade and falls are reached. From this place on eastward the country is noted for its wonderful timber and scenery. The famous Crater lake, which is on the summit of the Cascade mountains, can only be reached from Rogue river valley by this route, and Central Point is the nearest point on the railroad to start from in order to reach the lake.

The first board of trustees elected under the charter to administer the affairs of the town government are C. Magruder, chairman, F. W. Hogg, W. C. Leever, C. G. Ripply and J. H. Kincaid. Central Point is building up rapidly and will soon present that brick and mortar solidity which is a marked characteristic of the new and progressive towns of the west. The question of a branch railroad to Jacksonville is much discussed, and it is probable that if such a road is built it will start from Central Point. Everything indicates a prosperous career for this thriving young town.

MEDFORD, IN ROGUE RIVER VALLEY.

IN the heart of the Rogue river valley, that portion of Southern Oregon so famous for its mild climate, its fertile soil and fruits, lies the thriving town of Medford, having a population of fifteen hundred industrious and enterprising people, though the community is but five years of age. Since the first settlement of that valley, nearly forty years ago, it has been considered by those familiar with its soil and climate to be the most favored of this entire region, over all of which nature has shed her bounties so prodigally. Lack of any means of reaching market at a cost that would leave the producer anything for his labor served to retard the development of agriculture, and especially fruit raising, that industry for which its soil and climate peculiarly adapt it. Considerable mining has been carried on in the foothills and mountains surrounding the valley, and this created a home market which sustained agriculture up to a certain point, beyond which it could not go until a railroad should give it connection with more distant markets. Rogue river, a stream carrying a large volume of water, is not navigable because of its rocky bed and swift current, and thus the only means of communication with the outside world was the heavy freight wagon and the lumbering stage. Five years ago the Oregon & California railroad, which had kept its terminus for a number of years at Roseburg, extended its line to the southern boundary of the state, stopping at Ashland. Two years ago the Southern

Pacific extended its Northern California line to a junction with the other, making a through route between Portland and San Francisco, and has since acquired the entire combined line by purchase. Thus, within a comparatively short time, Rogue river valley was not only placed in communication by rail with both of the large cities of the coast, but was given facilities for reaching the markets of the entire United States on the same terms as other fruit raising sections of the coast.

When the railroad was first built through the valley, passing some five miles to one side of Jacksonville, the county seat and oldest town of the county, a station was established at Medford and a good road constructed to Jacksonville, and thus Medford became the shipping and receiving station for the shiretown. This gave it a good business at once; but it by no means depended upon this, but drew trade to the stores that were at once opened there from the country lying about it. Medford stands on the banks of Bear creek, the most important tributary of Rogue river, and in the center of Bear valley, the most populous and productive of the various sections composing Rogue river valley. Its very location made an important town of it in a very short time, and for the same reason it continues to grow and prosper. It is solidly and compactly built, a number of large and costly brick blocks standing on its business streets and giving it the most modern and progressive appearance of any town in Southern Oregon. It is this air of thrift and business enterprise that attracts strangers as they pass through on the cars and gives them a most favorable impression of this new and growing town.

The causes which made Medford what it is are still at work, increasing its importance and making more stable its commercial features. Receipts and shipments by rail increase in volume constantly, though they are still small in comparison with what they may reasonably be expected to be when five years more have rolled along. Fruit shipments, which are destined to be a most important item, though already quite considerable, are certain to increase enormously in volume and value. Orchards and vineyards are just beginning to yield their luscious products and give a promise of what will be seen a few years hence, when the thousands of trees and vines now being set out shall have come into good bearing condition. In a few years, where there is now one acre of fruit there will be ten, and car loads of fruit leaving the station at Medford will be as common a sight as car loads of grain are in the great cereal producing valley of the Willamette.

Aside from its business interests, Medford is a most pleasing and attractive town. Its residences are