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ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

Oregon—the Land Of Plenty

There is no more romantic history to be found than that which tells of the discovery, settlement and early statehood of Oregon. Way back in the time when the Mississippi Valley marked the westward border of the white man's domain, the adventurous pioneer learned there was a land of plenty on the far western side of what was then the "Great American Desert." Stories told of that wonderful country found the imaginations of those men and women who were not content to abide in the homes of their fathers. And the years from 1845 to 1865 saw a great migration over the "Oregon Trail," which had its end at what is now Oregon City.

Here each fall would come long trains of wagons with haggard drivers, half-starved oxen and weary-eyed women. A winters rest along the Willamette and these people scattered up and down the land until they found their "trail's end."

So it came about that some of these people first saw the Valley of the Rogue. Tales of how they came and what they saw have long been told. But our purpose is to retell some tales of men who came, saw and conquered and whose sons and daughters are still among us.

There was John E. Ross, later to be known far and wide as an Indian fighter and friend of General Lane. Sometime soon after the discovery of gold in California, Mr. Ross passed through this valley on his way to the gold diggings. He was so impressed with the fertility of the soil, the beauty of the surroundings and the wilderness of the climate here that he came back after a short time and took up a claim. Here he remained until his death many years later. The old Ross place is still to be seen a few miles away from this city on the road to Jacksonville. Two sons still live in our city, John and Tom, as they are familiarly known.

Then there was Isaac Constant, who took up his claim just east of the present city. It is told of him that he brought a fine lot of seed potatoes to the valley and planted them in the creek bottom along Bear creek. He had a wonderful crop and had more potatoes than he knew what to do with. That was a hard year for the Indians. The salmon run was short and the usual supply of food for winter use hard to get. Then came one of the worst winters in history. More than two feet of snow blanketed the valley. Hunting was impossible. A small band of Indians had camped in the woods along Bear Creek near the Constant home. Mr. Constant happened to learn these poor souls were starving. He called them over and gave them potatoes and other food to last until the snow had gone and hunting could be resumed. The gratitude of the Indians was shown later when trouble arose between them and the whites over the killing of an entire band of old Indian men, women and children by a party from Jacksonville which occurred on Rogue River above the mouth of Little Butte Creek.

When Chiefs Sam and Joe heard of the massacre of their tribesmen, they went on the warpath against the intruding white man. Coming down the river they camped between the Table Rocks and Chief Sam sent his daughter to warn Mr. Constant of the impending trouble. Swimming the river after nightfall, she told him if he stayed at home no harm would come to him nor to his belongings. The Indians went on down the river where several families were killed. The war party was finally rounded up on Battle Mountain on the West Fork of Evans creek where a fight occurred. The trouble finally ended when General Lane and Chiefs Sam and Joe signed a treaty of peace under the shade of an oak grove on the slope of Table Rock. John Ross still has the peace pipe which his father Col. John E. Ross passed around that memorable day.

One daughter of Mr. Constant, Mrs. Julia Owen, still lives in Central Point on land once part of her father's land claim. Our Mayor, W. C. Leever, is a grandson of Mr. Constant and was born near this city. Several other relatives still live in this city.

Among the pioneer business concerns which have had important places in the development and up building of Southern Oregon. The name of the California Oregon Power Company stands well to the forefront. Established many years ago as the Condor Light and Power Co. by the Rays, the company first distributed electric energy from a small hydro plant at Gold Ray dam.

From this small beginning the business has expanded until today a vast network of distribution lines cover the whole country. The old company was taken over several years ago by the California Oregon Power Co. with headquarters in San Francisco. Later the headquarters were moved to Medford. At present the company is part of the great Bylesby system and owns and operates a large number of power plants on Rogue River and the Klamath River.

The company has always been a booster for Southern Oregon and ever ready to lend a helping hand to any worthy project for the betterment of the district. Today they rank as one of the leading employers of labor in the county and the second heaviest taxpayer.

Big Pines Lumber Company Pioneer Firm of Valley

Big Pines Lumber Company was incorporated in December 1909 at its present location where it has remained for the past quarter century. During the progress of these years they have also been identified with the logging and manufacturing of lumber.

In 1912 Big Pines Lumber Company established retail yards in Central Point, Gold Hill, Eagle Point, Talent and Phoenix in conjunction with the home yard in Medford to better serve the people of the Rogue River Valley. With the development of the highway and motor vehicle, buying was more centralized in the larger communities and the Big Pines Lumber Company expanded to meet the ever increasing demands for larger and more varied stocks of lumber and building materials.

Today, the Big Pines Lumber Company concentrates its efforts strictly to the retail business with a plant covering an area of 3000 square feet under one roof in the heart of the downtown business district. Equipped with these years of experience and with the most modern of facilities for distribution plus a centralized location for the convenience of its customers, it enters the second quarter century with confidence in the further development of Rogue River Valley, which it serves.

The Empire Builders

Folks, I'm goin' t' tell you of the things that you will see
When we all get together for the Diamond Jubilee
For this little town of Medford—finest city on the coast
Always does the job up proper, when they're goin' t' be the host.

First I'll tell you of the people—Can't beat 'em anywhere.
When you come t' live amongst 'em they are sure to treat you fair.
All the business men and merchants from up and down the state
Are tryin' t' keep up the standard of a county that is great.

The Jubilee Committee is a-workin' on the run
Arrangin' entertainment for the crowds that are t' come.
They are workin' with the people for many miles around
To make this show the greatest thing that ever hit the town.

Now I should like t' tell you of each individual store
In the little town of Medford, where your dollar brings you more.
But when I look upon the clock I find I haven't time.
I can only tell you about the oldest stores in every line.

The Medford Ice & Storage Co. will deliver all the ice
That you use in your refrigerator to keep your foods so nice.
They ice the many trainloads of pears that leave our town,
And travel broadcast o'er the land to bring our name renown.

Now folks, I know the wife is doing her best to keep you clean.
Why not help her out by buying a Maytag washing machine.
Pick Hardware company will deliver it at your door.
In business here and Jacksonville for 25 years or more.

The Medford Lumber Co. will deliver anywhere,
Free props for the orchards that raise our famous pears.
They also keep a large stock of building material on hand.
They can supply you with any grade of lumber, on demand.

The Woods Lumber Company has been around for 40 years or so
When planning on a home to build this is the place to go.
They feature Fuller paint, a product of our state.
Why not try it when in need—'twill make your house look great.

The Medford Furniture & Hardware Co. has been with us since 1904.
If you want real quality hardware just look around this store.
When you're coming to town, looking around for high class merchandise
They will give you the very best you can buy at very lowest price.

Hubbard Bros. Hardware is Medford's oldest store.
They've been selling—tools to farmers for 50 years or more.
If you want to buy some hardware, a mower or a rake,
Just go to Hubbard Bros. and you'll get the best they make.

Enough of lumber and hardware, Let's go to Strang's Drug store.
If you need relief from the Jubilee feed, just drop in at his door.
Fifty years in Medford—he's been selling people pills,
And bottles and capsuls of medicine to cure them of their ills.

Our pioneer dealer in motor cars is Mr. C. E. Gates.
If in need of a truck or motor car look at the new V-eight.
Classiest little car you see—hitting a 90 mile breeze.
Why not bring the old bus in and trade it on one of these?

Folks, I'm running out of space, I'll have to leave off here.
But I'll tell you about the weather man, he's an old time pioneer.
He tells us when to smudge and smoke, to save our fruit from frost.
If it wasn't for him and the County Agent all progress would be lost.

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