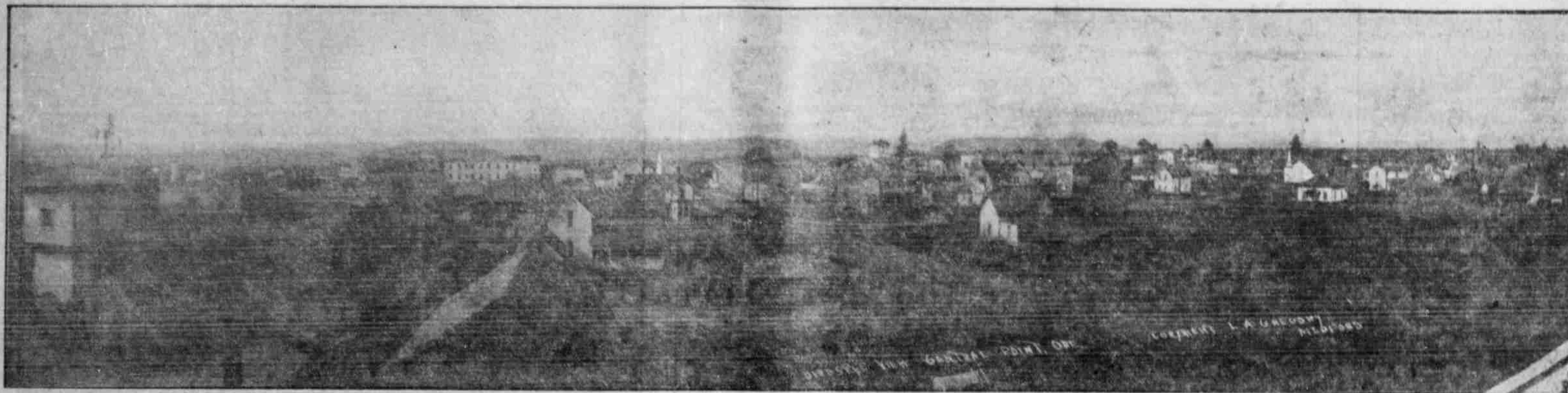


Central Point Leads in Municipal Improvements



Unique in location and environment, Central Point possesses many advantages not enjoyed by other sections of southern Oregon. While in no way a rival of her sister cities, towns and villages in the valley and with only good will for all of her neighbors and their cherished hopes and ambitions, her people are strong in the belief that their town has a bright future ahead and with a view to providing for that future they have, within the past two or three years inaugurated an era of public improvement that has not been equaled by any city of like population in Oregon.

Where only a few years ago was a straggling country village, "unknown, unlettered and unused," without civic pride or public improvements, today stands a modern little city of 1500 people (third in population and wealth in Jackson county), whose progress and enterprise have made this change possible. A complete and modern water system with eight and one-half miles of steel mains, supplies every platted portion of the city with an abundance of pure, ice-cold water. A modern combination storm and sanitary sewer system with mains and laterals covering almost nine miles, provides perfect sanitary conveniences and makes possible modern living conditions second to those of no city in the country. Paved

streets have also been demanded and secured by the people and within the past few months some 30,000 square yards (covering 11 blocks in the business section) of first class asphalt having been laid. What has been done here along these lines has been well done. Plans embracing all future needed improvements were first formulated and every step so far taken has been but a part of the carrying out of that plan. It is not intended that what was accomplished last year or this year must be torn out and rebuilt next year or the year following because of inadequacy or faulty construction. Miles of cement sidewalks have been built and ordered constructed and on the principal streets and steps have been taken to secure street lights, which will be installed next spring.

Prosperity has reigned in Central Point during the past year. Most of the business firms report an increased volume of business over last year, in some cases the phenomenal increase of from 50 to 75 per cent being reported.

In moral tone and educational facilities Central Point occupies an enviable position. It has no saloons nor dives and, unlike many other so-called "dry towns," it has no blind pigs. The town has excellent public and high schools, five churches, a Y. M. C. A., Commercial club, Ladies'

Civic Improvement club, etc. Of the churches represented the Baptists, Methodists, Christians and Christian Scientists have their own buildings, the latter having just completed one of the prettiest church buildings in the valley. The Presbyterians are arranging to build next summer. A Y. M. C. A. building has just been completed and dedicated at a cost of nearly \$10,000. The building is fully equipped with reading and lounging rooms, class rooms, ladies' parlor, kitchen and banquet room, gymnasium, shower and plunge baths, etc. No other town on the coast, or possibly in the country, of equal population has attempted and carried to completion such an undertaking.

Of much importance to the future growth of Central Point is the irrigation project of the Rogue River Canal company, by which it is proposed to cover some 5000 acres of rich lands adjacent to and lying to the north and west of the city. Farmers and land owners are enthusiastic on the subject of irrigation and are meeting the enterprise of the canal people half way. The ultimate success of the project is now assured and it is confidently expected that water will be available for the entire area by the spring of 1913. This will mean the divide-up of many of the larger tracts of land and intensive cultivation

of the entire area with the multiplication of present production by at least ten. Towns and cities can only hope to grow as the surrounding country prospers and with the realization of the irrigationist's dream apparently so near Central Point can well afford a smile of satisfaction over what she has accomplished in the past in preparation for the glorious promise of the future.

No other city of equal population on the coast can boast of so complete a water and sewer system, as every part of the city, including all of the residence additions, is covered by the two systems.

The cost of these improvements was as follows:

Water system extension	\$15,000
Sewer system	85,000
Street paving	40,000
Sidewalks	3,000

It is an up-to-date town, is lighted by electricity, has an excellent municipal water system, good streets and sidewalks. There are schools, churches, fraternal organizations, large mercantile establishments and manufactures, a live commercial club and is the distributing point of a fertile section and one of the most productive regions in Oregon.

Central Point has a prosperous and progressive bank, the Central Point State bank, J. O. Isaacson president.

It also has a live newspaper, the Central Point Herald, edited by S. A. Pattison.

Stock Raising


Most of the stock raising, particularly in the case of cattle, is carried on in the valleys intersecting the mountainous districts where water and range are plentiful. Little of the industry is to be seen in the open portions of the Rogue River

valley proper, yet large herds of cattle, range and dairy represent a portion of Jackson county's wealth. The smaller valleys mentioned are exceptionally well adapted to alfalfa growing, and the immense bodies of range in the vicinity of the Cascade mountains with the great volume of native grasses attract many people who prefer this method of farm life. Hogs are raised on many of the smaller farms and orchards; Rogue river hogs have been proverbial in the San Francisco and other markets

for many years, and trainload shipments of them from the Medford stock yards is an occasional feature. A number of stock farms are maintained here making a specialty of pure bred horses, and the industry is gradually growing into noticeable proportions. The open and timbered foothills in the vicinity of Medford afford splendid range for sheep, while the Angora goat is being quite extensively raised, and serves to solve one of the economical problems of land clearing where it is necessary.


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