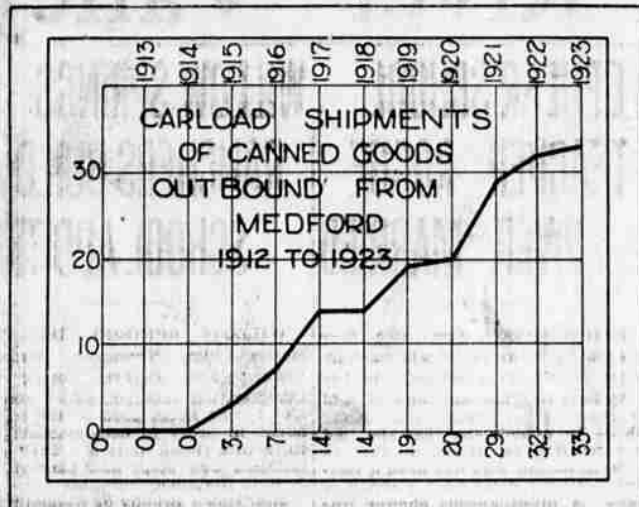


A BIGGER AND BETTER MEDFORD

Facts and Figures Taken From the Official Records to Show That Medford and the Rogue River Valley Are in Better Industrial and Financial Condition Than Ever Before in Their History.

(INSTALLMENT NO. 7)

Medford Shipments of Canned Fruits.

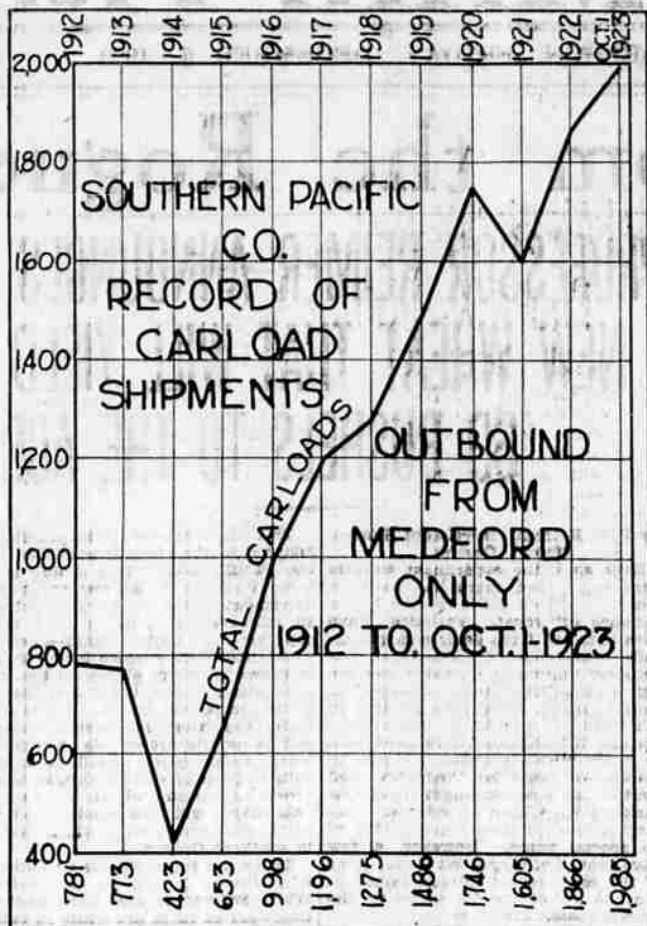


Here is another Medford industry which did not exist in the "good old days," but which is now very much alive and growing steadily. Conditions, bearing no relation to the cannery possibilities in the Rogue River valley, have restricted the local output somewhat, but from 3 cars in 1912 to 33 cars in 1923 is certainly a long jump in the right direction.

Medford Outbound Shipments.

As the table above shows, Medford is shipping out over a thousand more carloads of produce annually now than when the city was breaking the speed record as the fastest growing town on the Pacific coast.

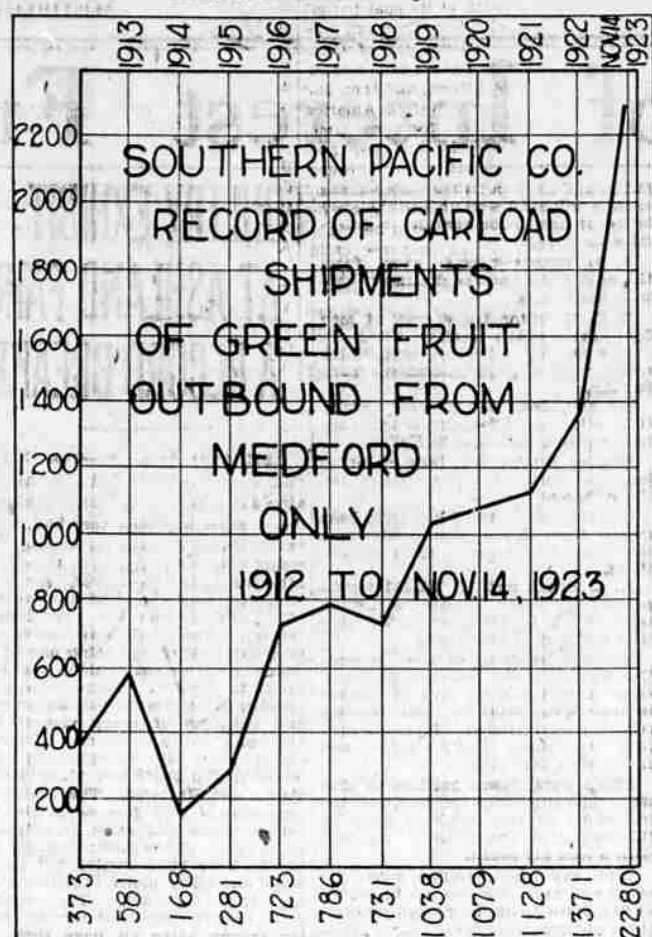
Seven hundred and eighty-one car loads were sent out from Medford alone in 1912, then the shipments fell down to only 423 in 1914, but since that time they have been steadily rising, until this year



when, in only ten months, the total reached 1985, and for the year the total will exceed 2000 by a large margin.

It should be noted that the above chart includes only the Medford shipments. From Medford and Jackson county in 1923, approximately 2000 cars of pears alone were shipped out.

Medford Green Fruit Shipments.



This chart might also be labeled the effect of irrigation in Medford and the Rogue River valley. See how the curve jumps up from 1920 to 1923 when water became available to local orchardists,—production doubled in 4 years.

The above chart only includes Medford shipments to November 15th, 1923. To date, that is December 7th, 1923, the total shipments of pears and apples from the Medford station totals 1808 pears and 558 apples or a grand total of these two fruits alone of 2366 cars. Compare this with a total of 373 cars in 1912, and only 168 cars in 1914, and one gets some idea of the growth and monetary value of the fruit crop, with the increase in bearing acreage and the installation of a comprehensive irrigation system.

County Production Statistics.

The growth of Medford would not be of a substantial character without a corresponding growth and development of the agricultural and horticultural industries of Jackson county.

A marked advance in production has been made in the county and comparisons are here submitted:

	1911	1923	Gain over 1911
Acreage of irrigated land	7,500	35,000	27,500
Carloads pears (in round numbers)	500	2,000	1,500
Acreage of alfalfa	7,000	20,000	13,000
Acreage of corn	4,000	8,000	4,000
Number of dairy cows (inc. young stock)	3,500	6,500	3,000
Number of hogs	10,800	12,100	1,300
No. of farms having more than 200 hens	10	100	90

In 1911 sufficient turkeys were raised to supply home trade and a very few small express shipments were made. In 1923 several carloads of turkeys were shipped and it is estimated that one thousand per cent more turkeys are being produced this year than in 1911.

The statement above shows again and in emphatic fashion the great increase in production in Jackson county since the "good old days of 1911-12."—500 cars of pears for example in 1911, 2000 cars in 1923,—production quadrupled in 12 years.

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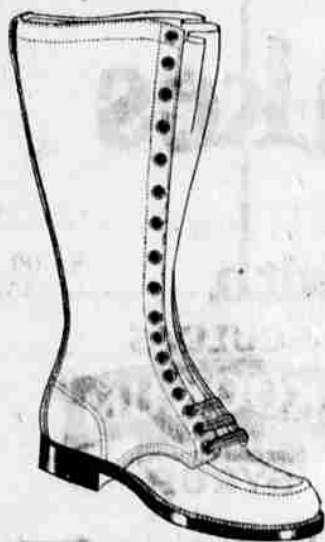
Feeture Arch Oxfords, brown \$9.45; black \$8.85

Feeture Arch Strap Pumps \$9.85, \$8.85 and \$8.45

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