

ROYAL Baking Powder

ABSOLUTELY PURE

Where the finest biscuit, cake, hot-breads, crusts or puddings are required *Royal* is indispensable. *Royal* is equally valuable in the preparation of plain, substantial, every-day foods, for all occasions.

Royal is the only Baking Powder made from Royal Grape Cream of Tartar—made from grapes—

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WHAT IT MEANS.

Possibly few of our citizens realize what the irrigation of 15,000 acres of land in this immediately vicinity means to the commercial interests of this county. This land all lying right in the shadow of this city means that it will all be subdivided into small tracts, but let us analyze it, estimating 50 acres to the owner. This would mean 200 homes, which would necessitate the expenditure of over a half million dollars for improvements, stock and farm implements, would immediately follow. This amount is seemingly large, but the following average for improving an 80-acre tract, exclusive of the land, is certainly conservative:

House	\$1,200
Earn	400
Household goods	300
Team and wagon	300
Milch cows	300
Fencing and implements	200
Total	\$2,650

By multiplying this by 200 and you will have a total expenditure of \$520,000. This is not all, by any means. These 200 families, aside from the revenues of these farms, would annually expend \$750 for living expenses—\$750 being the average expense, as shown by the government figures—would mean \$150,000 more trade than we now enjoy. With water no less than 4000 acres of this land would be cultivated in alfalfa, which at four tons to the acre, and at a price of \$8 per ton, would bring in another \$320,000, to say nothing of the profit on the pasture. If any one will do a little figuring and thinking, he will soon see that this irrigation project is simply the best development project that has ever been suggested. Another feature that must not be overlooked is, that if we can irrigate 15,000 acres, we can irrigate several times this amount, for we have the land and the water and it is just a business proposition to get the water on the land. It is quite probable that this will be the cheapest project ever put through in this valley. But when this is once completed and the people understand the benefits a little water will bring about, it will be just as easy to finance the next project, even if the cost is 40 per acre instead of \$20. You must remember, of all the many irrigation projects constructed in the northwest, not one of them was built at less cost per acre than the Grande Ronde project will cost.

LAND VALUES.
 Quite a number of our people are of the opinion that land values are

high in Grande Ronde valley. Several years ago, just prior to the building of the sugar factory, when our best lands were selling for \$25 per acre, and the year following the factory prices jumped to \$35, these same folks who now think land values high, though the limit had been struck. The following year the price on the Sandridge jumped to \$50 per acre, and our timid friends thought those suckers who came in from the east should have guardians appointed to take care of their money. It was not long, however, until these \$50-an-acre farms jumped to \$65 per acre, and some of it to \$75, and it has been there ever since.

Just to show some of our readers the possibility of land values, we quote the following prices which have prevailed in Rogue River valley the past year, and when our irrigation project is completed we will find similar values:

"Last year apples brought \$2 to \$2.50 f. o. b. Medford. Lands, five and six years planted to apples and pears, bringing all sorts of prices up to \$1500 and \$2500 per acre. "401 Ranch," owned by Dr. Pickel, containing 401 acres of land, 135 of which are in pears and apples, planted five and six years, recently sold for \$110,000; and Dr. Page, formerly of Hyde Park, Vt., recently refused \$80,000 for 237 acres, with 60 acres planted to apples, five or six years. A Mr. Bennett refused for an orchard of less than three acres, from which he sold apples this year to the amount of over \$5000, an offer of \$5000 per acre. There are only three instances out of the many that might be cited, showing the present state of the fruit industry of southern Oregon. Over 1,500,000 of orchards and lands have changed hands in or near Medford, during the first half of November."

MILL RUNNING

The George Palmer Lumber mill is again in action after the annual shut-down for repairs. The logging trains have supplied a large batch of logs during the rest, and unless unforeseen things transpire the big mill will grind out lumber at its full capacity for months without a stop.

The full force was called to work yesterday.

Silverthorn's Family drug store.

Merchants! Save \$10,000

In 1907 the Merchants of Oregon saved over \$10,000 by carrying a part of their insurance in their own company, the Oregon Merchants Mutual Fire Association, of Dayton, Oregon. In 1908 they will save \$15,000. During the same period their neighbors were handing over \$1,500,000 in profits to outside companies.

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INSURANCE AT COST
A LIMIT TO YOUR LIABILITIES
PROMPT SETTLEMENT OF LOSSES

J. W. OLIVER, Agent

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