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VOL. IX. MEDFORD, JACKSON COUNTY, OREGON, FRIDAY MAY 28, 1897. NO. 21.

A Land of Vast and Superior Richness.

Jackson, Matchless County of Southern Oregon.

Medford, the Hub or Center of the Great Rogue River Valley.

Beautiful Farms and Garden Homes Where Luxury is a Sure Reward of Industry.

SUGAR BEET CULTURE

Our Agricultural Resources Truthfully Set Forth, Devoid of Even a Shadow of Exaggeration.—Fruit-Growing is Steadily Becoming a Leading Feature—Stock-Raising is in the Front Rank—Climate Unsurpassed in Any Country—Brief Paragraphs on Other Subjects.

In this report of our many resources I will state, so as not to mislead or misinform those seeking information of our country, that I have secured data from people who have personally visited the entire section of which I have written and I have endeavored to keep safely within the bounds of reason.

The design is to make such a representation, brief though it may be, as will attract attention to the merits of this locality. The futility of attempting to make any written exposition take the place of personal investigation is realized. The folly of making statements which investigation will prove to be untrue is also appreciated. It is hoped that many people into whose hands THE MEDFORD MAIL may fall will be led by it to make an examination of the premises and with this idea in view care has been taken to make such a representation as is entirely within bounds, so as not to justify expectations that must bring disappointment when the real situation is seen.

This country is comparatively new. What it wants more than anything else to promote its development is capital and purposeful energy. Magnificent natural advantages lie unimproved for the necessary capital. There are also many opportunities for sober industrious men who may not rank as capitalists. We have a wide field for honest, intelligent endeavor, but no room for idlers or the shiftless, improvident and reckless. It is a great country, but figs do not grow on thistles here more than elsewhere and profligacy and idleness will not reap the reward of virtue and industry. The people of the Pacific slope are neither border desperadoes nor weak dunderheads. They are active, intelligent, capable men and women, most of whom have come from the eastern states. Cultivated society is here as well as elsewhere in the country, and the homes of the people show as pure a strain of the typical American civilization as can be found elsewhere between the two oceans. I have also written several sketches of our business and professional people and I expect and welcome criticism, realizing only too well that my little work is incomplete and perhaps somewhat crude in detail.

The only excuse is the hurried manner in which it has been prepared, and such being the case I would crave the friendly indulgence of the readers and ask of them so far as consistent with their good

nature "to pass my imperfections by." Thanking the generous public for the liberal support accorded me I am,

Yours truly,
G. B. ANDERSON.

JACKSON COUNTY.

This county is bounded on the north by Douglas; on the east by Klamath; on the south by California and on the west by Josephine.

The general surface of the country embraces three divisions of land—that which is on the high mountaintops, that on the hills or broken ridges and that in the valleys.

The first is utilized for summer range for stock, the green grass growing as the snow disappears and affording a rich pasturage for numerous herds, and is also a most desirable place for butter and cheese making.

The hill land is the lumber bearing region and the home of the stockman.

The soil is of volcanic origin, being a rich dark loam of great depth overlying a clay subsoil resting upon a basaltic formation.

It is of almost unlimited durability, never washes, is free from rocks and gravel, is easily broken and pulverized. The soil is impregnated with a sufficient quantity of alkali to form a natural fertilizer, being cultivated year after year without apparent loss of any of its productive qualities. In addition to its other virtues this soil manifests a determination to produce the usual large crops with or without moisture.

The Rogue river valley occupies the central portion of Jackson County, and is about thirty-five miles long by twenty miles wide. It takes its name from the river which flows through the northern extremities though Bear creek drains the greater portion of the Rogue river proper.

Approach this valley from whatever direction, an amphitheatre of mountains encircle it on every side, snow crowned peaks on nearly every side, some of them reaching an altitude of nearly eight thousand feet above the valley.

The extended sweep of graceful hills on either side of undulating valleys, rising to rugged snow-capped mountains, make a picture unequalled in beauty and magnificence by any other land on earth, except perhaps by Switzerland with her Alps.

Out of 346,549 acres of surveyed land in this county 192,344 are in cultivation.

The price of farming land depends largely upon the location but good land can be bought from ten dollars to one hundred dollars per acre, the average price being about twenty-five dollars.

MEDFORD.
ALTITUDE, 1399—POPULATION, 2250

Situated on the west bank of Bear creek, on the line of the Southern Pacific railway about midway between Portland and San Francisco.

Its location is in the heart of the famous Rogue river valley.

The site upon which Medford is located is one of the most picturesque on the continent.

The broad and beautiful expanse

of scenery surrounding it cannot be surpassed. The window openings of every stately structure in and about the city frame a picture of some scene that delights the eye.

Medford, unlike most western towns, has never experienced the ups and downs of a forced boom with its demoralizing effects. The growth of the town has been steady and permanent, based upon actual demand, and what is found here can be accounted for upon that basis of existing to supply a present, instead of a prospective demand.

As a trading point Medford ranks with the ordinary town of twice its size, this being accounted for by the nature and extent of its tributary country.

The city is well governed and economically administered. Owns its own water works, operated by gravity system, and water is furnished to consumers at low rates, and affords ample fire protection. First-class electric light plant with lines to all parts of the city, furnishing illumination as cheaply as in older and larger cities of the coast. The city is provided with an excellent public school, several churches of different denominations, all creditable edifices, and our social advantages are as desirable as can be found in any western town. While Medford is justly proud of her business enterprises, and the outlook for the future is certainly good, it is only fair to state that there are sufficient business concerns of every size and character for present business needs, and that there is sufficient labor here to fill market demands. It would be wrong to mislead and call people here on false hopes.

The city is growing, the country is growing, and there are good inducements held out to prospectors, or those seeking legitimate investments. The field is as yet but half occupied and the resources of the surrounding country and the advantages of the town afford excellent opportunities for establishing mills and manufactories. The city is among the foremost in fraternal orders, all in good financial standing.

We cannot describe Medford and the lands that surround her. We can give but a few plain facts and call upon our eastern readers to come and see the land endowed by nature with every precious gift; the land of boundless opportunities; the land of progress and integrity; the land which can give capital the best, the safest investment to be found in America; the city and country that can and will deal generously with the miner, the manufacturer, the capitalist or the farmer.

CLIMATE—TEMPERATURE.

The climate is proverbially excellent—the best, all things considered, on the Pacific coast. It is not so wet and cold as the Willamette valley and Washington, nor so dry and parched as California. It occupies a happy medium; and as fast as people become acquainted with these natural climatic advantages they become enthusiastic in its praise, and settle among us permanently.

Society having become, as it were, crystallized into a refined state, is attracting the better class from the east to make their homes here, and aid us further in making Jackson County the first and foremost county in the state, where her salubrious and lovely climate may be enjoyed by a prosperous, law abiding and happy people.

Oregon is much libeled in the master of its rainfall. It is true that the region west of the Cascade mountains has a generous amount of moisture, but that is one of the reasons why it is a favored country. It does not rain here all the year around, nor does it rain incessantly for months or weeks at any season of the year. The winter is the wet and the summer is the dry. The rainy season extends from October till June and moisture does not

often fall between June and October. But there are periods of the brightest and balmy weather, sometimes weeks at a time during the wet season. While the newspapers teem with accounts of disastrous blizzards throughout the upper Mississippi valley and the far east, here the people may be plucking roses in their gardens and enjoying warm sunshine and soft breezes.

The country is also free of cyclonic disturbances, and thunder storms do not often occur. The mean annual precipitation at Medford is 35.16 inches.

FRUIT INDUSTRY.

The work of the horticulturist, says E. W. Allen, can be traced back to a very early period of the history of the world for we read in the 8th verse of the 2d chapter of Genesis, "And the Lord God planted a garden eastward in Eden and there He put the man whom He had formed with instructions to dress it and keep it," therefore, we see at this early day in the world's history was a partnership formed between God the Creator and man the creature, in that while God gave to man the orchard, yet the responsibility of its care and treatment, upon which was based its success, devolved upon man. The partnership thus formed at that early period in the world's history has never been dissolved and today those who succeeded in horticulture must comply with the requirements that were demanded of those to whom was intrusted the first garden of Eden.

In some respects Oregon possesses in natural conditions for surpassing her sunny neighbor in the production of choice fruit. This is notably true of the prune. No European production excels the prunes of Oregon in quality and it is one of the things that can be cheaply produced here. No industry is developing so rapidly in Oregon as the fruit growing and canning business. Facilities for curing are keeping pace with the increase of production so there is no danger of over doing the matter. We claim, and results appear to justify our claim, that the cooler winter climate of Rogue river valley matures the wood of the fruit trees and vines better than the comparatively frostless winters of Southern California, thereby producing fruit of better flavor and superior keeping qualities.

Jackson County is taking a leading position in the advancement of the fruit growing interests of the Pacific coast. Its nurseries send stock throughout the Pacific northwest including British Columbia. Many of the large land claims that have lain for years largely wild or with very indifferent cultivation are being divided into smaller tracts and given over to systematic fruit culture. Five or ten acres in fruit will yield as much profit as a large farm in grain. The net profit usually ranging from two hundred to a thousand dollars per acre. We have quoted in this issue figures of large yield of fruits, not claiming nor believing that every one who engages in the business of fruit raising can make one thousand dollars an acre. In most cases of unusual yield special attention has been given to trees or plants. We do not intend to give out an erroneous impression nor lead any one to make investments or embark in this industry with hopes of reaching the limit. There is always a chance, however, to get to the top. The high figures are offered to show what can be accomplished. The reasons able man will do well who produce one-half, one-fourth or even one-tenth of one thousand dollars an acre. Nothing we think can be gained by exaggeration in getting people to invest in farm or orchard lands with the expectations that they will realize in a manner to correspond with the statements of the uncommon yields. We believe, however, there is a great future for horticulture in the Rogue river valley.

The fruits that grow to advantage in Jackson County include apples, pears, plums, peaches, prunes, apricots, quinces, cherries, blackberries, raspberries, currants, gooseberries, strawberries and grapes. Blackberries, huckleberries, strawberries, plums and crabapples grow wild in abundance. Rogue river valley offers to the fruit grower an exceptionally attractive field for the exercise of all his facilities in this important attractive branch of the business of the tiller of the soil.

A WORD TO THE FRUIT GROWERS.

It is a mistake to believe that all varieties of trees will do equally as well in all localities. The pioneer who goes into an unsettled valley looks first to the quality of the soil. On finding that to his satisfaction he proceeds to set out an experimental orchard, in which will be found an almost endless variety of trees. Three to five years afterward, when the trees come into bearing, it is an easy matter to determine what will be his leaders. Thus in all sections the orchardists who, following the experimental stage of development, has a far safer proposition than has the pioneer. There has never been a time when the outlook for horticulture was better as a business than at present. The people of this country are rapidly appreciating the fact that fruit as food is not only wholesome, but nutritious and it has become an indispensable adjunct to almost every table in the land. It is well for the consumption of fruit to be encouraged in every way as it is beneficial to the health of the people. The man who engages in fruit growing now is sure of a market price that will pay him well for the time devoted to it. There has never been a time when a crop of fruit did not pay well for all its costs and now that science has come to the aid of the fruit grower, and taught how to combat disease and the ravages of insects, he is more certain of a crop than ever before. The old way of setting trees and letting them care for themselves is a thing of the past and progressive men realize that fruit trees require attention as well as any other crop. Orchards should be furnished with the proper plant food and the soil kept under cultivation the same as if it were a crop that can be grown in a year. The day for large orchards is passing, except where large companies have them and the day of excessive fruit growing is at hand. The small orchard, say of five or ten acres, is to be preferred by the average farmer rather than the large one, which cannot be given proper attention. Let the man who sets an orchard now attend to the location and select those varieties that have proven best in the section and success will crown his efforts every time. There is no need to experiment on a large scale as at one time when no one knew just what to select. The experiment stations have been doing work along this line and the results are open for any one who inquires and there is no excuse for not knowing just what the lay of the land should be for the best results. Those who have good orchards are reaping great profits from them and those who set orchards in the near future may rest assured that the demand will keep ahead of the supply for a good many years.

SUGAR FROM THE BEET.

Those engaged in the pioneer work of establishing the beet sugar industry in Oregon will find much of interest in the following interview with Judge Charles H. Carey. Judge Carey has devoted a great deal of attention to the beet sugar industry, especially with regard to establishing it in this state. He regards it as the only relief for the farmers from this present depressed condition and expresses belief that the cultivation of sugar beet is thoroughly practical in Oregon. While traveling through California he visited the Cheno factory and speaks in the highest terms of the prosperity it has brought to the immediate district. He further states that he has taken a great interest in the beet sugar industry for several years past and sees in it the solution of the question of what shall the Oregon farmers do to be saved. It seems about time that an effort should be made by the people of the northwest to become producers as well as consumers. Nature has been bountiful in producing climate and soil for the growing of the sugar beet and every American family are users of sugar. Oregon and Washington do not produce a pound of this indispensable luxury and remit into other countries thousands of dollars annually for supplies. This money can as well be kept at home and paid out to our own people in wages and the like. Moreover, a beet sugar factory requires an enormous amount of fuel and lime and the by-product of the factory is of great value as cattle food, fertilizer, etc., so that there are other industries that will be stimulated by the establishing of

such a factory. It will require a cultivation of from 3,000 to 5,000 acres of land to supply an ordinary sized factory and with the beets at \$5 per ton there is a gold mine in it for the farmers. From the proceedings of the third general convention of the Nebraska Beet Sugar Association the best farmers in that state netted on an average of \$50 per acre, which would mean \$75 to \$100 per acre in Oregon. The value of sugar consumed in this country is greater than the value of bread-stuffs. Our exportation of grain is less than importation of sugar. The soil of Oregon is more adapted to beet culture than wheat raising. The profit on an acre of beets is from \$30 to \$50, on an acre of wheat it is from \$10 to \$12. Does not this illustrate one reason for the present depressed condition of our farmers and through them of our manufacturers of the country? It is not in our laws or financial policy so much as in the use put to our resources that the present condition is due. We need a revolution, not one against the government, but an industrial one that will place our farmers in a position to use their lands to better value.

During the spring just past, 300 pounds of imported sugar beet seed was purchased by the merchants of Medford, and of this amount 250 pounds were given into the hands of as many farmers of the valley who planted the seed and are now cultivating the plants. This work is being done in order that a positive proof may be established as to our soil's ability to produce a superior quality of beets. Mr. Claus Spreckels, the sugar king of the coast, has promised to build a sugar factory in the valley when our farmers have proven that beets can be grown. We can reasonably expect that a factory will be established another season.

POULTRY OF THIS SECTION.

Poultry farming can be pursued with as great success as any other industry. The conditions are very favorable; first, the climate; second, the cheapness of feed; third, the abundance of fresh running water; fourth, the absence of all diseases common to poultry, and last, the market demand for poultry and eggs. Perhaps the greatest demand for these two commodities is from the mining region adjacent to this section. The average miner gets good wages and he lives well. Chicken, eggs and roast turkey are served with great frequency. "They come high but we must have em!" is a very pertinent phrase among miners. The demand in the cities for domestic fowls and eggs is as great.

Poultry ranges in price from \$2.50 to \$4.00 per doz; eggs from \$5.00 to \$7.00 per case. Poultry associations have been formed in most of the counties and great attention is given to careful breeding.

ON THE RANGE.

Climate conditions is one of the important features in stock raising. The evenness of the climate, the abundance of pasturage, the excessive ranges, the presence of running streams, makes Jackson County a most desirable country for stock raising. Three or four different sections particularly favored lay claim to the title of "horse heaven." Stock of all kinds do well and require feed only in the severest winter. The soft southwest winds frequently melt the snows on the southern and western slopes of the hills in midwinter, thus affording excellent grazing for the herds of cattle and sheep. The dairy business has received a fresh impetus and here is an excellent opportunity for some one to start a creamery.

TIMBER AND LUMBERING.

Entering the foothills of the Cascade mountains, at first they are low and gently rolling, but as we near the Cascades they become larger, taller and more precipitous until they finally merge into the Cascades themselves. From this it will be seen that the eastern part of the county forms the immediate western slope of the Cascade mountains, all of which is rugged and mountainous, but containing inexhaustible supplies of as fine timber as heart could wish. This timber is composed of white, yellow and red fir, cedar, sugar pine, etc., and is converted by the mills in the vicinity into servicable lumber and transported to Medford.

(CONTINUED ON THIRD PAGE.)