

**FRUIT CULTURE
IN NORTHWEST**

*Kansas Paper Prints Facts Regarding
Rogue River Valley, Advertising Re-
sources and Crop Productions Which
Seem Fabulous to Easterners.*

The Independence (Kan.) Times contains an article on fruit culture in Oregon, written by A. B. Clark of Portland, formerly of Independence, but now of Portland. Mr. Clark was one of three Kansas men selected to visit and write up the fruit sections of the northwest and report upon the most desirable. He picked the Rogue River valley as the place offering the best opportunity. He says:

"The reports of fabulous prices as well as yields from the great fruit-growing centers of the Pacific northwest are always received with looks, if not words, of incredulity and the narrator feels that he or she is written down as flighty if not a real prevaricator, but to understand why these prices are obtained one must understand it is only in special locations where, by reason of soil, climate and other advantages, the growers have banded together and used every effort to excel in the product peculiar to their locality. They have made such a reputation for reliability and excellence that buyers come to these centers and put in bids for the entire crop of apples or pears for the past five years. Agents from New York City, from Chicago, London and Paris come to Hood River district, Rogue River and Yakima valleys and bid against each other for the crop of that year, the highest figure getting all. The grower doesn't even harvest his own crop—and the prices—well, we'll just give reports of the crop of 1907—and these figures can be verified by any one doubting their correctness.

Northwestern Fruit.
(From the Youths' Companion.)

"California oranges, apricots, plums, cherries, grapes and other fruits have long been familiar to eastern people, who, if they have thought about the matter at all, have very likely regarded this influx of Pacific coast fruit as due to climatic conditions which do not exist elsewhere, and the fruit itself as incapable of being raised in the east. The eastern apple, they may have supposed, was supreme and destined to remain so.

"Such persons are doomed to disappointment. Apples from Oregon, Washington, Idaho and British Columbia have already captured the greater part of what is known as the 'fancy trade' of the Atlantic coast cities, and the supply is increasing at a wonderful rate. Moreover, Northwestern fruits are rapidly gaining the ascendancy in England, the continent and Australia.

"The rapid development of the fruit-growing industry in this region is due to the great fertility of the soil, the intelligence and energy of the western farmers and the co-operative organizations of growers. Poor fruit has been discouraged and almost eliminated. Packing in boxes with every apple wrapped separately, and warranted to be perfect. The number of apples which a box contains is printed plainly on the outside and there is absolutely no 'doctoring.'

"These methods have enabled the western growers to realize a profit on apples and pears of \$100 to \$1000 an acre; on berries, from \$400 to \$600 an acre; and on other things even more. One especially skillful grower of tomatoes received \$5000 from a single acre.

"The fruit pack of the region this year will be the largest in its history—five times as great as in 1906. Canning associations have been formed and canneries built to take care of the surplus. They have been successful from the start. One cannery paid for itself in a week.

Rogue River Apples and Pears.

(From the Portland (Or.) Journal.)

"Medford, Or., Nov. 7.—George C. Richardson of Leavenworth, Kan., who owns an 800-acre apple orchard and is one of the national officers of the Agricultural Experts' association and its former president, has left for his home in the east, thoroughly convinced that the Rogue River valley is to be one of the world's greatest apple districts.

"'Apple men of the east,' said Mr. Richardson, 'are getting weary of the occasional crop and looking forward to moving to the Pacific slope, which can always be depended upon for a crop. This is undoubtedly the apple land of the future, and it is only a question of a few years until the bulk of the crop will be grown here.'

"Our national association has established a standard for a first-class apple, providing that it must be two and one-half inches in diameter and free from worms. This year, however, so scarce are apples east that a two-inch standard has been adopted, and even wormy apples find a ready sale.

"This illustrates better than any thing that can be said the quality of our eastern apple crop this year. In brief, we haven't any, and this is the third time it has happened in less than 10 years. When it isn't frost, it is drought or something else.

Specialist Is Needed.

"The successful apple-grower of today and of the future is the specialist, the man who finds out just what variety thrives best in his locality and makes a scientific study of that variety. He does not scatter his energies. For instance, in the Payette valley Idaho, Winesap grows to perfection; in the Hood River valley the Spitzenberg and here the Newtown, and perhaps other varieties. Each section produces some variety of fruit nature has expect-

**CHANCE TO SECURE
SMALL ORCHARDS**

*Rogue River Land Company Issues
Elaborate Pamphlet Setting Forth
Proposition Whereby Wage-Earners
Can Secure Tracts Around Medford.*

To fill the long felt want for five and ten-acre tracts planted to the choicest of fruit, the Rogue River Land company has devised a plan whereby small orchards will be planted and sold on easy terms at reasonable rates to people of moderate means. The plan contemplates a cash payment down and a monthly payment thereafter, so as to enable the salaried man to acquire an orchard that will ever after support him and enable him to leave desk work for a life that is worth while in God's fairest region.

Issue Elaborate Pamphlet.

To put their plan before the public, the Rogue River Land company has issued 5000 illustrated pamphlets, devoted to fruit culture, elaborately gotten up and printed in colors. The cover shows a picking scene in a Rogue River valley apple orchard on one side and a picture of a pear orchard on the other. The full-page pictures of orchard scenes fill half the pamphlet, which is the same size as the Commercial club book of Medford. The cover is in green and the lettering in red. It bears the legend, 'Ten-Acre Orchards in the Rogue River Valley Yield \$1000 Per Acre Annually' and 'Pear Orchards in Rogue River Valley Yielded in 1907, \$2250 Per Acre.'

The pamphlet is the most elaborate ever issued by a local firm and all of the work was done in Medford. It was printed by the Tribune. It contains facts and figures regarding fruit culture that are grouped in a most convincing fashion, and altogether is a highly creditable publication.

The plans of the company are set forth as follows:

Five-Acre Tracts.

"We purpose selling five and ten-acre tracts on the following terms:

"Land to cost, fully developed for six years, \$500 per acre, or \$2500; \$700 cash down and \$25 per month for 72 months, or a total of \$2500. The purchaser to have the option of taking possession of the premises and continuing development for himself after three years from date of contract (upon payment of all installments of the purchase price up to time of demanding possession). The Rogue River Land company to set the tract to such fruit trees as in their opinion it is best adapted for, or to such as may be designated by the purchaser, and to give the young orchard good care and culture up to time of possession being taken of the premises by the purchaser, or for six full years, if possession is not demanded sooner by the purchaser.

"On such land as we shall subdivide into these small orchard tracts, an orchard of the right varieties of trees will produce in Bartlett, Howell or Buena Vista pears at four years old not less than \$25 per acre; at five years old, \$50 per acre; at six years old, \$150 per acre, and will continue to increase in bearing capacity until 12 years old. In Buena, de Anjon, Comice or Winter Nellis pears it will begin to bear at five years old, but will not produce much fruit before seven years of age. In Newtown pippins or Spitzenberg apples, good returns can be secured after the seventh year, and frequently enough to cover cost of culture after the sixth year.

Ten-Acre Tracts.

"Land to cost, fully developed for six years, \$500 per acre, or \$5000; \$1400 cash down and \$50 per month for 72 months, or a total of \$5000. The purchaser to have the option of taking possession of the premises and continuing development for himself after three years from date of contract, upon payment of all installments of the purchase price up to time of demanding possession. The Rogue River Land company to set the tract to such fruit trees as in their opinion it is best adapted for, or to such trees as may be designated by the purchaser, and to give the orchard good care and culture up to time of possession being taken of the premises by the purchaser, or for six full years, if possession is not sooner demanded. Warranty deed to issue with complete abstract of title in any event, upon final payment being made by the purchaser. All contracts of purchase assignable upon notice duly given to the Rogue River Land company."

Those famous "No Name" lats are sold by "Taggery Bill."

"The banner price in the history of the pear trade was received for fruit from the C. H. Lewis Bear creek orchard at Medford, when a cartload of Dog du Comice pears sold September 2 at auction in New York for \$19,600 worth of pears this month. The pears were sold for \$2.30 a box, a b. h. the orchard. The trees are 17 years old. Mr. Hopkins purchased the orchard, which is one of the finest groves anywhere, for \$100 an acre 1700 years ago. Last year he netted \$2000 from these pears.

Details of Sales.

"As an illustration of the money there is in the scientific growing of pears, the Snowy Butte orchard, owned by Fred H. Hopkins, north of Medford, furnishes an example. From 16½ acres of Winter Nellis trees Mr. Hopkins picked and sold \$19,600 worth of pears this month. The pears were sold for \$2.30 a box, a b. h. the orchard. The trees are 17 years old. Mr. Hopkins purchased the orchard, which is one of the finest groves anywhere, for \$100 an acre 1700 years ago. Last year he netted \$2000 from these pears.

"Details of the sale of P. P. H. car 2784 from Medford have just been received by mail. They show that 495 half boxes sold for \$4.10, 127 half boxes at \$4.05, 237 half boxes at \$3.95, 194 half boxes at \$3.90, 76 half boxes at \$3.85, eight half boxes at \$3.20, 16 full boxes at \$5.20.

"On the same day Perkins' Comices, car no. 2673, from Medford, sold by

Seibel & Day from the Hillcrest orchard, owned by J. W. Perkins, grossed \$4757 for Dog du Comice pears, which brought at 10¢ per box; 120 half boxes at \$3.30, or \$6.60 for full boxes; 1094 half boxes at \$3.40, or \$47.09; two half boxes of Anjon \$2.45, or \$4.90 a full box."

Are You Ready for Easter?

Don't Miss a Look at the Window Displays

Never before in the history of Southern Oregon has there been presented to the ladies of Medford and vicinity such a beautiful array of ready-to-use apparel as we show. Our store is full to overflowing with the new and beautiful effects in Millinery, Suits, Dresses, Skirts, Waists, Petticoats, etc., etc. We invite everybody in Southern Oregon to visit this store. It is your store for you have made it what it is. We will guarantee our values to be as good as the best and our prices as low as the lowest. Your money back if an article proves unsatisfactory.

Princess Gowns

This season will witness the largest parade of made-up Princess Gowns and Wash Dresses that the world has ever known. The kind we handle fit dandy and are certain to please in every way. The prices are easy—

\$3.50 to \$32.50



Tailored Suits

There is a difference between the man-tailored suit and one slung together by the semi-sweatshops employed by most catalogue houses. We guarantee every Suit we sell to wear and look good for six months, and most of them will wear four times as long and look good. Give us a trial. We live here. The prices are low—

\$8.00 to \$37.50

NEW NECKWEAR

Have you seen the new Wash Collars and Turnovers? They are made to last and still look dainty. We invite a look and assure you that the values are very good.

5c AND UP TO \$1.50

MEDFORD'S MONEY-BACK STORE

Baker-Hutchason Company

JUST NORTH OF THE JACKSON COUNTY BANK

LONG GLOVES

We carry full assortments in Long Gloves in lisle, silk lisle, silk, knit and cape, in almost all colors and black or white. Prices.

85c TO \$4.00

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Candidate for the Democratic
Nomination.

FOR COUNTY COMMISSIONER
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Of Medford.
Candidate for Republican Nomination.

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Contractors and Builders.
All Work Guaranteed.
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Window and Door Screens to Order.
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Home-furnishers and Undertakers. Day
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fresh fruit in season. Near Hotel
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WATER SUPPLY CONTRACTOR.
19 years' experience; A1 references.
Best of work at right prices. Pumping
plants installed in whole or in part.
Any available power. Wood or steel
tanks on correct structures. Gaso-
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and repaired. A chance to figure on
your work will be appreciated. Until
shop is secured, Box 108, Residence,
end of North D street.

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A Fresh Complexion is preserved—and produced—by **ROBERTINE**, a mild, delightful preparation, delicately fragrant. Makes the skin exquisitely soft; banishes cracked appearance caused by over-dryness; reduces the size of enlarged pores, cleanses them, reduces inflammation and spreads an even, radiant glow due to wholesome nourishment of skin glands and stimulation of the capillaries which also feed the skin and supply its beautiful color. Ask your Druggist for a free sample of **ROBERTINE**

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ELECTRIC LIGHT PERADIC AND GALVANIC
HOT AND COLD SPRAY SALT GLOWS
MRS. C. A. MOORE
THE ODELL, Over Postoffice

A bit of Alfalfa Land

Every one posted on the land situation in this valley knows that good hay land is going to be in demand from this time forth, owing to so much of our alfalfa land having been planted to fruit trees. We are able to offer for a short time

25 ACRES OF THE BEST

Only three miles from Medford, for the reasonable price of

TWO HUNDRED DOLLARS PER ACRE,

And we pronounce it one of the best buys in the valley today. It is of the best quality, and we know it will prove a winner to the buyer. It is equally well adapted to pears. If it interests you, call at once on

Rogue River Land Co.
EXHIBIT BUILDING, MEDFORD, OREGON.

Do You Want a Good 5-ACRE TRACT

Close to Medford, fine location, good fruit and poultry land. Prices, \$100 per acre. Easy terms

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West Seventh St. Medford, Or.

ANYONE WISHING TO BUY PRESENTS FOR FRIENDS WILL DO WELL TO LOOK OVER OUR STOCK OF FANCY DISHES, CHINA AND KITCHENWARE BEFORE BUYING ELSEWHERE.

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216 WEST SEVENTH STREET.
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IS THAT WE CAN HEAT YOUR BUILDING AND

VENTILATE
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COST FOR FUEL THAN ANY SYSTEM WHICH MERELY HEATS IT AND SUPPLIES NO ADEQUATE VENTILATION. LOOK INTO IT. THE HEALTH OF YOUR CHILDREN DEMANDS PURE AIR

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