

## MORE ADVERTISING FOR ROGUE VALLEY

The Chicago Packer Publishes Column Dealing With This Valley.

The Chicago Packer, a Chicago publication devoted to fruit, contains the following writeup of the Rogue River valley:

MEDFORD, Or., Sept. 9.—This place is in the center of the Rogue River valley, one of the noted fruit growing sections of Oregon. Everybody, almost has heard of the great Rogue River valley, and everybody who is at all interested in fruits knows what a wonderful section this is for the production of some of the finest deciduous fruits that are grown in the great western country.

The leading fruit crops in the vicinity of Medford are pears and apples. Other fruits are grown extensively, such as peaches, plums and grapes, but the acreage of all these is small as compared with that of pears and apples. The varieties of pears grown here are Bartlett, Comice, Winter Nelis and Anjou. The acreage of these and the amount of the shipments of each come in the order named, the Bartlett leading.

The movement of the Bartletts to market began about August 15 and since then carlots have been going out steadily. The crop this year is unusually good and the yield is heavy. The quality, also, is fine, the fruit being of good size and remarkably clear of defects. It is estimated that the movement of pears from this station will not fall much short of 200 cars. The lowest estimate that has been put on the yield is 175 cars. This is a big increase over the shipments of last year, when the movement totaled 120 cars. This increase is partly owing to a better crop and partly to the new orchards that have come into bearing. These pears are shipped largely to New York, where they are distributed among the markets of the east or exported to England and European countries. They are of the very best carrying quality and reach even the European markets in the best of condition.

The varieties of apples grown here are numerous, but the leaders, in the order named, are: Newtown, Spitzenberg, Jonathan, Winesap and Arkansas Black. All these varieties do well, both as to the amount of the yield and the quality. It is estimated that there will be in the neighborhood of 225 cars to ship from this station this year. The largest per cent of these will be Newtowns, and they are going to be unusually fine. It is claimed that a large part of these apples run four tier now, and yet they are not nearly done growing. They are not only large, but are smooth and clean, and an uncommonly large portion of them will go in the first, or fancy, pack.

The peach crop in this immediate part of the valley is short this year and the shipments are light. The weather last winter was unusually cold and the peach crop suffered severely. It is the first time in years that any great damage has resulted to fruit in this section from cold weather.

The bulk of the apples from here go to New York. From there the Newtowns are forwarded to Europe, while most of the other varieties are distributed among the markets of the Atlantic coast states.

It is expected that of the apple shipments from Medford at least 75 cars will be Newtowns and all of these will go into the export trade or at least practically all of them.

Fruit lands have reached a big price in this section, but people buy them and are anxious to get them, so they must be a paying proposition. Prices are advancing all the time and thousands of new trees are being put out every year. Medford now boasts a fruit paper of its own. It is the Rogue River Fruit Grower, published monthly, and gotten up in magazine form and beautifully illustrated. Charles Meserve is the editor.

The growers here have received good prices for their pears this year, and are expecting good prices for their apples. In fact, this promises to be a highly profitable season to the fruit growers of the west.

The names of shippers who market the Medford fruits, together with

some of the growers, appeared in The Packer Bulletin of September 8.

GRANTS PASS, Or.—The fruit growing industry is comparatively new at this place and the acreage is still small, especially of bearing trees. However, it has been demonstrated that fruit can be grown here as successfully and profitably as at any other point in this state. The orchard acreage is being increased very rapidly, and within a few years this will be one of the big shipping points. Apples do as well here as they do at Medford, and so do pears. This place is only about 30 miles from Medford and is situated at the lower end of the Rogue River valley.

This year there will be in the neighborhood of 25 cars of winter apples to go to market from this station. This is about the same as the shipments of last year. They are mostly Newtowns and Spitzenbergs. There would have been a good many more cars on account of the increase in the acreage of bearing orchards had the crop not been shortened materially by a freeze.

There will be about six cars of pears to go from here this year, against four cars last year. There was also a good lot of early fruit, such as peaches, berries, grapes etc.

The names of shippers of Grants Pass appeared in The Packer Bulletin of September 8.

ASHLAND, Or.—Some of the finest orchards in the Rogue River valley are located adjacent to Ashland, and while as yet the fruit shipments from here are not as heavy as they are at some other points, they are growing very rapidly each year. This place, like Grants Pass, is comparatively new in the fruit growing business, and the orchard acreage is not so large yet, and much of that that is out is not yet of a bearing age. To show how well fruit growing pays in this section it is only necessary to mention the fact that from the Helms orchard, consisting of eight acres, the fruit netted the owners in one season \$12,000. This appears to be pretty good fruit growing, and it seems like it should be satisfactory to the growers.

This year there will be about 25 cars of apples to go from Ashland, against five cars last year. There were 25 cars of peaches this year, which is about the same amount as sent out last year. There were some pears this year, but the amount was small, probably about one car in all.

The apples will go east largely, though a good many are sold in the nearby markets. The peaches this year found sale in the Portland, Tacoma, Seattle and Spokane markets.

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