

THE GREAT ROGUE RIVER VALLEY of Southern Oregon

GRANT'S PASS—MEDFORD—ASHLAND

THE YEAR 1907 demonstrated beyond all question that the justly famous Rogue River Valley is one of the greatest fruit sections of the world. Indeed, the records made in orchards adjacent to Medford, Ashland and Grants Pass are so wonderful as almost to surpass belief. For example, a carload of Du Comice pears, shipped from Medford, grossed \$4622.80. This is the fresh-fruit car record of the world, and is equivalent to the remarkable price of 17 cents per pound for fruit at wholesale. The best previous price for a carload of fresh fruit is also held by the Rogue River Valley. In 1907, 16 1/2 acres of Winter Nellis pears produced \$19,000 net f. o. b. shipping point. Fifty-five trees of Yellow Newtown Pippins produced 815 boxes of fruit, which, in spite of the financial panic in London, panned out \$1711.50 net. These trees grew on less than one acre. The three-acre orchard from which this fruit was taken has produced an average amount of \$500 net per year for the last eight years. One hundred and fifty-two Yellow Newtown Pippin trees produced in 1907, \$3125 f. o. b. Medford. These trees grew on three acres. From eight acres near Ashland, 6000 boxes of

Newtown Pippin apples were marketed in 1907, netting \$2000 an acre f. o. b. the orchard. For the past seven years this orchard has netted \$791 per acre average.

Seven acres of Bartlett pears near Medford in 1907 grossed \$2200 per acre. A young Bartlett pear orchard of 30 acres of 8-year-old trees netted \$1068 per acre.

Twenty Winter Nellis pear trees netted \$6600. These figures show the wonderful profit made in 1907 from apple and pear orchards about Medford—a profit exceeding \$1000 per acre in many cases.

Although the records for 1906 do not show such wonderful returns, the figures are, nevertheless, exceedingly large. Three-fourths of an acre of Spitzenbergs produced 587 boxes in 1906, which brought \$1174. Four acres of Spitzenbergs brought \$2113.10. Twenty-two acres of pears in 1906 produced 6441 boxes of fruit, which sold for \$8884 f. o. b. cars.

The significant fact of the wonderful resources and possibilities of the Rogue River Valley is shown by the offer of the Medford Commercial Club to pay \$500 to anyone who can show by authentic testimony that any city or town in the United States, outside of a 40-mile circle, including Ashland and Grants Pass, with Medford as a center, has tributary to it, within the same radius, as many diversified resources as Medford, Oregon, can show within the corresponding radius. Among the resources of this wonderful valley are the following:

Apples, pears, cherries, apricots, grapes, berries, nectarines, radishes, tomatoes, horseradish, asparagus, prunes, figs, artichokes, potatoes, onions, carrots, sugar corn, chestnuts, almonds, butternuts, walnuts, peanuts, lettuce, cantaloupes, watermelons, peas, beans, butter, cheese, tobacco,

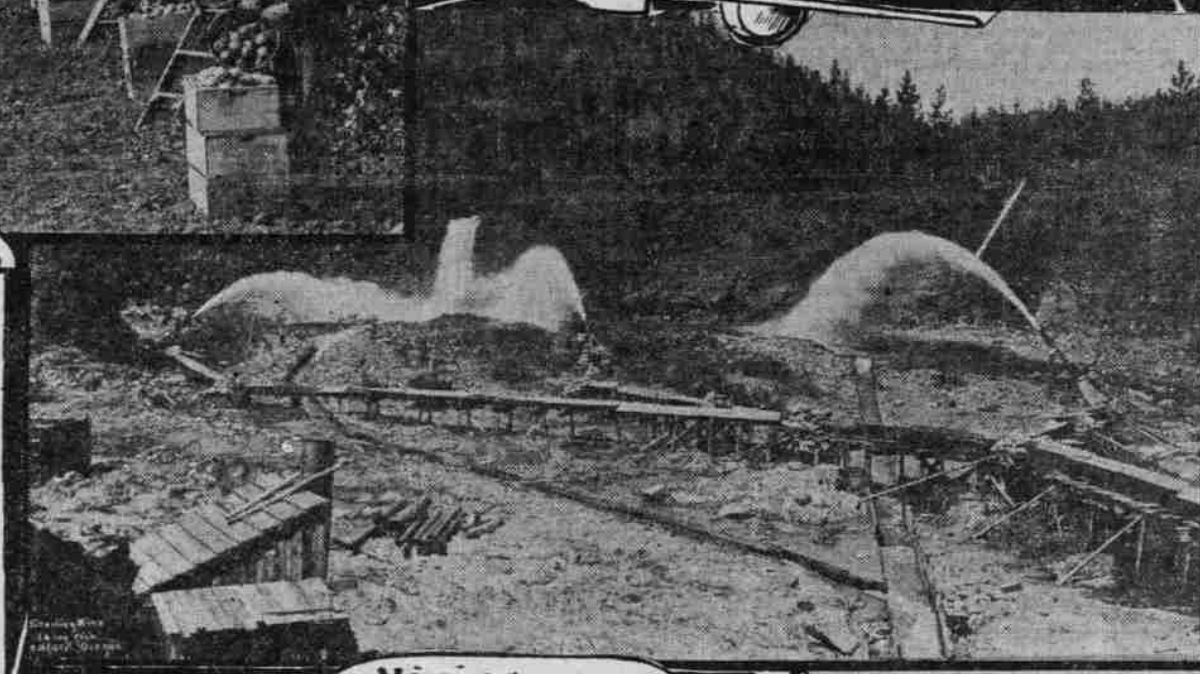


FRUIT RAISING

rye, cattle, sheep, goats, hogs, honey, lime, marble, granite, iron, talc, mica, jade, onyx, chrome, agate, garnets, tellurium, lead, platinum, cinnamon, gold, silver, copper, cedar, oak, cedar pine, douglas fir, white pine, black oak, madrone, asbestos, artesian water, mineral springs, sandstone, water power, alfalfa, etc., etc.

Ashland, Medford and Grants Pass all have progressive and enthusiastic Commercial Clubs, which will gladly answer any inquiries.

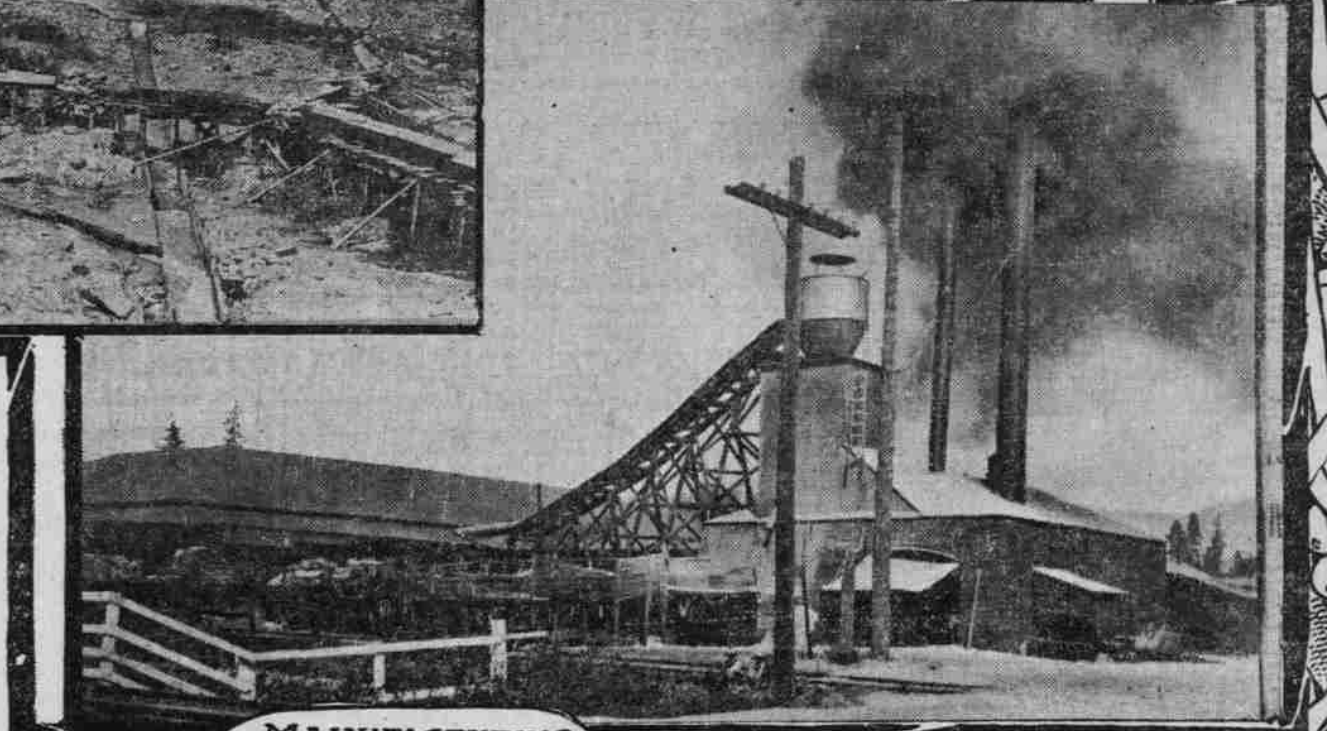
These organizations have all adopted, with practical unanimity, the new publicity plan of



MINING



GRAPE CULTURE



MANUFACTURING

The Passenger Department of the Southern Pacific Company

Which is acknowledged to be the most liberal and far-reaching plan for community advertising that could be devised.

Therefore, it is of vital interest to every community in the Pacific Northwest.

THIS PLAN WAS ADOPTED BY MEDFORD LAST YEAR. THIS YEAR THE CONTRACT WAS RENEWED WITH ABSOLUTE UNANIMITY BY THE COMMERCIAL CLUB AND PRACTICALLY THE ENTIRE POPULATION. READ WHAT THE OREGON JOURNAL SAYS EDITORIALY (UNSOLICITED) ABOUT THE RESULTS WHICH THIS PLAN HAS ACCOMPLISHED:

ADVERTISING THAT PAYS

(From Oregon Journal, February 21.)

One of the best advertised towns in the State of Oregon is Medford. This we say without any disparagement of the efforts of other places in the state, but rather to stir them to emulation. Within the last year Medford has experienced a decided awakening. The younger and more progressive men of the town have come to the front and have taken the direction of affairs. The mossbacks have been retired to the back seats. The spirit of progress has been in the air and the opportunities for profitable investment are attracting the attention of outside capital. A few years ago Medford was a sleepy, listless community, heedless of its opportunities, blind to the possibilities within its grasp. It was unknown and unadvertised. Through passengers on the Southern Pacific glanced idly from the car windows at the little settlement, looked up the name on the time card, and then forgot it. And the natives gazed just as idly and with just as little interest at the passengers, without a thought of attracting the attention of a stranger to their town. Now all this is changed. When a traveler arrives at Medford he recognizes it at once as a locality of which he has heard a thousand

times. His interest has been aroused in advance and he is eager to see for himself what it has to offer. If he is a capitalist looking for investments he wants to investigate Medford's opportunities. If he is a home-seeker he is predisposed to stop and purchase and build, without looking further. If he is simply a tourist, bent on enjoyment, he welcomes the chance for sightseeing and recreation in a locality whose fame has so often reached his ears. Whatever his purpose, he knows that Medford is on the map.

What has wrought the change? Advertising. Intelligent, well-directed advertising. Without advertising Medford would have drifted along in the same old way for a dozen years to come. Now and then some stranded stranger would have been added to the population, now and then Bill Jones would have put a fresh coat of paint on his house, or Tom Smith would have bought another cow. But there would have been nothing in the way of actual development and progress. When the people of Medford became inoculated with the spirit of progress, and not until then, the town woke up. Medford rubbed its eyes, yawned, stretched, and then suddenly realized that the day of opportunity had dawned. Close on the heels of that realization came the campaign of advertising which is already bearing rich fruit.

There is not a town in Oregon which will not profit by following the policy that has been adopted by Medford. ROSEBURG, THE YAMHILL DEVELOPMENT LEAGUE, VANCOUVER, WASH., AND OTHERS HAVE ADOPTED THE SAME PLAN. MANY OTHERS WILL DO THE SAME. HOW ABOUT YOUR TOWN? ON REQUEST, A SPECIAL REPRESENTATIVE WILL ADDRESS ANY REGULAR OR SPECIAL MEETING OF A COMMERCIAL ORGANIZATION REGARDING THIS EXTRAORDINARY PROPOSITION. FOR FULL PARTICULARS WRITE TO

SUNSET MAGAZINE

Wells Fargo Building~

HOMESEEKERS BUREAU

PORTLAND OREGON