

Productive Rogue River Valley and Jackson County, Or.



Loganberries Near Medford Yielding 10000 Crates To The Acre

A LAND of many and diversified resources, of great mineral and timber wealth, of rich agricultural and horticultural possibilities, with a climate combining the sunshine of California and the moisture of Oregon—a fertile valley set in the midst of a scenic wonderland—all that Nature can offer to make life worth while, is found in Jackson County, Oregon.

Medford and Ashland, her two largest cities, are metropolitan. The country well improved. The population of more than average intelligence. The products are varied and many. Some of her resources need more capital for development, and the land a more diversified and intensive cultivation.

Topography.

The county is bordered on the east by the Cascade Mountains, on the west by the Coast Range, the Rogue River Mountains on the north and the Siskiyou mountains on the south. In the heart of this mountain-protected area is the Rogue River Valley, which has earned world fame for its pears, apples and other fruits.

From the level floor of the valley, sloping benches and rounded hills lead up to the mountain ranges, heavily wooded with yellow and sugar pine, fir, cedar, oaks and laurels, with now and then a snow-capped peak 7000 to 9000 feet in height. The climate may be described in one word as "moderate"—about half way between the humid Willamette and the sunny Sacramento.

In the '50s and '60s some of the pioneer settlers set out family orchards. Gradually it became known that the quality and quantity of the fruits were exceptional. The orchards developed and Rogue River Valley fruit began to win prizes and command fancy prices in New York and London. This led to a planting of a very large orchard acreage—and today the Rogue River Valley is one of the most successful orchard districts in the United States.

General Farming.

General farming is receiving much attention, for it is realized that the high specializing in fruit growing should be balanced with diversified and intensified farming, stock raising and dairying.

Corn.

Corn is rather extensively grown, a considerable portion between tree rows in young orchards. While the nights are more cool than in the typical corn states of the Middle West, yet good yields are regularly harvested and as high as 108 bushels to the acre has been grown, and it is not uncommon to have it reach a height of 13 feet. The average yield is 27 bushels and average price 70 cents.

Alfalfa.

Alfalfa is profitable and when the year is favorable as to rains and on good sandy and gravelly loams, yields of four to six tons per acre have been grown without irrigation year after year. Along the creek bottoms, where water is easily diverted, much acreage is in alfalfa. The combination of corn and alfalfa make a perfectly balanced ration for feeding and fattening stock and is now considered staple.

Dairying.

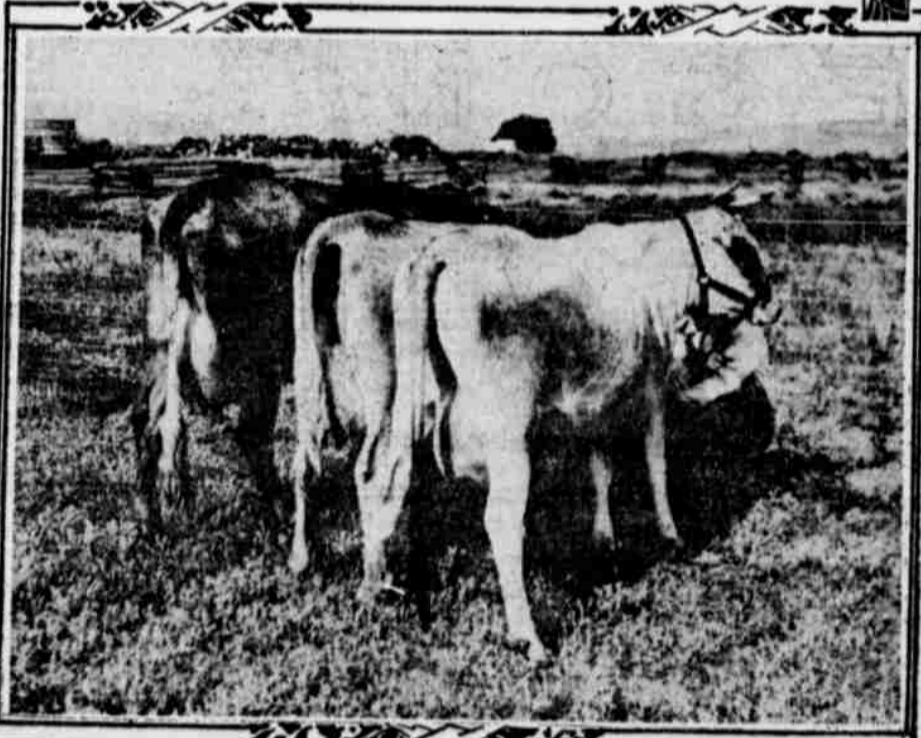
The dairying industry has not yet begun to approach its possibilities. Movements have started toward bringing in blooded dairy cows to the Valley, the farmers co-operating with the bankers, who assist in financing the scheme.

Poultry.

Professor James Dryden, of the Agricultural College, said, "I know of no section in the United States that is more favorable in a climatic way for the raising of poultry than the Rogue River Val-



When The Pear Trees Are In Bloom In The Famous Rogue River Valley



Registered Dairy Cows, Jackson County

ley. You have no extremes of temperature, a moderate rainfall and abundant sunshine." Poultry raising has become a profitable side line with orchard care. As Oregon has 200 carloads of eggs and large quantities of poultry shipped in annually, it is a good idea to go into the poultry and egg industry extensively—especially if you can produce your own grain and feed.

Specialized Fruit Growing.

Fruit growing is the leading industry and Rogue River Valley fruit is known around the world. Sixty-five thousand acres are now planted to orchard. In the year 1913 the total output of apples and pears was 1150 cars, and the net returns reached well above \$1,000,000. New orchards are 80 per cent pears and the different varieties have been sifted down to seven varieties—Bartlett, How/ll, Anjou, Cornice, Bosc, Winter Nells, which are here arranged in the order in which they ripen. Of the pears one-fourth are Bartletts, one-half Bosc and Anjou, and the remainder about equally divided between Cornice, Nells and Howells.

The two commercial varieties of apples are the Newtown and Spitzenberg. The Newtown, the favorite, notwithstanding the fact that several much-coveted prizes

have been captured by Rogue River Valley Spitzenbergs including the sweepstake prize at the Spokane National Apple Show in 1909, in competition with all apple-growing districts of the Northwest. A carload of Newtown apples was awarded first prize at the Canadian Apple Show in 1910.

County Orchard Protection.

A horticultural expert is retained by the county and a perfect orchard protection is maintained. Deputies devote their time to inspecting orchards and products, and all diseases are attended to. They are aided by a large force of volunteers, scattered through the Valley, who report to the supervisors. This activity has absolutely controlled the pear blight.

Frost Protection.

Another phase of orchard work is frost protection during the blossoming period. On the slopes and foothills, where air circulation is good, killing frosts are unknown, but in some parts of the Valley floor orchard "heating" or "smudging" has been found efficient. A system of frost warnings are worked out and orchards are equipped with apparatus for hasty lighting, as the danger temperature approaches between midnight and day-

light. Training schools for packers are conducted each year, and pickers and packers are assigned to the different orchards. Large storage warehouses are built, combining pre-cooling and dry storage, with a capacity of 100 cars.

Orchard Profits.

There is a wide range between the highest average price per acre by the best orchards and the returns of the poorer. It is difficult to arrive at an average, but, safely speaking, a well cared for commercial orchard will net on an average of from \$250 to \$500 an acre. High records could be quoted and figures verified from orchards that have averaged \$1000 an acre for several years. This proves possibilities under the best of market and crop conditions and good management.

Growing Berries.

All varieties of berries bear prolifically, especially the loganberry and strawberry. Two canning factories have now been established and offer 4 cents a pound for all the loganberries raised. Two crops of strawberries are grown. The second crop ripening in October. The hope of the Valley is canneries and evaporators and there is room still for great expansion in that direction.

Market Garden Products.

The Valley has an extended reputation for melons and cantaloupes. Brown Bros. came to the Valley three years ago and decided on raising cantaloupes for the market. Their yield and returns the first year was 300 crates to the acre.

Tomatoes do especially well and one cannery has signed up 40 acres for 1914. Gardening has been much encouraged by the establishing of public city markets in Medford and Ashland, where the producer sells direct to the consumer, both parties being mutually benefited.

Irrigation.

The soil of the Valley floor as a rule retain moisture remarkably, especially if well cultivated and matures tree fruits and cereals. But wherever irrigation is practiced the results amply justify the expense. For intensified cultivation the greater part of the Valley requires water to get best results. On some shallow soils water is absolutely necessary and remarkable crops of vegetables and small fruits are raised on very shallow soil with the aid of the irrigation ditch.

Dry Farming Possibilities.

Certain districts in the Valley are adapted to dry farming. The average rainfall is 28 inches. The season is early and many crops mature before the Summer season of light or no rainfall arrives.

D. M. Lowe, of Ashland, raises over 100 different products each year on one ranch. He dry farms and his collection of products have won special prizes with entries from four different states of the Northwest and he now has a display at the Panama-Pacific Exposition of over 500 products raised on his farm last year.

Aids for the Newcomer.

A number of aids are at the disposal of the new orchardist or farmer coming to Jackson County. The county pathologist, Professor Henderson, stationed here, offers advice regarding fruit growing. Another agency is the county demonstration farm, under the direction of Professor Reimer, who determines the relative worth of plant varieties for certain types of soils. Some 50 varieties of pears were found growing here and they have been cut down to seven or eight. Cane crops and fertilizers are tested, best varieties of potatoes and corn are used.

Land Values.

The greater part of land values is based upon fruit possibilities, cheaper lands are found in the outlying districts. The lowest priced raw land is adjacent to some matured orchard, which has proved its commercial worth and the price runs from \$50 to \$200 an acre. The cost of planting and caring for an orchard for six or seven years is about \$100 an acre, at this age it brings some returns and increases rapidly until at 12 years high profits are realized and if well planted and cared for command \$600 to \$1000 an acre.

No allowance has been made for the age between the tree rows up to the bearing age. Corn is largely grown and the greater part of the corn is so produced. Cantaloupes, melons, potatoes, tomatoes and other vegetables are profitable. The climate may be judged by the following:

(Concluded on Page 3.)

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