

# FRUIT IS GOOD HERE

PEARS AND APPLES ARE SHIPPED OVER THE WORLD

## Peaches Go Strong

Best Growing Apple Is the Newtown Pippin Followed by the Bosc Pears As Sellers.

Fruit raised in Jackson County is famed and favored the whole world over. Its pears have reached as high a degree of perfection as the oil of Smyrna or the honey of Hymettus. No other section of this earth claims to raise better pears than ours, and but few lay claim to produce pears "just as good."

This supremacy in pears comes from natural causes that seem to be practically limited to this country. Our elevation, temperature and the character of our soil are exactly what the pear requires to attain perfec-

tion. With these conditions supplied by Nature and utilized by our highly skilled pear-growers, Jackson county has become as inseparably identified with fine pears as Edison is identified with electricity.

The varieties that seem especially adapted to the soil and climate are the Batlett, Bosc, Anjou, Comice, and Winter Neils. Our Bosc pears fetch the highest prices ever paid for such fruit. Consumers in the first-class hotels of New York and London and passengers on the big ocean-going liners often pay 75 cents for a single pear. In the fruit stores of New York and other big centers of Bosc for two bits or more.

Apples of superior quality are grown here, the one variety that does best of all being the Newton pippin, which is the most profitable to produce. Our soil appears to favor it above any other variety of apple. Its long-keeping qualities and delicious flavor create a demand that extends to the world's markets.

The coming fruit for this county is apricots. They thrive here amazingly and are a profitable crop to grow, being hardier than peaches and standing a lower temperature.

Many peaches of most excellent quality are grown in this county. Nearly every private home has a few peach trees, and in season their branches are loaded with this luscious fruit. Conditions in and around Ashland favor peach-growing, and in that neighborhood are many fine orchards of that fruit.

Cherries grow in this soil seemingly as they never grew anywhere else. Some of them are so big as to almost pass belief. The fellow who said, "Don't make two bites of a cherry," surely knew nothing about the Jackson county product. Cherries are so plentiful in season that the small boy refuses to steal them when he has an opportunity. He considers picking cherries as work, and what boy works unless he has to do it?

Some 15,000 acres are devoted to fruit-growing in the county. Much of this acreage is in pears and apples, with pears coming more and more into favor.

Apple trees come into bearing about ten years after planting. Pears take seven to ten years while peaches begin to produce in four to five years. It is a common practice to plant peach trees in between the apples and pears to produce a revenue while the orchard is coming to maturity.

Crops of tomatoes are often grown in fruit orchards while the trees are coming to their productive age. Sweet corn and field corn are likewise planted for the same purpose.

Bare land, suitable for orchards can be bought for from \$200 to \$300 an acre. Orchards in bearing fetch from \$400 to \$1000 an acre.

Ten to twenty acres constitute a good orchard, while the ideal unit is

thirty acres. There are about the same general overhead costs on a smaller orchard as on a unit of thirty acres.

These figures are intended for those who want to go into the business on a considerable scale. Smaller holdings can be made to produce a good living, of course, as is now being done by men who know the business and give their orchards proper care.

There is always a good demand at profitable prices for fruits raised in Jackson county. The name "Rogue River Valley" on a box of fruit gives it a prestige that is recognized in all the fruit markets of the world, particularly in the case of pears.

Our pears have taken so many prizes when in competition that to give a list of their winners would run into dull history. Our apples have won in exhibits given in the heart of the fruit growing districts of the Pacific Northwest, where this fruit is popularly supposed to be the finest that ever grew on trees. At the Canadian International Apple Show a carload of Newtowns from this valley won over all exhibits. The shipping quality of our Newtowns is so marked that they are sent regularly to New York, London and other markets.

Fruit-growing is highly profitable when conducted on a business basis. Those who go into it should understand this. Fruit doesn't just grow and market itself automatically. It must have constant care and attention, and when given these things it responds liberally in dollars and cents.

Even if you do not want to go into fruit-raising, it is an inspiration to live where these delicious fruits grow to perfection. It adds to life and joy and happiness to existence to ride along the Jackson county highways and see these miles and miles of trees. In the Spring the roadside is bordered with millions of beautiful blossoms and later on these blossoms develop into carloads of the most delicious fruits that a human being ever sank his teeth into. To people coming from sections where orchards are grim jokes the sight is especially wonderful.

There are just two kinds of fruit orchards. One kind pays and the other doesn't. The kind depends absolutely upon the intelligence and industry of the man behind it. And this is true in every other avenue of human activity.—County Booklet.

### "A Thing of Beauty Is a Joy Forever"



This is one of the beauty spots of the Sesqui-Centennial International Exposition in Philadelphia. The exposition celebrates the 150th anniversary of the signing of the Declaration of Independence. The view shows the tower of one of the main exhibit buildings rearing its head up from among the gorgeous landscape which artists have built around the giant structures which house exhibits from forty-three nations of the world. The Exposition continues until December 1.

#### CENTRAL POINT

Central Point, with an estimated population exceeding 1,200, is located near the center of the Rogue River Valley on the main line of Southern Pacific Railroad. The Pacific Highway passes through four

blocks on its main street.

Surrounded by orchards, alfalfa and grain fields, intensively cultivated farming lands and irrigated tracts, Central Point produces enormous quantities of diversified crops. Total crop failures are unknown in this locality. Fruit growing is the leading industry, including the famous Rogue River pears apples peaches, apricots, grapes and berries. Nearly all agricultural products are grown here to perfection, among the most important being alfalfa, grain, potatoes, melons and all varieties of vegetables.

The town is well located for drainage, and boasts of having ten miles of the best combined sanitary and storm sewer in the State. Epidemics are unknown in Central Point. The elevation is 1290 feet, with an annual rainfall of from 16 to 25 inches. There are eighteen blocks of paved streets, including the Pacific Highway, electric lights and power, municipal water system, the water being supplied from two everlasting wells, and eight miles of water mains.

The High School offers a four year course, and a new gymnasium is now completed, with a fine new \$40,000 High School building.

The town has several large mercantile establishments, churches, a bank and a clay manufacturing plant. It is also an outfitting point for Crater Lake.

We need more real farmers and gardeners, and extend to such an ideal place to live and an unexcelled climate.

Milk is prevented from sticking to the bottom of the pan when heated by rinsing out the saucepan beforehand with a little hot water.

Corn meal applied freely to the hands after soaping them for washing softens them and prevents them from chapping.

Mashed potatoes, or other vegetables, are made light and fluffy by adding one-half teaspoon of baking powder to three cups of mashed vegetables.

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