

SIDELIGHTS ON FRUIT INDUSTRY

What Other Men Have Done Can Be Done by the Newcomer—
Wonderful Records Made.

"Seven years ago we leased a badly neglected and unprofitable orchard of 35 acres of apple trees, the varieties being mostly Yellow Newtown Pippins and Spitzenbergs. Up to 1901 the orchard had been unprofitable. We spent the first three years in growing a new top to our trees. In 1904 we sold the apples from this orchard for \$12,000. In 1906 we harvested 14,000 boxes of apples, which sold at from 75 cents to \$2.25 per box f. o. b. Grants Pass, Or., and from now on this orchard will produce from 400 to 600 boxes per acre. The average price of the Yellow Newtowns and Spitzenbergs has been up to this time \$2 per box f. o. b. Grants Pass, making yield per acre run from \$800 to \$1200 for entire 35-acre tract."—Eismann Bros., Rogue River valley.

Yellow Newtown Pippin apples have been shipped from the Rogue River valley to London, England, and sold with a net profit to the Ashland grower of \$3.60 a box. The freight per box on such shipments was \$1065. This princely profit on a fresh fruit sent across the American continent and the Atlantic ocean represents what enterprise and thrift can accomplish with the fruit lands of the Greater Oregon.

Some eastern men think it absurd to hold a good Oregon apple or pear orchard at from \$1000 to \$1600 an acre. Can it be called absurd to place such valuations when those orchards will yield annually from \$500 to \$1400 net, per acre, as some have done. The time is near when all of the good Oregon orchards will be held at from \$2000 an acre up, because they will pay big returns on those figures.

Orders for sweet cream or butter-milk promptly filled. Phone the creamery.

GOTHAM DEPOT BADLY NEEDED

Suggested That Rogue River Fruit Growers Combine and Establish Retail Market of Their Own.

It has been the experience of fruit growers of Southern Oregon that fruit shipped to the markets of the east have varied in price, not because the fruit was different in quality, but simply because the wholesale market at that particular time was either strong or weak, as the case might be. As a consequence one shipment would bring a profit for the grower, while the next car of the same quality would result in a loss, simply on account of the way in which the fruit was disposed of. The commission merchant didn't lose anything, his commission came out of the gross receipts; the transportation companies lost nothing, their charges came out of the gross receipts; the man who loses is the man on this end of the line—the grower.

It has been suggested that the fruit growers of Southern Oregon establish an agency for the sale of Rogue River fruit in one of the large cities of the east, preferably New York, and sell from that agency to the large consumers only the apples and pears of the Rogue River valley. By large consumers it is meant the clubs, hotels and restaurants of the city, which cater to the trade which wants the best, no matter what the cost.

Rogue River apples and pears have a reputation all over the world and command the top price everywhere, but the greater part of the amount received for a box or a carload of apples or pears sent to New York does not go to the man who has grown the fruit—who has seen that the soil was prepared so that the trees would grow freely, fought the numerous pests which beset the orchardist everywhere, and seem to be more numerous here for the reason that this is the best orchard country in the world and therefore the best for those parasites which live upon fruit or fruit-growing trees, and finally placed the matured, perfect product of the soil and his own toil and watchfulness upon the market—but to the commission man and the

retail dealer in the big city.

There is such a demand for the fruit grown in the Rogue River valley that it cannot at all times be supplied, but it is all classed under the head of "Oregon Fruit," and is sold as such—some of it that never saw Oregon, nor even passed through the state on its way east.

Why not, with the prestige of winning the grand prize at the Spokane apple show to help, establish a depot for the distribution of Rogue River valley fruit in New York? It will cost something, to be sure, but the quality of the fruit, the advertising such an establishment would be, and the cutting off of the middleman would more than square the difference.

It is estimated that quarters could be engaged, a manager and a salesman employed and the fruit marketed at better prices than are now received for less than the commission now paid to the middlemen, who handle most of the fruit from this section.

The fruit could be placed on display in the chief city of the United States in so attractive a manner that every passer-by would see and comment upon it. Soon there would be an increased demand for this fruit, and the caterer a public taste who was authorized to place the label, "Rogue River Valley Fruit" on display would draw the crowd that means the money.

IT PAYS TO ADVERTISE
IN THE MAIL TRIBUNE

L. B. Warner sold seven Walnut Park lots at Glendale Monday. Only eight lots left out of 54 lots.

Call at my office and consult me about the lot I am going to give away absolutely free.

L. B. WARNER.

First-Class Ladies' and Gents'

Bootblack Parlors

DYEING AND OILING A
SPECIALTY.

V. W. Howard.

Coast Champion Bootblack, Prop
6 S. CENTRAL AVENUE.

FOR SALE

At Reasonable Prices
Ready to Deliver Now

Newtowns
Spitzenbergs
Bartlett
Bosc
Comice
Winter Nellis

And all commercial varieties. See

L. E. HOOVER

Or Call Phone Suburban 371
MEDFORD

CRESTBROOK ORCHARD TRACTS

5 - 10 - 20 Acres

Adjoining Hillcrest orchard and contain unexcelled deep, rich soil. Reasonable prices and generous terms.

OREGON ORCHARDS SYNDICATE

SELLING AGENTS

ROGUE RIVER VALLEY

Medford Iron Works

E. G. TROWBRIDGE, Proprietor.

Foundry and Machinist

All kinds of Engines, Spraying Outfits, Pumps, Boilers and Machinery Agents in Southern Oregon for
FAIRBANKS, MOPSE & CO.

The Days of Hand Sweeping are Over. Ask to see the

VACUUM SUCTION CLEANER

Household Size Can Be Attached to Any Lamp Socket.

Rogue River Electric Co.

Successors to Condor Water & Power Co.

ANNOUNCEMENT

The Rogue River Canning & Evaporating company will devote Mondays and Thursdays of each week to custom work in the manufacture of cider, apple butter and jellies.

Phone your orders for nice sweet cider to 11X2. Deliveries will be made on Tuesdays and Fridays of each week.

ROGUE RIVER CANNERY & EVAPORATING COMPANY

Mill in West Medford.

Phone 11X2.

A VERY PERPLEXING QUESTION

Is now, "What shall I get?" If you will see my stock it will not be hard to settle that question.

I have a fine line of Howard, Waltham, Elgin, Hamilton, Hampden and New England watches, gold and filled jewelry, cut glass and silver Toilet Articles, the best goods for the prices.

Fine Watch and Jewelry Repairing and manufacturing. All goods sold by me engraved free.

GEO. A. BUTT, 135 West Main Street, Corner Grape.

A BARGAIN

We Have the Exclusive Handling of a Twenty-Acre Tract
Close to Medford, Planted as Follows:

Sixteen Acres in
Newtowns

7 Years Old



Four Acres in
Bartlett Pears

2 Years Old

The soil is absolutely first-class, and is the lowest priced orchard property to be had within five miles of the city of Medford. We can sell this, if taken soon, at

\$625.00 an Acre

and can make good terms. Will be very glad to show you this property at any time.

W. T. YORK & CO.