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LIFE IN THE ROGUE RIVER VALLEY. THE APPLE KINGDOM OF THE WORLD

No more delightful or fascinating life can be imagined than that of the Rogue River orchardists. A tour through the great fruit region tributary to Medford will convince may one of the truth of this assertion. Beautiful homes commanding fine views of the valley set about by endless rows of laden fruit trees can be seen on every hand, and the ocenpants come from every section of the country-a cultured, intelligent class that would grace any region.

The ideal home and the ideal life is that of the orchardist, the man who makes a good living and a little more, is his own boss, free and independent, with opportunity for fullest development-living his life in God's pure sunshine.

Brains Are Needed.

Do not think, however, that intelligence and brain are not needed on the orehard. It was no accident that the Rogue River valley apples went the first prize at the National apple show. The best thought of the brainlest men has been applied since the possibilities of the business have been apparent. In the light of their experience there need not be a single failure among those who new embark in this business. It is not an occupation especially adapted to the wants of a lazy man, for it requires the closest attention at all times, but its awards are so great that it is very alluring to men of intelligence.

Since early days when every farm had its orchard, producing many kinds of fruits, Rogue River apples have been noted for quality, and only a week ago a body of competent men at the National apple show judged them the finest produced in

It is a far cry from the home orchard with its hundred varieties, good, bad and indifferent, to the Spitzenburg, both of which are pro- vorite for the holiday trade.

duced in perfection here. Yellow Newtown Pippins.

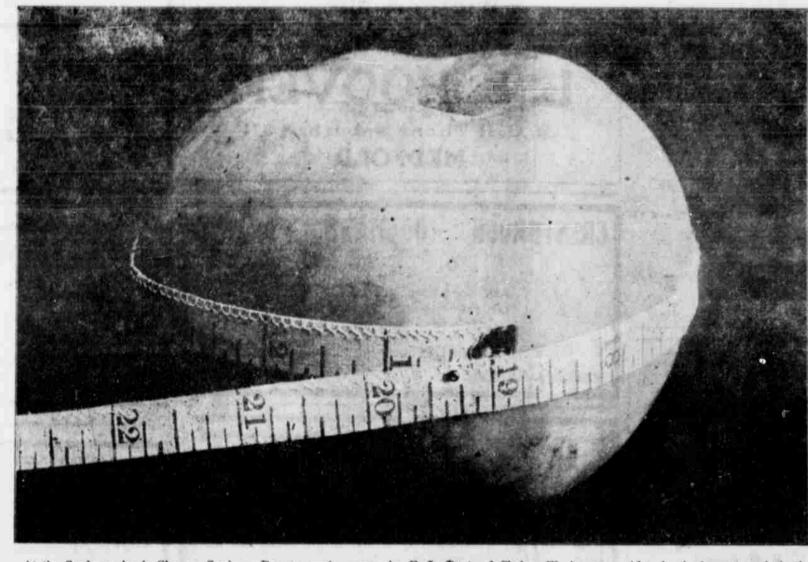
In the apple markets of London

Since carload shipments began from were without fruit. this valley in the late '90s, the New- | The Anderson and Vanoy orchards practically driven the interior prod- -made both of these pioneers rich, uct of certain valleys in California as the demand created by transpor-In the New York market the Spitz- orchards were the prime factors that



THE WORLD'S LARGEST APPLE





At the Spokane Apple Show a Spokane Beauty apple, grown by F. L. Post, of Chelan, Wash., was said to be the largest apple in the world It measures 17 1-8 inches in circumference and weighs over 41 ounces. A Wolf River apple from Sharon, Wash., is 18 3-8 inches in circumference, but weighs only 37 ounces. Here is an apple grown in the Rogue River valley of the Red Cheek Pippin variety, that measured 18% inches, showing that if local growers had entered their products, they would have carried off the prize for producing the world's largest apples.

modern commercial orchard with its enburg is the reigning favorite. In the one or two varieties only-yet, for Rogue River valley it is most proscientific commercial reasons the ductive and of the highest grade. In Rogue River grower has cut out of some sections it not only outyields calculation all but two varieties, the wonderful Newtown, but appeals which are standard the world over, to the horticulturist because of its and produced in perfection in an ex-fine flavor and high color. The ceedingly small area, the Yellow American buyer prefers a red apple Newtown Pippin and the Aesopus and the Spitzenburg is the great fa-

Acreage in Orchards.

At present there are 25,000 acres the highest prices for any variety of of apples in the Rogue River valley. apple are obtained by the Yellow Of this acreage, 2000 acres are in Newtown Pippin from the Rogue bearing, 1000 carloads being pro-River valley. There is a marked duced, It was late in the '90s before characteristic of this noted apple of the first carload shipments were sent which many are ignorant. With all out, and the industry has increased its merit-and it is thought by many ever since. This year 5000 acres of to be the ideal apple of the trade apples will be planted. When the today-the Newtown is in most sec- railroad first reached the Rogue tions the shyest bearer and the most River valley in 1884 the only orchard capricious cropper of the whole list of any size were the apple and pear -only in Virginia is it at all a suc- orchards of E. K. Anderson of Talcess in the eastern states and out- ent, of about ten acres, and the apside of the Rogue River valley it will ple orehard of James Vanoy, four never be produced on a commercial and one-half miles west of Grants scale to cut any figure—even in the Pass, which contained about eight best orchard sections of the northapples and pears grown in these two Here it is almost as prolific as the orchards, and the surplus not re-Ben Davis itself, and there has never quired by the owners was freely yet been a total failure of the crop. given away to pioneer neighbors who

town apple from this district has -which were in their prime in 1884 out of the Lordon market, and the tation possibilities created high high prices have ever prevailed. prices for the limited product. These



AN APPLE PICKING SECENE IN O NE OF THE FAMOUS ORCHARDS OF THE ROGUE RIVER VALLEY.

the markets of the world at top tion, prices, with fruit growers of the supply of apples and to the Rogue 62,000,000 bushels. River valley when wishing to receive

year the markets of the world will in the northwestern states. again be found waiting for the high- There is no section in the United with it. Growers are eareful in the result of accident. The Rogue making their pack, and every box River valley growers are the most ment. In this way it has carried the River valley is the first and only ple in the eastern and central states, present time in which the departas well as in foreign lands, who eat ment of agriculture has permanently the fruit praise it, but know as lit- stationed an expert to assist in the culture of apples, the American peo-

started commercial apple and pear ple will be forced to import apples growing in the Rogue River valley, instead of exporting them. Many of hish at the present time has reach- the middle western and eastern ed an acreage that neither of the states reported small yields this seatwo pioneers ever dreamed of when son, due to failure in numerous inthey planted their orchards in the stances, but generally because of early pioneer days of the '50s. To- pests. Orchards have been neglected day apples from the Rogne River and in scores of places the trees valley go to all the corners of the have been permitted to die because globe. With her product selling on of the lack of even ordinary atten-

In 1896 the total crop of the couneastern and central states discourtry was 77,000,000 bushels. Since aged and destroying the worthless then hundreds of thousands of acres orchards which have been a cum- have been added and methods of brance on the ground for years, it fruit growing have improved-yet is apparent that the world will look the government reports show that to the northwest for future major the aggregate crop in 1908 was about

Always a Market.

There will always be a market for apples. There never can be an over-But the apple business in the production of first-class stock. It Rogue River valley is as yet but in is in fact impossible at the present its infancy. This year the demand time to produce the quantity of good for fruit trees has far exceeded the apples requisite to meet the demand. available supply from all sources, This is evidenced by the fact that and thousands of acres will not be England, Germany, France, Denplanted to trees because the young mark. Australia and the Orient are sapling could not be secured. Next already drawing upon the orchards

class fruit of the valley. The sup- States that is as free of pests as is ply will be greater and the demand the Rogne River valley. This is not that goes out is a good advertise- intelligent in the world. The Rogue news of the valley to millions of peo- section of the United States at the tle of the country which produces it cultivation of fruit. So many deas the American people know of the mands have been made upon the de-Isle of Pines. It is an impossibility partment that Professor M. B. Wait, to overdo the fruit business. Unless in charge of the bureau of plant inradical changes in other sections of dustry, has named the Rogue River the United States are made in the valley the star section of the United States in the matter of fighting fruit pests. The Rogne River valley is as regular in its crop production as any part of the known world, and one can be certain that he will not have labored in vain if he concentrates his efforts on the right variety of fruit on the right kind of land here.

Manager George Rae, of Rae & Hatfield, of New York City, the largest firm dealing in western fruit, says: "The finest fruit in the United States, without exception, is produced in the Rogue River valley. Some years ago I thought that with the constant planting of new orchards there would be an overproduction and that the fruit could not be marketed at a profit. Experience, however, proves that there is no such thing as an overproduction of high quality fruit such as is produced about Medford. With the increase of the country in population and wealth has come also an increase in the demand for fancy fruit, and only a few places grow it. The demand exceeds the supply. The east cannot produce the quality of apples and pears grown in the Rogue River valley. Wherever your fruits are offered the highest prices are paid, and it is always in demand at fancy prices."

What the future can mean to the fruit industry in the Regue River valley can only be conjectured. Her pears have smashed all records in prices paid for fancy fruit. A board of competent judges have named her apples the finest grown in the world. The demand for fancy fruit cannot be met. Judge, then, for yourselves as to her future.

What the Victory Means @ @ Views of J. A. Westerlund

tional apple show, and that on a the Rogue River valley is the home of The Rogue River valley as to hold this prize, if possible. We here now, and there is no reason why plate exhibit, where we had 1323 the Newtown and Spitzenburg apples. it will not continue to hold this honor ples went begging for buyers at from has a most brilliant future before can beat the world on pears, apples Medford should not grow to become competitors, 43 of them competing for the prize of the same variety.

Yellow Newtown Pippins, as we had like the Rogue River valley. It was

One of the most enthusiastic or- "Tronson & Guthrie's success in did not take more interest in the we grow here. is J. A. Westerland, president of the world atchee valley. Therefore, the buyers grown come from this valley.

Our climatic condition. The winter wind doesn't know it, and if it knows, it that had our growers been there with doesn't know it, and if it knows, it the sweepertakes are and here is very mild. In Washington world what the valley can produce Wenatchee valley, and he told me per acre.

unfortunate that our apple growers the splendid varieties of apples that world seemed to think that the only valley carried off the grand sweep- that is not to be found along the Oregon and Northern California."

spot on earth where you could grow stakes prize at Spokane, and also Columbia river or in Washington

chardists in the Rogue River valley carrying off the grand sweepstakes national apple show. I am fully con- "We all know what we have and apples to perfection was in the Wen- will know that the finest apples and British Columbia, and that is

who owns the largest commercial orchard in the world. He is wearing
the smile that won't come off. "Think was so far superior to any other that the smile that won't come off. "Think was so far superior to any other that ried off the majority of prizes. We of it," he says, "I have been in the office of it," he says, "I have been in the says, "I have been in the office of it," he says, valley only a short time, yet a few apples from our orchards, which are not yet in full bearing, carried off its.

At another ap- River valley fruit industry is yet only in its infancy, and the wildest the attention of the general public. Some instances orchards even their best to win the prize that we dreamer can hardly predict what a should get together and show the world what the valley can produce with the news that you can hold for \$1500 to \$2000 per acre, and in ple show the other localities will try in its infancy, and the wildest the attention of the general public. Some instances or chards even their best to win the prize that we dreamer can hardly predict what a should get together and show the produce world what the valley can produce with the news that you can hold for \$1500 to \$2000 per acre, and in ple show the other localities will try in its infancy, and the wildest the attention of the general public. Some instances or chards even their best to win the prize that we dreamer can hardly predict what a show the produce will be attention of the general public. Some instances or chards even the world what the news that you can hold for \$1000 to \$2000 per acre, and in ple show the other localities will try in its infancy, and the wildest the attention of the general public. Some instances or chards even the produce will be attention of the general public. The produce will be attention of the general public that the news that you can hold the produce will be attention of the general public. The produce will be attention of the general one of the prizes at the second na- "This clearly demonstrates that and hold this honor in the future. This clearly demonstrates that and hold this honor in the future. The progressive people in this valley. The progressive people in this valley. The prizes at the second na-