

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.

Brains Are Needed. Do not think, however, that intelligence and brain are not needed on the orchard.

Since early days when every farm had its orchard, producing many kinds of fruits, Rogue River apples have been noted for quality.

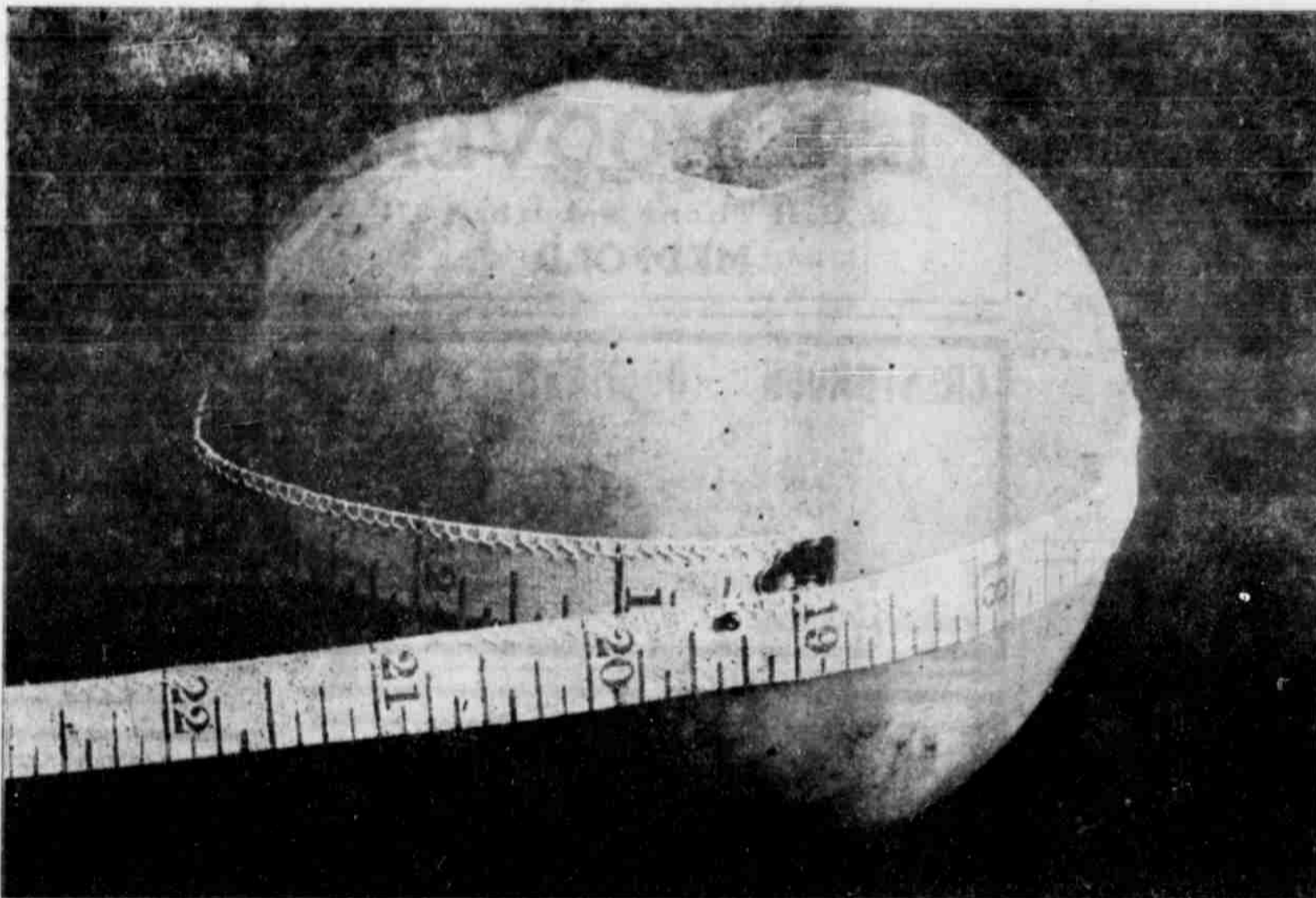
It is a far cry from the home orchard with its hundred varieties, good, bad and indifferent, to the modern commercial orchard with its one or two varieties only.

Yellow Newtown Pippins. In the apple markets of London the highest prices for any variety of apple are obtained by the Yellow Newtown Pippin from the Rogue River valley.

Here it is almost as prolific as the Ben Davis itself, and there has never yet been a total failure of the crop.

In the New York market the Spitz-

THE WORLD'S LARGEST APPLE



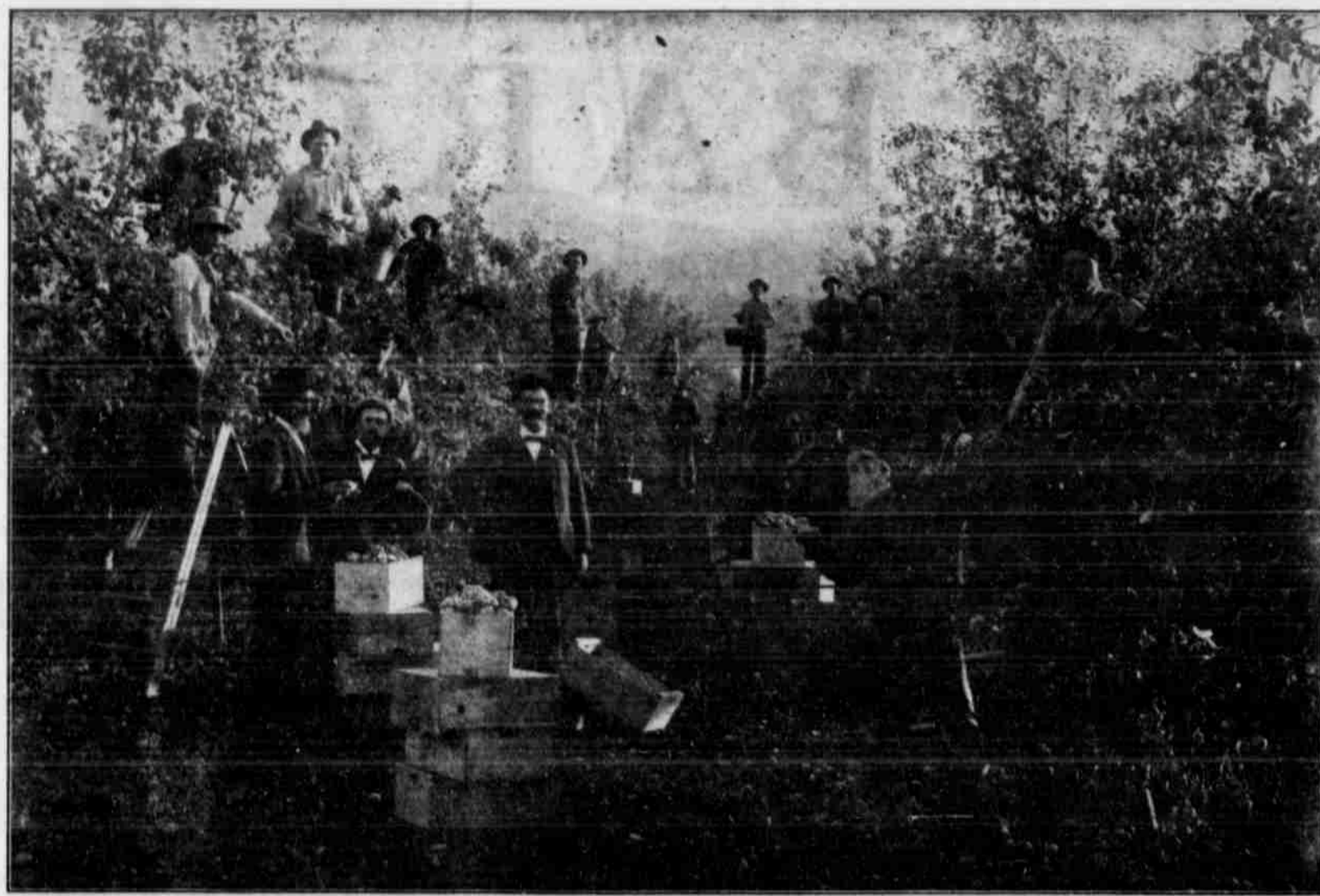
At the Spokane Apple Show a Spokane Beauty apple, grown by F. L. Post, of Chelan, Wash., was said to be the largest apple in the world.

Spitzenburg is the reigning favorite. In the Rogue River valley it is most productive and of the highest grade.

Acreage in Orchards.

At present there are 25,000 acres of apples in the Rogue River valley. Of this acreage, 2000 acres are in bearing, 1000 carloads being produced.

The Anderson and Vanoy orchards—which were in their prime in 1884—made both of these pioneers rich, as the demand created by transportation possibilities created high prices for the limited product.



AN APPLE PICKING SCENE IN ONE OF THE FAMOUS ORCHARDS OF THE ROGUE RIVER VALLEY.

started commercial apple and pear growing in the Rogue River valley, which at the present time has reached an acreage that neither of the two pioneers ever dreamed of when they planted their orchards in the early pioneer days of the '50s.

Still in Infancy.

But the apple business in the Rogue River valley is as yet but in its infancy. This year the demand for fruit trees has far exceeded the available supply from all sources.

ple will be forced to import apples instead of exporting them. Many of the middle western and eastern states reported small yields this season, due to failure in numerous instances, but generally because of pests.

In 1896 the total crop of the country was 77,000,000 bushels. Since then hundreds of thousands of acres have been added and methods of fruit growing have improved.

Always a Market.

There will always be a market for apples. There never can be an overproduction of first-class stock. It is in fact impossible at the present time to produce the quantity of good apples requisite to meet the demand.

There is no section in the United States that is as free of pests as is the Rogue River valley. This is not the result of accident. The Rogue River valley growers are the most intelligent in the world.

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.

What the future can mean to the fruit industry in the Rogue River valley can only be conjectured. Her peers have smashed all records in prices paid for fancy fruit.

What the Victory Means Views of J. A. Westerlund

One of the most enthusiastic orchardists in the Rogue River valley is J. A. Westerlund, president of the Western Oregon Orchard company, who owns the largest commercial orchard in the world.

"Tronson & Guthrie's success in carrying off the grand sweepstakes prize of \$1000 makes Rogue River valley the apple kingdom of the world. In my opinion their task was easy.

"This clearly demonstrates that the Rogue River valley is the home of the Newtown and Spitzenburg apples. There is no other locality that can produce these varieties to perfection like the Rogue River valley.

did not take more interest in the national apple show. I am fully convinced from what I saw at Spokane that had our growers been there with the different varieties of apples, the Rogue River valley would have carried off the majority of prizes.

"We all know what we have and can do, but the rest of the world doesn't know it, and if it knows, it is so apt to forget, because the other fellows are making so much noise about their particular locality.

spot on earth where you could grow apples to perfection was in the Wenatchee valley. Therefore, the buyers this year stood ready to pay most any price.

stakes prize at Spokane, and also will know that the finest apples grown come from this valley. "In the next 12 months we shall see and hear from homeseekers and capitalists from all parts of the world.

Columbia river or in Washington and British Columbia, and that is our climatic condition. The winter here is very mild. In Washington and the northern part of the Pacific northwest, the early frost and winter gives the fruitgrowers considerable anxiety at times.