

ROGUE RIVER FRUIT KING OF THE APPLE WORLD

At the Spokane National Apple Show, during Nov. 1909, a car of Rogue River Spitzenbergs grown by Tronson & Guthrie, of Eagle Point, was judged superior to any others shown from the different sections of the United States, and was awarded the sweepstakes prize of \$1000 and the honorary title "Quality Apple King of America." To the valley also came a prize of \$250 for Spitzenbergs, first prize for a three-box exhibit of Spitzenbergs against hundreds of competitors, third prize for a ten-box display of Spitzenbergs, second prize for a ten-box display of Yellow Newtown Pippins, second prize for a plate display of Newtowns against 42 competitors, and a prize for photographs of orchard scenes, and other minor prizes, thus demonstrating that the Rogue River valley is the apple kingdom of the world.

This was the first time that the Rogue River valley had ever sent an exhibit to the National Apple Show. How Tronson & Guthrie came to make the winning display is interesting. They sent word to the Commercial Club that they were willing to devote their time and energy to selecting the apples from their five-acre Spitzenberg orchard at Eagle Point, providing the extra expense would be guaranteed by the club, which thereupon appointed John D. Olwell chairman of a committee to raise the funds. Shortly after, Assistant Manager Finley, of the Apple Show, arrived and was taken to visit the orchard. The beauty of the apples impressed him and he secured a definite promise from the orchard owners to place a car on exhibit which afterwards won the sweepstakes as well as a three-box exhibit. The latter won the prize as the best exhibit of apples grown in any of the western states.

Many Helped. While Mr. Finley was here, Mr. Olwell started the contribution fund, and many business men pledged enough to defray expenses. The Southern Pacific agreed to rebate the cost of the additional haul and the Pacific & Eastern hauled the car free from Eagle Point. Messrs. Olwell and Rosenbaum gave their checks to prepay the freight bill and W. A. Hooker was employed to accompany Mr. Tronson to Spokane to aid in the unpacking and repacking. The car arrived late and the repacking had to be done with great haste. Messrs. Tronson & Guthrie personally packed the car, examining every apple and passing each through a pair of calipers. The entire crop from the five acres, consisting of 2,500 boxes, were gone over to secure 640 uniform in size and color.

Sell For Big Price. The car of Spitzenbergs grown by Tronson & Guthrie in the Rogue River Valley, which carried off the grand sweepstakes prize of \$1,000 against all competitors, was offered for the holiday trade of Washington, D. C., and sold at record prices which paid the growers \$3.46 a box f. o. b. Eagle Point. This did not include the \$1,000 prize taken at Spokane. The sale was handled by Crutchfield & Woolfolk, of Pittsburgh, Pa., who sold the car to J. R. Sherwood, of Washington, who disposed of it at remarkable prices.

As soon as Mr. Sherwood contacted for the car he issued a circular letter to the trade, explaining that these apples had been considered by expert judges the finest exhibit that had ever been seen in the world. To this he added an invitation to all of the fancy fruit trade, including foreign legations, fashionable clubs, restaurants, including that in the Capitol building itself, to visit his store to see "this rare exhibit of the celebrated Oregon apples."

Many Saw Fruit. As Congress was in session there were a great many distinguished foreigners in Washington, so that the fruit was placed before the representatives of every civilized country in the world, including, of course, those of the United States. What the trade thought of the car is shown by the record prices paid. It is of further interest to know that whereas this car was offered to every apple buyer in New York City, there was not one of them who could afford to touch the car at the price

asked. This demonstrates the fallacy of the idea so common among the producers of fancy fruit everywhere that New York is the only market which can offer extreme prices and demonstrates the value of a scientific marketing system which leaves nothing to chance or to tradition, but seeks and discovers the top value wherever it may be found. This was a magnificent sale, worthy of the magnificent car of fruit. The car netted \$3,176, to which may be added the \$1,000 prize, making a net return to the grower of \$3,176, or nearly \$5 a box.

STORY OF AN ORCHARD

"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.

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. Whenever your fruits are offered the highest prices are paid, and it is always in demand at fancy prices."

HOMES

Medford is rapidly becoming a city of beautiful homes. With the growth of the city has come a great improvement in architectural design and finishes. As the new water system is nearing completion, insuring an abundance of life giving moisture, green lawns, shade trees and shrubbery are replacing the parched yards

and the modern residences—some of a stately colonial style, some of the modern and convenient bungalow—house an energetic, money-spending people.

Medford's residence district represents the widest range of topography that could be desired. From newly all sections a commanding view of the valley can be had. Some districts are laid out along the verdure clad banks of Bear creek; some on the gentle slopes east of the city, overlooking a valley more beautiful than the Shenandoah, from Table Rock in the northern distance to snow lined Mt. Wagner on the south, with the succeeding ranges of evergreen hills

TIMBER

The territory of timber tributary to Medford extends far beyond the limits of Jackson county. While the forest area of upper Rogue River is immense, there is an equally vast

OREGON APPLES ALL THE FAD

Oregon apples have become all the fad in New York this season, and the peculiar thing is that it is not owing to anything that has been said or done by any American, says a New York dispatch.

WHY ORCHARDS ARE HEALTHY.

(By P. J. O'Gara, Government Pathologist.)

There is probably no fruit district in the United States where so great attention is paid to the matter of caring for the orchards as in the Rogue River valley; not only are the orchards well cultivated, but every attention is given to the scientific treatment of orchard fruit diseases, which, in so many localities, through careless effort, have brought about complete annihilation of the fruit industry. If there ever were any fears that infectious or other diseases would ruin the orchards of the Rogue River valley, these fears no longer exist, since it has been shown that up-to-date methods for the treatment of diseases, properly applied, have proven effective beyond a doubt. In order to fight orchard fruit diseases successfully, there must be at hand a perfect knowledge of the situation so that there will be no misguided efforts, and where certain infectious diseases are to be combated there must be a united effort on the part of every grower.

Organization Necessary.

In order to carry on a successful campaign against these diseases, there must be organization and instruction. Both of these important factors have been carefully planned. A corps of inspectors, each with his own district, takes charge of the inspection of every orchard and every fruit tree, no matter where it may be. The inspection is very rigid and in the case of all poisonous fruits that are subject to pear blight, every tree is examined critically. This is done, not once a year, but several times, if necessary. Furthermore, the owners are instructed as to the nature of the disease in question and are given definite instructions as to how to proceed in the eradication and treatment of the same. In order to prevent the introduction of new diseases, all nursery stock is given a most thorough and searching examination, and trees condemned by the inspectors are ordered to be destroyed at once.

What may appeal to many as a new feature for a district like the Rogue River valley is the appointment of an entomologist whose duty it is to study insect life, in its relation to the orchards. One interesting line of work which may be mentioned here is the study of the codling moth. Entomologist G. W. Taylor has under way the planing of several breeding colonies in different parts of the valley, whereby he will be able to take careful note of the development of the moth, and in this way be of great assistance to the orchardist in determining the time for applying the spray. Besides this important work, Mr. Taylor will guard the interests of the valley by being on the lookout for troublesome insects that may be introduced in various ways.

Office Established.

Through the efforts of the Rogue River Horticultural Society, a pathologist of the United States department of agriculture, has been stationed in the valley, and an office, with a large reference library on agricultural and horticultural subjects, has been provided. The government pathologist acts as an advisory agent to any one desiring information, and visits in person all parts of the valley to see that the instructions of the county inspectors are fully carried out. It is from this office that the county inspectors receive their instructions, which are all accompanied with the regulations laid down by the state board of horticulture for the eradication of orchard fruit diseases. All questions regarding the nature and causes of diseases are referred to the office, and specimens brought in or sent in are promptly examined and reported upon. Another duty of the pathologist is to attend the meetings of the horticultural societies and unions and lecture on timely topics which are of interest to all fruit-growers. These lectures are given at the regular monthly meetings at different points so that they may be attended by every one interested.

Pests Under Control.

As the result of this careful work, the orchards of the Rogue River valley are not menaced by disease. It has been shown that even so dreaded a disease as pear blight has been en-

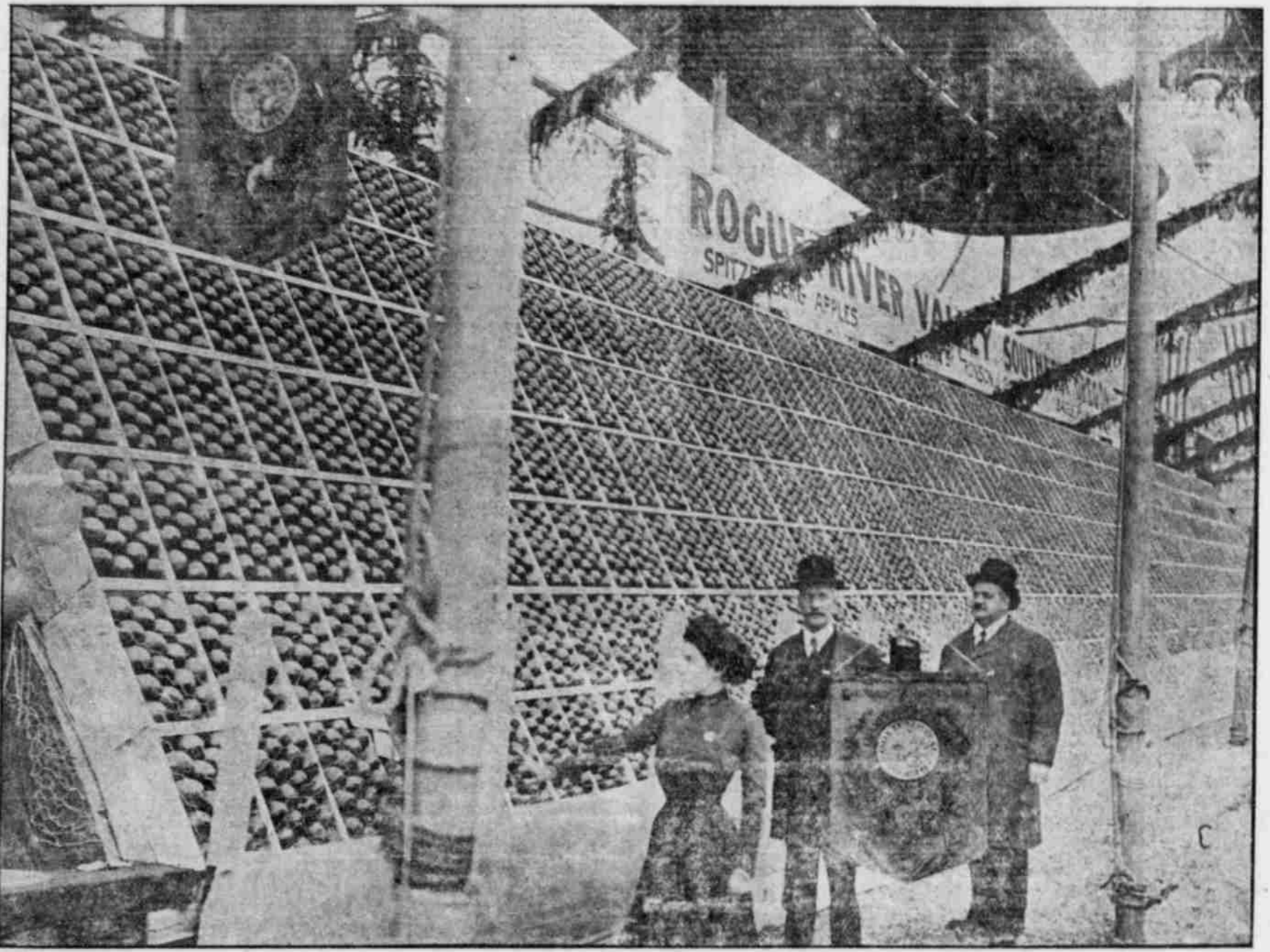
tirely under control during the past three years. The commercial orchards, through a careful system of patrol, have suffered no loss. Only three seasons ago not a man in the Rogue River valley knew what pear blight was, and certainly did not know anything about its control; today every grower knows the cause of the disease as well as its treatment. The treatment of such diseases as anthracnose, peach blight and other troubles which may be controlled by spraying, is so well understood that the growers have almost forgotten about them. Timely and effective spraying prevents a recurrence of these troubles. To show what horticultural instruction has done in the Rogue River valley, the remarks of a visitor at one of the meetings of the horticultural society may be quoted: "The orchardists of the Rogue River valley must certainly be graduates, if not post-graduates, in horticulture, since they comprehend readily a technical lecture on plant pathology which is all Greek to me." This is, indeed, a compliment to the orchardists of the Rogue River valley.

PRIZES AT SEATTLE

The grand prize won by Rogue River apples at the Alaska-Yukon exposition on account of the keeping qualities of the fruit, is another of the proofs that this valley is the premier fruit-growing section of the world. From the first day of June until the 16th day of October, Rogue River valley was represented by just 27 boxes of apples, as against 1,275 boxes of other parts of the state, 1,500 boxes being exhibited in all of the event of 1908. The Rogue River fruit surpassed the tests and came through in perfect condition and was given the grand prize on keeping qualities. One particular feature for which Rogue River fruit has been noted is the keeping qualities. Apples that are firm and perfect in contour in October following the year in which they were harvested, after having been on exhibition for several months, and at the same time have lost nothing of their other qualities, are certainly entitled to the membership of the world.

REAL ESTATE SALES

In 1908 an estimate was made of the real estate sales made by local dealers and the total was placed at \$1,500,000. The total was large and one which far outstripped anything in the history of the city. But for 1909 the total will run between four and five millions of dollars, based on the estimates given by the principal real estate men of the city. This increase is due not only to more frequent changes in ownership, but to the rise in the value of the property itself. Sales like the Hopkins orchard sale for \$168,000 and the Stewart place for \$85,000 help the grand total. So does that of the Anderson tract for \$105,000, and a few more little transactions like those show that real estate is moving. When a man buys a piece of property for \$2000 one year and sells it for \$14,000 the next, or another buys 80 acres for \$16,000 and sells a fourth of it a few years later for \$17,000, as happened recently, that shows an advance property values. All of this has been done in Medford during the past year, and the end is by no means yet. The totals of sales is very near the \$5,000,000 mark; 1910 will show double or perhaps triple the amount of the sales of 1909. The property is steadily increasing in value, many of the larger tracts are being broken into smaller fractions and placed upon the market, much new land is being put in shape for cultivation, and everything points toward greater prosperity during the coming year.



THE PRIZE WINNING CAR OF SPITZENBERGS—MR. TRONSON IS SEEN HOLDING THE BANNER.

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, Ore., 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 the yield per acre run from \$800 to \$1,200 for the entire 35-acre tract—Eismann Bros., Rogue River Valley.

WHAT GEORGE RAE SAYS

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,

of the village era. Stately mansions, picturesque bungalows and easy cottages are going up as if by magic in all parts of the city. Medford is a home city, where the majority of residents own their homes. Flats, tenements and apartment houses—those demoralizers of the home—are as yet unknown. Numerous new additions that have been placed on the market at easy terms have gone like hot cakes, rendering it cheaper to buy and build than to pay rent.

The finest of water systems, the best of sewer systems, the miles of paved streets, electric lights and all modern conveniences, her progressive, cultured people, the metropolitan and cosmopolitan character of the place, combined with the most delightful climate and the most picturesque scenery, make Medford sought among cities as an ideal place for a home. The residents of Medford have not been content with the ordinary in their dwelling houses. They have builded in accord with the natural building sites found on every hand,

area to the south and west, extending into Josephine county, in Oregon, and into Skikwon, the mountain barriers being such as to make it impossible to move the timber except from the Oregon side, and through Medford, the nearest railroad point. The Pacific & Eastern railroad already touches the timber belt of upper Rogue River, and the railroad proposed to the Blue Ledge copper mines will open up the vast timbered region of the Skikwon range. The milling of the lumber from these great forests will be reduced to minimum cost because of the unlimited water power afforded by Rogue River and Butte Creeks on the one hand and by the Applegate, Little Applegate, Joe and Elliott Creeks on the other.

The total estimated saw timber in the entire valley is upward of 22,000,000,000. All the merchantable timber included in this estimate is of first grade. The trees are long-bodied, builded in accord with the natural straight brown trunks free of limbs

Some months ago a French nobleman arrived from Paris. He stopped at the Knickerbocker and informed the waiter that Oregon apples were all the rage in the French metropolis. He discussed the matter so enthusiastically that the hotel employe was impressed, and the result was that a sample case was ordered. The fad, now you can get all the Oregon apples you want in the big hotels by asking and paying for them. In the Terrace, at the Knickerbocker, in the Waldorf, at the Astor, the St. Regis and at Sherry's they occupy a prominent place on the bill of fare, although a few months ago they were practically unknown here.

For the information of Oregon readers it might be said that the Pacific Coast delicacy is quoted at prices ranging from 35 to 60 cents a portion. And then all you get is two apples. In the fruit stores, where they occupy the most prominent places, the regular price is 10 cents for each and every apple, and the general opinion is that it is cheap.

The Pacific & Eastern Railroad And the Man Who Gave It Life

The enterprise of greatest moment to Southern Oregon now is the construction by John R. Allen, of New York, of the Pacific & Eastern railroad from Medford through the timber belt, over the Cascades, to Eastern connections, presumably the new Hill and Harriman lines being constructed down the Deschutes canyon to Central Oregon. The construction to Butte Falls, 36 miles from Medford, is being done by Porter Bros., and such rapid progress is being made that Butte Falls will be reached by spring and the manufacture of lumber in the largest of the world's remaining sugar pine belts begin in earnest. From Butte Falls, a branch line will be built to Crater Lake and the main line be completed over the Cascades, through Fish Lake pass, a maximum grade of 2 per cent having been secured. Thence the line will find an easy route to the Klamath country and on to the north and east. As soon as the line reaches Butte Falls, an automobile stage line will transport passengers to Crater Lake, according to the plans of Mr. Allen. At the present moment the Pacific & Eastern is fully equipped and operated with profit from Medford to Eagle Point, Ore., a distance of 12 miles. This entire section is being rebuilt, heavy rails being used, curves and grades being eliminated and the entire line being built for heavy traffic. The present extension of 20 miles carries the road through a country where eight billion feet of timber in addition to coal, cattle, fruit and immense riches in agricultural products are now awaiting ship-

ping facilities. The lumber alone will provide the road with an immediate revenue of about \$1500 per day at a freight charge of \$2 per thousand feet; coal properties already opened guarantee freight, after the first six months, of a thousand tons a day, paying 25 cents per ton; ten thousand adjacent acres of orchard land can be made to bear, on a car load per acre being the reasonable expectation; the freight charge being \$10 per car; and to these sources if revenue must be added the thousands of cattle now grazing in the region and the half million tons of copper blocked out in nearby mines. It is estimated that it will take fully 40 years to ship out all the timber in the superb forests of Jackson and Klamath counties. At the end of that period the road's tonnage of freight would not cease, because the land, admirably adapted to fruit raising and general agriculture, would be used for farming purposes and the clearing of the forests would bring an added population of at least 25,000. The Pacific & Eastern was started five years ago as the Medford & Crater Lake railway by a local company. After grading the right of way and laying the rails, the company went into bankruptcy and the road was sold to a Portland syndicate who reorganized it as the Pacific & Eastern. The failure of the Oregon Trust & Savings bank brought the plans of the new owners to an untimely end and their interests were purchased by Edgar Hafer and Dr. J. F. Reddy, who, after many unsuccessful attempts to finance the project, sold it to John R. Allen.

What John R. Allen Says:

"If New York people could see the Rogue River valley as I have seen it, they would be captivated by its charm and beauty, for it is one of Nature rare beauty spots. If they realized its wealth of natural resources, and its immense possibilities, it would be a hive of industry. I have every reason to believe that Medford will be a good sized city, the metropolis of its vast tributary territory and that the coming year it will grow as never before. The Pacific & Eastern will be completed to Butte Falls by early summer and construction work will be pushed on over the Cascades. The coming year will witness work begun in earnest on the interurban trolley line to connect the various towns of the valley, and a resumption of activities in mining and timber interests.



JOHN R. ALLEN

The leading figure in the development of Rogue River valley in last year is John R. Allen, of New York City, purchaser, owner and builder of the Pacific & Eastern railroad, on which a force of 1000 men are now engaged in rushing construction from Medford to the timber belt at Butte Falls and on across the Cascades to an eastern connection. Mr. Allen is also the promoter of an interurban trolley line to connect the towns of the Rogue River valley at a cost of several millions and has been granted franchises for the same in Medford and Grants Pass and construction will begin with the spring. Mr. Allen has recently purchased the famous Snowy Butte orchard at Central Point at a cost of \$168,000, and several business lots in Medford on which he plans to erect modern business blocks, and has also secured considerable timber holdings. John Roberts Allen, the son of John Wickham and Capoline (Roberts) Allen, was born on the 16th of April, 1862. His ancestors, previous to the settlement of the family in this country, were of ancient Scotch and English stock. Although Mr. Allen's birthplace was in Kentucky, the American branch of the family was originally of Virginia, his grandfather having been born in Hanover county, not far distant from Richmond. Mr. Allen's boyhood was spent upon his father's farm, his education being received in the country schools of the neighborhood. At the age of 16 he entered upon active business life, choosing a vocation to which he has

ever since been devoted. His initial experience was with the Louisville & Nashville railroad, receiving a salary of \$23 per month. Ten years later he was receiving \$12,000 per year. Upon leaving the Louisville & Nashville, Mr. Allen went to Mexico, where he contracted extensive investments in mines and railroads, and from these amassed a fortune. He remained in the southern republic for three years and soon thereafter his services were secured by the Richmond & Danville railroad. With it he was connected for two years, the following two being devoted to important work in association with the Panama Railroad Company. The vast possibilities of the Northwest then aroused his interest, and for the past 20 years he has been prominently identified with railroad building and the mining industries of Washington, Oregon, Arizona and California. Mr. Allen was married in December, 1889, to Miss Katharine Clarke. They have three children, one son and two daughters. Mr. Allen has traveled extensively and is the master of several languages. He is president of the Eastern Canada Smelting Company and of other notable corporations. Railroad building in the United States while, of course, it has seen the last of its transcontinental and colossal days, has by no means lost all its romance or profit. The Pacific & Eastern railway of Oregon is engaged in the construction of an extension of unprecedented importance to the rich section of country through which it will pass. It will also be the railroad pathway to the recently acquired Crater Lake National Park, which is 80 miles from

Medford, the starting point of the Pacific & Eastern. Mr. Allen first became interested in the Rogue River valley country five years ago, when he purchased the Robt. S. Towne, of New York, the famous Blue Ledge copper mine on which Mr. Towne had spent \$1,500,000 in development work. Mr. Allen was induced to purchase the then bankrupt Pacific & Eastern through Dr. J. F. Reddy, and has skillfully untangled the property from a mass of legal technicalities and financial embarrassments that would have discouraged 999 men out of 1000, and successfully placed it upon a firm financial basis. Mr. Allen has met with a cordial response from the people of Medford and the Rogue River valley in his development efforts, and has found the people anxious to meet him half way in any public enterprise calling for their co-operation. He represents in addition to his own wealth, a syndicate of New York capitalists and it is expected that many millions will be spent in the development of the valley and its dormant resources through his efforts within the next few years. Some Eastern men think it absurd to hold a good Oregon apple or pear orchard at from \$1,000 to \$1,600 an acre. Can it be called absurd to place such valuations when those orchards will yield annually from \$500 to \$1,400 net, per acre, as some have done. The time is near when all of the good Oregon orchards will be held at from \$2,000 an acre up, because they will pay big returns on those figures.