

NUGGETS OF GOLD ON FRUIT TREES IN ROGUE RIVER VALLEY

SUPREMACY OF ROGUE RIVER apples and pears has long been acknowledged in the fruit markets of the world, though this is the first year growers ever offered their products in competition with the world at apple shows. England takes all of the Newtown Pippin produced. New York City the Spitzenbergs, while the pears, universally conceded the finest grown, bring the highest prices in all the markets of the world. Returns for the present year are not all in, but the following shows what Rogue river orchards have done in the year of our Lord 1909, and that \$1000 an acre net is a common occurrence:

The Norcross Orchard.
From his 17-year-old Spitzenberg orchard near Central Point W. H. Norcross averaged 420 boxes per acre, which netted him \$2.50 a box at the orchard, or \$1050 per acre. The fruit was marketed in New York City. From 16-year-old Newtown Pippin trees 592 boxes per acre, which sold, f. o. b. orchard, for \$2.40 a box, or \$1420.80 per acre. The fruit was marketed in London, England.

Mountain View Orchard.
A. C. Randall picked from the Mountain View orchard at Talent this fall 13,500 boxes of Newtown Pippins. Twenty-three acres yielded 12,000 boxes, which will net \$2 a box, or over \$1000 an acre. So far as sold, his Newtowns have netted \$2.25 a box. One tree yielded 37 boxes, a record yield for any section.

From 28 Gravenstein apple trees Mr. Randall sold \$800 worth of apples, the crop being 450 boxes, an average of over 16 boxes to the tree, or over \$21 per tree. One tree of Gravensteins yielded 35 boxes.

From three and a half acres of Winesap at Spitzenbergs, Mr. Randall sold 1500 boxes of apples at \$2 a box net, or \$3000, an average of \$880 an acre.

Tronson & Guthrie.
Tronson & Guthrie from five acres of 16-year-old Spitzenbergs, picked 2700 boxes of apples, averaging 540 boxes to the acre, which netted them an average price of \$3 a box, or \$11,700 an acre. In addition they secured \$1100 in prizes at Spokane and \$240 a box for their prize Spitzenberg apples. The lowest price received was \$2.50 a box net. They secured 1000 sweepstakes, first prize for carload of Spitzenbergs, first prize \$100 for best 3 box display of apples. Last year they averaged \$2.47 a box for their apples.

R. C. F. Astbury, from 500 trees on his Riverside orchard, near Gold Hill, has marketed four cars of Spitzenberg and Ben Davis, principally the latter, which has grossed him \$5000, or a net profit, deducting all expenses of operation, of \$3000.

The Burrell Orchard.
The Burrell orchard, owned by the Burrell Investment company of Portland, broke all records for quantity this year, shipping 40 cars of pears from 48 acres, which averaged \$2 a box at the orchard, \$40,000 for the crop. Their Bartlettts netted \$1000 an acre and for the past nine years have netted annually \$600 an acre. One car of Bartlettts this year sold for \$425 a box in New York City, the high record of the year for Bartlettts.

Four cars of Howells were sold at \$2.65 a box f. o. b. Medford. In addition ten cars of Newtowns and one car of Jonathans have been shipped, returns for which are not in.

The Gore Orchard.
The seven and a half acre Bartlett pear orchard owned by John G. Gore, south of Medford, is also the record-breaker of the valley for yield and price. Mr. Gore this year shipped 12 cars of pears from the orchard, which netted him \$9335.10, or \$1244.68 per acre.

From an apple orchard of the same size Mr. Gore has picked a crop of Newtowns that will run at a yield of the acre, and net nearly \$1000 an acre.

From seven acres of 16-year-old Bartlett pears W. G. Estep from his Talent orchard sold an average of 514 boxes to the acre, which netted \$2 a box to the acre. The entire crop grossed \$10,750, or \$7990 net, or \$1000 an acre gross.

Bear Creek Orchard.
From the Bear Creek orchards C. E. Whisler sold from six acres of 7-year-old Bartlett pears 230 boxes per acre, which sold in New York for \$3 a box, netting \$690 an acre. Four acres of 21-year-old Bartlett pears yielded 600 boxes per acre, which sold at \$2 per box in Medford, netting \$1080 an acre.

Four acres of d'Anjou pears 11 years old yielded 250 boxes per acre, selling for \$5.12 a box in New York, netting \$950 an acre. D'Anjous from this orchard broke the d'Anjou record selling as high as \$7.25 a box. An

entire car sold at the rate of 65 cents per pear. Comice and d'Anjou pears from this orchard took first prize at the Alaska-Yukon-Pacific exposition. A total of 31 cars of pears were sold from this orchard.

The Marshall Orchard.
From not more than 25 15-year-old d'Anjou pear trees, occupying considerably less than one acre of land, G. E. Marshall has yielded 104 full boxes of packed fruit, or just a car load. These sold in New York for \$2,750.00 gross. The average gross price per box was \$5.46. Highest price on 46 boxes, \$6.75. Net average in Medford, (about) \$4.50. Several of these trees packed 25 or more boxes, thus netting about \$112.90 per tree. The net return per acre was not less than \$2,800.00.

From two acres of 16-year-old Bartlettts Mr. Marsenal had 1150 packed boxes. They brought prac-

tically \$2.00 net per box, or \$1000 per acre.

Three acres of Winter Nells yielded Mr. Marshall 1500 boxes, but the returns on these have not all been received but so far as have been they have netted around \$2.00 per box at Medford.

Hillcrest Orchard.
Reginald Parsons of the Hillcrest orchard quotes the following records:

In Bartlett pears, 440 7-year-old trees, covering 5.86 acres, yielded 1489 boxes per acre, which netted an average per box of \$1.95, or a net return of \$490.40 per acre. Expenses did not exceed \$50 an acre, leaving a profit of \$440 per acre.

In Howell pears, 342 7-year-old trees, covering 4.56 acres, yielded 1393 boxes, 4.07 boxes to the tree, 305.48 boxes to the acre. The average net returns were \$2.35 per box, or \$2773.55, at the rate of \$717.85 per acre. The cost per acre is estimated by the owner at \$50, making a net profit \$667.85 per acre.

The Winter Nells pear record of the world is held by the Snowy Butte orchard at Central Point, recently purchased by J. R. Allen of New York from Fred H. Hopkins.

Snowy Butte Orchard.
Sixteen and a half acre of 13-year-old Winter Nells pears yielded the record average of 435 boxes to the acre, which sold f. o. b. orchard at \$2.12 a box, or \$900 an acre. The fruit was marketed in London and New York. In addition there were two carloads of culls. The same orchard yielded \$19,000 worth of pears two years ago.

George A. Hoyer.
Pears from the George A. Hoyer orchard near Medford were awarded gold medal and sweepstakes at the Seattle-Yukon-Pacific exposition at Seattle and first awards at the Southern Oregon district fair on Comice and Howells, and second on Bosc.

Thirty trees of Bartlett pears yielded Mr. Hoyer 490 boxes that netted \$1.75 a box at the orchard. He sold a car of Comice in New York for \$5.50 a box, and a car of Bosc at \$3.65 a box. Four hundred trees of young Bosc pears yielded 900 boxes and brought the same figures, about \$2.50 a box net. His Howells

from 18 trees of Newtown J. A. Westerland picked 93 boxes of apples for which he received \$1.80 per box net. The trees are seven years old. The greatest yield for any one tree was seven boxes, which netted \$12.70. The average yield per tree was five boxes and the average return per tree was \$9.45. He exhibited Newtowns at Spokane and Ashland which were awarded the following prizes: Second prize at Ashland against 11 competitors and also at second National Apple Show second prize against 43 competitors.

Bennett and Fiero Orchards.
S. L. Bennett from one and a half

acres of Newtowns has picked 700 boxes which at an average price of \$2.00 a box is \$930 an acre. From the same orchard a year ago Mr. Bennett picked 2200 boxes, which netted him \$2200.

A. Conro Fiero has a two-acre orchard of mixed varieties from which he has marketed 1200 boxes of apples, netting him \$2500. His total expense of labor and operation has been under \$500, so that he clears \$1000 an acre.

E. B. Waterman Orchard.
E. B. Waterman won sweepstakes and two prizes on Bosc and Howell pears at the Alaska-Yukon-Pacific exposition at Seattle, and three firsts at the Southern Oregon district fair. His 7-year-old Comice yielded their first crop this year, averaging 50 boxes to the acre, bringing \$5.30 a box in New York. His Bosc pears averaged six boxes to the tree and sold at \$3 a box in New York.

Table Rock Orchard.
Colonel R. C. Washburn has picked eight cars of apples from ten acres of his Table Rock orchard, consisting of Newtown, Spitzenberg and Winesaps. Two hundred and forty trees of 6-year-old Winesaps yielded 1200 boxes, which netted him \$2 a box. His Winesaps are extra large, running 72 to the box.

A Peach Orchard.
E. E. Foss of the Walnutmere orchards near Talent reports the following yield from his peach grove: Yield of one acre of Crawford peaches, 125 trees, 1107 boxes; sold 1107 boxes at 75 cents per box f. o. b. Talent, or total of \$830.25; entire cost of rising, tax, etc., 142 cents per box, \$157.19; entire cost of packing, boxes, etc., and delivery to car, \$164.94; total expense, \$322.13; net profit per acre, \$508.12.

These trees are 19 years old and have had a peach crop every year since coming into bearing—16 crops in 16 years.

J. C. Pendleton's Orchard.
J. C. Pendleton of Table Rock reports as follows from the "Oaks" orchard, the family orchard, consisting of 38 21-year-old bearing trees, covering two-thirds of an acre, for the year 1909:

From nine Spitzenberg trees, 32

boxed boxes, sold at \$3 per box, \$244; from 29 Yellow Newtown Pippins, 301 packed boxes, sold at \$2.30 per box, \$252.50; culls, sold at .60 cents per box, \$24.25; total receipts, \$1021.75. Cost of spraying—four times, \$33; cost of boxes, \$42.00; cost of wrapping paper, \$21; cost of packing, \$23; extra labor hired, \$18; total expense outside of own labor, \$137.60. Net receipts off of two-thirds acre, \$885.15.

These few trees bear the name of "The Oaks" orchard until the young trees coming into bearing. The fruit was sent to the following points: Alaska, the Philippine Islands, China and Japan, to London and Mexico and to nearly every state in the Union.

As it was specially packed for small orders, it will be the means of interesting many people to investigate the resources of the greatest valley in

the world, and incidentally the highest priced, grows to perfection in the Rogue River valley. Close to a dozen cars have been shipped, but returns have not yet been received, most of the fruit being placed in cold storage for the Christmas trade. California Comice have grossed \$3308 a car this season, and as Medford Comice always bring a higher figure, fancy prices are expected.

Senator Jonathan Bourne recently paid \$9 a box for 60 boxes of Comice to be sent as presents to the diplomatic corps at Washington. Last year Medford Comice pears from the Hillcrest orchard sold as high as \$10.08 a box in London and in 1907 as high as \$9.40 a box in New York, while a carload grossed \$4622.80 or \$4.10 a box, the green fruit record of the world.

Rogue River Fruit Growers' Union.
The Rogue River Fruit Growers' union, representing small growers, have shipped 50 cars of pears this season, which realized the following prices in Chicago:

29 cars Bartlettts	\$2.50 to \$3.50
13 cars Winter Nells	\$2.50 to \$2.75
2 cars Howells	\$2.50 to \$3.00
1 car Comice	\$5.30
4 cars d'Anjou	\$3.00 to \$4.75
One car d'Anjou, top price	\$5.75; average, \$5.00.

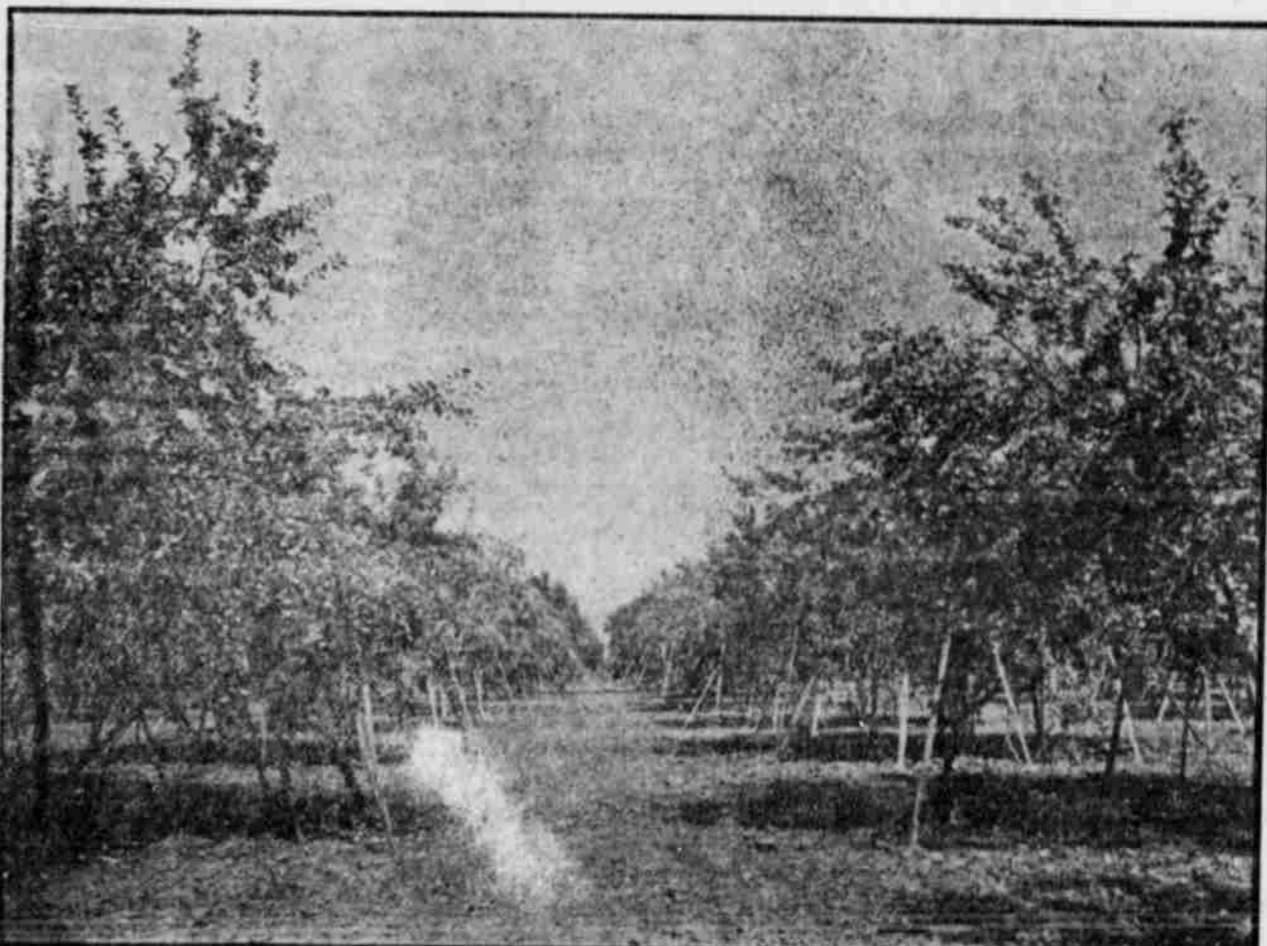
The union has shipped 17 cars of apples, some now crossing the ocean.

THE TOGGERY

In a city of Medford's metropolitan proportions, (for Medford is universally conceded to be the metropolis of southern Oregon) one naturally finds the highest representation of the various departments of trade, and in the line of men's wear in Medford, such a representative is found in The Toggery, owned and operated by Mr. W. E. Isaacs, familiarly known as "Toggery Bill." He has been in Medford seven years and has brought with him a valuable experience in-to-date methods, untiring application and an engaging disposition. He is the pioneer haberdashery store south of Portland. He has an excellent location and his store is stocked from floor to ceiling and the gallery crowded with the choicest of goods for men's wear—everything but shirts. He has the unfeigned custom of those who appreciate style and quality in dress and The Toggery is synonymous with high grade goods and dressy finish. Mr.



A TYPICAL PICKING SCENE IN A ROGUE RIVER VALLEY ORCHARD.



AN AVENUE OF PROPS.

Isaacs carries one of the most complete and comprehensive lines of men's suits and furnishings to be found in the state. In clothing he has the exclusive line of the Washington Tailors of New York, Schloess Bros., Baltimore, and Society Clothes for young men. In underwear Gantner & Matern's line of San Francisco and Dr. Diemel's linen mesh. In neckwear the famous Rufus Waterhouse line, etc. From a small beginning Mr. Isaacs now carries a \$20,000 stock and employs four people. He is the past master fisherman of

Medford and you should get his 1910 calendar with the snapshot of him, taken landing a nine-pound trout. He is a past master of A. F. & A. M., a member of the K. P.'s, Redmen, Woodmen and Commercial Club, and treasurer of the Business Men's association. He is interested in 120 acres of desert land that is now used for grazing and on which everyone hopes they will strike oil.

WILLIAM A. AITKEN

The practical plumber and heating contractor fills a most important position in our business and household interests, and Medford has no better exponent of this worthy work than Mr. William A. Aitken. He has been here several years and does contract work, all kinds of jobbing, repairing and remodeling. His handiwork is seen in many of the public and private buildings of the city and the very generous patronage received goes to show in an incontestable manner the degree of ability that marks his workmanship. Scientific principles and the latest improved methods are used. Promptitude in the watchword with Mr. Aitken and his six employees, and superior work is the result. Plans and estimates are submitted on plumbing, steam and hot water heating, and the figures therefor will be found extremely competitive, while standing for absolute value and prompt performance. He is one of the incorporators of the Garnett-Corey Hardware company and will have the plumbing department in the new building and a show room that will exhibit all kinds of plumbing, properly connected up. They will have the largest stock of plumbing goods in the state outside of Portland.

H. C. KENTNER CO.

Medford, like every other city, is possessed of a favorite shopping point in which the proprietor's individuality has been expressed in stock and store. Mr. H. C. Kentner has done this for Medford in a big department store, where there is everything for everybody. In the line of apparel for all the members of the family. The H. C. Kentner Co. stands ready to supply all necessities and luxuries. Dry goods, clothing, shoes, furnishings, hats, cases, notions and sundries make up a \$50,000 stock and give employment to

the leading exclusive lines carried are Hart, Schaffer & Marx clothing, Utson Dunn shoes for ladies and Crockett's shoes for men. Mr. Kentner is a merchant prince of 40 years experience without a single day's vacation. Chillicothe and Trenton, Mo., near Kansas City, were his places of business before coming here four years ago. He has built up a magnificent trade among our very best people and is one of Medford's most popular citizens. He has done valiant work on the school board and is a member of the Masonic, Odd Fellows, Elks and Commercial Club.

RITTER & DUNLAP

Among the most important perquisites of a metropolitan city is clean, artistic, attractive confectionery stores, where dainty sweets and confections may be purchased. Such a store is the popular and well known Ritter & Dunlap establishment and in addition to being confectioners, they are tobacconists of the highest order, handling everything for the use of the weed. This store is one of the most elaborate of its kind in this section and does an extensive business in its various lines. Messrs Ritter & Dunlap own the building and have \$50,000 invested, giving employment to six people, among them Mr. Earl Reynolds, who has been with them over a year. They contemplate a 50 foot extension in the rear next spring, thus giving them additional room for their growing business. Mr. J. P. Ritter established the business ten years ago and Mr. Owen Dunlap has been associated with him for the past three years. Their business shows what enterprise intelligently directed can accomplish in Medford.

PANTORIUM DYE WORKS CO.

Among Medford's many important enterprises, few are of evidence of the reality and extent of the city's development, a noticeable place must be assigned to the Pantorium Dye Works company. The plant is splendidly equipped for the approved handling of all kinds of wearing apparel, having all the necessary machinery, a washer, extractor, hot steam room, dye vats, boiler and engine. \$8,000 is invested and seven people are employed. The proprietors are Messrs F. C. Elliott and L. A. Cook. They have been here for nine months and do everything in the cleaning and dyeing line. It is the superior quality of their work that enables them to excel all others. Work is always done to the customer's complete satisfaction. The firm is characterized by a restless reaching out for what is best, a restless attention to all that makes for efficiency in their business, and their unqualified capacity to faithfully fulfill every promise. Two automobiles will be put on by them in the spring with which to make deliveries in the surrounding country.

HUNTLEY-KREMER CO.

Thousands of people have their eyes turned toward the fruit growing sections of the country, seeking new homes or investments, and this fact is recognized and taken advantage of by the Huntley-Kremer Co. through their establishment of eastern connections. Medford will be brought to the attention of the fruitarians throughout the east by means of the advertising sent out by this firm as never before. The members of the firm are Messrs. Early W. Huntley and George E. Kremer and they have beautiful offices in the Fruit Growers bank building. They have been here only a short time but they have become recognized as among the leading firms contributing conspicuously to the development and up building of this section. They came here from Minneapolis, where both were graduates of the law department of the University of Minnesota, obtaining their B. L. degrees in 1907. They have had a great deal of experience in the law, real estate and insurance business and after visiting every fruit valley in Washington, Idaho and Montana, they decided that southern Oregon and Medford its metropolis was the most promising place. Mr. Kremer was the attorney for the Minnesota State Dental Board, a position which he resigned on coming here. Both Mr. Huntley and Mr. Kremer have purchased city property and a fruit ranch and have joined the Commercial Club.

ROGUE ORCHARDS AS DIVIDEND PAYERS BY CHARLES A. MALBOEUF

THE 400 carloads of apples and pears shipped from that part of Rogue river valley in Jackson county during the present season up to December 31, netted the growers \$600,000. The number of acres of planted orchard in the district is today 60,000, nearly all of which have been sent out during the past seven years, while of that number, 25,000 were planted in the past two years. The crop returns for 1909, therefore, represent an item of \$10 per acre for the entire 60,000, or upon the basis of \$100 valuation per acre, 10 per cent revenue. Measured by commercial standard, an investment yielding 10 per cent net profit per annum is a slightly gilt edge one. But not to exceed \$600 an acre, and 60,000 were in bearing in 1909, and of these, not less than 1500 were young orchards, just reaching the bearing stage, and which produced little more than traces of fruit. Using the same valuation of \$100 per acre, the 3000 acres earned 200 per cent net, and the 1500 acres of the same, at a valuation of \$1000 per acre, the net revenue for the 1500 acres was 40 per cent. In other words the 1500 acres produced to pay 10 per cent interest

upon 60,000 acres at \$100 per acre. In less than five years, over 40,000 acres will be in bearing, and upon the most conservative basis 10,000 carloads will be shipped in 1915, of a total valuation of \$10,000,000, or over twice the present annual production of fruit in the entire state.

A Comparison.
An interesting example of conditions in the Rogue River valley is a comparison with the dairy industry in the Willamette valley, admittedly one of the greatest fields for dairying on the American continent, and the development of which is proceeding upon a most stable basis. The Willamette valley contains in round figures 3,000,000 acres of land directly and indirectly suited to the raising of dairy cattle. The total value of dairy products for 1909 was approximately \$10,000,000, or at an average of \$50 per acre, 6 per cent net income; at a valuation of \$100 per acre, the income figures 3 per cent. In a state of full development the Willamette valley will produce \$100,000,000 of dairy products per year, in addition to other products of the soil. Diversified farming will be its great industry. It is the natural home of the cow, and the cow is destined to be supreme. The great industry of the Rogue River

Valley will be fruit raising. Fully developed, and using as an estimate, one-fourth of the bearing orchards of some of the present orchards, it will produce not less than 75,000,000 dollars worth of fruit each year, or an amount equal to that of the entire fruit production of California today.

A Matter of Progress.
It is now rather a matter of progress than prospect. The best results may with all reasonable safety be looked for. Much care has been exercised in the selection of the great nursery stock, in planting the great area of orchards. The latest method of cultivation are being and have been practiced. Only the best varieties of apples and pears are being planted. The old orchards have been tested and found to conform to all required standards. The Spokane National Apple show last November awarded the famous Sweepstake prize, with the broad title of Apple King of the World, to Tronson & Guthrie of Eagle Point, for the best car of apples ever exhibited. It was a car of Spitzenberg variety, which is the very best selected in the greatest and most critical of Eastern markets, and surpasses anything ever placed on exhibition. The competition was open to all, regardless of point of production, size,

variety, color or other qualifications outside of absolute perfection. To earn such an award in the largest, and most complete, and exclusive exhibit of fruit ever held, is a worthy example of what the Rogue River Valley has done, can and will do. In 1908 New York City paid \$16.02 per 60-pound box of pears from the Rogue River Valley, the highest price ever obtained for pears in commercial history. The young orchards have made equally famous records. Pittsburgh paid at the rate of \$1980.00 per car for Spitzenbergs in 1909, grown on one of these. Other illustrations of the same kind are too numerous to record.

Nature Lends Hand.
The reason is simple. Every feature of the wonderful country tributary to Medford is naturally adapted to the culture of high grade apples and pears, namely altitude, climate, soil and water. The surroundings alone are conducive to energy as well as a spirit of progressiveness. This is why the Rogue River Valley is attracting national attention, for investment is one of the causes responsible for recognition of the valley by New York and Chicago capitalists, and today the culture and intelligence of nearly every state in the union is represented in the owner-

ship of Rogue River orchards. The delightful environments suggest the reason for permanent residence of the best families of the entire country. Attracted by the elements of profit, pleasure and healthful conditions, hundreds are making their homes in the Rogue River Valley each year. The valley is rapidly being transformed into a panorama of incomparable loveliness, and the bare fields of ten years ago are now a glorious succession of orchards, laid out on the strictest of mathematical lines and enlivened here and there with the graceful outline of bungalows, colonial and other modern styles of residences, all typical of the taste and refinement of their occupants. An empire of itself has been created in the heart of Oregon, the solid foundation of which rests upon the apple and the pear industry.

Two Features.
Two important features are to be borne in mind as to the prospects of this section: First, is the production of fruit throughout the United States, which is well known to be continually decreasing in the same class of the East. Second, the large acreage being planted to fruit in the Pacific states of Oregon, Washington and Idaho. Whether or not the orchards in the Eastern, Middle and Western

states will be rehabilitated, or a further determined effort by new planting made to restore the former production to the same or greater standard, matters little. It is equally important to know to what extent other Pacific states ever called upon to subject its apples and pears to the same severity of test, as those in this section do. This is by reason of long distance shipments, by force of conditions to do. The Eastern product is in the same class of competition as ours, is also a certainty. Our Newtown apples command the highest price on the London market, New York and other eastern cities. Bartlett pears from Medford, in spite of their long haul in perfect condition, reach destination in perfect condition, and other fall varieties are in their quality and perfection, distinctly local to this valley.

Specialty in Quality.
Our specialty in superior quality, which has already made the Rogue River Valley so well known. Our standard is everything that is represented by the elements of perfection. The use of apples and pears is rapidly growing over the entire country. Prices are advancing in the same proportion, and continuous production in the Rogue River Valley, even to an abnormal extent, must not be looked upon apprehensively, so long as quality is the first consideration. Practically no market in the United States outside of New York and Chicago have as yet been introduced to our fruit. The room for expansion is therefore great, and the producing area of the Pacific Coast, capable of marketing apples and pears of the same class of perfection as those of Southern Oregon, so limited, that our field of competition is practically bare. It will be a matter of years before the entire Pacific Coast is in position to supply the Nation's needs, and the crucial test will come with volume. The Rogue River Valley need fear no competition except superiority, which neither the great Eastern market nor Spokane have as yet acknowledged the existence of. What Southern Oregon wants and invites in competition. Few standards are kept up without it. It is after all a survival of the fittest, and if guarded by the present generation of fruit growers in Southern Oregon the orchardists of Medford will be prepared for the final test. The future could not be painted in more glowing colors than are the prospects for 1910.