

The Rogue River Valley a Mecca for Sportsmen from All Sections

(By George Putnam.)

There is finer fly fishing in the Rogue the year around than in any stream in America.

Trout are not plentiful and one must work to get them, but that they average larger and, pound for pound, gamier, than any fish in the world that takes a fly is the unanimous opinion of all anglers who have practiced the gentle art in this most beautiful of all beautiful streams.

The Rogue has been aptly described as "an overgrown mountain brook." Its waters are as clear as crystal, its current so swift as to be dangerous, and its average width along the favorite fishing grounds from 150 to 200 feet. It is full of cascades, riffles and eddies. Here and there are deep, quiet pools whose banks are lined with verdure and now and again a shallow ford that can be waded.

The rough, deep water of the channel is the favorite lurking place of the big trout. Consequently the angler who would turn them with his flies must wade as far as he dare into the channel, and must be able to cast a long line and still be able to drop his fly aright. Fishing in the Rogue is, therefore, hard work. It is not a fish hog's stream, but the few big fish the most successful angler will land in a day amply repay him for his efforts and furnish a real sport than a catch of 50 or 100 in the ordinary stream.

Trout in the Rogue are of two varieties, the rainbow or steelhead and the cut-throat. The cut-throat averages from a pound to two pounds, though occasionally caught three and four pounds in weight. It is a voracious feeder and strikes and fights hard, has white meat and one of the finest flavored fish known. Rainbow are caught from a pound to ten and twelve pounds weight, the average being five pounds, and usually good for half an hour's hard battle. Not one in five of the larger fish hooked is landed, and then only after repeated dashes through the water and frequent somersaults in the air—any one of which may snap the tackle or tear loose the fly—have exhausted him.

August, September and October are the best months for rainbow fishing. June, July and August for cut-throat. Trout can be taken with a fly every month of the year. If the conditions are right, and the Rogue is the only stream on the coast, and probably in America, where this holds true. December 28, 1909, when the air was so frosty that the guides kept clogging with ice and frozen line and leader made it difficult to cast, I caught a three-pound rainbow on a No. 6 coachman, while Jeff Heard and Judge E. E. Kelly, who were with me, caught two smaller rainbows and a four-pound cut-throat. Could this have been done in any other stream in the world?

Salmon abound in the Rogue. In the summer and fall the royal chinook take the salmon fishermen and occasionally the fly, the writer landing a 12-pounder last September with a six-ounce rod that took a number 4 grey hackle fly, after a prolonged battle. "Jack Salmon" a stunted made chinook, weighing from one to five pounds, take the fly readily and make good fights. In the late fall and winter months there are plenty of silverside salmon, which take the spoon, but not the fly.

When the rainbow comes up from salt water, he wears a silvery coat with the bluish head and back that give him the name of steelhead. But residence in the fresh water restores his crimson stripes and he is once more the rainbow. On account of this change in appearance the steelhead is commonly supposed to be a different variety, though examinations and experiments by scientists prove the two fish structurally alike and one and the same. The different classification was perpetuated under Oregon laws by the salmon fishermen in order that they might have legal grounds for selling and slaughtering wholesale this monarch of all game fishes.

The greed of the salmon fishers of the Rogue threatens the extermination of rainbow in the river. Already there is not one trout where there were five a few years ago. The Rogue salmon fishers' monopoly enjoys the longest open season of any stream on the coast, and its control of legislation has effectually blocked remedial measures recommended by the master fish warden. In consequence, to preserve the Rogue as the greatest angling stream in the world, the Rogue River Fish Protective Association will ask the people of Oregon at the next general election by an initiative measure, to close the Rogue to commercial fishing.

WESTERN OREGON ORCHARD CO.

The coming to this section in 1903 of Mr. J. A. Westwood and the subsequent development of his orchard company, reads like a romance in real estate. He was a Chicago man and he

lived in the possibility of commercial orchards. After looking over all the Western fruit lands, he decided that Oregon was the state and the Rogue River valley the place and he secured an option on 400 acres for forty days. Returning to Chicago he interested a number of people in his plan and organized the Western Oregon Orchard Company and bought the land. It was immediately cleared, plowed and planted with apple and pear trees and other tracts have been added from time to time, until today they have 2100 acres, over one-half of it planted, 250 acres are being planted this winter and Mr. Westwood is now buying an additional 300 acres. The highest scientific methods are used in cultivation and no expense is spared in making this largest orchard on the Pacific Coast the best orchard in the world. Several hundred thousand dollars have been invested and several hundred people interested.

The company does not owe a dollar and has spent \$240,000. No greater money-makers than commercial orchards exist anywhere today. On the company's bearing tract six Bartlett pear trees netted \$24 and eighteen Newtown apple trees averaged \$9 each. Mr. Westwood has taken prizes at the district fairs with his fruit and also at the great National Apple Show. At the latter there were 1212 competitors, 42 of them competing for the same prize. Mr. Westwood is our "Orchard King." He is the chairman of the executive committee of the Commercial Club and is the delegate from the Horticultural Society to the Apple Growers' Congress that meets in Denver in January.

ROGUE RIVER ELECTRIC CO.

The fact is so well recognized as scarcely to need mentioning that among the vitally important things in this twentieth century of progress and development necessary to the making of a city truly great and prosperous, is a perfect light and power service. It is therefore a matter for congratulation that the Rogue River Electric Company, of unusually superior advantages in these lines. The power used by this company is developed at Gold Ray on the Rogue River, near Table Rock mountain, where the river has been dammed by a rock-filled crib with concrete core, securely anchored to bedrock. The dam is 420 feet long and 29 feet high, heading the same amount of water to the wheels. A diverting canal 60 feet wide and 12 feet deep, carries to the turbines a fractional part of the 5,000 second feet available at times of high water. There are 10 McCormick water wheels, generating 2,600 horsepower and transmitting 22,500 volts for 80 miles to the various substations. The lines run from Grants Pass to Ashland through Medford and the intermediate towns. Substations are located at Gold Ray, Central Point, Jacksonville, Gold Hill, Grants Pass, Talent and Ashland. The capital stock of the company is \$200,000 and Dr. C. R. Ray is the president and general manager, Mr. H. C. Stoddard being the secretary and superintendent. The undeveloped field for this power lies in its application to pumping water for irrigation. Thousands of acres of the most fertile land requires but the quickening touch of dependable water to spring into bloom. Heretofore the four seasons of drought has sometimes prevented the best results, especially when it has been demonstrated that crops can be doubled and even quadrupled with the aid of irrigation. An inexhaustible supply of water stands from 10 to 50 feet below the surface and electric power for pumping costs only \$10 per horsepower for the irrigating season, which gives an average cost of \$1.25 per acre for the season.

WEEKS & MCGOWAN CO.

In reviewing the important elements comprising Medford's business interests, a prominent and distinctive place must be given to the furniture and undertaking business of Messrs. F. W. Weeks, W. H. McGowan and Albert Orr. They carry a large and complete stock of everything for the furniture line, such as bedroom and dining room sets, parlor sofas and davenport, chairs, rockers, etc., kitchen cabinets and tables and make a specialty of carpets, rugs, linoleum and matting. They have a \$400 rack for showing rugs, that with hold 120 samples and it is circled by a row of brilliant electric lights, so one can shop here at night. They have a machine for sewing carpet and an expert employee to run it who also lays carpet, hangs shades, draperies, etc. They have the exclusive sale of the Independent Store Co.'s famous Re-nowned Range and the Charter Oak heater. The store is 70 feet front by 140 deep, two stories with mazzanine or gallery floor.

Mr. Weeks is a licensed embalmer and they have an extensive undertaking department. In all a \$20,000 stock is carried and as much more is invested in the building. They have been in business here six years and moved into the new building last June. They already find that they must enlarge in the spring. There isn't a store between San Francisco and Portland that equals this one.

CRATER LAKE HIGHWAY

Under the leadership of the Medford and Ashland Commercial Clubs the citizens of Jackson county have taken an active part toward securing the construction of an automobile highway to Crater Lake, pronounced by Mr. Harrison and other globe trotters "the world's greatest natural wonder," and to this end secured an appropriation of \$160,000 from the legislature of 1908 from the state. This money has been apportioned by \$50,000 each from Jackson and Klamath counties. Another \$50,000 has been pledged from other sources. Through the Crater Lake national park and Cascade forest reserve the road will be built by the national government, and to this end the Interior Department and Chief Forester Pinchot have pledged their untiring efforts.

The state's money would now be available but for a temporary injunction secured on federal grounds by protractors of the Willamette valley. The matter is now in the supreme court, which it is confidently expected will decide in favor of the appropriation, and it is hoped to begin work on the half million dollar boulevard by spring.

A thorough examination of the routes was made this last summer under the direction of Benj. F. Heidel of the road building bureau of the

them are representatives of the kind that build up the surrounding country and the leader in the Rogue River Creamery. The product of this creamery bears the stamp of excellence and its position in an available one. They can make ten thousand pounds of butter a month. Cream is gathered within a radius of 25 miles. Mr. Carl G. Gardis is the manager and started the creamery six years ago. It is 24,658 feet and has two floors. The machinery consists of a combination churn and butter worker, boiler, engine, etc. Ice cream is also manufactured in ten-gallon lots and goes from the creamery to the consumer in perfect purity and cleanliness. Over \$1,000 is invested and three people are employed. Mr. Gardis is a member of the Odd Fellows, Elks and Commercial Club, and has the esteem and good will of every one.

MEDFORD BRICK COMPANY

One of the leading industries of Medford is the brick manufacturing and contracting done by the Medford Brick Company. The business was established in 1892 by Mr. G. W. Friddy and three years ago he was joined by Messrs. J. A. Nash and G. T. O'Brien. Able management has given the business a steady growth, until today it ranks among the principal industries of Southern Oregon. The brick plant of the company is furnished with a thoroughly up-to-

MANY OPPORTUNITIES

The Portland Oregonian says:

"At the national apple show in Spokane, Tronson & Guthrie's Rogue River Spitzbergers carried off the world's prize. The judges were unanimous in their decision, which is perhaps more significant of the merit of the apples than the prize itself is. At just about the same time a peach orchard of four acres, not far from Ashland, sold for \$8,000, that is at the rate of \$2,000 an acre. In connection with these facts, one involuntarily thinks of the Rogue River shipment of Combe pears, 1907, which sold at auction in New York for 68.10 a box. A fruit growing region of this sort will naturally attract attention. Men desiring to plant small commercial orchards will inquire for five and ten-acre tracts suitable for fruit growing and not too far from town to make pleasant homes. Capitalists will seek to invest their money in an industry which promises returns so certain and so large.

"For both the homeseeker and the capitalist opportunities are abundant in the Rogue River valley. Although apples, peaches, pears and grapes are produced there in a degree of perfection which few places can rival, still only a small part of the land suitable for orchards has yet been planted. The Rogue River fruit-

KING OF THE ROGUE.

The city is thoroughly covered both by collections and deliveries, the wagons being kept on the go from morning till night.

The plant is fitted throughout with the most modern and costly machinery, there being four washers, two extruders, two mangle, two body ironers and neckband and shirt machines, engine, boiler, etc. Every article is handled with a care and lauded with as thoroughness and perfection which assures that a customer once won will never be lost. Experienced laundry helpers to the number of 21 are employed and over \$5,000 is invested in the business.

The proprietor is Mr. Glen Fabrick and the work receives his personal supervision and management. Next year he will build an addition to the plant. The photograph shows Miss Harriet Harris holding the trout 36 hours after it was landed. In 1907 W. F. Isaac caught or 12-1/2 pound rainbow on a No. 6 Professor in October.



The 19-1/2 pound (undressed) 34-inch rainbow trout which won the \$40 fishing outfit offered by the Medford Hardware Company for the largest trout caught on one of their special flies in the Rogue River during the season of 1909. The trout was caught in August, on a No. 4 Gray Hackle fly, with a 6-ounce rod by George Putnam. The photograph shows Miss Harriet Harris holding the trout 36 hours after it was landed. In 1907 W. F. Isaac caught or 12-1/2 pound rainbow on a No. 6 Professor in October.

A SPORTSMAN'S PARADISE

In the Rogue River Valley country it is possible for the lover of the rod and gun to realize to his heart's content the fulfillment of those dreams which to the great majority of sportsmen so often seem to exist in dreams only. Here, in abundance, may be found what so many lovers of the gun seek for in vain all their lives, namely—unlimited, diversified shooting.

Here quail abound in the valleys and mountain quail in the higher hills. Take a morning's walk in the fall and you first strike quail in the creek bottoms.

Then, at any time, a single or brace of Chinese pheasants may flush from where you expected quail; these are the grandest of our western game birds. Then, perhaps, a pair of mallards or teal, or a bunch of widgeon; then a ruffed grouse. Next, you come to some swamp land where it is not unusual to get a dozen good shots at jacksnipe; then, if you choose to leave the willows and go a little way back into the hills, you may readily find several species of our mountain quail, which lie close for the dog. These mountain quail are the largest and handsomest of the quail family here. Close by in the mountains the blacktail deer are very abundant. The merest novice may get his venison with but little effort wherever he desires, while further back black bear are readily found; the black and cinnamon are plentiful while a new silver-tip are killed every season. Cougar, coyotes and gray fox are found.

Trout and salmon abound in all our streams. In that queen of all streams, our lovely Rogue River, which is a grown-up mountain brook, the finest fly-fishing on the American continent may be had. Nova Scotia, New Brunswick, Maine, Canada and the famous "Restigouche" are completely outclassed. The fish in this stream rise freely to the fly, as freely as brook trout in a well-stocked stream, and one never knows whether the next fish will weigh one pound or twenty, or any weight between the two. This large fish are as plentiful as the small, and it is not unusual to kill more than one can carry. Out steelhead trout rise to the fly and fight as furiously as the celebrated "Ouinliche" or landlocked salmon of Maine and Eastern Canada and are a much larger fish. We use the light rods, seldom over eight ounces, specially-tied flies, exceptionally good leaders and 100 yards of line, and even then one often has a merry chase to keep up with your fish when he starts for the pool below a long riffle.

The Chinook salmon may be taken on the spoon at any time during the fall. It is not unusual to land them up to 60 pounds in weight, and they are very plentiful, in fact the river is alive with them. And all this with as wild and picturesque environment as can be found in any part of America; moreover, the sportsman can here enjoy hunting and fishing free from annoyance, as the pests of the East and North, such as black flies, gnats and mosquitoes, are unknown. With its superb climate, majestic scenery, lofty mountains and green forests and numerous streams, Southern Oregon is the most attractive resort for the tourist, hunter and health-seeker to be found in America. The whole southern part of the state is a grand sanitarium for its health-giving and restoring climatic elements. Nowhere can be found scenery more varied and beautiful, from the low sweep of the plains to the hidden peaks and over-arching topography, present to the traveler scenes of grandeur and fascinating beauty that are a continual source of pleasure.



FISHING SCENES ALONG THE ROGUE, THE FINEST FISHING FLY FISHING STREAM IN THE WORLD.

DEPARTMENT OF AGRICULTURE

whose jurisdiction the construction will be done. The governor of Oregon has appointed as a Crater Lake road commission to assist and cooperate with the national government in the construction of this highway, the following commissioners: C. S. Jackson, Portland, chairman; J. E. Enyart, Medford; Dr. J. M. Keene, Medford; E. V. Carter, Ashland; Judge G. T. Baldwin and Judge L. F. Willett, Klamath Falls, and H. G. Norton, Grants Pass.

ROGUE RIVER CREAMERY

Medford may well look forward to a remarkable future. Not only are her business interests assured but among

INDUSTRY

in spite of the magnificent success it has won, is only in its infancy. Men who go there now and plant orchards, although the prices they must pay for land may look large, are really taking advantage of pioneer conditions. They are certain not only of heavy profits from their fruits, but also of an enormous increment of land values.

J. W. WHITNEY

No department of industry and enterprise is lacking in Medford and efficient and up-to-date lighting systems are thoroughly represented. Mr. J. W. Whitney has one of the novel and popular systems that he is introducing into stores and residences and that is also used for street lighting in smaller towns. These lights are ideal because of their brightness and cheapness. They produce 100 candle power light of superlative quality, being soft and white, with no smoke or smell. A saving of 50 percent is made by their use over other kinds of lighting. Mr. Whitney is also the manufacturer's agent for many boiler insulators, hot fireless cookers and electric cookers that must be seen in order to be appreciated. He came here five months ago from St. Paul and has invested several thousand dollars in his business and in city property. He employs three people. He is a veteran of the Spanish-American war, having served in the Fourteenth Minnesota Volunteers. He has proven himself to be an enterprising and public spirited business man.

MEDFORD DOMESTIC LAUNDRY

All the establishments looking toward the complete modernization of the city will be found in Medford and one which should be prominently mentioned is the Medford Domestic Laundry. This is one of the most thoroughly equipped, efficient and satisfactory laundries in the state and is turning out work far superior to that furnished in many larger cities. A very extensive business is done, the trade reaching all the surrounding country in wagons and by rail, as they have many branch agen-

CHAS. STRANG

Located in the heart of Medford, that he has done as much as any other man to build, and located also in the hearts of the Medfordites, Mr. Chas. Strang carries a full line of drugs, medicines, chemical stationery, toilet articles and druggists' sundries. Mr. Strang is one of our pioneer merchants, coming here in 1884 and his helping hand has been felt in every advance of Medford. In his store his well selected stock is attractively displayed. He makes a specialty of prescription work and is a careful and reliable dispenser, having made a painstaking study of pharmacy and using that care in compounding which begets confidence and patronage. Mr. Strang's success is due to hard, unceasing effort rather than to fortune and his wealth is the result of much self-sacrificing togetherness and of judicious investment. He works for Medford with the same tireless energy that he works for himself and it is such men who make business for Medford, pay the taxes, support the churches and schools and subscribe to everything that is beneficial to the city. No man stands higher in the esteem and confidence of the people of Medford than Chas. Strang, evidence of which is his having held the office of city treasurer for 15 years and his work as school director. He is a member of the Masonic fraternity and owns considerable city property and affairs lands.



ANNUAL MEETING OF PACIFIC INDIANS LAST SEPTEMBER, COMPRISING THE CRACK MARKSMEN OF THE WORLD, WHO SPEND A WEEK IN MEDFORD EVERY YEAR SHOOTING, HUNTING AND FISHING.