

Conducted by Charles W. Wilmeroth, manager of the Rogue River Fruit & Produce Association.

# IN THE FRUIT GROWING WORLD

This department is a regular weekly feature, dealing with all phases of the fruit and produce world.

**To stockholders and friends:**  
Do you realize that it is only four weeks until we commence to ship peaches, and a little later pears, and that your manager and his assistants have worlds of work?

Are you ready and will you do your part to the end that this first season of your association will be a success? To accomplish this certain things are necessary—all of which are your concern as well as my own.

**Pability.**

Get busy with your neighbors and friends, and if they are not with us see that they become members, no matter whether their orchards are in bearing or not. Lately I have met one good soul whom on my soliciting him to be one of us, remarked: "Show me that you are successful and I will then join." If everybody was like this chap you never would have an association, and speaking personally, after we are successful I never would ask him to join, nor thank him for his support. At this time I am ready to take off my hat to any who have joined, or will join before shipping commences.

**Give Us Your Product to Handle.**

We have our fixed expenses that we cannot avert, but with a very small additional expense we can double and treble our output if we have the goods to handle. Knowing this, it is the duty of every producer in our territory to co-operate with the association at least until you prove it a failure.

The value of our products going through one shipping source permits judicious distribution, while if each grower ships independent and not knowing the market his neighbor uses, one can readily see how some markets can be overstocked while other markets are bare of Rogue River products.

Consequently, if we are short on goods to handle and long on expenses and our balance at the end of the season is on the wrong side of the ledger and your stock does not show a dividend, you did not support the association all in your power. As your manager, I would strongly resent any comments from you on account of our failure. I do not expect any condition such as this, but this is the view I take of the matter.

**Benefits of the Association.**

Your association is a failure if by co-operation it cannot get 15 to 25 cents per box more for your apples

and pears than in past years, market conditions taken into consideration. By purchasing your supplies in large lots, lower prices can be obtained. When in need of help we want to help you. Work hard to improve your pack and instead of being well down to the bottom of the list as packers be at the very top. Everybody knows that you grow the finest pears and apples on earth, but as an entirety the pack shipped from this valley has not attained the perfection it is entitled to. It takes time to do this, but we want an improvement this year.

**Respond Promptly.**

If you receive a communication from this office and it calls for a reply, get busy on it at once, no matter whether it is for a remittance, crop estimate, or a notice of any kind. Please do not lag on this matter.

**Fruit Packers.**

It has been deemed advisable that all who pack fruit this season should have a number, that will be stamped on each box as finished, and to get these numbers each packer should call at this office for registration. Notify all your packers to do this, as this plan will not interfere with you retaining such packers as you desire. If packers will notify us when through at a certain place and our growers will notify us when more packers are needed, we hope to be of service to all parties concerned.

**Orchard Labor.**

We intend to list all applicants for work who apply here, and when in need of help call us and we may have such as you need. If a party asks for work and you do not need him, send him to us.

**Orchard Supplies.**

We have closed contracts for shooks, nails, paper, labels, etc., and whether it is because the general markets are lower or because we are in a position to buy in large lots, we find we will save you 8 to 10 per cent over last year's prices.

When you know what supplies you will need and we have them to deliver come in and get them, and you are then sure your crop will not suffer on this account. If you lag on this matter and you cannot get everything you want do not complain.

Come in and get acquainted with us.

C. W. WILMERTH, Mgr.

**The Apple Situation.**

Following is the apple situation in

the United States and Canada on June first:

**New England group**—Trees bloomed generally well and while some sections report too much rain, yet fruit seems to be setting well and prospects continue favorable. More spraying reported in New England than in any previous year.

**Central group**—Western New York generally reports prospects for a good fair crop. While a few sections report fruit dropping too much.

**Hudson river section** promises considerably lighter than last year, but fruit on the trees showing up very nicely with prospects of much better quality. For the whole state prospects continue favorable.

**Pennsylvania** promises equally as well as one year ago, while Ohio promises to have a much better crop for the whole state, especially the southern and Ohio river section, with Michigan showing up very well.

**Middle west, or Ben Davis group**—Reports from this section are very uneven. Southern Indiana has good prospects, while in the central and northern sections prospects are not favorable. The early freezes did heavy damage in many sections of Illinois, yet some sections report a good partial crop. Missouri light in the south, while in the northern part of the state prospects are considerably better. For the whole of this section prospects continue about the same as reported.

**Southern group**—West Virginia, Virginia, and Maryland still promise well and conditions favorable, as does also the Louisville section in Kentucky, and the favorable conditions reported a month ago are fully maintained.

**Pacific group**—Prospects continue favorable for a large crop of good quality. Some reports are to the effect that the early dropping was heavier than usual in some sections, yet fruit on trees very evenly distributed, making the situation favorable for good size and good quality, so that the quantity promises not to be materially reduced, and for this group in its entirety a very much larger crop is promised than a year ago.

**Canada**—Trees bloomed heavily and seem to be setting well. In most localities too much rain reported and fears are entertained that there may have been a lack of proper pollenization, and it will be nearly the first of

July before the effect of wet weather can be fully determined.

Washington, D. C., advocates of Lafean measure are urging congress to pass the bill. Apple interests in New York and other sections of the country are bringing pressure to bear on the committee having the Lafean bill in charge. Contrary to general belief, the measure is still before the house committee on agriculture which time ago decided to lay it aside until further information had been gathered.

As the measure was also introduced in the upper house of congress by Senator Guggenheim and referred to the committee on agriculture and forestry, Senator Dolliver, the chairman of the committee, is being urged to provide for consideration and report upon it during the present session. Carl Kimball of New York is expected here this week in connection with the bill.

**Madison, Wis.**—In his first monthly crop report for 1910, Secretary John M. True of the state board of agriculture says in part:

The disastrous freezes of April 17 and 23 killed nearly all fully matured blossoms of apples, cherries and plums, seriously injured the chances of crops of brush fruits and strawberries, and killed the leaves and young shoots upon forest trees.

The fall of snow about the time of the freezing weather did much to prevent loss to strawberries and spring grain crops. We estimate the loss to apples at 80 per cent, cherries and plums at 90 per cent, brush fruits at 65 per cent and strawberries at 50 per cent.

**Topeka, Kan.**—The Wellhouse apple orchard, consisting of 800 acres and containing 65,000 trees, was destroyed by its owners the other day to put it into corn and other crops.

**Montrose, Col.**—Montrose will produce from 25 to 40 per cent more fruit this year than any previous. No damage has been caused by frost. No smudge pots were used, and this statement is issued by the growers of this section.

**Texas**—Has 2200 carloads of peaches in sight for the coming season, according to the reports received here. Other fruits in Texas are in good condition. Georgia is also in good shape this season to send forward plenty of peaches. The outlook at present is 5000 carloads from this state.

**Harrisburg, Pa.**—State Zoologist H. A. Surface says that his reports show that except in portions of the Schuylkill and Lebanon valleys, the apple crop indications are fine and the damage done in those localities are not heavy. The apple crop last year was good, and as many trees have commenced to bear, the yield for 1910 should be immense.

**Cedar Gap, Mo.**—Inasmuch as it often happens that fruit crop damages are overestimated, just after they occur, I will say that the report I made last week was entirely correct. I have made a thorough investigation during the past few days and report that I cannot modify it in any manner.

In all such orchards that have no late bloomers, like the Ingram and Geniton apples, the freeze made just about a clean sweep on many trees, the foliage was badly injured, and the orchards look like a fire had went through them.

The famous Ozark Ben Davis, as far as this section is concerned, will not be entitled to any credit or blame if there is any money made or lost in the apple deal next season.

Good authorities report that the Bartlett pear crop of western York state is very much of a failure. They annually produce 150,000 to 200,000 barrels, equal to 1500 carloads of boxes. This fact means much to western growers.

**Peaches**—Peaches began to move from Wenatchee valley about June 10. This means that Seattle and Portland markets will be supplied from that time on.

**Wenatchee, Wash.**, reports Winesaps one of their leading varieties, somewhat below the average of other varieties produced.

**Selling Prices.**

Comparison between California and Oregon New Pawns in foreign markets, season of 1907 and 1908:

First half of season to January 1—  
California 3 1/2 and 4-tier \$1.90 @ 2.35  
Oregon 3 1/2 and 4-tier \$2.65 @ 3.95  
California 4 1/2-tier ..... \$1.65 @ 2.20  
Oregon 4 1/2-tier ..... \$2.25 @ 3.40

Second half of season, January 1—  
California 3 1/2 and 4-tier \$1.70 @ 2.20  
Oregon 3 1/2 and 4-tier .. \$2.25 @ 2.65  
California 4 1/2-tier ..... \$1.60 @ 1.75  
Oregon 4 1/2-tier ..... \$1.75 @ 2.25

**Hamburg, Germany**—Correspondent states his market on Newtowns has been 50 cents to \$1 higher than England. If we wish to use the Ger-

man market our fruit must be absolutely free from blemish or San Jose scale. I know of an entire shipment of apples being turned back to sea on this account. The German government is very strict on inspection, and in many cases looks like exclusion. Probably the best way to deal with the Germans is cash before the goods leave New York.

**From Watsonville, Cal., correspondent**—I find that the cherry crop is good and very satisfactory prices have been realized generally up to the present time. The plum and pear crops are mostly reported light, that is, lighter than last year, but good quality.

At present I am in the principal apple district of California, and find a good crop of all varieties, the principal being Belleflowers and Newtown Pippins.

The estimates of the crop vary all the way from a little less than last year to a 25 per cent increase. In some cases I think the opinions expressed represent the wishes of the party expressing them.

It seems that a few weeks ago when it was reported that there was a heavy damage in the middle west, speculator packers became excited and bought the fruit in the orchards at high prices and some of them are now trying to figure out the crop is short.

My candid opinion gathered from conversation with different people is that there are more apples than last year, probably an increase of at least 10 per cent. The quality up to the present time promises to be very good.

From Watsonville station the shipments last year were a little over 2500 cars, or about the same as the year before.

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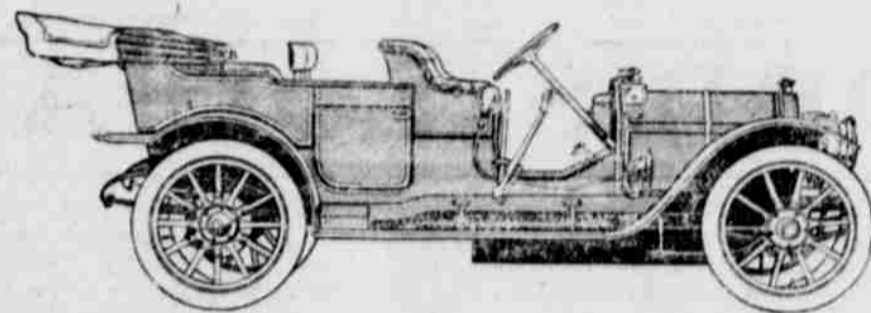
## The Medford National Bank

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**PRACTICAL EXPERIENCE NECESSARY**—To be able to know what this factor should be requires not only theoretical engineering skill, but practical experience as well. HUDSON engineering is not mere theory, but a combination of theory and long practical experience. Our engineers have unusual ability. Proof of this is the fact that they have designed four famous American cars. They found out years ago how strong they should make axles, steering gears, crank shafts, frames and wheels. You keep up insurance both on your life and your property. You consider insurance not only a good investment, but a necessary investment. So do we. We insure the safety of HUDSON cars by putting into them materials better than necessary. They will withstand the unusual as well as the ordinary strain. We charge you for this additional value. It is included in the price you pay—your insurance premium put there for your protection, for the protection of your family and friends. Thousands of HUDSON cars are daily demonstrating the ability and experience of HUDSON engineers. They are daily proving that HUDSON safety factors are real ones. They are demonstrating that they are built by men who are familiar with the contingencies of the road—men with a thorough knowledge of the unusual service that a motor car may be called upon to perform.

**DOES EVERYTHING ASKED**—In the Richmond Times-Dispatch Virginia Endurance Run from Richmond to Washington, D. C., a Hudson finished with a perfect score. It was the only car in its class to finish perfect. Therein lasted three days—468 miles of rocky, muddy mountain roads. In a recent demonstration test in Honolulu, H. I., a Hudson covered 596 miles, with the bonnet sealed and without stopping the motor. The car averaged 19 miles per gallon of gasoline for the entire distance, 67 miles per quart of engine oil, and ran 596 miles on one quart of transmission oil. Performances like these are proof that the Hudson safety factors do more than make the Hudson car safe. They make it an economical car to operate and maintain. The question of upkeep is one which vitally concerns every automobile user. As making the Hudson strong insures you against accident, so does it insure you against repair bills. Sixty-eight corporations are already using Hudson cars for commercial purposes. They prefer them because they give steady service without costing much to maintain, and because their first cost is reasonable. In many instances they bought their second and third Hudsons after carefully trying out and testing the first one.

**CONSIDER MARGIN OF COMFORT**—We want you to examine the Hudson. Take an expert with you if you can. The expert will tell you that, while Hudson features and Hudson refinement are not new in the sense of never having been used before, they are now in a car at the Hudson price. He will tell you that the value is all there before your eyes in good, sound automobile design, material and finish. The fact that 800 Hudsons are being built a month is proof that Hudson owners are finding unusual value in Hudson cars. No other automobile company has ever sold so many cars their first year as we have. The reason for this large business is found in the quality of the car itself. When you buy a Hudson, you get the most for your money.

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