

IRRIGATION

will make splendid income property of the great waste areas surrounding the city of Medford

Hon. James Wilson, Secretary of the Department of Agriculture, in his speech at the opening of the Chicago Land Show, Said:

"There is Not a State in the Union Than Does Not Need Irrigation"

IN EVERY PART OF OUR COUNTRY THERE ARE A FEW WEEKS DURING THE SUMMER MONTHS WHEN THERE IS NOT SUFFICIENT RAIN TO PERFECT PRODUCTION AND DURING THIS PERIOD THE APPLICATION OF WATER BY ARTIFICIAL MEANS WOULD BE VASTLY BENEFICIAL

IRRIGATION

will in the next three or four years make Medford a city of 20,000 people

Rogue River Valley Orchards Where Irrigation Has Been Found to be the Secret of Successful Production

Irrigation answers the question of the man who asks: "What shall I do and how can I make a living while I am waiting for my orchard to come into bearing?"

Such men as Brommer Bros., Hall and Parker have demonstrated the fact beyond the question of a doubt that there is money to be made by intensive farming in the Rogue River valley. There is a strong demand for Rogue river berries; the last season's experience has proven that the desert soil under irrigation produces the finest cantaloupes that have been sold in the Portland markets.

The Rogue River valley in the next few years will gain additional laurels from her strawberries and cantaloupes, and these two products will in time rival the fame of the apples and pears.

The man who buys an irrigated orchard tract, planted to trees, can make his living by raising berries and cantaloupes between the rows. The reason that this important fact has not been more generally demonstrated is that such production has heretofore been impossible from lack of irrigation. Intensive farming cannot be carried on in the Rogue River valley without irrigation. The greater part of our vegetables come from the irrigated districts of California, but now that irrigation is possible for the small farmer, the time is not far off when we can expect our home markets to be supplied by our local gardens.

During the first year the orchardist who has purchased an orchard tract planted to trees can expect to make a profit at the rate of \$200 per acre from his cantaloupes. If he has a five-acre tract he can plant between the rows, one acre of strawberries and two acres of cantaloupes. The first year his strawberries will not be in bearing, but the second year he can expect to clear at the least \$500 from his berry patch. His cantaloupes should show a net return of \$400, so the first year the orchardist on a five-acre tract, besides the vegetables and poultry, which he can easily raise, can clear \$400, and after this time, he should easily make \$900 per annum by the cultivation of the space between his trees.

IS IRRIGATION NECESSARY IN THE ROGUE RIVER VALLEY?

YES

BECAUSE

DURING THE PAST SEASON THERE WAS NO RAIN IN THE MEDFORD DISTRICT FROM JUNE 13th TO SEPTEMBER 13th.

BECAUSE

OF THIS FACT MANY OF THE NON-IRRIGATED ORCHARDS SUFFERED TO SUCH AN EXTENT THAT PRODUCTION IN MANY INSTANCES WAS PRACTICALLY A FAILURE.

BECAUSE

THERE ARE INSTANCES IN THIS VALLEY WHERE TREES HAVE BEEN GROWN, BUT THEY HAVE NEVER PRODUCED FRUIT.

BECAUSE

THERE WAS NOT SUFFICIENT MOISTURE TO BRING ABOUT DEVELOPMENT AND PRODUCTION.

BECAUSE

THE RAINFALL FOR THE PAST 21 YEARS DURING THE MONTHS OF JULY, AUGUST AND SEPTEMBER, ACCORDING TO GOVERNMENT REPORTS ON THE MEDFORD DISTRICT, IS BUT ONE AND ONE-HALF INCHES, WHICH IS NOT SUFFICIENT FOR PERFECT CROP DEVELOPMENT.

BECAUSE

IT IS NECESSARY FOR US TO SHIP OUR VEGETABLES FROM THE IRRIGATED DISTRICTS OF CALIFORNIA, AND WE COULD AND WOULD IN THE ROGUE RIVER VALLEY PRODUCE THESE NECESSITIES WITH IRRIGATION.

BECAUSE

THERE ARE A FEW SUB-IRRIGATED ORCHARDS IN THE VALLEY. IT DOES NOT FOLLOW THAT ALL OF OUR LAND IS WATERED FROM BENEATH THE SURFACE.

BECAUSE

ONE OF THE MOST IMPORTANT RESOURCES OF THE COUNTRY WILL FOREVER BE WITHHELD FROM THE VALLEY, AND THAT IS INTENSIVE FARMING, WHICH CAN BE BROUGHT ABOUT ONLY THROUGH IRRIGATION.

BECAUSE

A MAN HAPPENS TO OWN A PIECE OF LAND THAT DOES NOT AT THIS TIME COME UNDER ANY IRRIGATION SYSTEM IS NO JUST REASON WHY IRRIGATION IS UNNECESSARY.

There is Money for the Man Who Raises Strawberries and Medford Rockfords In the Rogue River Valley

The irrigated orchard of Tronson & Guthrie, located a short distance from Eagle Point and about two miles north of Roguelands Irrigated Orchard Tracts, won the Grand Sweepstakes Prize at the Spokane Apple Show.

The Snowy Butte Orchard, which is the largest irrigated orchard in the Rogue River valley, is one of the famous orchards of the district. Its remarkable yields have done much to bring the valley into prominence.

The Renshaw orchard, located a little more than a mile south of Roguelands Irrigated Orchard Tracts, won the first prize at the Canadian International Apple Show on its irrigated Newtown Pippin apples. This orchard, like the Snowy Butte, is under the canal system of the Rogue River Valley Canal company.

The A. D. Helms orchard, located south of the city of Ashland, has long been a splendid example of production by irrigation. This orchard was represented by a carload of Newtown Pippins at the Spokane and Chicago shows, and no display at either exhibit invited more favorable comment, nor did more to uphold the high standard of the Oregon apples.

The Pellett orchard, the S. L. Bennett orchard, the Couro Fiero orchard and the Washburn orchard near Table Rock, are all irrigated orchards and have all made exceptional records, records that have been referred to in the general advertising of the valley, and each property has done much to call the attention of the country to our prosperous orchard industry.

The J. G. Gore orchard, south of Medford is an irrigated orchard and perhaps one of the most profitable properties in the Rogue River valley. This orchard is one of the show places of the district and owes its value entirely to the fact that its owner has provided an irrigation system to supply the moisture just when his orchard needs it, and carry it safely through the dry summer months.

During the past season there was no rain in the Medford district from June 13, and the late winter apple production was practically ruined in many of the nonirrigated orchards.

MEDFORD'S GREAT FUTURE FACTORY DISTRICT

Our Factories Are the Orchards of the Valley

The Irrigated Orchard Tracts of Roguelands Incorporated, located only a few miles north of Medford, with splendid railroad facilities for transportation of its products will be the great factory district of the future.

This district will not be the home of the workman who spends his days in smoke-begrimed and dirty factory buildings, living in unhealthy tenements with hundreds of his fellows, and barely earning just enough to live, but the home of prosperous and happy men and women, who work in the sunshine, live in modern bungalows, making their living from the orchards which they own, live as it was intended men should live, earning the full measure in proportion to their efforts and securing themselves the full profit of their labors.

"The Desert" as it has been known for years, will be the greatest surprise of this famous orchard district. It has already demonstrated to those who have given it unbiased and careful study that it has those essential requisites which make an orchard district and natural conditions which will make it the greatest locality for successful intensive farming in the whole of Southern Oregon.

The desert soil is the warmest and the freest from frost of any in the Rogue River Valley. It is rich and productive and contains an abundance of those natural elements which furnish the food for the plants; its deep sub-strata of gravel mixed with sand and clay gives it a drainage that is rarely equaled in any orchard district and guarantees to the future orchardist one of the most important requirements of successful orcharding.

ROGUE RIVER VALLEY CANAL CO.

FRED N. CUMMINGS, MANAGER
Medford National Bank Building, Medford, Oregon