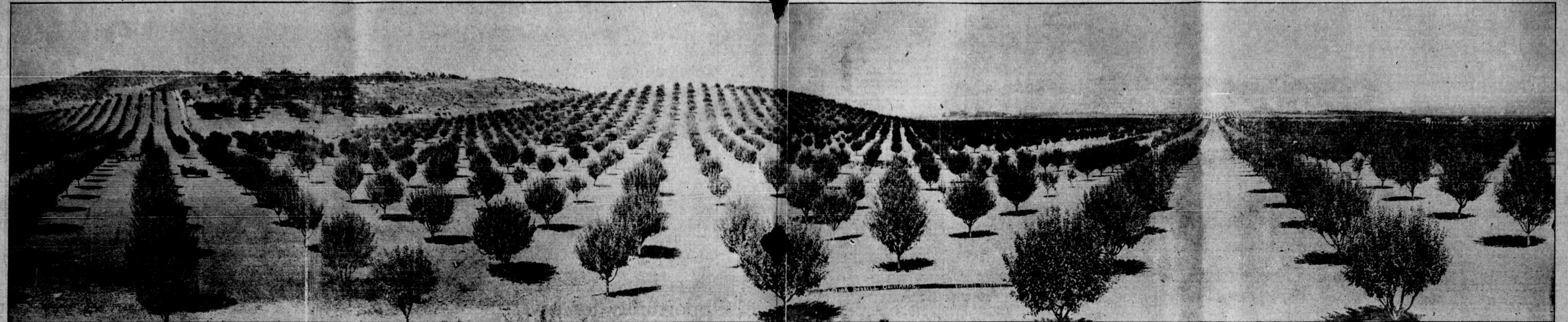


Seventy-Five Thousand Acres of Choice Commercial Apple and Pear Orchards Planted in the Rogue River Valley



THE FAMOUS BURELL ORCHARD IN THE HEART OF THE MEDFORD FRUIT DISTRICT—ONE OF MANY CELEBRATED GROVES THAT HAVE MADE THE ROGUE RIVER VALLEY FAMED THROUGHOUT THE WORLD.

Oregon Apples and Their Future

By Professor P. J. O'Gara

How the Rogue River valley came to be developed into a great fruit district is not generally known. The first fruit trees planted in the Rogue River valley, a few of which are still living and bearing profitably, are now fully 55 years of age. These apple and pear trees were planted by the early pioneers, and, although they did not receive the intelligent care and attention given the Rogue River valley orchards of today, they fruited well and pointed the way to the greatest industry in the valley at the present time. Not until 24 years after the first fruit trees were brought into the valley were the older commercial orchards planted. These numbered but four or five plantings of pears and apples, followed two or three years later by about as many more.

Of this time, for several reasons, there was a sudden lull in the orchard business, and no further plantings of any considerable size were made until nearly a decade afterward. Then suddenly, as if by magic, alfalfa and green fields were changed into orchards; wooded areas were cleared and, in turn, planted to profit-producing fruits. Here the question may be asked, Why this sudden change from apathy of a few years before to the marvelous and wide-awake interest in the fruit industry? The answer is easily given. A few of the eastern and foreign

markets had tasted of the products from the first commercial orchards, and naturally inquired whence they came. Answers to these inquiries resulted in the coming westward of the best citizens in the country, people who believed in the future of a valley capable of producing fruit of unequalled quality.

Among the pioneers of commercial orcharding in the Rogue River valley were men who knew of eastern varieties and eastern conditions, and naturally followed the beaten trail. They knew little of the valley's soil conditions, and the adaptability of the various varieties of pears and apples to suit these conditions. However, they made fewer mistakes than have been charged to them. They were working in the dark, mostly with unknown quantities, but out of it all came the happy discoveries which rewarded them for their efforts and left to the future generations a heritage whose worth has become millions, and whose ultimate value lies beyond the limits of the most vivid imagination.

If there ever were any doubts as to the possibilities in the fruit growing industry, they have disappeared. Seeing is believing. While it can never be said that further improvement along any line of horticulture is impossible, it must be admitted that the Rogue River valley has such

equal opportunity is given in the matter of getting scientific and practical advice as to the man who owns hundreds of acres.

The Newtown and the Spitzenberg are the principal varieties of apples grown in the Rogue River valley, yet all the other standard apples, such as the Jonathan, Winesap, Grimes Golden, Ortley, Arkansas Black and Rome Beauty, grow to perfection here. Rogue River Newtowns have led in price against all competitors in the London and other European markets for the past six years, and Rogue River Newtowns took first prize at the National Apple Show held in Denver in January, 1910, and cartload of Rogue River Spitzenbergs carried off the grand prize at the National Apple Growers' Show held at Spokane in November, 1909. A car of Newtowns won first prize at the International Apple Show at Vancouver in 1910, and a car of Newtowns from Ashland won second prize at Spokane in 1910.

The fruit industry tributary to Medford is developing; this section rapidly, and it is safe to say that no other city of the same size in America has a more glowing future.

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 European markets for the past six years, and Rogue River Newtowns took first prize at the National Apple Show held in Denver in January, 1910, and cartload of Rogue River Spitzenbergs carried off the grand prize at the National Apple Growers' Show held at Spokane in November, 1909. A car of Newtowns won first prize at the International Apple Show at Vancouver in 1910, and a car of Newtowns from Ashland won second prize at Spokane in 1910.

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The Ideal Life Is That of the Rogue River Valley Fruitgrower

No life appeals more to the city-born man of the world, to the retired business man or to the youth in the morning of life, and to the lover of out-of-doors than horticulture. In God's pure sunshine he can follow the simple life, breathe pure mountain air and lead the life worth while.

There is physical exercise in plenty to rebuild the body, refresh the jaded mind and restore fading health and brainwork sufficient to exercise all the faculties—for the successful orchardist must possess those qualities that make for success in the commercial world. There is ample time

for leisure, study and recreation—because fruitraising is the ideal occupation for the man of culture—the gentleman.

In the Rogue River valley conditions are ideal. Hence we find the highest grade of intelligence, men who have made names in the professions, in the stock exchange and in commerce—men from all sections of the globe, among the orchardists of the valley, and in love with their occupation.

No place in the world does finer fruit grow—apples, pears and peaches that command the highest prices in all the markets of the world. There is ample time

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Oregon Pears and Their Future

By Reginald H. Parsons of Hillcrest

For over 50 years Rogue River valley has been producing pears which now, for flavor, size and keeping quality, are known the world over. In fact, so favorably known is this luscious fruit and so much sought after by those who are willing to pay almost any price in order to have the opportunity of partaking of its delicious flavor. The figures recorded in this regard exceed those of any other kind of deciduous varieties. Three times one of our orchards has reached the world's record prices, while others in the valley have had their turn as well. The maximum price being \$10.08 per box for the average of an entire car of 504 boxes. This year again over \$10.00 a box was reached for the average, while some boxes brought as high as \$12.00 per box of 70 pears or 17 cents each.

We can therefore well say that the Rogue River valley grows the finest pear known to the present world. The reasons for this success are several, chief of which, however, are the climate and soil conditions which are conducive to size, delicacy of flavor and a wonderful keeping quality. Some varieties, such as the Comice, D'Anjou and Winter Nellis, are eventually consumed until in February, the time of picking being the month of September preceding this, making possible a consuming period of four months, a wonderful showing considering the naturally perishable quality of this kind of fruit in the softer climates and when grown under less favorable conditions and surroundings.

While the pear has grown in this valley for so many years and tree specimens can be found here and there showing considerable age, the industry of growing the pear for commercial purposes is comparatively new. It is only during the past 10 years that it has been made on these lines and during the last five years that the marvelous results have been obtained. Starting as it did experimentally, as it were, and in the face of some opposition and scorn by the old time grower, who ridiculed the idea of growing anything but grafts, alfalfa and stock the industry has now become the chief factor in the growth and subsiding of this promising and seductive valley, rich as it is in other agricultural crops, in mineral deposits and timber lands; numbering, as it does now, its shipments to domestic and foreign ports, in hundreds of carload lots. A few years will see these hundreds change to thousands owing to the rapidity with which the bearing trees are increasing constantly by the annual yield, the coming into bearing of trees more recently planted and the great increase of acreage in pear trees being planted each year. The maximum area suitable for planting is far from being reached as evinced by the thousands of acres which are still untouched.

It must not be supposed, however, that pear trees will grow, flourish and produce the highest grade of fruit in all kinds and depths of soils. Care must always be exercised in selecting heavy, deep, rich soil and well drained, if the best results are demanded. Other soils will do better for one or more of the many other kinds of fruit which do so well here. While nature does much for the fruit grower in the valley, man must use intelligence of the highest order to properly supplement all that is given him to start with. As few realize that the growing of fruit commercially has for its principles the same things that a recognized manufacturing plant has; namely, the creating of as great a quantity and as good a quality of product as can be the selling of it at the best possible advantage, and the products of it at least possible cost. Like all manufacturing, the elimination of waste is the important thing. Waste of labor, time, effort and the great waste of competition. There is where the fruit-grower has been so lamentably weak in the past and where he is now awakening to the actual and crying need for cooperation, an elimination of competition. There is where the farmer seizes his orchard, but without the aid of his neighbors, he cannot fight disease properly. If he neglects the necessary care, disease will show and if not eradicated will be transferred to the next orchard, often times some distance away. Vice versa, if his neighbor falls in mutual help, each will suffer by it. It is the old adage over again, "United we stand, divided we fall." It is in the marketing of the product of our orchard in bringing his fruit to maturity.

The commission men are, as a rule, located at but one or two points and necessary and foolish competition. We have for so long been seeing our fruit as individuals to the middle man, who offers as the apparently best terms. Such a man either buys outright for a cash price or asks for the commission to be shipped direct to him. If he buys outright, he is speculating on the opportunity the transaction offers to him of making considerable profit by the probable advance of the markets. In this the grower speculates likewise in the possibility of the market going down. But is the grower in an equal position with the buyer in this game of speculation? No, for the buyer has in the very nature of his daily contact with all the sources of supply and points of consumption, an insight into probable market conditions the grower can in no way equal. Therefore, the grower is naturally the loser seven or eight times out of ten. Again if the fruit is shipped on commission, the grower is without recourse and is in the hands of the commission man. While many such commission men are honest and capable, the majority have proven far from being so and the consequent waste to the grower is very great indeed. It is an unnecessary risk added to all he has gone through with cheerfully and willingly given by the

Medford, Oregon
ROGUE RIVER VALLEY

LOOKING FOR A HOME? HERE IS IDEAL SPOT

We have got just what you are hunting for. In the last two or three years there have been hundreds of people coming from the large cities of the east hunting for a location in some of the valleys of the northwest, where the climate is desirable, where they can have good neighbors such as they have been used to at home, and where their investments can be made profitable ones. In the Rogue River valley we have all these conditions combined, which is thoroughly demonstrated by the fact of the hundreds of satisfied and enthusiastic people who have located with us in the last three years. The majority of these people, before locating, have made a thorough investigation of the different fruit-growing valleys of the northwest. Most of these people have traveled the world over and, having had the advantage of comparison, will not locate any place where living conditions are not of the best. The desirability of the Rogue River valley as a place to live is one of its most attractive features. The prospective investor is looking for the best orchard land and on soil best adapted to fruit growing. He wants an orchard in the bearing stage, or just about to bear, not very far from town, with good roads and where he will be surrounded by the best of neighbors. We are able to supply you with these very things. We can give you ten, twenty, thirty, forty or fifty acres located within two to three miles of Medford on some of the most desirable fruit land on the Pacific coast. This land is all subdivided and

Medford, Oregon
ROGUE RIVER VALLEY

Rogue River Valley Pears for Years Have Bro't Highest Prices in All Markets of the World

on some of it are orchards over 20 years old that have produced hundreds of cars of fruit that have been shipped to the principal markets of the world, demonstrating the soil's perfect adaptability for fruit raising. The varieties of apples these orchards offer are the Yellow Newtown and Spitzenberg, and in addition, all the best varieties of pears. The age of the trees runs from 7 to 25 years old, and all are bearing. The orchards are surrounded by some of the best families in the Rogue River valley, where beautiful homes have been erected and where electricity is available for lighting, heating, and cooking. Additional conveniences are a rural free delivery service and telephone. A ten minute drive brings you to the heart of a city of 10,000 people, one of the most progressive and desirable cities in the west. University of Oregon, where you can be golf and country club being put in condition at the present time.

For further information write or call upon John D. O'Connell, Exhibitor, Medford, Or.

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 of fruit and that the fruit could not be marketed at a profit. Experience, however, 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 as does grown in the Rogue River valley. Wherever your fruits are offered the highest prices are paid, and it is always in demand at fair prices."

Medford, Oregon
ROGUE RIVER VALLEY

Highest Prices Ever Paid for Green Fruit Were Secured by Rogue River Products

of our orchard in bringing his fruit to maturity.

(Continued on Page 6.)