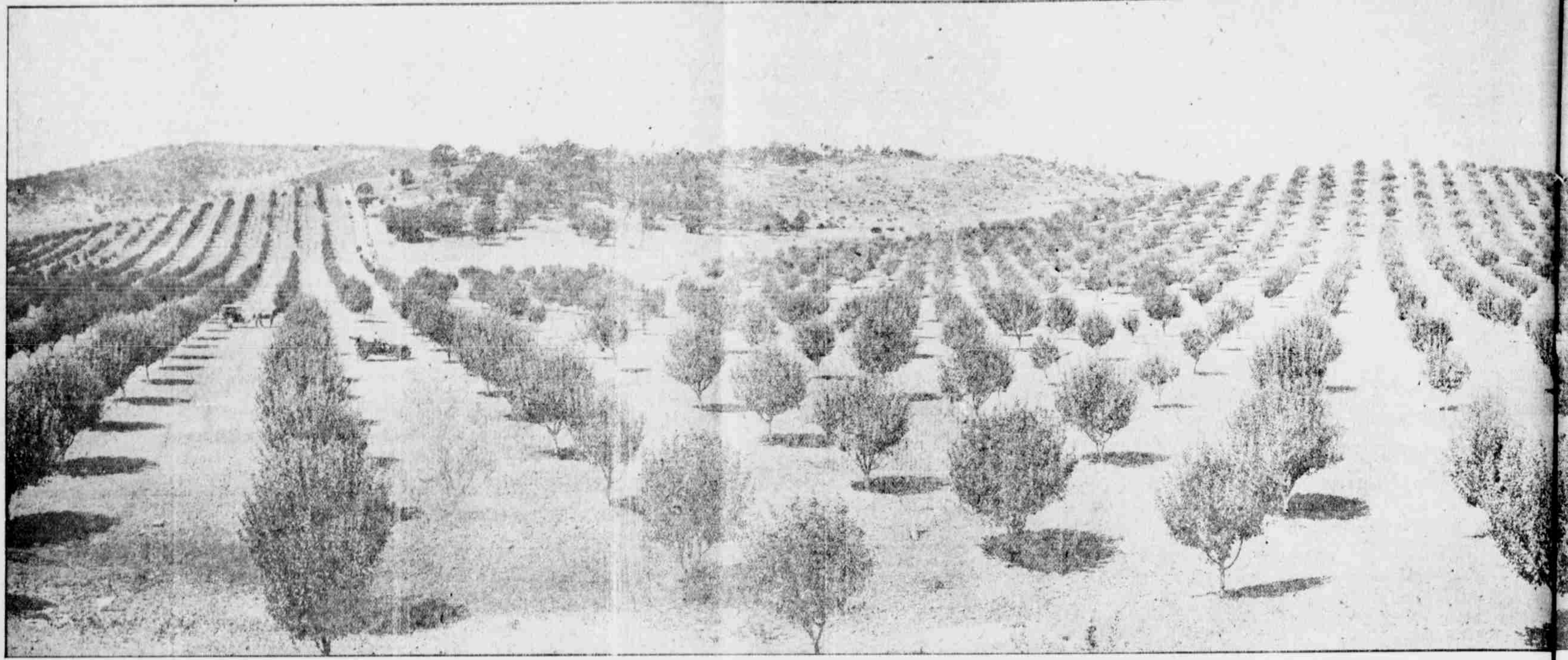
Seventy-Five Thousand Acres of Choice Commercial Ap



THE FAMOUS BURRELL ORCHARD IN THE HEART OF THE MEDFORD FRUIT DISTRICT—ONE OF MANY CELEBRATE

Oregon Apples and Their Future — By Professor P. J. O'Gara

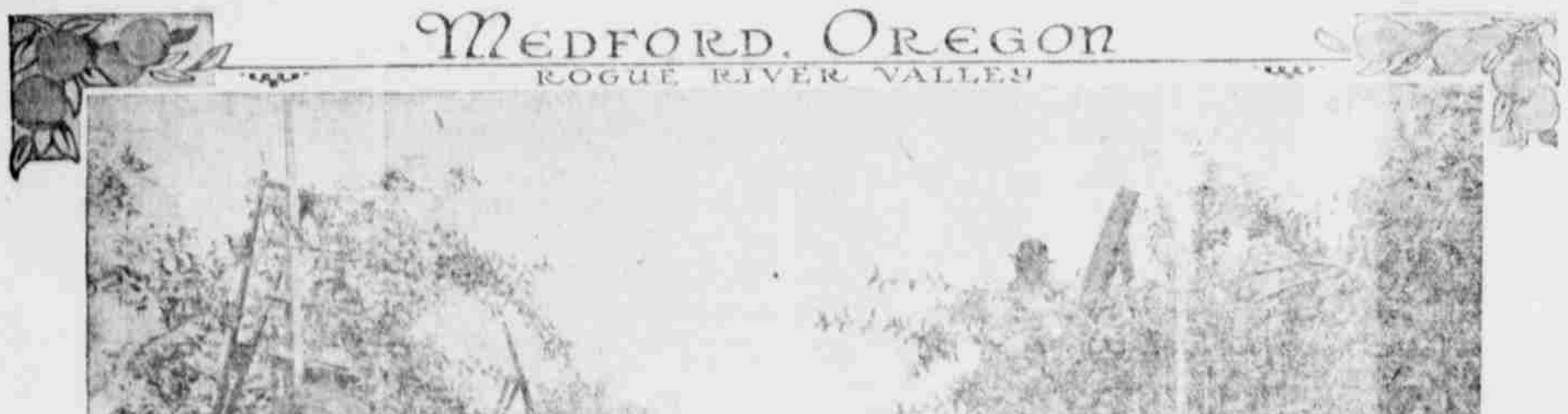
How the Rogue River valley came to be developed into a great fruit district is not generally known. The first fruit trees planted in the Rogue River valley, a few of which are still living and bearing prolifically, are now fully 58 years of age. These apple and pear trees were planted by the early pioneers, 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 34 years after the first fruit trees were brought into the valley were the older commercial orchards planted. These 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 unequaled 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 [illegible] tricts that boast of years of practical experience. It is true that the horticulturists of the Rogue River valley, as a body, are made up of men who have made a success in various occupations as professional men, manufacturers, salesmen, bankers, and even more pleasure seekers, but they have put into their new life's work the same intelligence and vim which characterized them in their former occupations. Science and scientific methods have stepped in and taken the place of haphazard guessing, so that anyone making a [illegible] as to [illegible] for certain varieties, methods of cultivation and fertilization, irrigation and treatment [illegible] as to the man who owns hundreds of acres.

The Newtown and the Spitzenberg are the principal varieties of apples grown in Rogue River valley, yet all 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 [illegible] years, and Rogue River Newtowns took first prize at the National Apple Show held in Denver in January, 1910, and a car carried off the grand prize at the National Apple Growers' Show held at [illegible] eases, which, in so many localities, through careless effort, have brought about complete annihilation of the fruit industry. If there ever were any fears that infections 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 a doubt.

In order to fight orchard fruit diseases successfully there must be at hand a perfect knowledge of the situation so that there will be no misguided efforts, and where certain infections diseases are to be combatted there must be a united effort on the part of every grower.

In order to carry on a successful campaign against disease, there must be organization and instruction. Both of these important factors have been carefully planned. A corps of inspectors, each with his own district, take charge of the inspection of every orchard and every fruit tree, no matter where it may be. The inspection is very rigid and in the case of [illegible] fruits that are subject to pear blight, every tree is examined [illegible]. This is done, not once a year, but several times if necessary.



Picking Scene in Young Apple Orchard Near Medford.

numbered but four or five plantings of pears and apples, followed two or three years later by about as many more. At 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 grain fields were changed into orchards; wooded areas were cleared and, in return, 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 [illegible] made more mistakes than have been charged to them. They were working in the dark, mostly with unknown quantities, but out of it all came the [illegible] which [illegible] them [illegible] and left to the future generations a heritage worth [illegible] millions, and [illegible] 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. [illegible] 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 much less to learn than many horticultural dis- [illegible] of its cases, which, by the way, are very few, would have only blossom blight. Located in Medford is a branch office of the United States department of agriculture, fitted with a library, laboratory, which is in charge of a pathologist whose duty it is to look after the horticultural interests of the Rogue River valley. All [illegible] referred to this office are given the [illegible] prompt attention, which is characteristic of the [illegible] office of the department of agriculture at Washington, D. C. At no other place in the United States is there an office of this kind. To the man who has but one acre an equal opportunity is given in the matter of getting scientific and practical advice [illegible] 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 1909.

The fruit industry tributary to Medford is developing this section rapidly, and it is safe to say that no other city of its same size in America has a more growing 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 the orchard fruit dis-

The Ideal Life Is That of the g

No life appeals more to the city-worn man of the world, to the retired business man or to the youth in the morning of life, and to the lover out 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 a-plenty to rebuild the body, refresh the faded mind and restore fading health and [illegible] work 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 —hence fruit raising 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, on 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, that net as high as $1000 an acre to the grower, and sometimes higher. Bartlett pears have yielded $2250 an acre on the Bear Creek orchard. Comice pears from the Hillcrest orchard sold at $10.05 a box in London. Winter Nelis pears have netted d$15.50 a tree the entire orchard. Newtown Pippin apples average the grower from $2 to $3 a box at the orchard, and nearly the entire crop goes to England, and Spitzenbergs yield even more and are the favorite fruit of New York swelldom.

Returns to local fruitgrowers show that Spitzenbergs have netted $1500 an acre. Newtowns $1450 an acre, Bartletts $1080 an acre, d'Anjous $3200 an acre, 7-year-old Howells $718 per acre, while even the despised Ben Davis has yielded $500 an acre. Peaches yield $500 an acre and other fruits in proportion.

As not over 8000 acres of the 65,000 acres planted around Medford are in bearing acreage is in many instances paying all expenses for caring for the entire planted acreage and in addition making money for the owner, the above figures offer a suggestion of what the profits to local fruitgrowers will be within a few years, for fruitgrowing is still in its infancy in the Rogue River valley.

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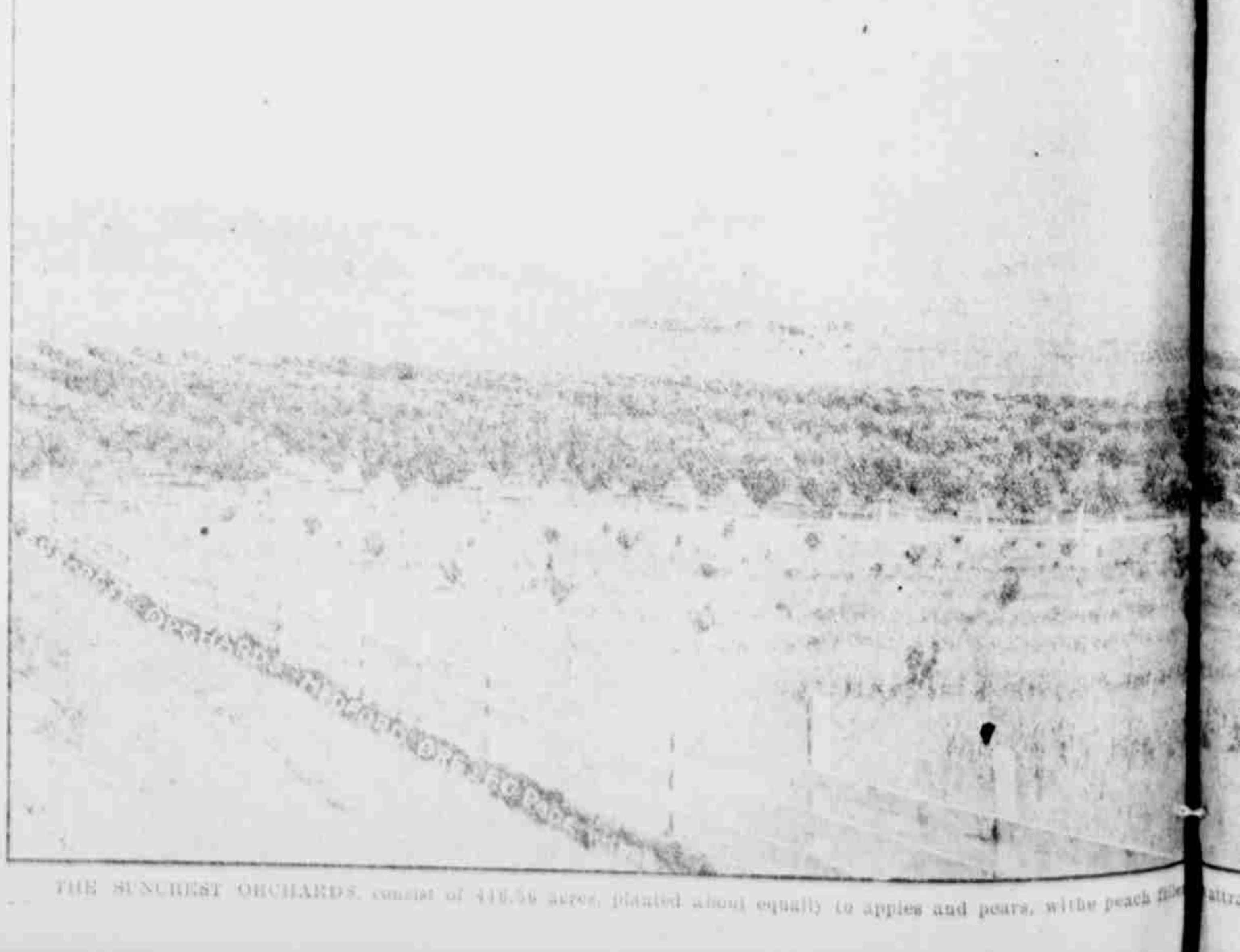
Subdivision of the Larger Orchards Is Now the Tend



THE SUNCREST ORCHARDS consist of 418.56 acres, planted about equally to apples and pears, with peach fillers [illegible]