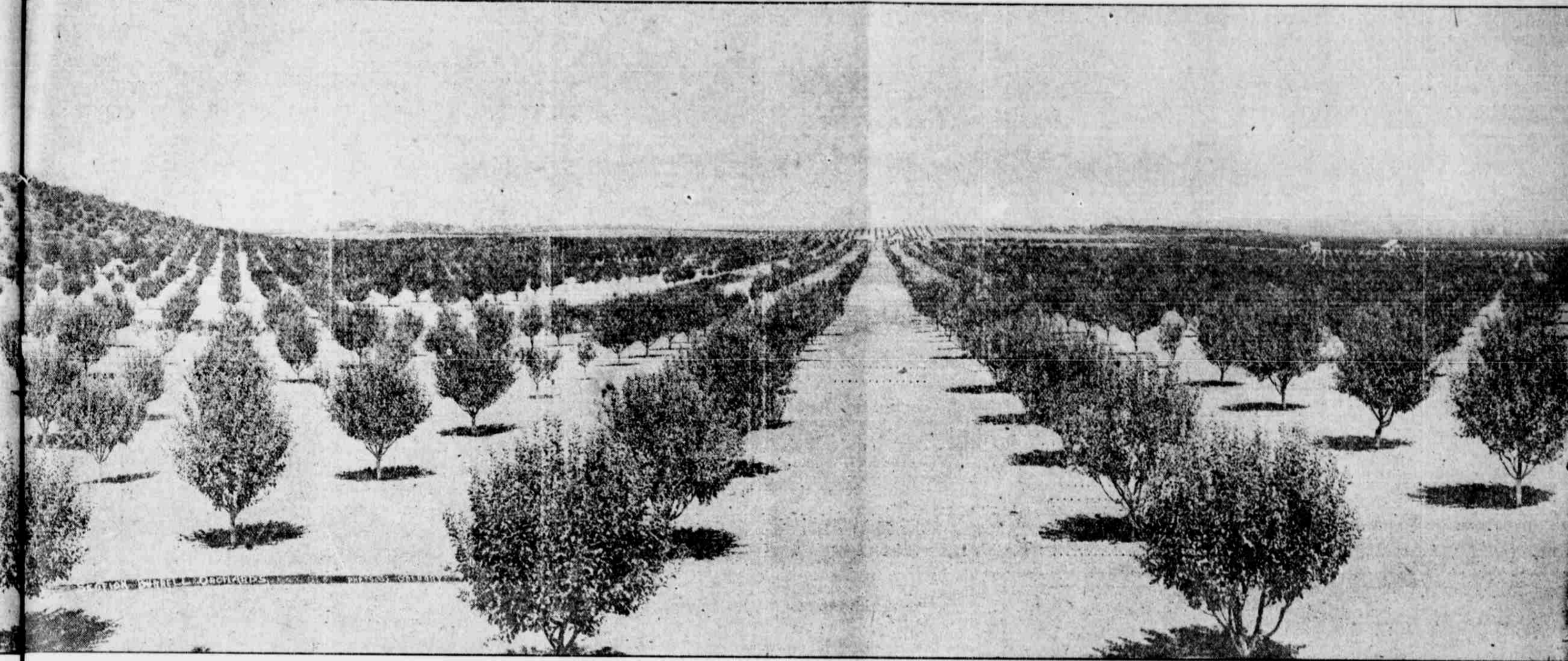


Apple and Pear Orchards Planted in the Rogue River Valley



PLANTINGS THAT HAVE MADE THE ROGUE RIVER VALLEY FAMED THROUGHOUT THE WORLD.

Rogue River Valley Fruitgrower

ROGUE RIVER VALLEY'S HEALTH GIVING CLIMATE.

"What is the character of the climate of Rogue River valley?" is a question asked by every newcomer and prospective resident of Medford and vicinity.

What are the prevailing diseases, the source of your water supply, and above all, is it healthful? Do you have electrical storms or wind storms? Is the valley a good secluded section for semi-invalids?

There are many factors which must obtain if one is seeking climate for residential, health, comfort or business purposes. Those factors are temperature, humidity, atmospheric pressure, purity of air, latitude, altitude and local conditions. I. e., nearness to main towns, nature of soil, irrigation, cultivation, population, smoke, etc. The amount of sunshine, so important in the consideration of any climate, is governed largely by the humidity.

As the Rogue River valley enjoys about 300 days of sunshine yearly, and as the sun's rays are one of the most powerful disinfectants known to science, it naturally follows that this section is free from many of the

diseases which are common to less-favored sections.

The valley is free of the sudden changes of temperature so common east of the Rock mountains. During the winter the thermometer not often goes below freezing and the hottest summer day rarely brings the mercury to 100 degrees.

The heat is tempered by cooling northwest breezes, making the climate a most delightful one for the most delicate patients.

While the humidity is great during the winter months, the shortness of that season, the lack of high winds and equitable temperature make the winter months as enjoyable as the remainder of the year.

Climatologists would place this section in the category of climates as inland, medium altitude, both a sedative and stimulant, free from winds, electrical storms and sudden changes of temperature, a most ideal combination of conditions, one which is unequalled in the United States.

The physiological effect of this section on the newcomer consists of increase in respiration and cardiac functions, increase in appetite and stimulation of the nervous system, and in an increase in both quantity and quality of blood.

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 is it that people are willing to pay almost any price in order to have the opportunity of partaking of its delicious flavor. The figures reached in this regard exceed those of any other kind of the deciduous varieties. Three times one of our orchards has reached the world's record prices, while others in this 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 car 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 climatic and soil conditions which are conducive to size, delicacy of flavor and a wonderful keeping quality. Some varieties, such as the Comice, D'Arjon and Winter Nellis, not being finally 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 varieties 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 any showing has been made on these lines and during the last five years that the marvelous

ed 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 lie 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 so much for the fruit grower in the valley, man

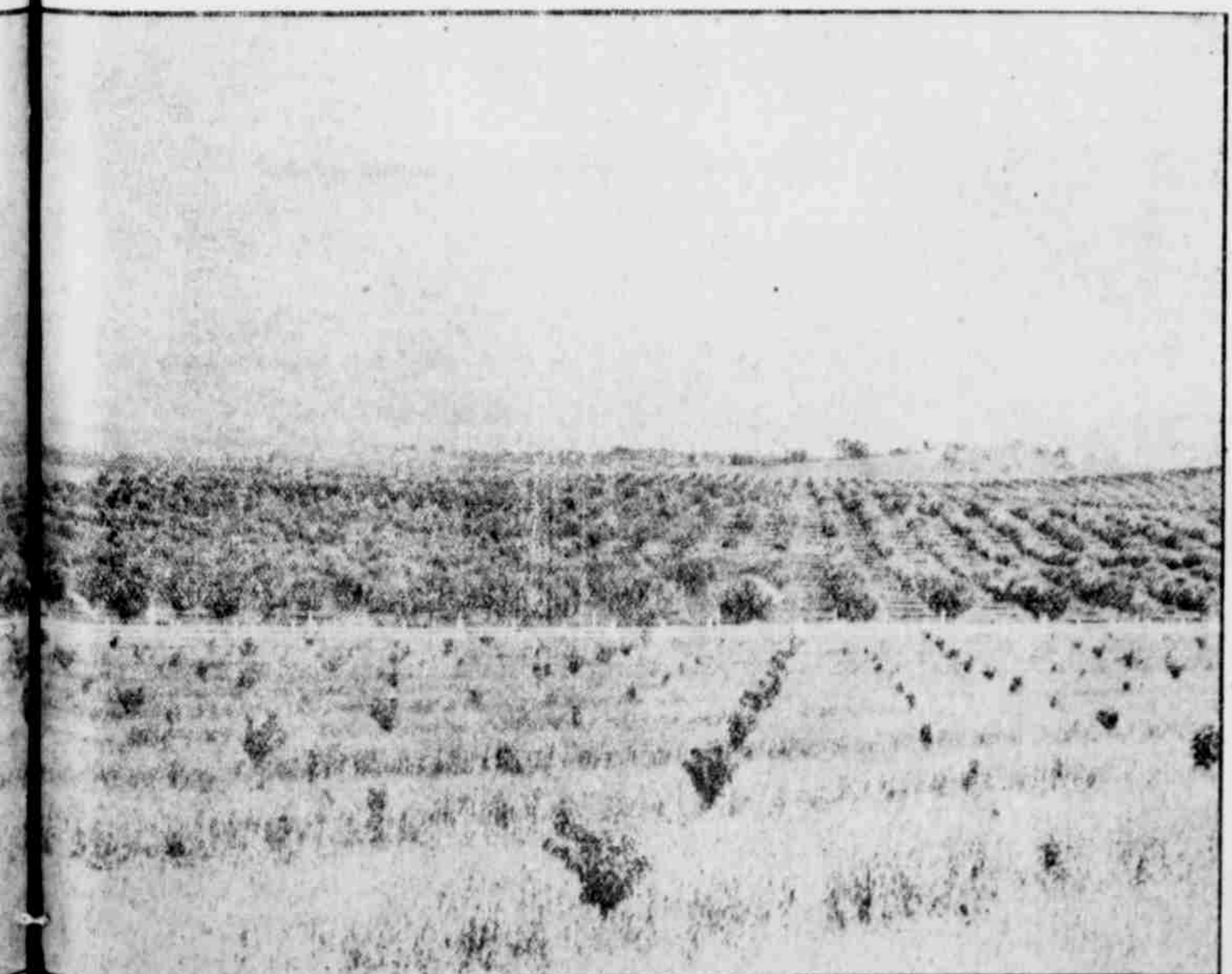
an elimination of this competition in buying supplies, and in harvesting and selling the crop. While in growing the fruit there has been a spirit of camaraderie and helpfulness, seldom, if ever, found in any other business, aid cheerfully and willingly given by the owners among each other, the spirit of rivalry, to a certain degree very helpful and beneficial, has been carried to an extent where each fruit grower is not only injuring his neighbor, but himself as well. The fruitgrower of the country and the northwest in particular has come to see, through much bitter and unnecessary experience, that the only hope of the industry is in

times some distance away. Vice versa, if his neighbor fails 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 orchards that the greatest waste occurs, the greatest waste due to unnecessary and foolish competition.

GRADERS AT WORK ON P. & E. RAILROAD

No news of greater import to the Rogue River valley and the city of Medford was announced during the year just closed than the announcement that James J. Hill had acquired the Pacific & Eastern railroad and

Fancy Throughout the Rogue River Valley District



attracted attention of horticulturists as it is considered the most uniform of any tract of equal size in the northwest.

Medford, Oregon

ROGUE RIVER VALLEY



An Avenue of Props—Showing Orchard Heavily Laden With Fruit.

results have been obtained. Starting as it did experimentally, as it were, and in the face of some opposition and even by the old time settler, who ridiculed the idea of growing anything but grain, alfalfa and stock the industry has now become the chief factor in the growth and upbuilding 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 car loads. A few years will see these hundreds change to thousands owing to the rapidity with which the bearing trees are increasing constantly the annual yield, the coming into bearing of trees more recently plant-

ing must use intelligence of the highest order to properly supplement all that is given him to start with. A 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 products as can be, the selling of it at the best possible advantage and the producing 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 need and crying need for co-operation

combining, as above mentioned, to form an association where the mutual help and personal disinterestedness of each one will help to the end that the industry will be built up and established in such a manner that each member will obtain the greatest value for his time, effort and money invested. In individual enterprise alone there is bound to be great hardship. Our individual, we will say, thinks he knows perhaps more than his neighbor and wishes to be independent. He buys his land, plants his trees and cultivates 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-

intended to push it across the Cascades east of this city to a connection with the Oregon Trunk line now building down the Deschutes, thus giving Medford a direct line east. The road during 1910 was completed to Butte Falls, 39 miles east of this city, in the heart of the great timber belt of the county. Early in the spring work will be resumed and the road pushed over the mountains to an eastern connection. The road was started by local people and built to Eagle Point several years ago. The road then got into financial straits and remained at a standstill for some time until it was acquired by John R. Allen of New York who in turn disposed of it to James J. Hill.