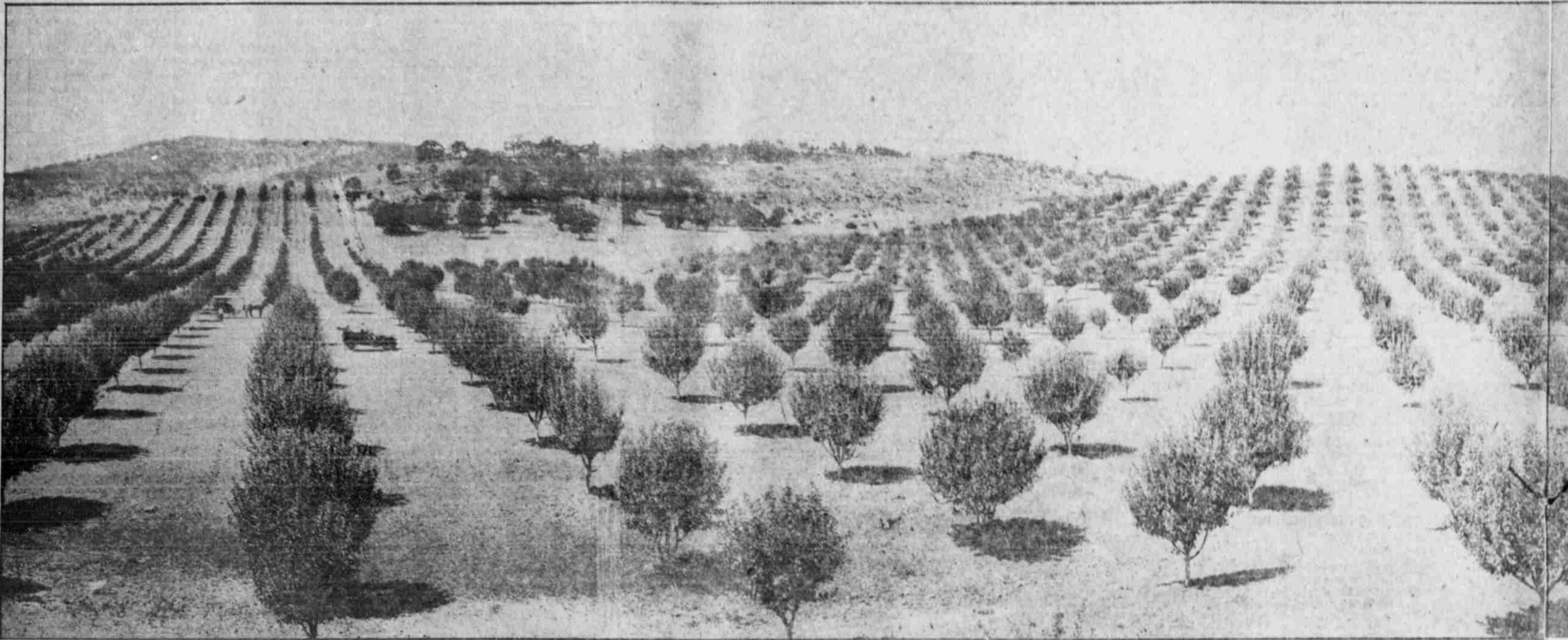


More Than Seventy-five Thousand Acres of Choicest Co



Horticulture in Rogue River Valley

(By P. J. O'GAR.)

Sixty years ago a few hardy pioneers, braving the dangers and hardships of a transcontinental journey by slow wagon trains, brought into the Rogue river valley seeds and clones of the fruits with which they were familiar in their eastern homes. They were not horticulturists or fruit-growers as the term is applied today; they grew apples, pears, peaches and other fruits more for the pleasure of growing them than for any profit that might have been made from them. They were too busy getting the absolute necessities of life to think of commercial fruit-growing. For the most part the varieties of fruits which they grew were without name, that is to say, they were seedlings; and today many of the sturdy old trees that sprang from the seeds which these men planted in the fertile soils of the Rogue river valley are without a horticultural name. Nevertheless, many of these old fruit trees have borne prolifically in all the years that have passed since they came into bearing. The pioneers who settled the valley not only had good fruit, but plenty of it.

The Pioneers.

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, excepting that they were good, and the adaptability of the various varieties of fruits to suit these conditions. However, they made fewer mistakes than have been charged to them. They were in a new country, working in the dark, mostly with unknown quantities, but out of it all came the happy results which rewarded them for their efforts. They constructed for future generations the foundations of an industry that cannot be surpassed the world over.

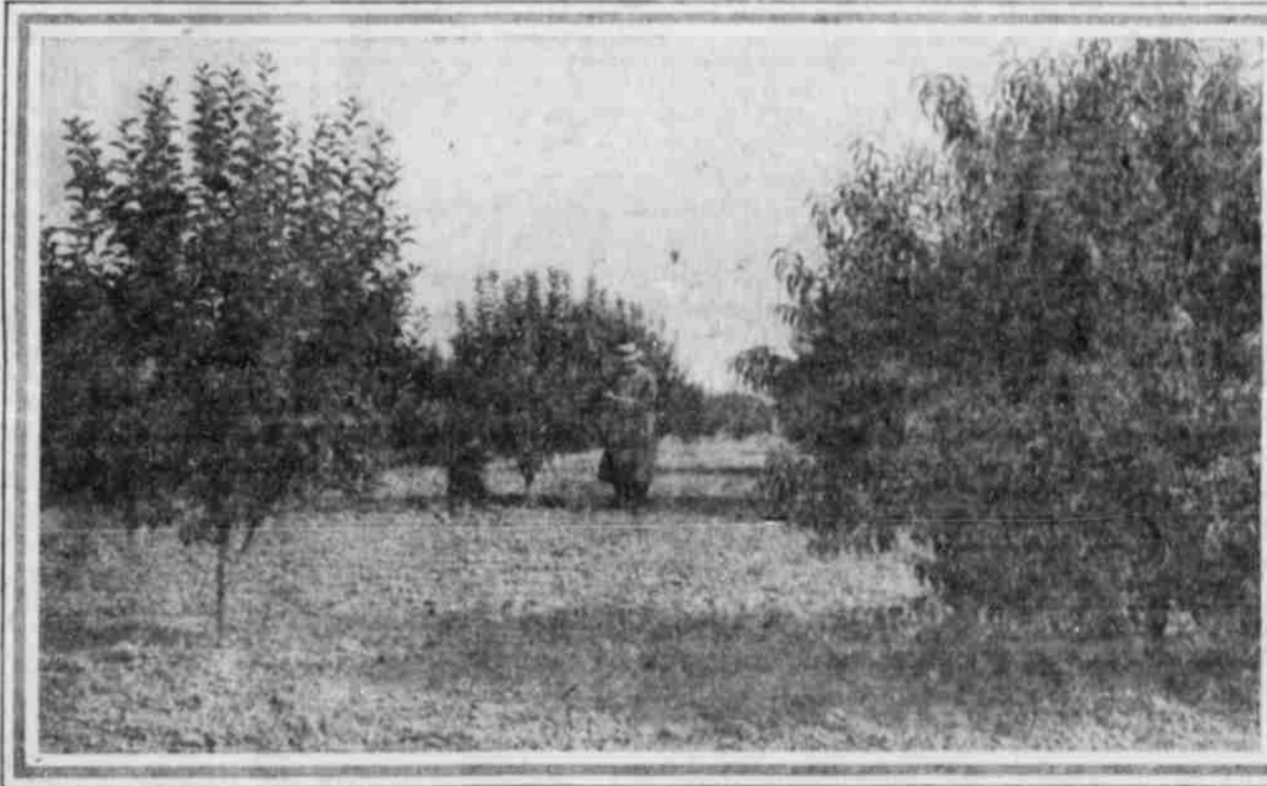
While the real beginning of fruit-growing dates back to the early 50's, the commercial side of the industry

dates back only 25 years. However, let us say that while commercial fruit-growing began a quarter of a century ago, it was only a beginning. About that time the Stewart, Gore, Olwell, Weeks, and a few other well-known orchards were planted, and only a short time thereafter did such men as Stewart, Olwell and Weeks establish markets for our fruits, not only in the east but also in the markets of Europe. Those of us who are living in the valley today should have a profound respect for these men who staked their all in an enterprise which at that time was merely one of chance, but of wonderful importance as it has since proven. Even now, the valley is only beginning to come to its own. In a short time it will be producing tens of thousands of carloads of the various orchards' fruits, especially apples and pears. It already has planted an acreage large enough to produce an output of

30,000 cars per year; all that is required will be the proper attention necessary to the growing of the trees into bearing. The soil and climate are perfect, all that we need is time and well directed labor.

Orchards Healthy.

There is probably no fruit district in the United States where so great attention is paid to the matter of the health of the orchards as in the Rogue river valley. Not only are the orchards well cultivated, but every attention is given to the treatment of orchard fruit diseases. This valley is the first in the United States to have a pathologist and entomologist of its own. The office of the pathologist has in charge the inspection of all orchards, nursery stock and plants, either growing in the valley or to be sent out of it. The office publishes bulletins and papers on such matters as will be of direct help and interest to farmers and fruit-



Pears and Pear Culture

(By Reginald Parsons.)

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 \$10.98 per box for the average of an entire car of 594 boxes. This year again over \$10 a box was reached for the car average, while some boxes brought as high as \$12 per box of 70 pears, or 17 cents each.

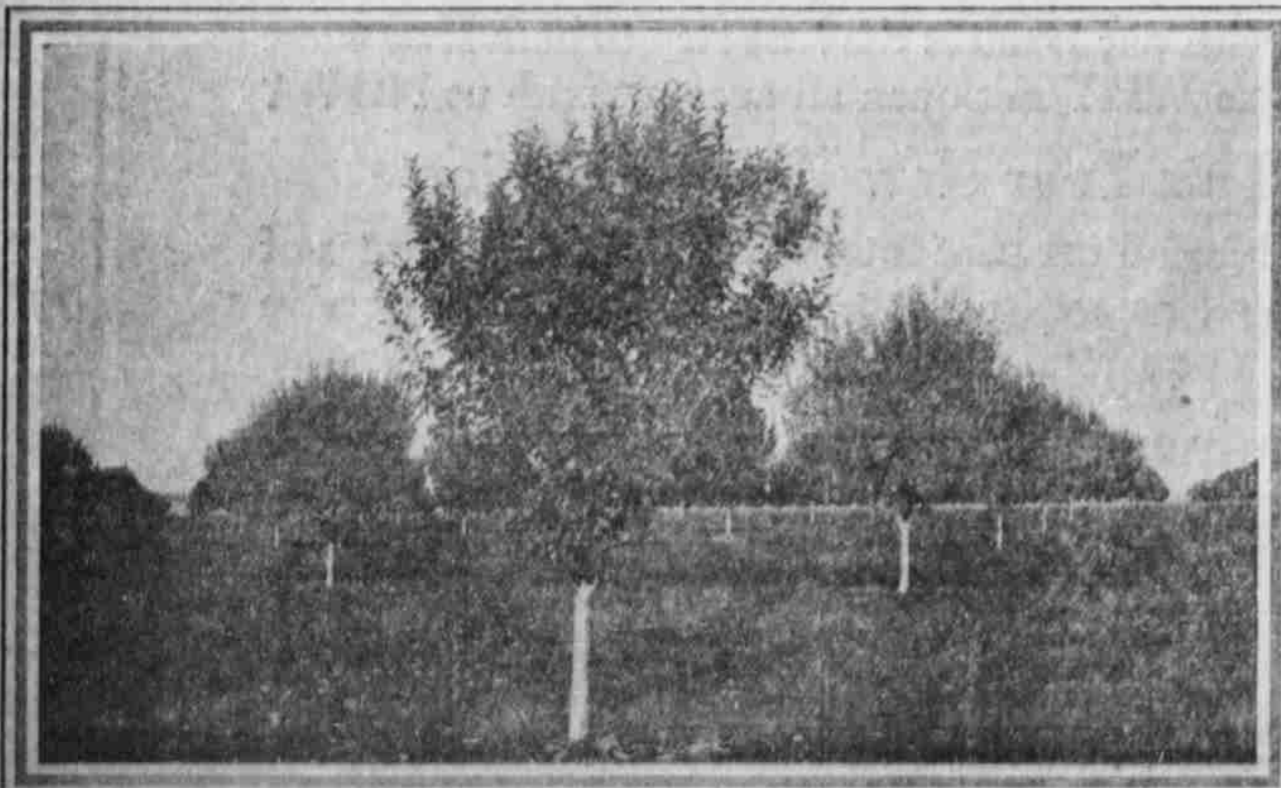
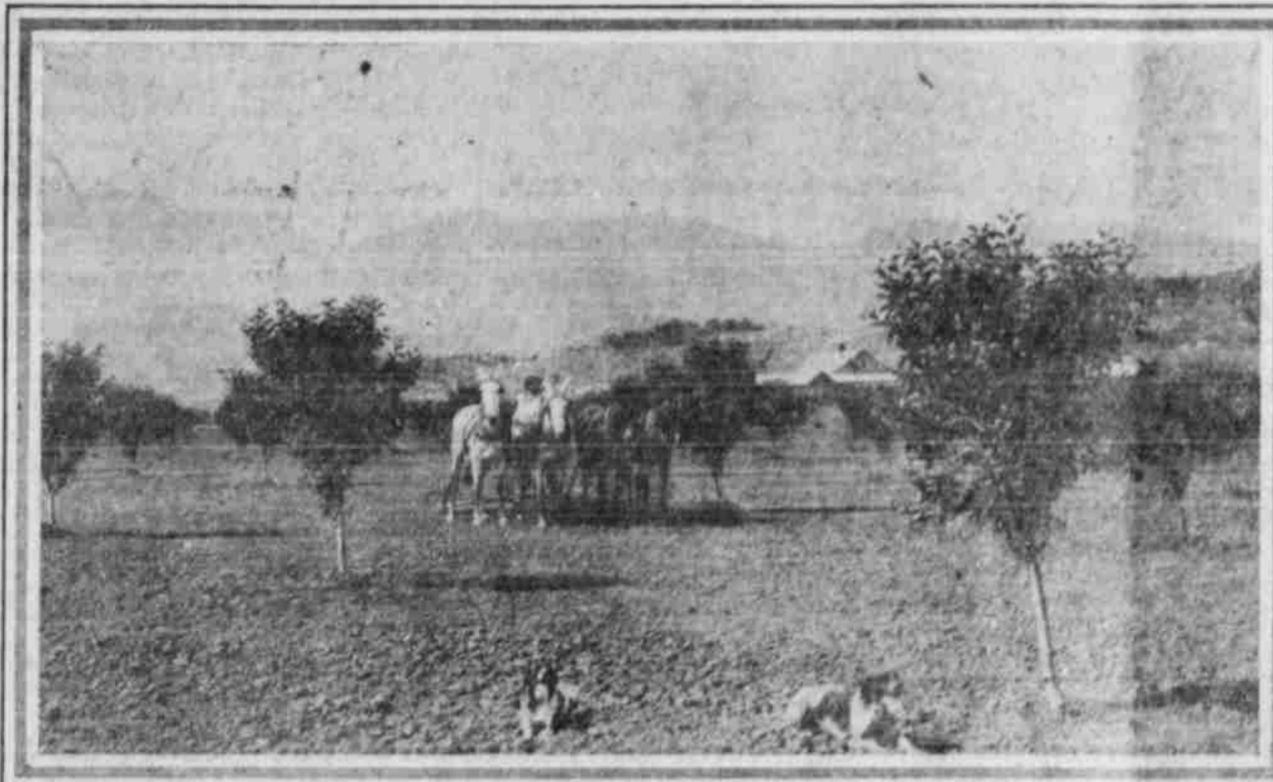
Grow Finest Pears.

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'Anjou 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 ten years that any showing 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 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 carload lots. 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 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 evidenced by the thousands of acres which lie still untouched.

Soil Selection.

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 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 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,



View of famous Burrell orchard in the heart of the Rogue river valley.

GROWERS' NET PRICES

The Rogue River Fruit and Produce association, handling the Rogue river valley, gives the following as the average net prices realized through the association:

- Earliest pears, 4 tier fancy, \$1.12; 5 tier fancy, \$765
 - Clairgeau pears, 4 tier fancy, \$1.245; 5 tier fancy, \$2207
 - Howell pears, 4 tier fancy, \$2.265; 5 tier fancy, \$2207
 - Anjou pears, 4 tier fancy, \$2.24; 5 tier fancy, \$2.265
 - Bosc pears, 4 tier fancy, \$2.50; 5 tier fancy, \$2.38; 4
 - Winter Nellis pears, 4 tier fancy, \$2.12; 5 tier fancy, \$2
 - Jonathan apples, fancy, \$1.54 to \$1.40; choice, \$1.33 to \$1.20
 - Newtown apples, fancy, \$1.59 to \$1.53; choice, \$1.20.
- Returns on Comice pears not complete. Have sold at \$8

