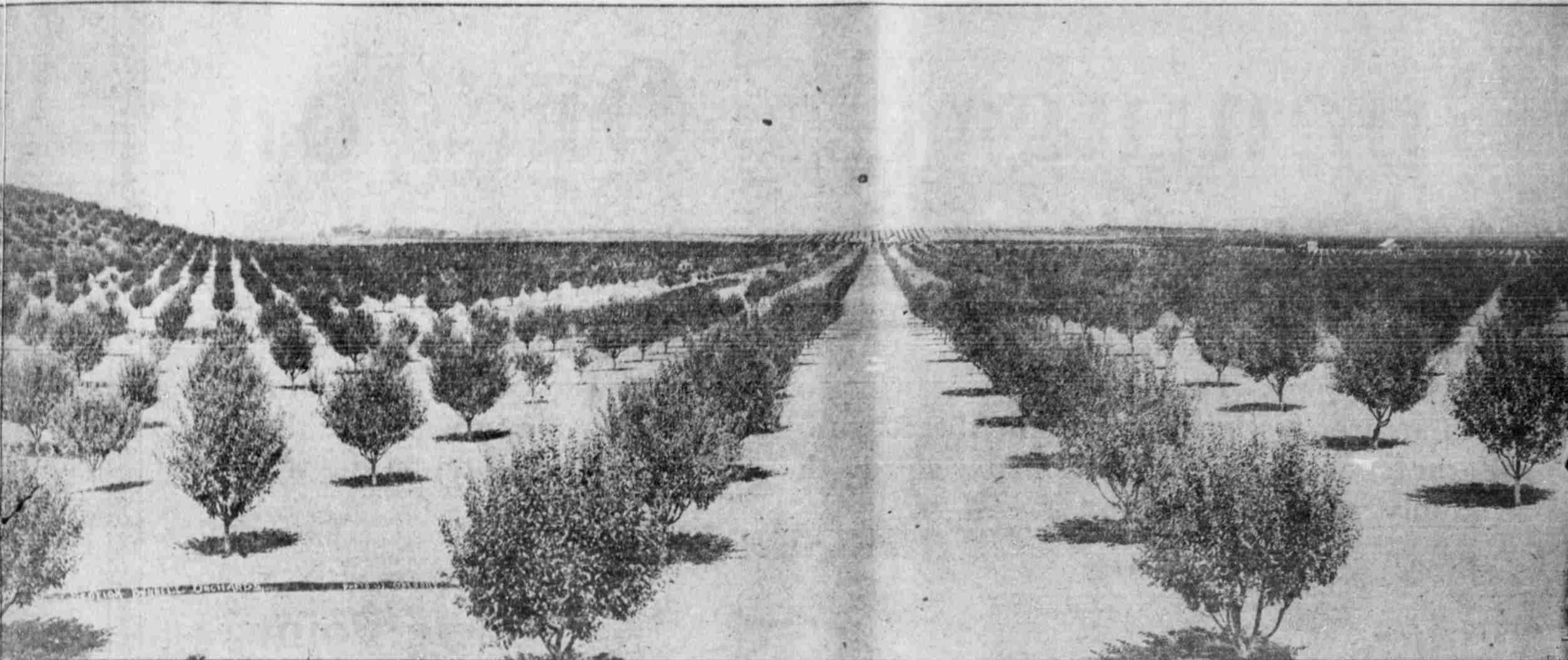


Commercial Orchard Planted in the Rogue River Valley

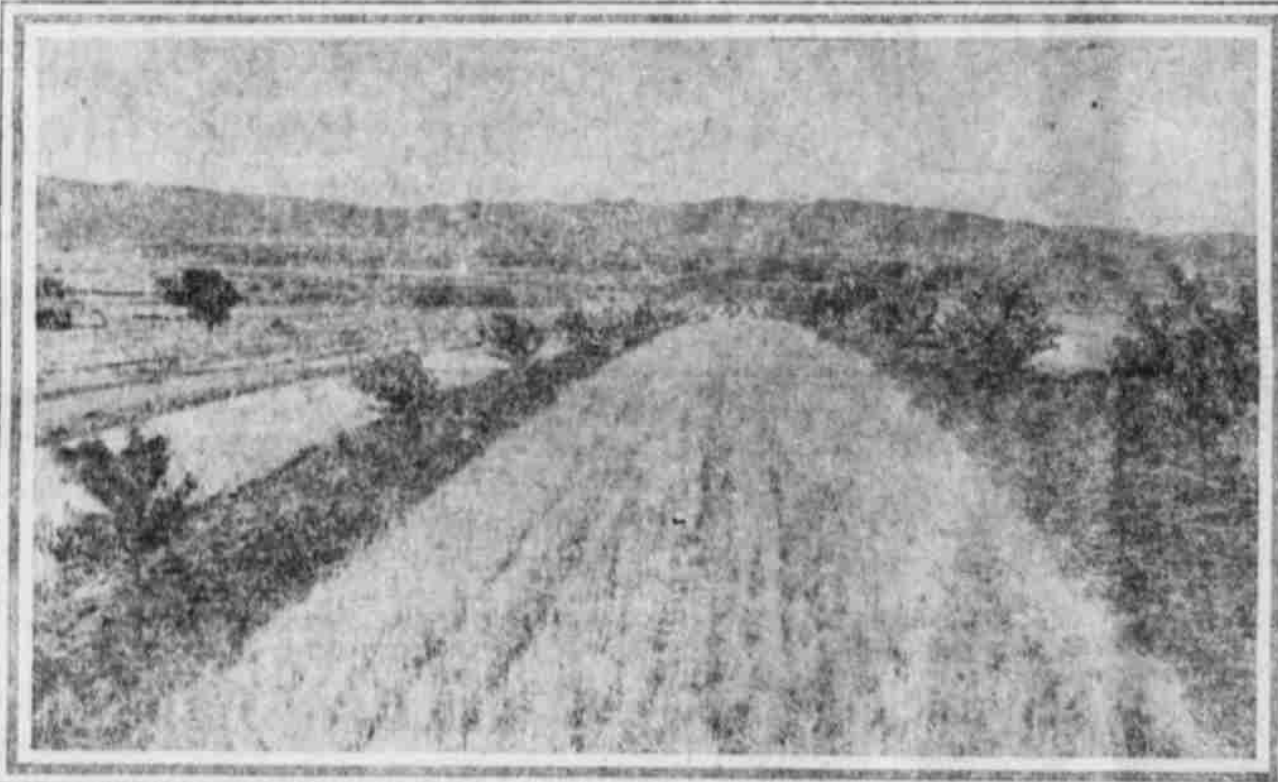


Orchard district. Other orchard views are shown.

MARKET FOR FRUIT IN 1911.

Handling three-quarters of the orchard output of the valley realized for this season's (1911) crop handled

705; 4 tier choice, \$60; 5 tier choice, \$74.
\$1.233; 4 tier choice, \$937; 5 tier choice, \$95.
207; 4 tier choice, \$1.979; 5 tier choice, \$1.802.
25; 4 tier choice, \$2.09; 5 tier choice, \$1.884.
4 tier choice, \$2.018; 5 tier choice, \$2.051.
\$2.034.
to \$938.
\$1 a box. Ben Davis Returns not complete.



Rogue River Valley Fruit Industry

By CHAS. A. MALPOEUF,
Secretary Northwestern Fruit Exchange.

A comparison of the different orchard districts in the Pacific northwest cannot fail to impress one with the great dissimilarity in the natural conditions local to each, not only as to climate, soils and elevation, but in practically every other factor that goes to make up the list of innumerable requisites called for in successful fruit growing. It takes a comparison of this kind, made by personal observation on the ground, to understand, and at the same time to appreciate, the virtues of any one section. No two are alike, but it is not alone in general appearance and physical surroundings that they differ. Given the same elevation, they oppose each other in climatic elements; given both, the sharpest lines of distinction in soil conditions prevail. In the immediate shadow of

great mountain ranges, whose summits and slopes are snow covered for months in the year, some of the valleys subsist alone through irrigation. On the plateaus or rolling hills, far removed from the watersheds, and where the rainfall is minimum, irrigation is not practiced.

Many Contrasts Shown.

Apples that color to perfection at elevations of more than half a mile above sea level, require more than 30 days longer to attain the same degree of maturity in other districts, at one-tenth the same altitude; the same varieties that reach the zenith of unsurpassed beauty in some localities at 1000 feet elevation fail to come up to the same standard of commercial perfection at equivalent elevations elsewhere.

All this is well. These very contrasts represent the greatest stimulus the northwest apple has. The inflexible rule laid down by Nature by rea-

son of those conditions forces the planting of varieties—if success is to be expected—in sections to which they are best adapted. It enforces, or sooner or later will enforce, to an equal extent, the law of elimination to that same variety in districts not suited to its cultivation. It demands the scattering of the orchards over an area of more than 150,000 square miles, in order that the northwest may produce a number of varieties, which, when placed upon the markets in their highest state of quality and appearance, will sweep aside all competition from every part of the globe. This situation is the protection of the whole industry, and to each of the many districts that are participating in it.

Over-Production Impossible.

If, for example, every section, unmindful of these facts, sought to grow nothing but the Bartlett or the Comice, or the Newtown, in the hopes, or with the idea of duplicating those varieties in the same magnificent form in which they are produced in the Rogue river valley, the cry of over-production might be well founded. If every one of the 16,000,000 growing trees in the northwest consisted of Winesaps the incomparable specimens of those varieties as produced in the valleys of the Wenatchee would stand for naught in the markets, and the bumper prices obtained today in Cashmere and Wenatchee would be short lived. The Spitzenburg of Hood River would share the same fate, and the two hundred million industry of the three states would be set at a ridiculous discount.

The situation demands variety, and nature has well provided for it through conditions that have been mentioned. A variety of apples, picked from early September to late in November, and capable of being marketed from September to March, April or May, is the foremost necessity in northwest fruit growing, and given this state of affairs, it will

(Continued on Page 7.)

Work of Fruit Exchange in 1911

(By K. S. Miller.)

This has been the shortest year in fruit known in the northwest since the fruit business assumed any proportions. The apples failed to bloom in many districts, and the fruit was all of a very indifferent quality; the prices as a consequence were very high for the first-class stuff, and very ordinary for the poor fruit.

The frost did not injure the apples in the Rogue river valley, but wiped out much of what promised to be an unusual pear crop. Either the frosts or the hot winds in July arrested the growth of the fruit, and very little of it came to size. This was also true of the apples in many districts, so that some sections sent out the bulk of their crop as five tier. Our Bartlett pear prices seemed small until compared with California and other northwestern pear sections and we were fortunate to come out as well as we did. The later pears—Howells, Anjous, Bone, Comice, Winter Nells—did as well, and in some varieties better, than 1910.

Box Apples Wanted.

Facing a bumper crop of apples in the east, the northwestern box apple was for a long time shunned by dealers, but when they awakened to the fact that the quantity was very limited the prices stiffened, and there was a demand for more than could be supplied of large fancy apples. Our Newtowns, as usual, went to England, and were sold quite early in the season.

The association has given a much more thorough inspection of the packing and shipping this season than has ever been given to any Rogue river fruit. The organization has been a solid one, with practically every point covered; the personnel has been of a high order, and has succeeded in sending out our fruit in first-class condition; and though the crop has been small, and was compelled to carry the association's working force, which was de-

signed for a larger crop, yet at the end of the season we find the whole organization in better shape than ever. Besides the valuable property in the shape of shipping facilities which the association owns, it possesses the loyalty of the largest portion of the growers, and this season's work has tended to solidify the whole organization, because it is seen clearly that the only possible way of handling the fruit on a sane, reasonable basis is by combining for a standard of pack and a name in the market. Associations are springing up everywhere, and among the new and old our association is looked upon as one of the best.

Cooperation Growing.

The demand for co-operation among the larger associations of the northwest has been growing, and there is a strong probability that 1912 will see some of these associations combined for the purpose of properly distributing and selling their fruit without the ruinous competition which has characterized the past few seasons. All sections are beginning to see that it will be a tremendous work to keep the present prices for fruit, even with a great combination handling the bulk of it, but without some central organization the prices for fruit must inevitably fall below the present year's prices; in the meantime, the fruit industry on a solid basis is developing, and the speculative element is growing less. Business men, who understand conditions, see that fruit growing must soon be established as an industry, and be put upon a strictly business basis. By force of circumstances Rogue river has been put in the position of advancing plans and methods for the combination of the principal fruit associations into one selling agency, and before the 1912 crop is ready we hope to see a solid combination of at least the four principal districts selling their fruit through the same channel.

In the northwest there is every



reason to believe that the fruit business is to grow in size and importance, and there is every reason for fruit-growers to learn the most economical and efficient methods of production and handling. Until a section can reach a certain standard in quality and pack it will always be difficult to dispose of fruit to advantage, but those who are in the fruit business to stay know that Rogue river has the intelligence and pluck to come up to any standard required by the market, and with proper application and a little time we can enter the company of any other fruit-growing section with our product, and know that we stand with the best of them.

The association was never in better condition, and with far-reaching plans for marketing and definite plans for the organization of the different units in the valley is looking forward to a most successful year, and through the management desires to extend wishes for a prosperous New Year to all fruit-growers and their friends.

