

Car of Eagle Point Spitzenbergs That Won Sweepstakes at Spokane Apple Show



Rogue River Valley Fruit Industry

(Continued from Pages 4 and 5.)

survive and be profitable regardless of gross tonnage. Each district is, and must be, distinct in itself, and this distinctiveness is its fundamental basis. The specializing of one or more varieties in each district, which is seldom capable of being duplicated with the same degree of success in more than one section, and in very few instances more than two, is the great factor that holds out promise to those localities that heed its warnings. It removes the elements of competition to a material extent, and simplifies co-operation on the whole. The variety of the fruits on the market, moreover, is an essential to healthy prices. The different districts are therefore interdependent. The success of one depends largely upon the success of the others. They must work in common union to reach success in its clearest cut form, which means profit. The several sections are necessary to each other, and co-operation between them should be the vital aim of all.

Specializing Necessary.

It can of course be said that the specializing of varieties in each of the various districts has been the result of years of experiment. In most cases this is true, yet in most instances also, the experiment has been costly. Many of the best sections in the northwest are today producing from 50 to 60 varieties of apples. Others ship annually more than 75 varieties. The entire northwest is growing not less than 100. Outside of perhaps 25 kinds, this great bulk cannot be classed as standard. This condition operates to disadvantage in different ways: It means to the grower the loss of the difference between the value of the apple that is wanted by the trade, and that which is not. On the markets top-heavy carload mixtures, bringing low prices, naturally affect values of the better qualities. Some of the varieties are not wanted at all. Gradually this condition is being rectified; the unsuitable trees are being top-worked, or replaced by varieties that have been proven as

most logical and practical for its individual section, and the whole country is slowly getting down to a basis of standardization that is vastly more economical than when the great plantings commenced a few years ago.

Pioneer in Specializing.

To the Rogue River valley belongs the distinction of being one of the few districts where speciality was the aim of its pioneers, and where it has been correctly followed, and therein was the foundation of what promises, from every angle of conservative vision, to assure its permanency among the greatest of all orchard districts, the stability of the industry in southern Oregon, and a constant betterment of things by reason of better understood circumstances. No one familiar with the orchard areas in Oregon, Washington and Idaho, will fail to concede the palm of superiority in pear growing to the Rogue River valley, and no one will admit of the ability of the entire northwest, or of many of its districts, to surpass or even equal the general values of its Newtowns. Biased opinion does not regulate these commercial facts. It is the voice of the trade, the public that consumes the product which passes the final judgment. But don't let us belittle the products of other localities. To recognize Hood River as the best all round specialist of the Spitzenberg and the Ortle, or Wenatchee and Cashmere as the star growers of the Winesap, the Arkansas Black and other varieties of the red apple family, the Spokane district as the natural field for the Wagner, is to step into the field of broad understanding of the factors which are really making the apple industry of the northwest the safe, compact body that fully justifies the enormous amount of money that has thus far been invested in it.

Only the Beginning.

However, we can go further into this. We must look upon the wider side of Rogue River valley development. No one is blind to the facts that the exploitation of the apple and

the pear in the orchards of Oregon, Washington and Idaho, has only commenced. The test of years and of experiment will develop to a much farther degree of certainty than exists at present, whether the limitation of varieties to each district is to be as sharply drawn as it appears to be today. First of all, it must be remembered that no variety grows the same in all details in different districts; in form, color, appearance, lustre, flavor, shipping and keeping qualities, it varies to a startling extent. In many cases the differences are so manifest as to make the variety almost unrecognizable, except to the expert in pomology. At the same time, this is also true with respect to the same species of fruit in any one locality, where soil conditions vary, a distance of a few feet often embracing changes of unbelievable extent.

Take, for example, the Newtown of the Rogue river valley, which from some of the orchards matures with a high color and distinct flavor, and of a peculiarly oblong form, as against the deep green, oblate Newtown from other orchards there. There are undoubtedly, for that reason, a multitude of soils in that district that can produce other varieties of apples and pears, and of equally high grade.

Supreme Orchard Districts.

The supreme orchard districts in the northwest, in the point of ultimate tonnage, are to be those that are capable of producing the apple or pear, as the case may be, in its most perfect state, regardless of the number of commercial varieties. If the Rogue river has indicated by careful, scientific experiment that it can do so, business judgment will determine as to the wisdom of broadening its field of horticulture on those lines. When it can be determined, too, under the same process of research and demonstration, what each foot of soil within its areas can and should produce, it will have reached the top notch in its development.

One element of certainty always wants to be kept in mind by the orchardist in the Rogue river valley or elsewhere. The future of the fruit industry must, and will be, regulated

by its superior quality. The demands of the trade will be more insistent from year to year for that feature. Quality in the marketing sense, is comprehensive; it signifies not only appearance and unblemished beauty that must go farther than skin deep; the inner virtues of the fruit, the flavor, texture, shipping and keeping character, combined with the outer gloss and superlative attractiveness, are to be the governing factors. The pear and the Newtown of Rogue river possess all those requisites today, and stand upon the highest pinnacle in each respect. The aim of the grower must be to further perfect his output, and not to retrograde.

What of the Future?

Now, as the years of immense crop grow nearer, the question naturally arises as to what the Rogue river valley is going to do with its output. The day, of course, has passed, as the infantile stages of the industry have passed, when the thinking grower, the business man of the Rogue, believes he can sell his fruit to better advantage by dealing with the trade direct than by combining his interests with those of his neighbors. Any way he looks at the matter today, he is confronted with the prospects of volume, and volume of itself is competition, and unless guided by the reins of intelligence and knowledge, often destructive, ruinous competition. And aside from volume in his own midst, he has the whole northwest to reckon with. He must not forget that he has close to 25,000 co-workers in the building of the industry, who may be allies or competitors of his, as he himself chooses. He will recall the force of changed conditions by the mere realization of the fact that the next crop of normal dimensions in the northwest ought to reach a total of from 15,000 to 20,000 cars, and that this very year of 1912 promises, from the present aspect of things, to witness that enormous tonnage.

We, who know the Rogue river valley intimately, have patiently awaited the day when 1000 cars of fruit would mark the passing of our destinies from a limited sphere into greatness, and that very day seems to be at hand right now. Let us remember further

that the fruit business of Oregon, Washington and Idaho has not been constructed upon the same lines as the ordinary manufacturing industry, that measures the extent of its investment, by the undeveloped market areas that are capable of being transformed into consuming markets, and spends from thousands into millions of dollars for exploiting purposes alone, months, and sometimes years, before the product is ready for the market. The northwest apple has not yet been exploited in that way, or upon any definite basis.

Must Seek Markets.

This is particularly true of the Rogue river product. It is yet to be introduced into the great range of undeveloped markets which it must depend upon as its ultimate consumers. The apple and pear of Rogue river has gone into too few markets heretofore to assume that in its first season of heavy crops no advance effort, and a gigantic effort at that, must be made in order to enable the shipment of every car being surrounded with cool certainty as to where it is going and what price it is going to return. The buyer who sought the fruit in 1906 must be sought after, solicited, drummed incessantly, daily, to take the crops of 1912, and hundreds and thousands of similar dealers must be gone after in the same manner.

As to dearth of market opportunities, there are none. As to difficulties in marketing, there are none that are unsurmountable. Why, more than 100 markets can be made to consume the Rogue river Bartlett after one or two seasons of correct, persistent, scientific exploitation. More than 150 markets are consuming the northwest apple today, whereas prior to 1910 less than one-half that number knew of them. Stability of the markets depends upon two things in order to justify and maintain values: a healthy, regular supply in every market, constantly growing to meet increasing consumption that naturally will follow correct distribution, introduction and salesmanship; a spread, in proper proportions, in order to avoid congestion in any market, and especially in the great centers that are so commonly looked upon as the logical dumping ground for the products of everywhere. Regulation, therefore, is what is needed, but regulation of the products of one district means the necessity for a corresponding regulation of the products of others, whether similar or any way analogous.

Co-operation Essential.

This is the fruitful result of co-operation, and it is to be the key-

note of financial stability and profits to the industry at large in the northwestern states. All these things are not to be accomplished in a day, but the day is ripe for their inauguration. Vast problems are to be solved before the industry is placed upon its feet, and is embedded in a foundation of solidity. The trick of making two blades of grass grow, where one grew before, is childish sport, as compared with what must be done, for example, to extend the marketing season of northwest fruits from three months to six, seven, or longer. Perhaps the Panama canal will help us overcome some of these necessary difficulties, but the canal is of the future and not the present, and we are to deal with the immediate if we are to move along the lines of progress. Storages, cold and dry, at shipping point, in the interior, at the seaboards and the seaports, and in the markets themselves, must sooner or later be provided, to carry out the true elements of business foresight and demands. European markets must be treated upon the same basis of exploitation as those of the United States and Canada.

Search the World Over.

The Orient, Australia, South America, and all over, must be regarded in the light of our future patrons, and be made such. In other words, what the grower in the Rogue river valley must do to protect the integrity of his investments, to insure the continuance of profits, to help increase those profits, to assist constantly to uplift the standing and reputation of his fruits, is to look upon the whole proposition from a broad, business point of view. The district of the Rogue, working, acting, thinking as a body, and co-working with the grower at Hood River, Wenatchee, everywhere, where interests are common, will help solve all these problems, and overcome all of the seeming perplexities.

The personnel of the growers in the

Rogue river valley, second to none in any agricultural or horticultural district, have accomplished wonders in fruit growing. They will rise to a similar occasion in the disposition of their matchless fruits, shaped by the results of their intelligence and efforts, when opportunity calls, and the opportunity calls now.



Deal with the man that does the most business. You will find there is a reason for it.

During the past three years over 300,000 trees and vines have been delivered to the planters of the Rogue river valley by the

Eden Valley Nursery

All stock leaving this nursery is guaranteed to PLEASE, and the PRICE IS RIGHT. WHAT MORE DO YOU WANT?

N. S. Bennett

Office 1201 North Central Ave. Box 823. Medford, Ore.

Twenty-two years' experience in orchard and nursery work in the Rogue River valley.

OLWELL SELLS ORCHARDS

J. D. OLWELL Medford, Oregon



NINE-YEAR-OLD YELLOW NEWTOWN APPLE TREE ON THE MONITOR ORCHARD OF WESTERN OREGON ORCHARD COMPANY

Newtown apples from this orchard won both first and second prize at the American Apple Exposition at Denver, Colorado, last November.

What makes the winning of prizes more significant and valuable, is the fact that Newtown apples from eight different states and thirty-six entries competed for these prizes.

During the past two years J. A. Westerlund, President and Manager of this orchard company, has captured eight first and second prizes at the leading national apple shows on apples grown on this orchard.

The orchard is one of the best in the valley. Mr. Westerlund takes great pride in keeping it in first-class condition, and we predict that in a few years this orchard will be one of the biggest money-makers in the Rogue River Valley.



No Rough Edges—Tie Slips Easy.

THIS PICTURE OF A COLLARS CANT CRACK

machine is but one of the several new machines we have installed in order to give our customers the most satisfactory laundry work obtainable. In about two weeks' time we will have in operation a new ironer for the sole purpose of driving away Blue Monday. With the use of this new equipment it will permit our saving much time and labor in the laundry and give our patrons a correspondingly less cost for the family wash. We will make the problem of wash day look so attractive that you can afford to send your whole family washing to us while you find other more pleasant labors about the home. Watch for further announcement and the price.

50 pieces for \$1.00

MEDFORD DOMESTIC LAUNDRY CO.

Home 166

Pacific 1661