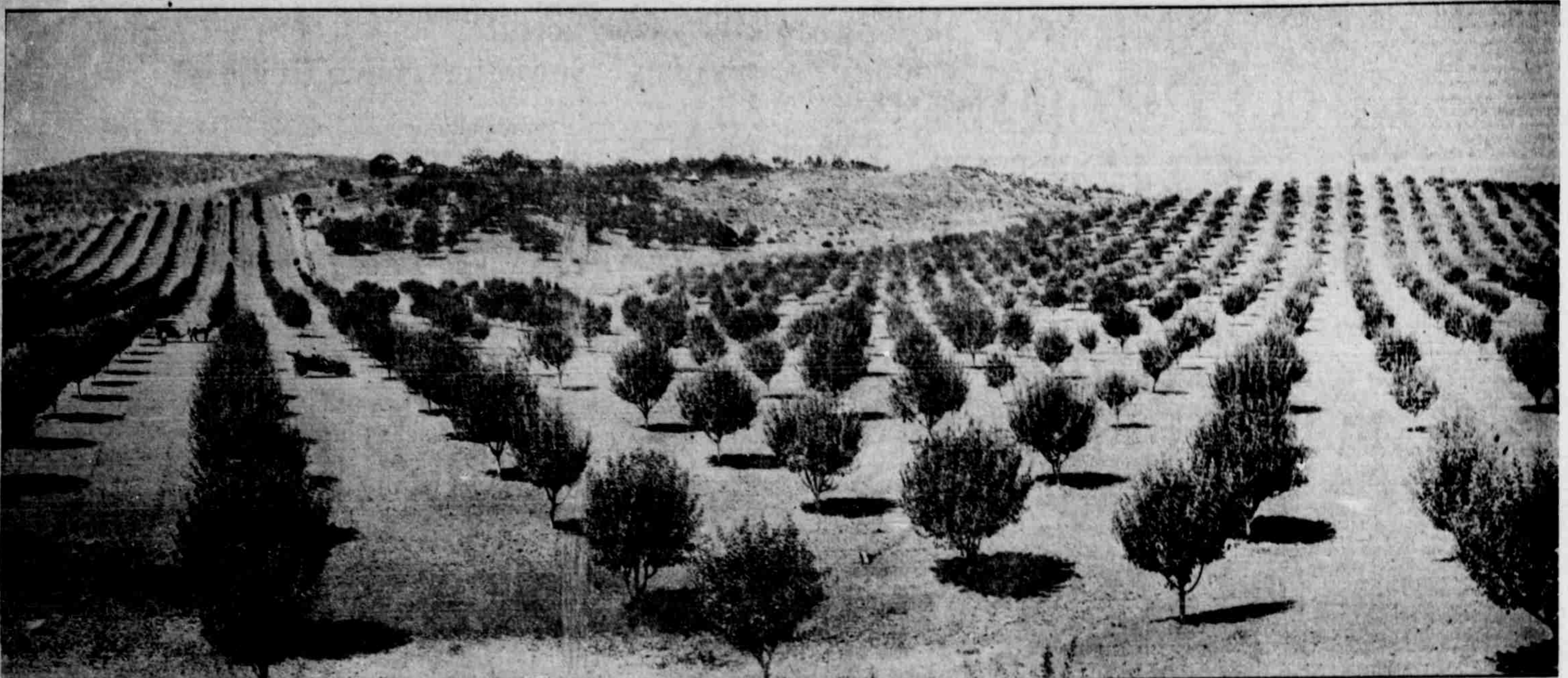


Rogue River Orchards Healthiest in the World



BANNER FRUIT COUNTY IN OREGON
 Rogue River Spitzenberg apples won sweepstakes prize and title of "Apple King of the World" at the National Apple Show, Spokane, 1909, and a car of Newtowns won First Prize in 1910 at Canadian International Apple Show, Vancouver, B. C. First Prize in 1911 at Spokane National Apple Show won by carload of Newtowns. Rogue River pears brought highest prices in all markets of the world during the past seven years.

Pears and Pear Culture in the Valley

(By Reginald Parsons.)

For over fifty 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 504 boxes.

Grow Finest Pears

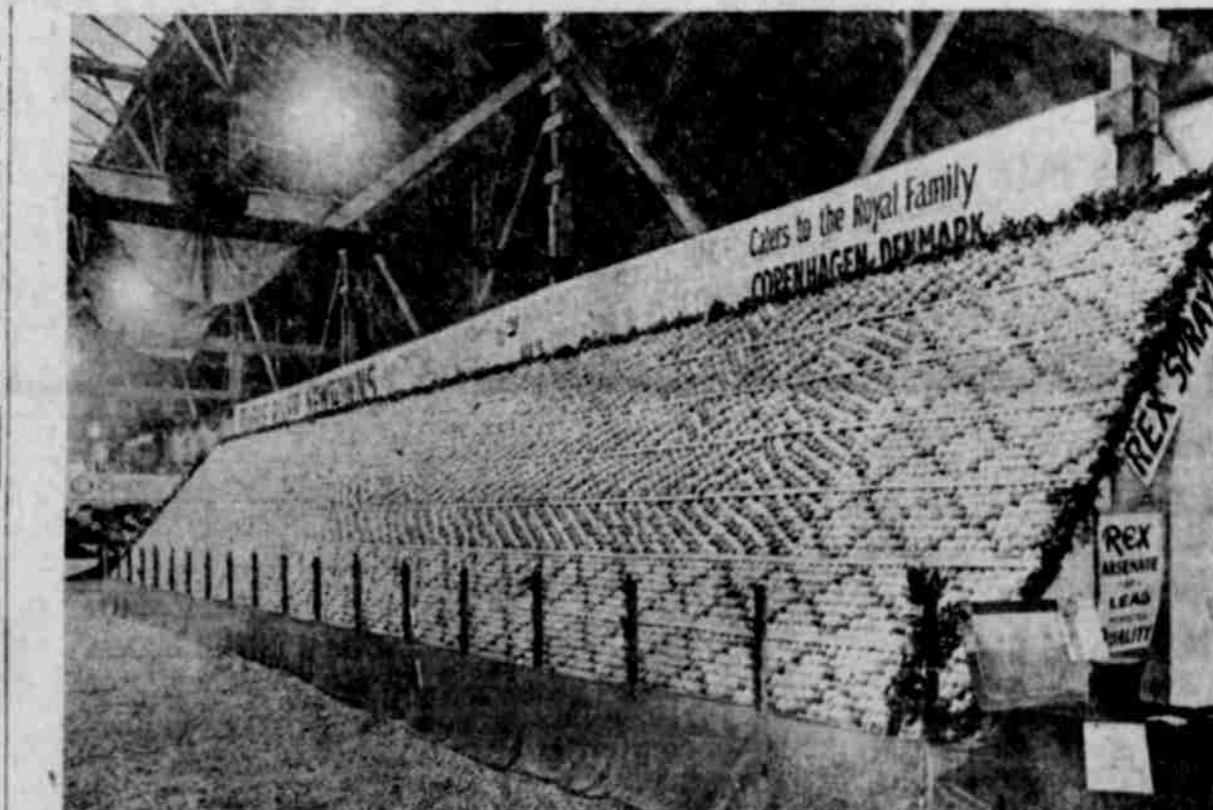
We can therefore well say that the Rogue river valley grows the finest pear known to the present world. The reasons for this success are several, chief of which, however, are the climatic and soil conditions which are conducive to size, delicacy of flavor and a wonderful keeping quality. Some varieties, such as the Comice, D'Anjou, and Winter Nells, 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 reductive 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 constant-

ly 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 fruitgrower 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



Prize Winning Car of Yellow Newtowns From the Houston Bros.' Orchard at Talent, Winners at National Apple Show, Spokane, 1911.

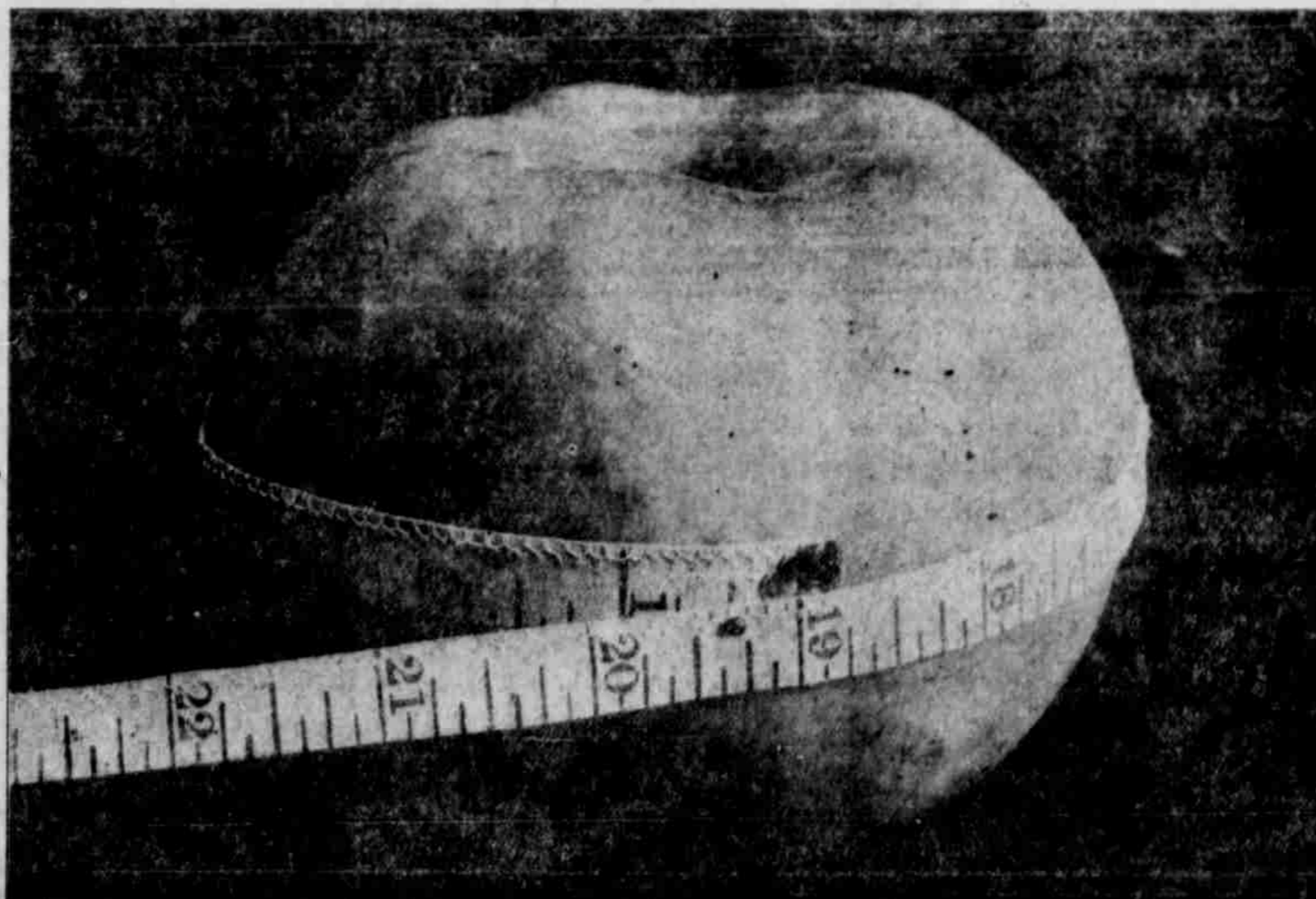
quantity of product as can be, the selling of it at the best possible advantage, and the producing of it at least possible cost. Like all manufacturing, the elimination of waste is the important thing. Waste of labor, time, effort and the great waste of competition.

The Future

The future of horticulture in the Rogue river valley has been practically settled by the past. The fact that our fruits have shipping, storing and keeping qualities far above the

average is a factor which very few other districts can boast. Our export apples and pears have the reputation of standing up without undue loss from storage rots and other troubles incident to fruits of many other districts. The pear has been called by those who only know it in their particular district, a perishable fruit, but we have shown that such varieties as Anjou, Rose, Comice, Nells and others may be held until the spring of the following year. With us practically all the pears hold

up as well as the red apples. No district in the world commands better prices on the whole than does this district. In making this statement it is to be understood that a single season's conditions are not taken into account, but rather the average of a term of years. The future of apple and pear growing depends entirely on keeping up the standard of excellence for which this district is noted. It depends upon keeping the orchards in a state of vigorous health



Progress of Horticulture in the Valley

(Continued from Page One)

service. There are also received bulletins and periodicals from the various European Departments of Agriculture as well as the large governmental colleges. A large collection of up-to-date horticultural and agricultural works are kept on the library shelves for the benefit of the residents of Jackson county.

The laboratory is fitted with modern apparatus for the study of pathological and entomological problems connected with horticulture and agriculture. Chemical apparatus is also a part of the equipment which is necessary in the analysis of insecticides and fungicides which are used by the fruit grower in the control of insects and fungi. The recent insecticide and fungicide law governing the manufacture and sale of insecticides and fungicides within the state of Oregon was written by Professor P. J. O'Gara, and it is to be seen that the law is complied with that the chemical laboratory is often called into use. All fungicides and insecticides offered for sale are tested for their purity as well as to see whether or not they conform with the law. In several instances, insecticides offered for sale in Jackson county were rejected after analysis as not complying with the law, and the growers instructed not to use them.

Much Field Work

Besides the purely technical laboratory work, field work of a very practical nature is carried on. Instruction in pruning, spraying, sowing of cover crops, irrigation, planting, intercropping, etc., is given. Whenever called upon, the office will see to it that personal attention is given any problem connected with the work of crop production. In this connection, the inspectors, who are also practical orchardists, serve as a great help to the public. These men are not looked upon as mere quarantine officers, but rather as instructors in

practical horticulture. Much of their valuable time is given to helping the novice. A timely hint as to how to do things is often the means of saving a crop.

One of the interesting features of the office is a collection of specimens of the various plant diseases and troubles caused by all sorts of pests. This collection is kept for the purpose of instructing those who seek information on any pest whatever. Of course, many of the pests are so small that they cannot be seen with the naked eye, and in such cases the microscope is brought into use.

Although the office was created primarily for the fruit grower, it nevertheless, renders assistance to those who are engaged in other lines of agriculture. For instance, the alfalfa grower is able to get alfalfa seed tested for purity, percentage of germination, etc. He is also given information in the matter of alfalfa diseases. In this connection, it may be said that the pathologist's office first published on the Crown Gall disease of alfalfa. Potato growers are taught how to produce clean tubers by carefully treating the seed. They are also told how and when to spray potatoes, how to irrigate as well as the best varieties to plant in this district. The same may be said of all other crops which are grown for profit in the young orchards before they come into bearing.

Established in 1910

The office of the pathologist and entomologist was established in 1910, and is the outgrowth of the work which was done by Professor P. J. O'Gara, who, while in the service of the U. S. Department of Agriculture, was sent here to fight the dreaded disease—pear blight. So successfully was this work done that the fruit growers of the Rogue river valley prevailed upon him to continue his work in the valley and take charge of the entire horticultural work. This office has been one of the great factors in placing the valley where it now is—a factor in the fruit growing world. No other institution in Oregon has so impressed itself on the fruit growing world as the office of the pathologist and entomologist of the Rogue river valley. The work it has done has been noted far and wide, and even now people from the far East and far away Europe are coming to study the methods used by this office in the control of not only the orchards but the fruit grower, which, after all, is the most important.

ORCHARDS IN THE MEDFORD DISTRICT

Figures prepared by the Commercial club of Medford show the following areas devoted to fruit trees: Orchards in bearing, 3,649 acres; trees three years old and over, not in bearing, 31,140 acres; improved orchard land under three years, 27,720 acres; total, 62,509 acres. With an average planting of 60 trees to the acre, this will show that the number of trees set out is 3,750,000. Of this number 218,400 are in bearing. There is a reason behind these large plantings. It has been conclusively demonstrated that fruit of a superior quality can be grown here. The demand for this and the price paid is convincing proof of any claim for excellence that can be made.

Happy New Year

CIGARS
 TOBACCO
 PIPES
 CANDY
 IRELAND'S SMOKE
 HOUSE

W. Main Medford