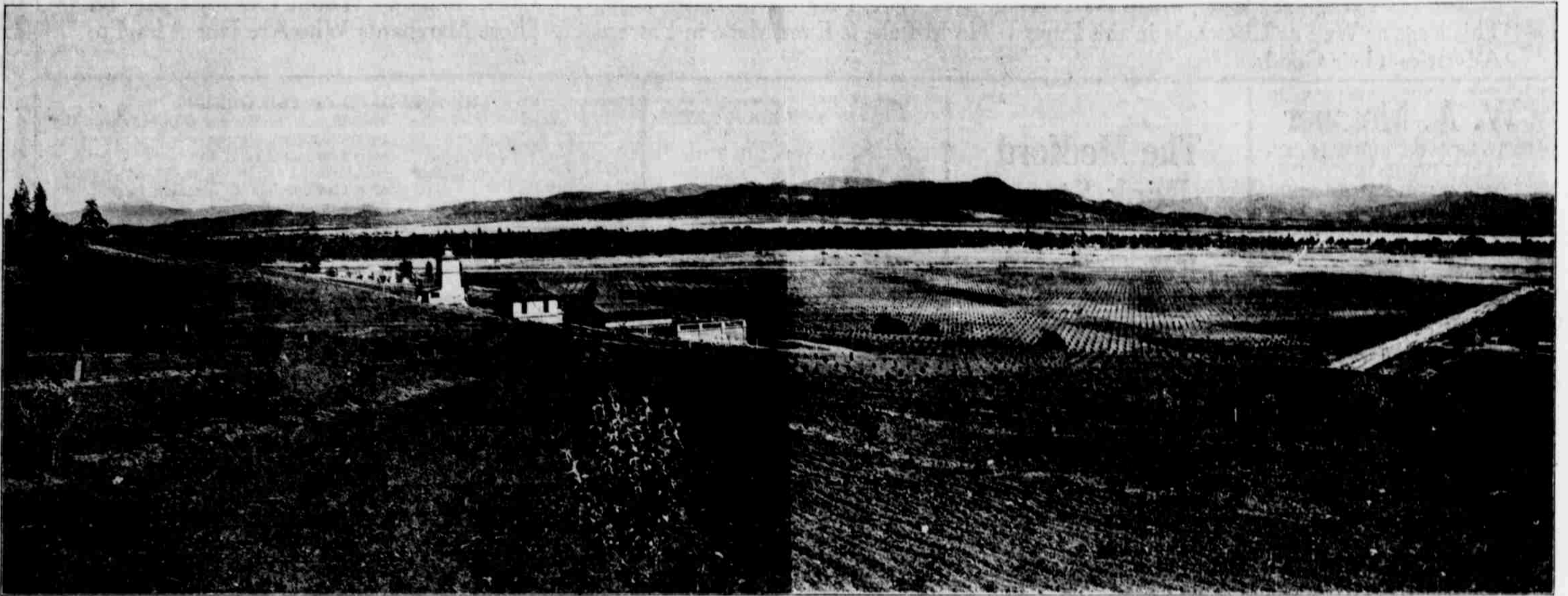


# Potter Palmers' Planting Largest Pear Orchard in World



—Photos by Gerking  
View of Modoc Orchard, 1300 Acres, Showing 165 Acre Young Pear Orchard, Cottages and Raised Site for Costly Villa to Be Erected for Palmer Family.

Among the foremost developers of the Rogue River valley is the Palmer Investment company of Chicago, comprising the heirs of Potter Palmer, the famous Chicagoan. Two large orchards, one, the Klamath orchard of ninety acres, near Medford, and the other the Modoc orchard, comprising 1300 acres on both sides of Rogue river, which will not only be the largest pear orchard in the world, but one of the beauty spots of the northwest.

Mrs. Potter Palmer declares the Rogue River valley one of the most attractive regions she has ever seen, and with her sons, Honore and Potter, Jr., has been carrying out an extensive program of development.

Improvement and beautification of the Modoc orchard began with its purchase several years ago under the direction of W. A. Sumner, manager of the Palmer Investment company. Drives and boulevards have been laid out, the foundation laid for a costly villa which Honore Palmer will make his summer home, and the picturesque features taken full advantage of. There will be winding roads, flower gardens, bits of forest, extensive lawns as well as miles of fruit trees.

To insure the safety of the acreage set to fruit, a huge levee was built this year to intercept the overflow of the Rogue at flood times. The dyke is 1550 feet long, 6 feet high and has a width of 125 feet. A large ditch has also been necessitated. It is 1350 feet long, 25 feet in width at the bottom and 50 feet across at the top, with an average depth of 6 1/2 feet. The Rogue, one of the most beautiful of streams, bisects the tract, with stretches of natural forest bordering the river. Through these will wind the boulevard.

There is at present 165 acres of pears planted, and another 165 acres has been cleared and will be planted in the immediate future to pears. There are seven varieties planted—Winter Nells, Bartlett, Anjou, Comice, Bose, Howell and P. Barry. They are set in blocks of four rows each, for pollination purposes. The number of trees set out total 15,724.

An ideal location on the hillside overlooking the entire valley has been reserved for building of a substantial residence at some future date. In the meantime a huge concrete wall has been erected to retain dirt for lawn purposes.

In connection with the beautifying of a hillside a reservoir has been constructed in solid rock at a point 150 yards above the residence. A pump house at the foot of the hill, fully equipped, supplies water from the irrigation canal for lawn and irrigation purposes, pumping water 200 feet higher. The water for the residence is secured from a well. The orchard headquarters are located on a natural bank overlooking the entire tract. Here are grouped the cottages of employes, blacksmith and machine shops, stables and barns.

In addition to orchard, 150 acres have been sown to vetch, oats and wheat, and an additional 100 acres is ready for spring sowing for grain



**PICKING SCENE IN PALMERS' KLAMATH ORCHARD**  
This Young Orchard of 90 Acres Near Medford is Owned by the Palmer Investment Co. of Chicago. The First Commercial Crop Was Harvested From 2255 Trees in 1913 and Yielded 6090 Boxes.

and hay. Pastures have been laid out and forage crops planted on another 150 acres. Registered Red Polled cattle have been imported as well as Duroc Jersey hogs, so that dairying and livestock will be carried on extensively in addition to fruit growing.

## Poultry Raising

Much has been written and said concerning the excellency of the climate of this valley: its pure, invigorating air; its delightful temperature; its pure, sparkling, health-giving water; its wonderful scenery and its choice productions as food for mankind. But after all has been said and written, it must be lived in to be appreciated. To me the strongest evidence of the great advantages of the Rogue River valley as a dwelling place for man is the healthfulness of the people who have made this their home, which is especially noticeable in the children and young people who have been reared here from infancy. Surely this is an ideal spot for the human race to develop and prosper to its greatest capacity.

And if that effect on human life, there is a like effect on all animal life. And poultry is no exception to the rule. As a lifetime breeder of pure blood poultry in the middle west, I have never seen a section where all climatic conditions were so favorable for poultry as in the Rogue River valley. The invigorating climate gives the highest degree of vigor. The mild winters give green feed all the year and make expensive housing unnecessary. Feed of all kinds can be produced as cheaply as in any section, and cheaper than in most places. Market conditions here have a more promising outlook than any other part of the country, and whether a

man is seeking an ideal location for poultry, as a fancier or as a utility breeder, I know of no spot that offers the inducements that this valley offers.

Authorities tell us that our national bird, the turkey, is fast becoming extinct, and it has been freely predicted that in a few years the turkey will be a thing of the past. Especially is that condition true throughout the corn belt of the middle west. But he who predicts the extinction of the turkey has not reckoned with the great state of Oregon. Here the turkey can be raised to perfection and will regain what he has lost in the rest of the country. Conditions for poultry growing are simply ideal, and big profits await the turkey breeder in the Rogue River valley. In all my years of breeding prize winners and market fowls of White Plymouth Rocks and turkeys, I have never seen any section where they can be produced with such quality and profits as here. I can heartily recommend this valley to anyone seeking an ideal location for poultry.

Pleasant View ranch, Medford

*J. A. Fisher like*

*Walter B. Campbell*

## Orchard Records

The Riverside orchards at Gold Hill owned by J. F. Morrill and Sprague Reigel shipped 10 cars from 25 acres of bearing orchard. They were sold as follows f. o. b. Gold Hill:  
2 cars \$2.10 per box Newtowns.  
1 car \$1.85 per box Newtowns.  
5 cars \$1.75 per box Spitzenberg.  
1 car \$1.65 per box Spitzenberg.  
1 car \$1.10 per box Den Davis.

From the Suncrest orchard, near Talent, consisting of 95 acres of Newtown apples, 20 acres of Jonathan and 20 acres of Spitzenberg trees, all young, I reaped as the first commercial crop in 1913, 800 boxes of Newtowns, 1800 boxes of Jonathan and 1500 boxes of Spitz. I shipped through the Fruit & Produce association, and have secured good prices, as far as realized, although pools have not been closed. In addition, I sold the product of thirty-two Bartlett trees to the cannery at \$45 a ton, an average of \$6 per tree.

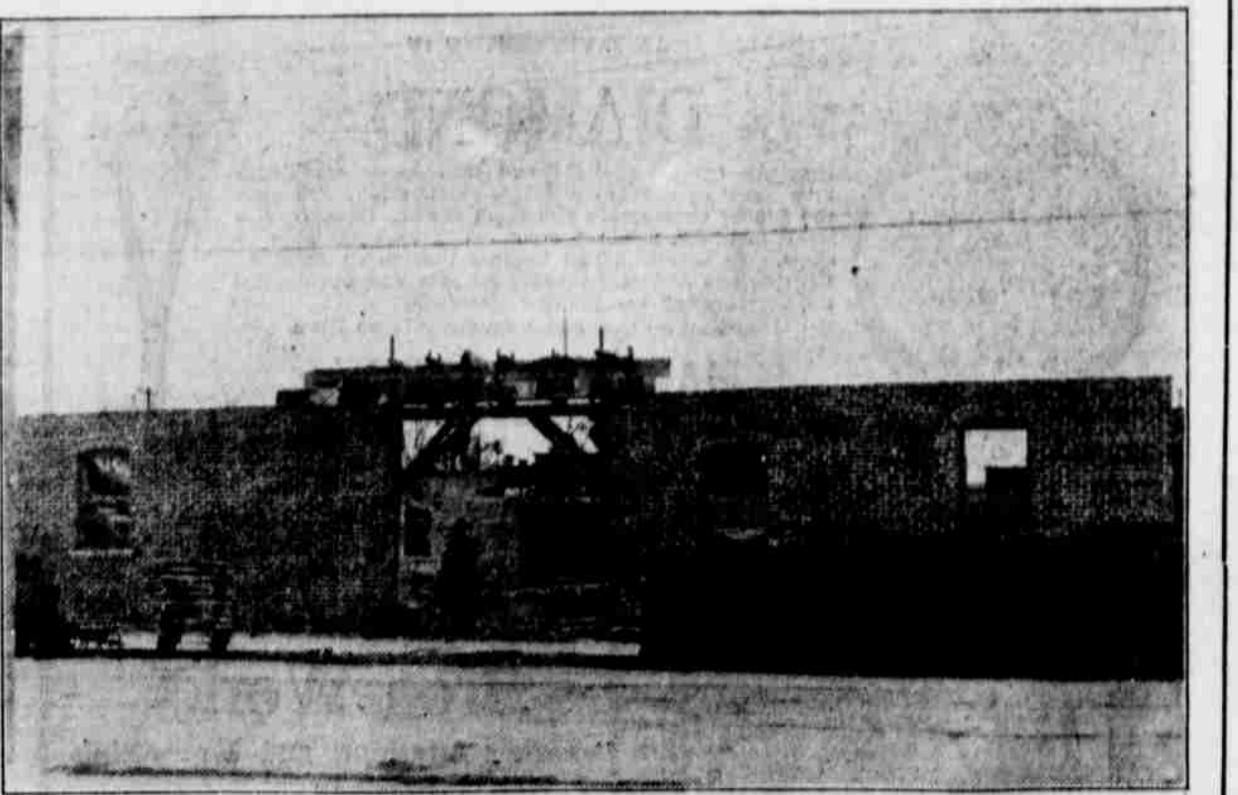


**HARVEST SCENE IN YOUNG SPITZENBERG ORCHARD OWNED BY A. C. FIERO.**  
From 2 acres of old orchard, I harvested in 1913, 1,350 boxes of several varieties which averaged me \$1.40 a box.  
From 18 acres of young orchard, 9 and 10 years old, the first commercial crop, I marketed 5,650 boxes of Spitzenberg. As far as returns have been received, I have netted over \$1.40 a box, and expect to net this amount for the entire crop.

*A. C. Fiero*

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## UNION STABLES

Now in course of construction, **RAY GAUNYAW, Prop.**, will be opened for business January 15, 1914.

This is the largest BOARD and FEED STABLE in Southern Oregon.