

## Rogue River Valley Oregon's Greatest Orchard

ON EASTERN SLOPES  
OF VALLEYON WESTERN SLOPES  
OF VALLEYRETURNS ON PEARS  
FOR SEASON OF 1914

Comice Pear Pool, net to grower, all charged deducted, all grades and sizes	\$1.95
Howell Pear Pool, same	1.68
Rose Pear Pool, same	2.21

The above represents the net returns to the grower for pears shipped through the Rogue River Fruit and Produce Association, a local co-operative concern. The returns for apple pools have not been received. Those received for 1913 show a general average for all grades and sizes of apples, net to grower,

Newtown Apples	\$1.48
Spitzenberg Apples	1.32
Ben Davis Apples	1.00
Jonathan Apples	1.10

The year 1914 was the most unfavorable season in many years in the Rogue River Valley. A warm winter was followed by killing frosts in the spring, necessitating orchard heating to an extensive degree. The cold spring was followed by the driest, hottest summer in many seasons. Notwithstanding these unfavorable climatic conditions, followed by the demoralization of fruit markets, due to the European war, and an over production of eastern fruit, late pears averaged a good price, and those apples held in cold storage have during the past month commanded good figures.

The crop for 1915 is estimated at considerably over a million boxes and each year henceforth will see a marked increase in production, due to the fact that thousands of acres of young orchard are annually reaching the bearing age. The increase in production during the past five years has been over 1000 per cent, and the next five years will see again a similar increase.

## Specialized Fruit Growing

Fruit growing is the leading industry of the Rogue River valley and Jackson county. Jackson county fruit is known around the world, the specialty being high-grade pears, apples and peaches. First grown incidentally on the farms, fruit raising has gradually expanded until some 65,000 acres are now planted to orchards. At first little care was given to the orchards, the fruit crop being secondary to stock raising and wheat growing. But it was noticed that the quality and the quantity of the production was exceptional. Also the local mining towns afforded a limited market. Then, with the completion of the railroad through the Rogue River valley between Sacramento and Portland, in 1887, other markets were afforded, and the reputation of the local fruit extended.

The introduction of the choice fruit on the New York and the London and other world markets brought demand for an increased supply. Large acreages were planted and the demand was still unsatisfied. This led to the planting of still larger areas, to the neglect of wheat and general farming—so that it may be said that the Rogue River valley is almost a one-crop section, a specialized orchard district.

## Advantages of Fruit Specialization

This condition has both its virtues and its faults. The Rogue River valley is in a sense isolated, hence more or less protected from the fruit tree pests of other sections. Hence, a high degree of specialization means the necessity of more close organization among the growers—a community co-operation to protect the orchards, to uphold the standards of production, to extend the markets and to capitalize the community reputation for quality. The value and the necessity of this co-operation of the whole community has already been evidenced many times. The other side of the case is the necessity of much attention given to intensified farming and dairying and poultry raising and stock raising, in order to maintain a balanced community, to insure a monthly payroll from the soil, no matter what may be the particular whim of the fruit market. And the matter is working out—and the working out is affording an opportunity for a new class of agriculturists and homeseekers. Comparative land values are being determined, agricultural areas are being classified and the sections that are relatively most valuable for intensified farming and stock raising and dairying and market gardening and forage crops will gradually be turned to these respective uses.

## High Rank in Fruit Production

Figures from the United States

census for 1910 give Jackson county, among all the counties of Oregon, first rank for the production of apples, pears, peaches, nectarines and apricots. Also, Jackson county is ranked third among the counties of the state in the production of grapes, and fourth in the production of blackberries and dewberries. Since that date the bearing acreage of apples, pears and peaches has greatly increased.

WINTER NELIS  
PEAR ORCHARD  
SHOWING CROPS REQUIRED  
BY HEAVY YIELDLADEN  
SPITZENBERG ORCHARD

YOUNG ORCHARD SOUTH OF MEDFORD

YOUNG PEAR TREE  
LADEN WITH FRUIT