



Peaches and Prosperity



ORCHARD SCENE NEAR ASHLAND



VIEW OF ASHLAND CREEK

Peaches Profitable

Rogue River valley peaches command high prices in the city markets of the Pacific northwest, the quality being exceptional. Large annual shipments are made, an enviable community reputation having been achieved. The largest permanent peach orchards are located in the upper Rogue River valley, the higher altitude, the air drainage and the soil quality being especially favorable. Besides this specialized area, peach trees are planted in every section of the valley as "fillers" between the young pear and apple trees. The peach trees come to quick maturity, beginning to bear the third and fourth years, whereas apples and pears usually do not begin to come into profitable bearing until from the fifth to the eighth year. Returns from peaches, granting a favorable yield and average market conditions, will thus early begin to bear orchard expenses. The peach trees are removed when they begin to crowd the permanent pear or apple trees. The greater part of the peach yield of the valley comes from these filler trees. There are a number of large exclusive peach orchards, however, which are returning profitable average yields of both shipping and canning varieties.

Alfalfa

Alfalfa is one of the profitable crops of Jackson county, the acreage being second to that of grain. The greater part of the alfalfa acreage of the Rogue river and other valleys is unirrigated, the yield varying greatly with the character of the soil, and the care in cultivating and planting the crop. On the fine, sandy and gravelly loams yields of from four to six tons per acre have been returned year after year, with no pretense of irrigation. It can be figured that this crop, under such conditions, is very profitable, the demand for hay in the valley always having been good, the prices of loose or baled alfalfa varying from \$8 to \$20 a ton. When the year is favorable as to moisture precipitation, from two to five tons of alfalfa may be expected on the plain lands of the valley.

The greater portion of the irrigated alfalfa acreage is along the creek bottoms, where water is easily diverted, the smaller valleys of the county having a considerable acreage thus irrigated. Some alfalfa is also being irrigated by the several large irrigation schemes of the valley; and water is being pumped by means of gasoline engines or electric motors to a number of alfalfa fields.

Another important hay crop that should be mentioned is timothy. This crop is adapted to the more heavy soils, and the average yields compare favorably with that of alfalfa. Also, timothy hay usually commands a premium price in the local markets.

Ashland's Progress

Ashland, Ore., Dec. 24, 1914.

Ashland's development during the past year has been anticipatory of the awakening to come with the carrying out of the Mineral Springs project, (elsewhere described.)

Early in the year our park board conceived the idea of a scenic drive-way along the crest of the hills on the south and west of the city and encircling the city and lithia parks and the survey has now been completed and rights of way for four miles of new drive, which connecting with roads already constructed, will afford over six miles of the most beautiful scenic road to be found any place in the whole country, all lying within the limits of the city of Ashland.

Following out the general plan and looking to the comfort of tourists the city has recently acquired separate camp grounds for automobiles and teams, which will be fitted up with all conveniences and made as attractive as possible. In addition to these camp grounds and the lithia park, the city has also ac-

quired by purchase within the last few months two hundred and eighty acres of land in Ashland canyon, thus giving it absolute title and control of nearly all the land on the water shed of Ashland creek—the source of the city's water supply.

Of the new building erected during the past year, the Vining theater, built and furnished at a cost of \$25,000, and which is acknowledged to be the most modern, complete, artistically designed and richly furnished theater of its size in the country; and the addition to the Rodgers' block, consisting of four commodious store rooms and a sun parlor connecting with the Columbia hotel, are most worthy of note.

We are hopeful of securing a federal building in the near future, prospects for which seem most encouraging.

Quite a number of new residences have been built during the year and many new people are being attracted to Ashland on account of our delightful all-the-year climate, our wonderful mineral waters, and the many other advantages as an ideal residence city.

Ashland presents splendid opportunities for investment of capital; we need fruit canneries and dryers, meat packing, pickling and vinegar

works, etc. In fact there is room for many small factories in various lines. There is within close proximity an abundance of good building stone including granite that equals any in the United States. Kaolin and coal deposits have been found in large areas and only need developing to become of value. Capital can find big returns on investments in Ashland.

W. E. NEWCOMB,
President Ashland Commercial Club.

Corn Profitable

Corn is rather extensively grown in Jackson county. A considerable portion of this crop is grown between tree rows in connection with the development of young orchards. Though the summer hot season is comparatively short, and the nights more cool than in the typical corn states of the middle west, yet fair and in some cases large yields of corn per acre are harvested, as high as 108 bushels to the acre being grown in 1913. Some care is required in the selection of seed corn, and average yields will considerably increase with more care given to this detail and in the local development of

varieties of corn that mature quickly. In general, the possibilities of the growth of corn in the Rogue river valley and in the state and the northwest as a whole, are not fully appreciated. Official figures from the United States department of agriculture "Year Book," for instance, show that the state of Oregon as a whole has grown an average of more than 17,000 acres of corn each year for the past ten years, the average yield being 26.1 bushels per acre, and the average market price of 69 cents per bushel (as contrasted with an average yield for a like period in the state of Minnesota of 29.3 bushels per acre, and an average market price of 42 cents per bushel.)

A New Industry

The Bagley Canning company, located at Talent, seven miles south of Medford, is the oldest and largest of the existing local canneries. It has a ten thousand can capacity and is up-to-date in its equipment.

It has been consistently packing an increasing list of fruits and vegetables which have brought great credit to this section and repeat orders to the company.

Rogue river valley Bartlett pears

Pear Returns for 1914 From Rogue River Fruit and Produce Association

Return on Rose Pool					
Net to Grower, All Charges Having Been Deducted					
Standard Boxes					
	4	4½	5	5½	6 Tier
Blue Triangle	\$2.09½	\$2.10½	\$2.03	\$2.03
Red Triangle	1.40½	1.40	1.40	1.38	1.33
Half Boxes					
Blue Triangle	35c	40c	45c	50c	55c
Red Triangle	\$1.15	\$1.17	\$1.18	\$1.17	1.13
General averages all grades and sizes, net to grower	\$2.21				
Return Prices on Howell Pear Pool					
Net to Grower, All Charges Having Been Deducted					
	4	4½	5	5½	6 Tier
Blue Triangle	\$1.54	\$1.88	\$1.90	\$1.84
Red Triangle	1.15	1.27	1.19	1.16	1.10
General average all grades and sizes, net to grower	\$1.68				
Return Prices on Goulet Pear Pool					
Net to Grower, All Charges Having Been Deducted					
	4	4½	5	5½	6 Tier
Blue Triangle	\$1.39	\$1.40	\$1.40
Red Triangle	1.00	1.00	.98	.94	.98
Half Boxes					
Blue Triangle	\$2.27	\$2.27	\$2.27	\$2.27
Red Triangle	1.52	1.28	1.32	1.21	1.15 .95
General average, all grades and sizes, net to grower	\$1.96				

canned are coming to their own as have the fresh fruit. One of the newest departures is the canning of apple juice by a process which is preserving the flavor and values of this best loved fruit.

The product is canned without preservatives and insures this splendid fruit juice in any climate any time of year. A carload of this was just sold, 150 cases of which were for export. This is the first car of apple juice in this package ever produced and sold on the Pacific coast. It has all of the values of any of the other juices and because of its reasonable price is bound to become the

most popular of them all. Bagley's Apple Juice will probably become well known this summer.

Medford is rapidly becoming a city of beautiful homes. With the growth of the city has come a great improvement in architectural design and finish. As the new water system has been completed, insuring an abundance of life-giving moisture, green lawns, shade trees and shrubbery are replacing the patched yards of the village era. Stately mansions, picturesque bungalows and cozy cottages are going up as if by magic in all parts of the city.



Props Necessary to Support Heavily Laden Orchards.



Pruning Scene in Young Apple Orchard