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MEDFORD

ROGUE RIVER VALLEY



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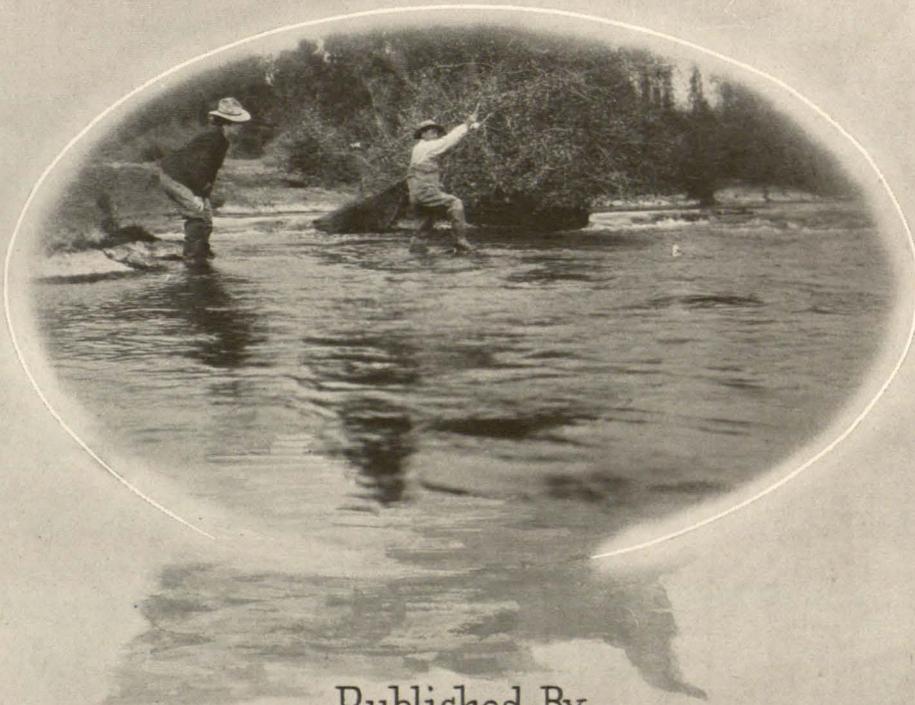
SOUTHERN OREGON

1912



Crater Lake's mirror-like surface reflects the precipitous sides and its depths reveal a panorama of forest-clad mountain and towering, snow-clad peak, rising to majestic height. The water has a coloring of blue all its own. The surroundings are picturesque and inspiring.

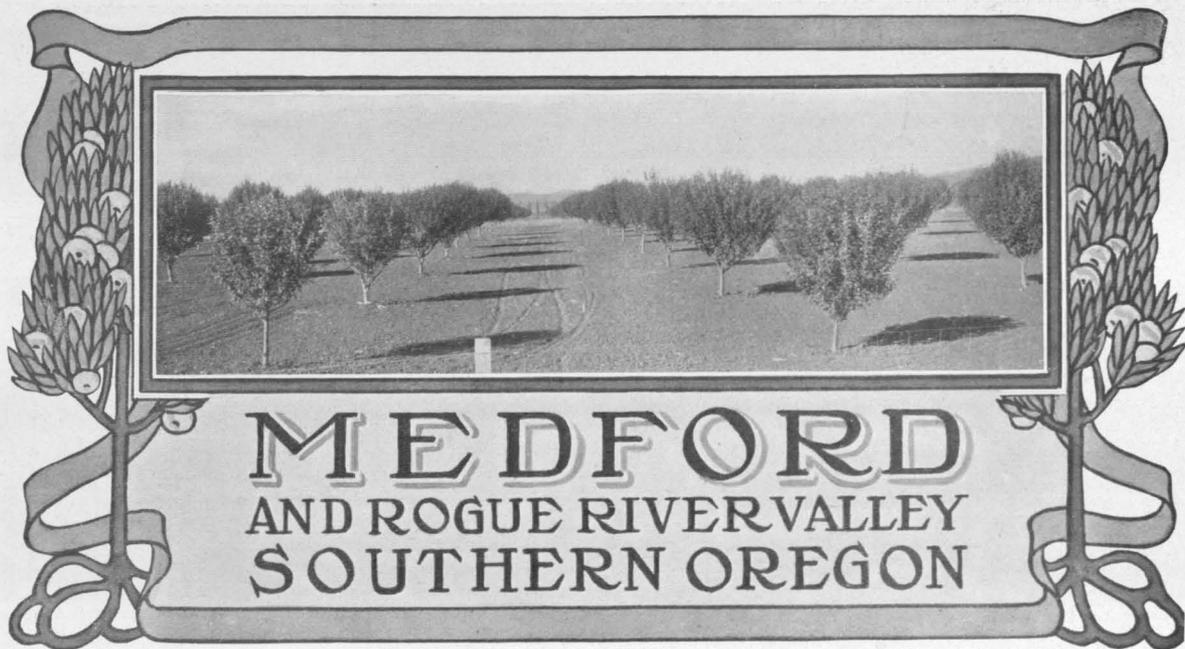
Medford
Rogue River Valley
Southern Oregon



Published By
Medford Commercial Club
Medford
Oregon



Champion Fruit Tree of the World. Anjou pear tree, four miles from Medford. Forty-seven boxes of fruit brought \$226 in New York City. This tree has not failed to produce a crop for thirty-six years



Foreword

ROGUE RIVER VALLEY has formed the theme for other publications. This booklet is intended to be another chapter in the history of its development and to tell the story of its progress. It is written for the men who are looking for homes, seeking for investment or in search of a locality where healthful conditions are found. It will narrate in simple language what has been accomplished in a few years in this garden spot and treasure house of the Pacific Northwest.

Its settlement was begun when the lure of gold led men into an undeveloped and an unknown country. Oregon had its Argonauts as well as California and the placers of Jackson County well repaid the men who washed the auriferous deposits in various localities. Following these pioneers came the stockgrower and the farmer. Their herds and flocks waxed fat on the native and cultivated grasses, and bountiful crops of grain were harvested. In time, fruit trees were planted and their yield established the fact that superior varieties could be grown. Commercial orchards followed and Rogue River products have received the highest awards and the grower has been paid the highest prices commanded by fruit grown in the Northwest. The cities of the world are the market places, with the supply always far short of the demand.

The possibilities of this section for fruit growing, dairying, stock growing, poultry raising and intensive farming, its value as a mineral producing section, its wealth of timber, its enormous undeveloped water power, its importance as a manufacturing center, its transportation facilities and its accessibility to markets will be considered and told of separately. The climatic conditions, which are so desirable and so near perfection, the majesty of its mountains, the grandeur of its scenery, the delights of life in the open will go to make up the remainder of the subject matter. This in conjunction with the illustrations will convey in part a knowledge of this valley and its surroundings.

When all is written or said the story of the Rogue River Valley will be told in part only. There are limitations to description and narration, but there is no restriction as to product here. The artist may portray the orchard, the river, the canyon, the mountain, the lake and the cascade but he cannot photograph the life-giving air, and the genial climate must be experienced to realize its value.

The dwellers in the Rogue River Valley would not exchange their residence with the dwellers elsewhere. The people here love their home and its surroundings. They are content.

This booklet will tell of what men have done and are doing in this favored section. There is a splendid citizenship gathered here. These men and women invite others to come and share in the prosperity and join in the delights of living in this fair and fertile valley.



Carload of Yellow Newtown Pippins shown at the Spokane National Apple Show in 1911, where it took first prize. Fruit was grown in orchard of Houston Brothers, near Talent, seven miles south of Medford, in the Rogue River Valley. The apples were sold for the use of the King of Denmark



Rogue River Valley orchards have produced fruit which has taken the sweepstakes prize at National Exhibitions and has commanded prices which render the industry a most profitable one in the Medford district

ROGUE RIVER VALLEY

FOUR hundred thousand acres of tillable land are found in the Valley of Rogue River and in the valleys along the tributaries to this stream. In the territory directly adjacent to Medford there are about one hundred thousand acres. Attention is called to the productive capacity, per acre, of this region, whether in fruits, grains or vegetable crops. It is much greater than in localities intensively farmed in the East, the South, the Middle West. The returns, as verified by horticulturists and agriculturists are somewhat voluminous and are to be found under suitable captions. The contents of this publication have been procured at the expenditure of much time. The Medford Commercial Club, in inviting the homeseeker and the investor to the Rogue River Valley has had in mind the collection of data which will truthfully set forth what the newcomer may do, if he follow in the footsteps of those who have achieved success.

Land Easy of Cultivation.

Jackson County, in which for most part lies the Rogue River Valley, is in Southwestern Oregon, adjoining the California line. The surface is level, rolling and mountainous. The valley is completely surrounded by mountains, on the south the Siskiyou, on the east the Cascades, on the north the Umpqua Range and on the west the Coast Range. The Pacific is 75 miles west. The valley lands lie so that their cultivation is easy, their drainage good and irrigation possible with a small expenditure. The slope is toward Bear Creek and the Rogue River in the Medford district. Large areas

under cultivation are ideally located for the purpose of the fruit grower and the farmer. The map occupying the central pages of this book will convey an accurate idea as to location. It shows the broad stretches in the valley and the upland areas now being tilled. The snow-capped mountain peaks tell of an unfailing water supply and the course of the streams is indicated. The great extent of bottom land in the floor of the valley is largely added to by the cultivable acres of the foothills. Even what were not long since characterized as desert lands are proven productive and are being rapidly settled upon.

Holdings Easily Acquired.

It is an easy matter to get a tract of land in the Rogue River Valley or in the foothills which border it. The prices as fixed are low in comparison with the value of the land from its producing standpoint. More than this the prices are far from exorbitant, even were the yield not so large. It does not require a large tract of land to constitute a farm here. If the soil is to be intensively cultivated, the owner of a 10-acre tract will have to hire men to assist him. The price of labor has come to be an important factor on the farm. Where the head of the household is able, with the assistance of other members of the family to do the necessary plowing, planting and harvesting the returns are more satisfactory. Economic management is the solution of the economic problem the wise men of the East and other points of the compass are worrying over. The

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Mature orchard in Rogue River Valley, near Medford. This fruit is all of commercial size and the limbs require supports to maintain their burden. This is a typical scene in the fruit growing districts.

small farmer is the one who makes the most money, and the opportunity offered in this respect in the Rogue River Valley is one that should be eagerly grasped. On the 20-acre or 40-acre tract the owner may have a commercial orchard, he may keep a small dairy herd, a few swine, a flock of poultry and raise other products for home use and for the market. Let us get away from the idea that all land is held at extravagant prices, because some orchards are worth \$1500, \$2000 or more per acre. Their products warrant their being held at such figures and the man who buys land today for \$100 or \$150 per acre can make it worth as much as the highest priced tract in the valley in a few years. It is the planting and the care that makes the increase. It is also well to consider that this is not solely a fruit growing section. Success and fame have come to the owners of fruit trees, but all men do not want to grow apples or pears, and they may engage in any pursuit they elect, in the assurance that they cannot fail if they follow the right methods of cultivation. The Rogue River Country is just as

good along other lines as it is in the production of fruit.

Class of People Desired.

The Rogue River Valley needs farmers, stock men, poultry growers, bee keepers. It has room for others to engage in fruit growing. It has openings for capitalists in its mining, timber and manufacturing industries and possibilities. It is the land now idle and the industries which are dormant which call for cultivation and awakening. The mercantile and professional man will come without invitation. The city is the outgrowth of the country. The cities of Jackson County and of Josephine County attest the value of this section. According to the census returns of 1910, Jackson County had a population of 27,576. It has an area of 1,779,662 acres. Figures previously appearing show that the Rogue River Valley alone can take care of many times the number now scattered throughout the county. Every one may have a home and live in comfort. The invitation to the men who will till the soil

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Seven-year-old Howell pear trees. The crop sold for \$750 per acre. The pear tree grows more valuable with age, and in the older orchards of the valley some remarkable yields are had

and grow farm products, or fruit, who will keep dairy cattle and hogs, and horses and poultry is general. Rogue River Valley wants this class of settlers. It wants the privilege of putting before them exact facts as to what each one may do. It is sending out an appeal to the homeseeker to better his condition and the capitalist to invest his money in paying enterprises.

Orchards in the Medford District.

Figures prepared by the Commercial Club of Medford in October, 1911, show the following areas devoted to fruit trees: Orchards in bearing, 3,640 acres; trees two years old and over, not in bearing, 31,140 acres; improved orchard land under two years, 27,720 acres; total, 62,500 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 con-

vincing proof of any claim for excellence which may be made.

Rogue River Apples.

Oregon has gained renown for its apples. They are more uniform in size, better in appearance and surpass in excellence of flavor the product of most, if not all, other fruit growing sections. We are to consider the fruit grown in this acknowledged "better quality" district, and the cause of its commanding place in the markets. Soil is a primary factor in the production of any crop, and its properties are put to their most trying test in the raising of deciduous fruits. Experiments showed that Rogue River Valley soils were particularly adapted to apples, pears, peaches, apricots, grapes and the smaller fruits. The orchardist, in the beginning, was usually a man conversant with soil culture. He knew by experience that care in preparing the land and in cultivating his crops brought results much greater than if the attention was not given. Hence when commercial orchard planting began in earnest in the

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Until trees come into bearing the ground between the rows is converted into gardens. In the illustration is shown an orchard garden with tomatoes, cabbage and other vegetables. All varieties thrive here

Medford district, the owner of the land to be set to trees planned for the harvest he expected. The ground was prepared in a scientific manner, selection was made of the most approved varieties of trees, and from the date of their planting they were given the care necessary to protect them from injury by pests and in cultivation. The spraying, pruning, cultivation, thinning, picking and packing were under the supervision of experts. The industry was a new one and right methods were adopted in its inception. The trees respond to the care bestowed, and the ripened fruit, flavored by nature's methods, rich in coloring from the sunshine, amply repays the owner for the attention given.

Commercial Varieties Grown.

Newtowns and Spitzenbergs are the principal varieties grown in the Rogue River Valley. Other standard apples, such as the Winesap, Jonathan, Ortley, Rome Beauty, Grimes Golden and Arkansas Black grow to perfection. The apples grown in this district might have achieved greater

renown had it not been for the diffidence of the grower. Had Rogue River products been shown in carload lots at all the world's apple shows, the trophies now boasted of elsewhere, would have been brought here. Entries of carload lots have been made on three occasions, and each time received the highest award. In 1909, a carload of Spitzenbergs from this district won the Grand Sweepstakes Prize at the Spokane Apple Show, together with the title of "Apple Kings of the World" for the growers. In 1910, but one car of Rogue River apples was in competition, and that car captured the first prize in its class at the World's Apple Show held at Vancouver, B. C. In 1911, a carload of Newtowns grown in Rogue River Valley was sold to the King of Denmark for his private use. With the permission of this ruler, these apples were packed commercially and entered in the car lot class at the Apple Show in Spokane, Washington. This car scored highest of any car which has ever been passed upon at an apple show and was awarded the gold medal in the Newtown Pippin class. The growers also won first prize, a silver cup, for best five boxes

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Strawberries are one of the never-failing crops of the Rogue River Valley and there are large areas in the vicinity of Medford devoted to growing berries, for which there is always a good demand

of Newtowns on display. It is notable that these are the only times when Rogue River apples have been in competition with the fruit from other districts, and each time they have been awarded the highest prizes. Experienced fruit growers in this valley maintain that there has never been a year, since commercial orchards have been in bearing, but a prize-winning ear of either Spitzenbergs or Newtowns could have been secured from single orchards in the Medford district had the growers realized the advertising value of such exhibits.

Fruit Commands High Prices.

The apple growers are rewarded for the care given the trees and the scientific methods of cultivating, spraying, thinning, picking and packing by the prices received for their product. An association has charge of the shipping. Uniformity of pack of carefully selected fruit makes it possible to order a carload or an entire train of Rogue River apples without the formality of the buyer being on the ground to personally inspect the consignment. The district has made a repu-

tation which it is careful to maintain. The acreage planted might lead to belief that there will be overproduction. This is an error. There never was and never will be an excess of a commodity of high class which enters into the daily bill of fare. The population of the United States is rapidly increasing and the demand for fruit is growing in proportion. There are exceedingly few localities in this great country especially adapted to commercial fruit growing. Let the reader investigate this statement and the findings will prove a revelation. The home market must be kept supplied, and foreign trade is constantly increasing. On the banquet table where royalty dines the Rogue River fruit is the piece de resistance. Old World monarchs have set the seal of their approval on the Spitzenberg and Newtown and the kings and queens and members of the royal family of Americans have issued their decree that of all deciduous fruits the Apple is King.

The Home of the Pear Tree.

The pear has been a favorite among deciduous



Rogue River Valley near Medford. The country is admirably adapted to the purposes of the farmer, the orchardist and the gardener. The valley lands gently slope toward the streams, the hillsides are cultivable. The water and air drainage are important factors in a fruit growing section, and here they are ideal. The illustration gives an idea of orchard planting in the

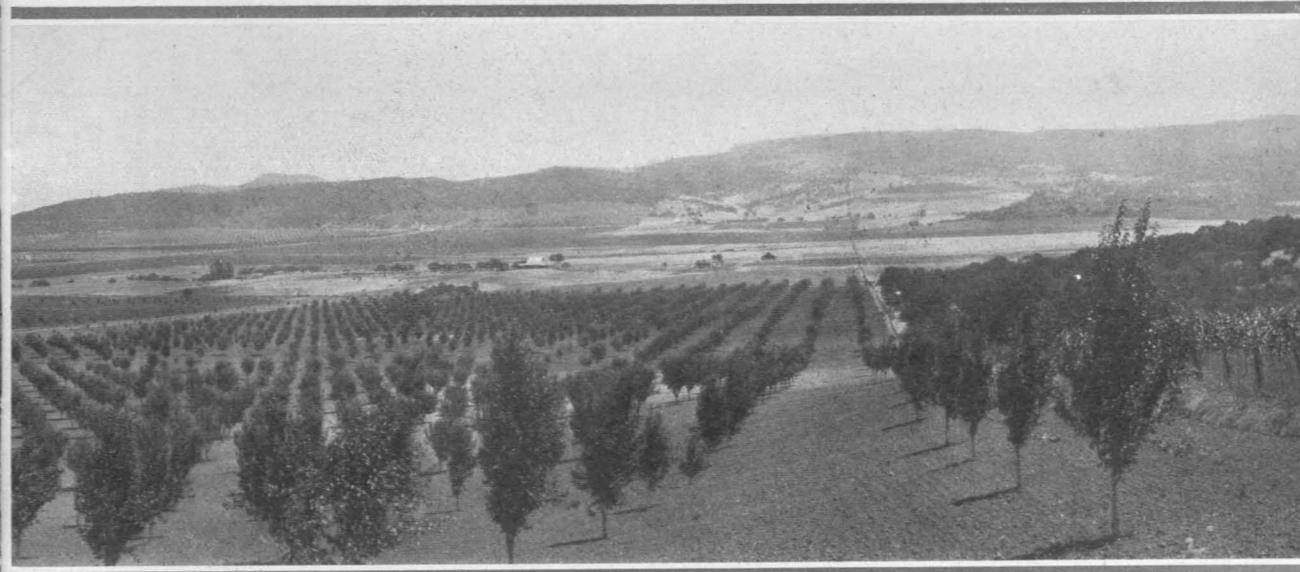
fruits for generations. Homer sang its praises in the Isles of Greece and Pliny told of its excellence in the Roman Empire. If the varieties grown there could evoke the lyre of the poet and arouse the enthusiasm of the naturalist, a worthier rhapsody and a more fitting tribute would be allotted this luscious fruit could these men have eaten of the Rogue River Valley product. The valley orchardists grow pears de luxe. They have brought out good qualities that have lain dormant through long ages. The pear soil is here, and the perfect soil and air drainage and sunshiny days, with the cooling influence of the night produces fruit that has no superior of its kind. In many localities this is regarded as one of the perishable products, but the Bartlett pear of this district is on the table during the holidays. It is classed by the lexicographer and the pomologist as a summer fruit, but all seasons are summer to the Rogue River Bartlett. It is not only the earliest to come into market but it stays with the market until the price is right. Other varieties such as the Anjou, Bose, Howell, Winter Nellis and Comice are grown, and every known variety may be planted with the assurance of an excellent crop. Like the apple, the pear is produced to meet the demand. Any particular variety in either fruit for which there is a call will be grown to order here. True, a little time will be needed but the want will be filled.

Fruit Brings World's Record Price.

Hardy trees are grown in the valley. They come into bearing at six and seven years of age, and history records the fact that fruit has been grown on trees 300 years old. The men who are today setting out pear orchards are making generous provision for posterity for generations hence as well as meeting a present demand for the good things of life and also adding to their bank accounts. A part of this booklet is devoted to telling of products and profits. The reader is asked to peruse this prior to passing judgment on the value of a pear orchard or criticising any statement as to the desirability of growing this variety of fruit. Exposition awards are splendid testimonials, but cash returns are even more convincing proof of excellence. Money talks and it spoke in no uncertain voice when the highest price ever paid for green fruit in open market was that given in exchange for Rogue River pears in the New York and London markets.

Peaches, Plums and Prunes.

Many varieties of peaches are grown here. In size, flavor, shipping and keeping qualities they are up to the Rogue River standard of excellence. In the Medford district the trees are planted as fillers in the apple and pear orchards. This means that in time they will be removed. While peaches command a good price, their production is more



ener. The valley lands gently slope toward the streams, the hillsides are cultivable. The water and air drainage are important factors in a fruit growing section, and here they are ideal. The illustration gives an idea of orchard planting in the Medford district. Thousands of acres are yet available for orchards and other purposes in the neighborhood of Medford

general than the higher priced fruits, and in this particular it is merely a question of the survival of the fittest. In some districts there are exclusive peach orchards, and their owners are content with their yield. The tree is not only a prolific bearer but is extremely hardy. In an orchard at Jacksonville there is a tree which was planted in 1857. It began bearing at three years and has yielded a crop every year since. In 1910 the Riverside orchard, 40 acres, yielded 14,000 boxes, which netted grower \$1.10 per box in Portland. Plums and prunes are also grown, but in small quantities. These, too, give way to specialized productions.

Cherries Are Profitable.

Other fruits are delicious, and cherries grown here maintain the reputation of the valley. The fruit attains unusual size, the quality is unsurpassed, the yield is prolific and the profit large. One Rogue River man sold his 1910 crop, grown on a half acre, for \$972 net. The trees were 14 years old. Bings, Lamberts and Royal Annes are among the principal varieties grown, but any kind may be produced, and at a profit.

Table and Wine Grapes.

American and European grapes alike yield bountiful crops. The well known Concord, the Flame Tokay and the Malaga are the principal

varieties grown, the intent of the vineyardist being to produce the kinds having a commercial value. The vines become profitable the fifth year after planting. The yield of Flame Tokays is five to six tons per acre. Malagas will yield six to seven tons per acre. Tokays will net the grower \$60 per ton and the Malagas \$50 per ton. California and other grape growing sections have their most formidable competitor in the Rogue River Valley. The famous vineyards of the old world cannot produce grapes of the superior excellence of those grown here.

Berries Yield Prolific Crops.

The Oregon berry is in a class by itself. It does not mature within a week or ten days as soon as the California strawberry, but when once on the market the southern product is outclassed in every respect. There are land owners who make a living from their strawberry patches, and others who add to their revenue by setting out the plants between the rows of orchard trees. This is considered more fully elsewhere in this booklet. The blackberry, raspberry, loganberry and the gooseberry and currant bushes of the valley are all revenue producers. The vines need little care. Their growth has to be discouraged rather than encouraged, for unless pruned back or grubbed, they will become an impenetrable thicket, and spread everywhere. There is something in the size and delicate flavor of the berries

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Corn is successfully grown in the great valley of Southern Oregon. The ears are full and the illustration shows the giant growth of the stalk. The yield rivals that of the Middle West

of Rogue River Valley which stamps them as a favorite.

Farm and Garden Products.

It is an undeniable fact that in late years attention has been given to fruit production to the exclusion of other crops. It is equally true that on Rogue River Valley lands bounteous yields of cereal and hay products and all kinds of vegetables may be obtained. There is need for more men who will raise the products now being shipped into Medford and other cities of this valley. Hay, grain, feed stuffs, vegetables of all kinds, butter, condensed milk, poultry and eggs are imported. These come in carload lots and the empty cars are hauled out of the valley. Wheat, oats, corn and barley yield large crops. Five to eight tons of alfalfa in three cuttings are had. Potatoes will average more than five tons to the acre, onions will give greater return and tomatoes will run as high as fifteen to twenty tons and over. Cabbage, turnips, parsnips, beans, peas, carrots, beets, squash, melons, cucumbers, cauliflower, celery, asparagus—everything, in fact, will grow

and in quantities surprisingly large. And yet grain is bought in Central Oregon, mill stuff in Portland and vegetables in California. The butter comes from the Middle West and the condensed milk from some other state. The stores of the provision dealers are stocked with canned products of other localities. The people here are sending away their money for the household necessities which can be produced in better quality at home. Grape juice from New York, pickles from Pittsburg, vinegar from Illinois are some of our imports. Rogue River Valley can grow finer wine grapes than the Empire State, better cucumbers than the Smoky City manufacturer puts on the market and can manufacture purer vinegar from its leftover culls in the apple orchard than can be squeezed out of an Illinois product.

Farmers and Gardeners Needed.

There is need for men to come into the Rogue River Valley and engage in raising the products now bought from outside localities. There is imperative necessity for the production at home of the food stuffs bought outside of Jackson County

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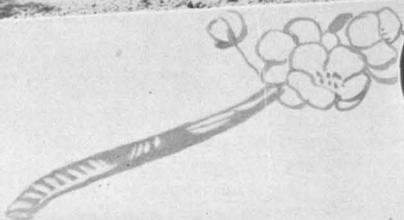
Wheat and hay were formerly grown as a principal crop in the Rogue River Valley. Hay fields are still numerous and alfalfa is the principal product. Large yields are obtainable even without irrigation

and the State of Oregon for consumption in the Rogue River Valley. There is no desire to detract from the fruit growing industry. That has outgrown its swaddling clothes. It will take care of itself. There is enough money invested in orchard land to warrant the assertion that Rogue River fruit will maintain its supremacy. But our fruit industry has been exploited to the exclusion of other profitable callings, and the Medford Commercial Club wants it generally known that for diversity of resources this section is unequalled. It is intended to publish to the world that in conjunction with raising the best fruit which can be grown Rogue River Valley can offer a home and not only a living but a competence to the man who will engage in soil culture aside from fruit growing. The very fact that we have not been insistent along this line has had the effect of attracting very desirable settlers elsewhere. The idea gained ground that our lands were high priced and adapted to certain fruits only. This is a grievous mistake and one which it is hoped this booklet will remedy. Land is not held at unreasonable prices. In fact it may

be bought cheaply. The Rogue River Valley is not a one-crop section. It will produce anything grown in the temperate zone, and will pay better returns for less labor than any other locality of which we know. It is not expected that the reader will accept the word of any individual or organization without investigation, but inquiry will serve to substantiate every claim made. False statements will prove injurious, and it will prove a pleasant task to verify every word herein relative to the productive capacity of the soil of this valley and as to the opportunities it affords to the homeseeker.

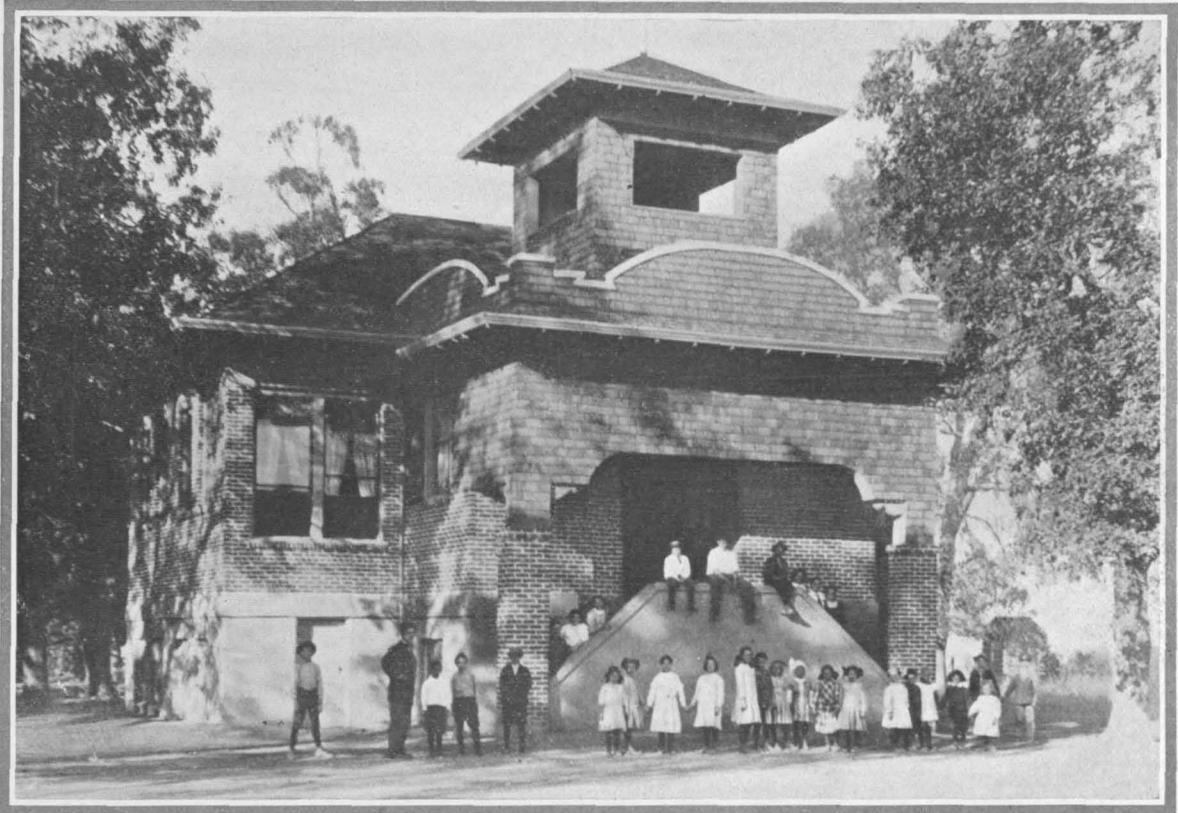
Oregon a Dairy Country.

The State of Oregon, as a whole, is adapted to the dairy industry, and Western and Southern Oregon are especially suited for this calling. There is plenty of green feed twelve months in the year. The dairy cow is not confined to a limited area. The weather conditions are such that housing is not necessary. In the meadow, the animals not only get the food they like, and which will add to the flow of milk, but they get



Country homes in the Rogue River Valley are surrounded by orchards and productive fields. These homes are of handsome design and are fitted with all the conveniences of the town house

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Rural school house in the Medford district. The educational facilities are good throughout the valley. Efficient teachers are employed and the buildings are erected with a view to comfort and health of pupils.

the exercise which is needful to keep them in perfect health. In addition to the pasturage there is alfalfa hay. The value of this is too well known to require comment and there is the kale and the other milk-producing foods which are grown in such abundance and available at any time needed. An acre of ground here will keep a cow. The cow will give milk which will bring from \$90 to \$125 per annum. Then the calf is to be considered. The creameries will call at the dairy for the product.

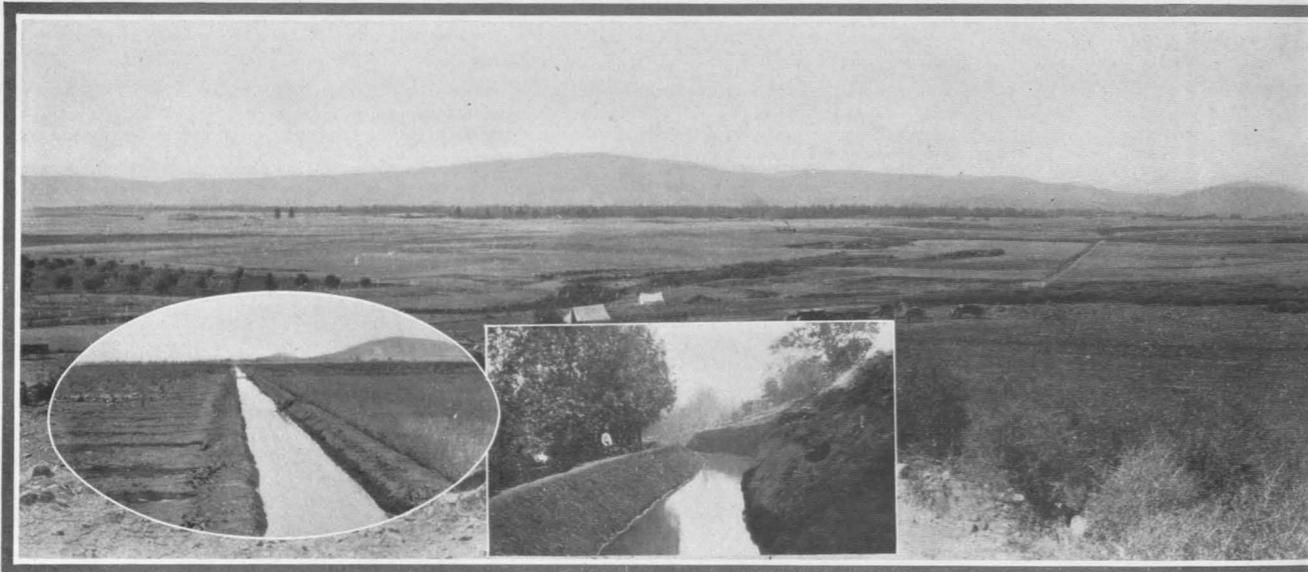
Imported Products In Use.

Notwithstanding these favoring conditions, the industry in Oregon is not generally engaged in. Butter in earload lots is shipped not only to the larger cities, but to the towns and the hamlets and to the railroad stations for distribution. The patrons of the hotels and restaurants and the people in the city homes use imported butter and not infrequently condensed milk. In the home of the fruit grower the farmer and even of the stockman the butter used is made in some other state.

This is true in the mining and lumber camps and wherever people are living. From an economic standpoint this is deplorable. Cows are more profitable here than where dairies are found on a large scale. It takes more ground to keep a cow in the dairying states of the Middle West than in Oregon. The animals have to be stabled in expensive buildings there, while here a shed will afford all the protection needed. There the animals are stall-fed for months, while here they roam in green pastures. The freight charges and the middlemen's profits must be counted every time a piece of butter is spread on your bread. The by-product of skim milk is lost, unless dairy cows are kept, and another waste occurs, as this milk can be turned into dollars by feeding it to swine. Hog-growing will be referred to elsewhere. It is another neglected farm industry.

Large Herds Unnecessary.

The cities of the Northwest have large and growing populations, and the market prices for butter and cheese are good at all times. It is de-



Irrigation brings results even where there is as much precipitation as here. Illustration shows 7000-acre tract being developed by the Rogue River Canal Company. By conservation there is water enough to irrigate 55,000 acres in the Medford district, under a project now well advanced. Additional supply is obtainable either by construction of dams or by pumping from the Rogue River. This latter is made feasible by the vast amount of power which it is possible to generate close by

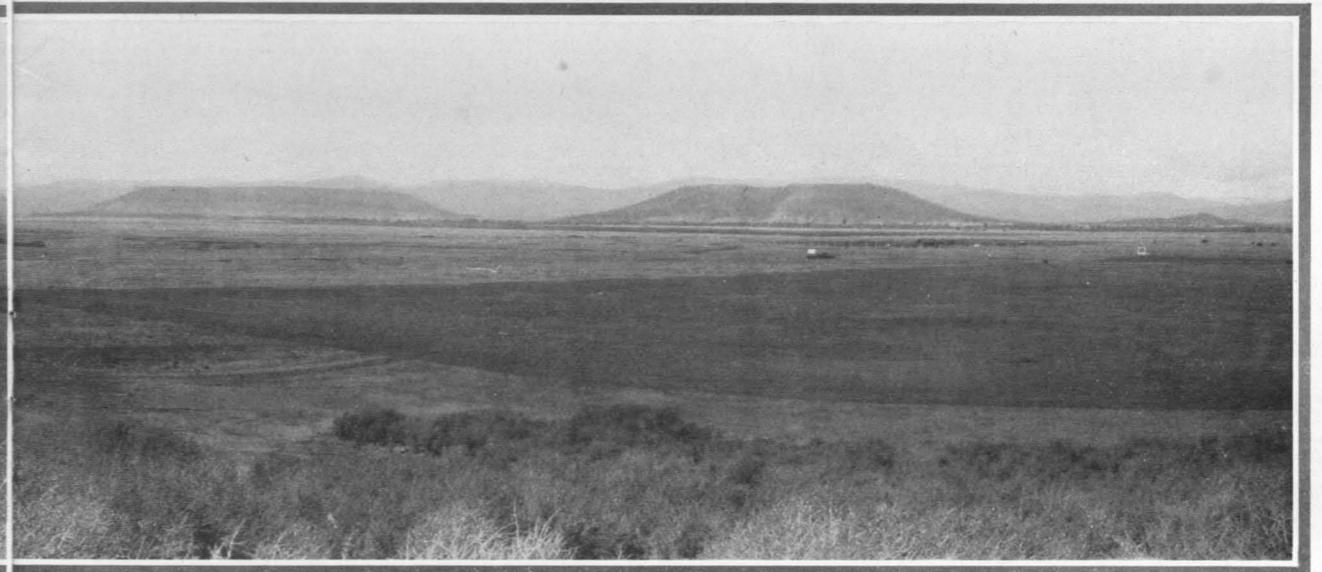
sired to call attention to Oregon's unsurpassed opportunities for dairying. The agricultural colleges, commercial organizations and the merchants are endeavoring to enlighten the men who are looking for locations as to what may be done in this state, and the Medford Commercial Club asks that Rogue River Valley be considered by those who are interested in dairying. It does not require large capital to begin. It is, in fact, advisable to begin on a small scale, and build up the business. A hundred men with a few milk cows each are of more value to a community than one concern with large herds. The small herd is a possibility, while pasturage must be a first consideration where a great many cows are kept. When the requisite number of cows is being milked, a creamery will be established, and Rogue River butter will take the place of the Eastern production. It can be supplied for less money and its quality will rank as high as any on the market. It is hoped that attention will be given this matter. Our home people can aid by writing to prospective settlers and telling them of the value of this as a dairy country, in addition to its numerous other advantages.

Stock Growing.

The men who first saw the Rogue River Valley realized its desirability as a stock raising section and for some years it was one of the principal supply points. But with the settlement and culti-

vation and fencing of its lands the range became restricted. Time was when at every station along the Southern Pacific the stock pens were filled with beef cattle, sheep or horses for shipment to Portland, San Francisco and other points. These pens are now grass-grown in most part, though livestock is loaded at Medford and other points in limited numbers.

The raising of pure-bred cattle for dairy purposes has been referred to. It is desired to call attention to the valley as a swine-growing section. Without going again into details as to climate and abundance of green feed, we desire to say that the owner of a tract of land in this valley who does not set apart a portion for hogs, is overlooking something of importance as a money-making factor. It does not matter to what uses the balance of his land is put, whether he engage in fruit-growing, general farming, truck gardening, dairying or any other calling on the land. There is room for a few hogs. Not razor-backs or mongrels, but pure-bred Duroc-Jerseys, Poland-Chinas, Chester-Whites—any of the acknowledged breeds. The animals are easily fattened for market on alfalfa, and the product brings in more money when sold in the form of pork than in any other way. A little grain will harden the flesh of an alfalfa-fed hog until its meat is as appetizing as the corn-fed animal of the Middle West or the boasted beech-nut product of the Southland. There's always feed for a litter of



pigs on the farm—good, nourishing, fattening roots, vegetables, grass, grain and skim milk. A hog will wallow in the mud if offered the chance, but a hog will not eat filth unless forced to by hunger. The prejudice against pork is not well founded. If it were, and man's ills were attributable to his diet of ham, bacon, sausage, spare ribs, roast pork and other items on the bill of fare provided by the lowly hog, there would be a falling off in demand and in price which would do away with that branch of the animal kingdom. There is money in raising swine. This statement is based on the daily market reports. Hog-growing is an industry in itself. Some one is destined to make a fortune in the business in the Rogue River Valley. His name is legion if he will but improve the opportunity.

Pure Bred Draught Horses.

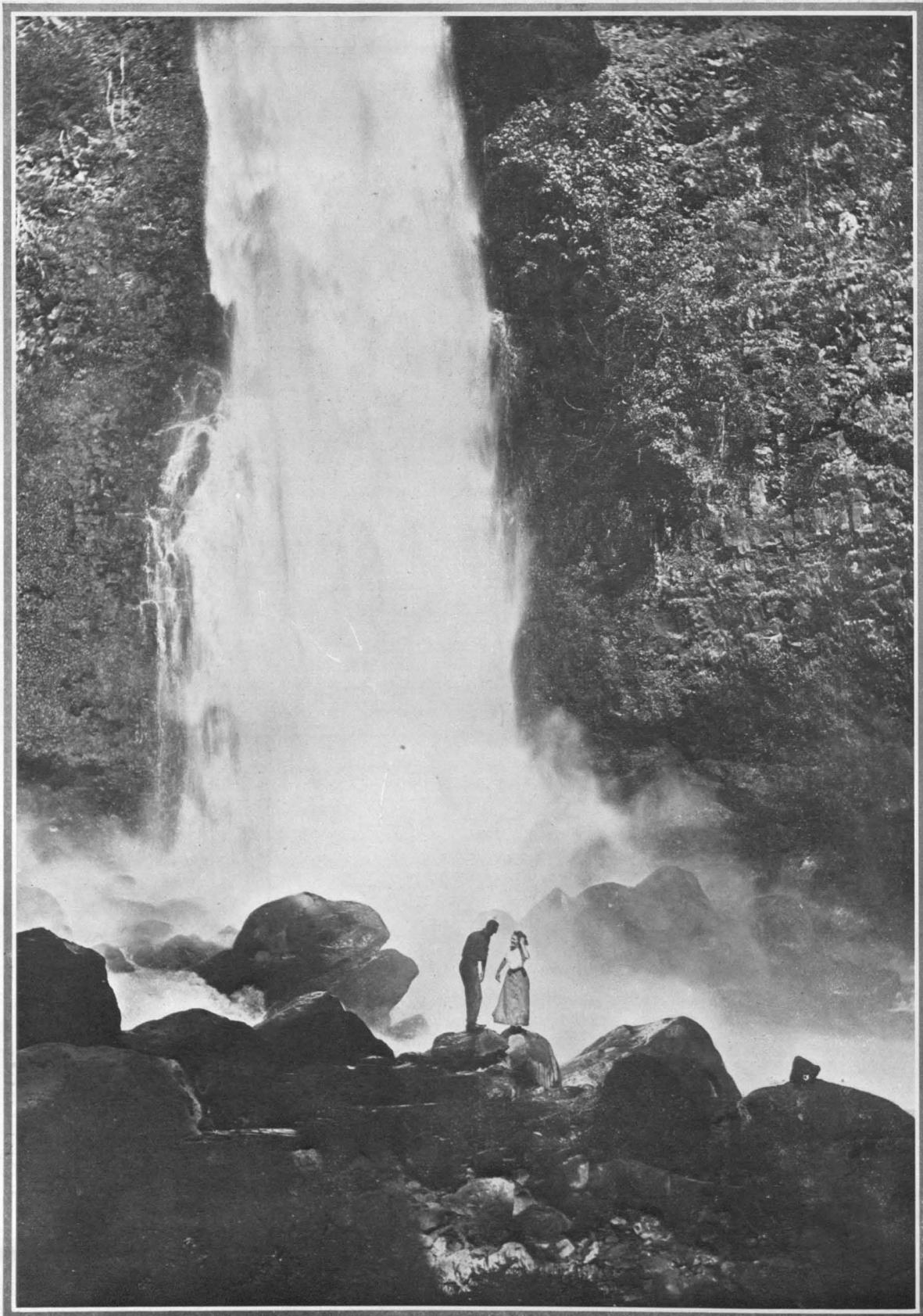
The land owner who has a work team may not be able at first to purchase a team or teams of thoroughbred mares, but as soon as the bank account will permit, he will make a wise expenditure in buying the best animals to be had. There are registered sires, the services of which are always available. At four and five years of age a span of draft horses will sell for from \$500 to \$750. The mare will drop a colt each year and may be worked practically up to the time of foaling. A good brood mare will cost \$175 to \$200. The cost may be more. In ten years the

cost is swallowed up in profits on her colts and her work has many times paid the cost of purchase. Do not raise cayuses. The farmer who is up-to-date will not have any animal on his place, from the high-class, thoroughbred, brood mare down to the family cat that is not registered and entitled to entry at the shows where only pedigreed stock is on exhibition. Rogue River fruit products have won prizes in money, in medals, and in diplomas. It ought to be a matter of pride to its people to do in the stock growing line what it has done in other respects. To get to the top here is merely a matter of trying to do so.

Sheep and Goats.

Sheep need large pasture areas. The forest reserves so convenient to Rogue River Valley afford plenty of grazing facilities in the summer, and the animal may be winter fed with profit, where hay is grown in such abundance. The shearing will bring about the establishment of woolen mills or scouring mills, adding to the wealth of the county and to the number of its inhabitants.

Angora goats are valuable for clearing land and for their mohair. There are large areas of timber land adjacent to the valley. With the marketing of the lumber these lands—the logged-off lands—will be ready for clearing for cultivation. Goats will do a work that no other animal will do and do it well. There is a saying to the effect that



Mill Creek Falls on the road leading from Medford to Crater Lake. This is one of the beauty spots on the journey to this mountain lake. The route is bordered with scenes of matchless grandeur

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civilization follows the flag. This is a fact. It may be said with equal truth that the plow follows the goat, and this humble brute is therefore a prominent factor in the advance of the settlement of the land where once stood the great trees of the western part of the American continent.

Bulletin No. 5, issued by the Medford Commercial Club, is devoted to dairying and stock growing in the Rogue River Valley. Write for it. It is possible that this publication may repeat what is said on these subjects, but the statements cannot be made too frequently. It is the man who stands outside his tent and cries his wares, who attracts the attention of the public to what he has to offer. Medford is at the door of her tent, pitched in the Rogue River Valley. The city is telling of what it has in circulars and booklets. It is making an offer not for personal gain, but for the benefit of those who are looking for locations in a land such as this. It is telling of pursuits which are adapted to the use of man. It is telling of the home life and allurements of this great and productive valley and its environs.

Poultry Growing.

The raising of chickens, turkeys, ducks and geese, particularly the two former, is a money-making proposition in the Rogue River Valley. One of the bulletins issued by the Medford Commercial Club goes into the matter in detail and it is suggested that this publication be read by interested persons. Climate has much to do with successful poultry farming. Both the flesh of the fowl and the eggs advance in price with the coming of the months called winter in other sections. Winter, in its accepted meaning, does not put in an appearance here. We have the autumn tints and the falling leaves, but from the end of autumn until the beginning of spring winter means occasional rainy days, on rare occasions snow, and many days of sunshine when the farmer plows his land and pursues other outdoor vocations and when beast and fowl range in the open on the green feed practically always available. It is needless to say that poultry will do well in a climate such as this, and that there is little difference in the egg production of June or January.

Fowls Live Out Doors.

Prices are always good. Eggs rarely sell for less than 25 cents per dozen and from 50 to 60 cents per dozen is the price during fall and winter months. This is when the American hen in



Generating plant of the Rogue River Electric Light Co. at Prospect, near the City of Medford

the great poultry sections of the Middle West, where Oregon gets her supply of eggs, devotes her energies to keeping her feet warm and her comb from being frost-bitten in lieu of devoting her time to filling the nest with eggs and the purse of her owner with the coin of the realm. The holiday season is also the time when the dealers pay more and charge for the fowl for table purpose. Depletion of the flock means diminished egg production and the poultryman winter-feeds his hens for what they may do later on. In other words he is dealing in futures. The Rogue River poultry grower does business differently. He does not have to build expensive houses, nor to provide artificial heat. His flocks roam at will, and they find in the gardens and meadows and orchard the food they relish. They select their own variety of grit and do not rely on the bone crusher or the manufactured product. They get the exercise they need, and are not only healthy, but in large part immune from disease. The hens keep on laying, the variation from month to month being scarcely perceptible.

The poultry industry is one of the neglected opportunities of the valley. The land owner

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Suggestive of "Roasting Ears," "Johnny Cake" and other items on the bill of fare of the good liver. The corn field is in evidence in many of the young orchards throughout the Medford district

either does not realize the income-producing qualities of well bred poultry, or regards it as troublesome to watch the flock. A well-selected breed of chickens will not only pay for themselves, but they will bring handsome returns on the money they cost. It is not unusual to hear of families whose entire revenue is derived from the poultry they keep, and the owners live well. Other instances are known where a flock of laying hens pay the entire running expenses of the farm. Men engage in poultry farming as an exclusive business and are getting rich. Hens of the right breed will net their owner \$2 and upward each per annum. It is a mistake to keep any but the best, and it is an error to have mixed flocks. The fowls should be selected with a view to their egg-laying qualities or their value as food. Favorite breeds are the Plymouth Rocks, Orpingtons, Rhode Island Reds, Wyandottes, Leghorns and Minorcas. The fowls will have to be penned separately to prevent mixing of breed, but the results will pay for this care. If necessary one variety may be kept and this will not necessitate as much labor in building enclosures. As an adjunct to any farm or orchard, a flock of chickens will prove of

value. There is always waste from kitchen and table, and the left-over food will bring a return in dollars and cents, if fed to the fowls. The little grain required for feeding may be grown on a limited area. Unless kept in confinement, the fowls will forage for themselves and need little additional food, except in the case of young chicks. Read our bulletin on Poultry Raising. It will enlighten anyone on the subject.

Vast Mineral Resources.

Jackson County's mineral resources have not been developed. There have been millions of dollars taken from the auriferous gravel and sands, and gold-bearing quartz veins have added to this amount, but notwithstanding, the era of development has not yet really begun. Experts who have made careful examination of the mineral zone and assayed the quartz, do not hesitate to say that it is one of the richest districts in the United States. Before going further into this subject, it is desired to impress upon the reader that the Medford Commercial Club as an organization has nothing for sale. It is not interested in lands, mines, stocks or bonds. It will frown upon any scheme to de-

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One hundred gallons of sorghum molasses to the acre. Sugar cane, while not generally planted, does well in this climate and the yield of sorghum compares favorably with other cane growing sections

fraud the unwary and will aid in bringing to justice the man, company or corporation bringing into disrepute the country tributary to this city. There have been so many wild-cat mining propositions launched elsewhere that legitimate interests have suffered. We will exploit nothing that is unreliable, nor urge investment in anything unsafe. Any expenditure of money in any enterprise should be made only after thorough and painstaking investigation. Even then there may be errors of judgment, but there will not have been reckless waste. Great as are our mining prospects, we will treat them in the most conservative way.

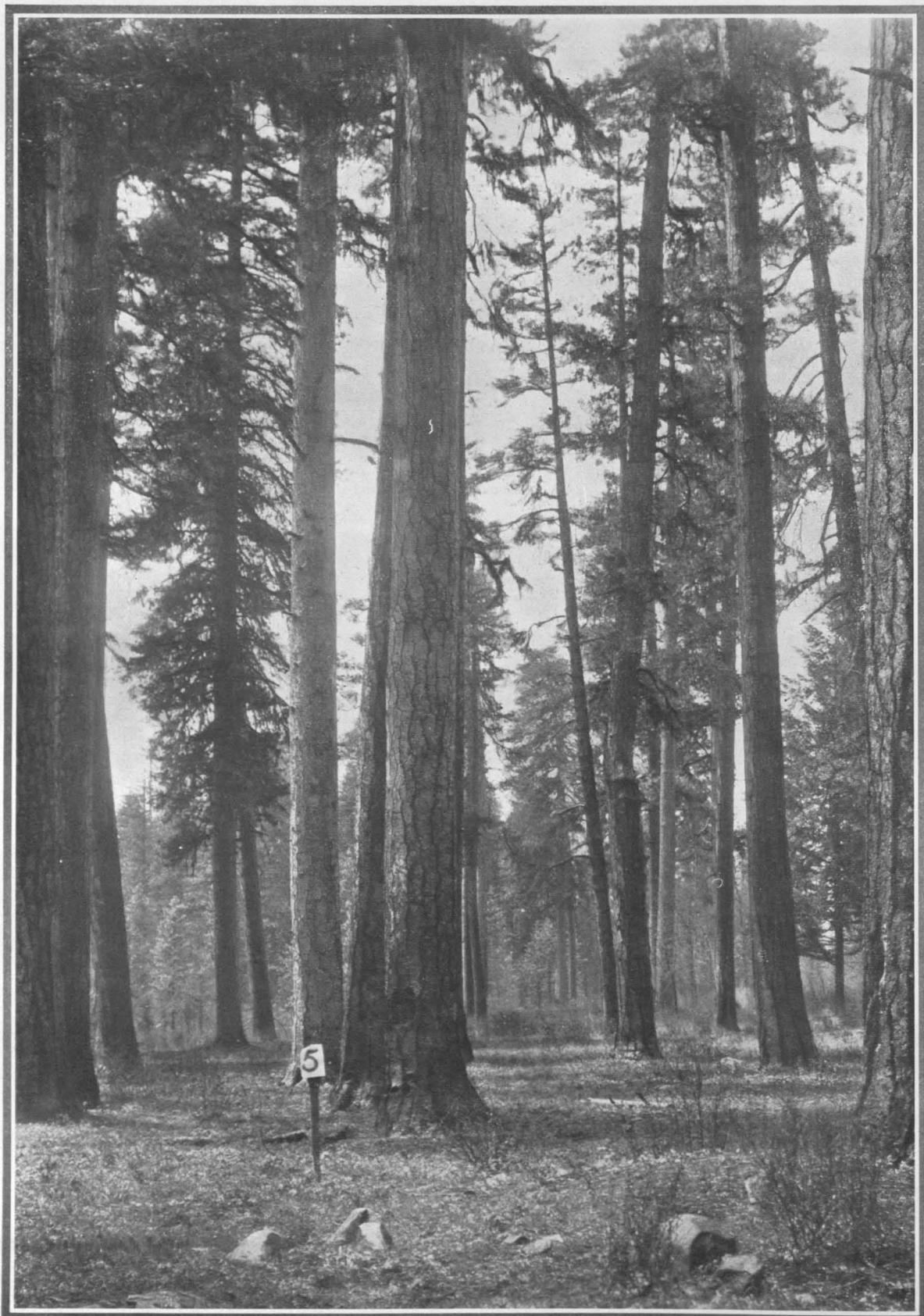
Little Done in Late Years.

There has been little done, even in the way of prospecting in the Jackson County mineral belt for years. Mining differs from other pursuits. The discovery of one paying lead will cause all the surrounding country to be located, and operations will be confined to a particular district. This is true here. The country at large is virgin. The very ease of access prevents its exploration.

Men risk their lives in the North and brave death in the South looking for bonanzas and mythical "lost" lodes, while what is acknowledged to be one of the greatest mineral sections of the continent is passed by. It will require time and the expenditure of money to open up these deposits of gold, copper and other metals, but the ore bodies are there, say mining experts, and simply await the development that will make millionaires of some of today's prospectors.

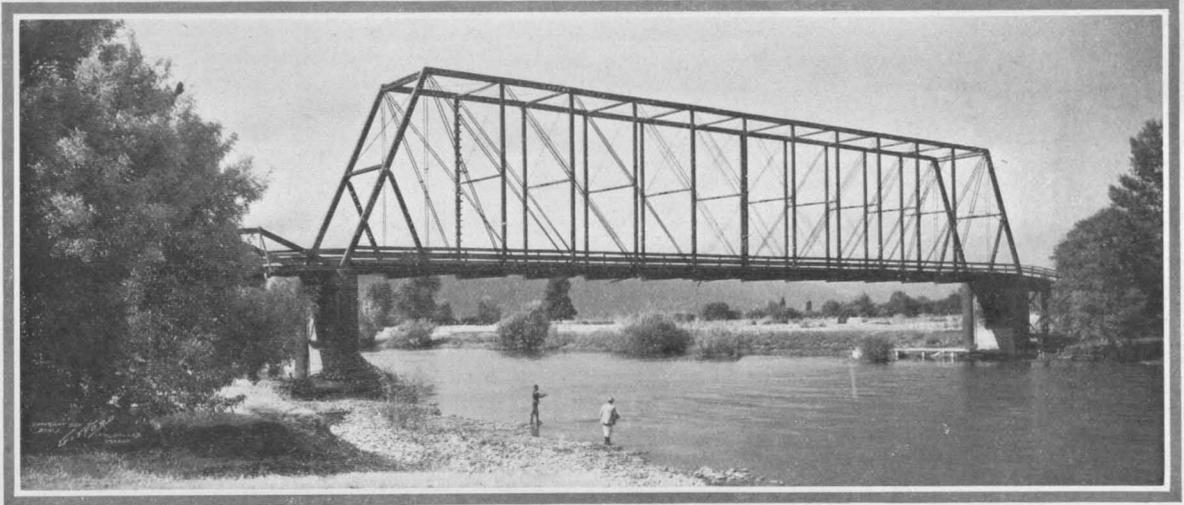
Gold and Copper Predominate.

In the mountains adjacent to the valley, the ore values are principally in gold. There are low-grade propositions where assays will run from \$3 to \$10 per ton. Other returns go to \$5000 per ton and even higher. A 20-stamp mill is in operation at Jacksonville, five miles from Medford. The values here are in tellurides. There is ore enough in sight to keep the stamps dropping for five years. Nine miles south of Medford, in the Siskiyou Mountains, a local company is developing a property of great promise. In the southern part of the county and just across the line in Cali-



Medford's timber resources are one of its most valuable assets. It is conservatively estimated that there are twenty billion feet of merchantable timber tributary to this metropolis of the Rogue River Valley

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Rogue River is turbulent in places, but here the waters are quiet enough to enjoy a boat ride or engage in the delights of fishing in the assurance that your efforts will be well repaid

fornia there is a copper belt which is pronounced by men who have examined it, and who are familiar with other copper regions, to be the largest deposit in the United States. There are large areas of placer ground in the county which are untouched. To work these, water will have to be conveyed to the ground, but there is gold to warrant the construction of ditches. The value may be known prior to expenditure of money save in prospecting. This will be inconsiderable.

Extensive Coal Measures.

Outcroppings of coal run through Jackson County and are found for more than fifty miles, and within four miles of the city of Medford a paying mine is in operation. It is not being worked on extensive scale, the owners putting back every dollar received for the output into development work. The miners are encouraged by the better quality of coal they get with depth. Their product is used in the local markets at present. The vein is from five to eight feet wide in the present workings. The surface indications are borne out by exploration and the mountains are underlain with coal.

Other Deposits.

The prospectors in Jackson County as a rule are looking for gold. They not infrequently encounter other substances. Cobalt, jade, nickel, zinc, arsenic, graphite, mica, iron, asphaltum, agate, asbestos, onyx, cornelian, garnets, talc, antimony, fire clay, kaolin, hematite, lead and tellurium have been found. In the building line

there are marble, granite and sandstone, these being available in any quantity.

A Banquet of Good Things.

At the table spread in Rogue River Valley there is a feast of good things. The valley products cannot be excelled. The juice of the grape may be drunk from a goblet of gold, the material for which was taken from a mine adjoining the vineyard. The fruit baskets, too, are of the yellow metal, the product of a mine within easy walking distance of the orchard. The fuel which was used in cooking the viands for this banquet was brought from workings of a coal mine but four miles away. The brilliant illumination is from electricity generated on the banks of the Rogue River, which flows through the valley. This sumptuous repast is the product of field and stream, orchard, vine and garden of this mountain vale. The service is of gold and silver taken from the hills which border this land of bounteous plenty. The decorations are the fragrant roses and the many-hued state flower. You are bidden to this feast.

Resources Are Enduring.

Without desire to boast, it is asked, where else, in this or other lands, can such an array of edibles and an equal display of riches be found, within the same area? It is the practical that will appeal to the people it is desired to interest in our valley, and it is intended to tell of practical things. But there are means of ornamentation which brighten the home and lighten life's



Rogue River Valley is admirably depicted in the above map. Tributary to Medford is a vast scope of country, the fertility of which is remarkable and the products of which have brought renown to Oregon. The contour of the country as outlined shows the resorts which are available within easy distance. Mountain and valley lend charm to the surroundings of Medford, which has a sky line of rugged peak and emerald forest. The valley so rich in soil products is also rich in its grand environment

burdens. Wealth has its allurements. A meal eaten from dishes of gold may taste no better than one from the plainest material, but the daintily served meal has its appetizing qualities. It is a good thing to have this costly table service, whether it is used or not. It is inspiring to live within hailing distance of a storehouse of precious metal. This valley is a gold mine. The hills are paying tribute in precious metal. In time this will end. But the basic, the perpetual, enduring wealth of soil products will never diminish. From these broad plains and gently undulating hills will flow a stream of wealth, increasing in volume with recurring years. Other industries will wane. Agriculture will endure, even unto the end.

Our Forest Wealth.

In the mountain ranges adjacent to Medford there are 20,000,000,000 feet of timber. This is a virgin forest. It is but recently that a railroad line was built to penetrate this magnificent growth of merchantable lumber. The largest sugar pine belt remaining uncut is included in the timber area. Other varieties are Douglas spruce, red and yellow fir, cedar, larch, hemlock and oak. The timber is in private ownership, and must be so considered, all the valuable interests having been acquired. Logging roads will extend from the main line into different sections. The employment of men to fell the trees, the transportation of logs to the mills and the conversion of the material

into the finished product will form an industry of exceeding importance. Medford is the only gateway through which the lumber can be shipped. It will also be the supply point for the army of operatives which the handling of the product will necessitate. The lumber industry will be an important one here for years. Favorably situated on a transcontinental railroad, Medford will be the shipping point for the trade in the cities and mining centers of the Northwest, for California, Mexico and Atlantic ports upon the completion of the Panama Canal.

Conserves Water Supply.

The timber grows at altitudes much higher

than the valley. Adjoining the forests owned by individuals and companies are the great reserves under supervision and protection of the Government. Here are feeding grounds for flock and herd. Under certain restrictions, lumber is obtainable, but general cutting is not permissible. There is a two-fold object in the forest reserve, covered by one word—conservation. The trees are not available for commercial use and must be allowed to stand. The timber is not only thus preserved, but the water shed is protected. The tree-clad mountains mean protection to the snow from the sun's rays and the retention of moisture. They further mean that life-giving streams will continue to flow through the Rogue River Valley.