MEDFORD, ROGUE RIVER VALLEY, SOUTHERN OREGON

Avenue in a pear orchard, where thrifty tree growth and carefully cultivated ground are indicative of care and prophetic of good things to the owner of the trees. Things are done on a large scale here.

Water Power Available.

The Rogue River is a power stream practically from where it leaves the mountains until it loses its identity in the Pacific Ocean. Confluents of the river are also power streams. There is a greater Niagara undeveloped in application to the use of man in this valley. True, there are plants where electricity for lighting and power is generated, but on a scale so small as to be scarcely noticeable when the available power is considered. The uses to which electricity may be put are so varied that its generation must be accounted of untold value to this region. It will turn the wheels of industries which alone would make the country prosperous. In the mines and mills, in the manufacturing plants, in the business house and home of the city and rural towns, on the farm and in the operation of railways, the invisible current will cheapen production and add to the wealth of the community, the county and the commonwealth. It will revolutionize heating apparatus, simplifying the labor and enlighten the burdens of the people. The Electric age is close at hand. Under its transforming influences great changes for the better will be wrought. As the spring transforms the tree, so will this great energy work to the betterment of a country where its application can be made with such ease and facility as in the Rogue River Valley.

Water for Irrigation.

The water supply of the Rogue River Valley has its source in the everlasting hills, where perennially snow-clad peaks and glacier-covered sides are fountains unfailing. These are Nature's reservoirs. Their contents are purified by distillation in cauldrons far from human habitation. Unpolluted they flow in generous abundance to the valley where they meet the needs of man and the wants of growing vegetation. The precipitation, which averages 28 inches per annum, insures crops of all kinds. But there is a growing season when there are no rains, and additional moisture means increased production. To provide this, irrigation systems have been established. In some places water is already on the lands and the results of its application warrant the extension of canals and ditches. A company has been
formed and operations are well advanced on a series of canals and laterals which will irrigate 55,000 acres. This is a gravity system. Storage reservoirs will increase its capacity. Pumping plants along the river will add to the volume of water available, and every acre of cultivable land in the Rogue River Valley which will be benefited by irrigation can have the amount of water needed. Dry farming may be done here, and there are sub-irrigated sections where additional moisture is not needed. There is, however, need of water in places where the yield may be increased from 50 to 500 per cent. This has been done in other localities, under less favoring environments, and where the soil was less responsive to intelligent cultivation. Applied moisture has been found necessary in regions where the precipitation is almost double the amount here. Water users are pronounced in favor of the irrigating ditch and the enhanced value it brings. Irrigation will figure prominently hereafter in Rogue River Valley. It will entail a little additional outlay, which will be forgotten in the increase in every variety of soil product. Artesian wells are in use in sections removed from running streams and shallow wells are found in places. The windmill is rarely found.

The City of Medford.

Medford is the commercial and financial center of Jackson County. It is the principal shipping point of the Rogue River Valley and the largest city in Southern Oregon. Its present population is given as 12,000. In 1910 the census enumeration was 8842, and in 1900 it had less than 2000 inhabitants. This growth is phenomenal and significant. It is indicative of the country surrounding. Cities are not built upon insecure foundations. The demands of commerce and the requirements of the people are met by the erection of costly structures and the inauguration of industries. Mercantile establishments, homes, schools, churches, fraternal organizations spring into existence because of a manifest need. Medford is not only a city of rapid growth, but it is a place of imposing edifices for the transaction of business, for the education of the youth, for spiritual aid and for social intercourse. Its site, its climate, its diversity of resources, its transporta-
Orchard district adjacent to Medford on the south. This is a closer view of one of the many fruit farms outlined in the general damage by pests. Scientific methods are employed in the planting, cultivation and pruning of orchards here. The fruit trees now in bearing will be ready for shipment in 1916. By that time the kind of a place that grows on one, and there's a homelike appearance to the city and a homelike feeling in the air that causes the visitor a pang of regret when he makes his adieus to the genial people and says farewell to the lovely city of this mountain vale.

Growing in Business Importance.

Medford is one of the important shipping points of Oregon. In 1909, it ranked second to Portland in carload shipments of commodities. This, too, with the partial development of but one of its many industries. The fruit trees now in bearing are planted on area of 3640 acres. In five years the area in bearing will be 32,500 acres. No one can correctly estimate the quantity of fruit which will be ready for shipment in 1916. By that time dairying should have grown to an important industry, stock growing should be commensurate with its value and importance. The lumber will be moving from the great forests, there will be trainloads of best monumental and building granite moving; there will be quartz mines in operation and Medford may be supplying the cities of the Northwest with coal from its apparently inexhaustible measures. The market gardeners are engaged in friendly rivalry along lines of beautifying the home surroundings. It would seem that the people who have chosen this as a place of abode had in mind the building of "a home that their feet may leave, but not their hearts." Perhaps that man who grew homesick in heaven wanted to go back to Medford. It is the kind of a place that grows on one, and there's a homelike appearance to the city and a homelike feeling in the air that causes the visitor a pang of regret when he makes his adieus to the genial people and says farewell to the lovely city of this mountain vale.

Civic Pride Is Evidenced.

On every side there is evidence of pride in the city. The railroad passes through the center, and its flight of way is free from unsightly buildings. There is a handsome depot where the Southern Pacific trains stop. This structure cost $50,000. The Pacific & Eastern line—the Hill line—has a handsome depot a few blocks away. The streets in the business district are wide, smoothly paved, and at night brilliantly illuminated. In the residence section the homes are attractive and are set in well-kept enclosures. There is no evidence of crowding. Spacious lawns, with trees, shrubs and flowers are everywhere. There are rows of pretty bungalows, which vie with the more pretentious residences in calling for admiration. It is, in addition to a thriving city, a home town, where comfort is a consideration and where the inhabitants will have found a selling place for their products and Rogue River poultry and eggs will take the place of the imported Eastern product in Washington and Oregon. This is a forecast which may be regarded as truthful if the resources receive but a part of the development they should and if the industries mentioned are begun even on a small scale, and will mean added importance to Medford shipping. If proper steps are taken California produce will find other consumers and the Eastern packing house will have Medford to consider as its most formidable rival in bidding for the trade in the Pacific Northwest. The city must grow. The settlement of the country tributary and the handling of products of field, orchard, garden, forest and mine will necessitate building commodious workhouses and the employment of many laborers. The claim is not put forth that there is present need for an inrush of city workers. The building up of the municipality will come through the peopling of the valley lands and through operations in woodland and in the quarries and shafts and tunnels of the mines. Rapid as has been the growth of Medford in the past few years, it is safe to say that this will be greatly surpassed within the next decade.

Attractions for Visitors.

Medford has attractions of a superior character to offer the visitor. Within a radius of one hundred miles there are mountains, lakes, rivers, streams, the roads to which wind through gorge and canyon, past rapids and cascades. These...
Diversified farming is becoming more general. The land owner finds it pays to raise hogs. He can save on his meat bill and also add to his bank account by keeping a small herd of swine.

Pathways leads through foliage so dense that the sky is obscured at times, to heights from which vistas of exceeding beauty are unfold. It is only eighty-five miles to Crater Lake, one of the greatest wonders of the Continent. This body of water occupies what was once the crater of a monster volcano. The waters are blue, of a tint nowhere else seen. The mirrorlike surface reflects the precipitous sides and the depths reveal a panorama of forest-clad mountain and the towering, snow-clad peak rising to majestic height. In Indian story and tradition, this is the abode of spirits, and the red man will not look upon the waters. The awe with which the aborigines regard these surroundings has its counterpart in the reverence with which the visitor of this and other lands beholds the beauties and admires the grandeurs of this mountain retreat. There are islands to visit, nooks to explore, precipices to climb. There is majesty everywhere. There is eloquence in the silence unbroken save by the cadence of whispering winds and the moaning of the waters of this inland sea.

Caves, greater than those of Kentucky, are within easy reach, just across the Josephine County line. These caverns are in a spur of the Siskiyous and are but partly explored. The grotesque formations and the size of these chambers make them one of the interesting places to visit.

Hunting affords delights to the nimrod after large or small game. Deer, elk and bear are found in the mountains while feathered game is plentiful in lowland and foothill. The lakes, rivers and creeks teem with fish of different kinds. The trout found here are exceptionally fine and will provide exhilarating sport to the man with rod and line.

Camping out places, where there are wood and water and convenient to hunting and fishing are plentiful. From July until the winter rains begin in November the life in the open is most enjoyable. The days are warm, but not hot. The nights are just the right temperature to induce sleep and refresh the body. There are no insect pests to annoy. At Crater Lake and other resorts there are comfortable hotels for those who do not desire to carry camp impedimenta. Automobiles ply between Medford and places of interest during the season, and are for hire.
Poultry growing is one of the profitable industries as a side issue or as a separate vocation. Chickens and turkeys thrive in this climate and the market for them is good at all seasons of the year.

Good Roads Being Built.

Jackson County people as a whole are progressive. In September, 1911, they further evidenced their intention of keeping a place at the head of the procession, by voting $1,500,000 in bonds to build new roads, so that their progress would be in no wise impeded. In this respect the county leads in the state. The amount voted will build 300 miles of good roads and it may be said that no better investment can be made. They benefit the people in larger measure than any other investment. They are of incalculable benefit to the farmer, the orchardist, the lumberman and the miner. They lessen the cost of transportation and make travel comfortable at all times. It is arranged so that burdensome taxation cannot result from the bond issue. With an assessed valuation of $38,000,000 and an indebtedness of $500,000, Jackson County is in good shape financially. The tax levy for 1911 was six mills. Increase in property valuation will preclude an advance in taxation. Good roads not only benefit the users who live here by facilitating delivery, but they enhance the value of their holdings. A community having highways such as will be made here will attract tourist travel. The sightseers are good spenders, and they are an asset well worth having. Southern California is a striking example of what the tourist crop is worth. It has built a city in Los Angeles County that is the marvel of the world. It will do for Southern Oregon what it has done for its neighbor.

Jackson County.

The area of the county is 2851 square miles. It is larger than Delaware. Delaware with its area of 2050 square miles is credited with a population of 202,322 in the census returns of 1910. Jackson county was given credit for 25,756 inhabitants. With its 800 square miles greater area, Jackson County had at the last census 176,566 fewer inhabitants than the State of Delaware. Comparison of resources, climate and surroundings will convey some idea as to what this county of Southern Oregon will have by right of preeminent worth when people are familiar with conditions. It is no reflection on either that the present status of affairs exist. Delaware was admitted as a state in 1787—three-quarters of a century before Oregon’s star had a place on the flag.
Upper Rogue River contests its way to the sea with mighty rocks, which obstruct the flow of the water. For long distances in the mountains the stream is a succession of foamy cascades.

In 1846 Daniel Webster said when Oregon asked for a territorial form of government, "It is so far off that a delegate to Congress could not reach its nation's capital until a year after the expiration of his term." Webster died in 1852, seven years before Oregon became a state. The renowned statesman, orator and jurist did not live to realize the greatness of this country of the West. Today it is the best part of the nation. The American Union has no grander subdivision than the State of Oregon. Jackson County, gold-enriched, forest-bedecked, endowed with riches of soil and blessed with equable climate, is a proud possession of this great and growing commonwealth. It is in itself an empire where the sons of men are blest beyond the lot common to humankind.

**Towns of the County.**

Ashland, twelve miles southeast of Medford, is the second city in the county. It has a population of 6000 and is division headquarters of the Southern Pacific. The city is well laid out and has substantial business houses and many handsome homes. Its churches, schools, fraternal buildings are in keeping with the progressive people who live there. The improvements recently made in street grading and paving here added greatly to the city. It has Rogue River Valley as its environment.

Jacksonville, the county seat, is five miles west of Medford. Settlement of Southern Oregon began here with the discovery of gold in Rich Gulch. The city has about 1000 inhabitants. Substantial county buildings and good business houses and homes are in evidence. The town is at the edge of the valley, which spreads out in magnificent distance to the east, north and south.

Central Point, four miles northwest of Medford, has a population equal to that of the county seat and has all the accompaniments of a thriving town. It is surrounded by a fruit growing, farming and stock-raising sections.

Phoenix and Talent are smaller communities on the line of the S. P. between Medford and Ashland. Gold Hill is also on the railroad northwest of Central Point. It has a population of about 1000. Woodville and Eagle Point are thriving and progressive towns, which may become cities. All these cities and towns are sharing in
Medford’s water supply is obtained from lakes high up in the mountains, where the melting snows are conserved in natural reservoirs. The water is pure, sparkling and deliciously cool and palatable. The prosperity which has come to the Rogue River Valley.

Success in Fruit Growing.

Fruit growing in the Rogue River Valley has been made a success through proper methods of cultivation and care. The enviable reputation acquired is the result of attention bestowed on soil and trees. Thinning, picking and packing require experience and intelligence, but they are the aftermath of growth. Right varieties must be planted and the care of the tree begins when it is set out. Shape has much to do with the tree and scientific pruning is essential. The pests are present to destroy limb and product, and these are eradicated by correct spraying. The root as well as the branch must breathe, and the surface is kept tilled to allow air and moisture to enter and nourish. Fruit and tree are protected from frost when necessary by the use of smudges. The orchardist who knows how to do these things is the one who gets results. Some of Rogue River Valley’s most successful fruit growers are men who entered into the business without any knowledge whatever. They knew their ignorance and hired men to do the work who were skilled in their line. The owner became the pupil of his employee and learned how to care for his belongings and how to market to the best advantage. The city man often makes good where the man reared on the farm fails. The former knows and admits his lack of knowledge and studies under competent instructors. The latter thinks he knows it all, disdains advice and disregards warnings. The “tenderfoot” succeeds where the other man fails. In a new country it is wise to be guided by advice of those who know how to do things in a way that will bring the best results. These count.

Climate and Health.

Frequent reference is made in this publication to the climate of the Rogue River Valley. The official figures of the United States Weather Bureau will prove interesting. Here, in detail, are statistics which are fully explanatory:
MEDFORD, ROGUE RIVER VALLEY, SOUTHERN OREGON

Mount Scott as seen from the rim of the mountain range which borders Crater Lake

Box Canyon, one of the attractive sights to be found in the Upper Rogue River country

Average Minimum Temperature.

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Average Rainfall in Inches for 21 Years, 1889 to 1909, Inclusive.

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Elevation at Medford, Oregon, 1389 feet.

The climate is healthful. There are no epidemic or contagious diseases, no malaria, no insect pests. Thunder storms are rare and light winds predominate. Snow seldom falls and soon disappears. There is no alkali in the soil and dust storms do not occur. The rains come during
MEDFORD, ROGUE RIVER VALLEY, SOUTHERN OREGON

fall and winter months, interspersed with days of sunshine. To sum up, the climate in the Rogue River Valley is one which is a good one 365 days in the year. It has variety enough to ward off monotony and a salubrity conducive to health. More than this cannot be found anywhere.

Price of Land.

The cost of land depends upon its location and soil. Tracts may be bought for $100 to $300 per acre, suitable for growing high grade fruit. Land some distance removed from the railroad and towns can be had for from $50 to $75 per acre. This land will be suitable for dairying, poultry raising and gardening. Alfalfa land will cost $150 to $250 per acre, but it must be borne in mind that crops of any character will grow on most land. Bearing orchards command good prices and they are worth all that is asked for them. The man willing to do pioneer work and clear land will be well repaid for his trouble. It will cost to maintain an orchard until it comes into bearing, at seven years, a little more than $100 per acre. This includes trees, cultivation, pruning and spraying. This outlay may be more than met by growing crops in the orchard. The cost of putting fruit on the market will run from 50 to 60 cents per 50-pound box. This includes everything up to loading for shipment. Net returns to growers will vary. A special bulletin gives prices in detail. Write for it. It will suffice to say that a well kept orchard will net the owner from $250 to $500 per acre annually. Some pay much more. The fruit is handled through an association and owners of large and small orchards receive equal treatment. The grower is relieved of all care in connection with packing and shipping. When sales are made he gets his money.

Perhaps the strongest attraction of the Rogue River Valley to the man whose heart is turning back to country life conditions is the fact that here exist in perfection the natural conditions which give to country life its greatest charm. The conditions under which Jefferson lived at Monticello or Washington at Mount Vernon would not be tolerated for a moment by the men who are making their homes in the Rogue River Valley today. Here one can surround himself with all the amenities of city life in his country home. Twenty years hence what would have been scoffed at as a visionary's dream twenty years ago, will
In the City of Medford and in the region roundabout are some of the most attractive homes in the West. The architecture is striking and the construction is suggestive of comfort. Surrounding the structures are well kept lawns with shrubbery and flowers. There is green at all seasons. Miles of paved streets in the city and miles of splendid country roads are bordered with these homes. They bear witness to the prosperity of the owner.
Medford, Rogue River Valley, Southern Oregon

Mineral wealth abounds in this section. Renewed interest is being taken in mining and it promises to develop into an important industry. Illustration shows buildings of the noted Opp mine near Jacksonville.

be an accomplished fact all over the Rogue River Valley. Twenty years hence a pipe line covering all the foothill belt surrounding the valley will bring to every farmhouse the purest of mountain water and sanitary conditions now enjoyed alone by the city dweller. Twenty years hence the most remote of these foothill homes will be in close touch with the city over hard-surfaced roads, the best turnpikes in America. These roads will be lighted with electric lights in better fashion than most cities; and the people living here will levy a tax upon themselves to turn into a public utility the unlimited water powers with which nature has blessed Southern Oregon. Aside from the interurban trolley line, a belt-line will be constructed, enabling the foothill orchardists to handle their orchard products with the minimum of time and exposure, and speed them on their way to the world's fruit markets in best possible condition, utilizing motor trucks where not on belt-line, where most of the pre-cooling stations will be located. Nature has done so much for this valley, the cool nights almost rendering pre-cooling plants unnecessary, that the men now peopling the valley will have only the best that life can afford.

These matters of man's highest development, which will be attained in the future as in the past, in country homes, are no longer idle dreams but are even now becoming actualities. Just as the motor car, the telephone and free rural delivery have already added so much to the enjoyment of country life, so in the near future will good highways, the trolley, water under pressure everywhere, electrically lighted roads be available in favored districts like the Rogue River Valley. Even now many of our best country homes are lighted with electricity, and electric motors render good private water systems possible.

And then that rare climate which makes life worth living the whole year through, the thousands of beautiful homesites on the spurs of the mountains, the foothills, from which entrancing views of the smiling valley and its encircling mountains are had—where in the whole wide world can a combination of attractions be found to equal it? It is said that somewhere in the faraway Andes mountains there nestles a valley as beautiful as the Rogue, but the Rogue is here, and the only other competitor may be a dream. Men who have seen the Rogue River Valley all live in
Medford's hotels are equal to any on the Pacific Coast in point of service and equipment. Illustrations show the Hotel Medford and the Hotel Holland, both completed during the year 1912.
Among the institutions of Medford which take high rank among the best in the entire country is the Sacred Heart Hospital shown here. It was completed in 1912 at a cost of $200,000.

the hope of one day having a home here. All over America you will find them. Can you wonder at the feeling of idolatry which the residents of this valley feel for the home of their adoption?

**Results That Count.**

The pages of this booklet have set forth what may be done in the Rogue River Valley. Following are statements of what has been done. These are verified accounts, prepared by orchardists and land owners. The originals are on file in the office of the secretary of the Medford Commercial Club. They are convincing proof as to fertility of soil, indubitable evidence of the quantity and quality of product and substantial confirmation of the profits which are claimed. The story of the man who has done something tangible and can show results is the story that counts. Here are brief statements as to products and profits in the Rogue River Valley.

Tronson & Guthrie, from five acres of 16-year-old Spitzenbergs, picked 2,700 boxes of apples, averaging 540 boxes to the acre, which netted them an average price of $3 a box, or $1,620 an acre. In addition they secured $1,100 in prizes at Spokane and $3.40 a box for their prize Spitzenberg apples. The lowest price received was $2.50 a box net. They secured $1,000 sweepstakes, first prize, for earload of Spitzenbergs; first prize, $100, for best three box display of apples. Last year they averaged $2.47 a box.

R. C. F. Astbury, from 500 trees on his River-side orchard, near Gold Hill, has marketed four cars of Spitzenbergs and Ben Davis, principally the latter, which has grossed him $5,000, or a net profit, deducting all expenses of operation, of $3,000.

From his 17-year-old Spitzenberg orchard near Central Point, W. H. Norcross averaged 420 boxes per acre, which netted him $2.50 a box at the orchard, or $1,050 per acre. The fruit was marketed in New York City. From 16-year-old Newtown Pippin trees, 592 boxes per acre, which sold, f. o. b. orchard, for $2.40 a box, or $1,420.80 per acre. The fruit was marketed in London, England.

The Mountain View Orchard at Talent yielded one fall 13,500 boxes of Newtown Pippins. Twenty-three acres yielded 12,000 boxes, which netted $2 a box or over $1,000 an acre. So far
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Medford voted a million and a half for good roads last year and work is progressing on them. Rock crusher and road making machinery in use in the district is shown in the illustration.

as sold, the Newtowns have netted $2.25 a box. One tree yielded 57 boxes, a record yield for any section. Twenty-eight Gravenstein apple trees yielded $600 worth of apples, the crop being 450 boxes, an average of over 16 boxes to the tree, or over $21 per tree. One tree of Gravensteins yielded 35 boxes; three and a half acres of Winesap and Spitzenbergs yielded 1,500 boxes of apples, selling for $2 a box net, or $3,000—an average of $880 an acre.

From 18 trees of Newtows on the Western Oregon Orchards tract, comprising 2,100 acres, over half of it in young trees, said to be the largest orchard in the Northwest, Manager J. A. Westerdale picked 93 boxes of apples, for which he received $1.80 per box net. The trees are seven years old. The greatest yield for any one tree was seven boxes, which netted $12.70. The average yield per tree was five boxes and the average return per tree was $9.45. He exhibited Newtows at Spokane and Denver, which were awarded first prize at Denver and second at Spokane.

S. L. Bennett, from one and a half acres of Newtows, picked 700 boxes, at an average price of $2 a box or $930 an acre. From the same orchard a year ago Mr. Bennett picked 2,200 boxes, which netted him $2,100 per acre.

A. Conro Fiero has a two-acre orchard of mixed varieties from which he marketed 1,200 boxes of apples, netting him $2,500. His total expense of labor and operation was under $500.

E. B. Waterman won sweepstakes and two prizes on Bose and Howell pears at the Alaska-Yukon-Pacific Exposition at Seattle. Seven-year-old Comice yielded their first crop, averaging 50 boxes to the acre, bringing $5.30 a box in New York. Bose pears averaged six boxes to the tree and sold at $3 a box in New York.

Colonel H. C. Washburn picked eight cars of apples from ten acres of his Table Rock orchard, consisting of Newtows, Spitzenbergs and Winesaps. Two hundred and forty trees of 6-year-old Winesaps yielded 1,200 boxes, which netted him $2 a box. His Winesaps are extra large, running 72 to the box.

W. G. Holdredge, at Talent, from 10 acres of 7-year-old peach trees, planted as fillers between apple trees, picked 8,000 crates of peaches, which netted him 60 cents a crate or $480 an acre.
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W. E. Foss of the Walnutmere orchards, near Talent, reports: Yield of one acre of Crawford peaches, 125 trees, 1,107 boxes, sold at 75 cents per box F. O. B. Talent, or total of $830.25; entire cost of raising, taxes, etc., 14.2 cents per box, $157.19; entire cost of packing, boxes, etc., and delivery to car, $164.94; total expenses, $322.13; net profit per acre, $508.12. These trees are 19 years old and have had a peach crop every year since coming into bearing—16 crops in 16 years.

J. C. Pendleton of Table Rock reports from his family orchard, consisting of 38 21-year-old trees, covering two-thirds of an acre, for the year 1909: Nine Spitzenberg trees yielded 82 packed boxes, sold at $3 per box, net, $2.46; from 29 Yellow Newtown Pippins, 301 packed boxes, at $2.50 per box, $752.50; culls, 60 cents per box, $24.25; total receipts, $1,022.75. Cost of spraying four times, $33; cost of boxes, $42.60; cost of wrapping paper, $21; cost of packing, $23; extra labor hired, $18; total expense outside of own labor, $137.60. Net receipts off two-thirds acre, $885.15.

From 7 acres of Newtown Pippins, near Ashland, A. D. Helms marketed $9,100 worth of apples, or $1,300 per acre. In 1907 his yield was $16,000. The yield in 1905 was $7,800; in 1904, $4,500; in 1903, $6,500. This orchard on foothill land has never had a crop failure.

From not more than thirty-five 18-year-old D’Anjou pear trees, occupying considerably less than one acre of land, G. E. Marshall harvested 604 full boxes of packed fruit, or just a carload. These sold in New York for $2,750 gross. The average gross price per box was $5.46. Highest price on 46 boxes, $6.75. Net average in Medford (about) $4.50. Several of these trees packed 25 or more boxes, thus netting about $112.90 per tree. The net return per acre was not less than $3,200. From two acres of 18-year-old Bartletts Mr. Marshall had 1,250 packed boxes. They brought practically $2 net per box, or $1,300 per acre. Three acres of Winter Nelis yielded Mr. Marshall 1,500 boxes at $2 a box.

The Hillcrest orchard quotes the following records: In Bartlett pears, 440 7-year-old trees, covering 5.86 acres, yielded 1,489 boxes which netted an average per box of $1.93, or a net return of $490.40 per acre. Expenses did not exceed $50 an acre, leaving a profit of $440 per acre. In Howell pears, 342 7-year-old trees, covering 4.56 acres, yielded 1,393 boxes, 4.07 boxes to the tree, 305.48 boxes to the acre. The average net returns...
Medford's business blocks are of substantial construction and would be a credit to any city. The new home of the First National Bank is one of the most handsome structures in the Northwest.
Medford's high school building is shown on left at top. Following in order are the Washington, Lincoln and Roosevelt schools and St. Mary's Academy. The new public library, completed in 1912, is shown at right on bottom.
MEDFORD, ROGUE RIVER VALLEY, SOUTHERN OREGON

One of the principal business streets in Medford. The business section occupies many squares on either side of the line of the Southern Pacific Railway. The streets are wide and level and substantially paved.

were $2.35 per box, or $3,273.55—at the rate of $717.88 per acre. The cost per acre is estimated by the owner at $50, making a net profit of $667.88 per acre.

Alfalfa is one of the leading of these diversified farm products. It requires no trick of magic to produce three crops of alfalfa on Rogue River Valley land without irrigation, from which returns of from $40 to $65 an acre are realized. A few stands of alfalfa in the vicinity of Medford produce four crops each season. Where irrigation is employed, the yield is, of course, far greater than without, as four heavy crops are cut instead of two or three. The margin of profit in alfalfa growing is liberal. Fifteen dollars a ton was the minimum price received for alfalfa here in 1909.

Crops of all kinds of tubers and vegetables grow here in abundance. Gardening and truck farming under high cultivation return surprisingly large crops. An average crop of potatoes is five tons, or about 165 bushels per acre for well-cultivated land, for which the average price at digging time is $20 a ton.

Onions yield large returns in Rogue River Valley. The Eagle Point district northeast of Medford has a wide reputation for its immense onion output. One man harvests from a field of but one and one-quarter acres an average of 73,000 pounds of onions every year.

Tomatoes attain a fine growth and flavor, and produce perfect fruit without blemish. They are very hardy, making them good shippers. Fifteen tons an acre is not an uncommon crop in Rogue River soil. Good shipping tomatoes command $20 a ton and are in great demand.

Records from the Phoenix-Talent district, made in 1909, in diversified farming, as follows: From 15 acres of land, James Allen got 75 tons of alfalfa; from one acre, 20 tons of tomatoes, from ½ acre of onions, 6 tons.

James Roberts and Son, from 15 acres of land, took 600 sacks of potatoes, for which they received $700; 150 sacks of onions, netting $225; $40 in tomatoes, $15 in peas, $75 in carrots and beets, $50 in cabbage, turnips and parsnips; $15 in rhubarb, $15 in squash, $100 in berries, $250 in hay, $25 in beans, or a total of $1,540.

S. S. Stephens, from 1½ acres of unirrigated land, cut 11 tons of alfalfa. His potatoes (unirri-
Medford lets its light shine by means of handsomely lighted streets. The cluster lights, arc lights and illuminated signs render the business section attractive and command the praise of visitors.

C. Carey, from 2 acres of potatoes, got 160 sacks, unirrigated, specimens of which took gold medal at the Alaska-Yukan-Pacific Exposition. From a quarter acre of berries he picked 180 crates. His unirrigated alfalfa field of 6 acres yielded 20 tons of hay.

M. D. Brophy, on Wagner Creek, above Talent, has four acres of land in apples three year old. The land between the trees was planted with tomatoes and the yield was 60 tons, which netted $750.

Manager George Rae, of Rae & Hatfield, of New York City, the largest firm dealing in Western fruit, says: “The finest fruit in the United States, without exception, is produced in the Rogue River Valley. Some years ago I thought that, with the constant planting of new orchards, there would be an overproduction and that the fruit could not be marketed at a profit. Experience, however, proves that there is no such thing as an overproduction of high quality fruit such as is produced about Medford. The demand exceeds the supply.”

Single trees make remarkable showings: William Sheble has two d’Anjou pear trees, which annually net him $60 to $100. George A. Hover has a Royal Ann cherry tree, which two seasons in succession brought him 800 pounds of fruit each year, and the third season yielded 1,000 pounds, all of which was sold for 5 cents per pound. If in touch with the market, he could have obtained 10 cents per pound for same. A neglected Winter Nellis pear tree on the Leever estate annually yields 16 to 20 boxes of merchantable pears, worth $1.50 to $2 per box. One Yellow Newtown tree in the Bennett orchard produced 51 boxes of fancy fruit, which sold for $98. A single d’Anjou pear tree in the Griffin Creek district produced 46 boxes of fancy pears, which sold for $226 net. This tree has not failed to produce a crop for the past 36 years.

The green fruit record of the world is held by Rogue River Valley. A carload of Comice from the Hill Crest orchard sold in 1909 at London for $10.08 a box. A carload from the Bear Creek orchard sold in New York for $4,622.80 or $8.10 a box, net. A carload of d’Anjou pears sold in 1909, at New York, for $2,215.89 net, the entire
Passenger station and freight depot of the Southern Pacific Railroad at Medford, which was erected at a cost of $50,000. This building, modern in every detail, is located near the business center of the city.

car selling at the rate of 6½ cents per pear. A carload of the same variety from G. E. Marshall's orchard sold in the same market in 1909 for $2,750 gross, an average gross price of $5.46 a box. Medford Bartletts have sold at $5.05 a box in Montreal, and in 1909 brought as high as $4.25 a box in New York.

Bartlett pears in 1909 averaged growers $2 a box, net; Howells averaged $2.50 a box, net; Comice have brought from $3.50 to $6.50 a box; d'Anjou have netted from $3 to $4.50; Winter Nellis, $2 a box and better; Bose, $2; Newtown Pippins so far have averaged $2 to $2.50 a box F. O. B. orchard; Spitzenbergs, from $2.50 to $3.40; Ben Davis sold at $1.25 to $1.75.

The Winter Nellis pear record of the world is held by the Snowy Butte orchard at Central Point. Sixteen and a half acres of 19-year-old Winter Nellis pears yielded the record average of 435 boxes to the acre, which sold F. O. B. orchard at $2.12 a box, or $900 an acre. The fruit was marketed in London and New York. In addition there were two carloads of culls. The same orchard yielded $19,000 worth of pears two years ago.

Pears from the George A. Hover orchard near Medford were awarded gold medal and sweepstakes at the Alaska-Yukon-Pacific Exposition at Seattle. Thirty trees of Bartlett pears yielded 400 boxes that netted $1.75 a box at the orchard. A car of Comice pears in New York sold for $5.50 a box, and a car of Bose at $3.65 a box. Four hundred trees of young Bose pears yielded 900 boxes, and brought $2.50 a box net. Howells brought $3.60 a box in Chicago. Eight-year-old Newtown Pippin apples yielded from three to five boxes per tree and sold for $2.50 a box, F. O. B. orchard.

The Burrell orchard broke all records for quantity this year, shipping 40 cars of pears from 48 acres, which averaged $2 a box at the orchard, $40,000 for the crop. Their Bartletts netted $1,000 an acre and for the past nine years have netted annually an average of $600 an acre. One car of Bartletts, this year, sold for $4.25 a box in New York City, the high record of the year for Bartletts. Four cars of Howells were sold at $2.65 a box, F. O. B. Medford.

The seven and a half acre Bartlett pear orchard, owned by John G. Gore, south of Medford.
Medford's commercial organization maintains a handsome exhibit of products of the Rogue River Valley in a building on the right of way of the Southern Pacific. Obliging officials are in attendance.

is also a record breaker of the Valley for yield and price. Mr. Gore shipped 12 cars of pears from the orchard, which netted him $9,935.10, or $1,244.68 per acre. From an apple orchard of the same size, Mr. Gore picked a crop of News towns that will run a carload to the acre, and net him nearly $1,000 an acre.

From seven acres of 16-year-old Bartlett pears, W. G. Estep, from his Talent orchard, sold an average of 514 boxes to the acre, which netted $2 a box. The entire crop grossed $10,750, or $7,000 net, or $1,000 an acre, net.

The Bear Creek orchards shipped, from 6 acres 7-year-old Bartlett pears, 230 boxes per acre, which sold in New York for $2 a box, netting $500 an acre. Four acres of 21-year-old Bartlett pears yielded 600 boxes per acre, which sold at $2 per box in Medford, netting $1,080 an acre. Four acres of d'Anjou pears, 11-year-old, yielded 250 boxes per acre, selling for $5.12 a box in New York, netting $980 an acre. D'Anjous from this orchard broke the D'Anjou record, selling as high as $7.25 a box. An entire car sold at the rate of 6½ cents per pear. Comice and D'Anjou pears, from this orchard, took first prize at the Alaska-Yukon-Pacific Exposition.

Other Information Available.

In addition to the foregoing, the Medford Commercial Club has bulletins on fruit growing, diversified farming, stock growing, dairying, poultry raising, mining, timber, water power, outdoor life, hunting and fishing. These are more fully descriptive of subjects mentioned than this publication. They will be mailed to any address upon application. If specific information on any subject not mentioned is desired, a letter to the Commercial Club will be given prompt attention and the inquirer advised along the line he desires to be informed. For literature or for information regarding Rogue River Valley, Jackson County, or the cities and towns of the Medford district address Secretary Commercial Club, Medford, Oregon.
Crater Lake's surface is 6,230 feet above sea level and the waters have a depth of 2,000 feet. From one point only is there a road to the lake. A winding trail has been cut from Eagle Rock to the water's edge for people on foot only.
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