

To Our Hundreds of Loyal Friends:

We wish you a very Happy and Prosperous New Year. It is only through your valued patronage in the past years that we have been able to build up a Ford Sales and Service organization that is so favorably known in Southern Oregon. We trust that in the year of 1924 we may more fully merit your good will and patronage.

OAKLAND, OREGON

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STEADY EXPANSION IS SHOWN BY BUILDING PERMIT RECORDS FOR THE PAST TWELVE MONTHS

Year of 1923 Is Featured by Construction of Many New Homes and the Addition of More Than 100 Rooms to the Hotel Facilities—Many New Business Houses Are Erected.

In spite of the fact that the total amount of the building permits issued during the year 1923 was below the total for 1922, the year just past beat the year 1922 in every month except four. The construction of the Kohlhagen building, at a cost of \$100,000, put the year 1922 slightly ahead of 1923, but if the average, aside from this one expensive building is considered, the increase since 1920 has been steady and proportionate.

The feature of building construction during 1923 was the erection of new homes. When it is considered that \$119,755 was spent for new homes, all of which were moderately priced, it is plainly seen that there has been a most substantial and satisfactory growth during the year. Coupled with this is the fact that over \$90,000 has been spent in improving the hotel facilities of the city, and in spite of this addition to the homes in the city and the added hotel accommodations, there is a decided lack of housing room. It is almost impossible to find a vacant house in the city. The hotels are crowded to the limit every night, and guests must be frequently sent out to private homes for the night. It is plain to be seen from this condition, that there are many new people in Roseburg, and that this city is enjoying a permanent growth which speaks well for its future.

In connection with the residential construction in the city, it is interesting to note the manner in which Laurelwood Addition has been built up during the year. Permits have been issued for eleven new homes in that beautiful section the cost amounting to more than \$38,000. It is true that in securing permits for residences, the estimated cost is always kept low, and consequently the amount actually spent is considerably in excess of the sum shown on the building permit records.

The year has been marked by considerable business building, and more construction of this kind is forecasted for the coming year. Roseburg's business section is greatly overcrowded. There are no vacant store buildings, and many business concerns are crowded into quarters altogether too small for the volume of business being conducted.

Principle of importance in the business building was the remodeling of the Grand Hotel and the construction of the new stage terminal hotel. Approximately \$55,000 was spent in adding two more stories to the Grand Hotel building, putting in an elevator and making other modern changes. The Stage

Terminal Hotel was built at a cost of about \$35,000. These two hotel improvements add almost 100 rooms to the hotel facilities of Roseburg which because of its peculiar geographical location on the Pacific Highway, is the logical stop-over point for travel both north and south. Roseburg is constantly spending a great deal of money to take care of its guests, and tourists praise the city highly for the many courtesies shown by Roseburg merchants and by the hotel managements.

The fruit and vegetable industry in the county, has also reached such a point, that additional construction has been made necessary. The Umpqua Broccoli Exchange has started construction on a warehouse to cost \$6,000, and the Douglas Ice and Storage Company, which will be required to provide ice for several hundred carloads of broccoli and fruit, is spending a large sum of money increasing their plant and providing additional storage space. One permit providing for an expenditure of \$3,000, has already been procured and it is expected that other permits will be taken out soon after the first of the year.

Another building of much importance, which has just been started, is the warehouse being built by L. W. Metzger. Roseburg has been in need of additional warehouse space for several years and the building which Mr. Metzger is erecting will provide for much of the immediate need. The structure is to cost approximately \$15,000.

Another important building which entered into the totals of 1923, was the Highway Service Station Garage, built by J. O. Metz, on the corner of Rose and Lane streets. This is one of the finest garage buildings in Southern Oregon, and gives space for the storage of a large number of automobiles. Roseburg is also to have a fine new bakery building. This is being erected by James Hutchins at a cost of \$4,000. It will be thoroughly modern in every particular and will enable the Model Bakery company to increase its output to a marked degree.

Cordon and Babop are now occupying the fine concrete structure which they erected during the first part of the year. This is a very fine addition to the city's business houses, and added \$6,000 to the year's record.

George Kohlhagen, who put the building record for 1922 above that of the past year by the construction of his fine apartment house, helped out



THE NORTH UMPQUA—A FAVORITE SPOT FOR SALMON TROLLING.

1923 to the extent of \$2,500 by the construction of an addition to his butcher shop.

There were many other permits issued covering buildings to be used for commercial purposes. There was also a large sum spent for individual garages ranging in price from \$100 to \$1000 each.

The following table gives a very interesting comparison between the past three years. Only the total is given for 1920, but the other years are given by months. It is noticed that 1921 starts out light, but gradually increases and that the increase continues until about the middle of 1923, when the permits begin to fall off again and reach the lowest point in January of 1923, increasing again until the present time. The table showing the permits by months for the years, 1921, 1922, and 1923, follows:

Month	1923	1922	1921	1920
January	1,025	11,550	5,207	
February	22,370	14,700	5,000	
March	58,475	29,500	13,000	
April	40,835	15,900	7,650	
May	12,735	158,710	16,100	
June	6,525	21,750	12,000	
July	12,950	17,300	6,400	
August	38,625	10,575	8,600	
September	18,855	14,150	30,375	
October	10,740	12,100	15,635	
November	43,840	6,115	15,635	
December	33,705	2,450	13,455	

TOTAL \$379,710 \$318,560 \$126,380 \$117,610

The table below gives the classification of building in Roseburg during 1923, showing not only the nature of buildings constructed, but also the amount of each kind for each month of the year. Business houses, as listed below, are buildings constructed for commercial and industrial purposes. Small garages and sheds are listed together, and all alterations and repairs are also shown in one tabulation. This data follows:

Month	Business Houses	Residences	Garages	Sheds	Alterations	Repairs	Total
January		\$ 700	\$ 525				\$ 1,225
February	6,000	14,800	770		1,600		23,170
March	59,000	5,700	775		2,800		78,475
April	15,500	23,700	1,635				40,835
May		19,900	425		6,400		27,725
June	3,250	2,000	3,175				8,425
July		10,500	1,740		750		12,950
August	35,900	2,000	6,625				44,525
September	400	14,155	2,335		1,975		18,855
October	4,000	14,000	1,150		580		19,740
November	3,550	9,800	110		280		13,740
December	21,000	11,500	1,205				33,705

Total \$128,900 \$119,755 \$ 13,070 \$ 7,985 \$ 279,710

Pioneers and Pioneer Life in Umpqua Valley

(By T. W. Morgan.)

Douglas county which contains the beautiful Umpqua valley, was first settled about the year 1845, but during the year 1851 there was quite an immigration to various parts of the Umpqua valley in what is now known as Winchester, Wilbur, Roberts creek, Roseburg, Looking Glass, Yoncalla, Oakland, Umpqua, Myrtle Creek, Canyonville and perhaps some other localities, were settled even before this. About the only means of transportation in early days was by ox team. Nearly all supplies were hauled by team from Scottsburg, at the head of tidewater on the Umpqua river. Scottsburg being perhaps the oldest town in Douglas county.

What a wonderful business opportunity for the early settlement of the Umpqua valley has been passed up by our former members of the United States congress. At this late day, December 16, 1923, the splendid harbor at the mouth of the Umpqua river is very limited. At the same time there is being shipped from this port perhaps more lumber than from any other river along the great Pacific coast outside of Portland. This is being done by small craft and by the Southern Pacific railroad, which passes through the new town of Reedsport.

The sturdy old pioneers came to the Umpqua for the purpose of finding homes for themselves and families and their old neighbors whom they had left mostly in the middle west, Missouri and Iowa contributing largely to the settlement. These settlers, realizing their handicap, built on the rock. The first school house built was perhaps at Wilbur and later was termed the Wilbur Academy of which a great many of the most prominent statesmen have graduated, and where the pioneer graduates hold their annual love feasts.

There were many hardships endured during this period of undeveloped resources, many privations and watchful waitings, but their great strength of purpose and implicit faith in God, gave them optimistic courage which we of today do not seem to grasp with avidity. Nearly all of the early settlers came to stay and never returned to their native haunts. Outdoor life agreed with them as it does with anyone, and long life and contentment was their lot. The earliest settlers have, as far as the writer knows, all passed to the great beyond, but since the advent of the Oregon and California railroad in the year 1874 we find many descendants of the oldest pioneers still around Roseburg, our county seat.

The Umpqua valley* derives its name from the tribe of Indians by that name that were inhabiting this section of Oregon Territory, Oregon having been admitted as a state in 1859.

When the O. and C. railroad was completed to Roseburg there was a big exodus from Albany and nearly all of Douglas county was there to meet them and drive the golden spike. Many of the older settlers will remember the ball game between Albany and Douglas county. This game was won by our boys and was one of the best games ever played in Douglas county, the score standing as near as we remember 3 to 2 with Jack Rutherford of Roseburg behind the bat. The home team was composed of players from Roberts creek, Looking Glass and Roseburg.

In the early 80's Roseburg, our county seat had outgrown the other town along the railroad and taken on city incorporation and a decided gain in population. Some of the then business houses were: Flood and company, Sheridan Bros., Hardy Stanton, postmaster, Caro Bros., Abraham, Wheeler company, J. Jasku-

lek, S. Marks and company, J. H. Hogan, P. Benebick, Sam Josephson, S. Hamilton, Parks and Barker.

The Abraham, Wheeler store stood where the handsome Umpqua hotel now stands and was the last business house between the city and the depot, but alas, what a delightful and substantial change has taken place after an absence of twenty-five years spent in eastern Oregon, from muddy streets, difficult to traverse, to more than twelve miles of pavement greeted the eye of the former resident; and we were glad to see it and some few of the old friends. This of course being our greatest disappointment.

With your permission, Mr. Editor, will give the names of some of those still remaining in Roseburg who were there during 1882-83-84: J. F. Parker, C. W. Parks, L. S. Mathews, Fred Tolles, W. H. Fisher, E. L. Parrott, H. Marks, S. D. Evans, A. S. Buell, Walter Hamilton, J. W. Hamilton, Blinger Hermann, J. C. Fullerton, A. J. Bellows, J. C. Fields, M. Ollivant, T. J. Williams, Dave Shambrook, W. E. Rose, A. O. Rose, Ike Thornton, Jake Jones, G. W. Bell, A. C. Marsters, Fred Haynes, Albert Abraham, P. M. and R. B. Mathews.

We shall indeed beg the pardon of any of our old friends, if they were omitted from this list.

The resources of the Umpqua valley are varied and comprise commercial orchards of pines, apples, cherries, apricots, plums, almonds, walnuts, filberts, strawberries, blackberries, currants, gooseberries, loganberries, evergreens, salmon berries, thimbleberries, dewberries, hazel nuts (wild), also vegetables of all kinds. This being the home of broccoli which is grown by the carload, as well as melons, corn, potatoes, cabbage and all vegetables that grow in a temperate climate.

Hay and grain are also grown for local consumption, horses, cattle, mules, sheep, hogs are raised here, and this is also the home of the turkey which finds ready sale at a fair profit to the grower.

Roseburg, the metropolis and county seat of Douglas county, has a population of a little more than five thousand people according to the last school census, has a good pay roll, railroad, auto, and processing plants, and lumber interests, flour mills, canneries, etc., is well equipped with good standard schools, churches and not the least a citizenry derived from pioneer stock who welcome the stranger among us that makes you indeed feel at home.

REEDSPORT MILLS CUT SEVENTY FIVE MILLION FEET TIMBER

Practical men with business sense will appreciate the steady, healthy growth of the City of Reedsport, the hub of the lower Umpqua valley, says the Port Umpqua Courier. In less than ten years this city has grown from one with a population of 100 residents to its present size—approximately 2,000. That growth has been hand in hand with the industrial development. During 1923, the four sawmills—one of which operated only three months, being recently built—produced 75,000,000 feet of lumber. All are making improvements and adding new equipment which will increase the 1924 production to 100,000,000 feet or more.

During 1924 shipping facilities will be improved to such an extent as to enable a material increase in water shipping through the Umpqua harbor, which is considered one of the best land-locked harbors on the Pacific coast. For the past two months the dredge Umpqua, equipped with a 15-inch pumping capacity, has been removing sand and dirt from the more shallow parts of the channel. Within the next two years the channel will have been deepened to enable vessels of 25-foot draft to ply the harbor. When that has been accomplished the channel will be deepened to a 25 foot mark, which with the 10 foot tide will permit foreign vessels of the larger types to carry lumber from this city.

For The Broccoli Grower We Have

1. Real Tractors that will pull big plows and plow deep.
2. Disk Harrows, Pulverizers and other good tools to put the ground in shape.
3. Seeders to plant the seed.
4. Gasoline and hand cultivators to take care of the small plants.
5. Sprinkling systems to irrigate the plants and make it possible to transplant without breaking fine roots.
6. Spray material to dip the plants in.
7. Transplanters, either hand or two-horse size.
8. Cultivators to take care of the crop.
9. A shipment of Special Broccoli Knives to cut heads and trim crates.

And don't forget

Our Prices are as low as GOOD machinery can be bought for anywhere.

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New Year's Greetings TO OUR OLD AND NEW FRIENDS

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