

Happy New Year!

Haviland Golden Chinaware

A. SALZMAN

RELIABLE GOODS AT
RELIABLE PRICES

WATCHES DIAMONDS
BULOVA WRIST WATCHES
CLOCKS SILVERWARE

ROSEBURG'S FIRST HIGH SCHOOL

This building was used
for many years as the
high school but it
is now housing the
Rose school grades.



ROSEBURG

(Continued from page 18).

ly and peacefully on until they
mingle with timeless eternity.

Having enumerated the indus-
tries carried on in Roseburg, it may
not be out of place to mention one
or two very desirable possibilities.

There is a sore need of convenient
water facilities, both for fire and
for domestic business purposes.
The wells are too warm in summer
and catch too much surface water
in winter. The South Umpqua
flows by upon the west and Deer
creek comes sparkling out of the
hills on the east. An engine in the
one or a hydraulic ram in the
other would furnish the city with
an unlimited supply of pure and
pleasant water. Yet no one has
taken the necessary steps to ac-
complish either result. Immense
quantities of wool are annually
shipped from Roseburg, manufac-
tured in other places and brought
back in the form of blankets and
cloth.

This is altogether uneco-
nomic for a splendid dam has
been thrown across the South
Umpqua just south of town, and
would, for a small consideration,
furnish ample power to drive in-
numerable spindles and looms. But

nobody seems disposed to furnish
the spindles and looms and the
power is lost, except the small
force which drives the wheel of the
flouring mill. There is no place
where such business ventures
might be followed to more certain
success than in Roseburg.

The first newspaper started in
Roseburg was the Umpqua Ga-
zette, about 1860—a democratic,
Breckinridge and Lane sheet,
which made the campaign of that
year lively. It was followed by
the Ensign, a republican journal,
in 1868. The papers which are
known and remembered today are
the Plaindealer, inaugurated as a
democratic sheet in 1870, but fell
into the hands of republicans in
1874. It still remains a republican
journal of the straightest sect. The
Independent was the organ of the
party of that name in 1874. It con-
tinued to be supported by former
independents for some time after
organized, but in 1882 was sold to
some democratic gentlemen and
brought into line for that party.
It still advocates Jeffersonian prin-
ciples. There never has been in
Roseburg a spicier, newsier sheet

than the Democratic Star, inau-
gurated by Flett and Mosher in the
year 1877, and continued afterward
by Flood and Mosher. But it was
wrecked upon a ledge of bankrupt-
cy, and its type and material were
added to the stock of its former
opponents. There have been apoc-
ryphal sheets, generally dailies,
and usually the evidences of warm
opposition or political enthusiasm.
Their young lives were invariably
crushed out before they had at-
tained sufficient importance to de-
mand a place in history.

Roseburg is proud of her sons
who have gone forth from her
gates to battle with the world. She
has very seldom had occasion to
do aught but glory in their victo-
ries. Their names are well known.
First of all, she was proud of Gen-
eral Joseph Lane, though he was
a warrior in every sense of the
word, before Roseburg was dream-
ed of. But he hallowed Roseburg
with his presence for many a year,
and she will ever keep his memory
green, though his noble old head
has bowed to the bosom of death
and lies resting away the wear-
iness of life in the tomb prepared
under his observation. Of her sons,
Rufus Mallory taught school in
Roseburg and studied law under ex-
Governor S. F. Chadwick. The
record of these men is too well
known to burden the reader by re-
peating it, as are those of Mosher,

FINE FRUIT COUNTRY.

The fruit growing industry of
Douglas county is easily the leading
industry of the county. The cash
income is far in excess of that of
any other single industry. Beside
the cash income, there is an im-
mense amount of health giving
fruit of all the different varieties
consumed in the rural districts as
well as in the towns. According
to the census of 1920 there are 22,261
acres of fruit and nuts in Doug-
las county. The fruits, of course,
lead with an acreage of 21,550,
small fruits 141 acres, grapes 70,
walnuts 514.

There has been at least 21,550
trees or about 5,000 acres planted
since the census was taken, mak-
ing a total now of about 27,261
acres of all kinds of fruit. This
may seem like a large acreage of
fruit for one county, but it is only
the beginning of what should be
planted in the next few years.

Douglas county, being a moun-
tainous county, must necessarily
have a great deal of land that is
practically worthless from an ag-
ricultural standpoint. The land
ranges in value all the way from
this worthless mountain land to
the very best river bottom land.

ROSEBURG A REAL ROSE CITY



The Douglas county metropolis,
Roseburg, is typical of the genial
spirit of the population in this
Southern Oregon country, and as
its name indicates is the home of
roses, and in normal seasons there
is scarcely a month of the whole
year that in bud or full bloom they
are not to be found growing in the
yards of countless lovers of this
queen of all flowers. Nestling
at the foot of wooded hills that
give a picturesque background to
its setting, the city spreads west-
ward to and across the South Ump-
qua river. From the business sec-
tion northward the town fills the
valley on both sides of Deer creek,
which empties into the river with-
in the city limits, and on the
south extends to the point where
river and valley merge into a nar-
row defile through which the wa-
ters surge on their way to the sea.

Six thousand red-blooded west-
erners constitute the population of
this distinctively Pacific coast
town. While it is true that many
of the town folk may have come
from the "effete" east, they no
sooner get here than the spirit of
the undomestic west gets under
their skin and they immediately
become by adoption sons and
daughters of this great land of en-
terprise, opportunity and big
things. Once adopted and having
abandoned the ways of the tender-
foot, they plunge into the activi-
ties of the country with an earn-
estness and zeal that wins success.
The east becomes to them a spot
well enough to think about as a
former home, or a place where re-
latives are freezing in winter or
sweltering in summer, but the idea
of themselves ever going back,
save on a visit, is hardly ever en-
tertained.

To become a resident
of Oregon and Douglas county and
a citizen of Roseburg is enough
for the average man and woman,
and the longer they stay the bet-
ter they like the city and its charm-
ing environs. So, naturally, they
become boosters for this wonder-
ful spot in the great west, and this
fact accounts for, in part, the
steady growth of Roseburg in pop-
ulation and wealth.

Its Climate.

Roseburg is situated in the very
heart of the Umpqua river basin,
and by reason of its geographical
position is practically the hub of
the county, and around this center
revolves all the business of this
rich and prosperous part of the
state. It is so situated that while
storms rage to north and south
during winter months, Roseburg
and the Umpqua valley basks un-
der favorable temperature or mild
winter sun. In connection with
this statement it may be added
that during the month of December
of the year just closed, while Port-
land, Tacoma, Seattle and all the
Willamette valley was practically
snowed in for ten days, with heavy
winds sweeping over the frozen
sections, and with snow crowning
the Cascades on the east, while
three feet of snow lay on the
ground along the Pacific highway
just south of the Oregon line, no
snow fell in the Umpqua valley,
there were no winds of conse-
quence. Chrysanthemums and
roses bloomed in a multitude of
yards throughout Roseburg, while
the lawns of city homes vied with
the emerald green of the wild
growth on the hills surrounding
the valley.

These are a few of the many

thousands of dollars for salaries
of employees. Among the industrial
enterprises operating here are the
Roseburg cannery, which uses
many hundreds of tons of fruit
during the season, the Douglas
County Creamery, owning and op-
erating one of the finest creamery
plants in the state.

The Schools.

The school advantages of Rose-
burg are something worthy of
pride, and the people maintain an
education system that has no
superior in the west. The matter
of the city schools having been
treated by Superintendent M. S.
Hamm, found elsewhere in this
issue, we need not dwell longer
on that feature.

Religious Denominations.

Most all of the Protestant de-
nominations are represented in
Roseburg, the several church ed-
ifices bearing eloquent testimony
to the religious life of the city.
The Methodist Episcopal, Presby-
terian, Methodist South, Baptist,
Episcopalian, Christian, Church of
God, Seventh Day Adventists have
places of worship, while the Cath-
olic people have a commodious
place of worship and also maintain
a parochial school. These churches
have congregations ranging from
probably 75 to several hundred,
the Methodists, Presbyterians,
Christians and Baptists being the
strongest organizations, and each
of them maintain spacious church
buildings. The Methodists South
have a practically new structure
to meet their growing needs.

There are 4,000 acres of prunes
in Douglas county.

Douglas county extends from the
Cascade mountains on the east to
the Pacific ocean on the west.

The water power runs on the
North Umpqua river in Douglas
county have assumed a total of
259,000 horsepower.

A GRAZING SCENE



The above photo of a Douglas County flock was taken by
Guy Cordon and has been used far and wide as an illustration
of perfect photography. The scene was taken a short distance
from Roseburg.

HARDWARE
GLASSWARE
CHINAWARE
TINWARE

COOKING UTENSILS
BUILDING MATERIALS
FISHING SUPPLIES
ELECTRIC GOODS

SAME LOCATION SINCE 1892

CHURCHILL HARDWARE COMPANY

THE IRON MONGERS

Sends Greetings for the New Year

STILL DOING BUSINESS—SAME OLD PLACE

TRAPPER SUPPLIES
WINCHESTER GUNS
AMMUNITION
KODAKS

SHERWIN-WILLIAMS
PAINTS & VARNISHES
OILS, GLASS, ETC.
WEAVER ALUMINUM