

New Year's Greetings from the LIBERTY THEATRE

January 1st and 2nd
Strongheart in "North Star"
Wonder Dog Actor—Hero of Dramatic Screen Story of Northwest

COMING ATTRACTIONS
THE BEST OF THE SEASON

"THE MIDNIGHT FLYER"
Greater than "The Keeper of the Bees," Starring Cullen Landis and Dorothy DeVore, and

"COUNSEL FOR THE DEFENSE"
Starring
Betty Compson with House Peters and Jay Hunt
and

"SHIP OF SOULS"
The Last and Greatest Novel of Emerson Hough, the distinguished author of "The Covered Wagon" and

"THE SKY ROCKET"
One of the Big Pictures of the Year, starring the famous
PEGGY HOPKINS JOYCE
Many other Big Pictures, in fact we are making every effort to give you all the very best
Besides
We have installed a large WURLITZER ORCHESTRA ORGAN to entertain you with the best of music.

This Our New Year's Resolution is Made to be Kept

We pledge our word to our customers

that we, ourselves, and our sales people
Will be patient and considerate,
Will be candid and courteous,
and as helpful as is within our power
during the year.

It is our sincere desire to please

and to this end we earnestly solicit your
friendly co-operation
and extend our wish that

Nineteen Twenty-six

may bring you many joys.

Marksbury Company

THE FUTURE OF OREGON

(By F. L. Ballant)

(U. S. C. Extension Service)
The first industry in Oregon, in point of money return to the state, is lumbering. The second, return almost as much, is agriculture. Within the lives of many now living, the virgin forests of the state will be seriously reduced. Ultimately, unless there is established a reforestation program, forest lands of Oregon will follow the course of those in the Great Lakes sections.

To those thinking about the future of Oregon, these facts present a problem. What will take the place ultimately of the diminished income from lumber to maintain Oregon's trade balance?
Oregon's money is spent in Eastern states for manufactured goods. Oregon's leaders are engaged in the campaigns for more settlers and more industries. Generally the industries will follow the settlers. The best recommendation for settlement for Oregon lands in a relatively prosperous condition prevailing upon these lands now settled and filled. Granting that Oregon's money for goods not produced and manufactured in this state will tend in the not too distant future to be derived in an increasing percentage from agriculture, if it is found at all, the question of agricultural development presents itself for careful consideration. And in this consideration there are certain factors newly appreciated which are attracting the attention of many groups of people.

These factors, incidentally, are somewhat different than those on which the hectic settlement and booster plans of twenty years ago were based. Then the basic idea seemed to be, "Get a settler at any cost." Highly colored literature flooded the east, and Oregon experienced the greatest growth of its history during the decade ending about 1912. Much of this highly colored literature revolved around the polished red apple and the toothsome prune. Orchards and vineyards were planted to orchards. Land prices skyrocketed to dizzy heights and the people came from everywhere. The boom did not break all at once, but it has been splitting wider and wider the last fifteen years or so, and there are lots of people who are perhaps justly soured on Oregon.

The prosperity of the people on the land in Oregon depends upon several factors in addition to the fundamental personal requirements of natural ability, hard work, and effective management. All considerations point to the necessity of foresight in the selection of enterprises. For the fact is, that Oregon now produces a surplus of all agricultural products except sugar, corn and pork.

Another point that is of economic importance is the great consumptive market for farm produce

in the northeastern states, as they contain nearly half of the nation's population. The question is not "What can be grown in Oregon," because all of the products common to the north temperate zone can be produced in quantities at some point in the state. The question to consider in shaping the future of the agriculture is its broadest aspects is "What can be sold to most advantage?"

Study of marketing conditions now reveals that there are two groups of products which appear to have the best market possibilities in the state. The first group is that in which Oregon has the least competition from other states, and the second, a list of such particular adaptation to Oregon conditions that production costs are lower than in competing states. In the first group may be included such specialized crops as the winter pears of southern Oregon, sweet cherries, broccolis, limited amounts, and certain other fruit products. Wherever these specialties can be produced satisfactorily they offer a very good promise for the state, in comparison for instance with apples which can be produced in quantities in at least forty-two of the forty-eight states, and which attain superior excellence in several states but a short distance from the big consuming centers.

In the second group may be classified certain canneries crops and specialties for fresh consumption. Every indication points to the ultimate location of an extensive canning industry in the Pacific northwest. Unquestionably a generation hence the Willamette Valley will be one of the garden spots of the United States. Raspberries, when production is concentrated, as in the Payallup section, in Washington, and the Gresham district, in Oregon, hold out excellent promise. Raspberries in the northwest can be produced to compete successfully as fresh fruit in the growing markets of the Rocky mountain and great plains country, and for canning purposes can outdistance all competition because of the heavy yields which in Oregon and Washington exceed any district in the United States.

Likewise in this group, eggs. The enterprise of the poultry producers in establishing eastern markets for graded eggs has resulted in the building of an industry which amounts to \$15,000,000 annually to Washington, and an increasing amount each year to Oregon. Ten years ago both states imported eggs in carload lots from Nebraska. The question is, how long before competition will eliminate these Pacific Coast poultrymen? The answer is, according to the best forecasts available—never. The Pacific northwest has been bred for production through generations combined again with the marketing system now well established,

makes the northwest hen unbeatable by the Pennsylvania or New Jersey hen, just a stone's throw from the market. The advantages of the northwest overcome the disadvantages of the long freight haul.

Contrasted with all this specialized production, which warrants in most instances great increase in volume in the future, is general farming. But general farming, producing a little hay, a little grain, a little butterfat, a few eggs, a few hogs, and a little wool, can not in general compete with the more carefully planned production unit in most of the farming districts of the Pacific northwest, including Oregon. That type of farming is middle western farming, and New York farming, and does not lend itself to farming to a consuming market two thousand miles or more away.

With dairying the situation is different, however, in that California offers one of the best dairy markets in the United States because that state has never yet produced its own consumption of dairy products. To illustrate the responsibility resting upon those who would presume to add the farmer and guide agricultural affairs, is the point that the California market requirements for Oregon dairy products are for butter, butter of high quality, and not for cheese, notwithstanding the great success of the Tillamook County Creamery association in selling cheese in the Golden State.

Seed production, including clover, alfalfa, vetch, and the vegetable seeds, holds out great promise to the farmers of the state, because of the particular advantages of this part of the United States. Of particular interest in Douglas county are factors concerning the

fruit market. Prior to 1910 the apple was practically the only fruit found in quantity on the markets during the winter months. The increase in fruit consumption has since that time been remarkable. In the last few years the carlot shipments of apples has increased seventy per cent. And in the meantime great quantities of oranges, grapefruit, and pears have become staple commodities. In fact, the fruit shipments in recent years have very closely approached the theoretical diet requirements of the population. This competition in the fruit market emphasizes the desirability of careful selection of orchard production. As was reported by the committee on horticulture at the recent Douglas county economic conference: "The United States as a whole has practically become a unit so far as fruit consumption is concerned. No one district can solve all its problems without taking into account the general status of the fruit business."

And this does not necessarily mean immediate problems alone, but may well be a basis of rules for future developments. The recent conference, the participants having some of these points in mind, recommended reasonable increase in certain of the hedges, recommended some increase in the acreage of sweet cherries and nuts and winter pears. The conference discouraged production of peaches beyond local requirements because they cannot be marketed to advantage, and likewise recommended no extension in the apple acreage.

Guiding the state's agricultural production along lines which escape or overcome competition, and an adequate reforestation program are two of the major problems before the people.

Send a copy of the News-Review New Year edition to your eastern friends. Ten cents a copy—wrapped, ready to mail.

DAIRYING INDUSTRY IS GOOD HERE



The herds of Douglas County are healthy looking as a result of the fine pasture lands in all parts of the valley.

Oakland

Northern Douglas county is known throughout the west as the home of the highest quality turkeys produced in the country. Oakland is the center of the principal producing area and the leading marketing place in this section of the state. Highest prices are always paid here and the industry brings in close to \$50,000 each year to the farmers. Chickens and eggs are also important products. Sheep and goats are raised extensively, \$150,000 worth of wool annually. Early lambs raised here bring good prices on all coast markets.

All fruit does well here, climate and soil being especially favorable for the production of prunes. Well kept orchards are to be found on practically every ranch. About 3,000,000 pounds of prunes are shipped annually from this vicinity.

The open country tributary to Oakland offers many attractions for the sportsman and vacationist. Deer and other kinds of game are abundant among the wooded hills, and in the valleys clear mountain streams afford inexhaustible sport for the angler. Beautiful camping sites are plentiful and easily reached.

The city has a fine brick school building which houses an excellent grade and standard high school. Among the religious organizations is a community church in which members of four denominations worship in harmony.

Fraternal orders represented here include the Masons, Odd Fellows, Woodmen of the World, Eastern Star and Neighbors of Woodcraft.

At the present writing several oil companies are drilling for oil in this vicinity, the formations promising strikes of great importance.

The Gobblers, the booster organ-

ization of Oakland, recently bought a tract of land and laid out a good race track with grandstand, etc., and frequent race meets are held here during the summer months.

Yoncalla

In the very heart of the Umpqua valley, on the Pacific highway, is located the little city of Yoncalla. This picturesque town is 167 miles south of Portland, 31 miles north of Roseburg, the county seat, 603 miles north from San Francisco and 40 miles in an air line east of the Pacific ocean—close enough to get an occasional sea breeze.

Yoncalla has a delightful climate. Guarded by large mountains, which temper the climate, the temperature is rarely below freezing and never above 100 degrees in the summer. With the soft the very best, and this wonderful climate it is no wonder that Yoncalla is a prosperous place.

Transportation is of the very best in this vicinity. The main line of the Southern Pacific railroad passes through Yoncalla, with four local trains and four through trains daily. Eight daily stages pass through, north and south bound daily. Eugene and Roseburg are to Scottsburg, where connections can be made with electric and steam trains. Besides the stages, there is one daily stage that goes to Scottsburg, where connections are made by boat to Winchester Bay, the harbor of Douglas county.

Many industries are carried on around Yoncalla. Probably the most important being lumbering, with sheep and cattle raising following. A good many sheep and cattle are raised here yearly. Dairying is also extensively carried on and now ranks as an important industry. Grain has been the chief product grown, but now orchards have taken its place. All kinds of

garden truck are grown here with success.

Yoncalla has been brought into the limelight in recent years through historical articles and moving pictures with character studies of the pioneer family of Applegate.

Canyonville

Canyonville, Douglas county, is centrally located in the Umpqua valley, and was incorporated in 1901. It has one school house, two churches, two general stores, two garages, drug store, two restaurants, two hotels, barber shop and four lodges.

The principal industries are farming, dairying and fruit raising, also lumbering in the surrounding territory. The South Umpqua river, which has its source about six miles east of Canyonville, drains a region covered by at least one hundred million feet of timber, namely, fir, pine and cedar.

Prunes are grown successfully in this district and the quality is the best. There are about 1000 acres in bearing. The mineral resources are numerous and varied, gold, silver, copper, cinnabar, nickel and platinum being found in this region. There are also thousands of sheep, goats and cattle raised here, and always a ready market for the same.

Land can be bought in this district on the bench at from \$10 to \$100, and the bottom land at from \$100 to \$300 per acre.

Several varieties of trout abound in the streams, and the river is frequented by large numbers of different varieties of salmon, thus being an angler's paradise, while the hunter is delighted, as almost at his door deer, grouse, quail and rabbits abound, also bears, cougars, wild-cats, foxes and numerous other fur-bearing animals in the mountains, furnishing thrilling recreation for the sportsman.

There are four beautifully located automobile camps along the Pacific highway within a few miles of Canyonville, all of them supplying the maximum of modern conveniences to the tourist. In a short time the highway connecting Canyonville and Crater and Diamond lakes will be in condition for auto travel, thus affording a short cut to these wonderful resorts.

Glendale

Glendale is the most southern city in Douglas county, has 10,000, 000,000 feet of merchantable timber within a radius of twenty miles. Fifteen sawmills, with a daily capacity of about 225,000 feet of finished lumber, provide a payroll of over \$25,000 per month. The cut consists of Douglas fir and sugar pine. This city is the most northern point on the Southern Pacific producing the latter lumber.

The numerous valleys, including the far famed historical Cow creek, are mostly irrigated and produce abundant corn and other feed for a large dairy and beef growing industry, the ranges on the numerous hills providing plenty of winter feed. Several large herds of registered beef and dairy cattle are located in the vicinity of Glendale, and nearly every farm has a silo or two. The cream shipments from Glendale are the heaviest of any town in the county.

All kinds of wild game abound, as we are right in the heart of the best deer hunting in the state, and within an hour's drive of the best trout fishing.

Owing to its altitude, pure water and ideal climate, Glendale is bound to become a real health resort, and during the next few years this feature will be advertised extensively.

During the past year Glendale has built part of the pavement connecting the city with the Pacific highway, and in another year this highway will be completed, which will make it possible for more tourists to visit the city. Times are always good around Glendale and newcomers are warmly welcomed.

Glendale has a standard high school, churches, two rural mail routes and practically every kind of business is represented. Further details will be cheerfully furnished by the Secretary of the Chamber of Commerce, Glendale, Oregon.

New Year's edition 10c copy—wrapped, ready to mail.

TEMPERATURE RANGE AND AVERAGES

(U. S. D. A. Weather Bureau Reports.)

Station: Roseburg. Elevation, 510

Period covered by records, 1877-1924, 48 years.

Month	Mean Temperature	Mean Maximum	Mean Minimum	Highest Temperature	Lowest Temperature
January	41.2	46.8	35.2	71	-6
February	43.4	49.8	36.1	74	3
March	47.1	57.0	38.1	82	15
April	51.6	62.1	40.5	83	28
May	56.0	68.0	44.0	102	30
June	62.5	72.7	49.9	101	36
July	67.4	81.0	52.6	106	40
August	68.0	81.2	52.3	104	39
September	61.9	74.1	47.9	99	30
October	53.9	63.8	43.4	91	22
November	45.9	53.4	39.2	76	14
December	41.8	47.4	36.1	68	8
Annual	53.4	63.0	40.0	106	-6