

# The Last Busy Day of A Long Busy Merchandising Life



"Bullhide" is closing business, his last day in the store before it closed in May, 1950. His daughter, Mrs. Lena Hunter, is at the cash register. The customer was not identified.

T. F. Moore, Ophir; Ruby S. Moore and Ruby A. Bailey, of Portland; Kate C. Moore and D. M. Moore, Gold Beach. At the time of closing the Peoples Company was operating two ranches besides the store. These were leased in 1943 and consisted of 9000 acres where a large number of sheep and cattle were raised for market.

For many years the only way of transporting merchandise of any quantity was by boat. The Peoples Company owned its own boat, the Asprey, which was later condemned and sold to J. R. Burke, and the Tramp bought. Another boat, the Della, was wrecked at Port Orford. The Roamer came into Rogue River from 1915 until the last trip in 1925. The Tramp is now being used on Coos Bay bar.

When the store closed its doors in May this year, Bullhide retired after over 41 years of serving the public. He purchased the stock and equipment of the two ranches leased by Peoples Company and stocked with 1500 sheep and 180 cattle. This year 13,000 pounds of wool was sold and 1200 to 1500 head of livestock.

When Gold Beach was incorporated a few years ago, D. M. Moore was elected to the city council and is still serving as a member, a large order for any citizen to fill, and by looking at

the accomplishments, a job being well done.

## Lily Growing Featured In Sunday's Oregonian

Lily culture in this area was given recognition by the Oregonian, Sunday—a whole page in the "Farm and Home" section.

Written by Drew Sherrard, special garden writer, five pictures showed the lilies, in bloom and on through digging, sorting, and packing for market. Shown in two of the pictures were Mrs. Conner Kessler and Mrs. Robert Stotenburg, working at the Ray Struebing farm.

Rev John Mumbower is in Portland this week attending a Baptist church conference. He is expected to return home today.

Pilot class das pay—try them.

## NOTICE

It has come to our attention that our advertising in the Oct. 12 issue of the Pilot has caused a lot of suspicion and commotion among lily growers and buyers. In the first place I should have put it 7-8s and not 7s & 8s. I had only four cases of bulbs to sell, all 7-8s, which he had left on our hands by an unreliable buyer. P. D. STARK.

## Old-Time Gold Beach Business Firm Is Factor In Growth Of Southwestern Ore.

D. M. "Bullhide" Moore was born in Ophir, Oregon, February 12, 1886, the fifth son of D. L. and Mary Moore. Mr. Moore's parents crossed the plains and settled on a ranch in the Willamette Valley in 1880, coming to Curry county a few years later, where he was engaged in logging on Rogue River, and drove bull team in Port Orford area. They later settled on a ranch in the Ophir area where the Moore boys attended school. Thomas William, the oldest, Asher Henry (killed in a car accident), James Walter, Milton or Bullhide, and Willis.

As a young man Milton with his older brother, Walter, started a store in Ophir in 1903 which they ran for three years. He worked on the home ranch until June 9, 1908, when he started a general merchandise store at Gold Beach. The new store was opened up in the new building of the late A. H. Gauntlett, which was built across the street from its present location. A pool hall occupied the back. This business was sold in 1917. Bullhide was postmaster of Gold Beach for three years and for many years was school clerk.

He married Ruby Miller in 1908, and reared a family of nine

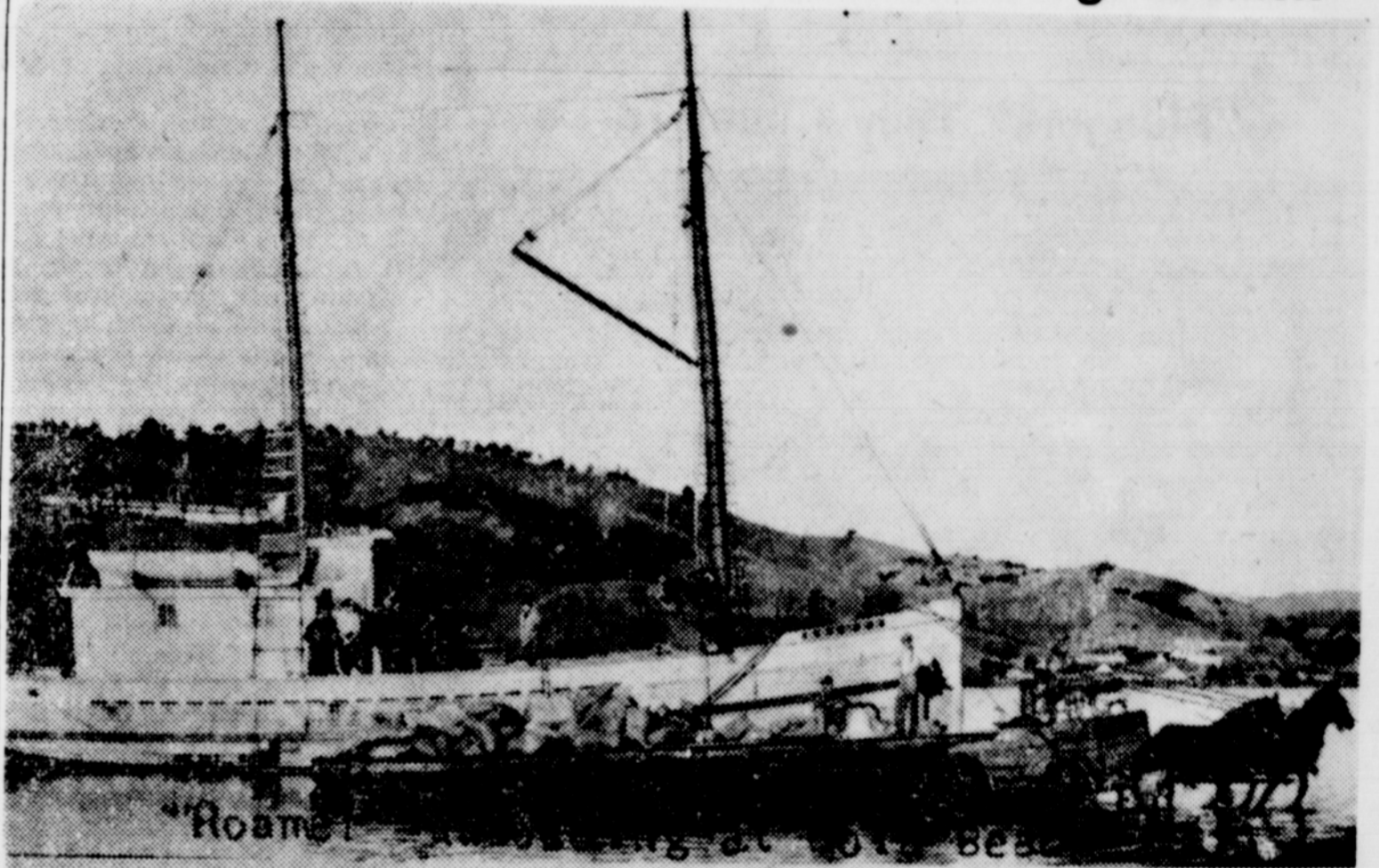
children, six of whom are still living: Mary Owens and Velma Ayers of San Francisco; Oma Adel Stewart of Alameda, Calif.; Doris Freeman of Brookings; Phyllis Walker of Pistol River and Lena Hunter of Gold Beach.

In the early years Milton noticed the cow hides were just thrown away so when he opened his store in 1908 he started to buy these hides, giving the farmers \$1.00 each for them. He then cleaned and preserved them until he had sufficient number to ship. The early price was 7c a pound and by 1946 they averaged \$3.00 each.

In 1908 the county judge, the late Ed Bailey, attached the nickname of "Bullhide" on D. Milton Moore and today he is known up and down the coast by that name. On one of the trips Mr. and Mrs. Moore made to San Francisco, of the cattle buyers, in meeting Mrs. Moore for the first time, exclaimed: "and I presume this is Mrs. Bullhide."

February 8, 1918, the Peoples Company was opened with 50 members and with D. M. Moore in charge. At the time the store was closed, May 31, 1950, there were only seven of the members left: C. J. Marks, Reedsport; C. H. Buffington, Gold Beach;

## Harry Bridges Had No Control Of These Longshoremen



Note how a wagon was backed into the water and loaded with provision brought in on the boat, "Roamer." This boat ceased operation along about 1925. Note the Wedderburn hills.

## This Was Gold Beach At The Turn Of The Century . .



Not too many residents of the county would recognize Gold Beach by this picture, but it was just that way along about the turn of the century. The bigger building at the left is the Peoples Company store. The taller building at the right was a hotel which later burned down.

## Long "Story" Behind This Store



This is a view of the Peoples Company store as it appeared in May of this year, as it closed its doors to the public, after a long and eventful time in public life.