

ROSEBURG, OREGON

DOUGLAS COUNTY, climatically the best part of Southern Oregon, has an area of 4800 square miles, nearly equaling that of the State of Connecticut. It is one of the largest counties west of the Cascade Mountains and contains approximately 2,000,000 acres of land. By reason of its size and its relation to the Coast, mountain and valley, it is greatly diversified in scenery and resources, and its elevation ranges from tide-water to 5000 feet or more. Its main water courses are the North and South Forks of the Umpqua River, which unite near Roseburg and flow out to the sea through a succession of valleys and narrow passes in the northwest part of the country. These valleys are very fertile, the soil being a very rich, sandy loam of great productive capacity. The smaller hills are excellent orchard lands, and the higher hills, when not too heavily timbered, are excellent grazing lands. The general industries of the county are varied, lumbering and mining in the mountains, and agriculture in the valleys. Stockraising is an important part of the farm life, and stock do well in the open all the year, often going to market without further feeding.

Roseburg, the county seat of Douglas County, has a population of more than 5000 inhabitants, and is surrounded by a rich agricultural country, which is divided into 5 and 10-acre tracts, making a population of nearly 8000 people within a radius of ten miles. It is very centrally located, and has no competing points in a wide area, being 75 miles from Eugene on the north and 99 miles from Grants Pass on the south. It is 198 miles south of Portland, Oregon, and 574 miles north of San Francisco, Cal., and is located on the main line of the Southern Pacific Company. Roseburg has 3 banks, 3 hardware stores, 2 hotels, 2 shoe stores, 6 dry goods stores, 3 jewelry stores, 7 grocery stores, an art store, 2 meat markets, 2 bakeries, 3 furniture stores, 11 churches, 2 schools, 1 high school, 2 second-hand stores, 2 flouring mills, 3 planing mills, 3 printing offices, 1 daily paper, 2 semi-weekly papers, a brewery and ice plant, a cold-storage plant, creamery, 2 theaters, 2 plumbing shops, 3 livery stables, United States

Land Office, U. S. Forest Reserve headquarters, U. S. Weather Observatory, Southern Pacific division point with a payroll of \$35,000 per month, and numerous small establishments.

Roseburg needs more people, a fruit cannery, woolen mills, an iron foundry, a broom factory, a tannery, a vinegar and pickle works and numerous other enterprises, and offers good inducements to anyone wishing to engage in any legitimate business.

Roseburg is now engaged in paving about 20 blocks of streets with bitulithic pavement, and will continue the good work until all of our streets are in first-class condition.

Land in Douglas County can be purchased at prices ranging from \$15 to \$250 per acre, according to the location, improvements, etc. This land requires no irrigation, as our rainfall, which averages 35.35 inches annually, is sufficient for all crops. Our climate, with its average high temperature of 79 degrees and its average low temperature of 35 degrees, makes Douglas County an ideal fruit country, as we have no snow or ice in winter or oppressive heat in summer. Profits from fruitraising run from \$100 per acre to \$800, but the average is about \$250 per acre. We do not wish to convey the idea that money grows upon trees in Roseburg and all you have to do is to pick it, but we do say that with hard work and perseverance a man has better opportunities here than in any other place on the Pacific Coast. Relative to Roseburg as an apple-growing section, Mr. J. B. Smith, a man who has made a success of the business and who has been in every fruit section of the West, says: "If people will take care in placing their orchards, that is, select the right kind of trees for the right kind of soil, there is no place in the United States that can excel Roseburg and vicinity for apples as to size, color and flavor." This is a broad statement, but practical demonstrations have proven it. In this country 60 apple trees are planted to the acre, and at the age of five years should produce, if properly cared for, one box of first-class apples, and will then gain one box per year for a number of years. The cost of production is 50c per box, and your apples should bring you at the least \$1.50 per box f. o. b. Roseburg, leaving you a profit of \$1 per box. At the age of 9 years your trees will bear 5 boxes, or a profit of \$5 per tree, which, multiplied by the number of trees to the acre, 60, will make your net profit

amount to \$300 per acre. The foregoing is not a supposition; it is based on actual facts.

As a prunegrowing country Douglas County has no superior, our prunes bringing the highest price of any on the Coast. During the season of 1907 there were shipped from Roseburg 6,000,000 pounds of dried prunes, which brought the grower 5 1/2 cents per pound, or \$330,000 for the season's crop.

With one exception Douglas County has more standing timber than any other county in the state, and a conservative estimate places this amount at 25,000,000,000 feet, which is 1.15 per cent of the standing timber in the United States today.

Poultry-raising is a very profitable industry in this country, as we supply the markets of San Francisco, Portland and the Sound cities with the holiday turkeys. During Thanksgiving week of last year Douglas County shipped \$14,000 worth of turkeys, more than any single shipping point in the United States.

Dairying is one of the coming industries of this section, and at present is carried on in a limited way throughout the country by almost every farmer. At several places are modern creameries, doing a good business and paying their patrons well.

Any one wishing further information relative to this country can receive the same by writing the manager of the Roseburg Commercial Club at Roseburg, Oregon.



MELON PATCH NEAR ROSEBURG.



PEACH TREE



CHERRY ORCHARD NEAR ROSEBURG.



SHEEP NEAR ROSEBURG.

ROSEBURG is one of the twenty-four communities in Oregon, Washington and Idaho which have adopted the SUNSET PLAN for community publicity. This plan embodies twenty important features (two new ones having recently been added), and it is the only plan that offers communities a complete campaign for result-producing publicity.

There is no uncertainty, no experimentation about the SUNSET PLAN. It produces far-reaching results because it gives to communities the services of experts, and it provides for every feature of a well-directed and comprehensive campaign, extending over a period of one year. It is the only plan in existence or which has ever been formulated in the history of publicity work whereby two-thirds of the necessary expense to carry out the plan is borne by other interests than the community directly benefited. This plan not only offers this very remarkable thing, but it assures communities even more—the earnest and cordial co-operation and backing of the

Passenger Departments of the Oregon Railway and Navigation Company and Southern Pacific Lines in Oregon

coupled with the vast facilities of the great Harriman system, with its ramifications extending over the entire world.

This plan is not only something new in community publicity—it is epoch-making in the results that it is producing of a direct and indirect character. No community, therefore,

Chapman Advertising Co.

Portland, Oregon, Oct. 9, 1908

SPECIAL ATTENTION
 COME TO
 SPECIAL FILE

Mr. Wm. Little Wells,
 Sunset Magazine Home Seekers' Bureau,
 Wells Fargo Bldg., City.

Dear Mr. Wells:-

I am impelled to admit in spite of the fact that you are more or less of a competitor that your proposition with its eighteen points constitutes the best bargain in advertising I have ever seen for communities and land companies. It fits into every form of advertising perfectly, supplies the highest class of literature for use among all inquiries, supplies the literature at a price which is ridiculously small when compared with the actual cost of production, secures for each community the attention of your special photographers, writers and artists, and procures the inestimable benefits of the whole Harriman colonization work.

I never hesitate to recommend your plan to communities and land companies. I do not for a moment hesitate now to go on record unreservedly as endorsing it.

Yours respectfully,

W. Chapman
 CHAPMAN ADVERTISING CO.

For further information, address

that is actually in earnest about making progress can afford to neglect the opportunity which the SUNSET PLAN presents. A special representative will be glad to address any meeting in Oregon, Washington or Idaho in reference to the plan and explain its workings in detail.

This plan has received the unqualified and unsolicited indorsement of newspapers, communities, advertising experts and others who have investigated it. One letter (absolutely unsolicited) in reference to the plan is reproduced herewith.

SUNSET MAGAZINE

HOMESEEKERS BUREAU

PORTLAND OREGON

SUNSET MAGAZINE
 Wells Fargo Building~

HOMESEEKERS BUREAU
 PORTLAND OREGON