

A LAND OF SUPERIOR RICHNESS

The Far Northwest and Its Many Advantages.

THE UMPQUA VALLEY LEADS

Douglas the Matchless County of Southern Oregon—Its Unbounded Resources.

CLIMATE UNSURPASSED IN ANY COUNTRY

Our Beautiful Farms and Garden Homes, Where Luxury is the Sure Reward of Industry.

ROSEBURG THE COMING CITY

Phenomenal Development and Irresistible Attractions.

OUR AGRICULTURAL RESOURCES

Truthfully Set Forth, Dvoid of Even a Shadow of an Exaggeration—Fruit-Growing is Steadily Becoming a Leading Feature—The Beet Sugar Industry—Stock-Raising is in the Front Rank—Brief Paragraphs on Other Subjects.

In this report of our many resources, I will state, so as not to mislead or misinform those seeking information of our country, that I have secured data from people who have personally visited the entire section of which I have written, and I have endeavored to keep safely within the bounds of reason.

The design is to make a representation, brief though it may be, as will attract attention to the merits of this locality. The facility of attempting to make any written exposition take the place of personal investigation is realized. The folly of making statements which investigation will prove to be untrue is also appreciated.

The country is comparatively new. What it wants more than anything else to promote its development is capital and purposeful energy. Magnificent natural advantages lie unimproved for lack of the necessary capital.

I have also written several sketches of our business and professional people, and I expect and welcome criticism, realizing only too well that my little work is incomplete and perhaps is somewhat crude in detail.

In a general way, Oregon, Washington and Idaho constitute the region meant when people speak of the Northwest,

These states have many features in common, and each of them presents a great diversity of natural conditions and various stages of development. Oregon and Washington are very nearly alike in many of their characteristics, being traversed by the same mountain range and divided by it into two divisions, each of which is radically different from the other.

In Oregon, as in Washington, about one-third of the area of the state lies on the west side of the Cascade mountains. In that section the climate is mild and moist, timber of great size abounds, vegetation is luxuriant, and, especially in Oregon, a more advanced state of development has been reached than in the country east of the mountains.

That part of Oregon lying west of the Cascade mountains is subdivided into four divisions by natural features. These are (1) the Willamette valley on the north, (2) the Umpqua valley, (3) the Rogue river valley, and (4) the coast country west of the Cascade mountains.

The Coast range of mountains is a rugged chain parallel with the coast and reaching an altitude of about 5,000 feet. Extending across from the Cascades to the Coast range are the Calapoos, Umpqua and Rogue mountains, separating the valleys in the order named. The Willamette is the largest of these valleys and by far the most important. The others are small and confined to the immediate borders of the streams and are hemmed in by rough country on all sides.

DOUGLAS COUNTY.

By reference to a map of the State it will appear that Douglas is one of the southwestern counties, bounded by Jackson and Josephine counties on the south and Lane county on the north, and extends from the summit of the Cascade mountains on the east to the Pacific ocean on the west, resembling in form that of a mutton ham with the shank on the ocean. The area of Douglas is 1,000 square miles. The surface is a series of hills and valleys; the latter are of an alluvial deposit and very fertile, producing all the cereals and vegetables of this latitude in abundance and of the best quality.

not produce corn profitably. Late experiments with the sugar beet prove that it can be profitably grown, as the yield per acre is immense and the quality excellent. The agricultural interests are changing from grain to fruit growing as being more remunerative. Stock raising is also largely engaged in, and improved stock of all classes is now the rule, and, as a consequence, an excellent grade of stock is attained.

Douglas county is taking a leading position in the advancement of the fruit growing interests of the Northwest. Its nurseries send stock throughout the Pacific Northwest including British Columbia. Many of the large land claims that have lain for years largely wild or with very indifferent cultivation are being divided into smaller tracts and given over to systematic fruit culture.

The climate is proverbially excellent—the best, all things considered, on the Pacific Coast. It is not so wet and cold as the Willamette Valley and Washington, nor so dry and parched as California. It occupies a happy medium; and as fast as people become acquainted with these natural climatic advantages they become enthusiastic in its praise, and settle amongst us permanently.

The rich bottom lands are to a considerable extent being covered with hop yards. The growing of hops is becoming one of the leading branches of agriculture in the Umpqua valley. Douglas county is among the first half dozen counties of the United States in the amount of hops produced.

Like many other things on the Pacific slope the hop business has suffered from indifferent attention. Especially is this true in Oregon. Much interest is now being awakened in the industry, however, and the annual production is increasing in quantity and improving in quality.

It is a mistake to believe that all varieties of trees will do equally well in all localities. The pioneer who goes into an unsettled valley looks first to the quality of the soil. On finding that to his satisfaction, he proceeds to set out an experimental orchard, in which will be found an almost endless variety of trees.

the natural conditions for surpassing her sunny neighbor in the production of choice fruits. This is notably true in the case of the prune. No European production excels the prunes of Oregon in quality, and it is one of the things that can be cheaply produced here.

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Douglas county is the best watered county in the state, the water being of the best quality. All the streams—which are numerous—flowing down from the mountains are of the purest kind, their rapid movements preventing stagnation, and hence malaria so common along sluggish streams is unknown.

The sides of the mountains to their very summits are covered with forests of pine, fir and cedar, which make excellent lumber for building and fencing purposes. There are also of the hard woods, oak, ash and maple in large quantities, which make excellent furniture and fuel.

Many thousand bushels of potatoes are annually sent to market from Douglas county. Even merchantable sweet potatoes are raised here. The soil near the streams are best adapted to potato growing and with very ordinary care a large yield of tubers may safely be reckoned on.

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are much less widely distributed than this, while a few are quite local. On the borders of Oregon and California these two great forests are united by the alpine ridges of the Siskiyou mountains. On the borders of Jackson and Douglas counties in Oregon they are again united, this time by the steep and broken ridges of the Rogue river mountains, which here again connect the two great mountain ranges of the Pacific coast.

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The value of sugar consumed in this country is greater than the value of breadstuffs. Our exportation of grain is less than importation of sugar. The soil of Oregon is more adapted to beet culture than wheat raising. The profit on an acre of beets is from \$30 to \$50, on an acre of wheat it is from \$10 to \$12.

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ROSEBURG, The Hub or Center of the Great Umpqua Valley.

Roseburg, on the east bank of the South Umpqua river, six miles above its junction with the north fork, contains 3,000 inhabitants, and is fast assuming the proud distinction of a city. The site upon which Roseburg is located is one of the most picturesque on the continent.

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While Roseburg is justly proud of her business enterprises and the outlook for the future is certainly good, it is only fair to state that there are sufficient business concerns of every size and character for present business needs; that there is sufficient labor here to fill market demands. The city is growing and there are good indications held out to investors. The field is as yet half occupied and the resources of the surrounding country and the advantages of the town afford excellent opportunity for establishing mills and manufacturing.

As is usual with all new countries there have been large expenditures for the construction of roads, bridges, school houses, and necessary public buildings. To pay for these needed improvements while the population was small and the valuation of property low, a high percentage has been the rule, but that is all changing now.

OUR BUSINESS AND PROFESSIONAL PEOPLE BRIEFLY MENTIONED.

MRS. M. JOSEPHSON, Dry Goods and Clothing. In every city, we believe, the dry goods business has the distinction of ranking first in position in mercantile affairs, as the goods handled are staple, supplying numberless articles of use and universally necessary.

ALEXANDER & STRONG, Furniture and House Furnishings. In giving sketches of the representative business firms of Roseburg, in connection with the resources of the county, it gives us great pleasure to represent the house heading this sketch, which from the magnitude of its transactions as well as the superiority of the goods carried, has attracted much trade to this city.

CHURCHILL, WOOLLEY & McKENZIE, Hardware, Groceries, Tinware. The house under review was established nearly five years ago, and has attained a substantial footing in the trade and a lucrative patronage.