

DOUGLAS COUNTY, WHERE THE FARMER COMES INTO HIS OWN



JACKSON ST. ROSEBURG



CATTLE RANCH

FISHING ON UMPQUA RIVER

IRRIGATION PROJECT

RESIDENCE OF DR. S. HAMILTON

FIRST HOTEL

WHEN the early miner of Douglas county laid down his pick and shovel for the last time it was not his intention to turn from the hills and streams which he knew and loved. And whether he opened a saloon or started a bank he possessed an advantage in knowing the country and its people. For many years Douglas county has been building up in spots. The railroad has connected these spots with iron track. Trade like all other moving forces follows the line of least resistance. A new day is dawning in this county, the fruit industry has been prominent from the start. The county now leads all others in the state in the production of prunes and as a matter of course the people are prone to boast of this industrial achievement. Nothing could be more legitimate. To be of importance in the world is as much a matter of pride to counties as similar honors would be to private individuals. The welfare and fame of the county is very closely associated with the prosperity and pride of Roseburg.

With the progressive record of the city, the development of the adjacent and contributory territory will keep pace. It is indeed the adjacent development which city progress bespeaks, and it is that upon which city progress depends. The building up of the surrounding country is the most important and gratifying fact of all. In this single item of the production and shipment of prunes for a single year, one dealer alone has shipped more than 100 carloads of prunes from Douglas county. This serves in a great degree as a register of civilized conquest in Douglas county. It is not alone the production of prunes, but the creation of thrifty and prosperous communities which this pruned exportation records. The progressive farmer is now turning his attention to the apple industry. An acre of apple orchard in full bearing will command the price of about \$200 per acre. While an acre of prunes in full bearing will bring but \$250 per acre. These trees are set 20 feet apart, so that a prune orchard contains 104 trees to the acre. These trees, at 7 years old, in full bearing, will produce about six tons of fresh prunes to the acre, or two tons of dried prunes. The present price for the average dried prune is 34 cents. The cost of drying prunes is about 10 cents. The prunes are sorted in eight different grades, the larger ones containing but 20 dried prunes to the pound, and the smaller ones 90. They are packed in 25 and 50-pound boxes.

Leadership in this denotes the propinquity of leaders in the past, and the time shall pass and the opportunities and advantages they have shall attract

the attention of others. The farms and homes and villages and cities and factories and commerce of the future are all the later fruit of the same forces which have made Douglas county a leader in the distribution of this great food staple.

Every family brought into this territory, every farm improved, and every institution established, whether it be a creamery or a sawmill, the raising of hops or hogs adds just that much to the business resources of the county. One prosperous family of a new fruit farm is worth more to Roseburg or the railroad, than a train-load of tourists traveling through the county. And the factory or fruit drier employing 35 men and using the raw material of the vicinity is a growing asset, a continuous revenue producer. Labor is one of the prime factors in all the developments, and the community that can supply intelligent and contented labor, has an asset of great value. The business of a new county is to increase its resources. A land without people is a wilderness.

What Douglas county needs, however, more than anything else, is more railroads. In good wagon roads and more railroads. The traveler through

this county, on the Southern Pacific railroad, may look from his car window and see evidences of the frontier but in the next half hour his train rushes into a town with all modern improvements possessing a refined and progressive people. There are acres of waste land in the west as there are acres of useless land in the east. A visit to the fertile farms of this county makes a lasting impression. Most of the fruit farms are small, of course,

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We are to look at it chiefly as the land of the farmer and fruit grower and we are to see how diversified are the industries connected with the soil, how remunerative is the work and how nearly ideal the conditions of this country life in southern Oregon. This is a day of changing conditions of the farming region. The period of great land holding is passing away; the days of speculation in wheat farming are gone. The mistakes of fruit planting are out-grown and they are beyond the cost of experiment. It is the time of development. The foundations of a great industrial community are being laid, and the young and vigorous civilization is being firmly established. But much of this land is still thinly populated. It is so vast that it can only be occupied by degrees. Land is low in price for the quality of soil and large tracts are not desirable. The markets of the world are now available. Commercially, too, it is a new day in the west. Douglas county has acquired unlooked for importance. The county has 4,860 square miles of territory and over 15,000 population. The eastern section is heavily timbered and rich in both fir and pine. The western part of the county reaches to the coast, where the lumber industry and the dairy industry are assuming

large proportion. The fruit industry represents some of the best business talent of the county. Sheridan and Agee have 165 acres set to prunes and apples. W. C. Winston has 30 acres of prunes, cherries and pears, all in good condition, while E. E. Labrie devotes himself entirely to prune industry; he has 30 acres from which he derives a good income. C. Gaskley is both a grower and shipper of fruit, he has a 40-acre apple orchard and 15 acres of prunes and ships from 10 to 100 carloads of dried prunes out of the county each year. J. B. Riddle has 40 acres of prunes orchard all in bearing. J. L. Clough has 35 acres of prunes, Abner Riddle 40 acres of prunes, Purdy Wilson 30 acres of prunes; all of these orchards are in good shape and under good cultivation. Roseburg is the county seat of Douglas county; has a population of 5,000, and was founded in 1856. It was named after Aaron Rose, an early pioneer, and the city was built on his donation claim. It lies in a cozy valley surrounded on every side by hills resembling mountains. The affairs of the city are being well administered under the balancing hand of Dr. E. V. Hoover, who is serving his third term as mayor. He is a native of Douglas county and not lacking in faith as to the speedy development of southern Oregon.

FIRE CHIEFS TOLD OF DANGERS IN FILM SHOWS

Fire Chief Campbell read the following paper to the convention of northwest fire chiefs held last week in Victoria, B. C. The head of the Portland fire department was one of the few honored by the association in being asked to contribute a paper. The subject dealt with by Mr. Campbell was the danger of fire in moving picture theatres and nickelodeons, and is one with which he is thoroughly familiar, having a good opportunity to study it in Portland, which has more of these shows than any other city in the United States of anywhere near the same size.

Chief Campbell said in part: "As moving picture theatres, nickelodeons, etc., are becoming numerous throughout the country, it might not be untimely to consider the question of cause of fires and panics from such places. Two principal reasons may be given for the necessity of special precaution in places of this kind: First, the moving picture outfit presents an especially hazardous feature for producing a fire, and second, the audience being in the dark with their backs to the danger, and in many cases the exits or means of escape in case of fire. In all large cities these are taken care of by underwriters or ordinances, which are carried out by city officials making frequent inspections, but most moving picture theatre exhibitions given throughout the small country towns are by touring companies, the theatres are almost wholly at the mercy of the operator and exhibitor. The moving picture film is composed principally of celluloid, and that when not in motion before the light required to project the picture upon the screen will ignite from the heat of the light itself in a period of about three seconds. There are other ways in which the films may become ignited from the machine, but this is one to be guarded against principally. One of the most important precautions to be taken is that the picture machine should be enclosed in a thoroughly fire-proof and as near as possible smoke-proof operating room especially in regular theatres or playhouses, where in many cases the apparatus is set up in a gallery and surrounded with seats on the floor of the house. One of the next most important features to have ample and properly located means of exit. This might be considered the most important feature, as it is a safeguard to life instead of the property, but if the machine booth or house is properly constructed there will probably seldom be necessity for more than the regulation exits. All wiring should be of approved insulation and switches, and fuses carefully installed so that the operator has absolute control of the machine, the lighting system and the exit signs. It can be readily seen that where the ma-

chine is enclosed in a booth and the switch controlling auditorium lights is in this booth, in the case of a fire in the booth or explosion of a film, this switch is in an undesirable and possibly unapproachable place, the audience therefore being left in the dark and subject to panic. All lights should be connected to the service wires, entirely independent of the general or main switch. The use of gas tanks of various kinds for furnishing light used in the picture machine should not be allowed. In Portland moving picture shows are handled exclusively by myself, and the deputy fire marshal, and there are no moving picture shows of any kind in frame buildings. By no means should a moving picture machine be operated by a motor, or any other than hand power. The cause of a recent fire in one of the cities in Oregon was from a moving picture machine which was operated by an electric motor. The operator was rewinding films in the back part of his booth, not paying absolute attention to the motor and his picture machine. In some cities there have been laws passed requiring all operators to pass an examination, this being the case, I understand, in the city of Hartford, where operators are required to pass an examination and come under the control of the building inspector. We feel that we have been somewhat fortunate in the city of Portland as regarding fires in theatres and places of public amusement. We having had within the last three years two fires in moving picture shows, theatres, both of which were not serious.

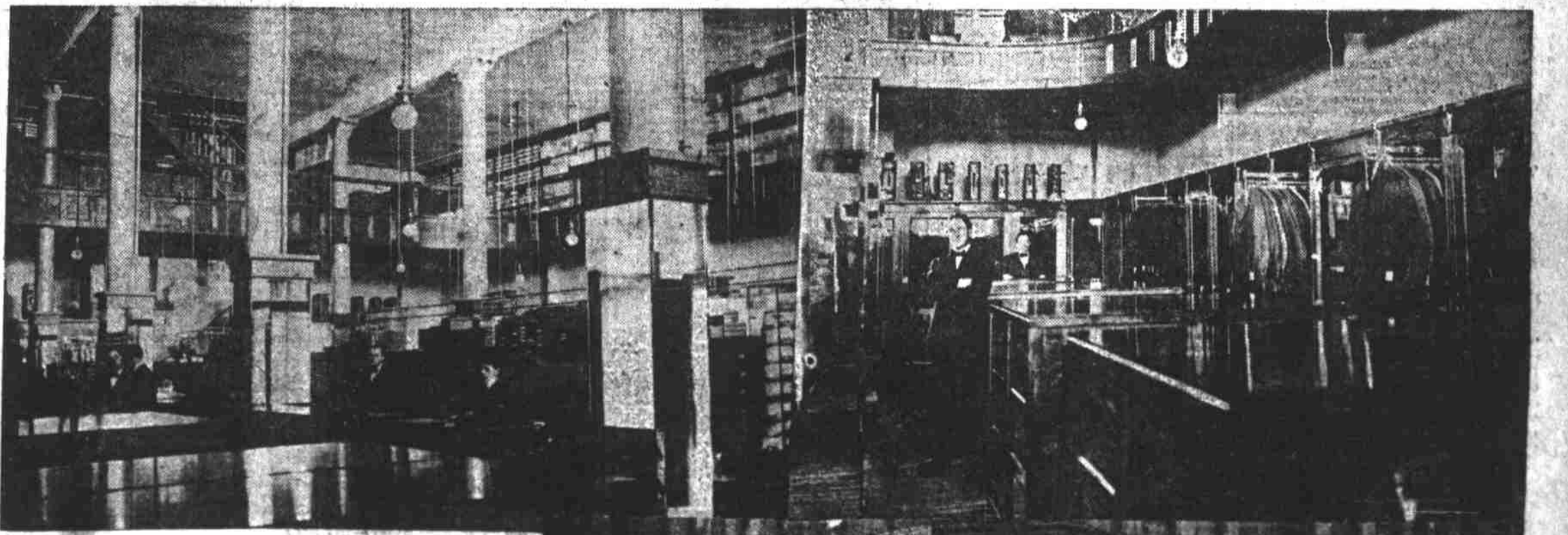
GREAT MONDAY SPECIALS.

Women's and Misses' New Tailored Suits, 600 and 625 Values, \$12.75. Blue, brown, greens and blacks; blue colors and fancy stripes; several styles; coat trimmed with fancy broad gored skirt with fold. On sale tomorrow (Monday) only at this price. All high grade sample suits (one of a kind) at 80c on the dollar. No extra charge for alterations. McAllen & McDonnell, Third and Morrison.

Crown Theatre
361 Alder street, near Third street. Brahmin's miracle, "Magistrate's Conscience"; Illustrated song "In the Golden Autumn Time"; My Sweet Elaine; historic Boston.

Switzerland is suffering from a plague of locusts which are killing the fish in the lakes and rivers by thousands. In the upper course of the Rhine in the Aar, the lakes of Neuchâtel and Constance, where the plague is most acute, thousands of dead fish are seen floating on the water.

WARDROBE CLOTHING CABINET SYSTEM INSTALLED BY ROSENBLATT & CO.



Upper left-hand view showing furnishing goods counter and office. Upper right-hand view showing one row of the new wardrobe clothing cabinets. Lower view showing store front as reconstructed.

Rosenblatt & Co. have just installed a new wardrobe clothing cabinet system, said to be the most extensive of its kind in the northwest. It makes this pioneer clothing house seem like a new store in a class by itself. The above views are a most modest illustration of the interior appearance. With the new system each garment is hung on a separate hanger and can easily be displayed without shifting other garments. It is a convenience to both shopper and merchant. The Rosenblatts have spent a small fortune to place the equipment of their store in the very front rank of the great retail clothing establishments of the Union. Not only have these young and progressive merchants installed the very best equipment but the entire front and side of the store has been modernized and the very latest show windows built. Furthermore, the lighting of the store with prismatic glass above the windows makes its interior extremely bright and cheerful. In leading off with such extensive and costly changes, the members of the firm have merited and received the congratulations of their fellow merchants as well as their customers.

Upper left-hand view showing furnishing goods counter and office. Upper right-hand view showing one row of the new wardrobe clothing cabinets. Lower view showing store front as reconstructed.