

Meeting the growing demands for service in timber-rich Roseburg has meant more than tripling the city's telephone system since 1941

Roseburg, Oregon: Thriving Timber Town

You may find this is the telephone story of your town, too

Roseburg, key city of the nation's largest timber county-grew fast during the war and postwar years. Like many Western communities, its population almost doubled-from 4,900 in 1940 to nearly 8,500 today. Its annual income soared, too-retail sales in the county increased six-fold in a single decade. In these figures lies the reason for our amazing telephone expansion in Roseburg. We had to grow fast to meet the needs of more people in town-and more of those people wanting telephone service.



Your telephone is one of today's best bargains

Roseburg's telephone story has been told in

hundreds of communities up and down the West. Fast as the population has grown, the telephone has grown at an even faster rate...twice as fast, in fact, in the territory we serve. For at today's prices, the telephone is so economical more people can afford it...so useful, more people want it.



Major telephone construction in Roseburg began shortly after the war. We built a new central office building. And in February, 1951, a completely new dial telephone system was placed in service for Roseburg telephone subscribers. Altogether, we spent more than \$3,000,000 expanding Roseburg's telephone system. Even so, because Roseburg is continuing to boom beyond all expectations, we cannot provide all telephones needed the moment requests for service come in. But, in the face of materials shortages, we'll keep doing our best to take care of present orders ... as well as those which we know still lie ahead.



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