

THE EVENING NEWS
BY B. W. BATES

ISSUED DAILY EXCEPT SUNDAY.

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WEDNESDAY, OCTOBER 26, 1910.

A QUESTION OF CIRCULATION.

Last Monday evening in a tirade of perversion in the vain attempt to square itself with the public, the "Pill Dispenser" alleged that the News is unable to "get any of the Eastern advertisements (patent medicine ads) which it is continually howling at the Dispenser about, although it has often tried to do so." It gives us extreme delight to again submit documentary evidence establishing not only the fact that The News has the largest circulation of any paper published in Southern Oregon, but that our columns are much sought after by the Eastern advertisers, who are charged local rates if they get space in these columns, and they are glad to pay the price, and further, the evidence we herewith submit proves the "Pill Dispenser" to be unacquainted with truth or kindred virtues. Only yesterday we received the following letter, which bears directly on this dispute:

CHICAGO Ill., October 18, 1910.—
Editor News, Roseburg, Ore., Dear Sir: Replying to your letter of recent date declining our offer. We should like to have our advertising appearing in the columns of your paper but we regret to state that we cannot see our way clear to pay you the rate you ask. We will, however, give you some advance and enclose contracts at \$14 quarterly payments. This is the very best we can do for you this year and we assure you it is a better rate than we are paying newspapers in your section. The fact that this order is for twelve months, four short readers to appear in each issue to be changed but once a month, also that prompt payments are assured should be considered.

Believing that you will decide to open business with us and return one of the enclosed contracts signed we are,

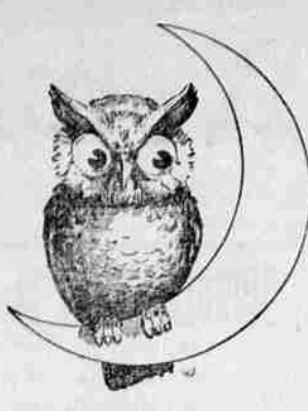
Yours very truly,
H. E. BUCKLEN & CO.
Per Fitzmaurice, Adv. Mgr.

Replying to this the following is a copy of a letter written the Bucklen people:
ROSEBURG, Ore. Oct. 24, 1910.—
H. E. Bucklen & Co., Chicago, Ill. Dear Sirs: Your favor of October 18 at hand, but we are not interested in the advertising you offer. The least we take such matter for is 8 cents per inch per insertion. We just received a contract from another firm at that price today. Our local advertisers pay ten cents per inch on short time contracts, therefore you see it would be a losing game for us to take your work for the price offered.

Thanking you for the courtesy shown, we remain

Yours truly,
UMPQUA VALLEY NEWS.
By R. R. WOOD, Business Mgr.
Now, in all candor, who is adjudged as having the largest circulation, who gets the best pay, and Eastern advertisers only offer "better rates" when they are sure that the circulation exists, and who is proven to be the "flat" to use a favorite expression of the "Pill Dispenser"?

Considerable talk from democratic sources has been indulged in within a few weeks relative to economy of administration and the saving of large sums to the taxpayers by democratic incumbents in county offices. The public generally was unaware that such saving was a fact until the campaign for election of county officers approached, and then these good virtues of our democratic friends were carried on the wings of the wind to the four corners of the county. These tidings of alleged joy are still being sung by the faithful, although none of them can give a reason for claim of economy set out. It is true that Douglas county has enjoyed four years of prosperity. The winter rains have been abundant, bright sunshine has warmed, old earth until she has produced bountifully. The farmers, consequently, have received direct benefit of all these good things provided by the dispensation of the "Pill Dispenser" and have come in for a share of the prosperity. Farmable property has wonderfully increased and everybody covets the railroads are paying more than even before. It was the position of Assessor Staley, republican, who preceded Mr. Collins in the administration of the office, to say to it that the R. P. Company paid taxes in accordance with the general prosperity prevalent and the rapidly in-



PHONE YOUR WANTS TO 8

If you need medicines of any kind call 8
When you want prompt service in case of accident or emergency, call 8
If you want the doctor, call 8

When you want paint, oil, glass, building material, call 8
If you need some special flavoring or spices call 8
In fact make 8 your servant. You will always find ready willing service at our end of the line

REMEMBER THAT 8 IS THE NUMBER AND ALL PHONES LEAD TO MARSTERS PRESCRIPTION PHARMACY

AT YOUR SERVICE DAY OR NIGHT

creasing values in the county, as every other taxpayer was required to do. To this end Mr. Staley assessed the railroad company \$42,250 per mile on its one hundred and more miles of track in this county. The Board of Equalization of which Judge Wonnacott was chairman, backed by the county clerk, democratic, and against the protest of Assessor Staley, republican, lowered the assessment to \$30,000 per mile. A blind man can see that this power of economy and saving to the taxpayers is all a play to the public for votes. Why, if so intensely interested in safeguarding the public interests, should Mr. Wonnacott and his colleague deliberately, and against protest, deprive the treasury of Douglas County of that revenue? Why should a powerful corporation be signaled out for, and granted, so great a favor as the gift of something like \$25,000 in clean money that belonged to the people? Why was not the assessments on all farm and city properties correspondingly reduced? A few dollars to the farmer is as much appreciated as a big gift is by the railway people. The voters have not forgotten this circumstance.

The Evening and Twice-a-Week News does not cater to Eastern advertisers for the mere reason that the rate for advertising made by our friend, the "Pill Sheet", is so low that a full page advertisement of the patent nostrums would not pay the expense of running the News' carrier routes for a week. The Eastern advertiser looks for the cheapest paper in the market, regardless of circulation, and consequently calls on our contemporary who, having plenty of space to spare, lets it go at any old price. The daily edition of The News will not accept those disgusting readers so conspicuous in the "Pill Sheet" at any price, and by giving the public a good clean newspaper has set a pace, though in the field hardly a year, that outdistances its competitor in circulation, news and everything else that goes to make a first-class daily paper for a city the size of Roseburg. A comparison of The News with the "rag" down the street is sufficient proof who "delivers the goods".

A New York woman was married to a Seattle millionaire in the former city yesterday, and the event was marked by three pet dogs acting as bridesmaids, and the bride says that she loves each of the pups more than anyone else besides her husband. They have gone to Europe on their honeymoon. That is a good country for them to remain in, as America has little room for such people.

The fact that Judge Hamilton was "raised" in Douglas county adds nothing to his qualifications as an aspirant for the circuit judgeship, neither does it give him a monopoly on any public office. The "Pill Sheet" is a good sample of "home product"—without irrigation.

George Quin, the republican candidate for sheriff, is making friends and votes in every section he visits and will carry off the laurels on election day. George is a man who will enforce the law in a letter, no matter what the standing of the guilty person or his influence.

When you "draw fire" from the ranks of the democrats by published facts concerning a democratic aspirant for public office you may always expect to be confronted with the slogan, "You're a liar." This is excellent argument—from the standpoint of the local democratic organ.

According to "statistics" compiled by the "Pill Sheet" Judge Hamilton has only served in public office twenty years. Well, that's quite long enough, to say the least.

It is getting so there are nearly as many people mortgaging their homes to buy automobiles as there are to buy eggs.

That luncheon served by the Ladies Auxiliary at the Commercial Club rooms today was a happy affair, served in the inimitable style and hospitality of Roseburg's charming and talented women, and did much to cement the various business interests of the city into a harmonious working body for the advancement of the public welfare. The ladies are to be congratulated on the success of the affair, and everywhere was heard words of heartiest appreciation of the luncheon, and it is hoped that such events may become a regular feature of the club life.

Chicago packers have raised the price of fancy bacon to 40 cents. The farmer receives about 9 cents for his porkers, therefore it is understood that the meat trust pockets the other 31 cents per pound.

Public sentiment can raise a man to the highest pinnacle of fame in a day and cast him off his high perch in a second.

You cannot prick a man's conscience if it isn't big enough to make a hole in.

WAS A GRAND SUCCESS.
(Continued from Page 1.)

ns, and cannot find any kind of roof to cover their heads but the S. P. depot. The need is pressing, and some action should be taken today. At least five people are in Roseburg this very moment looking for some place to remain tonight or for a few nights, until they can secure suitable locations. Something should be done to relieve the situation and be done NOW.

Rev. Charles Baker followed Mr. Hermann and brought to attention of the club the matter of more frequent train service between this city and Glendale urging that the club take action along this line and confer with the Southern Pacific in reference thereto. President Seely appointed the following gentlemen to look after the matter: Rev. C. Baker, R. C. Smith and Henry Richardson.

In reference to another important matter, Henry Richardson called the attention of those assembled to increasing the capacity of the Oregon Soldiers Home, an institution, Mr. Richardson remarked, quite important as one of Roseburg's resources. It was the speaker's opinion that, with the necessary improvements, the increase in old soldiers at the Home could be brought up to the five hundred mark, thus adding to the city's income a very neat payroll from the government. Mr. Richardson urged the co-operation of the club in asking the state to make the proposed improvements and the president appointed Hon. O. P. Coshove, Hon. Binger Hermann and Mr. C. W. Clark as a committee to further the proposition as submitted by Mr. Richardson.

Manager Schlosser called the attention of those present to the good work being done by the Commercial Club, and while he did not throw any bouquets at himself The News wishes to say that under the management of the above gentlemen, more has been accomplished in a business way, by the club during the incumbency of the present manager than ever before, and with the co-operation of the club's head officers, which he is resolving, much important work for Roseburg and every hamlet in the county will be accomplished.

Good Roads Omission.
The last topic for discussion at the noon hour, and a good one, too, was that of better roads for Douglas county. Mr. Wallace, a traveling salesman, of Portland, was the first speaker and was followed by Mr. Fred Lawson, also of Portland, and representing the Pacific Monthly. The latter gentleman is quite conversant with road building and the suggestions offered by him were much appreciated. His slogan, like the first speaker, was to get a man

FRUIT MEETING.

The Douglas County Fruit Union will hold its regular monthly meeting at the court house, in Roseburg, at 10 o'clock Saturday morning. President Harris urges that every member of the organization be present as there are many important matters to be considered. A number of local orators will address the meeting upon topics of special interest to the fruitgrowers of Douglas county.

who understands the building of first-class roads and put him in charge of the work throughout the county, a thought that has been uppermost in the minds of local good roads enthusiasts for some time and will no doubt ultimately end in the procedure suggested by the two speakers.

Thus closed the first successful and most enjoyable noonday luncheon given under the auspices of the club, and on motion of C. W. Clark a vote of thanks was tendered the Ladies' Auxiliary for their efforts in carrying out their important part of the program.

PHONE 130 PHONE 3594

The May B. Allen Co.
PIANOS:
Knabe, Mason & Hamlin, Hardman, Fischer, Kraksauer, Harrington, Price & Teeple, Milton, PLAYER PIANOS—Knabe, Hardman, Emerson, Fischer, Harrington, Milton.
LOTZ & BELL 111 JACKSON ST.

AUCTION SALE.
Two good teams; consisting of one bay mare, weight 1350, in foal to \$2,000 Jack; one bay gelding, 1250 pounds; one bay mare, 1250 pounds; one bay mare, 1150 pounds; one new Mitchell wagon; one Bain wagon, covered; two sets of harness, one of them new, and other articles, will be sold to the highest bidder for cash, in front of the Empire Livery Barn, at 1:30 o'clock, Saturday, October 29, Eric V. Ripley, owner. A. F. Herrington, of Herrington's Resort, auctioneer.
Mesh bags and genuine leather hand bags. Roseburg Beauty Parlors.

RICE & RICE THE HOUSE FURNISHERS

We enjoy having you come in--we like to wait on you--want you to come often and make yourself at home.

The Largest House Furnishing Store in Southern Oregon
We Allow No Firm to Undersell Us

Our regular prices are lower than the so-called special sale prices of other stores--Each article marked in plain price figures.

A more beautiful line of carpets and linoleums was never before shown in Roseburg. Carpets from 25cts the yard to \$1.50 the yard. Linoleums 55cts to \$1.50 per yard. Beautiful Rugs 9x12 at \$5.25 to \$45 each.

The Best Place to Trade--All Good Goods

HEATERS---

No. 18 Eclipse Special	\$11.50
No. 120 Eclipse Special	\$14.00
As shown in cut without Ash Pan	
No. 18 Charter Oak	\$10.50
No. 22 Charter Oak	\$12.50
No. 25 Charter Oak	\$13.00
The above have large swing tops and will admit of very large wood	

Also good line of Coal and Box Heaters and Coal Oil Heaters

LARGEST LINE OF RANGES
IN SOUTHERN OREGON
The Great Majestic, the best of all, at \$57.50 to \$75.
The Great Charter Oak line, six hole range, \$28.50 to \$45.
Send us your orders. We can fill them.

COSTS BUT \$1 A YEAR.

That is the price of this famous mattress, The Sealy. However, this price is paid in advance. We may go out of business in this time but the Sealy Mattress Co. will not. It owns 14,000 acres of cotton land, from which it takes the best long fibered cotton grown, and uses it in the Sealy.

THE ONLY SUCCESSFUL UN-TUFTED MATTRESS

B.W. STRONG

THE FURNITURE MAN