

To Our Friends And Customers

We thank you for your many favors and patronage during the past year, and hope to merit a larger share of your business during the year to come; during which time we shall strive more than ever to raise the standard of our goods and service.

We will give you the highest QUALITY and the BEST SERVICE at the lowest PRICE consistent with a small NET PROFIT for ourselves. While we must of necessity work for and get a small net return on the money our stockholders have invested, our greatest object and excuse for existence as an institution is to keep the cost of living as low as the conditions we live under will permit, and to gain and hold the confidence of the entire people for SQUARE AND HONEST dealing in every respect.

During 1912 we will continue our policy of 1911 of ENTIRE SATISFACTION TO OUR CUSTOMERS OR MONEY RETURNED.

We extend to each of you our sincere wish for a HAPPY AND PROSPEROUS NEW YEAR.

Roseburg Rochdale Co.

NEW YEARS DAY

Is Appropriately Celebrated at The White House.

TAFT CREETS MANY VISITORS

United States Marine Band Furnishes Music For the Occasion—Yale Glee Club Feature Attraction.

(Special to The Evening News.) WASHINGTON, Jan. 1.—Mr. Commen People shook hands with Mr. and Mrs. President right in the White House today.

This is the "big reception day" when all comers, no matter how they may be dressed or what their station in life, may enter the White House and be received by the Chief Executive if they will stand in line long enough.

The Yale Glee Club provided a special feature of the reception this year. They came with song and jest from the president's alma mater and they were given special consideration. A reception was arranged in their honor and the boys, in return, sang several specially composed songs, in which President Taft figured as the subject of the songs. It was at this time that President Taft and Mrs. Taft were hosts at the New Year's reception and this year Mrs. Taft's health was better than on either of the former occasions.

It was a great gala occasion with the marine band in full regalia providing music and the crowds, forming for hours before the doors were flung open at 11 o'clock. The buglers of the marine band announced the approach of the president at 11 o'clock and the big social event started with the usual military procession.

The presidential party came down the winding stairs and greeted Vice-President Sherman, who was the first to extend the wishes for the coming year—the year of the national election, marking the most important phase of the president's ambition. Then the members of the cabinet and their wives were greeted. The party walked to the blue room and formed a receiving line to meet the diplomatic corps.

First of all the diplomats came the dean of the corps, Baron Hengelmüller von Hengervar, the erect distinguished looking Ambassador from Austria Hungary. In his full regalia the Baron presented a fine appearance at the head of the line. Behind him came the personal representatives of the monarchs and rulers of the world.

PETITION IS DENIED.

Mayor Micelli Turned Down By State Tax Commission.

SALEM, Or., Dec. 30.—While no definite conclusion was reached at practically an all-day meeting of the state tax commission today, it is almost assured that one problem was solved which will mean that apportionment of public utilities will see an increased or decreased valuation as the spirit moves, while, on the other hand, the old millage basis of valuation of counties will be retained.

This means that the petition of Mayor Micelli, of Roseburg, and other citizens of that municipality is denied flatly.

If the state tax commission decides to remain by its present idea it means that the entire system of taxation under the state tax commission will be practically the same as in the past. The tax commission was created to place assessed values on public utilities.

LOCAL NEWS.

Charles Hadley, of Portland, arrived here Saturday to spend a few days with his parents. He is said to be quite ill.

Miss Effie Cobb left for Portland this morning after spending Christmas in Roseburg visiting at the home of her parents.

J. M. Moore, wife and daughter, Mrs. Vesta Gray, of Portland, left for Deer Creek this morning where Mr. Moore recently purchased a large ranch.

The ladies of Saint George's parish will give a New Year party in the parish house on Monday evening the 1st, to which they invite their friends.

NEW TODAY.

PASTURE FOR RENT—Good grass and plenty of water, close in. Inquire of Joseph Denn, phone 194-L.

FOR SALE OR TRADE—Two Indian Runner ducks, or will trade for chicks. Inquire of L. D. Carle, Roseburg, Oregon.

ADMINISTRATOR'S NOTICE.

In the County Court for the State of Oregon for Douglas County. In the matter of the estate of Mary M. Standley, Deceased.

Notice is hereby given that John R. Standley was, by virtue of an order of the above entitled Court on the 13th day of December, 1911, appointed administrator in the above entitled estate, and all persons having claims against said estate are required to present the same to the administrator at Camas Valley, Oregon, within six months from the date hereof. Date of first publication, 1st day of January, 1912.

J. R. STANDLEY, Administrator.

GREAT SACRIFICE SALE

TWICE each year we give our customers an opportunity to make GREAT SAVINGS on their purchases of CLOTHING, FURNISHINGS, SHOES and HATS. This has come to be the GENUINE BARGAIN EVENT of each season. To those who are unfamiliar with our methods it is due to say that this is unlike any other SALE in Roseburg. We never make use of the word "Value" which is used in their ads, to mislead the public. We quote only the price at which each article was sold the DAY BEFORE THE SALE—and which is our regular modest price—and then the reduced price, so our customers can see at a glance the exact saving. A child can purchase at this store, receiving the same consideration as the most experienced shopper.

Men's Suits. All this Season's best makes.

- \$25.00 Men's Suits now \$18.75
- \$20.00 Men's Suits now 14.75
- \$15.00 Men's Suits now 11.50

Knickerbocker Suits. Only the highest grade boy's suits in stock.

- \$5.00 Knickerbocker Suits \$3.35
- \$6.00 Knickerbocker Suits 4.35
- \$7.50 Knickerbocker Suits 5.65
- \$8.50 Knickerbocker Suits 6.35
- \$10.00 Knickerbocker Suits 7.50

Men's Hats

- \$3.00 Men's Hats now \$2.15

Men's Shirts

- \$1.25 Shirts now \$.95
- \$1.50 Shirts now 1.15
- \$2.00 Shirts now 1.45
- \$2.50 Shirts now 1.85
- \$3.00 Shirts now 2.40

Men's Union Suits

- \$1.25 Suits now \$.95
- \$1.75 Suits now 1.60
- \$2.50 Suits now 1.90
- \$3.00 Suits now 2.35
- \$4.00 Suits now 3.15
- \$7.00 Suits now 5.65

Pajamas and Night Robes

- \$1.00 Garments now \$.85
- \$1.50 Garments now 1.15
- \$2.00 Garments now 1.45
- \$2.50 Garments now 1.85

Men's Rain Coats and Overcoats. All this Season's best makes.

- \$25.00 Overcoats now \$18.75
- \$20.00 Overcoats now 14.75
- \$15.00 Overcoats now 11.50

Men's Trousers

- \$3.00 Trousers now \$2.25
- \$4.00 Trousers now 3.00
- \$5.00 Trousers now 3.75
- \$6.00 Trousers now 4.50
- \$7.50 Trousers now 5.65

Knickerbocker Pants

- 75c Knickers now \$.50
- \$1.00 Knickers now75
- \$1.50 Knickers now 1.15
- \$2.00 Knickers now 1.50

Men's Underwear. Startling

Reductions

- \$1.00 Garments now \$.85
- \$1.50 Garments now 1.15
- \$2.00 Garments now 1.45
- \$2.50 Garments now 1.85
- \$3.50 Garments now 2.75

Umbrellas

- \$1.00 Umbrellas now \$.85
- \$1.50 Umbrellas now 1.15
- \$2.00 Umbrellas now 1.45
- \$2.50 Umbrellas now 5
- \$3.00 Umbrellas now 2.25

See Window for Startling Prices on Men's High Grade Shoes.

HARTH'S TOGGERY, INC. ROSEBURG OREGON

LOCAL NEWS.

Mrs. B. Casey and daughter left for Dallas this morning after a few days spent in Roseburg visiting at the Parrott home.

Harold Smith, who has been spending the past few months in Portland returned here Saturday evening to visit with his mother, Mrs. C. W. Clark.

LOCAL NEWS.

Miss Florence Aiken returned to Salem this morning after spending Christmas in Roseburg visiting at the home of relatives. Miss Aiken is teaching school at the capital city.

LOCAL NEWS.

Frank Hadley and wife left for their home at Halsey Saturday after a few days spent in Roseburg visiting at the home of the latter's brother, Surveyor Charles Roberts.

LOCAL NEWS.

Leonard Kabat, formerly engaged in the cigar manufacturing business in this city, arrived here this morning from Portland to spend a few days visiting with friends.

SPECIAL

On Brooms

- 70c Little Gem Brooms 50c
- 60c Katie Brooms 45c
- 45c Winner Brooms 30c

DISHES AT COST

The Benson Grocery

Phone 184 Pure Food Store 225 N. Jackson

FOR SALE

Town Lots—Choice Acreage at Green, the New Townsite, at the intersection of S. P. and H. D. & O. Railroad. Town Lots 50x125 at \$75.00. Get one while they are cheap.

Choice Lands—In 5 and 10 acre tracts suitable for fruit, berries, grapes. Poultry Raising and truck gardening.

L. O. Maddux

229 S. Main St. Roseburg, Oregon

Reward \$10,000,000 Reward To be paid by Uncle Sam to his children who raise

POULTRY

We will be glad to furnish you with free literature on this subject and to have you look over our complete line of feeds

CAR LOAD SHIPPERS OF POULTRY GOODS

Diamond Chick Food, Diamond Scratch Food, Diamond Egg Maker, Diamond Beef Scraps Bone, Shell, Grit, Charcoal Wheat, Corn, Oats, Barley, Alfalfa Meal, Chopped Feed of All kinds, Hay, Straw

ROSEBURG FLOUR MILLS

Roseburg's Oldest Industry We Deliver Everywhere Phone 56

ROSEBURG BOOK STORE

Booksellers and Stationers

Carry a complete stock of

BLANK BOOKS SCHOOL BOOKS TYPEWRITER PAPER OFFICE SUPPLIES DRAWING MATERIAL

Roseburg Book Co. Roseburg, Ore.

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Com. St. next to Grand Hotel, Phone 387. Roseburg, Ore.

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you can give a man

AND THE BEST PLACE to buy it is at SIMON CARO'S

where assortments are large, styles right, and qualities good. All goods guaranteed or money refunded.