

STOP! LOOK! AND THEN LISTEN

TO A FEW

HOLIDAY SUGGESTIONS

At prices to suit the pocketbook of everyone. Something for every member of the family. Look over this list and then look over our stock.

Pocket Knives
Scissors
Chafing Dishes
Silverware

Aluminum ware
Nickel plated ware
Carving Sets
Kodaks & supplies

Rifles
Shot guns
Air rifles
Boys wagons

Mechanics tools
Pyrography goods
Heating stoves
Andirons, etc.

Our store will be open evenings from December 12, to Christmas Eve.

CHURCHILL HARDWARE COMPANY

EVENING ROSEBURG REVIEW

DECEMBER 21, 1910.

THE BUILDING OF A NEW AMERICA.

Transformation of the Cities Has Come From a Ten-Year Boom in Construction.

When the present shall have become history, it is safe to say that future generations will marvel at the momentous changes that a few decades have wrought in America.

Agitation is the order of the day. There is a constant conflict between the old and the new. And there is more of this warfare between progress and the ancient order of things than is revealed by political speeches.

Religion as it is now known would have been heresy ten years ago. Philosophy is finding that it must cope with an altered people. Business is undergoing a veritable revolution, which requires new laws and higher ethics. Mechanics and material arts have advanced with giant strides. Man has invaded both the air and the sea.

Beyond all these epoch-making evolutions, however, there has been another, almost unnoticed—a change in the physical being of the nation. Not only has man's mind advanced, but it has left its impress on its abiding place.

Literally, America has been made over, and that virtually in the last ten years. Five billion and more have gone into buildings for the housing of the urban population and its enterprises.

What a change for a country that only a century and a quarter ago was one great forest overrun by Indians and with but a scant smattering of civilization along the Atlantic Coast.—Journal.

Stops itching instantly. Cures piles, eczema, salt rheum, tetter, itch, hives herpes, scabies—Doan's Ointment. At any drug store.

CHRISTMAS.

Of all the legends of good Saint Nicholas that have survived—not in the books, but in the traditions of peoples—the one that is held most near and dear is that of the simple, good old man, very much of the hermit, who lived many centuries ago and whose the eve of the Savior's birth to gladden the hearts of poor children and poor people generally in the neighborhood of his hermitage with such simple, useful gifts as he could afford from his savings throughout his year.

An addendum to the story has it that good old Santa Claus, or Nicholas, finding his benefactions growing in their needs beyond his modest means, begged of the richer for the poorer, so that by the time he died he had established quite a custom of Christmas giving, which survives until this very day, and is likely to survive for so many more Christmases that we who follow so numerously in his kindly way will never live to see its end, nor will our children down to uncounted generations.

The Christmas that we make real, the Christmas that we realize is Christmas, is in its essence nothing more than that earliest of medieval Christmases, made up of kindly giving.

If any outward and visible sign were needed of the inner and spiritual grace of Christianity, no more impressive evidence could be asked than this of our own modern Christmas, which embodies the very soul of pity, faith and charity.—Ex.

A. D. Day, president of the Commercial Club of Long Prairie, Minnesota, visited the Roseburg Commercial Club headquarters this week.

G. W. Dimmick was here from Kellogg on business this morning. He recently sold his farm there to Chas. F. Kesterson, of Gresham, Or., and Mr. Dimmick's family are now living in Salem. He will join them as soon as he arranges his livestock interests in this county.

Saved From Awful Death.

How an appalling calamity in his family was prevented is told by A. D. McDonald, of Fayetteville, N. C. R. P. D. No. 1: "My sister had consumption," he writes, "she was very thin and pale, had no appetite and seemed to grow weaker every day, as all remedies failed, till Dr. King's New Discovery was tried, and so completely cured her that she has not been troubled with a cough since. It is the best medicine I ever saw or heard of." For coughs, colds, influenza, asthma, croup, hemorrhage, all bronchial troubles, it has no equal. 50c, \$1.00. Trial bottle free. Guaranteed by all druggists.

Barnard's new Marshfield stage line, office corner Rose and Washington streets. All kinds of sewing done by women of experience. Old fashioned stuff.

The exclusive privilege of conducting two saloons in Vale, Oregon, has been sold to Henry Thomas, of Tacoma, for \$4000 a year, and the money will be used for paving the streets there.

A representative of the Quaker Oats Co. has been looking over sites in Baker City, Oregon, with a view of establishing a plant there. If the deal materializes an investment of \$500,000 will be made.

It is significant that, as a result of a harrowing experience in municipal affairs, San Francisco has adopted charter amendments abolishing party columns on city election ballots, forbidding the use of party designations after candidates' names and providing also what has come to be known as the short ballot.

The farmers of the country are still to be reckoned with politically, even though they number less relatively to the whole population from year to year. It may thus be of some interest to note that the National Grange in session recently at Atlantic City, declared for radical tariff revision, physical valuation of railroads, a National income tax, direct election of United States senators, parcels post and Federal aid for road improvement and to promote the sale of farm products abroad. A central bank and ship subsidies were voted down.

Get the Genuine Always.

A substitute is a dangerous makeshift, especially in medicine. The genuine Foley's Honey and Tar cures coughs and colds quickly, and is in a yellow package, contains no opiates and is safe and certain in results. Marsters Drug Co.

THE PACIFIC MONTHLY'S INTRODUCTORY OFFER.

The Pacific Monthly, of Portland, Oregon, is a beautifully illustrated monthly magazine which gives very full information about the resources and opportunities of the big country lying West of the Rockies. It tells all about the Government reclamation projects, free Government land and tells about the districts adapted to fruit raising, dairying, poultry raising, etc. It has special stories by Jack London and other noted authors.

The price is \$1.50 a year, but to introduce it we will send it six months for fifty cents. This offer must be accepted on or before February 1, 1911. Send your name and address accompanied by fifty cents in stamps and learn all about Oregon, Washington, Idaho, and California. Address: The Pacific Monthly, Portland, Oregon.

SPICE SPAN SPICES.

By which we mean spices that are absolutely clean. You want this kind, the ones at Spice Span's.

SEE RICE & RICE, THE HOUSEFURNISHERS.

They have the largest line of Silverware in town, Community Silver and Rogers Bros.' 1847, also Libby cut glass and other brands. Go in and look their line over.

FLOWERS FOR HOLIDAYS.

Fancy ferns in pots and in plain and fancy pans; potted plants in bloom, hanging baskets, etc., on sale at The Rose, Dec. 22 to 24. Call early and get first choice. Orders for carnations for Xmas should be sent in now.

MRS. F. D. OWEN, Florist. Phone Sub. 97.

While looking for Christmas goods don't fail to call and see the pretty things at J. A. Perry's Millinery and Ladies' Toggery.

Double Your Business--- Let in the Sunlight.

Suppose you knew a man who kept his shades drawn tight all day and burned kerosene instead of letting in the sunlight;

Suppose you knew a man toiling along a dusty road who would not accept a lift—when there was plenty of room in the wagon.

Suppose you knew a miller—with his mill built beside a swift-running stream—who insisted on turning the machinery by hand.

All foolish, you say? And yet look around you—how few retailers take advantage of the great advertising campaigns run by food, textile, cloth and every other manufacturing line that you can name!

Think a moment! What was the last advertisement you read and wondered just which store in town would be progressive enough to have the goods in stock so you could see them—and purchase?

More goods are sold under the evening lamp at home than you dream of. Practically every live retailer advertises in his local papers. But how?

Put up your lightning-rod! Let all your customers know that you can deliver to them the goods which great advertising, paid for by manufacturers, has interested them in.

They will get the habit—and you will get the business. Practically every manufacturer stands ready to help you help yourself. Ask them for electrotypes suitable to run in your own advertising. Hook their trademark to your store.

Consumer demand for advertised goods is now divided broadcast among all the stores in town.

Use your advertising in local papers to focus this demand upon your store—And don't forget to send for those helpful electros.

Read this again, for it means money to you.

ROBERT FROTHINGHAM,

Manager of Advertising, Butterick Building, New York.

California

Is the place to visit. Orange groves in full bloom, tropical flowers, famous hotels, historic Old Missions attractive watering places, delightful climate, making that favored section the Nation's most popular retreat. You can see it at its best via the

Shasta Route

and

The Road of a Thousand Wonders

The Southern Pacific Co.

Up-to-date trains, first-class in every respect, unexcelled dining-car service, quick time and direct connections to all points south.

SPECIAL ROUND TRIP FARE OF

\$55.00

Portland to Los Angeles and Return

With corresponding low fares from all other sections of the Northwest. Liberal stop-overs in each direction and long limit. Interesting and attractive literature on the various resorts and attractions of California can be had on application to any S. P. or O. R. & N. Agent or from

W. M. McNUBBAY

General Passenger Agent, Portland, Oregon.