

CAMPAIGN ECHOES.

Free trade means free soup, as wage-earners have found out under this administration.—American Economist.

How unfortunate for Mr. Bryan that he did not lose his voice at New York instead of Pittsburgh.—Ohio State Journal.

Mr. Bryan is complaining of throat trouble. He appears to be getting it in the neck already.—Minneapolis Journal.

To doubt that Major McKinley will be elected President is to doubt the intelligence and integrity of the American people.—Springfield News.

When election day comes Bryan will have taken poor Greely's place as the worst-beaten candidate for President in a hundred years.—Louisville Post (Dem.)

"Vote for Bryan and get \$2 for \$1" would be more promising if it were not said by the men who shouted "Vote for Cleveland and get \$1.25 for \$2."—Call.

The republican platform points a way to opening of the mills and factories without waiting for the aid of any other nation.—New York Commercial Advertiser.

It is curious to notice how precipitately Mr. Bryan has dropped his free-trade notions of former years. He hasn't a word to say now—days about the tariff.—Scranton Truth.

"I would willingly defend free trade with my life," said Mr. Bryan in his first speech in Congress, and as he is now defending free silver with his tongue only it is easy to see to which policy he is most devoted.—Call.

Mr. Bryan, as the advance agent of bankruptcy, is a glittering success. The business failures for the first eight days of August last year aggregated \$2,403,774 whereas for the first six days of August this year they foot up nearly \$7,000,000.—Chicago Times-Herald.

Mr. Bryan says he was not "the hired man" of the silver barons. He only upheld their cause at so much a night, the contributions being furnished by the misguided victims of the silver agitation. A distinction without a difference will be the verdict of the American people.—Philadelphia Telegraph.

How to Advertise.

The question of method in advertising is one having infinite range. The matter is one of the very first importance, and cannot be too carefully studied. One thing about it that may be set down as true is that every man's advertising, in its language and style, should be characteristic—characteristic of the man, characteristic of his stock, characteristic of his commercial position. For every man has his peculiarities of development. When he speaks we know it is he, though we may not be looking at him, and his advertisement should represent him like his voice. He should put his experience, his industry, his enterprise, into his advertising. It is astonishing to see how merchants who are treads in their industry—at the store early and late, close buyers, eager seekers after business, quick to embrace opportunities for enlargement of lines and extension of trade—it is surprising to see how such business men continue their advertising in the language of the old rut, and announce in the same words and the same type that did duty for them years ago that "B. Franklin (or any other man, the name doesn't matter) is still to be found at the old stand, with a choice stock of dry goods, notions, etc., etc." (The two etc.'s are indispensable in an "ad" of this kind.)

There is another and a better way to do it. If a merchant has any snap, any energy, in himself, let him show it in his advertising. If he has any bargains in his store, let him say so. If he has connections which enable him to sell better goods, or the same goods at lower prices, than anybody else, let him say that; say it plainly, strongly and in a way that will carry conviction of truthfulness; and on the same principle that leads him to treat visitors to his store so that they will call again, let him write his advertisement so that his next advertisement will be looked for; if you get a person's attention once try to hold it. The whole thing is summed up in this: One should study advertising as he does every other department of his business. Advertising is a science, simple, it is true, as to its main elements, but requiring more thought and system than many of our business men have been accustomed to give it.

Value of Changing Advertisements.

Picking up an old journal the other day I found a statement to the effect that a certain patent medicine firm had not (at that time) changed the wording of its advertisements for thirteen years. While I am a thorough believer in judicious advertising I doubt if such advertising as that would accomplish any good after a few months of publication. No doubt ninety-nine readers out of a hundred would throw aside the paper at sight of the familiar heading with the exclamation, "The same old story." Though publishers may save considerably in composition bills by permitting advertisements to "stand" in their columns for a year or more, they must lose considerable in the ill effect upon other would be advertisers.

It is to the interest of publishers that their patrons should find that "it pays to advertise," and those advertising columns are most attentively perused which are most frequently changed. A publisher who allows an advertisement to stand without change in his columns for over three months is doing his own business an absolute harm. Advertisements are being looked upon as news, and as such they should be fresh and interesting. Invite your patrons to make frequent changes in their announcements. It will pay them, and this will have a reflex action upon your own receipts.—National Publisher and Printer.

The Central House.

W. H. Gordon is now the proprietor of this popular house. The table will be supplied with the best in the market, good beds and courteous treatment. Meals 15 cents, and beds the same rate.

\$250,000

To Be Given Away



this year in valuable articles to smokers of

Blackwell's Genuine Durham Tobacco

You will find one coupon inside each 2-ounce bag, and two coupons inside each 4-ounce bag. Buy a bag, read the coupon and see how to get your share.

THE THIRD ADDITION OF BROOKSIDE

The Howe Farm, east of town, has been platted and is now on the market in Lots and Blocks containing 3, 20, 30, and 40 acres, ranging in price from \$25 to \$100 per acre.

Any one wanting a fruit, vegetable or chicken farm or a suburban home can now be accommodated on easy terms.

All lots sold in First Brookside addition have more than doubled in value. The prospect is much better for the future. More fortunes are made in lands near a growing town or city than any other way. Seize the opportunity.

For information or conveyance, call at my Real Estate Office, or on

G. T. BELDEN, Propr.

MRS. N. BOYD, Dealer in Staple and Fancy Groceries,

Crockery, Glass and Delfware, Tobacco and Cigars, Toys, Notions and Fancy Goods.

Highest Prices Paid for Country Produce of All Kinds. Finest Line of TEAS in the City. Prices from 10c to 60c per pound.

AN EXTRA INDUCEMENT.

I want your trade, and as an inducement to get it I make the following liberal offer: Call and I will present you with a card like the one printed opposite, and when the card is used up you may secure the portrait.

Bring this Card with you and have your CASH PURCHASES punched out to the amount of 10c, and you can have a Life-like Portrait, Crayon or Water Color Tint, from any photograph or tintype you may desire.

We further assure you that if the portrait is not satisfactory you need not accept it. We give you the portrait FREE, you pay only for the frame. The cost of the frame, glass, etc., will be at wholesale cost prices.

Call and see samples of these beautiful portraits displayed in my show window and let me present you with a 10c ticket. Very truly yours, Mrs. N. Boyd, Roseburg, Or.

ALEXANDER & STRONG THE POPULAR HOME FURNISHERS...

326 and 328 Jackson St. Bet. Oak and Washington.

WALL PAPER PARPETS.

A Large and Elegant Line. We call the attention of our friends to our beautiful stock of

- Easy Rockers
- Bed Room Sets
- Parlor and Dining Chairs
- Rugs and Carpets
- And all Household Articles

Our Stock is Unexcelled by Any House South of Portland. NO TROUBLE TO SHOW GOODS.

ALEXANDER & STRONG THE POPULAR HOME FURNISHERS ROSEBURG, OREGON.

NEW SECOND HAND STORE HENDRICK'S BLOCK OPPOSITE DEPOT.

Carry constantly on hand New and Second Hand Goods of All Kinds, which we will sell at Hard Times Prices. Give us a call and be convinced. Second Hand Goods Bought and Sold. SIMMONS & CO.

A. C. Hoxie, Wholesale and Retail Dealer in

Goods delivered free to all parts of the city. Leave your orders with me and save money. Roseburg, Or.

Flour, Feed, Provisions.

A. M. CRAWFORD, Attorney at Law, Room 2, Marsters Building, - ROSEBURG, OR. Business before the U. S. Land Office and mining cases a specialty. Late Receiver U. S. Land Office.

BROWN & TUSTIN, Attorneys-at-Law, Rooms 7 and 8 Taylor & Wilson Block. ROSEBURG, OR.

W. R. WILLIS, Attorney and Counselor at Law, Will practice in all the courts of the State. Office in the Court House, Douglas county, Or.

C. A. SEHLBREDE, Attorney at Law, Roseburg, Oregon. Office over the Postoffice on Jackson street.

W. W. CARDWELL, Attorney at Law, ROSEBURG, OREGON.

L. FAIRY LANE, JUDGE L. LOGUNARY LANE & LOUGHARY, Attorneys & Counselors at Law, Roseburg, Oregon. Will practice in all the courts of Oregon. Office in the Taylor-Wilson block.

E. D. STRATFORD, Attorney at Law, Rooms 2 and 3 Taylor & Wilson Block. ROSEBURG, OR.

MYRA BROWN, M. D., OFFICE, 20 Jackson Street, at the Residence of Mrs. J. Birzer. ROSEBURG, OR.

B. L. BRADLEY, M. D., Physician & Surgeon. Office Hours, from 11 to 2 P.M. Taylor & Wilson Block. ROSEBURG, OREGON.

F. R. COPFMAN, Physician and Surgeon (M. S. Examining Surgeon.) OFFICE, Rooms 6 and 7, Marsters Building, Roseburg, First floor south of Mrs. Currier's Boarding House. Special attention to surgery and the Diseases of Women.

N. J. OZIAS, M. D., Physician and Surgeon, ROSEBURG, OR. Office in S. Marke & Co's Block, upstairs. Calls promptly answered day or night.

K. L. MILLER, M. D., Surgeon and Homoeopathic Physician, Roseburg, Oregon. Chronic Diseases a specialty.

WILL P. HEYDON, County Surveyor, and Notary Public. Office in Court House.

W. F. BRIGGS, U. S. Deputy Mineral Surveyor and Notary Public. Office: County Jail Building, upstairs. Special attention paid to Transfers and Conveyances. Address, ROSEBURG, OR.

NEW FEED STORE

CRAWFIELD & CRAWFIELD. Have just opened a first-class Feed Store and have on hand a large invoice of the best Roseburg and Valley Flour, Baled Hay, Grain and Feed of all kinds. All purchases delivered free. Cor. Cass and Rose Street.

JERRY J. WILSON, Watchmaker and Jeweler,

328 Jackson Street. At Luerston's Cigar Factory, - ROSEBURG.

All Repairing entrusted to my care will be PROMPTLY and carefully done. PRICES REASONABLE. Give Me a Call.

THE SENATE CIGAR STORE

JERRY J. WILSON, Propr. (Successor to SENATE SALOON.) A POPULAR RESORT. Choice Cigars and all kinds of Temperance Drinks constantly on hand.

Removed from Oak and Jackson to PARROTT BUILDING, 28 JACOBSON STREET, ROSEBURG, OREGON.

LOST MANHOOD NERVIA.

It is sold on a positive guarantee to cure any form of nervous prostration or any disorder of the genital organs of either sex, caused before, by excessive use of After-Tobacco, Alcohol or Opium, or on account of youthful indiscretion or over indulgence etc. Dizziness, Convulsions, Wakefulness, Headache, Mental Depression, Softening of the Brain, Weak Memory, Leaking Down Pain, Seminal Weakness, Hysteria, Nocturnal Emission, Spermatorrhoea, Loss of Power and Impotency, which if neglected, may lead to premature old age and insanity. Positively guaranteed. Price, \$1.00 a box, 6 boxes for \$5.00. Sent by mail on receipt of price. A written guarantee furnished with every \$3.00 order received. To refund the money if a permanent cure is not effected. NERVIA MEDICINE CO., Detroit, Mich.

Sold by A. C. Marsters & Co.

J. F. BARKER & CO. GROCERS.

TEAS A SPECIALTY. A special brand of unadulterated Tea. On price.

COFFEE Is having a large sale. New styles.

Glass and Delf Ware at astonishing low prices. Our own canned Tomatoes are very popular.

WOODWARD -THE- **RUSTLER ROSEBURG** -Does Up-

ALL COMPETITORS! We are always in the Lead, and mean to keep there.

The Golden Harvest is upon us, and farmers are smiling because Woodward looks to their interest.

BUGGY HARNESS TEAM HARNESS These are all Leather and Warranted.

SADDLES At Reduced Prices. Consult your purse and be sure and see Woodward before buying.

W. G. WOODWARD H. C. STANTON Has just received a new and extensive stock of

DRY GOODS -CONSISTING OF- Ladies' Dress Goods, Ribbons, Trimmings, Laces, Etc. Etc.

-ALSO A FINE STOCK OF- **ROOTS AND SHOES** Of the best quality and finish.

GROCERIES, Wood, Willow and Glass Ware, Crockery, Cordage, Etc.

Also on hand in large quantities and at prices to suit the times. Also a large stock of **Custom-Made Clothing** Which is offered at cost price. A full and select stock of

SCHOOL BOOKS Constantly on hand. Also the LATEST NOVELTIES IN STATIONERY

General agent for every variety of subscription books and periodicals published in the United States. Persons wishing reading matter of any kind will do to give me a call.

CITATION.

IN THE COUNTY COURT OF THE STATE OF OREGON, in and for the County of Douglas, in the matter of the Estate of John Freeman, Deceased.

To WILLIAM L. FREEMAN, RANSOM FREEMAN, JAMES C. FREEMAN, JOHN A. FREEMAN, FREDERICK JOHNSON, E. G. McFARLAND, W. L. FREEMAN, FRANK L. C. MCKINLEY, RUTH SAINMOR, HALE C. WALLACE, ROBERT A. BIRD, THOMAS H. HAY, MARY E. FIELDS, IVA A. SHERMAN, EVA A. SHERMAN, JESSIE E. SHERMAN, ELMORA J. SHERMAN, and IIA A. SHERMAN, heirs at law, the next of kin and all persons interested in the said estate of the said John Freeman, deceased, do hereby give notice that the said John Freeman, deceased, has left a will, the next of kin, and all other persons interested in said estate to appear in this Court on the 7th day of September, 1906, at the hour of 10 o'clock a. m. of said day to show cause, if any you have, why an order for the sale of said real property should not be made as prayed for in said petition. It is further ordered that service of the Citation herein be made personally upon all of the above named heirs at law, next of kin and all persons interested in the estate of the said John Freeman, by publication thereof in the Plaindealer, a weekly newspaper, printed and published at Roseburg, Douglas County, Oregon, and of general circulation in said county for the full period of time required by law, to-wit: Four weeks. The said real estate asked to be sold by said petition of said executor is described as follows, to-wit: The S. 1/2 of the D. E. C. of John Freeman and wife, being notification No. 116, claim No. 69, and being parts of sections 22, 23, and 25, in Twp. 28-S., R. 7-W., of Willamette Meridian in Douglas County, Oregon, and more particularly described as follows: to-wit: Three acres of a point one chain and fifty links west from the quarter section post on the line between sections 21 and 23 in Twp. 28 south, R. 7 west, and running thence north 68 chains and 75 links, thence west 80 chains and fifty links, thence south 40 chains, thence east 20 chains, thence south 40 chains and 50 links, and the one-half acre of land in the place of holding being and containing in all 210 acres of land of which said above described lands, the above named decedent owned at the time of his death, the said north half, making 192 1/2 acres of land to be sold.

Therefore you and each of you are hereby cited and required to be and appear at said time and place, then and there to show cause, if any you have, why such an order and license should not issue for the sale of said north half of the above described premises, viz: The donation land claim of John Freeman and wife, Not. 116, claim No. 69.

Witness the Hon. A. E. Stearns, Judge of the County Court of the State of Oregon, for the County of Douglas, with the seal of said Court, attested this 28th day of July, 1906.

JOHN E. SHUPE, Clerk. C. A. SEHLBREDE, Atty. For Executor. JWB.

Cottage to Rent. A new 5-room cottage near the depot to rent, just vacated by S. K. Sykes. City water in the house, and a good well next door. Enquire at this office.

his is the Place to Buy Groceries.

A full and complete assortment of all goods usually kept in a first-class grocery. Everything offered for sale is fresh; and sold at very reasonable prices. We have a very choice stock of canned goods, including both fruits and vegetables, to which we invite your special attention. Our line of Olives, Gherkins, Pickles, Sauces, etc., is also complete. We carry the largest stock of tobaccos in Southern Oregon.

C. W. PARKS & CO., Grocers.

M. JOSEPHSON'S

New York Cash Store,

ROSEBURG, - OREGON.

WE SELL THE FAMOUS Charter Oak AND Superior COOK STOVES.

The Best Stove is Always the CHEAPEST.

CHURCHILL, WILLEY & MCKENZIE'S

Roseburg Hardware Co.

A SQUARE DEAL

Is what we give to every customer, for we believe the best advertisement possible is a customer pleased with what we have sold them, they will come again and again, and their friends will come too.

We are not here for a day or for a month. We are Here to Stay.

WOLLENBERG & ABRAHAM

Roseburg, Or.