

## THE HORSE BREEDERS

An infallible sign of the good times in the horse market is the frequency with which orders are being placed for greater or smaller numbers of horses all of one color. Breeder's Gazette says: We recently drew attention to the fact that the Heinz firm in Pittsburgh had begun to fill an order for a score of black drafters and that an eastern firm had also placed one for grays of the same kind, the lowest limit of weight to be 1,800 pounds. Some little time ago the Heinz firm bought sixty black horses of the lighter sorts. A circus proprietor a few months ago appeared on the scene at Dexter Park announcing that he was in quest of spotted skewbald or piebald horses, white color ground, bay, brown, black or chestnut spots, and after a time he got them. An emissary of the Pawnee Bill Wild West show is now striving to purchase a score or so of dun or claybank horses with well defined black marks on top line, shoulder and leg. Still another seeker for something out of the common laid in a supply (small in his case) of light cream or buckskin geldings with white manes and tails, and one of the best known of the professional dealers at these yards at present has on hand an order at a very long price for a pair of lady's cobs light sorrel in color with flaxen manes and tails. It is said that this is one of the hardest orders to fill ever placed, for the reason that the breeds of horses which supply the high stepping cobs do not run to hirsute adornments of the flaxen hue. Another order on hand at the yards is from England and calls for a gelding 16.2 hands, bright golden chestnut in color, big blaze face, four legs white to knees and hocks and if possible a white splash on belly, flank or side. It is related that this order comes from a fancier who buys without limit of price and has been unable to fill his bill in either the English or French market.

**Range Raised Cavalry Horses.**  
Major S. L. Woodward of the United States army, who recently accepted 700 range horses at Fort Meade, S. D., for the cavalry service from Wyoming, Dakota and Montana ranges, pronounces them the best animals that can be secured for the purpose and deprecates the prejudice existing in army circles against the range horse. He says this prejudice was bred by inferior equine stock of the cayuse variety from Texas and Arizona, bred for quantity and cheapness more than quality, and that time will be needed to eradicate it. Of the horses raised on the northwestern range he has this to say:

"They are of good size and form, hardy, free from disease, especially of the eyes, throat and lungs; tractable and very amenable to discipline and training."

Major Woodward compares these northwestern range horses with mounts bought in other sections to the great advantage of the range animal. Officers report that there has never been serious sickness among them and that they are tractable and easily trained.—Livestock World.

**Thoroughbreds in Germany.**  
According to the German Racing Calendar, a government publication, there are only 800 thoroughbred mares registered in the German empire for breeding purposes, and of these more than 25 per cent proved barren last spring. These figures, while they do not indicate any great measure of stultification in the breeding of thoroughbreds in Germany, are a vast improvement on those of former years and show that the impetus given to the breeding of thoroughbreds by Count Lehndorf is gaining headway to the end that more real blood may be injected into the horses of the Teutonic fatherland.

**Farm Horses Scarce.**  
From the markets come reports of a great demand from farmers for work horses. A great many, largely mares, are being shipped to the country to do the spring work. Any one who has observed farm horses knows that they average higher in age than ever before, says Stockman and Farmer. Our veterinary inquiries show a surprising number of horses ten years old or over in use on farms. These veterans are going out of service, and others must be bought to take their places, as they were not bred during the times when prices were so low. Our correspondents everywhere report a scarcity of horses ready to go to work and prices considerably higher than they were last fall. Probably we are now in the worst of the scarcity, as by another year or two some of the produce of the new era in horse breeding should be coming into use.

**Range Horses on the Farm.**  
"Last season and the season before several droves of western horses were driven through this part of the country and peddled out to this or that farmer, to any one indeed that would pay the price for them," writes an Iowa correspondent of Breeder's Gazette. "For the most part they brought from \$25 for the poorest up to \$75 or \$80 for the best draft bred animals, and these latter have generally given good satisfac-

tion. I bought three of them out of a large band and paid \$180 for the three. They are broken and pulled the binder all last summer in harvest time, the three making up to weigh about 3,900 pounds. The others that had no draft blood in them did not break so satisfactorily and, being lighter, have not proved of as much account at farm work. I think the range horse, if with two or three crosses of draft blood, can be used on the farms of the corn belt all right, though for my own part I would prefer native bred horses if I could get them at the same price, which I cannot."

### Prestige of the Newspaper.

Among a number of pithy articles by leading advertisers of Portland which appeared in Saturday's Telegram, perhaps the most logical was written by N. L. Shafer of Strain Tailoring Co. Among other things Mr. Shafer says there are many classes of good advertising. A bill board or stationary sign is very good for corn plasters, cigars, patent medicines, etc.; for a class of goods that never change in style or quality, but, like the ad itself, remain stationary year in and year out. For merchandise or anything that changes in style or quality the question is with the buyer, "What have you got, what is the price, who and where are you?" and it is positively necessary that merchants and manufacturers, as well as railroads, steamboats, etc., use the surest and best of mediums, the great daily papers.

There are two classes of papers. While circulation is generally the basis of advertising value of a daily paper, a precious thing for an advertiser to keep in mind is the weight a paper carries with and presses do not give assurance of its readers. I have seen two great Eastern papers, both having circulation of above 3,000,000 daily, tested. One rate was 16 cents a line, the other 30 cents a line, for the same advertisement.

The 30-cent advertisement was in measured results worth \$1.35 a line if the other was worth 16 cents. At a meeting of the Advertising Writers' Club at Chicago the club assigned for that conclusion the following reasons: A paper to be a high-class advertising medium must be clean and reliable in its columns. First-class type reliable newspaper, both in class of news and the character of its circulation. A forced or sample-copy circulation in a newspaper does not add to its value as a good advertising medium. Give the advertiser a newspaper that is interested in the welfare of the community in which it circulates and prints wholesome information and all the fresh and reliable news of the world, and you will see how quick the public recognizes merit by reading and believing in its columns. That is the character of the newspaper in which it pays to advertise, for advertising in that caliber of papers carries the same confidence in its advertising that it does in its news columns—reliability, honor, dignity.

### Great Men and Great Pianos.

President Roosevelt has just bought a fine Knabe piano, and the late vice-president Hobart has at his residence a fine NEEDHAM, such as we are selling every day, right here at Roseburg, and since the good judgement of Roosevelt we have secured the agency for the Knabe and the J. & C. Fischer. These are all world-renowned pianos, of the highest standard. We have also in transit a lot of those medium pianos for which the people are paying all the way from \$275.00 to \$300.00 and even more. We are going to offer the same grade for \$150.00, \$175.00 and \$200.00. These figures will surprise those who have been buying those so-called high-grade pianos. Besides this lot we will have the genuine CABLE piano and not the Hobart M. Cable. It will pay you to see this line before buying a piano.

RICHARDSON MUSIC HOUSE,  
Roseburg and Cottage Grove.

Men wanted to cut 300 tier of wood inquire of Henry Conn. Roseburg Oregon.

### Willamette Valley Chautauqua Association.

The Willamette Valley Chautauqua Association will be held at Gladstone Park, near Oregon City, July 14th to 25th inclusive. Rate of one and one-third fare on the certificate plan has been made from all points on Oregon Lines. Special attractions have been provided. "Germaine" the magician, with his wonderful productions; R. J. Burdette, the celebrated humorist, will entertain in his usual delightful manner while the lectures of Hon. Champ Clark and Hon. J. P. Dolliver will be an intellectual treat.

Many other attractions will be provided, making the finest entertainment ever given at this Chautauqua.

### The kind of Frames

to be used is very much a matter of taste. It is important, though, that the frames set properly on the nose, and at the right distance from the eyes. That the lenses be perfectly centered, and how are you to know when some one is guessing.

WE NEVER GUESS

Glasses Right, Good Sight.

R. F. WINSLOW Jeweler and Optician

### MRS. H. EASTON

is prepared to wait upon old and new customers and friends with a full and complete stock of

### GROCERIES

All fresh and of the very best quality. Teas and coffees are specialties. Your patronage solicited.

205 Jackson St., Roseburg

BEST MEAL IN THE CITY FOR 25 CENTS.

### THE NEW RESTAURANT

Cor. Washington and Main Streets  
Mrs. Belle Collins

### A GREAT COMPANY

The New York Life—Fifty-seven years old. Assets over \$290,000,000. Income in 1901 over \$70,000,000. Insurance in force over \$1,365,000,000. New Insurance paid for in 1901 over \$262,000,000. Paid Policy-Holders in 1901, over \$27,000,000. Paid Policy-Holders in 57 years, over \$349,000,000.

W. J. Moon, Agent, Roseburg Ore

### Title Guarantee & Loan Co.

ROSEBURG, OREGON.  
I. D. HAMILTON, President D. C. HAMILTON, Secy. and Treas.

Office in the Court House. Have the only complete set of abstract books in Douglas County. Abstracts and Certificates of Title furnished to Douglas county land and mining claims. Have also a complete set of Tracings of all township plats in the Roseburg, Oregon, U. S. Land District. Will make blue print copies of any township plat.

### N. A. FOSTER & CO., GOVERNMENT LANDS

Of every description. Farms and Mineral Lands. Oregon, Washington and Minnesota. OAKLAND, OREGON

Abstract of Title to Deeded Land.

Papers prepared for filing on Government Land.

Blue Prints of Township Maps showing all vacant Lands.

### FRANK E. ALLEY Architect, Abstracter.

Plans and Estimates for all Buildings.

Special designs for Office Fixtures

Office in new Bank Building. Phone 415  
ROSEBURG, OREGON

### THE PACIFIC HOMESTEAD

The Greatest Farm Paper of the Northwest. Published weekly at Salem, Oregon. Edited by the Farmers of the Northwest. Twenty Pages. Illustrated.

A WESTERN PAPER

FOR WESTERN PEOPLE

52 Papers for \$1.00. Less than 2cts each

Publication began March 1, 1900. Now has 9,200 subscribers. Phenomenal growth is due to its being the best farm paper published.

YOU SHOULD READ IT

HOMESTEAD AND PLAIN DEALER

\$2.75 A YEAR.

# REDUCED

All Colored Summer Goods Reduced to COST

We must make room for New Goods  
WOLLENBERG BROS., Phone 801.



Of your life if you buy a buggy, hack or road wagon before you inspect our stock of John Deere vehicles.

## We Are After You

Haven't missed a sale since car arrived. Finest line of spring goods ever brought to the county.

## CHURCHILL & WOOLLEY

## A. C. MARSTERS & CO. DRUGGISTS.

We Want Your Patronage

and as an inducement we offer U. S. P. Standard Drugs, Fresh Patent Medicines, High Grade Perfumes, Soaps, Toilet Articles, and Specialties.

## GO TO THE ROSELEAF FOR CIGARS, TOBACCO AND SMOKERS' SUPPLIES.

Jackson Street, Roseburg, Oregon

## R. W. FENN, CIVIL ENGINEER.

(Lately with the government geographical and geological survey of Brazil, South America.)

## United States Deputy Mineral Surveyor.

Office over Postoffice. ROSEBURG, OREGON. Correspondence solicited

Buy Your Watches and Clocks at **Salzman's** AND BE ON TIME. Buy Your Jewelry and Silverware at Salzman's AND CUT A SHINE.