

HOUSE WON BY DEMOCRATS

Majority Will Be Thirty-six—By Aid of Insurgents, Will Also Control the Senate—Caleb Powers Wins Kentucky.

WASHINGTON, D. C., Nov. 9.—With the democrats in control of the lower house and more than a possibility that with the insurgents they will control the senate or at least break the power of the old machine, the administration is today facing the task of carrying out the balance of its legislative program. Returns show that the democrats will have a majority of 36 in the house.

The crop of "lama ducks" is the greatest in the recent history of congress. There will not be less than 55 new faces, both democratic and republican, in the 62d congress. Conspicuous among the men defeated is W. W. Cocks, former President Roosevelt's most intimate friend and the representative from his district.

In all Greater New York only Republican Congressman Calder, from the sixth district in Brooklyn, was elected.

Herbert Parsons, former chairman of the republican county committee of New York; William S. Bennett, whose nomination for governor by the republicans was prevented by Colonel Roosevelt, and William Bennett are among the Manhattan congressmen who fell without the breastworks.

Sereno E. Payne, co-author of the tariff law, has his plurality materially reduced, but won out.

The democrats gain two congressmen in Maryland, two in Massachusetts, one in Virginia and one in North Carolina. In Ohio the democrats claim to have captured the entire congressional delegation, with the exception of Nicholas Longworth in the first district.

In Kentucky, Caleb Powers, twice tried for the murder of Governor Goebel, was the only republican successful. Illinois, republican headquarters admit, spelled disaster to the party, as did Kansas.

Victor Berger, probably the best-known socialist in the United States, will have the honor of being the first socialist chosen to congress. His election was conceded by the republican committee of Wisconsin.

JOHNSON IN LEAD IN THE EARLY COUNT

SAN FRANCISCO, Cal., Nov. 9.—Estimated county pluralities, based on early and incomplete returns, give Johnson the following:

Alameda 6000, Fresno 800, Humboldt 1500, Kings 200, Los Angeles 9000, Marin 1000, Orange 1100, Plumas 200, Riverside 1200, San Bernardino 400, San Diego 200, San Francisco 600, San Luis Obispo 300, Santa Barbara 1200, San Mateo 1000, Santa Clara 1500, Santa Cruz 1000, Ventura 600.

Based on the same figures, Bell carried the following counties:

Amador 75, Butte 600, Eldorado 150, Imperial 300, Kern 600, Merced 300, Modoc 150, Sacramento 300, Solano 800, Stanislaus 200, Yuba 200.

DOOR OPEN FOR REFORM ASSERTS GOVERNOR-ELECT

THOMPSON, N. Y., Nov. 9.—Governor-elect Dix said today:

"A crisis has been met by the sober common sense of good citizenship. The door has been opened for reform, retrenchment and honest administration. As governor I shall adhere to the strict performance of the pledges of the party platform."

McLean, Democrat, Elected. WILKESBARRE, Pa., Nov. 9.—Early returns from Luzerne county indicate the election of Geo. McLean, democrat, for congress.

In West Virginia. WHEELING, W. Va., Nov. 9.—It seems certain that the first district has elected J. W. Davis, democrat, by considerable majority. Gaines and Hughes, republicans, in the third and fifth districts are re-elected and the second and fourth districts are still in doubt, with both sides claiming victory.

Alabama's Delegation. MONTGOMERY, Ala., Nov. 9.—G. W. Taylor, S. P. Dent, Jr., Henry W. B. Clayton, R. P. Hobson, William Richardson and Oscar W. Underwood, democrats, have been elected to congress without opposition in Alabama.

Indiana Democratic. INDIANAPOLIS, Nov. 9.—Returns from the state, only the larger cities having reported, show big democratic gains. Vanderburg county (Evansville) being conceded to the democrats.

Longworth Re-elected. CINCINNATI, Nov. 9.—Early returns indicate the re-election of Congressman Nicholas Longworth.

As to that used article you want to sell; make the price attractive—and make the ad explicit. That's all!

IOWA ALSO DEMOCRATIC

Porter's Election Claimed by 15,000 According to Estimated Returns—Republicans Refuse to Concede Defeat—Balance of Ticket Safe.

DES MOINES, Nov. 9.—Claude R. Porter, democrat, has been elected governor of Iowa by a plurality of 15,000, according to estimated returns today. The result is calculated from 300 precincts complete, out of 2500 in the state, and scattering and incomplete returns from other precincts. The democrats say the figures are definite enough to insure victory.

Republican state leaders, however, refuse to admit that Porter has been elected, claiming that Governor B. F. Carroll has been re-elected by a small plurality.

The rest on the state ticket and the legislature is safely republican. The standpatters, however, hold the balance of power, and might combine with the democrats to elect a conservative senator to succeed the late Senator Dolliver.

It is expected that a bitter fight over the choice of Dolliver's successor will develop and it is predicted that such a combination might be made.

The democrats claim four congressmen. The republicans as yet refuse to concede defeat.

SOCIALIST ELECTED TO CONGRESS IN WISCONSIN

MILWAUKEE, Nov. 9.—Victor L. Berger, socialist, in the fifth Wisconsin district, according to latest returns, is elected. Berger bears the distinction of being the first socialist elected to a like position in the United States.

In the fourth Cary and Galyford are running neck and neck.

Results in other districts are: First, Cooper, republican; second, Nelson, republican; third, Kopp, republican; seventh, Rich, republican; eighth, Davidson, republican; ninth, Rostermann, republican; tenth, Morse, republican; eleventh, Lenroot, republican.

Burke, democrat, was elected over Weiss, republican, in the sixth district.

DENBY IS PROBABLY DEFEATED IN DETROIT

DETROIT, Mich., Nov. 9.—Returns from 60 out of 120 precincts in the first congressional district today show Frank M. Doremus (dem.) is 147 votes ahead of Edwin Denby (rep.). Denby is a member of the Ballinger-Pinchot committee.

It was estimated today that Chas. W. Osborn's plurality would reach 50,000. The Michigan legislature is overwhelmingly republican, thus insuring the election of Charles E. Townsend to the United States senate.

NORTH DAKOTA ELECTION IS STILL IN DOUBT

BISMARCK, N. D., Nov. 9.—Returns today leave the result of the gubernatorial contest in North Dakota in doubt, both parties claiming the victory.

JULIUS KAHN ELECTED BY REDUCED VOTE

SAN FRANCISCO, Cal., Nov. 9.—Julius Kahn probably has been elected by about 1000 votes, considerably less than he received two years ago, for congressman.

Humphreys Probably Safe. BELLINGHAM, Wash., Nov. 9.—With only partial returns in from perhaps half the precincts of the city and county the indications are that W. E. Humphreys will carry this district over Judge Black of Snohomish.

Driscoll Re-elected. SYRACUSE, N. Y., Nov. 9.—Michael A. Driscoll, republican, has been re-elected to congress in the twenty-ninth district.

Bass Triumphant. CONCORD, N. H., Nov. 9.—Early returns indicate the election of Bass, republican, for governor over Carr, democrat.

Mississippi's Delegation. JACKSON, Miss., Nov. 9.—E. S. Chandler, Jr., H. D. Stephens, B. G. Humphreys, TH. Tulason, S. A. Witherspoon, W. A. Dickson and J. W. Collier, all democrats, have been elected to congress without opposition. Vote very light.

Standpatters Win Utah. SALT LAKE CITY, Nov. 9.—The republicans elected twelve legislators from Salt Lake, clinching control of the legislature and assuring a republican standpat senator to succeed Sutherland.

Socialists Claim Minneapolis. MINNEAPOLIS, Minn., Nov. 9.—Thomas Van Lear, socialist candidate for mayor, claims election by 25 votes. Three candidates are within 50 votes of each other.

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each copy printed, and call that circulation. Still others print and stack away three-quarters of their editions, and that is another form of circulation. But paid circulation—the kind that costs real money to the reader—is true circulation. No man places any particular value on the thing for which he does not pay, and this is especially true of papers and magazines. Nine-tenths of the samples go unread into the waste paper basket. Wherein is the value to the advertiser? On the other hand it is a psychological fact that a man will read through a magazine for which he has paid, even though it be neither interesting nor instructive, on the principle that he is getting his money's worth. Here lies the especial value to the advertiser in every paid subscription.

The first time there may be all sorts of reasons why a man buys an article, but the second time there is only one—he wants it.

up largely of those who have been subscribers for years is extremely strong through this following. It shows that its energies are exerted on its editorial end, and the people read it because they appreciate it. This makes it the best of advertising medium. The newspaper which secures large numbers of new subscribers every year and does not get renewals exhibits splendid activity in its subscription, but not in its editorial department. As an advertising medium it does not compare with the former, because people place confidence even in the advertisements of publications which they have tried and not found wanting. The history of circulation growth of the Mail Tribune is not equalled by any other newspaper anywhere in a city the size of Medford, and is an example of a most healthy and consistent development. It is the official paper of Medford and Jackson county.

"When a man has goods to sell he generally goes where he can find customers"

would he succeed if he button-holed every individual on the street. He might strike luck, but he would waste an awful lot of energy. So it is if a man has anything to sell. He goes after people who are interested and can buy. He goes to the paper with a bona fide paid circulation—those which have the right kind of a circulation. None is wasted. The subscriber to a live paper reads the advertisements with as much avidity as he does the reading matter.

There is perhaps more juggling with the word Circulation than with any other in the language. Some publications count each man in the composing, press and mailing rooms and postoffice, then allow five members in each family to which the paper goes for circulation. Others send out thousands of sample copies and call that circulation. Still others print and stack away three-quarters of their editions, and that is another form of circulation. But paid circulation—the kind that costs real money to the reader—is true circulation. No man places any particular value on the thing for which he does not pay, and this is especially true of papers and magazines. Nine-tenths of the samples go unread into the waste paper basket. Wherein is the value to the advertiser? On the other hand it is a psychological fact that a man will read through a magazine for which he has paid, even though it be neither interesting nor instructive, on the principle that he is getting his money's worth. Here lies the especial value to the advertiser in every paid subscription.

In all lines of business the best proof that anything possesses virtue in itself is its continuous sale to the same persons year after year. If an article is unsatisfactory to the buying public a new field must constantly be sought for its exploitation and the old abandoned. The newspaper with a circulation made

Colonel Roosevelt Drives Oxen



Colonel Roosevelt's popularity in the United States seems to be just as sincere in the south as in the western part of the country, which he visited recently. The pictures show the former president ready to drive an ox team from Rome, Ga., to the Berry School for Girls near that city. With him on the wagon are Miss Martha Berry, Mr. Howland and Gifford Pinchot. After making several campaign speeches in New York Colonel Roosevelt plans a trip to Iowa, where he will make several addresses.

Week's Election Conceded. BOSTON, Nov. 9.—The re-election of John W. Weeks, republican, in the twelfth congressional district is conceded and G. P. Lawrence of the first by three democratic opponents.

Lodge Probably Safe. BOSTON, Nov. 9.—The democrats have made considerable gains in the state, but indications are that Lodge will hold his seat by a reduced majority on the joint ballot.

Seattle for Suffrage. SEATTLE, Nov. 9.—Returns indicate that Seattle has voted almost three to one in favor of a constitutional amendment to enfranchise women.

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