

THE EVENING NEWS
CARL D. SHOEMAKER,
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TUESDAY, MARCH 26, 1912.

DAILY WEATHER REPORT.

U. S. Weather Bureau, local office,
 Roseburg, Ore., 24 hours ending 8
 a. m., March 26, 1912.
 Precipitation in inches and hundredths:
 Highest temperature yesterday 62
 Lowest temperature last night 36
 Precipitation, last 24 hours . . . 0
 Total precip. since 1st of month 3.65
 Normal precip. for this month 3.98
 Total precip. from Sep. 1, 1911,
 to date24.55
 Average precip. from September 1, 187727.76
 Total deficiency from Sep. 1,
 19113.21
 Average precip. for 34 wet
 seasons (Sep. to May inclu-
 sive)32.36
WILLIAM BELL,
 Observer.

NEWS BUREAUS AND THE NEWSPAPERS.

Every school, every college, every corporation, every politician, every city and town, every news gathering organization, every person, corporation, institution or organization that wants or does not want some proposed legislation maintains a news bureau or publicity department and furnishes free of charge editorial and news matter for the use of the newspapers to which the matter is sent. Some of this matter is legitimate and has a rightful place in the news columns of a newspaper. But the greater percentage of the "stuff" is "tainted" and sent out with the idea of working up a sentiment for or against a given proposition. The reader of the paper which publishes this matter does not know the source which inspired the article and therefore reads it and is often influenced by the subtle trickery of words into a belief that is contrary to his otherwise good judgment.

We do not care to be misunderstood. Many worthy organizations are compelled to resort to the news columns of the newspapers in order to work up and maintain a sentiment for their support. We get in our mail every day a large quantity of such matter. We do not use all of it. We try to discriminate against that matter which has an unworthy or unnecessary motive back of its inception. On the other hand we aim to give space to all needy and meritorious causes.

All these organizations, institutions, persons, etc., which send out this matter have in charge of their publicity department men trained in newspaper work who are skilled in writing copy which appears on the surface to be real news matter, but which has for its real purpose creating a sympathy for the real object to be attained.

We have for the past few days kept intact all such communications. The list is interesting and entertaining. It gives one a true impression of the vast amount of money that is annually spent in postage for such purposes when one takes into consideration that nearly all the 25,000 papers in the United States get this matter from day to day.

The first thing that we pick up in our effort to write this article is a letter sent out from the Equal Suffrage headquarters at Portland. It is written on yellow paper and is headed "Equal Suffrage Bi-Monthly News Service." After stating that the prospects look very bright for woman suffrage being carried in Oregon this fall the article pays its respects to Senator Bailey, of Texas, in the following choice language:

"Senator Bailey has come out against woman's suffrage. We expected this of Bailey. It was the thing for Bailey to do. We'd have done it ourselves if we had been in Bailey's place. He couldn't hope to make women smell violets where it was coal oil. Neither could we Bailey could put on a fleece, run about bleating and make the men mistake him for a sheep. But women would spot him for a goat every time."

The next that greets our eye is a typewritten sheet dated at the University of Oregon, at Eugene, stating that athletic relations had been re-established between that institution and the Oregon Agricultural College. The next is a pamphlet entitled "The University of Oregon Press Bulletin." It contains five articles as follows: A prediction by the president of the University that Oregon will lead the states in enlightenment and social righteousness that Carlton Spencer, a Cottage Grove boy, will represent the University in the debating contest soon to be heard, that there is high scholarship at the university that a vigorous campaign is being made by the university to induce the teachers of Oregon not to spend their vacations at the seaside and other places of amusement or rest, but to induce them to spend the vacation at the university at the summer school and better equip them for their profession of teaching, and last that the

BOARD AND ROOMS.

Modern Apartments with bath, hot and cold water in each room.
 MRS. CALLAND, Prop.
 112 Brockway St. Phone 281
 Near High School

University students are anxiously awaiting the outcome of the referendum suit which is now in the supreme court.

The State Agricultural Experiment Station located at Pullman, Wash., sends out weekly a bulletin. The subject discussed this week is "Diseased Seed Potatoes."

The Oregon Agricultural College sends out every few days items indicating the trend of that university. "Teaching economy in the home," "Fertilizing Yamhill Prunes", an article stating that young horticulturists are in great demand; another that the orchard bulletin recently published is about out of print; that strawberries can be successfully grown in and around the Hood River district and that pears are grown in large quantities in America are some of the things that enterprising press agent sends out free to the newspapers of the state.

A two-page typewritten article by E. M. B. Owen, who describes himself as Newspaper Correspondent, on the beet sugar industry. The article is highly entertaining and after one has read it the query comes up—how does this man make his living as a newspaper correspondent when he sends his articles out free of charge. The answer is contained in the article itself. It is an attack upon the sugar refiners and the monopoly they have created in that field. Beet sugar, if produced on an extensive scale will have a tendency to break down that monopoly and the cane sugar refiners will be unable to dictate prices.

The American Economic League with headquarters at Cincinnati, Ohio, sends out complete articles favoring many of the radical reforms propagated by certain politicians and fostered by an unthinking people. From the tenor of some of the articles one would believe that some near-socialists were paying the postage.

These are just a few of the many that come every day. They illustrate in a general way what a newspaper has to contend with in getting up fair and unbiased copy for its readers. And it also is an explanation of why, even though the greatest pains are taken, matter of this kind frequently gets in without being blue-penciled.

Take Care of Your Eyes

Don't neglect the slightest eye-trouble—little eye-disorders become big ones before you realize it. Go to your doctor before it is too late and bring his prescription for glasses to us. Our service for promptness and accuracy is absolutely unsurpassed.

We also carry in hand a complete selection of frames for glasses. We also have a wide line of jewelry as well as optical goods, of high quality at reasonable prices. We handle the kind you see nationally advertised, and guaranteed by Good Housekeeping Magazine. We guarantee you complete satisfaction.

A. S. Huey
Company
Jewelers
 and
Opticians

HICKS & WORSTELL

CIVIL ENGINEERS
 AND
SURVEYORS

Farm and Lot Surveys
 Descriptions and plats checked for Attorneys
 Water power and Irrigation Work
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Office With
COMMERCIAL ABSTRACT COMPANY
 328 North Jackson St.
 Res. Phone 131 Party R.
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SQUIRREL POISON.

Every kernel of Bolduan's Poison Grain contains a deadly dose of powerful, quick-acting poison, "set" in the grain by a patented process. Rain, snow, dew or damp ground does not wash out this poison. It is the only poison which is as good six months after as the first day it is put out in the fields.
 The best poison you've ever used, or your money back.
MARSTERS DRUG CO.,

Fern Island Greenhouse

Mrs. F. D. Owen, Prop.
 Roseburg, Ore. Phone Sub. 97

Cut Flowers, Potted Plants, Funeral Designs, Wedding Bouquets, etc. All kinds of Plants for Veranda and Window Boxes and Bedding out.

On Sale at
The Rose Confectionery

AUTO TRANSFER

J. F. CLEMENTS, PROP.
 General Transfer Business
 Prompt attention given to phone orders. Phone 70 or leave your orders at Jos. Sykes Gun Store

FOR SALE:---

15 choice Barred Plymouth Rock cockrels (Bradley Bros. strain), \$1.50 to \$5.00 each; also a few Anconas (Canada strain) and White Wyandotte cockrels. Eggs for hatching for sale about February 15.

G. W. Kruse & Sons
 ELBORADO POULTRY FARM,
 Roseburg, Oregon.

R. A. Booth, of Eugene, is spending a few days at Yoncalla. In response to a message from Mr. Booth to the effect that the coyotes were killing large numbers of sheep in that locality, Edward Singleton this morning shipped his two thoroughbred dogs to Yoncalla, where they will be used in running down the coyotes.

Riddle Land Agency

RIDDLE OREGON

Choice Country Homes in the AZELEA RIVER VALLEY, known as COW CREEK COUNTRY, and in the SOUTH UMPQUA VALLEY—the best part of DOUGLAS COUNTY.

30 ACRE ORCHARD PLACE—One of the finest in Oregon, beautiful for situation. ONLY \$200 PER ACRE.

A large list of farm lands, orchard places and stock ranches open to inspection of home-seekers. Prices are right. Correspondence solicited.

ANOTHER

big car of that good, screened Rock Springs Coal free from slate, slack and dirt. When desired, delivery will be made in bags, and boards furnished to protect lawns and walks.

We also sell
 DRY OAK
 FIR WOOD
 KINDLING
 as well as a full stock of
 HAY
 GRAIN
 FEED

Roseburg Feed & Fuel Co.
 Winchester and Jackson Street.
 Phone 163.

Millinery and Ladies' Toggery

Special Attention From Hat to Hose (Inclusive.)
 Given to Designing and Order Work

The Leader

Hair and Scalp Treatment Facial Massage
 Hair Dressing and Hair Goods Manicuring

WINNIE GADDIS "THE PLUMBER"

Roseburg Phone 201 Sutherlin Phone 28
 Up-to-the-Times with attention and mechanics
 First Class Materials Work Guaranteed

ROSE SPRAY

Spray solution for the destruction of lice and aphids on rose bushes and other plants.

Marsters Drug Co.

The Hat of the Hour

—Is without doubt the Tailored Hat.
 —Trimmed with the smartest of French Novelty Feathers.
 —This is our specialty—in fact we pride ourselves on the diversity of styles at such small prices.
 —See what we are offering at these prices.

James A. Perry,
 The Original Millinery and Ladies' Toggery

Special Attention Given to Orders by Miss Ivy Henderson

You must have them a little later and need them now. We mean Such as
Lawn Mowers, Grass Hooks, Garden Hose and Lawn Sprinklers etc. etc.

CLARINDA MOWERS

Cut higher grass
 Run lighter
 Take better care of the grass
 Have higher wheels
 Have More traction power
 Cut closer to trees and walks
 Are more simple in construction
 Are stronger
 Divided reel. Only mower having it.

TRY ONE
\$7.00
 TO
\$12.00

Garden Hose, Rubber or Cotton.

Cotton very best Grades obtainable and cheap, quality considered 10 to 14 cents per foot.

Rubber, the "Wearso." A heavy rubber tube over which a strong cotton cover is woven, followed with a coat of rubber and then another of cotton and lastly a moulded rubber covering made especially to withstand wear. This makes a non kinking, long life piece of goods that will fully justify you in paying a price of 20 cents per foot. Grass Hooks of several kinds, among them a new pattern, The perfection an A. A. A. tool. These are good things at 50 cents. Others down to 25 cents each. Lawn Sprinklers great variety at as many prices ranging from 25 cents up into the dollar marks.

We shall be pleased to have you call and see them, examine goods, learn of their individual merit.

Churchill Hardware Co., Ironmongers

Don't forget—Lawn Mowers, Grass Hooks, Hose and Sprinklers.

DINNER SUGGESTIONS

Just ask over the telephone what you ought to have for dinner and we'll suggest something that you may want. We have every sort of meat that can be found on the market.
 Hams and bacon, per lb. 16c.
 Pure lard in 3, 5 and 10 lb. pails, per lb. 12½c.
 Lard in 5 lb. cans, per lb. 11c.

Cass Street Market

Why do Ships Carry Anchors in Fair Weather?

Why Should You Carry Insurance?

Because it is better to have it and not use it than to want it and not have it.

MORAL—Insure with

The Douglas Abstract and Trust Co. Phone 87

ANNOUNCEMENT

I wish to announce to the public that I have opened a first-class tailor shop in your city, and wish anybody in need of Spring Clothes to come and look over my stock and samples. Perfect fit and workmanship guaranteed.

J. O. RYGG, Tailor

Over Perry's Millinery 137 Jackson Street

WASH DAY DELIGHT

Clean White Clothes --No Work

The Peerless Steam Washer does it all. Positively no rubbing. Your linen comes out absolutely pure and spotless. Hold your order for a washer until you have seen the Peerless salesman. Every machine guaranteed, and demonstrations given to back all claims.

PEERLESS STEAM WASHER

The wonder of the age
 For particulars see or address

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OREGON HAIR TONIC

Will Grow Hair, Stop the Hair from Falling out. It is recommended by leading Physicians.

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 Sole Agent
 For sale by Pullinger & Richardson

GET THE BEST

It will cost you no more at Clark & Clark's than to go elsewhere and get inferior work. For a short time Post Cards at \$1.00 per dozen.

