

THE EVENING NEWS

B. W. BATES DEPT. G. BATES

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FRIDAY, APRIL 13, 1917.

"HOLLERING."

The man who has a thing to sell, and simply tells it down a well, will never get so many dollars, as the one that climbs a tree and hollers!

The foregoing little ditty is homely, but it conveys about as much business truth as was ever put together in a sentence of thirty words. It is according to human nature, that the more publicity a thing has, the more interest it excites in the mind of the people.

You can't promote any kind of enterprise without pushing it and telling people about it. If you give an entertainment in a public hall, and merely open the doors relying on word of mouth to spread the news, you will get a handful of people. It is nobody's business to spread the news about it, and the great bulk of the people never hear about it.

Moreover people may hear about it, but if a thing is not pushed and advertised, they get the idea into their heads that it is not of much account. Anything has to create a certain amount of noise and stir before people will believe it amounts to anything or is worth their attention.

The same thing applies equally to a business enterprise. If it isn't advertised and pushed and talked about in the newspapers, people will say it is a one-horse concern, doing a small business, that can't afford to spend money on publicity, or they will argue that the concern lacks confidence in its proposition. People will walk right by the place day after day and never look in the windows. The moment a place begins to advertise, that moment people begin to wake up about it. "Guess X—must be doing some business the way he pushes it they" and they come around to see what is going on.

In the May American Magazine, Irvin S. Cobb has an article entitled "Looking Both Ways from Forty," in which he says: "I've seen the Kansas cyclone find a worthy successor in Billy Sunday. I was present on the spot, so to speak, when the audible celluloid cuff, E. P. Roe, the pug dog, the congress gaiter, the hammer-gun, the safety bicycle, the mustache cup, parchesi, the catcher who took 'em off the bat with his bare hands, the peach kernel watch charm, the poume cafe, the operation for deborning the human appendix, and the Dowie movement gave way, inch by inch, to the spit ball, the automatic ejector, the rest cure, the cold storage egg, Henry Ford, the cabaret, Orville and Wilbur Wright, East-and-Grow-Thin, Play-and-Grow-Thinner, rural free delivery, the imported Scotch hlibick, Eleanor Glynn, middling-meat at forty-two cents a pound and stewed prunes at four bits a portion in any first-class restaurant. And if I have luck I shall not doubt be an eye witness to the fading away of these things into the background of the past and the oncoming of yet more timely evidences of the onward and upward march of progress, following along, one behind the other, in a mighty procession.

An advance copy of the official pamphlet containing the proposed constitutional amendment and measures submitted to the voters at the special election June 4, 1917, has been received at The News office. A few of these pamphlets have been printed in advance of the large number required for distribution to the voters of the state, so as to supply the press and others desirous of having them as soon as possible in order that the information which they contain may be earlier disseminated to the public. The mailing of

the official pamphlets to the registered voters of the state will be made as soon as they are printed and available, between April 23 and May 10. This will give the electorate about one month within which to consider the matters submitted to them at the special election June 4, 1917.

Moving of heavy gun carriages, and heavy loads of munitions and army supplies, necessitate better roads than at present are available in Oregon. Our state is exposed to attack; the railroad facilities are not as well adapted to carrying heavy guns as are improved highways; and it is up to Oregon to get its through trunk roads in shape to facilitate the movement of supplies. Should the railroad centers become too congested, owing to war burdens; or should they fall into the hands of an enemy, the through roads would be the only means of communication left to get supplies from place to place in the interior. Farmers would of necessity depend upon the through roads for marketing their crops. Every resident of Oregon will see the necessities of the situation once this is called to his attention, and will see the bearing this has on the road question to be voted upon June 4. The bond issue just initiated in Douglas county, and from the state aid this county will get through its success certainly means a new era for this section in the way of substantial road work.

Of 209 weekly newspapers in Oregon outside of Portland, 191 are publishing columns of information on the road bonding issue. No pamphlets on this momentous question have been issued except those printed by newspapers entirely at their own expense. If it wasn't for the newspapers of Oregon, what chance would a public issue have before the people? It is the newspapers which are the real boosters for state development. Not only does it cost them money to print these columns and columns of information, but it costs considerable to get the live, up-to-date and accurate information to publish. It is the newspapers which have defrayed the whole cost of compiling and disseminating all the information which to date has appeared before the public on the road bonding act.

"Oregon Outdoors" is the annual illustrated folder issued by the passenger department of the Southern Pacific, at Portland. This folder, this year, is one that will be of great assistance to people of western Oregon in acquainting the tourist with our matchless scenery and general beauty of this state as a place to spend a summer outing. Probably the most striking feature of this folder is the colored reproduction of Crater Lake on the center page. It shows the natural color of the water of this wonderful lake. Crater Lake Lodge is shown on the rim of the lake. Special sections describe Roseburg and the Umpqua country.

Sutherland Sun: Referring to the "serap" in the Roseburg school board over the selection of a superintendent, The News truthfully remarks: "It is no joke to serve the people, and whenever you start anything against a public official it doesn't take long to get the ball rolling 'on high' and everyone clamoring for his dismissal."

England is not fearful of starvation under the submarine menace, but with the growth of prohibition sentiment there is great fear of dying of thirst.

Charlie Chaplin gets \$750,000 a year and the average teacher of our schools about \$750, and yet some people wonder why the coming generation doesn't know any more.

The concerns who sell porous plasters for lame back view the starting of so many back yard gardens with some equanimity.

The people would feel worse about the shortage of free seeds if they had more confidence that government seeds would come up.

The most effective way to fight the U-boats is to keep supplies going to England.

Live-wire Doings of the City

Visit Relatives.

Mrs. R. E. Rankin departed this morning for Eugene where she will spend a few days visiting with friends and relatives.

Leaves for Cottage Grove.

Mr. and Mrs. L. Wagner, of Calif., who have been visiting in this city for a short time left this morning for Cottage Grove where they will spend a few days.

Returning Home.

Anna Huffman, who has been visiting in Roseburg for a short time left this morning for her home at Greenville, Idaho. She has been spending the winter in California.

Products Week.

The governor has designated the week of April 14 to April 21 as Western Products week and advises all housewives to purchase commodities made goods that week. The merchants are expected to make displays of same.

Ladies Bowling League.

The ladies bowling league will hold a tournament tonight at the Umpqua club beginning at eight o'clock. The Strikers, Broccoli, Kuehle and Pirates will compete and the scores no doubt will be interesting.

Case Titled Yesterday.

A petition filed by John Fitzgerald, heir in the estate of John E. Fitzgerald, deceased, asking that the administratrix file a list of the property was denied yesterday by County Judge R. W. Marsters after a hearing in which the facts of the case were presented. Attorney B. L. Eddy appears for the administratrix who is the widow of the deceased.

Guard Rumor Confirmed.

Monday it was reported that one of the guards at Tunnel 8 was shot by the vandals. News. An investigation proves that a bullet had been fired through the guard's coat and the garment was powder-burnt. The guard's name was Erickson, and he first claimed that someone shot at him. It is the belief that he fired the shot himself—either accidentally or intentionally—as an empty cartridge from his gun was found on the ground nearby.

Makes Trip to Sutherlin.

Ernest Unrath, proprietor of the Roseburg Soda Works, made a trip to Sutherlin with his auto delivery truck last Saturday in order to supply his customers with the popular carbonated sodas, says the Sutherlin Sun. He reported that he found the road in very bad condition in several places, due to recent heavy rains. Mr. Unrath is a pleasant man to do business with and his many patrons in Sutherlin are always pleased to extend him the glad hand.

Instructions Received.

Postmaster Reizenstein several days ago received instructions from Washington not to accept or forward any mail destined for Germany or her colonies. He was also instructed not to accept for delivery any letters of mailable matter for Austria-Hungary, Turkey or Bulgaria. The absolute stoppage of all mail service between the United States and the Germanic allies will continue throughout the war. Moreover all mails destined for Germany from her colonies or vice versa will not be transmitted over territory under the American flag.

Sutherland School is Standard.

Sutherland Sun: State Superintendent Churchill and County Superintendent O. C. Brown visited the Sutherland school on Wednesday afternoon. The various rooms and classes were visited, and as a result of the investigation the schools were pronounced standard according to the new state requirements. State Superintendent Churchill investigated particularly the teachers' training department, cross-examining the members of the class to determine whether they had covered the work as outlined by the state. Supt. Churchill spoke before the eighth grade room and the high school. Supt. Brown delivered the standardization talk before the high school.

"Keep Your Mouth Shut" Law.

Federal officials in Portland connected with the department of justice have just received copies of the "Obey the Law; Keep Your Mouth Shut" order issued by Attorney General T. W. Gregory. The letter is brief—62 words. It reads: "No German alien enemy in this country, who has not hitherto been implicated in plots against the interests of the United States, need have any fear of action by the department of justice so long as he observes the following warning: Obey the law; keep your mouth shut. Naturalization officials call attention to the fact that aliens have only today to file petitions for naturalization so as to be heard July 12. The next hearing after this date has not been set.

Former Sutherland Girl Dead.

The many Sutherland friends of the family, will learn with deep sorrow of the death of Miss Ethel Drake, eldest daughter of Mr. and Mrs. S. E. Drake, which occurred at Laurel, Montana, on April 1, from pneumonia. This information was conveyed here in a letter received by T. A. E. Lyman from a member of the family, last Friday, which stated that Mr. Drake was also seriously ill with the disease. Miss Drake was about 15 years old, and during the several years' residence of the family in Sutherland was very popular among all who had the pleasure of her acquaintance. The family went from here to Laurel early last fall. —Sutherland Sun.

Will Meet Wednesday.

The Merry-Go-Round club will meet Wednesday at the home of Miss Belle McAllister at Greens.

Deputy Sheriff Here.

C. H. Daugherty and daughter, Elizabeth, of Yoncalla, spent the day in this city attending to business matters. Mr. Daugherty is the deputy sheriff at Yoncalla.

Former Resident is Here.

Bert Brown, formerly a resident of this county, but now located at Fossil, Oregon, is in the city to remain for a day or two looking after business matters and visiting with friends.

Is Offered Position.

W. A. Pettit, city editor of the Roseburg Review, today received a telegram from LaGrande, Ore., offering him a position in that city. Mr. Pettit has not yet announced whether or not he will accept the proposition.

In Readiness.

All is in readiness for the comic operetta that will be given by the pupils of the Roseburg high school at the Antler's theatre this evening. A large crowd will undoubtedly witness this performance.

Visits Here.

Fred Reidel, proprietor of the Riverside Grocery & Produce Co., of Edgewater, was a business visitor in this city today. He states that everything in his neighborhood is quiet and orderly at the present time and the road bond question is the center of conversation of late. Mr. Reidel is an enthusiastic supporter of the issue and is doing everything in his power to present the true facts of the question to the residents of that neighborhood. He states that the new grocery is enjoying a large patronage and is growing very popular in that section.

Will Admitted to Probate.

Joseph Micelli, was appointed administrator, and E. L. Parrott, Herman Marks and J. O. White were selected as appraisers in the estate of Mrs. Ada J. Blakeley, deceased, whose will was admitted to probate yesterday. The will which includes property to the value of approximately \$12,000, provides that the estate shall be held in trust for the benefit of her husband during his life time and that at his death the money is to be divided equally between her two children, William Blakeley, of Pittsburg, Pa., and Mrs. Grace Hildeburn, of Roseburg, and at the death of either of these the entire amount is to go to the one surviving.

KOVERALLS

For Children

The ideal playtime garment for little folks. Made all in one piece, with drop-back, KOVERALLS can be quickly slipped on or off, and easily washed.

Far more healthful than rompers. Cut large to give utmost comfort—yet fitting well and looking well. No tight elastic bands at knee to stop free circulation of blood and retard freedom of motion. All children love them.



KOVERALLS
Good looking
Long wearing
No ripping
No tearing

85c
the suit

A New
SUIT
FREE
If
They
Rip

As
pic-
tured,
with Dutch
neck and
elbow
sleeves,
or with
high
neck and
long
sleeves.

Made of indigo dyed blue denim, and genuine blue and white hickory stripes. Also lighter weight, fast-color material in dark blue, cadet blue, tan or dark red, all appropriately trimmed with fast-color galatea.

Sizes 1 to 8 years.
Awarded Grand Prize at Panama-Pacific International Exposition.

Insist
on this
Label

If your dealer cannot supply we will forward prepaid, upon receipt of price.

Made and guaranteed by
Levi Strauss & Co.
San Francisco

Ship Broccoli.

The ninth car of broccoli left Greens station yesterday afternoon and work was commenced on the loading of another today. The growers in that section report a fine crop.

Takes License.

J. J. Betta, a local jitney driver, who was arrested yesterday, today appeared at the city recorder's office and agreed to take out a license in compliance with the laws of the city. He was arrested yesterday on the complaint of carrying passengers within the city limits without having a license to do so.

Birthday Celebrated.

Mrs. J. P. Yarbrough celebrated her 64th birthday, April 12, and was the grateful recipient, among other things of 15 cards from grand children now living in the southern states. Several of those represented are young men of military age and who are taking their places for war service.

Portland Soldier Passes Through.

Bishop Moorhead, brother of Miss Josephine Moorhead, passed through this city last night enroute to New Mexico where he has received a call, having been transferred from the U. S. geologic survey to the signal corps with orders to report at once. Miss Moorhead and a number of Mr. Moorhead's friends were at the station to greet him last night.

Lady Bowlers Complete.

The lady bowlers held a very interesting tournament at the Umpqua club last night, the following scores resulting:

Teams	1st	2nd	3rd	Avg.
Strikers	314	304	325	105
Broccoli	364	233	272	102
Kuehle	259	285	274	91
Broccoli	327	322	311	107

Standing of Teams, 1st 2nd 3rd
Teams Won Lost
Strikers 2 1
Broccoli 4 2
Kuehle 0 2

Open for Business.

The Palace of Sweets will open their new place of business tomorrow in the building formerly occupied by the Leader millinery. This place has been completely remodeled and new booths installed and at the present time puts forth a very attractive appearance. Carl and Cecil Blake, who are the proprietors of the place, today stated that they will continue to conduct their business on the same high standard upon which it has heretofore been run.

LADIES NIGHT TROTTERS CLUB.

Friday, April 13th, at 8:30 p. m. at the Armory, Ladies choice throughout the evening. Open season on men. a13p

You cannot save money on cheap seeds. You know what a crop failure means. Get fresh tested seeds at the People's Supply Co. 74-a7

LODGE DIRECTORY.

EAGLES—Roseburg Aerie meets in their hall on Jackson street, 2nd and 4th Monday evenings of each month, at 8 o'clock. Visiting brethren in good standing always welcome. Howard Mess, W. P.; B. F. Goodman, W. Sec. Phone 183.

I. O. O. F.—Union Encampment No. 9, meets in Odd Fellows Temple every Thursday evening. Visiting brethren always welcome. O. H. Pickens, C. P.; J. E. Pickens, R. S.; James Ewart, F. S.

I. O. O. F.—Rising Star Lodge No. 174, meets in Odd Fellows Temple every Friday evening. Visiting brethren always welcome. W. S. Powell, N. G.; J. D. Reese, V. G.; Carl W. Ohman, Rec. Sec.; M. Fickle, Fin. Sec.; A. S. Hunt, Treas.

B. P. O. E.—Roseburg Lodge No. 326, holds regular communications at their temple on second and fourth Thursdays of each month. All members requested to attend regularly. All visiting brothers are cordially invited to attend. E. B. Stewars, E. R.; I. B. Riddle, Sec.

Remembrances

For the
Soldier
Boys

We have many things in the jewelry line that will be highly appreciated by the boys when they leave for the front. Among these we will mention: A Conklin Fountain Pen, a Gillette Safety Razor, a comb and brush (military set), a watch, wrist watches in many styles, and many other articles that will be appreciated and long remembered.

See our windows.

Quality—Service.

BUBAR BROS.
Jewelers & Optometrists.

Join the Procession to the Bank Window

STATISTICS show that within the past year the banks throughout the country gained thousands of new depositors. Are you one of them? Every one should strive for a bank account. A bank account is a business and a moral incentive. Extravagance means moral and business decay. Don't carry around large sums of currency. It is temptation to spend. Courteous officials will cheerfully explain our banking system. Call today.

THE UMPQUA VALLEY BANK

B. W. Strong, President; J. M. Throne, Cashier; D. R. Shambrook, Vice President; Roland Agee, Vice President.

B. A. Y.—Mt. Nebo Homestead No. 1828 meets at Maccabee hall every 2nd and 4th Wednesday. Visitors welcome. E. P. Williams, foreman; C. W. Cloake, correspondent.

L. O. O. M.—Roseburg Lodge No. 1004, meets every Monday evening at 8 o'clock. Visiting brothers invited to attend. P. F. Foster, Dictator; H. O. Pargeler, Sec.

I. O. O. P.—Philetian Lodge, No. 8, meets in Odd Fellows Temple, corner of Jackson and Cass streets on Saturday evening of each week. Members of the order in good standing invited to attend. V. T. Jackson, N. G.; F. L. Perry, V. G.; A. J. Geddes, R. S.

W. O. W.—Oak Camp No. 125, meets at the Odd Fellows hall in Roseburg, every first and third Monday evenings. Visiting neighbors always welcome. T. B. Weatherford, C. C.; M. M. Miller, clerk.

K. OF P.—Alpha Lodge No. 47 meets every Wednesday evening corner Jackson and Cass streets. Visitors always welcome. I. T. Whitney, C. C.; Roy F. Durbin, M. F.; E. E. Wimberly, K. R. S.

O. E. S.—Roseburg Chapter, No. 8, holds their regular meeting on the first and third Thursdays in each month. Visiting members in good standing are respectfully invited to attend. Margaret Page, W. M.; Free Johnson, Sec.

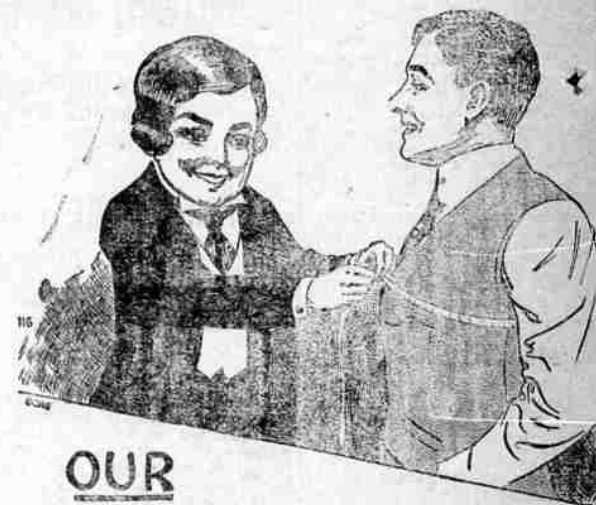
L. O. T. M.—Roseburg Hive No. 1004, holds regular reviews on second and fourth Thursday evenings Maccabee hall. Sisters of hives visiting in the city are daily invited to attend our views. Maccabee hall on Cass street, Beryl B. Ogden, lady ca. Jessie Rupp, R. K.

UNITED ARTISANS—Assembly No. 1 meets at Maccabee hall every first and third Wednesday evening. Visiting members are always welcome. Sarah McCulloch, M. J. G. Stephenson, P. M. A.; E. Faulkner, Sec.

A. F. & A. M.—Laurel Lodge No. 1004, holds regular communications 2nd and 4th Wednesday evenings of each month at Masonic Temple, Roseburg. Visitors welcome. Benj. F. C. W. M., W. F. Harris, Sec.

WOMEN OF WOODCRAFT—Circle No. 49 meets on first and third Monday evenings of each month in the I. O. O. F. hall. All members in good standing are invited to attend. Elma Lennox, G. N.; Clara Crawford, Sec.

REBEKAHS—Roseburg Rebekah Lodge No. 41 I. O. O. F. hall, holds regular meetings every Tuesday evening. Visiting sisters and brothers invited to attend. Mrs. Emma Lennox, N. G.; Mrs. E. Turnell, V. G.; Tillie John, Rec. Sec.; Elsie Humphrey, Sec.; M. Fickle, Treas.



OUR CLOTHES FIT PERFECTLY

WE DO NOT JUST SLING A SUIT OF CLOTHES OR OVERCOAT ON YOU WHEN YOU COME INTO OUR STORE. WE PUT THE TAPE AROUND YOU AND MAKE YOUR CLOTHES TO YOUR OWN MEASUREMENTS SO THAT THEY FIT AS SMOOTHLY AS THE PEELING ON A PEACH.

OUR MATERIALS ARE ALL WOOL; OUR "MAKE" IS THE WORK OF THE BEST TAILORS IN THE LAND; OUR STYLE IS UP TO THE LAST TICK OF THE CLOCK. WHY NOT BUY YOUR SUIT NOW AND GET THE SEASON'S GOOD OUT OF IT? THE ASSORTMENT IS BEST NOW.

WE KEEP UP THE QUALITY; WE KEEP DOWN THE PRICE.

BETTER ANTICIPATE A LITTLE ON SHOES—"COW OVER THE MOON" PRICES WILL SOON PREVAIL. JUST RECEIVED. NEW STRAW HATS. NECKWEAR. SHOES.

"Duds For Men"
A. J. HENRICKS
TAILOR & DRESSER

The Bee Hive Grocery
Neely & Neely, Prop.

Under new management this old reliable grocery is better equipped than ever to serve its patrons. We try to do our part in supplying Good Things for your table, and at prices that do not fall short of the sweet disposition of the housewife.

Just Phone 91

Sport Fabrics

Complete showing of newest materials for Sport Dresses, Suits and Skirts.

Voiles from - 25c to 85c
Silks from - \$1.50 to \$2.50
Pongees from \$1.00 to \$2.50

Just in, full range of
Kid Gloves
for your Easter outfit

Bellows

A Woman's Shop for Woman's Wear.

