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Sometimes the dross of error dark and deep
The Truth confines;
Sometimes, through aeons, costly jewels sleep
In dusky mines,
And those alone who with a purpose pure
That dross assail,
Shall find that Truth is ever strong and sure,
And must prevail. —Selected.

TO ADVERTISERS AND READERS

The evening newspaper is the medium that reaches the greatest number of people and brings you business. The phenomenal growth of afternoon papers on the Pacific coast and the failure of the great morning papers to keep pace with this growth is undoubted evidence of this fact.

The Spokane Press, the Boise Capital News, the Seattle Star and the Oregon Daily Journal have grown up, seemingly in a day, to be recognized leaders as advertising mediums and news gatherers, in fields already covered by morning papers.

The reason for this growth and this success is easy to find. Eighty-five per cent of the live news of the day happens between 10 in the morning and 4 o'clock in the afternoon. The afternoon paper covers the field while the news is live. The wires gather the happenings of the world and the afternoon paper prints them on the same day they occur and within two hours after the busy arteries of commerce and trade close for the day, the afternoon paper lays that day's happenings on the parlor center table in the homes of the land to be perused at leisure under the evening lamp.

In the morning the world is awakening to new tasks. Everybody is engrossed with the duties of the day. Not one man in a hundred reads anything but the headlines in the morning. There is no time for reading. Competition is keen and everybody is watching the corners with mind and energy concentrated on the duties of the day. Not one housewife in a hundred has time to study the advertisements in the morning. Her work and social duties consume her time during the day. But at nightfall, after the day's work is done and the jostling tasks are completed, she sets down to rest, look for her bargains and read the news.

With only 15 per cent of the total amount of the news of the world happening between 4 o'clock in the afternoon and 10 o'clock next day, the morning paper must necessarily be a rehash of what happened the day before, and which has already been read in yesterday evening's paper.

From the advertisers' standpoint and from the readers' standpoint, the logical, profitable paper for each is that paper which can be studied at leisure, around the firesides, after the cares of the day are forgotten. That paper is read by the women of the world, and the women do nine-tenths of the shopping and look for every new feature of the mercantile world in the advertisements in the home paper. They get results from the evening paper, for they have time to study it. Merchants get results from it because it reaches its readers in a leisure time and advertisements are read and studied. Those who want plain news get 85 per cent of the world's happenings on the date of the happening and can take time to read, because the few hours at home in the evening is the only time left to the busy professional or business man in which to pursue in quiet, his general reading.

The evening paper is the logical family paper because it comes at the right time to be appreciated.

Senator Fulton, since his arrival at Washington, and after surveying

the canal situation, has decided that the Panama scheme is a farce and a blind of the railroads to block canal legislation, and has announced that he favors the Nicaragua route. Senator Morgan of Alabama, has fought long and patiently for the Nicaragua canal and had his statesmanship been heeded by the hoodlers who have filled their pockets from the Panama scheme, an isthmian canal belonging to the United States, protected by American forts and guns, built by American capital and operated for the purpose of stimulating American commerce, would now be built. As it is nothing has been done. The railroads across the continent still hold the reins, the people have been treated to a little soporific statesmanship, intended to blind them while the Panama scheme is being discussed, and no dirt has been moved on any canal route. Senator Fulton's action in this matter is sensible and timely.

Portland grandmothers have been thrown into another spasm of excitement by the presence of a Northern Pacific surveying party on the north bank of the Columbia. There is no relief for the patient in spasms. There is no use to try to scare away the gallant hero. Progress, by shaking antiquated skirts and emitting old-maidish screes. The Northern Pacific will build down the north side of the Columbia in time, for it is a river grade to the sea and invites that enterprising company to improve on Nature's beneficent offers. The only way Portland can get even on this move is to build into Central Oregon and corner that trade before it is corralled by San Francisco. Portland has the capital, she has the commercial facilities and the natural advantages to capture and handle the trade of the inland Empire. But it will take something more than one of the periodical spasms, on her part, to accomplish this.

ART IS NOT APPRECIATED.

That the national contemporary art is not duly appreciated at home, the painters, the potters, the sculptors, and even the musicians, declare. The annual exhibitions of the various societies do not awaken any more popular interest than they did twenty-five years ago, and in the number of visitors and the amount of sales not infrequently show an actual decrease as compared with previous years. The portrait painters complain that they, the natives, are neglected by the wealthy classes of society, who import foreigners to execute their numerous and lucrative commissions (these foreigners being, in their turn, ignored by the native societies and committees); the anomaly is also presented, the painters assert, of a national capital (of the arts, at least) cherishing in its bosom an avenue full of dealers all sworn to discourage the national and encourage the cheap foreign.

For American artists such social positions, such authority, such residences, as those of Leighton, of Alma Tadema, or of the great Parisian artists of the Institut and the Academie, are wildly impossible. The United States is, moreover, distinguished from all other important civilized countries by possessing not one periodical of any importance devoted to the arts.

The lack of a national standard around which to rally, so to speak—the absence of patriotism, noisy or otherwise—is curious, and somewhat interesting. It does not arise from any critical rejection of the work of the native contemporary artists as unworthy, because equally unworthy work from across the sea is accepted; and high vision and sound thinking in art are much more rare than good technique in all countries.—From The Field of Art, in the November Scribner's.

Often The Kidneys Are Weakened by Over-Work.

Unhealthy Kidneys Make Impure Blood.

It used to be considered that only urinary and bladder troubles were to be traced to the kidneys, but now modern science proves that nearly all diseases have their beginning in the disorder of these most important organs.

The kidneys filter and purify the blood—that is their work.

Therefore, when your kidneys are weak or out of order, you can understand how quickly your entire body is affected and how every organ seems to fail to do its duty.

If you are sick or "feel badly," begin taking the great kidney remedy, Dr. Kilmer's Swamp-Root, because as soon as your kidneys are well they will help all the other organs to health. A trial will convince anyone.

If you are sick you can make no mistake by first doctoring your kidneys. The mild and the extraordinary effect of Dr. Kilmer's Swamp-Root, the great kidney remedy, is soon realized. It stands the highest for its wonderful cures of the most distressing cases, and is sold on its merits by all druggists in fifty-cent and one-dollar size bottles. You may have a sample bottle by mail free, also a pamphlet telling you how to find out if you have kidney or bladder trouble. Mention this paper when writing to Dr. Kilmer & Co., Binghamton, N. Y. Don't make any mistake, but remember the name, Swamp-Root, Dr. Kilmer's Swamp-Root, and the address, Binghamton, N. Y., on every bottle.

CRIME AMONG EDUCATED.

Indeed the number of crimes committed by the highly educated is an alarming feature of the situation. The list of defaulting bookkeepers, bank tellers, clerks and college graduates constantly lengthens, reflecting a lurid light upon the theories of those who attempt to account for the origin of all sin, vice and crime by ignorance.

Those who attribute all crime to intemperance are also silenced, since many prevalent crimes are incompatible with that vice, for they require the keenest intellects, the most concentrated attention. It is noteworthy also that representatives of the clerical, the legal, and the medical professions are furnishing an increasing number of crimes of dishonesty, violence and pollution of domestic life.—J. M. Buckley in November Century.

SUCCESS WITHOUT MONEY.

The brisk attack on snobbery that was a leading feature of the October Everybody's has been followed up in the November issue by a significant article on "Successful Men Who Are Not Rich." Success without money seems anomalous to the modern American; yet, on reflection, the most eager devotee of plutocracy cannot deny that such men as Senator Hoar of Massachusetts, President Eliot of Harvard, Dr. Rainsford and General Joe Wheeler are, in the best sense of the term, successful. And the private income of the most successful man in the United States today—Theodore Roosevelt—is said to be well under \$7,500 yearly. It is good to be reminded of these triumphs that are not measured in dollars.

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with our laundry work—why not you? The more critical you are about your linen, the better we'll like it, for we cater to the best class of patrons in Pendleton. On mail, messenger, personal or 'phone order, we call for and deliver gentlemen's and family washing, and ask now only for a "try" at your week's washables.
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London & Lancashire Fire Insurance Co.	2,544,682
North British & Mercantile Co.	19,696,974
Royal Insurance Co.	22,897,158

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