

## Oregon City Enterprise

### DATES TO REMEMBER.

Saturday, Feb. 15.—Rally of Eagle Creek republican club at Wilburn's hall at 1:30 p.m.  
 Saturday, Feb. 15.—Rally of Milwaukee republican club at Town hall at 7:30 p.m.  
 Saturday, February 22.—Football contest at Gladstone park between teams from the Barclay and Eastham public schools.  
 Wednesday, Feb. 26.—Joint meeting of Pleasant Hill and Sherwood republican clubs at Wilton's hall, Sherwood.  
 Thursday, Feb. 27.—Fireman's grand ball at Meinhard's hall.  
 Monday, March 2.—Annual school meeting to be held in each school district.  
 Saturday, March 21.—Republican primaries for Clackamas county to be held in the various precincts.  
 Wednesday, March 23.—Republican county convention to be held in Pope's hall, Oregon City.  
 Thursday, March 24.—Populist state convention meets at Salem.  
 Tuesday, April 7.—Republican district convention for the 1st congressional district meets at Albany at 8 o'clock p.m.  
 Wednesday, April 8.—Republican district convention for the second congressional district meets at Portland.  
 Thursday, April 9.—Republican state convention meets at Portland at 11 a.m.  
 Monday, June 1.—General election for state and county officers.

**FRIDAY, FEBRUARY 14, 1890.**

### For Business Men Only.

(Copyrighted by Oracle, Austin Bates.)  
 More things enter into advertising than are generally supposed. In fact, everything that connects a name and a business in people's minds is advertising.

Membership in churches and clubs and societies, the giving of social entertainments, public charity—all these things and more are advertising, but greater and broader, and better and easier than all these is newspaper advertising. You may think of that without thinking of the other plans, but no scheme of publicity is complete without the newspaper.

Properly prosecuted, newspaper advertising will always pay. That here and there is a man who says: "Advertising doesn't pay, I've tried it," proves nothing but that his method was faulty.

Advertising is business news. It tells of things which are of great daily importance. It is of more account to the frugal housewife to know where she can get certain necessary commodities at a less price than usual than are all the troubles in Siam or Alaska.

The news should be news. It should not be allowed to grow stale with repetition in the same old way.

If you can only advertise in a small way, pick out the best paper in your territory and spend all of your advertising money in that. Don't scatter. When your business grows, and you can spend more money, buy more space in the same paper, until you are sure you are using all you possibly can. Then add another paper. I would rather have one good "ad" than half a dozen poor ones. When "loading for bear" I would rather take the best gun I had and load it properly than to scatter my powder in half a dozen poor guns and so "make a hash in the pan." Merely publishing your name, address and business will do some good, but there's a better way. Be different from the others in your line. Find some point in which you excel and harp on that. Give prices and specialties. Try to make the advertisements interesting and readable. Make them characteristic of your store, and above all things, make them true in letter and in spirit. Don't say that you haven't the time to attend to your advertising properly. Really, you haven't time to do anything else. Advertising is the most important thing about any business. It is the vital spark. What good does it do you to have the very best thing or the greatest bargain on earth if people do not know it?

In running a newspaper, James Gordon Bennett, sr., said the important thing was to "get the news and then make a dam fuss about it."

First get the right kind of goods, in the right location, at the right prices, and "then make a dam fuss about it" in the best paper you can find. The trade will follow.

### Condensed Testimony.

Chas. B. Hood, Broker and Manufacturer's Agent, Columbus, Ohio, certifies that Dr. King's New Discovery has no equal as a Cough remedy. J. D. Brown, Prop. St. James Hotel, Ft. Wayne, Ind., testifies that he was cured of a Cough of two years standing, caused by La Grippe, by Dr. King's New Discovery. B. F. Merrill, Baldwinsville, Mass., says that he has used and recommended it and never knew it to fail and would rather have it than any doctor, because it always cures. Mrs. Hemming, 222 E. 25th St., Chicago, always keeps it at hand and has no fear of Croup, because it instantly relieves. Free trial bottles at Chapman & Co.'s Drug store.

A most desirable article with which to decorate the wall of your office, library or sitting room is one of the incomparable wall maps of Rand-McNally & Co., (of United States or any individual state—single copy \$1.00 to \$5.00) which are offered with every new subscription to the Rand-McNally railway guide and handbook. Address, American Railway Guide Company, 166 Adams street, Chicago. Circular upon request.

The Racket store opposite the Electric hotel is displaying some elegant hats at ridiculous prices. We would advise you to go and see them.

### REAL ESTATE TRANSFERS.

Furnished Every Week by the Clackamas Abstract & Trust Company.

J. D. Lee to J. F. Dickson, May 28  
 95 W. D. lot 13, blk 36 South  
 Owego ..... \$ 90 00  
 Pope & Meldrum to Dist. 94 Sept  
 11 '94 W. D. 1/2 a. in Laswell cl 1 00  
 J. H. Estes to Votaw & Brugheton, Feb. 1 '94 deed "Grand  
 Mogul," "Keystone," "Red  
 Fox," "Highland Chief,"  
 "Silver Queen," mining  
 claims 1/2 interest ..... 1 00  
 M. E. Young to A. W. Cheney Feb  
 1 '94 W. D. lot 8 blk 2 Sunset  
 City ..... 850 00  
 Agnes McDonough to J. M. Mc-  
 Donough Dec 26 '95 lots 3 &  
 4 blk 38 O. C. ..... 400 00  
 England & Williams to Olive  
 Williams Feb 3 '96 W. D. blks  
 2, 3, 27 & 39, lots 1 to 13 in  
 blk 26, 1 to 6 blk 55 Min-  
 thorn ..... 250 00  
 Geo. Stryker to O. M. Stryker  
 Aug 2 '95 Q. C. blk 8 S. Wood's  
 add Milwaukee ..... 1 00  
 S. R. Jessup to J. H. Albert Jan  
 20 '96 Q. C. lots 4, 5, 7, 8, 9, 10  
 11 blk 1, lots 4 & 5 blk 2, lots  
 3, 4, 5, 6, 7, 8, 9, 10, 11 & 12  
 blk 3, all blk 5 M. View add  
 to O. C. ..... 5,612 46  
 Geo. Collins et al to Clackamas  
 Co Oct 10 '95 deed roadway  
 in Minthorn street vacation  
 C. F. Woodruff to F. H. White-  
 head Feb 5 '96 W. D. e 1/2 of  
 the Wallenstein cl 3 & 4 s r  
 4 e ..... 3,200 00  
 Fredrick Fredrick to Peter T.  
 Johnson Feb 5 '96 W. D. 15 a  
 in sw 1/4 of se 1/4 sec 19 t 2 s r  
 1 e ..... 342 50  
 J. O. Shannon to Lenora V. Plom-  
 mer Feb '96 W. D. blk 45  
 Shannon's add to O. C. ..... 400 00  
 F. M. Suttorf to F. A. Waddock  
 Jan 20 '96 W. D. 10 a in ne 1/4  
 of nw 1/4 sec 26 t 1 s r 2 e ..... 975 00  
 N. P. G. camp-meeting assn to  
 Phillipine Fredrick Jan 18 '96  
 W. D. lot 14 blk 2 subd of 3 &  
 1/2 of Oak Grove ..... 70 00  
 Sunset Land Co to J. F. Berger  
 Feb 7 '96 W. D. lot 3 blk 8 Sun-  
 set City ..... 333 00  
 Sunset Land Co to M. F. Berger  
 Feb 7 '96 W. D. lots 1 & 2 blk  
 8 Sunset City ..... 1,000 00  
 Sunset Land Co to Cora B. Hut-  
 son Feb 7 '96 W. D. lot 5 blk 15  
 Sunset City ..... 200 00  
 L. L. Porter to Louisa A. Noble  
 Feb 6 '96 W. D. 6 1/2 a of s 1/2 cl  
 62 t 2 s r 1 e ..... 1,250 00  
 Have your titles examined and abstracts made by the CL-CKMAS ABSTRACT & TRUST CO. who have the only complete set of abstracts of title of all land in Clackamas county. Accurate and reliable work by a responsible firm. Office upstairs in the Caulfield building.

### The Molalla Dairy.

Having established a dairy at my place on the Molalla road I am prepared to furnish pure, fresh milk delivered to all parts of the city at reasonable prices. Address by postal card to Ely.

A. BAUMANN.

### Legal Notices.

#### Sheriff's Sale.

In the Circuit Court of the State of Oregon, for the County of Clackamas.

John Clark, plaintiff, vs. William M. Wallace and M. H. Wallace his wife, defendants.

State of Oregon, County of Clackamas, ss.

**NOTICE IS HEREBY GIVEN THAT BY**

**VIRTUE OF AN EXECUTION AND ORDER OF SALE**

**IS MADE OUT OF THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF CLACKAMAS,**

**BEARING THE 20TH DAY OF FEBRUARY, 1890,**

**UPON JOHN CLARK, PLAINTIFF, TO-WIT:**

**WILLIAM M. WALLACE,**

**AND M. H. WALLACE HIS WIFE,**

**DEFENDANTS COMMANDING ME, IN THE NAME OF THE STATE OF OREGON, THAT OUT OF THE REAL ESTATE HEREIN DESCRIBED, TO-NOME-A-SUM-SUFFICIENT TO PAY THE DEBT, AND TO DEFECT, TO-WIT: TO-WIT,**

**\$20,000, OR THEREABOUTS, TOGETHER WITH**

**THE FURTHER SUM OF \$10,000, TOGETHER**

**WITH INTEREST ON THE SAME SINCE APRIL 1st, 1895,**

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