

Oregon City Enterprise

CITY AND COUNTY OFFICIAL PAPER.

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ADVERTISING RATES ON APPLICATION.

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CONTINUOUS ADVERTISING.

To insure the greatest results one must advertise right. The methods, mediums, space, etc., must be correct in every detail, or the largest results will not be obtained. It is, therefore, false economy to use poor and careless methods, improper mediums, insufficient or superfluous space, inferior circulars or other printed matter.

Even if read the cheap circular creates in the mind of the reader a feeling of distrust towards the house which attempts to economize by the use of such literature.

Another kind of false economy is the irregular, intermittent advertising—practiced so much by a certain proportion of retailers—and others.

You place an ad in the paper. A reader sees it—reads it through—is favorably impressed—thinks he will send for the article advertised—or he decides to "call in and get one next time I'm down town"—but not just then. Perhaps he forgets about it and if he never sees our name in the paper again, chances are he will never be reminded about it again.

"The" stores in any town are the stores which advertise the most regularly in the newspapers. The proper kind of advertising will build up any business so that it will become one of "The" stores—the representative store in the trade.

Advertising to be successful, must be continuous. One big ad, inserted once or only occasionally, will not take the place of an ordinary ad, published regularly. Might as well think of eating one huge meal a week instead of the three regulars every day. You'd feel starved most of the time, and so the business which is represented by an occasional large ad, or even an occasional small one, is simply starved in between times.

A small ad appearing regularly is worth much more than the same amount of space concentrated into one big ad for one issue. The public has a short memory for things advertised—there are so many of them. It is soon forgotten and its usefulness gone. The smaller ad may not attract so much attention at first, but if persisted in day after day, and week after week, the more permanent results will follow. The name of the firm and the character of the store and its offerings, become well fixed in the minds of the public, and the result will finally come. Successful advertising means persistent advertising.—From the Canadian Grocer.

SENATOR WILL ADVOCATE A NICARAGUAN CANAL.

Senator Morgan, of Alabama, expects as soon as congress meets in extra session to resume his argument in favor of the digging of a Nicaraguan canal. It is expected that the house will consume a good deal of time in getting organized, and while this is going on the senate will have nothing to do but listen to Mr. Morgan. We have no figures at hand to show just how many hours Mr. Morgan has devoted in the past to the pleasing task of informing his fellow senators and the public of the advantages of the Nicaraguan route for an isthmian canal, and people who started out in the glad flush of youth to keep track of the number of words employed by the senator in favor of a Nicaraguan canal have either died of exhaustion or been lured to more profitable things.

Still Mr. Morgan doubtless has much to say that he thinks will be important in connection with the proposed canal. He has been resting himself during the past summer and will return to Washington bulging with enthusiasm and earnest words. It is safe to say that he has many times said everything that could be said in favor of the Nicaraguan route, but the gentleman is peculiar in that he never hesitates to say a thing merely because it has been said forty or fifty times before.

The Washington dispatch which informs us that Mr. Morgan is likely to express his personal views at great length will be gladly read by his fellow senators, especially those among them who are looking forward to a chance to catch up on sleep and who at the same time have conscientious scruples against neglecting their duties as public servants.—Exchange.

WILLIAM JENNINGS BRYAN, while twice denied his ambition of becoming president, has been disappointed in getting a legacy of \$50,000 left him by the late Mr. Bennett. It appears that the Nebraskan will fail to get at one time the amount of money equivalent to a year's salary as president. Surely Mr. Bryan is playing in hard luck.

TEN COMMANDMENTS.

The following set of commandments are going the rounds of the press:

I.
Thou shalt not go away from home to do thy reading, nor thy son, nor thy daughter.

II.
Thou shalt do whatever lieth in thy power to encourage and promote the welfare of thine own city and thine own people.

III.
Thou shalt spend thine earnings at home, that they may return from whence they came, and give nourishment to such as come after thee.

IV.
Thou shalt patronize thy home merchant and thy home printer, for yea, verily, doth not thy home spread over the land tidings of thy goodness and greatness that the people shall patronize thee.

V.
Thou shalt not ask the printer to take less than his price. Remember by asking him to retreat from his price thou interest that he is a robber. If he hath not dignity thou will get done by him somehow.

VI.
Thou shalt not ask for credit, for goods cost much money, and the merchant's brain is burdened with bills. His children clamor daily for bread, and his wife abideth at home for lack of sufficient raiment as adorneth her sister. Blessed, yea, thrice blessed is the man that pays cash.

VII.
Thou shalt not suffer the voice of pride to overcome thee and if other towns entice thee consent thou not for thou mayest be deceived. Remember the fate of the calf that left its mother and followed a steer away from home and lost its supper.

VIII.
Thou shalt not ask for reduced prices or thy "influence" for gitts in thine heart and the merchant rendeth it like an open book. He laugheth thee to scorn and shouteth to his clerks, "ha! ha!"

IX.
Thou shalt not ask the printer to take two dollars for a three dollar-job because some other printer will do it for less money. The other printer may steal his stock and underpay his help. If thou trade with such as he thou art an accessor to the crime.

X.
Thou shalt not bear false witness against the city wherein thou dwellest, but speak of it to all men, that thy home city and its people may be proud of thee.

ENCOURAGEMENT should be extended to the Women's Club of Oregon City, which has inaugurated a movement to erect a monument to Dr. John McLoughlin. That Dr. McLoughlin's memory is deserving of perpetuation no one disputes. No other individual ever lived in this section whose value to the country was greater than his. McLoughlin's is a figure which stands out pre-eminent when one glances through the pages of the early history of the Oregon country. Yes, this man is justly entitled to a monument, but let it be one also worthy of the man. No insignificant, cheap shaft is adequate. It must be impressive and striking, thereby resembling the character of Oregon's first grand old man.—Telegram.

THE interests of Oregon City and Clackamas county demand the convening of the state legislature in special session that some means may be devised whereby both the city and county may receive the tax revenue upon which both are dependent. With an indebtedness carried by both the county and this municipality, a particular hardship will result to both if any length of time must elapse before taxes can be levied and collected. Without funds it may become necessary in many districts to curtail if not entirely abandon the schools, while road construction and improvement work will be seriously interfered with. Present indications are that a special session cannot be well avoided without great loss to the city, county and state.

GOVERNOR CHAMBERLAIN'S published plan to secure from the members of the legislature pledges to the effect that they will consider no other legislation save that of remedying the defect in the tax law, before he will consent to convene the state's law maker's, is not very generally endorsed by the legislators themselves. The members of the Clackamas county delegation resent the implied insult of the governor in stating in an interview that he questioned which would result in the greater harm to the state, present conditions or a special session of the legislature, especially since the chief executive himself is equally to blame with the legislature for the condition that makes necessary the holding of an extra session. It is the general opinion in this locality that while the session should be a short one, it is up to the members of the two houses to determine whether or not other state laws require attention at this time. The business of the special session need not necessarily be restricted to tax legislation. Prominent attorneys of the state question the validity of the statute authorizing county clerks and county recorders to collect fees for the recording of instruments, since it is claimed this law was inadvertently repealed at the session of 1895. The fees collected from this source represent many thousands of dollars annually, and doubt as to the validity and operation of the law should be immediately removed. Clackamas county annually receives from this source about \$3000.

900 DROPS

CASTORIA

Vegetable Preparation for Assimilating the Food and Regulating the Stomachs and Bowels of

INFANTS & CHILDREN

Promotes Digestion, Cheerfulness and Rest. Contains neither Opium, Morphine nor Mineral. **NOT NARCOTIC.**

Prescribed by

Dr. J. C. Fitch

Perfect Remedy for Constipation, Sour Stomach, Diarrhoea, Worms, Convulsions, Feverishness and Loss of Sleep.

Fac-Simile Signature of

Dr. J. C. Fitch

NEW YORK.

At 6 months old

35 DROPS - 35 CENTS

EXACT COPY OF WRAPPER.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the Signature of

Dr. J. C. Fitch

In Use For Over Thirty Years

CASTORIA

THE CANTON COMPANY, NEW YORK CITY.

PLUMBING CHARGES

are no higher than those in any other trade, and ours are no higher than service rendered demands. What we undertake to do in a thorough and satisfactory manner. There will not be found after our workman get through with a job any defective joints, leaky pipes, loose connections or other evidences of "scamped" work. Every part will be perfect, and look perfect, and when the bill comes in you'll not ask for any deduction.



F. C. GADKE
THE PLUMBER

HARPER WHISKY

Scientifically Distilled Naturally Aged Absolutely Pure

Best and Safest For All Uses

FOR SALE BY

- E. MATTHIAS -

Sole Agency for Oregon City

IN OUR ELEGANT NEW STORE

We are located in our large new store and with a larger and more complete stock of better goods, are better prepared than ever before to furnish you just what you want at prices lower than the lowest.

The Fair Main St., OREGON CITY

PILES

DR. WILLIAMS' INDIAN FILE OINTMENT is a SURE CURE for Piles, Itching, Bleeding, and all other ailments of the rectum. It absorbs the tumors, allays the itching at once, gives instant relief. Every box is warranted. Sold by druggists. Sent by mail on receipt of price, 50 cents and \$1.00 per box. WILLIAMS' MED. CO., Proprs., Cleveland, Ohio.

For Sale at HUNTLEY'S

FOR YOUR SUMMER VACATION.

Hundreds Visit Oregon's Popular Beach Resorts.

Unexcelled train service and cheap round trip excursion rates offered by the A. & C. R. R. attract visitors to Clatsop Beach from all sections, and the many advantages of Seaside and Gearheart Park, together with their superior attractions, make either of these well known resorts an ideal place to spend a day, a week or a month, whether fishing, hunting, surf bathing or in idle recreation.

Through trains leave Union Depot Portland at 8:00 a. m. daily and reach the ocean at 12:30 p. m. without delays or transfers en route.

The Portland-Seaside Fast Express leaves Portland every Saturday at 2:30 p. m. and reaches Gearheart Park 6:40 p. m., Seaside 6:50 p. m.

This fast and popular train is equipped with all modern conveniences and its commodious coaches and elegant parlor cars make the journey from Portland to the ocean one of ease and comfort.

In connection with this excellent service, round trip season excursion tickets from Portland to all Clatsop and North Beach points, good to return until Oct. 15th, are sold for \$4. Saturday special round trip excursion tickets between same points, good to return Sunday evening \$2.50. Special Season Commutation tickets, good for five round trips from Portland to all Clatsop and North Beach points, \$15. Beach excursion tickets issued by the O. R. & N. Co. and Vancouver Trans. Co. will be honored on trains of this company in either direction between Portland and Astoria.

For additional information address J. C. Mayo, G. F. & P. A. Astoria, of E. L. Lewis, Comm'l. Agt., 248 Alder St., Portland, who will be pleased to mail to your address copy of the latest Seaside pamphlet telling all about summer girls, sea serpents and sunsets at Seaside.

The Margarita Fischer Company

Miss Margarita Fischer, the "16 year old favorite," and her own Metropolitan Company who will appear at Shively's opera house for a season of one week commencing Monday, Nov. 16th, comes to us highly recommended.

This well balanced company of players have astonished every one by the phenomenal manner in which they have attracted the public attention this season. Their presentations of high class repertoire being one of the many reasons for their unabridged popularity.

The gentle realism displayed in the characters of the comedies and dramas and the truthful manner in which they are portrayed on the stage appeal irresistibly to old and young alike. One must be the most hardened cynic to witness any of these performances and not feel that the human emotions have been stirred.

There will be new and funny specialties between acts, doing away with those long waits and delays, to which one is so accustomed.

They carry their own uniformed band and orchestra, giving a street parade and concert daily during their engagement. Admission 50, 35 and 25 cents. Reserved seats now on sale at Huntley's Book Store.

Carl A. Patzlaiff
Chas. M. Moehne

Oregon City Lumber COMPANY

LUMBER

JOHN YOUNGER, JEWELER

Near Huntley's Drug Store,

Forty Years Experience in Great Britain and America.

THE COMMERCIAL BANK OF OREGON CITY.

Capital, \$100,000

TRANSACTS A GENERAL BANKING BUSINESS. Loans made. Bills discounted. Makes collections. Buys and sells exchange on all points in the United States, Europe and Hong Kong. Deposits received subject to check. Bank open from 9 A. M. to 4 P. M.

J. C. LATOURETTE, President.
F. J. MEYER, Cashier.

Right Work at Right Prices.

High grade artistic work at reasonable prices is the explanation for the great amount of job work that the Enterprise office is turning out daily. This office is better prepared than ever before to do all kinds of job work at prices entirely consistent with first class service and a recognition of the union scale of wages that is being paid for labor. This office is again this year headquarters for hop check printing and all kinds of printing required by hop and fruit men. We are also better prepared than ever before to do all manner of job work, commercial and book printing, business stationery, cards, dance invitations, programs etc. We respectfully solicit work of this character and desire at all times to figure with any one desiring printing of any kind. If your work is done at the Enterprise office it is done right and will give satisfaction. Give us a trial.

L. Lewis, Comm'l Agt., 242 Alder St., Portland, Ore. Write for the novel and catchy Seaside pamphlet, just issued, telling all about Summer Girls, Sea Serpents and Sunsets at Seaside.

Bodily pain loses its terror if you've a bottle of Dr. Thomas' Electric Oil in the house. Instant relief in cases of burns, cuts, sprains, accidents of any sort.

If you don't get the ENTERPRISE you don't get the news.

BEST FOR THE BOWELS

If you haven't a regular, healthy movement of the bowels every day, you're ill or will be. Keep your bowels open, and be well. Force is the cause of violent phlegm or pill poison, is dangerous. The smoothest, easiest, most perfect way of keeping the bowels clear and clean is to take



CANDY CATHARTIC Cascarets

THEY WORK WHILE YOU SLEEP

EAT 'EM LIKE CANDY Pleasant, Palatable, Potent, Taste Good, Do Good, Never Sicken, Weaken or Gripes. 10, 25 and 50 cents per box. Write for free sample, and booklet on health. Address

Starling Remedy Company, Chicago or New York.

BUY THE NEW HOME SEWING MACHINE

Do not be deceived by those who advertise a \$50.00 Sewing Machine for \$20.00. This kind of a machine can be bought from us or any of our dealers from \$15.00 to \$18.00.