

# OREGON CITY ENTERPRISE

FORTY-NINTH YEAR—No. 47.

OREGON CITY, OREGON, FRIDAY, NOVEMBER 19, 1915.

ESTABLISHED 1846

## AUTO EXCURSION UP COLUMBIA IS A BIG SUCCESS

NINETY, MORE THAN HALF ROAD SUPERVISORS, ARE GUESTS OF COMMERCIAL CLUB.

## LUNCHEON IS SERVED AT AUTO CLUB HOUSE ON SANDY RIVER

Multnomah County Road Workers Describe Hard Surface Program Adopted There—Score of Farmers in Party.

Ninety residents of Clackamas county, more than half the number supervisors of road districts, drove over the Columbia river highway Saturday and were given an opportunity to make an examination of the wonderful system of hard surfaced roads that Multnomah county has begun. In addition to the road supervisors, County Commissioner Adam H. Knight, officers of the Commercial club of Oregon City, members of that organization and a score of well known farmers accompanied the party. The sun shone brightly over the Columbia and there was hardly a breath of wind, making the day ideal for the trip.

Twenty motor cars left the Commercial club at 10 o'clock Saturday morning reaching the clubhouse of the Portland Automobile club at 11:30. Luncheon was served to the party there through the courtesy of the Warren Construction company, after which the party was taken over the highway to Warrendale. The Clackamas county road builders were enthusiastic in their praise of the Base Line and Powell valley roads, which Multnomah county has hard surfaced over rich farming districts.

Brief speeches were made at the luncheon by County Commissioner Holman, of Multnomah county; G. C. Chapman, editor of the Oregon Voter; Frank Branch Riley, vice-president for Oregon of the Pacific Highway association, and Commissioner Knight, of Clackamas county. Thomas A. Burke, head of the Live Wires, was toastmaster.

The talks by the Portland men were all extemporaneous, but they wove a road builders chain unconsciously. Mr. Riley painted a beautiful picture of the scenic highway and the advantages of tourist travel and then told of the saving in time to farmers through the construction of modern roads. Mr. Chapman plunged into the problem from the attitude of the taxpayer, and brought out the question of receiving value received for the money expended. He said in 1914 Oregon had spent \$7,000,000 for road construction.

Mr. Holman outlined a method of permanent road building. He pleaded for the inauguration of a system and a definite plan, under the direction of a road engineer and a roadmaster. He urged the appointment of an advisory board to consult with the county court. He talked simply and directly of county problems and struck home. Commissioner Knight made a short and earnest talk and expressed sympathy for the man who lives on a lateral and who is entitled to a road to get his produce to a market. A. M. Shannon, of the Warren Construction company, welcomed the party.

The trip over the highway was arranged through the Oregon Commercial club, with the cooperation of the Clackamas county court to give the road supervisors a first impression of the benefits of paved roads.

Multnomah county has made no mistake in the selection of the pavement for its highways in selecting the highest type of Warrendale. All the work is guaranteed for a period of ten years without cost to the county, as the greatest care has been taken to care for the drainage and to guard against slides during the winter, and by leaving fresh fills to settle with the winter rains unpaved till the early spring. In some places it is necessary to go several miles around to avoid a few hundred feet of this unpaved roadway.

## ROCK SMASHES FENCE AND FARMERS FIGHT

CARL LEHMANN, OF DAMASCUS, IS FOUND GUILTY ON CHARGE OF ASSAULT.

A rock that rolled from the roadside into a fence started a fight last Saturday in the Damascus district which ended Friday in the conviction of Carl Lehmann on a charge of assault before Justice Slevens. He was fined \$10 and costs, which amounted to about \$22. Lehmann was hauling rocks and unloaded part of his load near the Hermann Gerhardt farm. One of the rocks rolled from the road and broke down part of Gerhardt's fence. Gerhardt protested and Lehmann struck him. It is alleged, with a heavy club.

Twelve hours later Gerhardt awoke in the hospital and Tuesday, when Gerhardt had sufficiently recovered, Lehmann was arrested.

## ATTORNEY GENERAL PASSES ON DRY LAW

LIMIT IS SAME FOR LARGE AS FOR SMALL FAMILY RULES BROWN.

SALEM, Ore., Nov. 17.—That only two quarts of whiskey or two dozen bottles of beer can be secured monthly in 1916 by any family, whether it consists of two persons or 10 or whether all are full grown, was the ruling of Attorney General Brown in answer to an inquiry.

The inquirer wanted to know if in a household where the family consisted of a parents, two sons over 25 and a daughter of 30, all of them earning separate incomes, they could not individually secure liquor. In holding that they could not, Mr. Brown quoted a definition of a family, as follows:

"In its ordinary and primary sense the term signifies the collective body of persons living in one house, or under one head or manager, or one domestic government; the relations between such persons necessarily being of a permanent or domestic character, not that of persons abiding temporarily together as strangers; a household; those who live under the same roof with the pater familias, who form his fronside."

## PETITIONS PREPARED TO ERASE BLUE LAW

SALEM, Ore., Nov. 12.—Initiative petitions are being prepared in Portland for the repeal of the Sunday closing section of the Oregon laws, and Secretary of State Olcott has received from Hall & Lepper, attorneys for the petitioners, a letter asking directions for preparing the petitions. The law is section 2125 of Lord's Oregon Laws and was passed in 1864.

Secretary Olcott has informed the attorneys that 21,137 names will be necessary, basing the number on the vote for supreme judge at the last general election which was 264,202.

It is known that the One-Day-Rest-in-Seven league, composed chiefly of church people, is preparing a measure providing for one day's rest in every seven with some occupations excepted. The measure would have the designated day chosen by a local option vote in each community. The league claims, however, that the word "Sunday" is a civic and not a religious term.

## SEVERE GALE AND HAIL STORM DOES DAMAGE ON COAST

OFFICE IS WRECKED, TREES FELLED AND OTHER DAMAGE DONE AT SEASIDE, ORE.

HIGH WIND IS ACCOMPANIED BY UNUSUALLY HEAVY RAIN

Hail and Electrical Display of Elements Witnessed at Astoria—Marconi Wireless Station Struck and Burned.

SEASIDE, Ore., Nov. 15.—Hardly had this popular beach resort awakened this morning than a terrific gale struck the entire town, and, with a deafening crash, which was heard for blocks, the entire south side of the Gilbert office at Seventh and Broadway was blown in. A moment later the greater portion of the east side yielded to the terrible pressure of the wind and fell to the sidewalk.

Mr. Gilbert has made arrangements for temporary offices in another part of the building. More than 50 feet of glass nine feet wide was broken into pieces, splinters of glass being blown more than 100 feet.

The damage amounted to \$400, fully covered by insurance. A large plate glass window at Strattons was also broken.

Many beautiful trees were felled in the groves of the city.

Damage reported Monday, in brief form, described by towns:

Astoria—Lightning strikes the wireless station, burns it out, burns operator on duty and knocks him senseless; gale reaches velocity of 72 miles an hour.

Marshfield, Ore.—Steamers make little headway; wind accompanied by heavy rainfall; rivers rising.

Salem—Rainfall heaviest of year; no reports of damage.

La Grande, Ore.—Prolonged Chinook leads to fear of floods.

Aberdeen, Wash.—No vessels reported outside harbor; struck by high wind and rain.

Eugene, Ore.—Streets and lowlands flooded and small streams overflow banks; traffic suspended.

## PLEAS FOR BABE DOOMED AT BIRTH ARE UNAVAILING

DEATH SENTENCE PASSED BY MOTHER OF CHILD BOTH PRAISED AND CRITICISED.

## CHILD TENDERLY CARESSSED BY PHYSICIAN WHO CONDEMNED IT

Future Condition of Mind Undetermined, But Infant Was Hopeless Physically and Would Have Fits, Says Doctor.

CHICAGO, Nov. 17.—The Hollinger baby, a defective mite, whose mother, on professional advice, decided it should not undergo an operation which probably would save its life, died tonight at the German-American hospital here.

The subject of the propriety of the sacrificing the life in the infant, that it might not grow up a burden to itself and a possible menace to society, was the subject of widespread discussion today.

"Dr. H. J. Haiselden, on whose advice the mother acted, was visited by many medical men today and telephone calls alternately accused and praised him. He remained unshaken in his conviction that death was the greatest blessing which could be hoped for the infant.

The principal physical deformities of the baby were the closure of the intestinal tract, paralysis of the nerves of the right side of the face, the absence of the right ear, blindness of one eye and malformation of its shoulders. Dr. Haiselden, who officiated at the birth, noted the absence of a neck. The brain he found to be only slightly abnormal, but the cranial nerves were absent or undeveloped.

"If he grew up he would be a hopeless cripple and would suffer from fits," said the doctor, before the child died.

"Would his mind be clear? Would his soul be normally alive?" one of the visitors asked.

"That I do not know, but the chances are against it."

Dr. John B. Murphy, ex-president of the American Medical association, and physicians and professional men and women, including several clergymen, generally took sides with Dr. Haiselden. But his critics were just as numerous.

The authorities took no action further than to determine that no death certificate should be issued until after an investigation by the coroner.

## SPENCE GETS COMMITTEE POST

Statenmaster Charles Spence, of the Oregon State Grange, who, with his wife, is attending the sessions of the National Grange, which opened Tuesday at Oakland, Cal., has been assigned to the chairmanship of the committee on forestry and conservation. Mr. Spence is also a member of the committee on credentials and transportation. Mrs. Spence is on three committees, good of the order, pure food and taxation.

Now that the campaign for "Buy It in Oregon City" has fairly started, it might be well for me to pause and ponder for a short time as to what benefit there is to me from such a plan.

Let it be assumed for the sake of argument that up to this time we have been buying much of what we needed in our home and office from an outside concern, yes, from Portland. We hadn't given much thought to what the loss meant to Oregon City because we had been enabled to make selection from larger and what we considered at the time better stocks and qualities than were carried by the local merchant. Price seldom entered into our mind, because we just naturally concluded that we were saving money.

Now, isn't this a condition of mind that existed with many Oregon City people up to within a week ago, and even exists at this moment because they have given but little sober thought to the matter of buying at home?

Who will benefit if we spend our dollars at home? It really sounds nonsensical to ask such a question. Can a lone dollar be spent in this town but what almost a dozen people will benefit from such expenditure? Suppose it goes to the merchants; after he has paid for his wares, his clerk gets a slice from that dollar; the clerk in turn pays a portion of what he got to his butcher; the butcher pays it out for help; the help takes it to the shoe man or the clothier; they in their turn hand it to some other dealer, and almost before the original owner knows it has that dollar back in his jeans.

Wouldn't it be agreeably surprised many a time if we would mark the dollars that come into our hands in having possession of them time and time again. Yet that very thing is hap-

## GOVERNOR ALEXANDER VISITS OREGON CITY

IDAHO EXECUTIVE CALLS ON HIS FRIENDS HERE—HIS STATE PROSPEROUS, HE SAYS.

Moses Alexander, governor of Idaho, came to Oregon City Tuesday morning, ate dinner with several friends at Mass' restaurant, discussed politics and prosperity and returned to Portland early in the afternoon. This was his second visit to Oregon City in the last year, as he was here last spring at The Dalles-Celilo Canal-Oregon City locks celebration and spoke from the court-house steps.

Governor Alexander came to Portland to address the convention of the Anti-Saloon league. He brought to Oregon City word of exceptionally good crops this year with increased prices in his home state.

"Prosperity among the farmers means in turn good times among all classes of citizens," declared the governor.

Mr. Alexander is confident of President Wilson's re-election. "Idaho is nominally a Republican state," said he, "but I feel certain that the president is popular among all citizens."

The governor has no fears as to enforcement of prohibition in Idaho after the first of the year. "There will be violations at first, that is certain," he said, "and enforcement will perhaps be difficult in some of our sparsely settled counties. It will only be a question of time, however, before sentiment in favor of enforcement will make for almost automatic observance of the law."

## SCHOOL TAX OF SIX MILLS IS LEVIED AT TAXPAYERS' MEETING

DISTRICT WILL SPEND \$43,998 DURING 1916—\$26,000 WILL GO FOR TEACHERS' SALARIES.

Taxpayers of the Oregon City school district Wednesday night approved the budget submitted by the school board and levied a tax of six mills for 1916, which will produce on an assessed valuation of \$2,916,741.65, a total of \$17,500.43.

This sum is in addition to estimated revenue of \$11,734.50 from the county school fund, \$2803.50 from the state school fund and \$12,000 from tuition, under the new county fund tuition law. The total estimated receipts are \$44,038.43 while the total of the budget expenditures are \$43,998.20. The special school tax of six mills, embraces a tax of 1.2 mills for sinking funds to retire outstanding bonds, the district having a bond issue of \$6000 maturing December 1, 1916, leaving a tax of 4.8 mills for general maintenance.

The budget contains an estimate for teachers' salaries of \$26,000, \$2000 for repairs and improvements to buildings and grounds, \$446.60 for new apparatus, \$150 for furniture, \$1500 for supplies, \$1100 for fuel, \$3575 for interest on bonds, \$2250 for janitors' salaries, besides other expenditures of a miscellaneous character.

## AFTER 23 YEARS, H. E. CROSS QUITS ASSEMBLY POST

VETERAN SECRETARY'S ONLY CONNECTION WITH CHAUTAUQUA IS COMMITTEE PLACE.

## THOMAS BURKE IS MENTIONED AS SUCCESSOR OF MR. CROSS

C. H. Dye is Elected President Tuesday at Meeting of Directors—Whether to Repair or Rebuild Auditorium is Issue.

The resignation of Harvey E. Cross, who has been connected with the Willamette Valley Chautauqua assembly since its organization and who has been responsible for the success of the organization to a great extent, was received Tuesday at a meeting of the recently elected directors of the assembly. While Mr. Cross intimated some time ago that he intended to take a less active part in the organization's work, his action caused some surprise among the directors.

During the 23 years that Mr. Cross has been an official of the assembly, it has grown to be one of the largest organizations of its kind on the coast. He owns the Gladstone park, in which the chautauqua is held each year, but the assembly holds a 99-year lease on the property from Mr. Cross, which was given by him free.

The resignation of Mr. Cross caused considerable comment here and many friends called on him late Tuesday asking that he reconsider his step, and consent to act another year. He is still connected with the organization as a member of the executive committee.

No successor has been elected to take the place of Mr. Cross, but the name of Thomas A. Burke was suggested at the meeting. Mr. Burke has had charge of the publicity work of the organization and has been in touch with every other department as assistant secretary for several years and his election is strongly favored by several of the directors.

C. H. Dye was elected president of the assembly Tuesday; George A. Harding, vice-president, and E. G. Causfield, treasurer. Committees named follow: Executive, C. H. Dye, H. E. Cross, W. A. Huntley; finance, John W. Loder, J. E. Jack, George A. Harding; grounds and restaurant, George A. Hoey, George C. Armstrong, Mrs. Jennie M. Kemp; athletics, Chris Schuebel, F. A. Olmstead and W. A. Huntley; transportation, E. G. Causfield, Mrs. A. B. Manley, Mrs. Emma M. Spooner. The 1916 program was left with the executive committee with power to act.

The assembly has about \$1800 in the treasury and all debts are paid. The erection of a new auditorium or the repair of the present building is a matter which is receiving much attention at the present time.

Mr. Cross said Tuesday night that he did not entirely approve of the proposal of repairing the present building, but did believe that it would be the best plan to build a new building after the close of the 1916 assembly.

## LIVE WIRES TAKE STAND ON RATE ISSUE

RESOLUTION OPPOSING CHANGE IN LUMBER SCHEDULE PASSED AT TUESDAY LUNCHEON.

The Live Wires went on record Tuesday noon against the proposed change in the lumber rates from Willamette valley points and from Portland by passing the following resolution:

"Whereas, an effort is now being made to induce the Interstate Commerce commission to change the present relative rates on lumber products from Willamette valley point and Portland, to points in California and Utah, and

Whereas, we believe the present rate is equitable and just and that a proposed change therein as desired by the Portland lumber interests would result in injury to the mills of the Willamette valley, therefore be it

Resolved by the Live Wires of the Commercial club of Oregon City, that we are opposed to any change in said rates, and be it further

Resolved, that a copy of these resolutions be immediately forwarded to the Interstate Commerce commission.

## AUTOMOBILE BURNS ON NEW ERA ROAD

MACHINE IS COMPLETE LOSS ON ROADSIDE FEW MILES SOUTH OF OREGON CITY.

An automobile belonging to an unknown Portland man was completely destroyed by fire on the Pacific highway about a quarter of a mile this side of New Era Wednesday night. The machine was going down grade when the fire broke out in the engine. The car, a five-passenger, 30-horsepower Studebaker, was soon a mass of flames. It is a complete loss.

The owner of the machine and his son were in the automobile at the time the fire broke out. They went on into New Era and took a train back to Portland. They are strangers in the New Era district, and it was impossible last night to learn their names.

The number of the car has been destroyed by the fire, but it was reported last night that it was California 129859.

## TWO DIE AND 34 TRAPPED IN COAL DUST EXPLOSION

THREE OF FOUR MINERS REACHED ARE REVIVED WITH AID OF PULMOTORS.

PILES OF DEBRIS IN SECOND LEVEL IMPEDE RESCUE WORK

Team from Bureau of Mines at Seattle Brings Out First Bodies—Washington State Officials Help in the Relief Work.

SEATTLE, Wash., Nov. 16.—Thirty-four men were entombed today in the Northwestern Improvement company's coal mine at Ravensdale, 35 miles south of Seattle, as the result of an explosion of coal dust in the main slope. Early tonight four men had been removed by a rescue team sent by the United States bureau of mines from Seattle. One was dead, but the other three were revived by the use of pulmometers.

Rescue parties were working industriously to reach the 30 men still unaccounted for, who are believed entombed in the third level. Additional rescue teams dispatched from Roslyn and Cle Elum, 100 miles east of Ravensdale, reached Ravensdale early tonight.

Shortly after 7 o'clock tonight the rescuers succeeded in penetrating as far as the third level, where the 30 missing men were believed entombed. At the entrance to this level they found Dominik Noveria and Jacob Rainsback, timbermen. Noveria was alive when found but died soon after he was taken to the surface. Rainsback was dead when the rescuers reached him.

The explosion, which occurred about an hour after 50 men had left the lower level because part of the power plant was not working, blew off the main hoisthouse, sending fire timber and debris 200 feet into the air. The explosion wrecked the telephone lines throughout the mine.

CLE ELUM, Wash., Nov. 16.—Northwestern Improvement company rescuers, provided with dragger apparatus, are making efforts to reach the entombed men.

State officials have gone to the scene of the accident to lend all aid possible.

## COURT ESTIMATES COUNTY EXPENSES \$112,913 IN 1916

BUDGET WILL BE REFERRED TO TAXPAYERS AT ANNUAL MEETING ON DECEMBER 10TH.

## SEVEN MILLS FOR ROADS AND ONE FOR BRIDGES RECOMMENDED

Clackamas Will Pay \$26,756.49 for Tuition Next Year—General Levy for County Expenses Probably Same as 1915.

TOTALS IN COUNTY BUDGET COMPLETED WEDNESDAY.

Roads and highways. \$310,000.00  
Bridges. 30,000.00  
General county expenses. 112,913.00  
State tax (estimated). 125,000.00  
School tax (estimated). 96,000.00  
School library fund. 1,200.00  
Tuition for students living in districts with out high school (this fund is to be raised only in school districts which do not have a standard high school). 26,756.49

The general expenses of Clackamas county next year will be \$112,913, according to the budget for 1916 which was completed Wednesday night by the county court. Judge Anderson said that he had not estimated the levy, but it is thought probably that 2.3 mills will cover the expenses. Part of the county's expenses are met by the fees from the clerk's, recorder's and sheriff's offices and by fines from the circuit and the justice courts.

The county court will recommend a seven mill road levy and a one mill bridge levy. The estimated state tax is \$95,000 and the estimated school tax to be raised in Clackamas county, \$125,000. The county will also be called upon to raise \$1200 for the school library fund. The seven mill road tax will raise \$210,000 and the one mill bridge tax, \$30,000.

The annual meeting of the taxpayers will be held at the court house Tuesday December 14. The budget will then be referred to the property owners of the county, and the estimates checked over item by item.

Under the new county high school fund tuition law, Clackamas county will pay \$26,756.49 tuition next year. This money is to be raised in school districts that do not have standard high schools and it will require a levy of one mill or over in all the county outside of Oregon City, Milwaukie, Canby, Estacada, Molalla, Colton and Sandy. Portland will receive \$6,454.80; Marion county \$487.29, and Yamhill county \$80 tuition for Clackamas county students who are attending school there. Oregon City will receive \$10,858.40.

The items in the budget for the county offices are almost the same as this year. The county census, which cost \$3000 in former years, is not in the 1916 budget. The largest items are for the circuit court, \$11,000; care of poor, \$12,000; and widows' pensions, \$11,000. One new item is for county registrars, \$250. The registrar is a new officer created by the last legislature, whose duty is to gather county statistics.

## BAKER ADDS TO HIS FORCE AS RESULT OF BUY AT HOME PLANS

ED. YOUNG'S SHOP BUSY PLACE AND BUSINESS BOOMS—MERCHANTS HAVE SCHEME.

There is one Oregon City business man who is heart and soul behind the "Buy It in Oregon City" movement, for the campaign, while it has hardly been organized, has brought more business home to him and his shop in running at capacity, his help works overtime and in order to keep up with the demand for his product he has been forced to add to his employees.

That man is Ed. Young, proprietor of a bakery on Seventh street. He finds that his business is growing steadily and recently secured another baker to turn out bread enough to meet the demand. He spoke at the meeting held in the Commercial club over a week ago, and declared that thousands of loaves of Portland bread were sold daily in Oregon City and surrounding towns.

A committee from the Board of Trade is at work on plans for a store reception and window display night and an announcement of the plan is expected soon.

## What The "Buy It In Oregon City" Means to You

Success of Movement Will Bring Direct Financial Return to Everybody in Oregon City—Stories of Oregon City Industries Will Appear from Time to Time in Enterprise—Advertising Is What Gets Business for Portland Merchants from This City.

Now that the campaign for "Buy It in Oregon City" has fairly started, it might be well for me to pause and ponder for a short time as to what benefit there is to me from such a plan.

Let it be assumed for the sake of argument that up to this time we have been buying much of what we needed in our home and office from an outside concern, yes, from Portland. We hadn't given much thought to what the loss meant to Oregon City because we had been enabled to make selection from larger and what we considered at the time better stocks and qualities than were carried by the local merchant. Price seldom entered into our mind, because we just naturally concluded that we were saving money.

Now, isn't this a condition of mind that existed with many Oregon City people up to within a week ago, and even exists at this moment because they have given but little sober thought to the matter of buying at home?

Who will benefit if we spend our dollars at home? It really sounds nonsensical to ask such a question. Can a lone dollar be spent in this town but what almost a dozen people will benefit from such expenditure? Suppose it goes to the merchants; after he has paid for his wares, his clerk gets a slice from that dollar; the clerk in turn pays a portion of what he got to his butcher; the butcher pays it out for help; the help takes it to the shoe man or the clothier; they in their turn hand it to some other dealer, and almost before the original owner knows it has that dollar back in his jeans.

Wouldn't it be agreeably surprised many a time if we would mark the dollars that come into our hands in having possession of them time and time again. Yet that very thing is hap-

pening day after day with the man who trades at home, and that is one of the reasons he does trade at home, for he knows that he receives just as much benefit as does the merchant.

Did you ever attempt to discover what benefit accrues to you from patronizing the merchants in the large cities, particularly in another county, and the mail order houses? If so, can you name just one instance of where you have received a permanent benefit? The dollars spent with them are just like so many dollars thrown away, so far as you having any hopes of seeing them again.

Have you ever heard of the large city stores paying any taxes to help keep up your city or county—which means better roads and better bridges, although their vehicles and conveyances are doing much to tear up the roads with the loads of goods that are brought into your city each day? Have you ever heard of these concerns hiring any of your local citizens for their employ in your town? Have you ever heard of their owning property here that they might be assessed for street and other necessary improvements? Have you ever seen them pay a dollar to any Oregon City landlord for either house or store rent?

The people are not entirely to blame for their attitude in buying so much out of the city in which they reside. While ignorance of what the local stores contain in the way of stocks and quality forms one of the chief reasons, another and equally as prominent is the fact that they do not receive the invitation such as is extended by the merchants of the big city stores.

Time and time again within the last two weeks instances have come to the attention of The Morning Enterprise of

where local people have either bought out of the city or else were intending to do so when their attention was called to the fact that such an article of equal value could be purchased in Oregon City and quite likely at a less price than that charged in the large city store.

Invariably the answer was: "Oh, I had no idea that Mr. So-and-so carried anything of the kind." But how did she know that such-and-such a store in Portland carried it—simply because the latter had advertised it and not only advertised it once, but many times as it was doing with everything it carried.

Hundreds of Portland papers are circulated in Oregon City every day and they carry page after page of advertisements, attractively designed and tastefully illustrated, so that the housewife's attention is naturally drawn to them at a glance, which glance lingers until the housewife becomes obsessed with the idea that here is just what she wants and to get it she must go to Portland. Oregon City merchants must make the people acquainted with what their stores contain and what they are able to get their customers. There are many good forms of advertising, but chief and best of all is the newspaper, and this is attested to by the biggest and most successful establishments of the country, which are spending many thousands and even millions of dollars annually in this one line.

Beginning tomorrow The Morning Enterprise will publish from time to time interesting stories concerning Oregon City's industries and what it will mean to the city and its people for all to patronize them to the exclusion of all others.