

A CONVINCING ARGUMENT

By ELIZABETH WEED

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Walter Dixon was graduated with the highest honors and, having shown remarkable promise in a literary way, was sent abroad to study the literature of different countries...

One morning he stepped into the store of John Hobson & Co., importers of foreign fruits, etc., presented his card to the senior member of the firm and asked for patronage.

"Young man," said Mr. Hobson, who was uneducated, "I'm glad to advertise. There's so many advertisements that there isn't anybody reads 'em."

"If people didn't read them," Mr. Hobson, the periodicals and newspapers would have to close up."

"I say people don't read 'em, and that's all there is about it. I'm busy; get out of here."

"I see, Mr. Hobson, that I can't do any business with you without first proving to you the value of what I have to sell. I will give you an advertisement free for that purpose. Kindly mention the name of some article you have for sale."

"Oh, take our preserved ginger and let me alone. I've more important work on hand than staving off solicitors."

Several days later Mr. Hobson noticed that his mail was much larger than usual. The first letter he opened contained an advertisement cut from a newspaper of Hobson's prepared ginger.

Dear Sir—I would call your attention to the fact that ginger does not grow on trees, especially in northern climates. It is a root and is indigenous to tropical countries. Yours respectfully, MARIA L. WILBUR, Principal of the High School.

Mr. Hobson glanced at the ad. with surprise and vexation. It read as follows: Our ginger is grown especially for us in Norway, picked from the trees and cured on the spot. There ain't no ingredients in it that would hurt a baby. It's all carefully peeled and put to soak in vinegar, after which it's boiled in lemon juice and put into jars. In this way we get a flavor that there ain't no discount on.

Mr. Hobson colored and his eye fixed. He opened another letter. Dear Sir—I have read your ad. and beg leave to call your attention to the fact that there is no need for ginger. Yours truly, MARGARET SHILBY, Of the Blakely Cooking School.

Other letters were as follows: That ad. of yours is a corker. I don't know anything about ginger, whether it is from a Norway or a South American tree; but, having a thorough knowledge of the English language, I should like to write you ad. for you.

In the inclosed advertisement you have used the word "arrows" incorrectly. It should be "arrows". This ad. is ridiculous. You might as well try to get walrus fat out of the Caribbean sea as to try for ginger in Norway.

Mr. Hobson had opened and thrown into the wastebasket a hundred letters from lawyers, doctors, housewives, merchants—indeed, all sorts of persons—and was about to get at his daily work when the postman came in and unloaded another bundle. And such was the case whenever a batch of mail was delivered. Mr. Hobson was obliged to open the letters lest he should throw into the wastebasket something of importance. The next day there were but two or three comments on the ad. and the day following none.

On the third day Dixon appeared. Mr. Hobson faced him and said: "What do you mean by disgracing my business by putting in that ad. about my preserved ginger? Only an ignoramus would have said what you did."

"The question is not as to the writing of the ad. I don't pretend to know anything about ginger. I wished to prove to you that ads. are read."

"Young man, I'm convinced that people do read ads. But I'd like to know where you got your learning."

"I'm a college graduate."

"Well, all I've got to say is that they'd better burn down the college where you graduated. A college graduate as don't know any more than you about ginger and how to write common language had better put his head to soak."

"If you are convinced that advertisements are generally read and will give me an order you can write the next ad. yourself."

"You bet I'll write it myself. I don't want no more such wrong information and bad writin' about my goods. Set down there a few minutes and I'll talk to you."

Dixon "set" awhile, but it paid him. He left the store with a thousand dollar order for advertisements. And Hobson was convinced from the sudden dropping off of the letters he had received about the test ad. that advertisements must be repeated to be of value. The order was continuous.

The business thus gained proved the foundation for a large clientele that was very profitable to Dixon. Constantly out in the air he grew rugged and well to do at the same time. The ingenuity he displayed in getting Hobson & Co.'s business was developed in other directions, so that it was not long before he had all he could attend to.

Finally having established his health he gave up his calling and resumed his chair at the university.

NEWEST "HOPE" IS REALLY AND TRULY ONE GIANT.

Six feet nine inches of height and a reach greater than any man who ever fought give Oscar Stackley, the latest man to be boomed as a heavyweight "hope," some consideration. This Florida person looks bigger than the giant that Jack killed. Here are his measurements:

Neck, 16 1/2 inches; across shoulders, 52 inches; over shoulders, 23 1/2 inches; chest (normal), 42 1/2 inches; chest (deflated), 39 inches; chest (inflated), 45 1/2 inches; waist, 37 inches; abdomen, 41 1/2 inches; wrist, 8 inches; forearm, 12 1/2 inches; upper arm, 13 1/2 inches; biceps, 14 1/2 inches; calf, 15 1/2 inches; thigh, 20 inches; weight, 236 pounds; height, 6 feet 9 inches; reach, 81 1/2 inches.

DUGAN TO GET \$8,000 AS JOCKEY FOR BELMONT

Crack Rider Re-engaged to Pilot Millionaire's Horses at Big Salary.

Eddie Dugan, one of the cleverest jockeys in the country, was re-engaged recently by August Belmont to wear the famous maroon colors during the coming season. For his services Dugan will receive \$8,000, which is equal to \$1,000 per month. Considering the unstable situation of racing this salary is remarkable and proof

That the outlook for the season of 1911 on the New York tracks is bright is shown by the fact that the Westchester Racing association and the Saratoga association are already shaping up things for a lively campaign later on. At Belmont park stake races for this year include such classics as the Juvenile, with \$2,500 added; the Ladies' for fillies, three-year-olds, with \$5,000 added; the Belmont, with \$5,000 added, and several other stake events.

Then at Saratoga the association will run the Saratoga special, the various hold stakes which in years past were for \$10,000 each; the Hopeful stakes for two-year-olds, and many other classic events which have made the great American watering place famous throughout the world.

In Maryland the outlook is brilliant for a season of high class sport. No attacks have been made upon the turf game in this state.

While the first meeting of the year will begin in Jamestown, Va., the season of 1911 in the east will in reality begin at Pimlico in April. Such prominent stables as those of Herman Durfee, R. T. Wilson, James R. Keene, Sam Hildreth and possibly Harry Payne Whitney and A. Belmont are expected to race at the meeting.

With the stables of such world renowned American turfmen racing once more the eastern season of 1911 will have a most brilliant beginning.

International Match Will Probably Be Played in June. At the annual meeting of the Polo Association in New York recently it was announced that a date in June would probably be agreed upon for the match with Hurlingham for the international cup. The old officers were re-elected and the following dates allotted for club tournaments: May 15 to 24, Washington Polo club; May 22 to 27, Squadron A. N. G. N. Y.; May 29 to June 3, Great Neck Polo club; June 5 to 10, Philadelphia Country club; June 12 to 17, Bryn Mawr Polo club; June 19 to 20, Meadowbrook Polo club; June 26 to July 1, Devon Polo club; July 1 to 15, Rockaway Hunting club; July 18 to 25, Rumson Polo club; July 17 to 24, Myopia Hunt club; July 24 to 29, Southampton Horse Show association; July 24 to Aug. 19, Point Judith Polo club, including national and open championships; Aug. 21 to 28, Westchester Polo club; Aug. 28 to Sept. 2, Buffalo Country club; Sept. 4 to 9, Dedham Polo club; Oct. 2 to 4, Kansas City.

A. A. U. Aquatic Championship Meets. The championship committee of the Amateur Athletic union announces the following dates for the national swimming championship: March 15—Breast stroke and fancy diving championship, Chicago Athletic association.

March 24—Fifty yard championship, Argo Athletic association, Philadelphia. March 25—Hundred yard championship, New York Athletic club. March 28—Two hundred and twenty yard championship, Pittsburg Aquatic club.

March 30—Back stroke and 150 yard championship, Illinois Athletic club, Chicago. March 31 and April 1—Five hundred yards, plunge for distance and water polo championships, Missouri Athletic club, St. Louis.

May Start Intercollegiate Boxing. If the plans of the Polytechnic club, the boxing organization of the University of California, hold good, this season will witness the inauguration of intercollegiate boxing between California, Stanford and St. Mary's. The leading spirit in the movement has been A. M. Johnson, vice president of the Polytechnic club and son of the governor elect of California. Johnson is a clever lightweight.

Read the Morning Enterprise.

OWEN G. THOMAS BLACKSMITHING AND REPAIR WORK.

Best of work and satisfaction guaranteed. Have your horses shod by an expert; it pays.

All kinds of repair work and smithy work. Prompt service; greater portion of your work can be done while you do your trading. Give me a trial job and see if I can't please you.

OWEN G. THOMAS Cor. Main and Fourth Sts., Oregon City

RACING SEASON NEAR AT HAND

Turfmen Are Looking Forth to Active Campaign in East.

BIG TRACKS TO OPEN AGAIN.

Metropolitan Courses Preparing For Summer Meeting—Jockey Clubs Offering Liberal Purses For Stakes. Pimlico to Open Season.

With the advent of spring the turfmen are looking forward to the opening of the eastern thoroughbred horse racing season, which this year begins at Jamestown, Va., in April.

There will be racing at Sheepshead Bay, Gravesend, Belmont park and at Saratoga, N. Y., to say nothing of the smaller metropolitan tracks on the New York circuit. While many things may happen between now and the opening of the racing season, at present the prospect for a summer's racing in the east has not looked brighter in several years.

Several of the big-stake races are to be run on the metropolitan tracks this year, and Saratoga is looking forward to one of the best seasons in her history. It is the racing folk that keep the town going both in summer and winter—that is to say, the natives of Saratoga charge such high prices for everything in summer that they have enough cash left over when the season closes to carry them over until the bell again rings in the paddock.

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AMONG THE CHURCHES

SUNDAY CALENDAR.

Baptist—Cor. Main and Ninth streets. Rev. S. A. Hayward pastor, res. 111 Ninth; S. S. 12 noon, Mrs. A. F. Fisher, 7:30, Y. P. S. C. E. 8:30 p. m. and Junior League same hour. Weekly prayer meeting Tuesday at 7:30 p. m.

Canemah Baptist Mission—S. S. meets at 7:30 p. m. Lewis Conklin supt.

Catholic—Cor. Water and Tenth streets. Rev. A. Hillsbrand pastor, res. 312 Water; Low Mass 8 a. m., High Mass 10:30 a. m., afternoon service 4:30. Mass every morning at 8:15.

Congregational—Cor. Main and Eleventh streets. Rev. Wm. M. Proctor pastor, res. 509 Third; S. S. 12 noon, John Lowry, 7:30, Y. P. S. C. E. 8:30 p. m. and Junior League same hour. Weekly prayer meeting Tuesday at 7:30 p. m.

Christ Ev. Lutheran—Cor. Eighth and J. Q. Adams streets. Rev. P. Schmidt pastor, res. 206 J. Q. Adams; S. S. 8:30 a. m.; preaching, afternoons of first and third Sundays at 2:30 in English, other Sunday services mornings at 10:30 with preaching. Thursday at 7:30 p. m.

Christian Science—Willamette building. Sunday services 11 a. m., S. S. 12 noon. Wednesday services 8 p. m.

German Evangelical—Cor. Eighth and Madison streets. Rev. P. Wisniewski pastor, res. 712 Madison; S. S. 12 noon, Herman Schrader, Monroe street, supt.; morning service 11, young people at 7 p. m. and preaching Thursday at 7:30 p. m. meeting Wednesday at 7:30 p. m.

Gladstone Christian—Rev. A. H. Mulkey pastor, res. Gladstone; S. S. 10 a. m., Mrs. W. C. Green supt.; morning service 11 a. m., Y. P. S. C. E. 8:30 p. m. and Junior League 7:30. Prayer meeting Thursday 8 p. m.

Methodist—Main street cor. Seventh. Rev. R. P. Zimmerman pastor, res. cor. 5th and Washington streets; S. S. 12 noon, C. A. Williams, Gladstone, supt.; morning service 10:45, Epworth League 4:30, evening service 7:30. Prayer meeting Thursday 7:30 p. m.

Mountain View Union—(Cong)—S. S. 8:30 a. m., Mrs. J. H. Quinn supt.; Bible study every Wednesday afternoon, preaching 7:30 p. m. second and fourth Sundays in January.

Presbyterian—Seventh street cor. Jefferson. Rev. J. H. Johnson pastor, res. 710 Jefferson; S. S. 10 a. m., Mrs. W. C. Green supt.; morning service 11 a. m., Y. P. S. C. E. 8:30 p. m. and Junior League 7:30. Prayer meeting Thursday 8 p. m.

Parkplace Congregational—Rev. J. L. Jones pastor, res. Clackamas; S. S. 10 a. m., Mrs. E. M. Emery supt.; preaching services each Sunday alternating between 11 a. m. and 7:30 p. m. Christian Endeavor Thursday evening 7:30 p. m.

St. Paul's Episcopal—Ninth st. near Main. Rev. Chas. W. Robinson pastor, res. at Rectory, Sixth and Water sts.; S. S. 12 noon, Wm. Sheverson supt.; prayer meeting Wednesday 7:30 p. m. morning service 11 a. m., evening service 8 p. m.

United Brethren—Cor. Eighth and Taylor. Rev. L. F. Clarke pastor, res. Portland; S. S. 10 a. m., Frank Parker, Maple Lane, supt.; morning service 11, Y. P. S. C. E. 8 p. m., evening service 7:30.

Willamette M. E.—No regular preaching services. S. S. 3 p. m., Mrs. Reams supt.

Zion Lutheran—Cor. Jefferson and Eighth streets. Rev. W. R. Kraemer pastor, res. 720 Jefferson; S. S. 9:30 a. m., Rev. Kraemer supt.; morning service 10:30, evening 7:45. Luther League 7 p. m.

Choice office rooms in Gambirino block; steam heat. See J. J. Tobin.

BEN DAVIS APPLES

Sell Well Because They Are Free From Blenheim. G. E. Armstrong, of Redland, was in Oregon City on Friday having brought in 10 boxes of apples of the Ben Davis variety. Mr. Armstrong is one of the prominent apple growers of the county and although he has not a large place, raises enough to dispose of last him all season and enough to dispose of the apples yesterday as they were without blenheim.

Mr. Armstrong states the apples have not kept as well this year as in former years, as the summer of last year was unusually dry. He disposed of the load of apples in a short time after arriving here.

Notice of Application for a Vacation of a part of the Alley in Block 113, of Oregon City, Oregon.

Notice is hereby given that the undersigned have filed a petition with the Recorder of Oregon City, Oregon, asking for a vacation of a portion of the Alley running through Block 113, and extending from the property line on the easterly side of Jefferson Street to the property line on the westerly side of Madison Street of said City. The part of said Alley asked to be vacated being a strip of land six feet wide off and from both sides of said alley and extending the length of the same through said block. Said application is now pending before said Council of Oregon City, and will come up for hearing before said Council, at a meeting of the same to be held in the Council Chamber at Oregon City, Oregon on the 19th day of April, at the hour of 8 o'clock P. M. of said day.

C. SCHUBEL, W. A. WHITE, WILFRIED A. WHITE, A. W. CHENEY, Petitioners.

Ordinance No.— An ordinance declaring the assessment for the improvement of Washington Street, Oregon City, Oregon, from the south side of Second Street to the south side of Seventh Street.

Oregon City does ordain as follows: Section 1.—The assessment for the improvement of Washington Street from the south side of Second Street to the south side of Seventh Street, is hereby declared and levied according to assessment roll No. 2, new series, and the whole cost of the said assessment is \$8949.65.

Section 2.—Whereas the condition of said part of said Washington Street is and was dangerous to the health and safety of the people of Oregon City and it is necessary for the immediate preservation of their health and safety that this assessment should be made at once, an emergency is hereby declared to exist and this ordinance shall take effect and be in force from and after its approval by the Mayor.

Read first time and ordered published at a regular meeting of the

Put Yourself in the Ad-Readers Place...

When you write your classified ad—or any kind of an ad—try to include just the information you'd like to find if you were an ad-reader and were looking for an ad of that kind.

If you do this—even a small extent—your ad will bring RESULTS!

OWEN G. THOMAS Cor. Main and Fourth Sts., Oregon City

City Council on the 15th day of March, 1911, at 8 o'clock p. m. L. STIFF, Recorder.

Ordinance No.— An ordinance providing and compelling owners of lots whose surface is above the street, upon an improved street within the corporate limits of Oregon City, Oregon, to build a retaining wall to prevent the soil and earth from such lot or lots from falling or sliding upon the sidewalk or into the street; also giving the City of Oregon City, the power to build such wall in case of the refusal and neglect of the owner of any such property to do so after being notified to do the same, and making the cost of such wall a lien upon such property, and providing the manner of enforcing such lien; also defining what notice is necessary to property owners having property requiring such wall, and by whom given; providing that property owners shall remove any and all dirt from any such lot or lots falling or sliding upon the walks or into the street, and making it a misdemeanor for the owner or his agent to refuse or neglect to remove any such dirt or for either or both to fail to build such retaining wall when so ordered.

Oregon City does ordain as follows: Section 1.—Every owner of a lot or lots within the corporate limits of Oregon City, Oregon, abutting upon an improved street, where the surface of such lot or lots or tract of land is above the surface of such improved street and where the soil or earth from such lot, lots or tract of land is liable to, or does slide or fall into the street or upon the sidewalk, or both, shall build a retaining wall, the outer side of which shall be on the line separating such lot, lots or tract of land from such improved street, and such wall shall be so constructed as to prevent the soil or earth from such lot, lots or tract of land from falling or sliding into such street or upon the sidewalk, or both, and the owner of any such property shall keep such wall in good repair.

Section 2.—It shall be the duty of the owner of any such property as mentioned in Section 1, herein, and in case such owner is a non-resident, then the agent or other person in charge of the same, to remove from the street or sidewalk or both as the case may be, any and all earth or dirt falling on or sliding into or upon the same from the said property as aforesaid, and to build and maintain in order at all times, the retaining wall as aforesaid; and upon the failure, neglect or refusal of such land owner, the agent or person in charge of the same to clean away such earth or dirt falling or sliding from such property into the street or upon the sidewalk or both, or to build such retaining wall, shall be deemed guilty of a misdemeanor, and upon conviction thereof, be fined in any sum, not exceeding \$50 or be imprisoned in the city jail not exceeding 15 days or by both such fine and imprisonment.

Section 3.—If the owner of a lot or part of a lot or tract of land abutting upon an improved street, where the same requires a retaining wall to keep the earth from the same from falling or sliding upon the sidewalk or into the street, falls or refuses to build such wall upon such lot or part of lot or tract of land as aforesaid, a notice to such owner or agent as the case may be to build the same, and he shall file with the City Recorder his affidavit that such notice was posted on such property, giving the time and place. If the owner live upon the premises, then such notice as posted shall be sufficient, but in case he does not live upon the premises affected, or if he be a non-resident, then the Recorder upon receiving the affidavit of the street superintendent, shall mail a copy of such notice to the owner of such property, if known, or to the agent of the owner, if known, and directed to the postoffice address of such owner or agent; when such address is known to the Recorder, and if such postoffice address be unknown to the Recorder, such notice shall be directed to such owner or agent at Oregon City, Oregon. No notice for the owner or agent to remove dirt from the sidewalk or out of the street as required in Section 2 hereof, and any owner or agent of any such property failing to keep such dirt off the sidewalk or out of the street shall be deemed guilty as set forth in said Section 2.

Section 4.—If after the expiration of ten days from the giving of such notice as aforesaid if the owner or agent be a non-resident, such owner or agent fail, refuse or neglect to build such wall as required herein, the same may be built or repaired under the direction of the street superintendent, and the cost of the labor and materials required to build the same or to repair it, shall be reported by him to the Council together with a description of the lot or part of lot or tract of land which said wall is built or repaired to retain the dirt or earth from falling on the sidewalk or into the street, and such cost shall constitute a lien upon such lot, part of lot or tract of land affected, and shall be collected in like manner as assessments for street improvements.

Read first time at a special meeting of the Council held in the City Hall, Oregon City, Oregon, on the 15th day of March, 1911, at the hour of 8 o'clock P. M. of said day, and ordered published to come up for second reading and final passage at a meeting of the Council to be held at the City Hall in Oregon City, Oregon, on the day of _____, 1911, at the hour of 8 o'clock thereof.

Dated _____ 1911. Recorder.

City Treasurer's Notice.

NOTICE IS HEREBY GIVEN that there are sufficient funds on hand in the Treasury of Oregon City to pay all outstanding General Fund Warrants endorsed prior to February 3rd, 1910.

Also all Road Fund Warrants endorsed prior to February 3rd, 1909. Also all Water Fund Warrants endorsed prior to September 30th, 1908. Also Twelfth Street Improvement Fund Warrants numbered 1, 2, 3, 13, and 12.

Interest ceases with the date of this notice. Dated at Oregon City, March 16th, 1911.

M. D. LATOURETTE, Treasurer of Oregon City.

Are You a Subscriber To the New DAILY?

The Morning Enterprise

Is to be as successful as the interests of Oregon City demands it must needs have the support of all. The new daily has a big work before it in boosting Oregon City and Clackamas County. Your support means more strength for the work.

Will You Help Us Boost Your Own Interests?

For a limited time the Morning Enterprise will be sold to paid in advance subscribers as follows:

By carrier, 1 year \$3.00 By mail, 1 year 2.00

Send in Your Name and Remittance