MORNING ENTERPRISE OREGON CITY, OREGON $\quad \begin{aligned} & \text { true Dastis thant wing wheh is the ons only }\end{aligned}$

 CONTRACT ADVERTISING RAT


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Longer Enlistment For Sol diers Will Benefit Nation

IAM heartily in accord with Gencril Wood in the belief that
we should have a longer enlistuent for soldiers in the regut lar army of the United States

BE increased to five or even six years with benefic to THE ARMY AND THE COUNTRY AT LARGE. AND AFTER THAT
THE MEN COULD FORM A RESERVE ONLY TO BE CALLED UPON in case of actual need.
I am now and always have beeq greatly interested in the army of o United Sates. Thar we need a well driled, thoronghly traind army of 100,000 men is LARGE ENOUGH.
This body of well drilled men should in an EMERGENOY fur
to boild an emergency arme of a million and a balf ien on which
hard to conceive of any emergency in which this country would need or could find ase for more than a million and a half of soldiers. That umber coll
and on this continent.
owers It is PECUTIAPIY ISOLATED. and
foreige poenn that could wend ner exsworive amy qgainst os.

## FOR <br> o

Battery of Forty-six Guns on The Giant Battleship Michigan


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How to Get Rich

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The Bank of Oregon City LDEST BANS II THE COUNTY

THE FIRST NATIONAL BANE of OREGON CITY, OREGON

## The Ten Commandments of Advertising.

## At the great convention in Boston a short time

 men, Jose ational Associntion of Advertising Wanamaker's Philadelphia store, gave to the Retail'Advertisers' Division these ten commandments of advertising: Thon shalt have no other gods in advertisingut truth. Thou shal
Truth. make any graven image o bow down thyself to them, nor serve them except
Thou shalt not use the power of advertising in unworthy cause ar in behalf of unworth Rem.
Remember the working day to keep it holy,
Honor thy business they may honor thee, and thy days of usefulness e long upon the land
Thou shalt not kill fair competition from with Thou shalt not lie, misstate, exaggerate, mis represent nor conceal; thou shalt not bear false vitness to the public, but thou shalt be fair to y merchandise.
Thou shalt not steal by false pretenses i tatements, spoken, written or printed.
Thou shalt not permit adulteration nor substi Thou shalt not covet, nor
hy neighbor's business; thou shalt not covet no run down thy neighbor's name, nor his fame, nor his wares, nor his trade, nor anything that is thy neighbor's.

