



The Spirit of Later-Day Advertising

As we have said before, the purpose of THE ENTERPRISE is first of all to serve its readers. To do this is not only the right moral attitude toward our constituency but it is good business, speaking from a purely business standpoint.

And so it is that we point out from day to day the advertising features of this paper and the advantages to be gained from keeping posted in all the news thus presented.

The spirit of advertising is different today from that of a few years ago. The idea no longer is to fool and to misrepresent, but to inform and to invite. And it is the constant aim of the good merchant to stick resolutely to facts.

It is this spirit on the part of advertisers that makes for confidence and enables us to direct the attention of our readers to the profitable practice of "ad" reading, feeling that in so doing we render them a distinct service.

Oral Welch has returned from Ann Arbor, Michigan, where he was attending school.

Mrs. Tille Krause has returned to her home after a short visit with Portland friends.

Carl P. Anderson has gone to Eugene to attend the summer school at the state university.

Miss Elva Linton has returned from Portland, where she was the guest of Miss Florence Smith.

Mrs. Green and Mrs. Eates, of Nob Hill, were in the county seat on a shopping trip Tuesday.

Carl Moore slashed himself severely while shaving the other day, and is being "jollied" by his friends about it. He is recovering.

Richard Morton, of Portland, formerly a pioneer resident of Damascus, was visiting in Oregon City Tuesday.

Mrs. H. J. Higgin has departed for a six weeks' tour in the East, and will visit in St. Louis and Kansas City before her return.

Miss Ella White, the daughter of Mr. and Mrs. A. M. White, familiar to many Oregon City folk as the cashier in Huntley Brothers' store, was Tuesday operated upon for appendicitis at the Oregon City hospital.

Dr. Mount, in charge of the case, reports that his patient is doing well.

There's profit in poultry when you keep free from lice and disease. Conkey's Nox-icide is an all-around dip, disinfectant, spray and lice liquid. Easy to use and cheap, as it mixes with 50 to 100 parts water. Only \$1.50 per gallon. Makes 100 gallons disinfectant. For sale by the Oregon Commission Co.

Great Picnic Planned Pupils of McLoughlin Institute will hold a picnic and outing in Canemah park Thursday afternoon, and expect to have a great time. One of the features of the day will be a baseball game between teams composed of the different classes. Father Hillbrand will have general supervision of the outing, and may umpire the ball game and other sports.

Many Doctors Attend MINNEAPOLIS, Minn., June 17.—With clinics arranged for every department of medicine and surgery, and with daily sessions planned for many departments or sections of the annual convention of the American Medical Association was opened here today with several thousand physicians and surgeons in attendance from the United States and Canada and some from other countries.

Smith College Commencement. NORTHAMPTON, Mass., June 17.—The annual commencement exercises of the South College were held today under the most favorable conditions. Dr. Henry Churchill King, president of Oberlin college, delivered the address to the graduates. Marlon L. Burton, president of the college, awarded the degrees and President Emeritus Seelye delivered an address.

Bankers Discuss Currency. ATLANTIC CITY, N. J., June 17.—Great interest is attached in banking and financial circles to the meeting of the currency commission of the American Bankers' association, which began here today with Chairman A. Barton Hepburn presiding.

Negroes to Guard Health COLUMBIA, Tenn., June 17.—Plans for popular instruction in the rules which must be followed to decrease the amount of tuberculosis among negroes were discussed here today at the annual convention of the Tennessee Colored Physicians' association.

Eagles at Jacksonville. JACKSONVILLE, Fla., June 17.—Hundreds of members of the Fraternal Order of Eagles from the leading cities of North and South Carolina, Georgia and Florida are here attending the annual convention of the southeastern district of the order.

A YOUNG MAN'S SCHEME

By M. QUAD Copyright, 1913, by Associated Literary Press

"Gaul damn her picture, but I love her!" The young man who uttered the words was at work in the field, and he straightened up to rest his weary back and mutter:

"And I'll make her love me before I'm through with her! She may think I don't amount to much, but all I want is a chance to prove that I do. Durn farm work! Durn widder! Durn love! Durn every thing!"

He kicked the fence to show his disgust and warily resumed work. Ebenezer Schermerhorn, hired man, was in love with the Widow Tompkins, whose farm adjoined that of his boss on the west. Ebenezer was twenty-four years old, plain of face and ungraciously of form and without a hundred dollars' worth of property.

One evening as he dropped in to see the widow about borrowing some farm implement next day he found her reading a love story. She read a few chapters to him and afterward acknowledged that she had always been romantic and that if she ever married again it would be to a hero.

The farmer's hired man didn't rush right off that night and try to be a hero, but sat down and did some thinking. Three or four days after Ebenezer's thinking he saw a tramp come along the road and, seeing the young man hoeing corn just over the fence, halted for a word or two. Ordinarily Ebenezer would have leaped the fence and run the wayfarer half a mile, but on this occasion he invited him over to the corn and sat down with him for a confidential conversation. The result of that conversation was that at 8 o'clock that evening the tramp appeared before the Widow Tompkins and made threats of what he would do if she didn't set out victuals, hunt up old clothes and come down with a dollar in cash.

Ebenezer was not far away—just far enough to come running up and knock the tramp head over heels and rescue the widow. But as he started to come running he fell down and got tangled up with the bushes, and before he could get away the widow had broom-sticked the tramp into flight. She didn't say she was glad that the would be hero was so near at hand. What she did say was that she wasn't afraid of any tramp walking the roads.

Ebenezer's first try was a failure, but within a fortnight he was ready for another. Two or three farmhouses in the township had been robbed, and this fact became the basis for his second plan. One night at midnight he left his bed, descended to earth by way of a window, and, armed with a club, he became a guard for the widow's house. He circled around it and patrolled the garden and the orchard, and he felt that he would give a year of his life if a robber would appear. He would first feel him and then arouse the house, and when the widow came to know that he had been guarding her for love her heart would melt toward him.

But no robber came. Instead of that his footsteps awoke the widow, and, peering out, she saw some one walking about, and she got a shotgun and raised a window and blazed away. The gun was loaded with bird shot to shoot hawks that might come swooping down on chickens, but in this case they answered just as well for a man. Ebenezer recoiled about twenty of them and ran two miles to a doctor to have them poked out. He also had a vacation from work for a week under the excuse that he had sprained his back turning over in bed.

Ninety-nine out of every hundred would be heroes would have given up right here, but Ebenezer was a man to hang on. It was while he was limping around on his vacation and doing a lot of standing up and wandering over the fields that he came upon the widow fishing in the river at a certain point. He did not show himself, but fifty feet from where she sat under a tree he discovered a "bumblebee's" nest in the grass. It was a large and liberal nest, and it gave him a thought. The bees wouldn't bother anybody so long as they were left alone. If stirred up they would look for meat.

There was a haystack not far away, and Ebenezer had matches in his pocket. He retired behind the stack and collected a handful of stones from the plowed land. These he threw one by one at the spot where the bees were pursuing the even tenor of their ways. The plot thickened. You can thicken a bumblebee plot in a very short time. All you've got to do is to tread on their cottails. When the insects found the rocks dropping on their heads they swarmed out of the grass to look for the enemy. They should have seen the widow and descended upon her, and at her first shriek Ebenezer would come charging down with a wisp of lighted hay in either hand. But things went wrong. The bees then went for him alone. They

ran him up and down the haystack, they ran him over fences and back they ran him across lots and in circles and when they finally left him and he fell down the widow came forward and asked: "But why were you such a fool?" "Because I want you to marry me," he groaned in reply. "And you said you would marry a hero. I thought the bees would attack you and I could rush in and save you."

"Why, you great idiot! I've been ready to say yes any day for the last three months."

HAZARDOUS MAIL ROUTES.

Postmen in Some Countries Are Never Sure of Their Lives. The camel postman in the Sahara hasn't any cinch—that is, if he has a family he's anxious to live for or happens to be leading a care free bachelor existence, for he needs all the nerve that he can possibly summon on every trip that he makes, for the wild tribes regard him as their particular prey, and he never does know when he starts out whether or not he is going to reach his destination.

Neither has the postman in some parts of Switzerland the safest job in the world. In fact, in several places in that country it is considered just about the most dangerous profession that a man can enter.

You see some of the postoffices are situated at a height of 7,000 feet. There is even a letter box at the summit of Langard, which is nearly 10,000 feet above the sea level. Here all sorts of disastrous things have happened to unfortunate carriers of mail. Three have been crushed to death by avalanches and a large number swooped down upon and killed by fierce eagles.

Then in India the postman always has to be on the lookout for snakes. It is claimed that within the last year 150 were killed by snake bites and twenty-seven eaten by tigers. Queer, isn't it, when in this country the business of being a postman seems about the most harmless and least dangerous of any a man could pick out?

In parts of Siberia they have only two mail deliveries a year, while in the interior of China they have no regular delivery or regular postman.—Chicago Tribune.

Primrose Cures.

The primrose of old was credited with a medicinal as well as a superstitious value. Even now in some country parts of England a decoction of primrose leaves is supposed to restore a falling memory, and in 1654, when Culpeper wrote his "London Dispensatory," the primrose was regarded as an almost universal panacea, curing "convulsions, falling sickness, palsies, etc.," and strengthening "the brain, senses and memory exceedingly." And even the healthy did not disdain to eat it, for primrose pasty was once a popular Lancashire delicacy.—London Standard.

"Pleased to Meet You." The Americans have a polite habit on being presented to a new acquaintance of uttering the words, "Pleased to meet you," although upon what the pleasure can rest, or how they know that it is a pleasure, or why an ordinary incident which is not the fulfillment of any anticipation and which may turn out to be very disagreeable, should be pronounced at sight to be pleasant I have never been able to understand.—London Saturday Review.

Taking Their Turn. "Why station a policeman beside this park bench?" "It is newly painted." "He can't keep people from testing fresh paint."

"No; but he can keep 'em in line."—Kansas City Journal.

So It Is. "Pop, is an abyss anything sleepy?" "Of course not, child. What put that into your head?" "Well, it's always yawning."—Baltimore American.

LAUGHTER.

How much lies in laughter, the cipher key wherewith we decipher the whole man! Some men wear an everlasting barren simper; in the smile of others lies a cold glitter as of ice. The fewest are able to laugh, what can be called laughing, but only snuff and titter and snigger from the throat outward or at best produce some whistling, husky coughing, as if they were laughing through wool. Of none such comes good. The man who cannot laugh is not only fit for treasons, stratagems and spoils, but his whole life is already a treason and a stratagem.—Carlyle.

Pabst's Okay Specific Does the work. You all know it by reputation. Price \$3.50 FOR SALE BY JONES DRUG COMPANY

MARKET FIGURES STAY ABOUT SAME

Consistent boosting will accomplish wonders, and efforts of Portland newspapers to better the egg market seem to have partially succeeded. Tuesday Portland buyers were willing to pay 19 1/2 cents wholesale for eggs. Local buyers, as well as consumers, are not feeling the effect of the metropolitan boosting, however, and are still buying from poultrymen from 19 to 22 cents. Reports from California and Puget Sound markets are that eggs are selling at 26 cents there. Strawberries are still plentiful locally, and are being quoted at a dollar a crate, as formerly. Portland prices on the fruit are between 85 cents and \$1.25 per crate. Local berries are smaller in size than formerly, the first picking having thinned out the big fruit. Quality continues excellent.

Cherries are getting more plentiful, and are bringing 12 1/2 cents a pound. Retailers are selling them at from that figure up. New potatoes, which have been scarce for the past week, are again in the stores, and may be purchased at ten cents a pound. Hop contracts are being sought, but not eagerly, at 15 cents. Green vegetables are selling at the same prices as formerly. Green peas are not over plentiful, but new onions carrots and lettuce are being offered heavily.

Livestock, Meats.

REEF—(Live weight) steers 7 and 8c; cows 6 and 7c, bulls 4 to 6c. MUTTON—Sheep 5 to 6 1/2; lambs 6 to 6 1/2c. VEAL—Calves 12c to 13c dressed, according to grade. WEINIES—15c lb; sausage, 15c lb. PORK—9 1/2 and 10c. Poultry—(buying) Hens 11 to 12c; stags slow at 10c; old roosters 8c; broilers 20 to 21c.

Fruits.

APPLES—30c and 31c. DRIED FRUITS—(buying)—Prunes on basis 4 for 35 to 40c.

RESTORE YOUR GREY HAIR TO ITS YOUTHFUL AND NATURAL COLOR

Easily, Quickly, Surely, Safely, by Hay's Hair Health

Don't neglect your hair or allow it to become grey, thin, dry or lifeless. A beautiful head of natural colored, luxuriant hair is priceless to every woman. Why not have it and keep it so? Why be prematurely grey and grow old-looking before your time? By all means don't let your hair become grey or faded and full of irritating and annoying dandruff when Hay's Hair Health will bring back its youthful color and remove the dandruff almost immediately. It is simple, safe, easy to use and

harmless. Its use cannot be detected. Don't waste time thinking or worrying about your grey hair, or take chances with new and untried preparations—get a bottle of Hay's Hair Health today. It's so nice and clean to use and has been used and given absolute satisfaction for twenty-five years. Give it a fair trial, the grey hairs will disappear in no time and you'll be delighted with it. Druggists guarantee to refund your money if you are not satisfied with Hay's Hair Health. Free: Sign this adv. and take it to the following druggists and get a 50c. bottle of Hay's Hair Health and a 25c. cake of Harfina Soap for 50c., or \$1.00 bottle of Hay's Hair Health and two 25c. cakes of Harfina Soap Free, for \$1.

FOR SALE AND RECOMMENDED BY HUNTLEY BROTHERS CO.

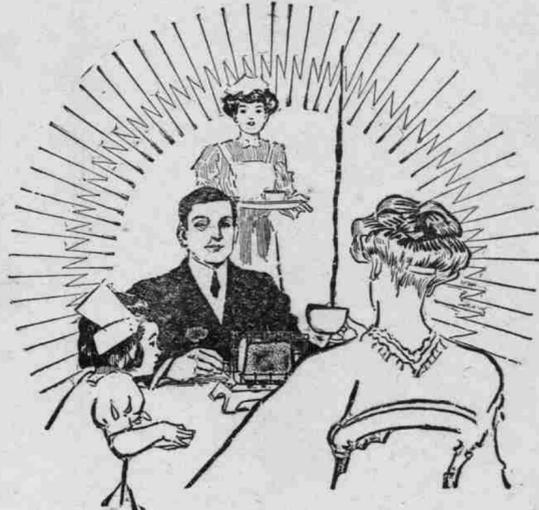
UNIQUE NAME

Con You Pronounce Name of World's Most Famous CATARRH Remedy?

High-o-me—that's the proper way to pronounce HYOMEL, the sure breathing remedy that has rid tens of thousands of people of vile and disgusting Catarrh. Booth's HYOMEL is made of Australian eucalyptus combined with thymol and some listerian antiseptics and is free from cocaine or any harmful drug. Booth's HYOMEL is guaranteed to end the misery of Catarrh or money back. It is simply splendid for Croup Coughs or bronchitis.

Complete outfit, including hard rubber inhaler, \$1.00. Extra bottle of HYOMEL, if later needed, 50 cents at Huntley Bros. and druggists everywhere. Just breathe it—no stomach dosing.

The Sea Otter, one of the sturdiest of the Portland motorboats, and the only sea-going vessel that has passed through the Oregon City locks, was cruising in local waters Tuesday.



The Superiority of Electric Toast

to the charred, or brittle, or soggy kind made in the tedious old-fashioned way, is relatively the same as the superiority of grilled steak to fried steak. For one-tenth of a cent a slice the General Electric Radiant Toaster makes Perfect Toast faster than you can eat it. It is Perfect Toast because the radiant heat forces the necessary chemical change in the bread. This insures delicious golden Toast that fairly melts in your mouth.

You can operate the General Electric Radiant Toaster on the finest damask table cloth. Its neat porcelain base and charming glowing coils add grace and charm to any table. This little toaster is on display at our store in the Beaver Building on Main Street.

Portland Railway, Light & Power Company Beaver Building, Main Street

DOES YOUR HEADACHE? IT WILL NOT if you take KRAUSE'S HEADACHE CAPSULES They will cure any kind of Headache, no matter what the cause. Perfectly harmless. Price 25 Cents. NORMAN LIGHT MFG. CO., Des Moines, Ia. FOR SALE BY

THE JONES DRUG CO. We have a large stock of these remedies, just fresh from the laboratory.

Will You Have \$300 in 1915 to Spend for Fur? —That is About What it Will Cost You if You Go to the SAN FRANCISCO EXPOSITION AND TAKE YOUR CHANCES ON GETTING ACCOMMODATIONS AFTER YOU ARRIVE Reservations for Hotels and Transportation can be made now at prices that will surprise you. Make a small payment to the Local Bank and be assured of a good time. FOR FULL INFORMATION See CHESTER ELLIOTT SEVENTH and MAIN STREETS