

that he is not afraid to say it. If a business man believes that he has the goods that the people want, he ought to come to the front with that information and let the people know about it. If he hasn't, he ought not to be in business. He isn't a business man in any sense of the word,

teresting to its readers, it plays that story for everything that it is worth. It may run a screaming head line across the front page or decorate the whole page with large black type that fairly screams at you that this paper is printing a story that you want to know about and that you ought to read.

story to the fullest and tells them as loudly as it can that "here is a story for YOU." That's the same principle that the business man ought to use. It strikes people in the same way that a story with a big headline strikes them.

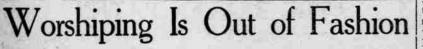
of doing things and that wouldn't let you know that it had a story for fear you might discover it. They don't like a paper that wants you to hunt all over the sheet for the story that is most appealing to you. What the public wants, is news played to the limit as news. It wants something that will attract its attention. It wants something that will PULL.

fills space. It gets them nowhere. It sells them little if anything. It does not pull. It does not attract attention. People may see it and pass on. Systematic, regular, scientific advertising is what counts. Tell the people some story every day. MAKE them read it. People will read what interests them and the only way for business men to write advertising that COUNTS is to write advertising that INTERESTS and PULLS.

BULL RUN The Enterprise has all along been an ardent advocate of WATER RENT Bull Run water as a source of supply for this city. It has believed that Oregon City could go to no better source than to the same mountain reserve that supplies Portland with the best water in the world. Believing that such a source would solve the problems of water supply that water for this city and had surveys have vexed the city and would cure the black eye that has been given by its gineers on the various sources. typhoid fever epidemic, this paper has argued for Bull Run water.

With the agitation for another source and the possibilities that the south fork of our own Clackamas have to offer, together with the exhorbitant rental that Portland has fixed as a condition for the service, the Enterprise believes that the city's interests would be best served by passing by the Bull Run water and constructing its own line to its own source and its own reserve.

Portland is like the man "who charged me too much for them beans." It has placed a price on its water that this city could not be expected to pay. While Portland has the best water in the world, admittedly, there are other streams arising in the same reserve and testing the same kind of water that will prove just as good. Too, they will cost money. But when once the



By the Rev. J. WILBUR CHAPMAN, Evangelist

AM greatly disturbed by present conditions in the American home. Men have CEASED TO READ THE BIBLE and put it on the same plane with Shakespeare. America is LOSING RESPECT FOR SUNDAY. Lands not long ago wild, Australia, can teach us the better observance of the Sabbath.

Every man who has the best interest of his country at heart must be saved. HOMES ARE NOT WHAT THEY WERE IN THE OLDEN TIMES. Mothers are not what they used to be in many cases. Do your children think as much of their mother as you did of yours?

THE FAMILY PRAYER IS OUT OF FASHION, WE HAVE FEW HOMES NOW. WE HAVE FLATS, THERE IS LITTLE ROOM OR FANCY FOR A SIGN IN THE PLACE FAMILIES NOW LIVE READING. "GOD BLESS OUR FLAT."

vestigated by a committee backed by the Live Wires and others, and it is made to appear that this source is a new discovery. For the benefit of the have come into print-for there is no public and the many readers of your publication, I would like to call attention to the fact that the board of water commissioners for two to three years prior to 1901 made a thorough investigation of all the possible ources of a gravity supply of pure and estimates made by competent en-

Mr. R. D. Wilson, who was a member of the board at that time, first suggested the south fork of the Clackamas as being the nearest mountain stream that would fill the require ments, as he was well acquainted with the stream, having fished in it many times where it entered the main Clack amas river.

Members of the board with J. H. Junningham, a civil engineer of Portland, made a preliminary survey of the south fork, and Mr. Cunningham reported to the board that a wood stave pipe line some 27 miles long could probably be constructed to our reservoirs for an approximate cost of \$156,000.00. Reports on samples of the water sent to Prof. Pernot of the state agricultural college proved the water to be the equal of even Bull

Run. All these reports are a matter of record in the files of the water commission. As it was clearly evident, at that

time, that the probable cost to get wa ter from the south fork would in all probabily cost near \$250,000.00. all large undertakings of this kind exceed their estimates, and as the in-

erest charge along would exceed double the revenues then derived from the water consumers it was decided that the filter system was the only relief for a water supply until such time as the growth of the city would require a larger water supply and the income be adequate to provide the interest on a bond issue and the expenses of operation. No doubt the board will be glad to

council was going to ask the people to vote another bond issue for \$8000 to LEON DAILY, Lathing and Plastering finish the construction of the public Contractor. Lowest price possible. elevator. I think this never should

foundation behind the movement. There are a few people against the L. AUSTIN, the tailor, for men and elevator. There were in the December election of 1912, but there were not enough to defeat it. Each and every ward went a majority for the elevator-about 500 majority in all. This statement was made to misin form the people and keep them in the A CHANCE-One acre suitable for

dark as other statements and reports have been made. There was \$12,500 voted for the construction of the ele The contract was let for \$11, vator. 980, which leaves a balance of \$520. That amount will about lay the water main to the elevator. Where the oth er \$8000 would be expended, I do not

The elevator committee has know. FOR SALE, at a bargain-2-cylinder. worked hard, though lots of obstacles have been thrown in their way but the elevator will be built as ordered by the people and they can use their \$8000 for some other good cause even FOR SALE-Good team of horses and though it be for prospecting. It is true that the elevator would not bene fit all directly. But isn't our street improvement upon the same basis What about North Main street, cost the city \$6000, Eleventh, Twelfth, FOR SALE-Gasoline wood saw; Monroe and Washington streets? Look at the records and see what the city paid. And how many travel those

streets along side the number that have to help pay the expenses? Let FOR SALE-Fresh cow with calf. G. us be a little broader and say one for all and all for one

than the presence of a distinguished

foreigner to dinner.-R. L. Stevenson.

JOHN F .ALBRIGHT.

Women and Gossip. It is more important that a woman

OREGON CITY WOOD & FUEL CO .-Wood and coal, 4-foot and 16-inch should be a good gossip and tell pleaslengths, delivered to all parts of antly and smartly of common friends and the thousand and one nothings of the day and hour than that she should speak with the tongue of men and an-NOTICES gels, for awhile together by the fire happens more frequently in marriage

SHERIFF'S SALE In the Circuit Court of the State of Oregon, for the county of Clack-

WOOD AND COAL

MISCELLANEOUS

women. Suits made to your meas-

ure; alterations and refitting.

Prices reasonable, Room A. Barclay

chicken ranch; 6-room , plastered

house; chicken houses and barn;

creek, well and hydrant, Price \$1800

half cash. See G. Grossenbacher,

FOR SALE.

7-horse, late model Excelsor motor

Ask for E. Brown, Enterprise office,

OR SALE-Good team of heres, ten harness, farm wagon, buggy, ten

acres of potatoes in ground. Cheap for cash. Henry Boege, Rt. No. 5,

Box 78, Oregon City.

Grossenbacher, Canemah.

Equipped; has tamden seat.

Building.

Canemah.

cvcle

ty administrator of the estate o Johanna Jackumsen, deceased, and having qualified, notice is hereby given to the creditors of, and al persons having claims against said deceased, to present them verified as required by law, within sin months after the first publication of this notice to said Hans Jackum-sen, at the office of Lida M. O'Bryan, attorney, 406 Commercial block, 2nd and Washington streets, Port-

land ,Oregon. HANS JACKUMSEN,

hanna Jackumsen, Deceased.

Dated, September 24th, 1913,

NOTICE

Administrator of the Estate of Jo Anna Stoffle, Paintiff,

J. B. Stoffle, Defendant,

To J. B. Stoffle, Defendant:

In the name of the State of Ore-

against you in the above entitled

suit, on or before the 17th day of

October, 1913, and if you fail to

move, demur or answer, plaintiff

will take a decree against you, for-

ever dissolving the bonds of matri-

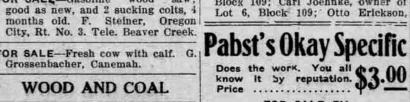
mony heretofore and now existing

between the plaintiff and yourself

gon, you are hereby required to appear and answer the complaint filed

Notice is hereby given that the under signed legal owners of the property bordering on the alley through Block 109, Oregon City, Oregon, in accordance with a petition heretofore filed, will on the 5th day of No vember, 1913, apply to the City Coun cil of Oregon City, Oregon, for an order vacating a strip of land five feet in width on either side of said alley through said block 109 in accord ance with Section 3281 Lords Ore gon Laws. Jos. E. Hedges, owner of lot 7

Block 109; Carl Joehnke, owner o Lot 6, Block 109; Otto Erickson,



FOR SALE BY JONES DRUG COMPANY

upon you by publication in pursuance of an order of the Honorable J. U. Campbell, Circuit Judge of Clackamas County, Oregon, made on the 2nd day of September, 1913, ordering such publication in the Morning Enterprise, once a week, for six consecutive weeks, the first publication being September 3rd, 1913, and the last publication being October 15th, 1913.

C. J. MICHELET, Attorney for Plaintiff.



of the above entitled court, dated September 2d, 1913, directing the first publication to be made on the 3d day of September, 1913, and the last on the 15th day of October, 1913. HUME & MCDEVITT.

Attorneys for Plaintiff.

432-433 Mohawk Bldg., Portland, Or.

Summons.

In the Circuit Court of the State of Oregon for the County of Clackamas.