THE GOLDEN SIDE.

There is many a rose in the road of life,
If we would only stop to take it;
And many a tone from the better land,
If the querulous heart would make it;
To the sunny soul that is full of hope,
And whose beautiful trust ne'er faileth,
The grass is green and the flowers are bright,
Though the winter storm prevaileth.

Better to hope, though the clouds hang low,
And to keep the eyes still lifted;
For the sweet blue sky will still peep through
When the ominous clouds are rifted!
There was never a night without a day,
Or an evening without a morning;
And the darkest hour, as the proverb goes,
Is the hour before the dawning.

There is many a gem in the path of life,
Which we pass in our idle pleasure.
That is richer far than the jewelled crown,
Or the miser's hoarded treasure;
It may be the love of a little child,
Or a mother's prayers to heaven,
Or only a beggar's grateful thanks
For a cup of water given.

Better to weave in the web of life
A bright and golden filling;
And to do God's will with a ready heart,
And hands that are ready and willing,
Than to snap the delicate minute threads
Of our curious lives asunder,
And then blame Heaven for the tangled ends,
And sit and grieve and wonder.

—*Eclectic.*

DON'T EAT PORK.—John Wilbrecht, a California farmer, his son and two daughters, all adults, have died since Dec. 18th of trichinosis. Five other members of the family and of the family of his son in law, B. Friedel, are ill of the same disease, some of them in a very critical condition. A microscopical examination of the muscle of one of the deceased revealed the presence of myriads of trichina in an active state. The little worms looked, under the microscope like living snakes. The *Bulletin* says that the salt pork and sausages of which these families had eaten were full of trichina in the encysted state. This pork was raised by Mr. Wilbrecht, and fattened as usual on corn and grain. There was nothing in the conduct or appearance of the animals when fattening or the look of the meat to indicate disease. The sausages are made of raw meat and then smoked until quite black and dry, as is the German custom, and have been eaten by all the persons attacked without cooking. This terrible calamity which has befallen these people is another impressive warning to the public of the importance of thoroughly cooking pork. In heating this meat to the boiling point is the only safety against frightful and mortal disease.

HEALTH OF FARMERS.—There are seven reasons why farmers are healthier than professional men, viz.:—

1. They work more, and develope all the muscles of the body.
2. They take their exercise in the air and breathe a greater amount of oxygen.
3 Their food and drinks are commonly less adulterated, and far more simple.
4 They do not overwork their brain as much as industrious professional men do.
5 They take their sleep, commonly during the hours of darkness, and do not try to turn night into day.
6 They are not so ambitious, and do not wear themselves out so rapidly in the fierce contest of rivalry.
7 Their pleasures are simple and less exhausting

REMOVING OLD PUTTY.—Those who have plant houses, frames, &c., know how difficult it is to remove old putty from sashes without injuring the sash. I have seen it stated in some journal, that it could be removed very easy by applying a hot iron to it. I tried the experiment a few days ago for the first time, and was quite surprised to find how easily the most indurate old putty could be cut out after being well warmed up by the application of a red hot iron. Try it.

—A Providence merchant, some days since purchased what he supposed to be a five pound ball of butter. On cutting it it was found to be mashed potato, with a covering of butter.

—At a sale of Shorthorns in England, Moss Rose, a famous cow, but somewhat aged, sold for 400 guineas. Two others, Princess, second and third, brought 630 guineas. Fifty six cows averaged over £ 67, and ten bulls averaged £64.

—David Anderson, of Gwinnett county, Ga., offers a premium of a silver pitcher worth $10 to the farmer producing the largest quantity of cotton per acre, ginned at his gin.

☞ Ask your neighbor to subscribe for the ENTERPRISE.

☞ All citizens of Oregon who desire to inform their friends in the old States of the condition and progress of this State, can have no more complete and comprehensive volume of facts to send them than by subscribing for this journal, and having us mail it weekly to their friends. We mail it as directed. For $5 00 paid in advance, we mail two copies of the ENTERPRISE one year. Send the paper to friends in the East.

One copy one year	$3 00
Two copies one year	5 00
Four copies six months	5 00
Eight copies, three months	5 00

BENEFITS OF ADVERTISING.—Mr. Parvin, the extensive advertising agent, writes:

The necessity of a thorough but judicious system of advertising was never so forcibly impressed upon my mind as it has been within the last few weeks, although I have studied advertising closely for eighteen years. With my customers, those who have advertised largely, and have not curtailed the amount of their advertising through the stringency of the money market, have, to my surprise, paid up in full promptly as accounts become due, but not so with those who have curtailed and advertised sparingly. They find it difficult to settle small accounts.

George D. Prentice, the veteran editor of the Louisville *Journal*, says, in the same connection:

We have been carrying on the Louisville *Journal* thirty-seven years, and during all this time we have known no man of business in the city to fail who advertised liberally. And we have known no one to succeed in any considerable, if even a respectable degree, who didn't advertise liberally.

An advertisement in a newspaper is like a sign-board in a street. It is placed there in each instance to let the public know that such articles of traffic are to be had within the place of business so described. Two considerations, and two only are to be looked to in both cases. The first has reference to the style of the sign-board or advertisement; for it is desirable to have it unique and attractive so that it may be as conspicuous to the public eye as possible. The second has reference to its location; shall it be hung out in a principal thoroughfare or upon a byway? Thus one enterprising dealer builds or rents an imposing house upon a crowded street and covers it with decorations and gay signs, at great cost. Of course, it pays him. He likewise, following up the same line of reasoning, advertises extensively, which is no less expensive. He selects the best location he can without regard to expenses; he selects the most popular newspaper. To make money recording to this principle of business, money must be spent. Enterprise cannot stop to count pennies. It has not the time to do so. It can make more by looking after large gains and leaving the lesser items to take care of themselves as they will do when great profits are made. It takes the prominent avenue of transit, picks the best house on it, and throws in its advertising bill as so many additional and necessary sign-boards put before the eyes of the public, the only difference being that the public will not see the actual sign-board unless it passes by it, while the metaphorical sign-board placed in the columns of a widely circulated newspaper, goes after the public, seeks it out, hunts it down to its private walks and ways, and compels it to be observant in spite of itself. Hence the value which sagacious commerce sets upon advertising.

☞ Newspapers, by enhancing the value of property in their neighborhood, and giving the locality in which they are published a reputation abroad, benefit all, particularly if they are merchants or real estate owners, thrice the amount yearly of the sum they pay for their support. Besides, every spirited citizen has a laudable pride in having a paper of which he is not ashamed, even though he should pick it up in New York or Washington. A good-looking, thriving, live newspaper helps to sell property, gives character to the locality, and in all respects is a desirable public convenience. If, from any cause, the matter in the local or editorial columns should not be quite up to your standard, do not cast it aside and pronounce it of no account, until you are satisfied that there has been no more labor bestowed upon it than is paid for. If you want a good readable sheet, it must be supported. The local press is the "power that moves the people."

SPECIAL NOTICES

Multnomah Lodge No. 1. A. F. and A. M.—Holds its regular communications on the *First and Third Saturdays* in each month, at 7 o'clock, from the 20th of September to the 20th of March, and 7½ o'clock from the 20th of March to the 20th of September. Brethren in good standing are invited to attend.
By order of W. M.

Oregon Lodge No. 3, I. O. of O. F.—Meets every Wednesday evening at 7 o'clock, in Masonic Hall Main street.
Members of the Order are invited to atten
By order. N. G.

Willamette Lodge No. 15—I. O. G. T. Meets every Saturday evening, at the rooms S.E. corner of Main and Fifth streets, at 7 1-2 o'clock. Visiting members are invited to attend. By order of W. C. T.

MISCELLANEOUS.