

SPRING FASHION NOTES.

"The waistline will come this spring just where it belongs," we are assured by Grace Margaret Gould in the Woman's Home Companion for March. "The defining of the normal waistline is now a feature of the new fashions. About the only exception to this is in the Russian-blouse coats, where oftentimes the loose belt hangs well below the waist. The dresses in the Moyan Age effect will still appeal to the popular trade, but they are no longer high style. Among the good-looking dresses showing the Moyan Age effect are those made of a combination of heavy and sheer linen—the bodice portion of the heavy linen and the lower skirt portion of sheer linen. In these dresses which are made with a gumpie the sleeves and gumpie are of the same sheer linen as the skirt." "Sashes will be much worn, not only around the normal waist, but as a skirt trimming, defining a flounce for instance and tying at the back just above the knees." "The sleeves which were in our new gowns last spring, will only be presentable this year after remodeling. Sleeves are growing shorter and the tendencies are all toward the banishing of the long sleeve for warm weather. For general everyday wear, many modified bishop sleeves will be worn, these, of course, in the new length. But the majority of the new sleeves end just below the elbow where they are finished with a fascinating little undersleeve, frequently in the form of a very small filmy puff. Sleeves with a cap effect are smart in style and they vary greatly in length, some are not more than two inches long and others reach halfway down the arm. The little white undersleeve is a most noticeable feature of the new sleeves. Sometimes it protrudes only for a couple of inches below the upper colored sleeve, both of which are finished with nothing more elaborate than a half-inch hem or a little bias self-facing. The majority of the sleeves are extremely plain and inconspicuous." "Perhaps that is the reason why the new bracelets, many of them in antique design, are so very elaborate, making a striking contrast to the plain sleeves."

New Suits Filed.

March 4.—Max Gummerman vs. Helena J. C. Gummerman.

GROCERYMEN TALK ABOUT ADVERTISING

PUBLICITY FOR THE COUNTRY STORE DISCUSSED AT EUGENE CONVENTION.

At the Eugene convention of the retail grocery men of Oregon, one of the speakers who addressed the retailers on the topic, "Advertising a Country Store," said he did not believe in the efficacy of newspaper advertising. He said he had decided that out of the fulness of his experience.

This, however, was not the experience of a number of others. The next man who spoke on the subject said that in his town there were three papers, and his store took a good big space in all of them, not out of loyalty to the town and not out of charity to the editors, but because it paid to do so. He said he was a firm believer in advertising in all its forms, and the newspaper was one of the very best forms.

But, he went on to say, this sort of advertising which merely announces what your business is and that you handle staple and fancy goods didn't do much good. The advertiser must be wide-awake and bright. He must say something and say it strong. Furthermore, he must make no promises which he cannot and will not live up to. If he advertises that he has the best service in town, he'd better have the best service in town, or his advertising will injure him rather than help him.

A third agreed with what the former speaker had said, and went still farther into the matter, touching cleverly on some of the psychology of advertising. When asked how he would advertise, he replied that it depended altogether on the nature of the goods he had for sale. If he were striving to sell goods for men he would make it brief, in good, big type, catchy and striking, for men are in a hurry and they will not stop to read a long-winded statement or descriptions. Get the men at one dash or you won't get them at all. With women, he went on, it was altogether different. To catch the feminine trade you must

deal in special offers, bargains of every kind, descriptions which should be complete. A woman will read through a package of prices and descriptions.

We think he is right. We have said the same thing many times, but it is refreshing to hear the idea come back to us again in such a forcible and telling way. He has taken the medicine and it has done him good.—From The "Oregon Tradesman."

Move To Correct Forest Boundaries

Plan to Return Four Million Acres Of Forest Reserve to Homestead Entry.

Washington, D. C., March 2.—The examination of National Forest boundaries carried on by the Forest officers last summer and fall upon the initiative of Secretary Wilson and under his direction, has resulted in new information, which will make it possible to restore to the unreserved public domain much land along the edges of and within forests that is not best suited to forest purposes. This is to be done under a plan just approved by President Taft. The plan was formulated by Secretary Wilson and Secretary Ballinger jointly and submitted to the President in the following letter:

Feb. 7, 1910.

The President, The White House.

Sir:—After having very carefully considered the matter of eliminations from and additions to the National Forests, we respectfully recommend that the following general policy be adopted:

1. Lands wholly or in part covered with brush or other undergrowth which protects streamflow or checks erosion on the watershed of any stream important to irrigation or to the water supply of any city, town, or community, or open lands on which trees may be grown, should be retained within the National Forests, unless their permanent value under cultivation is greater than their value as a protective forest.

2. Lands wholly or in part covered with timber or undergrowth, or cut-over lands which are more valuable for the production of trees than for agricultural crops, and lands densely stocked with young trees having a prospective value greater than the value of the land for agricultural purposes, should be retained within the National Forests.

3. Lands not either wholly or in part covered with timber or undergrowth, which are located above timber line within the Forest boundary or in small bodies scattered through the Forest, making elimination impracticable, or limited areas which are necessarily included for a proper administrative boundary line, should be retained within the National Forests.

4. Lands not either wholly or in part covered with timber or undergrowth, except as provided for in the preceding paragraphs, upon which it is not expected to grow trees, should be eliminated from the National Forests.

(Signed) James Wilson, Secretary of Agriculture, and R. A. Ballinger, Secretary of the Interior.

A definition of the lines along which action should be taken was called for by the fact that reports and maps are now in possession of the Department of Agriculture which show the character of the lands and the cover along the lines of the National Forest boundaries. The purpose of the department in securing the information was to make possible a correction of the boundaries on the principles now approved by the President, for it has never been intended that the National Forests should include agricultural land or grazing land not suitable for forest purposes. Plans for gathering the data were drawn up under Secretary Wilson's direction a year ago, and instructions for going over the 60,000 miles of boundaries were issued to the National Forest officers last May. As a result the boundaries can now be more carefully corrected than has ever before been possible.

On the whole the changes which are found to be called for are of relatively minor importance, but in their aggregate they open to settlement a large amount of land. The application of the rules which the President has approved will mean the early restoration to the public domain of 4,000,000 acres or more of National forest land. This is something over 2 per cent of the total National Forest area. Three-tenths of the forests have yet to be mapped.

FOR SALE

Reclaimed Timothy Seed. C. S. Bradley.

NO BETTER FRUIT COUNTRY ANYWHERE

EXPERT SAYS WALLOWA COUNTY EXCELS IN COIL AND CLIMATIC ADVANTAGES.

The following letter to this paper from the County Fruit Inspector contains some good ideas of general interest:

I wish to preface this article by stating that there can be no new facts advanced in the matter of whether it pays to grow fruit.

Everybody that is posted at all and is willing to take the time to look up the statistics knows that fruit growing has been and will be one of the best money-getting and money-earning industries for the husbandman for years to come. The writer has been identified for the last 20 years with all kinds of fruit growing and has been in all the fruit districts of the Northwest, barring none, and Wallowa county can and will produce just as good fruit as can be grown in any other fruit district, and from general observation I consider the industry very promising indeed. Now if our own citizens will take on a little more activity and let the general public know of the great wealth of choice alluvial soil that is so well adapted to the growing of the apple and pear, these two great staple commercial varieties, would be a step along the line of progress.

It seems almost needless to repeat that these two staple fruits have made several districts wealthy.

Our county is what is known as a diversified fruit growing country. Some parts grow varieties that other parts can not, as the climatic conditions govern, but as a whole there is no kind of fruit grown in the Northwest that can not be grown in Wallowa county. I have the temerity to claim that it is the best county in the state for all kinds of husbandry and the annual distribution of moisture is of the best.

Little has been done in a commercial way in this section in regard to fruit, as all of the older orchards have so many varieties it is a difficult matter to collect a car-load shipment of any one variety.

The keeping qualities for commercial purposes of fruit grown in this district is of the best, the hardy condition of the trees make without question the fruit better, and apples have been known to keep in an ordinary cellar from the fall to the first day of June. These facts being taken into consideration, there is no question but that Wallowa county can be known as a fruit district that can grow first class commercial varieties.

What we need and will get is more people and of the right sort, the kind that can produce. It will not be the fellow that says it won't pay, "It can not be done" and who sits around, chews tobacco, and spits on the stove, finds fault with his neighbor, and is "agin" the government and law and order. Nor will it be the looker-on who watches his neighbor do things and is always talking about his inopportunities and that he never did have a chance.

But it is the fellow that is awake and knows that he can do it, and tries to find out how to do it, and there are no greater opportunities anywhere than right here in Wallowa county to get a start in the fruit industry and he who takes care of these advantages will grow and prosper, and thereby become a useful citizen because he produces something.

The fruit industry gives a man with small means a better opportunity to get a start than any other kind of farming, for it takes less capital and the man who is willing to work can in a short time be independent.

Whenever persons are entering upon the production of any new industry it is not all sunshine; there will be a few storms, but if you stick you are sure to win.

There is a tendency to specialize in all kinds of industries, and why not in farming, and I am of the opinion that the future success of the husbandman will be in specializing the fruit product.

The Hon. H. M. Williamson, secretary of the state board of horticulture, in his talk before the Oregon Agricultural college voiced these same statements. He also stated that the day for the home orchard for commercial purposes is past, and that the product of the future will be in orchards planted and cultivated solely for apples and pears, according to up-to-date and scientific methods. He also declared that the Northwest leads all other districts in scientific orchard practice, which will tend to centralize the industry in this region, thereby making it eventually supreme. He also states that there will be no overproduction of fruit and has to support this statement these facts: That the

consumption is rapidly increasing, while the production is 40 per cent less than it was 40 years ago.

Why not take advantage of this cheap land and plant a good commercial orchard. Find out what is best for your district and plant it. FORD C. POTTER, County Fruit Inspector.

L. M. Cook, who worked for D. D. Brock on Alder Slope for the last two years, left for a long visit at his old home in Osceola, Ky., Saturday morning.

To Erect Fireproof Office Building

Lockwood and Bilyeu Buy Mavor Property and Will Build in Spring.

C. M. Lockwood and Charles G. Bilyeu, owners of the Wallowa Law, Land & Abstract company, have purchased the former Mavor property on East First street, next door to the office of this paper, and directly opposite the east entrance to the court house.

It is the intention of Messrs. Lockwood and Bilyeu to erect a fine office building on the lot this spring for their big abstract business. The building will be of stone or brick and made absolutely fireproof to insure the safety of their valuable records and books.

The price paid for the lot is reported at \$700.

Bradley and Wagner Swap.

Fred Wagner, who recently bought W. C. Boatman's 40 acres of hill and just west of town, traded the same, Friday, to C. S. Bradley for the latter's pretty cottage and lots in Alder View, some money also being passed in the transaction by way of boot with the acreage.

Humbling a Lawyer.

A prominent Indianapolis lawyer tells a story of a letter he dictated to a new stenographer to a client in Cincinnati. The client, a new one, had asked his opinion as to certain business relations here. He dictated like this:

"Dear Sirs—Yours of the 6th inst. at hand. My first bluish opinion as to the matter," etc.

The new stenographer wrote the letter and submitted it to the lawyer. Since she was a new stenographer he read the letter with care to his everlasting relief. She had written it: "Dear Sirs—Yours of the 6th inst. at hand. My first gush of opinion as to the matter," etc.—Indianapolis Star.

Eskimo Wrestling.

Next to gambling the Eskimo men like to wrestle. The usual way of doing this is a test rather of strength than skill. The wrestlers sit down on the floor or in any convenient place side by side and facing in opposite directions, say with right elbows touching. Then they lock arms, and each strives to straighten out the other's arm.

293 acres Alder Slope, \$23,000.00
80 acres Alder Slope, \$ 8,000.00
160 acres hill land, about six miles out, \$2,000.00
320 acres, 12 miles out, \$3,200.00

City Lots, \$100 to \$300

Residence Property, \$650 to \$3,000

Fire Insurance Surety Bond Live Stock Insurance

W. E. TAGGART, The Pioneer Real Estate Man.
ENTERPRISE, OREGON

A. C. Carpenter High Grade Watch Repairer

Manufacturing Jeweler Stone Setter and Engraver

Old Postoffice Building. Enterprise, Oregon

Careful Banking Insures the Safety of Deposits.
Depositors Have That Guarantee at

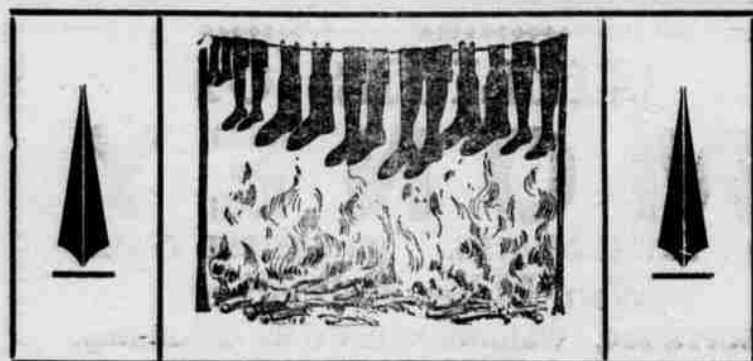
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OF ENTERPRISE, OREGON

CAPITAL \$50,000
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We Do a General Banking Business.
Exchange Bought and Sold on
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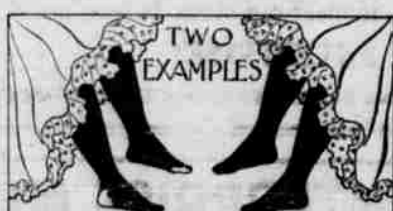


DO YOU KNOW

you are wearing stockings that have been burned? It's a fact. All black hosiery is dyed by what is known as the "oxidized" process, which means nothing less than a "burning" process. That's exactly why even the best stockings you can buy often "go wrong."

Armor Plate Hosiery

is not dyed by this burning process. The manufacturers have been working for years trying to produce a dye that would not burn the hosiery, and they have just perfected such a dye which they have called "Harms Naut Dye." It harms neither the hosiery nor the skin. The original strength of every yarn in Armor Plate Hosiery is retained. Hence the wearers have the assurance of the most serviceable and long-lived hosiery ever manufactured.



For the Entire Family

Armor Plate Hosiery is just as good for the woman who expects service from a light-weight gauze stocking as it is for the boy who must have a stocking that will stand the strain and wear.

If you want to cut your hosiery bill in half, insist upon Armor Plate Hosiery every time and for all the family. We carry in stock all the desirable sizes, styles and weights. Let us show you hosiery satisfaction and economy.

Look for the
Yellow Ticket



Attached to
Every Pair

W. J. Funk & Co.