

Independence Enterprise

HENRY E. BROWNE, Publisher.

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PREPARE OR IT

Repeatedly fall rains overtake the harvests in this country and grain in the fields is damaged to an alarming extent more or less every fall.

Again the inevitable has happened. Conditions existing as they have always existed in the Willamette valley could scarcely continue without a loss of a somewhat serious nature.

It came again this year. The lesson was brought home to the farmer and the price is paid.

The loss of property is always a dreadful thing to bear, but when it can be prevented in a measure it is even more serious. It is easy now to say what might have been done to avert the damaging effects of the rain upon the crops, but might it not have been wiser to put the theory into practice before it was too late? These conditions are not only prevalent in the vicinity of Independence, but the whole state of Oregon has suffered loss by reason of neglect to prepare for the rain and it is going to continue so long as the harvest is left in the fields until the arrival of the thresher—which is often too late.

It can no longer be said that the weather in Oregon can be depended upon. Rain comes whether we expect it or not and as long as farmers persist in leaving the grain without stacking or without shelter, just so long the state of Oregon may expect loss from the damaging rainy periods which, of late, are sure to put in appearance.

THE ART OF POLITENESS

The American people suffer a great deal of incivility from the corporations that serve them. These corporations, created by the public, depend upon the public for support. It is difficult to understand, therefore, why there should be such general toleration of rudeness and neglect on the part of employes of these corporations. Civility should be insisted upon. Politeness is due from man to man no matter his position or occupation.

A railroad conductor, porter or brakeman, who is rude or disobliging, should receive sharp rebuke. A clerk ought to be called upon not simply

to sell goods but to be polite to those who buy. The public official, appointive or elected, who is not courteous to the citizens with whom he comes in contact, is unworthy his office. The American people are learning in this regard. It has not been long since politeness was looked upon by the average employe of a corporation as an act to be neglected.

Politeness should be cultivated not merely because it makes character and life sweeter and sounder. Politeness pays.

BLESSING OF FORGETTING

The pleasures of memory have been sung in every language and in all households, but no one sings the joys of forgetting. Yet happiness is secured and life sweetened by the many things we forget as well as those we call to mind.

The world needs to forget and the world should, in a sense, respect a forgetter. Cruelty of church and party, the inquisition and the witch trial, should be lost arts. The church needs to forget Hersey hunting and Jewbaiting, narrowness of creed and laxity of life, will be blotted from memory as from limitation. Individuals need to forget. Passion and distrust, sin and suffering and sorrow, need only to be recalled where forgetfulness would mean return.

Education means letting go as well as acquirement. Youth and man learn by forgetting. To catch in the whispering gallery of the world inspiration from the highest the clamor of the cold must be dulled into unremembered silence. Thus the universe becomes a University and the primer is laid aside for a guide book through the stars.

There is much in every life that is not worth imprint on the curious tablet that we call our memory. Pictures that no mental portrait gallery would wish ever to recall. Inscriptions that no memorial monuments should ever bear. Stories that no mind's literature should seek to hand down to coming years. How much would the world and the world's children give could memory elect from its storehouse only the things that it would wish to preserve in the alembic of the brain and heart?

Queer freaks memory serves us all. What we should forget sticks burr-like. What we would remember goes unreached and unregarded. The great event slips unremembered by and we seize unforgettingly upon a ribbon's color or a sunset's hue. "Lest we forget." Indeed some of us would be better did we not remember.

HOW THE NEWSPAPERS HELP.

Probably every newspaper in Oregon receives in its mail every day requests from all over the United States for sample copies. These requests come from people who are looking with favor upon Oregon as a future home, and who are trying to form in advance some conception of where they will find when they get here. Only a small number of the requests are accompanied by money to pay for the papers that are asked for, but to the credit of the newspapers it can be said that the seekers for information are seldom disappointed.

The requests are in various forms. Some of them come direct to the newspapers from people who happen

to be familiar with the name of some particular newspaper, they come to the postmaster with a request that the letter be dropped in the box of some paper, they come merely addressed "newspaper." They represent all classes of people from day laborers to bankers and capitalists.

So rapid has been the spread of organized publicity, and so generally known is the fact that there is a wide awake and active commercial club in almost every western city, that at first thought it might seem peculiar that so many people should turn to the newspapers for information rather than to the regularly organized publicity bodies. The reason however, is very simple and easily understood.

The newspaper supplies a kind of information that promotion literature cannot give. To the skeleton of cold fact it adds the flesh and blood of real, every day life. It tells what the people of its territory are doing, and what they are accomplishing. It tells the bad along with the good, and it gives a well proportioned picture of the life of its community that can be understood by the man who is earnestly trying to decide whether it will be to his interest to break up his home and leave his friends for a new country and new people.

The value of promotion literature is not to be discounted. It presents in a form that can easily be understood the material advantages of its particular community, and it gives an array of facts and figures that can be obtained in no other way. It puts at the service of the man who wants information a body of trained experts who are ready to answer questions and to advance arguments, and it has the time and the facilities to take up individual problems.

It is necessarily limited, however, to the presentation of the high lights and the person who is seeking a new home wants the shadows that make the picture complete. The newspaper is an admirable supplement to the work of the publicity man, because it fills in the little touches that he is unable to give. Every issue of a newspaper is a more or less complete picture of the life of the community that it serves. The accuracy and the proportion of the picture are affected by the ability of the paper, or with equal truth it might be said that the excellence of the paper is determined by the accuracy and proportion of the picture that it presents—but good or bad, it gives the would-be home-maker a view of the section that he is interested in that he can obtain in no other way.—Eugene Morning Register.

WE ARE pleased to announce that our new store is now open for business. Our lines carried will be

**Dry Goods
 Clothing
 Ladies' and Gents Furnishings
 Shoes**

Our aim will be to please you. New Goods will arrive every day until our stock represents the most complete line of merchandise in the city. We especially invite you to call and inspect our merchandise and get acquainted.

Yours very truly,

L. A. Cary

Next Door to Lerona Hotel

Announcement

AFTER many weeks of preparation, during which the store was entirely remodelled and refurnished, we are pleased to state that we are now ready for fall business. Our stock consists of Men's, Boys' and Youths' wearing apparel. Everything we carry is new and of the world's leading makes in those lines, such as Schlow Baltimore and Sophomore Clothing, Mallory and Stetson Hats, and Biltrite and Regal Shoes. You will find our Furnishing Department to be of the same high standard. We cordially invite your inspection. Whether you buy or not you are assured of courteous treatment. Our motto is and always will be, "The Best Value for the Least Money"

Wm. Herzog

LEADING CLOTHIER

Independence,

Second Door South of Post Office

Oregon

**HOP
 MEN**

We have
 Brooms
 Lanterns
 Hop Sewing Twine
 Sulphur Pots
 and the Best Hop
 Thermometer that
 can be had

**Craven & Huff Hardware
 Company**

THE KEEN KUTTER STORE

Independence,

Oregon.