

FICTION IN THE BIBLE

Wherever humanity has been since speech was first used, fiction has held a high place among the influences that have tended to the diffusion of knowledge of ethics and of laudable ambition. The folklore of every race is full of it. The earliest writings we know contain it. It holds a place in the sacred books of every religion and comprises a large part of every popular library of today.

When the prophet was sent to abide King David for obtaining another man's wife by guile he told him a story about a lamb, and when the king's interest was fully aroused he thundered, "Thou art the man!" The lamb story was fiction.

When Jesus wished to impart a lesson with especial force he told a parable. That was fiction, and the messages of the parables—the novels of Jesus—have been thundering through all the centuries since.

Fiction does its moral and educational work wherever men and women live and move and love and hate, are born and die.

As in everything else there is a best and a worst, and all gradations between, in fiction. We take it that the best fiction is that which has the greatest influence for good upon the lives of the greatest number of people. Probably the parables of Jesus are entitled to be classed as the best fiction in any age of the world.

Good and bad fiction is being produced today in greater volume than ever before. Thousands are employed in inventing and recording it.

The Enterprise is publishing some of the best stories of its time. Its fiction is carefully selected with a view to its influence in education and in upholding moral and ethical standards of value to old and young, especially the young people, in schools and out. Painting in vivid colors the characteristics of people who have won love and eternal fame in history, our writers incite to emulation of lofty ideals.

A story dealing with Abraham Lincoln's early life, published in these columns some time ago, was so true in details that people of the older generation found many incidents in it which their memory commended as conscientious records of actual events. George W. Shaw of this city, who was familiar with the territory that was Lincoln's early home, was one of these.

Another of our stories, "The Strength of the Pines," tallied with the experience of people who had dwelt along the coast regions of southern Oregon and northern California.

"The Secret Adversary," published in the latter part of 1923, was a thrilling story of detective work in the world war.

"The Brown Mouse," which appeared in these columns recently, had to do with a development in American life that has already effected wonderful changes and is due to accomplish a still greater work in changing for the better the conditions under which the great mass of Americans—the farming population—live.

The great men of the days of the birth of this republic, Washington, Franklin, Adams and their conferees, as well as the traitor Arnold, George the Third and some of the prominent British officers, are brought before our readers for close-up inspection in the story now running: "In the Days of Poo Richard." Every school pupil can get help in the study of American history, together with the chorom of a well-written romance, in this story.

We would like nothing better than to see every young reader of the Enterprise grow up a true American citizen—and nothing better could happen to them.

Our next serial will probably be a true tale of the Black Hills Indian war, the Custer massacre and the Deadwood gold rush, by Hugh Poindexter, who gave much time to studying the locality and interviewing participants in the events, and who presents, in the guise of fiction,

probably the most correct history of those phases which with high he deals that ever have been or will be written.

Each of these stories, in book form, would cost more than a year's subscription to the Enterprise, but our subscribers get them as a free gift with the current news for the sake of which they take the paper.

These are all copyrighted stories by the best talent in the fiction field.

A STRAIGHT TALK

I want the patrons of the Enterprise to know that I appreciate the business it has enjoyed since I became connected with it, August 1, 1921. I thank you.

I came to Halsey with plans for very considerable improvement of the paper. These plans included enlargement to eight pages and the addition of features in agriculture, home keeping, uplifting fiction and other fields.

The paper was promptly changed from four five-column pages to six pages of six columns each, but domestic affliction, with its accompanying pecuniary cost, soon compelled a recession to four pages, though the six-column size was not cut down.

The friends of the paper and its publishers stood by them in the hour of need and its total suspension, which at one time seemed imminent, was avoided. Slowly the load of debt which for some months accumulated, was reduced. Creditors were lenient and friends gave their support and the business is nearly back to the footing where further improvements can be made.

In accordance with the plans adopted at the first, every possible dollar of the income is still being put into the business, the proprietor being willing to work hard and constantly for a bare living and trust to the future.

Notwithstanding the fact that the cost of paper, ink, composition and other printing office work is still about double what it was before the war, and that the Enterprise is paying for more typesetting than ever before, the subscription price has been kept down to the old-time level, \$1.50 a year in advance.

There is no intention of continuing the business at its present dimensions. There is sanguine expectation that it will expand to the proportions contemplated three years ago—the production of an eight-page news and rural home paper, working for better homes, better farms, better living conditions in this natural paradise.

If this could not be done the publisher's recourse for recovery of his investment would be to sell the subscription list and good will to a publisher in some near-by town, who would probably in time consolidate the two papers and leave Halsey without one, and then sell the printing outfit to some ambitious young man who wants to start a newspaper in some larger town that has none.

I do not expect this to happen. If the good health with which I have been blessed continues I believe it possible to make the Enterprise so attractive to hundreds of people outside the immediate vicinity of the little town and its 339 inhabitants that it will soon acquire such a list of subscribers as will attach to it several columns more of advertising and thus make it one of the flourishing institutions of Oregon.

Advertising is the department of a newspaper which pays the bills. The subscriptions hardly cover the cost of white paper and press work, whereas there are many other items of expense. The cost of setting type is more than all the other expenses combined, and I believe that I have used more of this expensive composition every week than had ever been used in the Enterprise before I came. This was done to keep the paper on as high a level of serviceability as possible, thus holding as many patrons as possible, till the time should come when the contemplated improvements would be practicable.

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Best Premiums Ever Offered for Single Subscriptions

We are in the field for more subscriptions. We want to be able to address a larger clientele during the coming political campaign. With this object in view we are making more liberal premium offers than were ever made before or probably ever will be made again. These offers hold good only during June, 1924.

Every new subscriber who during June pays \$1.50 for the Enterprise one year may have his choice of the premiums listed below, except Professor Horner's history. The subscriber, to win the prize, must be received during June. These subscriptions will be kept in a separate list and every paper will be discontinued when the year expires unless the subscriber specifically renews it.

Any present subscriber who is not in arrears may take his choice from the premium list for every new subscription he brings in, with \$1.50, and the new subscriber will also receive the same prize.

Any paid-in-advance subscriber who brings in two names and \$3 may have two of the premiums for himself and each of the newcomers may have one.

Any person entitled to two subscriptions may have, instead, a copy of Prof. Horner's Short History of Oregon.

Any subscriber who is in arrears may become eligible to draw prizes for procuring new cash subscriptions by paying his own subscription to or beyond July 1, 1924.

Here They Are

Seven-inch Heavy Wear-Ever Aluminum Frying Pan

Wear-Ever is the best aluminum goods made. It is produced under enormous pressure, which gives a very hard, compact body. Spun ware is made from soft sheets and soon wears out. Cast ware is lighter than pressed, containing many minute cavities into which the few impurities that can damage aluminum find their way and work for its ultimate destruction. Aluminum is the best kitchen ware and Wear-Ever is the best aluminum.

Four-quart Gray Enameled Preserving Kettle

Every housewife knows the virtues of enameled ware—free from rust, easy to keep clean. The fresh berry and fruit season will soon be here. When you have a surplus over home consumption you will not want to let it stand and spoil. Put it on the range in this little kettle while there is a fire for other purposes, and fill a jar or two for use next winter, when it will be so delicious.

Small Gray Enameled Dishpan

Handy when there are a few dishes to wash or on a hundred other occasions when a good-sized vessel is needed about the house.

Two Matinee Tickets

Good for the afternoon at any regular-price show at the Globe theatre, Albany.

1 pound Peanut Brittle

Made by the Elite Confectionery, Albany, and packed in a nice box.

1 pound Chocolate Cream Candy

Who does not enjoy chocolate creams. Here is a whole pound free to every new cash subscriber during the month of June. And if the new name and cash are brought in by an old subscriber whose subscription is not in arrears the latter gets another pound.

1 lb. Royal Club Coffee

One of the most popular brands of high-grade coffee on the market.

Valid order on the M. V. Koontz store for 50c in goods

1 dozen Eagle Pencil Co.'s Mikado pencils

Special

Prof. Horner's Short History of Oregon

Any paid-in-advance subscriber, or anybody who becomes such, who turns in two new subscriptions to the Enterprise, with \$3, while each of the new subscribers gets choice of the premiums, may have, for the service, two of the above premiums, or, if he prefers, a copy of Horner's new and up-to-date Early History of Oregon, which sells for \$1. This book summarizes in an authoritative manner the natural phenomena and artificial achievements, prehistoric and modern, which led up to the founding of the commonwealth of Oregon.

These Offers Expire June 30

PROSPECTS DISCUSSED

If 1000 people should subscribe for the Enterprise, and pay their \$1500 in advance, it would become an eight-page paper or larger at once.

It would give them as much fiction as any eastern magazine and of a better quality, educationally and morally. The stories it publishes are by the ablest uplift writers of the day and are covered by copyright—not old worn-out effusions of the past.

It would publish current discoveries and accomplishments on Willamette valley farms. Its agricultural page would be a place for the exchange of ideas among farmers who have ideas based on practical Oregon experience.

It would publish many home hints that would be of value to the housewife. These and many other features which it is now unable to finance in their potential entirely are among its objectives, and the more general the response to its appeal for increased support the sooner they will take their full place in its columns.

We reproduce the following from the Harrisburg Bulletin because it fits every small town with a newspaper. Read "Enterprise" for "Bulletin" and "Halsey" for "Harrisburg" and it will fit this city:

"The money brought into Harrisburg from outside advertising more than offsets all the money spent for paper, ink, type and other supplies. Added to this is an ever increasing revenue from subscribers who reside outside of Harrisburg territory.

"The Bulletin is the best medium of bringing the home buyer and the home seller together. The columns tell each week of the reliable goods which our home merchants offer. Timely store news, and bargain offerings. The Bulletin stimulates business.

"The Bulletin is all for Harrisburg. Every item of news must savor of home interest to find a place in these columns. Every worthy project is given free publicity and these columns are open to all who would advance Harrisburg's welfare in a public way. Few country newspapers in towns the size of Harrisburg devote as many columns to pure home news. The editorials are not borrowed or stolen, and Harrisburg secures much publicity by the frequency with which they are copied in other papers."

Daily publications at the county seat make a laudable effort to give as good a local Halsey news service as the Halsey Enterprise. By combining such a news service with the general news which a small weekly is unable to cover, at a price only a dollar or two higher than that of the Enterprise, they would be able to secure subscriptions from some local people who do not take the Enterprise and from many who do. This is a case of praiseworthy enterprise on the part of their publishers. But they never can cover half of the local field that the home town paper covers, and those who neglect their home paper for such a service are thus sending out of town money which if spent at home would enable the local publisher to make a better paper, one which would be more of a credit and an advertisement to the home town.

And when a question arises in which the interests of the home town conflict with those of the other, as will inevitably be the case sometimes, which paper can you depend upon to set fully before the public the claims of your own town?

Twelve years ago, when Halsey had no newspaper, the people enthusiastically welcomed the proposal to establish one here and pledged enough support to induce Mr. Dean to begin publication of the Enterprise. If the town should be left again without a newspaper the disadvantage of such a situation would soon become apparent. With all kinds of printing material, as type, presses, etc., and also of typesetting and paper costing twice as much as they did then it would require much greater inducements to secure the establishment of a publication office here than it did a dozen years ago. The business in Halsey today

is not such as would tempt a live newspaper man to acquire it with a view to making it his life work.

If my call to leave this life should come tomorrow I believe Halsey would be left without a newspaper. Two years ago, when I feared financial difficulties would force me out of the business, I found it impossible to get a buyer, even at a considerable sacrifice, though there appeared to be plenty of opportunity to sell the plant for removal to larger and more promising towns where success seemed more probable.

The people of Halsey and the paper and other supply firms with which I did business surprised me by the kindness with which they continued their favors and waited until I was able to satisfy the claims of creditors.

None of us has a lease of any term of life, but if my term should extend a few years into the future I have hopes of carrying out the interrupted plans laid when I came to Halsey and placing the business of the Enterprise upon such a basis that it will be attractive to some good newspaper man when I lay it down. This will require some time yet and much hard work. If I get the former I am prepared to give the latter, and these, with the support and patronage of the good people of this community will mean, SUCCESS.

WM. H. WHEELER

Law Curbing a Graft

(Sunset Magazine)

Efforts of western municipalities to curb the activities of transient subscription solicitors, by requiring a health-sized peddlars' license, have been given legal justification in a decision rendered by the United States Circuit Court of Appeals at San Francisco.

The decision was in one of several cases carried up by the Real Silk Hosiery Mills of Indianapolis one of the largest concerns selling its wares through house-to-house solicitors on the plan of part payment to the solicitor and the balance payable on delivery. In its decision the Federal Court of Appeals decided that the city of Portland, Oregon, was entirely within its police powers in requiring salesmen of this character to pay a peddlars' license and give bonds.

Subscription and circulation people recognize this decision as having a direct bearing upon the growing practice in western cities, large and small, of requiring a rather high license fee from transient magazine solicitors, especially as a means of discouraging the type known as "scholarship" solicitors. Such people travel in "crews," with "crew managers" who usually exact from the salespeople (mostly young men and women in their late "teens" or early twenties) one-half of the "front money" or partial payment exacted from the gullible subscribers on the plea that every subscription counts so many "votes" in a "scholarship contest." It is a fact however, that the "front money" or first payment collected is really the salesman's commission, and if he is using the forms of a responsible agency, the subscriber will receive the magazines subscribed for, if the balance due as shown on the receipt is mailed to the agency. But the "scholarship" talk is merely a dodge to obtain the attention and sympathy of the "prospect."

Some subscription workers—usually those too old in appearance to give color to the "scholarship" plea—tell their "prospects" that part of the money collected goes to a fund for indigent or disabled soldiers. This plea, of course, is as false as the other. In Southern California, solicitors are even using mythical town lots in a sort of lottery scheme, to attract and hold the prospect.

In a great number of western cities the police "pick up" "scholarship workers" on sight, but in other cities the authorities have held back on the theory that if the solicitor was working for a national organization (coming under the Interstate Commerce law) and was not actually delivering anything—merely taking orders—he was within his rights.

The Portland decision shows that cities and towns possess full police powers in this respect.

Rulie Johnson, who broke jail while under charge of complicity in the murder of Sheriff Dunlap and has not been heard from since, has obtained further freedom. His wife has divorced him.