

RURAL ENTERPRISE
Published Thursday at Halsey Oregon,
H. F. and A. A. LAKE
Publishers

\$1 a year in advance. Arrearages 12 1/2¢ a month. Stops when time expires unless continuance is ordered.

Advertising, 20¢ an inch; no discount for time or space; no charge for composition or changes. Announcements of entertainments, food sales, etc., whose object is to raise money, charged at regular advertising rates.

Announcements of religious meetings, not exceeding four inches, free if copy is received before Tuesday.

Infantile paralysis appears on the increase in Oregon and seventy-two cases have been reported to the Oregon State Board of Health. Reports from other states indicate an increase in the number of cases of infantile paralysis reported as well as in Oregon. Every precaution should be taken against its spread. Children should not be permitted to come in contact with sick persons whether they be adults or children who are ill.

Through his ranch manager, the Prince of Wales recently signed a marketing agreement with the Alberta wheat pool covering 1000 acres of grain. Over half the wheat growers of Canada belong to wheat pools. A movement of this kind would benefit this locality greatly.

Few people in the state realize the extent of our highway system. From figures compiled by the Oregon state motor association, a motorist traveling 150 miles a day would require almost 30 days to traverse the state highway alone.

The big sign at the intersection of the east and west highways at Junction City became so ashamed of itself and the falsity it has been practicing on transient motorists, that it obliterated itself from the sight of man Monday of last week.

There seems hope for the good old fashioned dishes like corn beef and cabbage, the boiled dinner and Irish stew, as the dining car ser-

vice on the railroads is featuring these dishes on their menus again.

Here's a good one found written across the back end of an old ratle trap that first saw the light of day in a small Michigan town in the early '90s. "I do not choose to run in 1928."

Business Should Be Mentioned in Paper

Every business house in Halsey should be represented in the display space of the Enterprise. It is not only fair to yourself but to your fellow business associates and to those who make their home in Halsey. Not necessarily a large ad but it should be a fair representative of your business. This is what the American Bankers' Magazine has to say on the subject in question:

"A stranger picking up a newspaper should be able to tell what business is represented in the town by looking at the business mentioned in the paper. This is the best possible town advertiser. The man who does not advertise his business does an injustice to himself and the town. The man who insists on sharing the business that comes to town but refuses to advertise his own is not a valuable addition to any town. The life and snap of a town depends upon the wideawake liberal advertising men. It's the truth."

Some Interesting Facts Of Oregon Industries

The old war-time wooden barracks at the Agricultural college is to give way to a million dollar housing plan.

Russian soviet agents buy 452 blooded Oregon sheep for export to Russia.

Oregon dairymen won first and second butter prizes at California state fair.

Ten Jersey cattle sell at auction at Hillsboro at average of \$115 each.

Dairymen and poultrymen plan cooperative buying association at Hood River.

Many claims filed on reported platinum deposits on Mary's Peak. Enterprise stockmen ship 27 cars of lambs in one train.

Eighteen cars of fat cattle shipped from Joseph in one train.

Alfred P. Sloan, Jr., Knows His Onions

Alfred P. Sloan, Jr., president of the General Motors corporation, recently gave a strong indorsement of the value of the country weekly newspaper. In discussing this year advertising campaign for General Motors corporation, Mr. Sloan said in part: "I believe in the country weekly newspaper. I believe that no printed matter in the United States is more thoroughly read, or has more influence than the pages of these home town newspapers."

Mr. Sloan, who heads one of the largest manufacturing industries in the United States, backs his statement by the liberal use of advertising space in the weekly papers of the country in keeping the people posted in what is what in automobiles.

O.A.C. Radio Farm Program Broadcasting

Radio Station K. O. A. C.
270.1 meters; 500 watts; Pacific Standard Time.

- Monday evening, October 3,
- 7:00 The newsboy.
- 7:10 4-H club meeting.
- 7:30 Farm utility program.
- Tuesday evening, October 4,
- 7:15 The newsboy.
- 7:20 Do you know Oregon?
- 7:30 Timely farm topics.
- 7:45 Chats with the homemaker.
- Wednesday evening, October 5,
- 7:15 The newsboy.

- 7:20 Do you know Oregon?
- 7:30 Farm utility program.
- 8:00 Grange lecture hour.
- Thursday evening, October 6,
- 7:15 The collegiate spotlight.
- 7:25 Do you know Oregon?
- 7:30 Timely farm topics.
- 7:45 Chats with the homemaker.
- Friday evening, October 7,
- 7:15 The newsboy.
- 7:20 Do you know Oregon?
- 7:30 Farm utility program.

Lake Creek News

(By an Enterprise Reporter)

Mr. and Mrs. C.S. Williams and son drove to Corvallis Sunday afternoon to visit their daughter, Miss Helen, who is attending O. A. C. this year.

Mrs. Dicey Brock has been visiting her son, Henry Brock and family, this week.

Mr. and Mrs. Arley Cummings attended church here Sunday morning and were dinner guests at the Martin Cummings home.

Mr and Mrs. Carter Aillingham, of Portland, were week end guests at the C. S. Williams home. Karl Williams who is attending school in Portland accompanied them.

Word has been received that Mrs. W. B. Smith, wife of the former pastor here, is failing rapidly and little hope is entertained for her recovery. She is at the home of her daughter, Mrs. Eddy, at Marshfield.

Ray Barley of Tangent visited Russel Herndon Sunday.

Thomas Palmer, who has been ill for some time, is now improving rapidly.

Mr. Lloyd Simons and family have moved to a farm near Harrisburg.

Davenport Music House

Good Used Pianos and Organs \$75.00 up. Also new instruments. West 1st. St. Phone 312-J Albany, Oregon.

Fisher-Braden
Funeral Directors-Embalmers
Lady Assistant.
Chapel or Residence Funerals.
Phone 95. Albany, Oregon.

W. L. WRIGHT
FUNERAL DIRECTOR
D. C. ROSSMAN, Local Manager
Lady Assistant
All calls answered day or night
Phone 255
Halsey, Oregon

E. L. Stiff
Furniture Co.
422 West Eirst Street
Albany, Oregon
Complete Home Furnishers
Universal & Colonial Ranges

Telephone 312V Reasonable Prices
C. W. RYDER
Pianos and Player Pianos
Tuned, Repaired and Rebuilt.
Out of town mail and telephone orders will receive prompt attention. Formerly with Chickering Piano Co., Boston
Davenport Music Store Albany, O

Eye Strain -- Nerve Strain
Eye strain means nerve strain—correct glasses improve vision and nerves. Our methods assure accurate examinations.
The Science of Optometry
Skill and experience in the profession of optometry cannot be acquired in a month or a year. Modern optometry is the result of long and exhaustive study. Such experience is our bid for your patronage and good will.


MEADE & ALBRO
Optometrists, 312 First st., Albany, Ore.

Coming to Albany
Dr. Mellenthin
Specialist
in Internal Medicine for the past fifteen years
Does Not Operate
Will be at
HOTEL ALBANY
Monday, October 3
Office hours 10 a. m. to 4 p. m.
ONE DAY ONLY
No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He does not operate for chronic appendicitis, gall stones, ulcers of the stomach, tonsils or adenoids.
He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidneys, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of his many satisfied patients in Oregon who have been treated for one of the above named causes:
Elmer Booker, Condon.
Chas. Desch, Portland.
D. G. Horn, Bonanza.
Fred Shields, Klamath Falls.
Daniel Stienon, Alleghany.
R. E. Neal, Central Point.
Joe Sheeships, Gobbon.

Remember the above date, that consultation on this trip will be free and that this treatment is different.
Married women must be accompanied by their husbands.
Address: 211 Bradbury bldg., Los Angeles, Cal.

Albany Directory

ALBANY BAKING CO.
405 West First
BUTTER-NUT BREAD

Albany Floral Co. Cut flowers and plants. Floral art for every and all occasions.
Flower phone 458-I.

EAST ALBANY BARBER SHOP
Charles R. Goltra, Proprietor
Specializing in Ladies' and Children's Hair Cuts and Bobs. Work Guaranteed
1029 East Second St. Albany, Ore.

ALBANY STATE BANK—We invite your business. Savings and commercial accounts. Capital, surplus, undivided profits, \$100,000.

EASTBURN'S GROCERY
4th and Lyons Street
The place to buy good groceries at the right price. On the corner, plenty of room to park. Albany.

Fortmiller Furniture Co., furniture, rugs, linoleum, stoves ranges. Funeral directors. 427-433 west First street, Albany, Oregon.

GEHLERT'S GROCERY
401 W. First street
Successor to J. D. Sears
We will try to please you

HOLMAN & JACKSON
Grocery—Bakery
Everything in the line of eats
Opposite Postoffice

IMPERIAL CAFE, 209 W. First
Harold G. Murphy Prop.
Phone 665
WE NEVER CLOSE

Jennings Auto Top Shop—Auto trimming, seat covers and winter inclosures. 202 E. Second. Phone 418J.
N. L. Jennings Manager

Nagel's Bob and Beauty Shoppe, Hotel Albany
Manicuring, marcelling, facial
Miss Lamphear, operator

ROSCOE AMES HARDWARE
The Winchester Store

Insurance A General Line with attractive rates. Specializing in automobile and truck insurance.
J. L. Stuart, Insurance Agency, 110 W. 2nd St., Albany, Ore. Phone 233

Fisher Bros. Implement Co.
Phone 47 122 N. Broadalbin st., Albany, Oregon
John Deere Implements
DeLaval Separators and Milkers
Fencing and Farmers' Hardware

FARM LOANS
at lowest rate of interest.
Real Estate Insurance
Prompt service, courteous treatment.
Wm. BAIN, with Lane County Abstract company, Albany

If you enjoy a good meal And know a good meal when you get it You'll be back, for you'll not forget it.
PARAGON CAFE Legion lunch Tuesdays
GEO. M. GILCHRIST
ALBANY
Ticket office Bell Line Stage.
Albany to San Francisco, \$15.

Albany Creamery Association
Manufacturers of
LINN BUTTER
and Buyers of Eggs
A Farmers' Co-operative Creamery

Chrysler Cars and **RADIOS**
and **Crosley**
Radio Accessories
Waldo Anderson & Son
Albany, Oregon

Stetter's
Dishes and Crockeryware
Albany, Ore.

J. F. Emmett Insurance Agency
106 West Second St., Albany, Ore.
FIRE, AUTO, BONDS, LOANS

Allphin's Auction House
Broadalbin St., Albany

Auction Sa. Oct. 1, 1 p. m.
Furniture—live stock—will be sold. If you have anything you want sold, bring it in. Furniture sold at private sale anytime. Farm machinery sold at all times.

An Open Letter to the Editor

From the President of General Motors

LAST SPRING I wrote you that my belief in the country newspaper had led us in General Motors to decide to advertise our products together in the small-city press of the country.

The returns from the series of the messages recently published have justified that faith; and we shall continue to advertise in your community through your newspaper this fall.

It occurs to me, however, that some of your readers may be asking: "What is General Motors?" and "Why is General Motors?" These are fair questions and I should like to answer them as frankly as I can.

General Motors was organized some years ago on the theory that a group of large companies, working together, could render a better service than they could separately. In this we simply applied to industry a principle that is as old as civilization as regards the human family and human progress.

Original members of the General Motors family were Buick, Cadillac, Chevrolet, Oakland and Oldsmobile, together with the Delco-Light Company and other well-known companies manufacturing automotive equipment. By joining together their resources, we were able to establish great Research Laboratories, a 1245-acre Proving Ground and the GMAC Plan of credit purchase; to effect vast economies in purchase and manufacture and distribution; to assure and maintain the quality of every product in the General Motors family.

Has the General Motors family principle proved itself in practice?

The best answer, I think, is to compare the Chevrolet, Buick, Cadillac, Oldsmobile and Oakland of today with the models of five or ten years ago.

Then add Pontiac, a General Motors creation. Add LaSalle, another General Motors creation. And then consider how General Motors has developed these cars into a complete line, within which any family may find a suitable quality car at the price it plans to pay: "A Car for Every Purse and Purpose."

Another example is Frigidaire, the electric refrigerator. General Motors had the resources to spend millions to develop a satisfactory refrigerator, and then to apply to its manufacture the same processes which have increased the utility and lowered the cost of the automobile.

We believe that this record justifies General Motors as an economic institution. Its products are quality products, first of all. Their prices represent the economies of united effort passed on to the purchaser. In the last year one in each three automobiles chosen by the public has been a General Motors car. The service of Delco-Light electric plants has extended to more than a quarter million homes, while Frigidaire has become the world's largest selling convenience of its kind.

We believe also that the values now offered in the current General Motors products (which are listed below) prove anew that "many minds are better than one" and that a family of companies, working together, can produce results which are decidedly in the public interest and of increasing benefit to the individual family.

Very truly yours,

Alfred P. Sloan, Jr., President
General Motors Corporation

Detroit, September 23, 1927

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE · OAKLAND · BUICK · LASALLE · CADILLAC

FRIGIDAIRE—The Electric Refrigerator · DELCO-LIGHT—Electric Plants

GMAC Plan of Time Payments