

New Management

SANTA CLAUS



On his way to take charge of the
Madras Trading Co.'s
store during the holidays

The entire stock of the Madras Trading Co. has been turned over to me (Santa Claus) until Christmas eve. I have rearranged the whole interior of the store and here are a few of the many things I have on display:

All kinds of Toys; balls, horns, and book; Dolls that talk and animals that walk. In the **NOTION DEPARTMENT** I have all kinds of Fancy Handkerchiefs, Scarfs, Mufflers, Vanity Bags, Toilet Sets, and a thousand other things.

My Stationery Attracts the eye of every one, for in it are the neatest and most fancy boxes and stocks ever shown in the Stationery World.

Watches & Jewelry You will find a complete line of Waltham and Elgin Watches, Clocks, Rings, Scarf Pins, all kinds of Buttons, and the most select display of Rogers Silverware ever brought to Central Oregon.



TOYS



Santa Claus On Duty At Madras Trading Co.'s Store

Remember

The SHOES

For You

know, this is one of the strong lines at the M. T. Co.'s store. And extra for the HOLIDAY TRADE you will find a good assortment of

HOME SLIPPERS

FUR TOP AND PLAIN FOR

MEN, WOMEN & CHILDREN

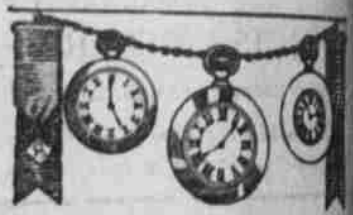
Confectionery Going to this department you will find loads and loads of all kinds Candies, Fruits and Nuts.

To mention all I have would take a week and I cannot spare the time. Come in and see for yourself, you will be surprised, for a more complete Christmas line has never been shown outside of the large cities. I am so busy that I cannot be at the store all the time, but will be there **SURE December 17 and 24. COME EARLY** so that I can show you all my presents.

Madras Trading Company

SANTA CLAUS, Manager

Water Carving SETS



Do Not Forget The Jewelry

The Madras Pioneer

Published every Thursday by
THE PIONEER PUBLISHING CO.

SUBSCRIPTION RATES:
One year.....\$1.50
Six months......85
Three months.....50

ADVERTISING RATES ON APPLICATION

Entered as second class matter August 29, 1904, at the Postoffice at Madras, Ore., under the Act of Congress of March 3, 1879.

THURSDAY - DEC 22, 1910

PROGRESSIVE MERCHANTS

With feelings of pardonable pride we call attention to the deserved recognition of the advertising columns of the Pioneer. It shows that the merchants and business men of Madras and vicinity are not only doing a good business but are aware of the merits of the Pioneer as an advertising medium and are wide awake in the matter of making inducements for securing new patronage.

It is with but little fear of successful contradiction that we make the boast that the Pioneer shows more advertising patronage than any other paper in the county.

This goes to show that Madras is seated upon a firm foundation, being in the midst of a large and growing community, whose farms are capable of almost unlimited possibilities of development. In fact, a gentleman of keen foresight and business judgment said of this section, "Madras is the least advertised of any place in Central Oregon when it is considered that it has undeveloped resources paramount to any other section in the interior."

This is in a great measure true. Madras people are seemingly content in keeping a good thing to themselves. "The Madras country" is capable of supporting a population one hundred times its present number, and immense

quantities of descriptive literature portraying the advantages and resources of this section should be sent to the Eastern and Mississippi Valley states.

The sale of between \$5000 and \$6000 worth of lots in Madras and additions last week, is the statement of real estate dealers in this city. Such activity in real estate is not expected at this season of the year when visitors to town are comparatively few, but it shows that the newcomers are not overlooking good buys, and there is lots of desirable property in Madras and the additions as well as the surrounding country.

NOTICE—The Central Oregon Mercantile Company desire to state to the public that their store will be closed all day Christmas.

LUMBER FOR SALE

We are manufacturers of high grade lumber, both pine and fir. We have on hand first-class flooring, shiplap and rustic. Wood and slabs in any quantity. Our prices are right.

WALLENBURG & FARRER, Grizzly, Oregon.

Mill on Coon Creek, three miles east of Grizzly. Leave orders for lumber with Bert Wintexas, Madras, Oregon. s8-tf

When in town come to the
POSTOFFICE RESTAURANT
And Get One of Those Good
HOT DINNERS
25 Cts

Notice For Publication.
Department of the Interior, U. S. Land Office at The Dalles, Oregon, November 30, 1910
Notice is hereby given that
Albert Kampfer,
or Shanley, Oregon, who, on October 19th 1908, made Desert Land Entry No. 650 Serial No. 01945, for northwest 1/4, sec. 11, T. 9. S. R. 14. E., W. 3. M., has filed notice of intention to make final desert land proof, to establish claim to the land above described, before H. C. Cooper, U. S. Commissioner, at his office at Antelope, Oregon, on the 15th day of January, 1911. Claimant names as witness August Baker of Shanley, Oregon, Gottfried Kampfer of Shanley, Oregon, Conrad Strassler of Madras, Oregon, John Reichen, of Madras, Oregon.
C. W. WOOD, Register.

ASK FOR A BRIDGE

As the breaking loose of the ferry boat across the Deschutes River at the Warm Springs Ferry, leaves the people without any means of crossing the river, it is thought by the people interested that a bridge will be most satisfactory at the present time, and a petition is being circulated among the residents of the Agency Plains, to petition the Interior Department to allow a bridge to be built across the Deschutes River at a point near where the station on the Oregon Trunk Line called "Merlina" will be located. A wagon road is being built down to this station from the north end of the Agency Plains.

ITEMS OF INTEREST

HAVING—lately settled in Oregon would like to hear from owners of farms, dry or irrigated; grazing or timber lands. Want something that will turn into money within the next three or four years. Only replies from owners considered. Address B, care of Madras Pioneer.

FOR SALE—My lot in Madras, with good well of water, gasoline engine and pump, in good working order; also, good team of horses, weight about 1355 lbs, heavy harness, 3 in. wagon and light buggy. Terms, cash. Inquire of J. D. White, Madras, Oregon. 2t-pd.

FOR SALE—At the Pioneer Office, Legal Blanks of all kinds; Carbon and Typewriter paper, Installment Sale contracts, Notes and Receipts.

FOR SALE—Ranch 100 acres fenced, all improvements, etc., 1 mile from Madras on the Little Plains. \$25.00 per acre. Half down, balance long time at 6 per cent. Or will trade for Redmond, Bend or Prineville business property. Apply to J. A. Schiffer, owner, 56 1/2 2nd Street, Portland, Oregon. u24-tf

MONEY TO LOAN ON FARMS. See Madras State Bank.

ORDER that suit or overcoat at the Tailor's. We will keep it pressed free. Next to pool hall. s25

FOR SALE—Second hand farm wagon old Hickory, 3 1/2 inch. Or will trade for good milch cow. Inquire of Harry G. Key. pd 2

BRING in the old suits or skirts. We will make them look like new. Tailor Shop. s25

NOTICE—Any person wishing crossings put in on the sidewalk in front of their property, notify E. E. Echibergar, the sidewalk contractor, that he may order the material required for same.

LOCATED—Nine miles north of Madras, is 400 acres of excellent land for sale at only \$16.00 per acre. 300 acres of A 1 farm land; balance pasture with good springs; 150 acres ready for the plough; good house. Particulars, address, "Owner," No. 1301 Jordan St. The Dalles, Ore. c27

HOUSE FOR SALE—New house, 14x20. Will sell cheap. Inquire at this office.

HOMESTEAD RELINQUISHMENT—near Madras, for sale at a bargain. See Barnett.

FOR SALE—On the Agency Plains, a quarter section of land, all fenced and partly under cultivation. Price \$2500.00, terms reasonable. See Sayre & Hendricks. c27

FOR SALE CHEAP—A good four page Ideal Newspaper Press. Inquire at the Pioneer Office.

OREGON

The Last Call of the West

Did you see this beautiful article picturing Oregon in four colors in the November SUNSET? \$25,000 IS BEING SPENT BY SUNSET MAGAZINE on a series of articles superbly illustrated in four colors picturing and describing the attractions and resources of the

WONDERLAND OF THE PACIFIC

We will send you the next three issues of SUNSET commencing with the special December issue in which begins the best serial novel of the year "THE SPELL," by C. N. & A. M. Williamson and a superbly illustrated article in four colors on "SAN FRANCISCO—THE EXPOSITION CITY;" and in addition we will include a copy of the November issue containing the beautifully illustrated article on Oregon.

ALL FOR 25 CENTS (Stamps or Coin)

SUNSET MAGAZINE

WELLS FARCO BUILDING, PORTLAND, OREGON.



I. O. O. F. Lodge

Meets every Wednesday night. Strangers are welcome.

Howard W. Turner, W. H. Hess, Secretary

BLACKSMITHING

HORSESHOEING

General Repairing

West of Hood & Stanton's Barn

THOS. H. MADDON

Madras, Oregon

Warren Smith

PROPRIETOR

Elite Tonsorial Parlour

NO LONG WAITS

BATHS

MADRAS, ORE.

Passtime Pool Hall

CULP & MCCALL, Proprietors

Cigars, Tobacco, Confectionery
Smokers' Articles, News Stand

THE Shamrock

TOMMY McCORMACK, Prop.

SOFT DRINKS AND CIGARS