

ASHLEY & IRVING

FOR
ROCK SPRINGS COAL, FIR
JUNIPER and SLAB WOOD
PRICES REASONABLE

FREE DELIVERY

FARMERS FONE



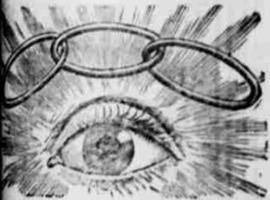
A QUICK TRIP

THROUGH SERVICE
BETWEEN
CENTRAL OREGON
AND
PORTLAND

ALL TRAINS ARRIVE AT AND DEPART FROM UNION DEPOT, PORTLAND

Leave Madras	8:40 a.m.
Arrive Portland	5:30 p.m.
Leave Portland	7:50 a.m.
Arrive Madras	10:00 a.m.
Leave Madras	5:45 p.m.

Tickets reading via C -WR & N stand for service



I. O. O. F. Lodge

Meets every Wednesday night. Strangers are welcome.

Ferry Henderson, N.G.
Lewis H. Irving, Secretary

Balfour-Guthrie & Co.

GRAIN DEALERS

Madras, Oregon

P. W. Ashley, Agt. Farmers Phone

THE Shamrock

TOMMY McCORMACK, Prop.

Fine Wines, Liquors and Cigars

FURNISHED ROOMS—New and Up-to-Date Quarters

New Crop Extracted Honey

Gathered from ALFALFA and CLOVER BLOSSOMS in the Yakima Valley and left on the hives all summer until thoroughly ripened; is thick, rich, and has a delicious flavor; put up in new, square, 60 lb. (net) cans securely boxed, f. o. b. my shipping point, Sunnyside, Wash. Single cans \$6.00. Two or more cans 9 cents per pound. Club with your neighbor and secure the lower rate. O. - W. R. & N. and Northern Pacific.

KING CLOVER, R. F. D. No. 1, MABTON, WASH.

MADRAS MEAT MARKET

J. L. CAMPBELL.

Wholesale and Retail Dealers
FRESH AND CURED MEATS

We have the best line of Fresh Meats in the country

ALL KINDS OF GARDEN VEGETABLES IN THEIR SEASON

SHOULD NAME THE FARMS

Names Attract the Attention of Strangers and Reflect Credit Upon the Community

Every dry farmer should name his farm, and it is a wise and business like farmer who has his own name, his farm name and its location. Up to date methods bring the best results, and success comes to him who advertises.

A named farm is a credit to the community; visitors are told all about it and the enterprise of its owner, and they are usually driven over to inspect it. It not only advertises a community, but it instills pride and push into its owner, who invariably becomes one of the shining examples of prosperity among his rural neighbors.

The custom of naming farms is not a new one, but it is just beginning to become popular. The trend of events, the brains, energy and success of the modern farmer who is making by dry farming methods a living and a fortune on land for a century regarded as impracticable of cultivation, all combine to demand the distinct designation of every farm.

"Our farm has been named since I was a small child, and we find it very convenient in more ways than one," says Miss Melva Iona Gregory, of Sunnyside Farm, a writer for the Southern Ruralist. For instance, my mother has two relatives who bear her name, a not unusual occurrence in old families. Some times it was very annoying to each of them when their letters were opened by the wrong one.

To avoid this confusion the name of our farm included in her address gives the carrier a clue. If this is done he never makes a mistake. Often in communities there are Smiths and Jones and numerous others with the same name or initials, which confuse a stranger inquiring the way. If it was Jones, of The Maples, or Smith of Sunnyside, how much easier to direct him to the right place.

When the farmer has anything to advertise, it furnishes a much more attractive advertisement, one which will catch the eye better. A few years ago we raised blooded beehives. For our letter heads we used a picture of the tiny mother with her seven babies, under it her name, Missie of Sunnyside. You readily see what a fetching name it gave us for her. Undoubtedly it brought us business. We also use it in our poultry business with results.

Aside from business, and I know from experience that it helps there, there is something delightfully fascinating about a named farm. Who of us is there who does not like to be asked to visit at Rose Hill, or The Cedars? Doesn't it sound more inviting than just to say, Come to our place some day? It does to me. I do not like the peculiar meaningless names used by some.

It is best to study your place, and as a rule it will be found that there is some one name that just fits it.

One farm I know, is called Spring Hill. There is a spring high up on a hill close to where the house stands, from which it takes the name. Another is Meadowbrook, an old but none the less beautiful name. Through this farm a stream flows. Another old name is, Forest Home; the house is near the woods. Cedar Hill has numerous cedars surrounding the house, which is on a hill. Valley View as the name tells, has a beautiful view down the valley. On Breezy Heights' there was always a breeze. Other pretty names are Willow Brook, Highland, Wildwood, Brookside, Riverside and Shadybrook.

Study your farm and its location carefully before selecting a name. Do not name it Tanglewood if there is no tangle of na-

ture in her riotous beauty near by, or The Elms, if there is one lone elm in your yard and none on the farm.

The farm name should be with your own on the mail box and again in an arch over the barn lot gate is an attractive way. In passing through the country when we come to a place of this kind, naturally we feel that there is ability and push about its owners.

Let me urge again that you do this, and know it will pay in more ways than one.

The Scrap Book

Too Talkative. Ole Oleson was a very cautious young man, painfully deliberate in every act and generally lived up to the rule of "look before you leap."



"Will you marry me?" "Yes, Ole," she answered softly. Ole lapsed into a silence that at last became painful to his fiancée.

"Ole," she said desperately, "why don't you say something?"

"Ay tank," Ole replied, "they bane too much said already."

Lend a Hand. The things that count in the world, my boy, That make a success of your life, Are the things that you do to bring others joy

And to quiet the turmoil and strife. Then stretch out your hand to the weary soul

Who is toiling along life's way And help him along to the end of the goal. Time is flying, so do it today.

Lend a hand that is open, a hand that is strong.

A warm hand, a hand filled with love. As you pass on life's way cheer the faint with a song;

Help them on to the haven above. —J. Andrew Boyd in National Magazine.

He Was All Right. The political game was wholly new to William C. L. Ziehn when Harrison, Sears and Harlan fought it out for the majority. He was a patternmaker and lived in the old Fourteenth ward, now the Fifteenth. Mr. Ziehn was persuaded to run for alderman, and he succeeded in defeating George Mugler. This was after he got going. At the outset campaigning was full of surprises to him, and he was naturally a bit suspicious of that which he did not understand.

It was arranged to give him a start-off with a meeting. A vacant store was hired and filled with chairs. At the far end of the store a brewery table was stretched across, draped with an American flag, and behind the table was Joe Strauss. The candidate's entrance was timed so that he should be greeted by a full house, and as he progressed down the aisle Mr. Strauss shouted in welcome: "What's the matter with Ziehn?"

Mr. Ziehn paused, got red in the face, glared at Strauss and shouted back: "What the — is the matter with you?" —Chicago Post.

A Hunting Incident. A city hunter, rigged out in a corduroy suit, double peaked cap, leggings and other picturesque paraphernalia, engaged a small country boy as guide. The two were greatly astonished when a rabbit jumped out from behind a log, looked about and dropped over as if dead.

"There isn't a mark on it!" exclaimed the sportsman. "No," replied the boy. "I guess he must have laughed himself to death." —Judge.

Tonight. Tonight, if you feel dull and stupid, or bilious and constipated, take a dose of Chamberlain's Stomach and Liver Tablets, and you will feel all right tomorrow. Sold by all dealers.

MONEY TO LOAN ON FARMS. See Madras State Bank.

When in need of Job Printing call at The Pioneer office and let us quote you prices on your work, which will be very reasonable. Good, clean printing guaranteed.



It Depended. Lady—Well, what do you want? Tramp—Wot have yer got?—New York Mail.



Double Affliction. "Women suffer more than men in the dentist's chair." "Can't stand the pain?" "Yes; and they can't talk."

Gossip Proof. There was a girl in our town, And she was wondrous sweet; She always had a winking smile For every man she'd meet.

And not a woman ever said That she was sly or bold— Perhaps because this lovely maid Was only five years old. —Springfield Union.

She Gazed and Gazed. Wise—We had quite a prominent actress as a guest at our house the other evening. Ascum—Gracious! Didn't you find it hard to entertain her?

Wise—Oh, no! She amused herself for hours. We just handed her a bunch of photographs, among which were several of her own. —Catholic Standard and Times.

TO LOAN—\$50,000.00 on farm lands See Brenton Jones, Metolius, Ore.

THE MERCHANT WHO WINS

EMERSON said something about an institution being the lengthened shadow of a man. The same is true of a business. A STORE, for example, REFLECTS THE CHARACTER OF ITS OWNER.

Take two typical stores. The one is enterprising, has attractive displays, advertises liberally and intelligently and reaches out for new business.

The other goes along in a humdrum fashion, advertises little, and that in a stereotyped way, makes no display of its wares and no effort to turn over its stock at frequent intervals. It follows the methods of twenty years ago. It does not reach after new customers and in consequence loses its old ones.

Which of these stores will succeed and which will fail?

WHICH PROPRIETOR READS THE PAPERS AND WHICH READS LAST YEAR'S ALMANAC?

That tells the whole story. THE PROGRESSIVE, HUSTLING, UP TO DATE MERCHANT READS THE NEWSPAPERS. He also makes others read the advertisements he places in the newspapers. Therefore he is a winner. BE A WINNER.

NO. 3851.

The First National Bank

OF PRINEVILLE, OREGON
B. F. ALLEN, President.
WILL WURWELER, Vice Pres.
T. M. BALDWIN, Cashier.
H. BALDWIN, Asst. Cashier.
ESTABLISHED 1888
Capital, Surplus and Undivided Profit \$100,000.00

When in need of printing that pleases call at the Pioneer office.

LIVERY, FEED STABLE & SALE STABLE

MADRAS, OREGON

G. V. STANTON

GIVE

Your Orders Prompt Attention

Transient Stock Given Best Of Feed And Care

New Model 270 Marlin REPEATING RIFLE

The only gun that fills the demand for a trombone ("pump") action repeater in .25-20 and .32-20 calibres.

Shoots high velocity smokeless cartridges, also black and low pressure smokeless. Powerful enough for deer, safe to use in settled districts, excellent for target work, for foxes, geese, woodchucks, etc.

Its exclusive features: the quick, smooth working "pump" action; the wear-resisting Special Smokeless Steel barrel; the modern solid-top and side ejection for rapid, accurate firing; increased safety and convenience. It has take-down construction and heavy Bend front sight; these cost extra on other lines of these calibres.

Our 126 page catalog describes the full Marlin line. Sent for three stamps postage. Write for it.

The Marlin Firearms Co. 42 Willow Street New Haven, Conn.

Tum-A-Lum Lumber Company

Building Material

Sash and Doors	Common and Clear Lumber	Lime and Cement
Building Paper	30 yards in Oregon and Washington	Wood and Coal
Mouldings		Roofing
Shingles		Plaster
Lath		Posts

THE value of the things you buy is not for the price you pay, but in the quality you get. You will find here everything for the home builder. Start your little home today. Come in and get acquainted with us and our yard. Promises may get customers, but it's performance that keeps them, and this is the foundation of our business. Quality, goods, guaranteed satisfaction, courteous treatment

W. C. WADE, Agent
Madras, Oregon