## VAST AREA IN CENTRAL OREGON IS THROWN OPEN OUT HIS THREAT

Evidence Before Land Office Shows Harney Valley Tracts Will Produce Crops Without Irrigation－Can N Longer Be Said Will Not Support Railroads．


MEAT DEALERS FIND IT MEAT TO MEET INSPECTOR＇S DEMANDS


To Owners of Bad Breath

Foul Odor of Indigestion，Smok
Eating or Drinking Stopped a
Once With Stuarts Charcoal Lozenges．暐年


ORINOLaxative Fruit Syrup
Pleasant to take and does not gripe or nauseato Cures Chronic Constipation，Stomach and Liver Trouble

Stimulation Without Irritation．If you are constipated
Orino Laxative Fruit Syrup is a new If your tongue is cbated laxaive syrup combin whin the de．If your breath is bal cious flavor or frits， sicken．It is much＇more pleasant and If your head feels heavy effective than Pilis．Tablets or Saline if you have heart－burn Waters，as it does not derange the If you are troubled with belching tomach，or irri or Bowels．

## Constipation．

Orino Laxative Fruit Syrup will it restores the natural action of then Intestinal tract．

If your food does not asaimilate If you are too thin If your complexion is bad

Your atomach，liver and bowels Oravo Laxative Fruit Syrup

Clears the Complexion． Oruno Lapative Fruit Syrup etime lates the liver and thoroughly cleansee the system and clears the complerio of pimples and blotches．It is the bes laxative for women and children as it is mild and pleasant，and does not gripe or sicken．

## Thin People Tale Nottoe．


Orno makes you assimilate your food so you w
 are not satisfied your meney will be refunded ， OLD AND RECOMMENDED EY ALL DRUGGISTS

## CASTORIA

The Kind You Have Always Bought，and which has bees Quafletctusa sonal supervision since its hinfancy． All Counterfeits，Imitations and＂Just－asove you＇are but Axperiments that trifile with and endanger the health of Infants and Ohildrem－Experience against Experlment

## What is CASTORIA

$$
\begin{aligned}
& \begin{array}{l}
\text { Oastoria is a harmless substituta for Castor On, Pare- } \\
\text { gori, Drops and Soothing Syrups. It is Pleasant. It }
\end{array} \\
& \text { contains nelther Opium, Morphine nor other Narcotio } \\
& \begin{array}{l}
\text { substance. Its ago is its guarantee, It destroys Worms } \\
\text { and allays Feverishness It eures Diarrhcea and Wind }
\end{array} \\
& \text { Colic. It rellevers Teething. Troubles, cures Constipation } \\
& \begin{array}{l}
\text { and Flatulency. It assimilates the Food, regulates the } \\
\text { Stomach and Bowels, giving healthy and natural sleep. }
\end{array} \\
& \text { 號 }
\end{aligned}
$$

## cenuine CASTORIA always



The Kind You Have Always Bought
In Use For Over 30 Years．

## OREGON＇S OPPORTUNITY

 THE OREGON RAILROAD \＆NAVIGATION
COMPANY AND SOUTHERN PACIFIC CO．


Fares Can Be Prepaid


## BEAVER HILL COAL

 camamem nu maut $\$ 8.00$ Per Ton
## Beaver Hill Coal Co

Maln 5625 Foot Davis St．Prompt Delivery

## The ABC and XYZ of ADVERTIING



A man succeeds，not because he advertises his business，but because he lives it；because he eat it，sleeps it，dreams it，builds air castles about it．

The man who never builds air castles never builds castles of any kind．

The great motive power of any business is the strenuous personal faith of the man back of it

Put your name to the front－your own person ality．This is a tremendous force in advertising People like to know individuals．They like to feel that they are beng served by men，not simply get－
ting their goods out of the hopper of a treadmill． And if people have any kicking to do－and the American people enjoy kicking－they prefer to kick individuals．It is mighty unsatisfactory，for instance，to kick an express company，or a railroad， or Brown，Smith \＆Co．One can＇t hit the bullseye．

Breathe the breath of life into your advertise－ ments．It is safe to say that nine out of every ten advertisements which we see are as dead as Egyp－
tian mummies．They are beautifully decorated tian mummies．They are beautifully decorated， wined around with fine linen，draped and boxed for they neither see nor speak．They don＇t even smell． Their faces are either made of putty or are chiseled out of beautiful marble．There is no throbbing puise．
Advertisements are written to appeal to live people，and nothing can get into the heart of hu－ manity so easily as another heart．

If you have faith in your goods，and the public has faith in you，the circuit is complete．The ad－ vertisement is simply the transmitter through hich your faith operates．
The trunk lines are all laid．Every home is connected up．To put ypur shop in communication with 150,000 possible customers is dead easy．The newspapers go to press shortly after midnight．At 8 o＇clock tomorrow morning you can talk to 100,000 people about the few little attractive features of your shop which you are making ready－some suits which you are closing out at half price or some new importations which you got through the
custom－house only yesterday with the idea that you need to apologize to the pub lie for disturbing their breakfast with your effairs． The people tisements wouldn＇t sell．

Advertising isn＇t grammar；it isn＇t pictures；it isn＇t type；it isn＇t top－of－page position．It is some－
thing far more real than these things． thing far more real than these things．These are proper telegraphic connection between you and the customer．It is the art of making the type speak．

## Semuoneator

