

UNLESS IT'S A GOOD STORE IT WILL NOT PAY to ADVERTISE IT!

UNLESS you know a person—unless that person comes into your life in some way—you are not greatly concerned about whether he is good or bad, desirable or objectionable.

It's so with a store. The people who never visit it care nothing about it one way or the other. It doesn't exist—for them. But—when they are persuaded to patronize it—when they come to turn the spotlight of their attention on it—when it comes to have a part in their lives, as some stores must have in all lives—then it's different; then it DOES matter whether it strives to win confidence; it does matter whether or not its price concessions are genuine, dependable.

If it meets all tests that a good store must stand when it is advertised—when it thus invites the critical attention of people—then advertising "makes" the store. If it fails in most of the vital things—if it proves, under the light of publicity, not to be much of a store, THEN ADVERTISING WILL NOT PAY—for it will emphasize shortcomings as well as merits.

For these same reasons it is generally assumed that the store which does not advertise is seeking to avoid close inspection and comparison, and that the store which does is courting them.

SHORT ITEMS OF INTEREST.

Work on an oil-prospecting well near Vale will soon be commenced.

Bishop Paddock of the Episcopal Church has been holding services in various parts of Southern Oregon.

The Prineville fire department is making preparations for a two-dollar-a-plate banquet to be given on January 12.

Drilling on the oil well at Grizzly has been suspended until after the holidays. Everything is going along nicely at the well.

Eugene has made a tax levy of 10 mills for expenses of the current year. It has a six-tenths of a mill levy for library purposes.

"Valley Farm," the home-talent comedy drama put on at Prineville under the auspices of the Ladies' Annex, netted that organization about \$75.

Stock owners in the Malheur regions are informed by the state veterinarian that until they kill off about 500 wild ponies of the scrub breed that transmit the disease to valuable horses, it will be impossible to eradicate the glanders in Malheur and Owyhee. These wild horses are of no value, and they convey the infection.

Nothing could be better for the fall sown wheat than the generous coating of snow which has laid over the county the past two weeks. The expectation is for the best crop of winter wheat that has ever been harvested in the Inland Empire, and it adds to the pleasure to know that the area sown is greater than ever before.—Moro Observer.

The Review reports the result of the city election at Prineville in the following manner: "Prineville's administrative affairs are in the hands of the reform element for the coming fiscal year beginning January 1, the entire Methodist ticket, as it was termed by the opposition, having carried the day by majorities of from 1 to 17 Monday last."

A bill has been introduced in the lower house of congress allowing the Sherman county heirs of Thos. G. Miller the insignificant sum of \$500 on account of the destruction of a ferry boat which Miller was operating across the Columbia river near the mouth of the Deschutes. The destruction occurred during the Bannock Indian war.—Moro Observer.

More people are taking Foley's Kidney Remedy every year. It is considered to be the most effective remedy for kidney and bladder troubles that medical science can devise. Foley's Kidney Remedy corrects irregularities, builds up worn out tissues and restores lost vitality. It will make you feel well and look well.—C. W. HARRIS, Druggist.

ADVICE TO WOMEN.

How One May Grow Old Attractively and Gracefully.

Growing old is not a condition to be dreaded. Youth is delightful and full of zest, but that is no reason why its loss should be bemoaned. A woman who wishes may gain attractiveness with each year she lives and at thirty be far prettier, more delightful and entertaining than at twenty. This is the working of the eternal law of averages that never fails if one will only put it into operation. Only one must understand the situation and the law and abide by it accordingly, remembering that there is no gain without loss and that to achieve one must work.

To grow old gracefully is an art, and to step into middle age successfully is a triumph. It is women who do this of whom one hears others say she is "better looking than when she was a girl" or is "ever so much nicer than when she was young." Every woman may be this by developing attractions which a girl can never have.

The original mistake that many women make as they feel their youth going is to fall to bring out the next set of attractions. Mere youth is pleasing, and because of it much is overlooked, condoned or ignored. "She is a pretty girl," some one says and forgives the evidences of bad temper.

But they will admire more a woman of middle age who has learned to control her temper and to show sweetness and self control when youth would fly into a rage.

A middle aged woman who has learned from life as she has gone on is infinitely more attractive than a girl. The former has gained sweetness and strength in trial. She is more entertaining, has more tact, more knowledge of how to please. When a girl pleases it is simply in the fact that she is a girl. But with this same power in an older woman there is knowledge before which a girl fades into oblivion. The adventures in a play is never a girl. She is always a woman past thirty years of age. She must have age to be clever, but the mental ability which a woman of that type turns to bad purposes may in one who is honest and well bred be used for the best ends.

For one thing, she makes herself helpful and particular. A certain carelessness in dressing that in a girl may be picturesque in a middle aged woman is slovenliness, and one who wishes to look and be her best will not give way to it. It is a mistake to think that because one's hair is turning gray how it is done up doesn't matter. It matters a great deal, and especial pains must be taken to arrange it well and becomingly. To try to wear the same style frock as youth does is ridiculous and unbecoming. Gowns suited to the middle aged figure will not make one look older. They simply harmonize and do not by extreme contrast call attention to the fact that a woman is not a girl. Little airs and graces of manner that were pretty in the girl are elephantine in the woman. Instead of these there should be a sweet dignity of manner that will charm all.

There is absolutely no need to dread advancing years if only one will ad-

vance with them in dress, habits and customs. One's friends are getting along also, and all keep on together. But every one, and especially a woman, should grow old attractively and not carelessly. To be too particular about the neatness and detail of one's clothes, that they shall be perfectly put together and becoming, is impossible. Too many women are careless about this, and it makes them look horrid. On the other hand, there is nothing prettier in the world than a sweet and dainty old lady, and if her character and mind are sweet as well she has more friends and deeper admiration than ever fall to the lot of a girl.

To Clean Felt Hats.

Felt hats of light color may be cleaned with black magenta, fuller's earth or laundry starch. Always remember to rub and brush with the nap. Rust or finger marks may be removed from light colored woolen goods by fubbing with the nap with bread. If the marks are obstinate, sprinkle a little salt on them, then rub with the bread.

Laces may be dyed to match material of any color by using a reliable dye and following carefully the directions supplied with it. Feathers may be freshened by shaking them over the fire, on which a little salt has been thrown. This fluffs them out and makes the ends curl under. If more curl is desired, the filaments should be drawn over a dull knife blade. Feathers may also be washed or dyed by the exercise of a little care and patience. Velvet that is wrinkled or crushed may be restored by steaming or may be made into "mirrored" velvet by ironing with a moderately warm iron on the right side and in the direction of the pile or nap. Silks and ribbons should be steamed and stretched between the hands.

Ward's

A Delightful Liquid Face Powder. Imparts a rare softness, beauty and delicacy to the skin. Although invisible it is a perfect aid to beauty, restraining the ravages of sun, wind and time. Eliminates tan, sunburn, freckles, sallowness and imperfections of the skin. Possesses a dainty clinging odor exclusively its own. Price 50 Cts. 100 Cents Free at Dealers. ROYTY GHEM, CAL. CO., PORTLAND, ORE.

CATTLE INTERESTS.

How Beef Finishers Are Faring—Dual Purpose Stock.

Time discredited the prophets and laid the specter of a vanishing cattle industry. A few vital days in the waning of the corn ripening season lifted the depressed balance of the corn crop and added millions of bushels to the yield. Nevertheless the amount of the corn shortage has made itself felt. To many feeders the corn belt cash has looked better in view of the financial flurry, combined with the high cost of feed, than has cattle, and they have held it or turned to sheep or other lines of business in which more profit seemed to appear. This has sent great numbers of calves and other stock to local slaughter houses.

Those, however, who stood by the good beasts and filled their feed lots as usual seem, on the whole, to have fair prospect of winning out when the "cushing in" fever reaches the end of its course, the length of that course depending on easy money and the turn of prices in the corn trade, which no man may forecast. With diminished feed lots the smaller number of cattle that will be brought to a finish on the short corn crop should mean a good fighting chance for future satisfactory profits. The cattle situation is by no means unique. Mutton finishers are loudly complaining of unprofitable operations. But, then, this is one of the usual autumn events of the holiday season.

The great international live stock show at Chicago has demonstrated again that American beef finishers may challenge the world with their products. But in respect to prices obtained for fat cattle it proved a sore disappointment to the producers. While the demand at the show auction sales was keen, buyers indulged in no fancy run of prices. The fact that the champion car lot of the show went at the scales at \$8 per hundredweight as against \$17 last year is evidence of the success with which killers kept prices on a basis that they claim to be justified by present business conditions. Unattained praise for the quality of the cattle hardly atoned for unprecedentedly small values. Six dollars and forty-eight cents was the average price per hundredweight realized on car lots.

Feeding Beef and Milk Stock.

Now that the beef and milk combination promises to be in greater favor in this country it is of interest to farmers to know something of the methods of the past masters in the art of producing dual purpose cattle. English breeders of dual purpose animals very rarely allow their young stock to suckle. Bull calves are fed on whole milk or on a gruel of whole milk or skim milk with flaxseed meal, cornmeal or oatmeal. As they grow older barley meal, cotton cake, roots and hay are added to the ration and the milk decreased. A rather fleshy condition is usually sought for.

Dual purpose heifer calves are fed on skim milk and grain rations, and large amounts of proprietary calf foods are used. Skim milk rations are usually prepared by holding the grain in water and adding to the milk while

A Curtain Effect.

A pretty way to arrange bedroom window curtains is this: The upper sash is hung with a dainty flowered muslin and the lower with a filmy madras. Both are simple sash curtains and thus will be easily laundered. The colored curtain is protected from the light by the shade, which is usually drawn to the middle of the window. For this reason the colored curtain will not be liable to fade.

The colored curtain is much prettier if ruffled with white. This scheme gives a charming touch of color at the windows, but admits of the use of the sash curtain as a screen for the lower part of the window.

Vaccination of Hogs.

Secretary Wilson states in his annual report that blood serum from hogs which have been proved to be immune to hog cholera has been used in vaccinating other hogs, which are thus protected from cholera for about three weeks, as shown by experiments. If blood from diseased hogs, however, is injected with the serum the protection is extended to about three and a half months.

For Pigs on Pasture.

At the Iowa experiment station a ration of corn alone on timothy pasture produced the cheapest gains in weight of any of the rations fed to pigs on pasture, but the mixed rations produced the greatest total net profits.

Fodder For Wether Lambs.

There is no doubt as to the preference of the sheep in the choice of fodders. Clover hay seems to be the fodder they relish most, then pea straw, corn fodder and timothy hay. The condition of the fodder will materially influence the gain, for if it is musty, burned or dusty or has been allowed to grow too coarse they will neglect it. Two or three pounds of any of the fodders mentioned will be about the quantity that wether lambs pine or ten months old will eat daily through the fattening period.—Craig

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NOTICE is hereby given that all applications for permits to graze cattle, horses and sheep within the DISCHUTES NATIONAL FOREST during the season of 1909, must be filed in my office at Prineville, Ore., on or before February 26, 1909.

OFFICIAL DIRECTORY.

- UNITED STATES: President Theodore Roosevelt, Vice President Charles W. Fairbanks, Secretary of State Elihu Root, Secretary of Treasury George B. Cortright, Secretary of Interior James R. Garfield, Secretary of War Luke R. Wright, Secretary of Navy C. J. Spangler, Secretary of Commerce Oscar Strauss, Postmaster General George Von L. Meyer, Attorney General William H. Moody, Secretary of Agriculture James Wilson.

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- SEVENTH JUDICIAL DISTRICT: Judge W. L. Rudshaw, Attorney Fred W. Wilson. CROOK COUNTY: Judge H. C. Ellis, Clerk Warren Brown, Sheriff Frank Elkins, Treasurer W. F. King, Assessor J. D. La Vollette, School Superintendent R. A. Ford, Surveyor Fred A. Rice, Commissioners James H. Kayce, R. H. Broyer.

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Blacksmithing

HAVE started up for business in the Dunn Blacksmith Shop, and respectfully solicit a share of your patronage. Satisfaction guaranteed in EVERY PARTICULAR. Horseshoeing and General Repairing. W. H. HEWES Bend, Ore.

CONTEST NOTICE.

A sufficient contest affidavit having been filed in this office by Elmer Niewmeyer, contestant, against homestead (serial No. 0559) entry No. 1849, made December 1, 1907, for 1/2 SW 1/4, Section 25, Twp 23 South, Range 12 E. W. 3 M., by Emily Johnson, deceased, contestant, in which it is alleged that said entrywoman died on or about April 17, 1907, that prior to her death she had abandoned said tract that the never cultivated or improved said tract or caused the same to be done, and that there are no known heirs of said entrywoman, that if there are any heirs of said entrywoman they are unknown to applicant, that since her death no heirs or personal representatives have ever been heard from nor has anyone come to claim her property; that said alleged absence is not due to service in the army, navy or marine corps of the United States in time of war.

FOLEY'S HONEY AND TAR