

## TOWN OF

## ..WHITNEY..

Building Has Actually Commenced

**A** LIMITED NUMBER OF LOTS WILL BE SOLD to bona fide building purchasers. NO BOOM. Let your eyes and foresight be your judge. The cars will be running into Whitney by November 10. Don't overlook a good thing. The coming town at the western terminus of the Sumpter Valley Railroad. ❀ ❀ ❀ ❀ ❀

Address or Consult

TELEPHONE  
BLACK 891

JAMES H. GRAHAM

BAKER CITY  
OR SUMPTER

## GREAT ADVERTISING SCHEME.

## Proposition to Harmoniously Mingle Art and Finance.

Now here is an advertising scheme that has some entirely new features. It was devised by a theatrical manager, apparently without turning a hair. It hasn't been put into practical use yet, for the very frequent reason that an angel has not yet volunteered to furnish the necessary guarantee for the skids, that his good thing may be smoothly pushed along.

The proposition was submitted to a prominent mining man of this camp some months since and he considered it half seriously for a while, but abandoned the scheme, primarily, for the reason that he didn't happen to have the necessary \$15,000 in his vest pocket to spare for such purpose at that particular time.

This brilliant idea, briefly outlined is about like this: A playwright and a scenic artist of recognized ability were to be sent to Sumpter. The literary gentleman should familiarize himself with social and business conditions hereabouts and construct a thrilling drama, with strong local coloring; full of rich strikes, premature giant powder explosions, gun fights over the possession of valuable mines, fortunes lost at Faro and the whole list of popularly supposed every day incidents in mining camps.

The artist's job would, of course, be to faithfully reproduce the scenes for the stage settings.

Most any body could figure out this much of a scheme at any odd moment of leisure, but a genius was required to complete the proposition. There was to have been an actual mine and stock selling mixed up in the deal, harmonious mingling of art and finance. A good piece of property, a promising prospect should be secured, legally incorporated and honestly, intelligently worked. The drama would be properly staged and a good company

put on the road to present it. At every performance a block of treasury stock in the mine would be hung up as an inducement to the public to come and see the play. It would be disposed of by chance after the curtain went down. There you have a chance for a double play, an alluring gambling bait that would surely catch the fish. The show itself would, of course, be worth the price of admission, and every purchaser would have a chance to win a princely fortune. The box receipts, aside from the actual expenses of keeping the show on the road, would be expended in developing the mine and the drama would advertise the country.

What a pity the plan was not put into execution. Of course, it wouldn't have been either "legitimate" mining nor the approved method of catching a crowd; the knockers would have gone at it hammer and tongs and the critics would have torn it to tatters—but nobody cares what the kickers say, any way. Had the prospect chanced to turn out a mine, the scheme would have been a brilliant success, even had the drama itself been as rotten as the average.

## John F. Leland Heard From.

John F. Leland writes from Salt Lake that he has succeeded in his mission to that rapidly growing mining center and will soon be in the field for business. He has secured some of the best mining men in the West, possessed of ample capital, with all, as backers. John Leland hitched up in this way can't help from making a success, for his ability is unquestioned; few men being so thoroughly versed in the various branches of mining. He expects to be in Sumpter at an early day, but probably not to remain. He is tired of the knockers, professionals and amateurs.

## Personal Information About Mines.

The following from the Salt Lake Mining Review will doubtless be appreciated by publishers more than by the public:

The Mining Review is frequently in receipt of letters from various sections of the country, but principally from the east, asking for information concerning certain mining companies and individual operators. The intelligence sought for is generally of a personal character, pertaining to the history and legitimacy of the enterprises in question. This paper cannot act as umpire, sponsor or judge of any man or set of men, nor has it the inclination to assume the prerogative of ascribing fair or dishonest motives to anyone, and will therefore abrogate the right to criticize or comment unfavorably on any mining project, large or small, unless fraud and attempt to deceive people here or abroad is palpable and apparent. So long as ground, not liable to litigation, is being energetically and continuously worked, it is liable to become valuable. So far as the purchase of mining stocks is concerned, a few established and comprehensive rules may be set down as judicious to observe. Get a reliable idea where the property is located, and be reasonably sure concerning the title, ordinarily avoiding the purchase of stock issued on bond and lease. Obtain as accurate an estimate as possible of the personnel of the officers of the company, and the moral hazard and capacity associated with them, because the management should be efficient and qualified, as well as honest. Learn what the property is capitalized for and the amount, if any, of debts or incumbrance that may exist and then, when you have familiarized yourself with the situation, proceed cautiously, because, in sporting parlance, "with an even break" the risk in stock-buying is great enough.

## Your Winter's Wood.

I have for sale several hundred cords of seasoned wood for immediate delivery. I also own and run the steam saw. Leave your orders in either case at Johns & Co.'s store for prompt attention. M. W. Sullivan, Sumpter, Oregon.

Famous.....

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BEERSTAR BREWING COMP'Y.  
Portland, OregonIN KEGS, BARRELS OR  
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