

### PUBLICITY FOR THE RETAILER.

Tom Murray, one of the brightest minds at present engaged in the retail trade in America, gives in the current issue of System his opinion of the value of advertising as a force upon which in this day of the world the modern business man may depend for success if he would compete for trade, in the following words:

"A man who nowadays rents a store, hires help and does not figure on advertising, is not destined for a successful business career. He had far better figure rent first, then advertising and his help expense afterward. If he does not advertise it will not be long before he will not need employees. Had it not been for advertising I should have been crowded out of my business the second year. If a man does not know enough to advertise in these days he can buy that kind of brains that does know, and he had better do so or quit buying goods, get out of business, and work for the man who does advertise.

"Look around you. Who are the men who succeed? Are they not the advertisers? Make yourself the talk of the town. It can be done. I cannot be otherwise than a great believer in advertising.

"I never study an ad. I write any odd sentence that may happen to come into my head.

"I find that the more a man gets into the habit of writing ads, the more ideas come to him. Many a man who thinks that he cannot write ads is mistaken. A little nerve often proves that a man has some advertising brains that he did not know.

"Don't go into business unless you intend to advertise."

**A WONDERFUL BUSINESS.**  
Is the Lord & Thomas Advertising Agency the Head of Which Retired February 1st. Possibly there is no line of industry in the United States that has grown in such proportion in recent years as that of general advertising, which includes publicity in newspapers and magazines and outdoor display advertising, and through its tremendous force the entire basis of modern merchandising has been revolutionized.

The Chicago papers of the current week devote much space and time to the wonderful growth of the advertising business as a whole, and that of Lord & Thomas in particular, owing to the retirement of Mr. D. M. Lord, the senior member of the firm, who leaves active business life with a rich competence.

The business of Lord & Thomas has been one of the most aggressive and progressive of its kind in the country, having in recent years been under the active management of Mr. A. L. Thomas, whose judgment on advertising matters is considered as authoritative by the vast body of publicity users. Mr. Thomas has succeeded Mr. Lord to the presidency and will continue at the head of the firm.

Mr. C. R. Erwin, the new Vice-President has been connected with the company for 20 years and is therefore a veteran in the field; associated with him and Mr. Thomas is Mr. A. D. Lasker, the Secretary and Treasurer.

To give some idea to the public of the growth of advertising as a whole, it might be stated that in two years the business of Lord & Thomas alone has increased one million dollars in the billing, and in the one month of January in 1904 this house has booked \$720,000.00 in advertising contracts from the following concerns, whose names are household words in the United States: Anheuser-Busch Brewing Ass'n, St. Louis; Siegel, Cooper Company, New York; Woolson Spice Company (Lion Coffee) Toledo, Ohio; Hamilton-Brown Shoe Company, St. Louis, Mo.; Sterling Remedy Company, (Cascarets), Chicago and New York; The Woman's Magazine, St. Louis, Mo.; Armour & Co., Chicago; Michigan Stove Co., Detroit and Chicago; Union Pacific Railroad Co., Omaha; Chicago, Milwaukee & St. Paul Ry., Chicago; Rock Island R. R. System.

Thirty-five years of wide experience in handling the publicity of a large proportion of America's most suc-

cessful advertisers have fitted Lord & Thomas to give most judicious and profitable service to enterprising business firms in every line.

The main offices of Lord & Thomas are in the Trade Building, Chicago and its Eastern Branch is in the American Tract Society Building, New York.

### AN UNKNOWN LAND.

#### Parts of the Old Roman Empire Unseen by Modern Eyes.

Few people appreciate the fact that today, at the dawn of the twentieth century, there are still parts of the old Roman empire where no traveler of modern times has been; that there are ancient towns which no tourist has seen, temples and towers that no lover of classic literature has delighted in, inscriptions in ancient Greek that no savant has as yet deciphered—whole regions, in fact, full of antiquities for which no Hagedeker has been written, and which are not shown upon the latest maps. There are regions within our temperate zone where no modern European foot has trod, so far as we are able to tell—regions where the civilization of Greece and Rome once flourished and where the monuments of classic art and of an unfamiliar art that supplanted the classic waste their beauties upon the ignorant sight of half civilized nomads.

To realize the truth of this one needs only to cross the ranges of mountains that run parallel to the eastern coast of the Mediterranean and, avoiding all caravan routes, journey independently about the barren country that lies between these mountains and the Euphrates. Here is a territory which, though not wholly unexplored, is full of most wonderful surprises. Here are cities and towns long deserted, not so great or so imposing perhaps as Palmyra, but far better preserved than the city of Zenobia and giving a much truer picture of the life of the ancient inhabitants than one can draw from these famous ruins.

These towns are not buried, like the great cities of the Mesopotamian plains, nor have their sites been built upon in modern times, as those of the classic cities of Greece have been. They stand out against the sky upon high ridges or lie sheltered in sequestered valleys, presenting to the view of the traveler as he approaches them very much the same aspect as they did in the fourth century of our era when inhabited by prosperous, cultivated and happy people or when deserted by those inhabitants some 1,300 years ago.—Howard Crosby Butler in Century.

### A Navy Funeral.

The funeral of a sailor at sea is a most impressive ceremony. Nine men of the Massachusetts died as the result of a thirteen inch gun's explosion. They were buried at San Juan, Porto Rico, but before the bodies were taken ashore the funeral was held, as is the custom, on the quarter deck of the ship. Excepting on special occasions like this officers alone are permitted on this deck. In the presence of the admiral and other officers, standing with bared heads, and marines and blue jackets, a detail from each ship of the squadron, drawn up in line, the caskets containing the men who died were borne by men who had been their comrades on to the quarter deck. A band played a dirge, a quartet of sailors sang and the chaplain prayed and spoke with solemn voice of the bravery of those who had suffered a death so cruel. The brawny men of the ships of war were standing silent, listening, their heads bowed, their sunburned faces motionless. But never a tear was shed, for tears and women have no place aboard a man-of-war. The bodies were taken ashore in the captain's gig after the service and reverently buried.—Leslie's Weekly.

### A Queer Career.

The Paris papers record the death of the aged Mgr. Bauer, who was formerly father confessor to the Empress Eugenie and is known to have had a considerable influence over the unfortunate direction of her policy. He was a Jew by birth, and during the fourth decade of the last century he was a busy man upon the Paris bourse. In 1875 he abandoned his kinfolk and fellow financiers by turning Roman Catholic. He was no less successful as a Christian than he had been as a Hebrew. He was ordained priest, taking up by Napoleon III, became the religious counselor of the emperor and was made a cardinal by Pope Pius IX. A few years ago the old priest added to the list of surprises which characterized his life by taking to himself a wife.—Westminster Gazette.

### Straw Hats Need Brushing.

"It's a strange thing," said the hat man after he had sold a three dollar panama, "that men who brush a derby or a soft hat every day never put a brush to a straw hat. There is no reason for the neglect. Straw hats need brushing more often than the others, for the dust clings to them and is more noticeable. If you brush your straw hat every day and scrub it with a stiff brush dipped in tepid water once or twice a season it will last two years with proper care."—New York Press.

### HORSES AND HORSEMEN.

Ed Geers says that Harold H., 2:04, can pace a half mile as easy as any horse he ever sat behind.

The Young Jim trotter, Walter Keim, 2:11 3/4, will very likely be one of the stars of Mart Demarest's stable this year.

It is reported that the Messrs. Hamilton, proprietors of the Village farm, intend reducing the number of trotters and pacers to 150 head.

Dick Wilson is at the Indianapolis track with his stable. Among the number are Patchen Boy, 2:10 1/4; Little Sphinx, 2:10 1/4, and Outoulan Maid, 2:10 3/4.

Strasburg, by Director, 2:17, dam Emulation, by Onward, and owned by W. V. Baker of Columbus, O., is said to be one of the "star" green ones at the Columbus track.

Clem Beechey has a good one for the green classes in Royal Coat, a five-year-old son of Regal Wilkes and Nannie Etticoat. He showed a mile in 2:13 3/4 as a three-year-old.

Patchless, 2:20 1/4, and Star Twist, 2:25, have been sent by their owner, A. W. Jaggard of Bonner Springs, Kan., to the Louisville (Ky.) track to be trained by John Hussey.

"I lost courage and thought I would never regain my health."  
"Three years of delicate health trying doctors' prescriptions and patent medicines" without benefit might well sap the courage of any woman. And yet Mrs. Bryant proved that the question of the cure of womanly disease is only a question of using the right remedy. A few doses of "Favorite Prescription" restored her courage and revived her hope, because she could see "a decided change from the first." Three



months' use of the medicine restored her to perfect health.  
Dr. Pierce's Favorite Prescription cures irregularity, dries weakening drains, heals inflammation and ulceration, and cures female weakness.  
Mrs. Sarah Bryant, President of Memphis Social Science Club, residing at 271 Atkinson Ave., Memphis, Tenn., writes: "I suffered with delicate health for three years, trying doctors' prescriptions and patent medicines until I lost courage and thought I would never regain my health, but a few doses of your 'Favorite Prescription' made me change my mind. Could see a decided change from the first, so I kept on taking it for three months faithfully and am now in perfect health."  
Dr. Pierce's Medical Adviser, in paper covers, is sent free on receipt of 21 one-cent stamps to pay expense of mailing only. Address Dr. R. V. Pierce, Buffalo, N. Y.

### OFFICIAL DIRECTORY.

- President Theodore Roosevelt
- Vice-President John Hay
- Secretary of State John Hay
- Secretary of Treasury Leali M. Shaw
- Secretary Interior E. A. Hitchcock
- Secretary of War Wm. H. Taft
- Secretary of Navy Wm. H. Moody
- Secretary of Commerce Geo. B. Cortelyou
- Secretary of Agriculture James Wilson
- Postmaster General Henry C. Payne
- Attorney General P. C. Knox
- STATE
- Governor Geo. E. Chamberlain
- Secretary of State F. I. Dunbar
- Treasurer C. F. Moore
- Attorney General A. M. Crawford
- Supt. Public Instruction J. H. Ackerman
- Printer J. R. Whitney
- Dutry and Food Com. J. W. Bailey
- U. S. Senators J. H. Mitchell, C. W. Fulton
- Congressmen Bingor Herman, J. S. Williamson, C. E. Wolcott, H. S. Bean, F. A. Moore
- SIXTH JUDICIAL DISTRICT
- Judge H. L. Benson
- Attorney L. F. Cobb
- COUNTY
- Joint Senator J. N. Burgess
- Representatives R. A. Emmitt, N. Whitcomb
- Judges B. D. Daily, C. W. McClary
- County Clerk A. W. McClary
- County Treasurer H. R. Dunlap
- Assessor Lee Beall
- Recorder John B. Blair
- School Supt. J. Q. Willis
- Surveyor C. E. Moore
- Coroner F. E. Harris
- Stock Inspector J. E. Clarkson
- Commissioners J. S. Price, W. A. Gutter

Nasal Catarrh quickly yields to treatment by Ely's Cream Balm, which is agreeably aromatic. It is received through the nostrils, cleanses and heals the whole surface over which it diffuses itself. Druggists sell the 50c. size; Trial size by mail, 10 cents. Test it and you are sure to continue the treatment.

To accommodate those who are partial to the use of atomizers in applying liquids into the nasal passages for catarrhal troubles, the proprietors prepare Cream Balm in liquid form, which will be known as Ely's Liquid Cream Balm. Price including the spraying tube is 75 cents. Druggists or by mail. The liquid form embodies the medicinal properties of the solid preparation.

### Klamath Lake Railroad

TIME TABLE  
In Effect June 28th, 1903.

WEST	Daily	EAST	
No. 1	No. 3	Passenger & Freight No. 4	No. 2
9:30	9:30	9:30	9:30
10:30	10:30	10:30	10:30
11:30	11:30	11:30	11:30
12:30	12:30	12:30	12:30
1:30	1:30	1:30	1:30
2:30	2:30	2:30	2:30
3:30	3:30	3:30	3:30
4:30	4:30	4:30	4:30
5:30	5:30	5:30	5:30
6:30	6:30	6:30	6:30
7:30	7:30	7:30	7:30
8:30	8:30	8:30	8:30
9:30	9:30	9:30	9:30

### FARMS

STOCK RANGES  
OF MANY KINDS  
BUSINESS ENTERPRISES

TOURN LOTS, Improved and unimproved soil on easy to cultivate. Good Timber Extensive. Local Vegetables. Taxes Looked After. Hints, Notes, and Accounts Collected. REAL ESTATE and General Business Agents. BAYLEY & MAXWELL.

### Southern Oregon Marble Co.

Ashland, Oregon  
Dealers in Marble, Granite, Iron Fencing and General Stone Work  
CEMETERY WORK OF ALL KINDS

### Land Notice.

JOHN MULLAN,  
Attorney and Counselor at Law.  
1310 Connecticut Avenue  
Washington, D. C.

All persons who have heretofore made FINAL PROOF in any kind of Land, Mineral or Timber Entries, which has been accepted by the Register or Receiver of any U. S. Land Office, can have the issuance of their U. S. Patent for said Lands promptly attended to by sending me their Duplicate Receipts, or Certificates of Entry, and an agreement to pay me \$10 whenever said Patents shall issue.

JOHN MULLAN,  
Oregon, California and Nevada State Agent

### LOOK OUT

For any one killing or stealing stock belonging to the

### South Eastern Oregon Live Stock Association

\$500 REWARD  
Will be given for the arrest and conviction of any person or persons stealing any stock belonging to members of this Association.

J. D. COUGHLIN,  
President.  
J. N. INNES,  
Secretary.

### 50 YEARS' EXPERIENCE

## PATENTS

TRADE MARKS  
DESIGNS  
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

### Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year, four months, \$1. Sold by all newsdealers.

MUNN & Co., 361 Broadway, New York  
Branch Office, 626 F St., Washington, D. C.

### SIERRA VALLEY RY

5:30 pm (10:30 am) Lv. Plumas Ar. 9:30 pm (2:30 am)  
5:45 pm (11:20 am) Lv. Yuba Ar. 10:45 pm (3:40 am)  
6:30 pm (12:05 am) Lv. Beckwith Ar. 12:30 pm (7:55 am)  
7:30 pm (12:55 am) Lv. Colusa Ar. 1:40 pm (9:00 am)

### THE WILLIAMSON-HAFFNER ENG CO

ENGRAVING BY ALL PROCESSES  
DENVER

### PROFESSIONAL.

R. E. L. STEINER, M. D. E. H. SMITH, M. D.  
**SMITH & STEINER**  
Physicians and Surgeons.  
Lakeview, Or.  
OFFICE—Bohl's Drug Store. Calls answered promptly day or night.

**DR. T. V. HALL**  
Physician and Surgeon  
OFFICE—New Daily Building.

**DR. O. F. DEMOREST**  
Dentist  
Lakeview, Oregon  
OFFICE—Daily Building.

**E. F. CONN**  
Attorney at Law  
Lakeview, Oregon  
OFFICE—Daily Building.

**C. H. DALRYMPLE**  
Attorney-at-Law  
Lakeview, Or.  
OFFICE—Daily Building.

**W. J. MOORE**  
Attorney-at-Law.  
Lakeview, Or.  
OFFICE—Daily Building.

**I. D. VENATOR**  
Attorney-at-Law  
Land Matters Specialty  
OFFICE—Daily Building.

**G. W. STEPHENSON**  
Physician and Surgeon  
Office Robert Bldg. Oppo Hotel Lakeview.

**WOODMEN OF THE WORLD** Lakeview  
Camp No. 200  
Meets on the 25 and 4th Wednesday of each month in Masonic Hall, at 8 p. m.  
E. F. HENRY, Council Commander.  
E. N. JAGGAR, Clerk.

**LAKEVIEW ENCAMPMENT, No. 18.**  
L. O. O. F. meets the 1st and 3rd Thursday evenings of each month in Odd Fellows' Hall, Lakeview. W. S. BLAIR, C. P., W. J. MOORE, Sec'y.

### M. E. CHURCH DIRECTORY.

**LAKEVIEW**—Preaching services at 11 o'clock A. M., and 7:30 P. M., every second and fourth Sunday.  
**SUNDAY SCHOOL** every Sunday at 10 A. M. Prayer Meeting every Thursday at 7:30 P. M.  
**NEW PINE CREEK**—Preaching Services at 11 o'clock A. M., and 7:30 P. M., every first Sunday.  
**SUNDAY SCHOOL** every Sunday at 10 A. M. Prayer Meeting every Thursday at 7:30 P. M.  
**BETHEL**—Preaching Services at 11 o'clock A. M., and 7:30 P. M., every third Sunday.  
J. B. STARK, Pastor.

### NEVADA CALIFORNIA SIERRA NEVADA ROUTE OREGON RAILWAY

To take effect, Tuesday, Apr. 1, 1902

No. 1	No. 2
9:00 a. m. Lv. Reno Ar. 5:30 p. m.	9:45 a. m. Lv. Sacramento Ar. 4:50 p. m.
9:45 a. m. Lv. Sacramento Ar. 4:50 p. m.	10:05 a. m. Lv. Colusa Ar. 4:25 p. m.
10:30 a. m. Lv. Plumas Ar. 4:10 p. m.	11:15 a. m. Lv. Yuba Ar. 3:30 p. m.
11:55 a. m. Lv. Plumas Ar. 2:45 p. m.	12:08 p. m. Lv. Colusa Ar. 2:18 p. m.
12:18 p. m. Lv. Colusa Ar. 2:10 p. m.	12:28 p. m. Lv. Red Bluff Ar. 1:47 p. m.
12:53 p. m. Lv. Colusa Ar. 1:35 p. m.	1:45 p. m. Lv. Yuba Ar. 1:15 p. m.
1:40 p. m. Lv. Colusa Ar. 12:50 p. m.	2:30 p. m. Lv. Amolee Ar. 12:10 p. m.
3:00 p. m. Lv. Amolee Ar. 11:30 p. m.	3:25 p. m. Lv. Hot Springs Ar. 11:11 p. m.
3:57 p. m. Lv. Murray Ar. 10:47 p. m.	4:26 p. m. Lv. Yuba Ar. 10:20 p. m.
4:55 p. m. Lv. Horse Lake Ar. 9:40 p. m.	5:30 p. m. Lv. Waverly Ar. 9:10 p. m.
6:30 p. m. Lv. Terno Ar. 8:55 p. m.	7:15 a. m. Lv. Beckwith Ar. 7:55 p. m.
7:40 p. m. Ar. Madeline Lv. 7:30 a. m.	

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### CONNECTION WITH STAGE AT:

Terno, for Lakeview, Paisley and Flush, Ore., and Ft. Bidwell, Lake City, Cedarville, Ashland, Alton and Biola, Calif.  
Hot Springs, for Standish and Susanville, Calif.  
Doyle, for Millerton, Jonesville and Buntville, Calif.  
Yuba, for Layton, Downsville and Camdenton's Hot Springs, Calif.  
Beckwith, for Geneseo, Taylorville and Greenville, Calif.  
Clarksville, Mohawk and Quincy, Calif.  
Reno, connecting with Po. Pac. Co. for all points East & West; V. & T. R. R. for all points South.

### The Harney County Live Stock Association

of which I am a member, pays \$750 reward for evidence leading to the conviction of parties stealing stock belonging to its members. In addition \$500 reward for horse brand horse shoe bar on either or both jaws. Recorded in counties Range, Harney, Lake and Crook Counties. Horses rented when sold. Horses sold to pass through this section will be reported in this paper. If not so reported, please write or telephone The Times Herald, Main 324, Burns, Oregon. W. W. Brown, File, Ore.