



MRS. A. G. MALINQUIST.

One of the prettiest women in America is Mrs. A. G. Malinquist, whose picture is given above. Many an artist, seeing her photograph, has expressed a desire to paint a picture of her.

### AS TO ADVERTISING.

The Merchant Who Builds up His Business Through Publicity and the Doctor Who Does the Same.

The most peculiar thing in life is human nature and its contradictions. What is right for one man or woman to do is quite wrong for another. Ask those who approve the one and condemn the other why and they will not be able to give a reasonable answer. It is all right for one man, for instance, to advertise his business, but it is equally wrong for another man to do so. It is all right for the merchant to inform the public that he has some \$1 silks which he is selling for 64 cents and a package of toothpicks (brown in, but let a doctor advertise that he has a particular remedy for a particular form of trouble and see what a howl will go up from—the other doctors. And yet all doctors advertise—when they get a chance. The only difference between doctors in this matter is that some of them pay for their advertisements and the others do not. But in both cases the value of the advertising is recognized.

One of the greatest advertisers in this country is Dr. Kay V. Pierce, of Buffalo, N. Y., head of the famous World's Dispensary Medical Association, which manufactures those widely and favorably known remedies, the "Favorite Prescription" and the "Golden Medical Discovery." Dr. Pierce, like other men who have dealings with the public, knows that the only way to sell goods is to let the people know that you have them to sell. A merchant might have the finest line of goods in the world and at the right prices, but if he did not let the people know about them those goods would stay right on his shelves. And it is so with the patent medicine business. The proprietor must let the people know that he has a remedy which will accomplish certain results, that he is prepared to give them careful and scientific treatment by mail and the terms on which he will do so. Then those who need his services will go to him. They can't be reached any other way. Then why condemn the man who advertises a cure any more than the man who advertises a necktie? But there is another point about this business of advertising. Fake advertisements may carry a business for a time but not for long. Lincoln used to say that you could not fool all the people all the time. That has been proved many times. A business which, like Dr. Pierce's, has stood the test of nearly 40 years, which has borne the brunt of many an attack directed by ignorance or malice, could not have reached its present mammoth proportions on misrepresentations or fake advertisements. There must be something more than that as its foundation. There must be honor and honesty in dealing with the public; else there will be failure.

The Pierce Remedies were among those which a certain prominent journal recently charged not to be what they were advertised to be. But an immediate libel suit for \$200,000 brought by Dr. Pierce led to a speedy retraction of the charge.

England, the United States, Spain, Italy and other maritime nations have adopted French methods. Japan for years has devoted to the subject its usual minute, trustworthy and masterful study, but has limited the English crowded and complicated charts rather than the artistic execution of the French—New York Tribune.

### SUBMARINE REEFS.

How They Are Located by the Naval Engineers.

Prior to the nineteenth century navigation, except on the high seas, was mainly that of the Irish pilot who claimed to know all the rocks in the harbor. "An' there's wan of thim!" said he as he struck.

On approaching land one needs to know how far he is from the lighthouse or headland in sight. Triangulation tells him. Two points on land being taken for the base of the triangle, lines from these points, representing the other two sides of the triangle, are drawn until they intersect. That apex of the triangle will be the point where the observer is. Then the distance from his point to the land can be easily calculated.

The maritime wars under Napoleon disclosed the dangerous ignorance of French mariners about their own sea-coast. French vessels were unable to break or run their enemies' blockade. After peace was established Beaupre-Baupre was appointed as the organizer and chief of corps of engineers to chart the whole coast of France. His work was so well done that the other naval powers hastened to chart their own coasts according to his methods.

The head of a rock may easily escape ordinary soundings, or lie between soundings. When covered by ten or more feet of water and unmarked by ripples or breakers, it is hard to find. Even when known it is hard to get soundings. The lead may glide over it, so that even in well surveyed waters some unlucky ship out of hundreds passing there may "find the rock with its keel."

Groups of buoys with grappling irons are lashed together in long sweeping lines and sunk behind the small sounding boat until they touch bottom, and are then towed until they strike a rock. In calm weather rocks and reefs may be seen at great depths from great heights in balloons. Even after a rock has been discovered, its depth and position must be precisely ascertained. Fishermen, too, help make known these uncharted rocks, rewards being offered for all new ones discovered.

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### Toilet-Toilet.

In the "New World of Words" 1720, "toilet" is defined as "a kind of Table-cloth or carpet made of fine Linnen, Satin, Velvet or Tissue spread upon a Table in a Bed Chamber where Persons of Quality dress themselves; a Dressing-cloth." A similar definition is given in Bailey's dictionary. The origin of the word is curious, for Cotgrave has: "see 'Toilette,' 'A toilet, the stuff which drapers lay about their cloths; also a bag to put nightgowns in.'" In the "Rape of the Lock" 1, 121, "toilet" seems used for the table and its contents: And now, unveiled, the toilet stands displayed. Each silver vase in myrtle order laid.

### Giant Tomato Plants.

The largest tomato plants in the world are found in California. One grower has three plants which have reached a length of thirty feet. In three months from the time the seeds were planted the vines had climbed to the top of a twenty foot trellis. The trunks of these plants, says What to Eat, are one and a half inches in diameter and the foliage is thick and luxuriant. Enormous quantities of tomatoes have been picked from them and the fruit is of unusual size, possessing an extraordinary fine flavor.

### Lava.

Lava may be blown into opaque bottles of gossamer lightness, and the harder sort makes a beautiful green glass of half the weight and double the strength of ordinary glass. But it is not always the same. Every volcano pours out its own special brand of molten mixture, disagreeable to walk on, but sometimes yielding precious products, as pumice stone. Lava, like all things, decomposes under the touch of time, as the fertile plains of Sicily testify.

### Marriage.

"What I want," said the young man, "is to get married and have a peaceful, quiet home."  
"Well," said Farmer Corotossel, "sometimes it works that way, and then again sometimes it's like joinin' a debatin' society."—Washington Star.

### Curiosity Aroused.

"Papa, what makes the cheese smell so?"  
"The process by which it was cured, I presume."  
After some moments of profound cogitation, "Papa, what would it smell like if it hadn't been cured?"

### A Chance For Somebody.

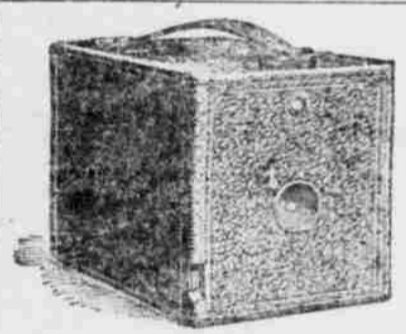
"Very strange, isn't it, about the story of Adam and Eve?"  
"How?"  
"Why, as far as I know, it hasn't been worked up into a historical novel."—Watson's Magazine.

### Injuries of Life.

The injuries of life if rightly improved will be to us as the strokes of the statuary on his marble, forming us to a more beautiful shape and making us fitter to adorn the heavenly temple.—Cotton Mather.

The wise prove and the foolish confess by their conduct that a life of employment is the only life worth leading.—Pater.

## Photography for the AMATEUR at Half its Former Cost



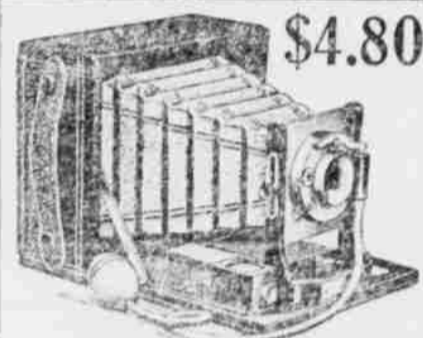
American Jr. CAMERA With Double Plate Holder \$1.60

The famous Poco, Buck-Eye and American Cameras.

Genuinely good in every detail. Film or Plates as you choose. Absolutely new models.

Our facilities enable us to furnish cameras of the highest grade at prices which cannot be met.

Send for illustrated catalogue telling all about our 27 styles and sizes. Free.



4x5 POCO \$4.80

AMERICAN CAMERA MFG. CO. 946 St. Paul St., Rochester, N. Y.

## 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 Mann & 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 news-dealers. MUNN & Co., 361 Broadway, New York. Branch Office, 65 7th St., Washington, D. C.

## HAVE YOU SENT YOUR DOLLAR?

### TO REPUBLICANS:

We are seeking for the republican in close company with the republican in harmony with the Republican National Convention. We are in the favor of the republican in the Congress.

The Congress of 1890-1891 must be based on the fundamental legislative record of the party, and that being so, the republican is the party that is the party of the people, and his name is the name of the people.

We desire to see the republican in this country in the position of One Dollar a Week. We will send the Republican National Campaign Text Book and the Republican National Campaign Text Book issued by the Committee.

Help us achieve a victory. JAMES S. SHERMAN, U.S. Sen., P. O. Box 2603, New York.

## CASTORIA

For Infants and Children.

If You Have Always Bought



## SEWING MACHINE

Before You Purchase Any Other Write THE NEW HOME SEWING MACHINE COMPANY ORANGE, MASS.

Many Sewing Machines are made to sell more or less of quality, but the "New Home" is made to last. Our guarantee never fails. We make Sewing Machines to suit all conditions of the trade. The "New Home" is the best of all high-grade Sewing Machines. Sold by authorized dealers everywhere.

The New Home Sewing Machine Co.

## WESTERN STAGE LINE

Office at the Mercantile Company's Store—Lakeview, Oregon.

## Good Stock - - - Easy Coaches

Daily from Lakeview to Bly, connecting with Daily Stage to the railroad.

Office at the Bly Hotel, Bly, Oregon.

E. CASEBEER, - - Proprietor Bly, Oregon.

## Northern Stage Line.

LAKEVIEW-PAISLEY. A. W. BRYAN, Proprietor.

Leaves Lakeview at 6 a. m. every day but Sunday. Returning, leaves Paisley at 6:30 a. m. every day but Sunday.

Passengers' fare 53. Round trip 75. OFFICE—Reynolds & Wenzel's, Lakeview.

## Lakeview Cigar Factory

A. STORKMAN, Prop.

Maker of Havana and Domestic Cigars.

COUNTRY ORDERS SOLICITED.

Give us a trial. Store in the brick building next door to Post & King saloon, Lakeview, Oregon.

## EDE HOTEL

Mrs. E. M. GALLAGHER, Proprietor.

First Class Accommodations Building Has Been Enlarged To Accommodate a Large Trade Dining Service Unexcelled...

## NEW PINE CREEK, - - - OREGON

### A Chance for Speculators.

SCHOOL LAND.—280 acres of level unimproved agricultural land for sale cheap. Disposition: SW 1/4, SW 1/4 of NE 1/4 and NW 1/4 of SE 1/4, Section 10, T. 39 S., R. 19 E., W. M. This is a desirable piece of land, located in Goose Lake valley and will make some man a good ranch.

If you are thinking of organizing a stock company see our new samples of Wall Street engraved stock certificates.

## School Days Over== What Next?

Your school course is finished. What are you going to do now? Are you one of the vast majority who end their school days in the common schools? If you are we want your attention for a few minutes.

You can get a higher education, any kind you want—business, technical or general—without leaving home, without giving up your work for a single day, without spending more than you can easily afford.

Do you want to know how? The plan is very simple. Instead of spending your day at a desk, reciting your lessons to a teacher in a big brick building, you prepare your lessons at home, from our outlines, write the recitation, and send it to us by mail for correction.

It is all done in your spare hours, for recreation. You pay a comparatively small sum, and for this we furnish text books, examination paper, and competent instruction until your course is completed.

Your daily work does not interfere with your studies. You can earn while you learn.

If you want to know more about our plan, write your name on the coupon cut out and mail to us. You risk nothing but the price of a stamp.

### OFFICIAL DIRECTORY.

Theodore Roosevelt, President; John D. Rockefeller, Vice-President; Charles W. Fairbanks, Secretary of the Senate; John C. Spooner, Secretary of the House; John M. Shaw, Secretary of War; William H. Taft, Attorney General; Geo. B. Cortelyou, Postmaster General; Geo. J. Hensart, Secretary of Navy; Charles J. Bonaparte, Secretary of Interior; E. A. Hitchcock, Secretary of Agriculture; J. Ross Wilson, Secretary of Commerce; A. A. Mead, Chief Justice; McKim W. Fulton, Visitation Warner, U. S. Pension Commissioner; W. H. Richards, U. S. Land Commissioner.

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F. S. LAND OFFICE: J. N. Watson, Register; C. E. Snider, Receiver.

LAKE COUNTY: Judge—B. Vay; Clerk—A. W. Mauring; Sheriff—E. H. Schacht; Treasurer—F. O. Astrom; Assessor—W. D. West; School Supt.—J. Q. Willis; Surveyor—J. E. Moore; Commissioners—J. A. Purdie, J. S. Lamm, C. W. West; Stock Inspector—J. P. Clarkson.

TOWN OF LAKEVIEW: Mayor—Harry Hatley; P. M.—Malloy; Councilman—J. W. Tucker, J. S. Lamm, W. R. Snider; Recorder—A. Bieber; Treasurer—

Nothing has ever equalled it. Nothing can ever surpass it. Dr. King's New Discovery For CONSUMPTION Price 50c & \$1.00. A Perfect Cure For All Throat and Lung Troubles. Money back if it fails. Trial Bottles free.

A Guaranteed Cure for Piles. Itching, Blind, Bleeding or Protruding Piles. Druggists refund money if PAZO OINTMENT fails to cure any case, no matter of how long standing, in 6 to 14 days. First application gives ease and rest, 50c. If your druggist hasn't it send 50c in stamps and it will be forwarded post-paid by Paris Medical Co., St. Louis, Mo.

The Wall Street line of engraved certificates of Stock and Bond blanks at the Examiner office. New sample book received Monday evening. If you want stock certificates see our sample book for our prices.

WANTED—District Managers to post signs, advertise and distribute samples. Salary \$18.00 weekly, \$3.00 per day, for expenses. State age and present employment. IDEAL SHEAR CO. 39 Randolph St., Chicago. —Jan. 25 4 m.

"Keep off Goose Lake." "Or use Thornton's Favorite Cream or ointment and red skin."

Drying preparations singly developedly catarrh; they dry up the secretions, which adhere to the mucous membrane and decompose, causing a far more serious trouble than the ordinary form of catarrh. Avoid all drying inhalants, fumes, smokes and anuffs and use that which cleanses, soothes and heals. Ely's Cream Balm is such a remedy and will cure catarrh or cold in the head easily and pleasantly. A trial size will be mailed for 10 cents. All druggists sell the 50c. size, Ely Brothers, 66 Warren St., N. Y. The Balm cures without pain, does not irritate or cause sneezing. It spreads itself over an irritated and angry surface, relieving immediately the painful inflammation. With Ely's Cream Balm you are armed against Nasal Catarrh and Hay Fever.

LINE UP With The Wearers of BOSS OF THE ROAD OVERALLS UNION MADE Demand The Brand!

Writon School Correspondence Course. Name: Address: Lake County Examiner, June.