

Every Non-Progressive Merchant Becomes Your Competitor When You Cease to Advertise Aggressively

WHEN a merchant "slows up" in his advertising, and concludes to "save a little money" in that direction, then the merchant who never had the courage and foresight to advertise adequately BECOMES A REAL COMPETITOR. Even the merchant who never advertises at all reaps a certain amount of profit from the "slowing up" process of the live store.

Not many merchants, of course, who have at any time set the pace for progressive advertising, will be content to take a backward plunge into the company of the non-progressives, of the LITTLE MERCHANTS, the easily satisfied ones, the un-awakes! But that is just what the "live one" does when he imagines his advertising is costing too much, and that its curtailment means "saving."

It business conditions ever suggest retrenchment in advertising, the wise merchant knows that this should be interpreted as a signal for "full speed ahead," for redoubled efforts to WIN the business that does not come so easily as usual.

WINS A FINE FARM FROM THE DESERT Lived Here 21 Years and is Contented, Happy and Prosperous

One of the successful "dry farmers" of this section, Joe Ambrose, of the West Side, was in town Saturday, and gave the Examiner a call.

Mr. Ambrose lives about 11 miles west of Lakeview, out on the desert. He has 320 acres of land, none of which is irrigated, but all of it can be, if he so desired. He is located on section 25, township 29 about a mile from the main stage road to Klamath Falls.

On this land this year, which is considered a remarkably dry one by the old settlers—and he is one of the old-timers, having resided here for 21 years—he has fine crops growing which show for themselves as to the fertility of the soil and its exemption from drought. Among them are wheat, barley, rye, alfalfa, field peas, sorghum, corn, Russian millet, stock and sugar beets, rape, carrots, potatoes,

rutabaga—last year the latter weighed so high as 14 pounds a piece—and all kinds of garden vegetables, all grown without a bit of irrigation.

In addition to the above crops he has a lot of fruit trees that are thrifty and doing well, besides small fruits.

In reply to our enquiry, Mr. Ambrose says he is perfectly contented, that he always liked the country, and that he came here 21 years ago prepared to stay, not too well-fixed as to the world's goods and he has no notion of changing his location. He drives a good rig and has the air of a prosperous man.

The Examiner gives this experience of Mr. Ambrose in support of the theory that what one man has done here, others can do if they will come and locate and stick to it till success and prosperity, sure to come, is their reward.

Sometimes a clock does not run—sometimes a store's ad. does not. A "run-down" clock or ad. are about equally unsatisfactory, unserviceable, misleading.

State of Ohio, City of Toledo, Lucas County.

Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the city of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure. Frank J. Cheney.

Sworn to before me and subscribed in my presence, this 3th day of December, A. D. 1906.

A. W. Gleason, Notary Public.

Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous surface of the system. F. J. Cheney & Co., Toledo, O. Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

The Star Drilling Machine Co.

is erecting a plant at PORTLAND, OREGON for the manufacture of their world famous PORTABLE WELL DRILLING MACHINES for water, oil, gas, etc., etc. A moderate amount of money will start you in a profitable business. STAR PORTABLE DRILLING MACHINES have been proved by Competitive Tests to be The Best in The World. For full particulars regarding well drilling machines, tools, supplies, etc., write to THE STAR DRILLING MACHINE CO., PORTLAND, OREGON, AKRON, OHIO.

Personal Mention

John Stoldt, of Bly, registered at the Lakeview Hotel last Thursday. Mrs. Taylor presented this office with a big bunch of sweet peas last Saturday.

W. A. Hopkins and wife are recent arrivals. They drove over from Burns, to take a look at this town and are well pleased that they have located here and will engage in business. Frank Padgett was in from the West side Saturday.

"Jim," waiter at Ely's restaurant was on the sick list one day last week. Ed. Woods, a West Side farmer, was in town Sunday.

Felix Heryford, one of the 70 riders, was in the city last Sunday.

Fred Longtellow came in from the Canas mill and attended the dance given here Saturday night.

Miss Myrtle Smith, formerly a school teacher in Lake county, is here on a visit from Stockton.

Mrs. Hakney has rented the Geo. Miller property and will soon open a boarding house there. The place formerly occupied by her has been sold to W. Tracy, of Drews valley, who will move to town when school opens.

Mr. Hankins and sister, Mrs. Cobb, went to Likely Thursday by auto, returning Saturday.

Mr. and Mrs. Cheney Jr. spent last Sunday with their parents in their camp on Cottonwood. The little grand daughter is so delighted with camp life that she had no desire to return home with her parents.

A party comprising Wm. Gunther and family, Mrs. John Arzner and family, Mrs. James Snyder and family, Mrs. Cleland, Guy Cronmiller, Mae Barnes, and Nellie Harvey left town Saturday for a few weeks outing on the Chewaucan.

Miss Iva Benefield, of Crooked Creek was the guest of Mrs. Harry Yount for a few days last week. She returned Saturday, taking Mrs. Yount with her for a short visit.

Manuel Swartz was in from his Thomas Creek ranch Friday.

F. L. Ross and wife were up from their fruit farm near Pine Creek last Saturday.

Carl Umbach left for the Summer Lake country yesterday morning with a load of freight from the Abilston Bros. store for the North End merchants.

Gus H. McLaughlin and wife, of Sacramento, were guests at the Hotel Lakeview Friday.

F. A. Fitzpatrick of the ZX ranch near Plush was in town Friday.

P. M. Cory, of the Western Stage man was in town Sunday from Bly.

Two parties left town Monday for an outing on the Chewaucan. One consisted of the families of Pete Grob, Lee Beall and Wm. Steele. The other party was the families of Elize Lindville and Frank Barnes.

Mrs. Dr. W. C. Gilmore, of Oakland, Oregon arrived in town Thursday, on a visit to her father, James Burns of Plush.

W. R. Cambridge, a sawmill man of Fandango Valley, over the line in California, was in town Thursday, on business.

Mr. Isaac Deter, one of the prominent farmers of the Goose Lake valley was in town Saturday, and gave the Examiner a call.

C. H. Dusenberry, of Klamath Falls, a prominent land locator of public lands was in town yesterday.

R. C. Mulkey, of Davis Creek was up Tuesday.

H. A. Brattain, of Paisley was in town Tuesday on business before the United States Land office.

Mrs. Permelia J. Brattain of Paisley made final proof to a timber claim at the land office Tuesday.

E. P. Matheo, of Paisley, was a guest of the Hotel Lakeview Monday.

F. Watto, of Likely, came up to the metropolis of Goose Lake valley Tuesday.

Mrs. Lundy and son have gone to Bly to remain until school opens.

Lin Cronmiller of the Examiner force went hunting Sunday and got 7 duck, 3 sage hens and a big coyote—all with a shot gun. That was a pretty good morning's bag for a 15 year old boy.

Why James Lee Got Well

Every body in Zanesville, O., knows Mrs. Mary Lee, of rural route 8. She writes: "My husband, James Lee, firmly believes he owes his life to the use of Dr. King's New Discovery. His lungs were so severely affected that consumption seemed inevitable, when a friend recommended New Discovery. We tried it, and its use has restored him to perfect health." Dr. King's New Discovery is the King of throat and lung remedies. For coughs and colds it has no equal. The first dose gives relief. Try it! Sold under guarantee at A. L. Thornton's drug store. 50c adu \$1. Trial bottle free.

DIARRHOEA

There is no need of anyone suffering long with this disease, for to effect a quick cure it is only necessary to take a few doses of

Chamberlain's Colic, Cholera and Diarrhoea Remedy

In fact, in most cases one dose is sufficient. It never fails and can be relied upon in the most severe and dangerous cases. It is equally valuable for children and is the means of saving the lives of many children each year.

In the world's history no medicine has ever met with greater success. PRICE 25c. LARGE SIZE 50c.

Diarrhoea Cured

"My father has for years been troubled with diarrhoea, and tried every means possible to effect a cure, without avail," writes John H. Zirkle of Philippi, W. Va. "He saw Chamberlain's Colic, Cholera and Diarrhoea Remedy advertised in the Philippi Republican and decided to try it. The result is one bottle cured him and he has not suffered with the disease for eighteen months. Before taking this remedy he was a constant sufferer. He is now sound and well, and although sixty years old, can do as much work as a young man." Sold by Daily and Hall.

Will Locate a Colony

M. Erickson, of Portland, arrived in town Monday, on his way to Warner Lake valley, where he purposes locating a colony of Scandinavians from the State of Washington. He is acting in conjunction with the Pacific Land Co. of this city.

Notice of Removal

Owing to the over-crowded conditions of business locations on Water St., and our being compelled to vacate the building recently occupied by us, we will, for a short time have temporary quarters at the residence of John Cogburn, two blocks west of Post & King's saloon, where we hope to meet our customers. An inquiry will find the location. Pacific Land Co.

Just Exactly Right

"I have used Dr. King's New Life Pills for several years and find them just exactly right," says Mr. Felton, of Harrisville, N. Y. New Life Pills relieve without the least discomfort. Best remedy for constipation, biliousness and malaria. 25c. at Thornton's drug store.

ASHLAND Commercial COLLEGE

Business and Shorthand Training, thorough and Practical Six Months Scholarship, \$45; 9 Months \$60 Note the Special All students who secure a nine-months scholarship and enter September 7, will be entitled to the combined course to July 1, 1909. The combined course to July 1, 1909. This gives you an extra month. Investigate and come. Address P. RITNER, Pres.

There are two things to consider during the hot weather:

ELECTRIC IRONS AND HALLOCK FIRELESS COOKERS

Call at our store and have them explained to you. We will let you take a Fireless Cooker on trial

LAKEVIEW MERCANTILE Co.

Don't forget to call on the Tollman Gallery for that picture before they leave on August 28.

The business that "does not need advertising" is probably past the need of anything at all.

The Tollman Gallery will only be here three weeks longer, and Mr. Armstrong will be pleased to see all his friends and patrons before he goes. He has just received a new multiplying plate holder, which equips him for making all kinds of small pictures. Come any time of the day from 8 o'clock a. m. until 6 p. m.

M. R. Jennings and wife left here Wednesday by auto for Likely, where they will take the train for their home in Buffalo, New York. Mr. Jennings is the mining man so largely interested in the new camp of Gold Run, where he was taken by the severe illness from which he has not fully recovered. He goes East for the benefit of his health and expects to return to the mines in course of two or three months.

Notice to Paisley People

The Tollman Gallery expects to have a man in Paisley Aug. 10th, at the Paisley Hotel prepared to take negatives for portraits stamps or enlargements. Leave your engagements with W. O. Hough.

Agricultural College

Corvallis, Oregon.

Offers collegiate courses in Agriculture, including Agronomy, Horticulture, Animal Husbandry, Dairy Husbandry, etc.; Forestry; Domestic Science and Art; Civil, Electrical, Mechanical, and Mining Engineering; Commerce; Pharmacy.

Offers elementary courses in Agriculture, Forestry, Domestic Science and Art, Commerce, and Mechanic Arts, including forge work, cabinet making, steam fitting, plumbing, machine work, etc.

Strong faculty, modern equipment free tuition; opens Sept. 25.

Illustrated catalogue with full information on application to the Registrar, free. 32-4.

Blue Prints Made

I will make Blue Prints of any tract of land in the Lakeview Land District, and do abstract work. Call or write

W. B. SNYDER
Lakeview Oregon

Wm. F. PAINE.

LAND AGENT AND SURVEYOR

Prompt and careful attention given to surveys of Lands and Townsites. Map work &c. Settlers located, Land and Town property for sale. LAKEVIEW, OREGON.

AUTOMOBILE

—TO—

Exchange for Ranch

I will trade for a ranch with good water supply my large touring car. It is a White Steamer, in good condition. Has top, lamps and extra tires! Is worth \$1800. I will run it up to Lakeview if suited. Address, giving full particulars of your ranch to

P. THOMSON,
913 North Brown Street,
NAPA, CALIFORNIA

Colorado Hotel

LAKEVIEW, OREGON

Newly Furnished Rooms Comfortable Beds
Tables Supplied With the Best in the Market
Cuisine Excellent Home Cooking

Bakery in connection. Delicacies of all kinds.
Pies-Cakes, Rolls. Fresh Bread Daily

C. E. LONZWAY, Proprietor

Portland Business College

"THE SCHOOL OF QUALITY"

Tenth and Morrison, Portland, Oregon A. P. Armstrong, LL.B., Principal

We occupy two floors 65 by 100 feet, have a \$20,000 equipment, employ a large faculty, give individual instruction, receive more calls for office help than we can meet. Our school admittedly leads all others in quality of instruction. It pays to attend such an institution.

Send a Business Man: "Keep hammering away everlastingly on thorough work. It will win out in the end." Said an Educator: "The quality of instruction given in your school makes it the standard of its kind in the Northwest."

Open all the year. Students admitted at any time. Catalogue free. References: Any bank, any newspaper, any business man in Portland.

Notice for Publication

Not coal land Department of the Interior, U. S. Land Office at Lakeview, Oregon, July 30, 1908

Notice is hereby given that SARAH GARRETT, one of the heirs of William L. Mills, Dec'd Lakeview, Ore. who on May 17, 1902, made homestead entry, No. 2390 (Serial No. 001), for NE 1/4 SW 1/4 Sec. 1, E 1/2 NW 1/4 Sec. 12, Township 40 S., Range 8 E., Will. Meridian, has filed notice of intention to make Final Five year Proof to establish claim to the land above described before Register and Receiver, at Lakeview, Oregon, on the 15th day of September, 1908.

Claimant names as witnesses: John C. Morris, Nancy Morris, Gordon Garrett, James McOrary, Francis M. Miller all of Lakeview, Oregon. 32-5 J. N. Watson, Register.

Notice for Publication

Not coal land Department of the Interior, U. S. Land Office at Lakeview, Oregon, July 30, 1908.

Notice is hereby given that Jonas Norin, of Lakeview, Oregon, who on April 18, 1903, made Homestead Entry No. 2390 (Serial No. 001), for NE 1/4 SW 1/4 Sec. 1, E 1/2 NW 1/4 Sec. 12, Township 40 S., Range 16 E., Will. Meridian, has filed notice of intention to make Final Five Year Proof, to establish claim to the land above described, before Register and Receiver, at Lakeview, Oregon, on the 15th day of September, 1908.

Claimant names as witnesses: Thomas V. Mulkey, Manuel Sanders, John Odum, of Lakeview Oregon, and Irvin Anderson of Bly, Oregon. 32-5 J. N. Watson, Register.

New Clubbing Proposition

WE have arranged to offer in connection with this paper, the new monthly farm magazine just started at Lincoln, Neb., by Prof. H. W. Campbell and devoted to the subject of how to farm in the dry country and how to get best results from soil tillage under normal conditions. This paper is "Campbell's Scientific Farmer" and we offer it clubbed with the Examiner both for \$2.50 per year cash. Prof. Campbell's new paper is a monthly, chock full of good things, the only paper of its kind in the world, and it embodies the results of the editor's many years of painstaking investigation of the soil tillage proposition.