

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."

If 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.

The Talkative Cow

"How do you do, Misses Cow," I said, as I met her on the street;
"Why are you out so early and late,
And what do you find to eat?"
"The grass and weeds are juicy,
And the young trees tempting nigh,
And if my neighbors don't watch me
I'll eat them as I pass by;
And I am out early and late
Because I choose to roam
And my people are always glad
To get rid of me at home."
"You are not hungry," I said;
"You are in the pasture all day."
"Oh, yes; but for what I get out here
I haven't a cent to pay."
"Don't you know there is stock law?"
"They might put you in the pound."
"Oh, that's for up in the town," she said,
"And not for here around."
I said, "The marshal might fool you."
She opened her eyes wide:
"Oh, my people are on the watch,
And they'd hustle me inside."
"Why don't you go to some other place?"
"Oh, they put me here to stay
And they will drive me back again
If I pass a little way."
"You are very law-abiding," I said;
"Pray, where were you raised?"
"Oh," she said, "in the mountains,
In freedom there I grazed."
I said, "Why don't you go to your home
And bother your people a spell?"
"Oh," she said, "I know better than that;
They'd put me in the corral."
I said, "You sunny cow,
Folks will get tired of you."
"Oh," she said, "they're a poor way
To help themselves if they do."
RAKE OFF.

Injured in a Runaway

An old and crippled man, named James McCrory, was raking hay near town last Friday, and his horses ran toward a wire fence, but suddenly swerved as they came to it and threw him through the fence. He was very badly injured, one of his arms being so badly injured that it is feared amputation may be necessary. He met a similar accident some time ago and lost a leg.

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 and \$1. Trial bottle free.



NEW \$40,000 HOME OF
ST. MARY'S ACADEMY
MEDFORD, OREGON
MODERN EQUIPMENT
DELIGHTFUL RECREATION ROOMS
CITY DEPARTMENTS
EVERYTHING NEW
The Ideal School for
YOUNG LADIES
A thorough education in all standard branches assured, including literature, languages, mathematics, science, history, music, needlework, etc., also careful attention to matters of deportment and those accomplishments which mark the cultured, refined woman. All courses are thoroughly modern in subject and system. No distinction or interference in matters of religion.
Write for Booklet—TODAY
St. Mary's Academy, Medford, Oregon.

GOLDRUN LOTS NOW ON SALE IN LAKEVIEW

The townsite of Goldrun located close to the Butte Group of claims, which is now being developed, has been surveyed and are now offered for sale.
Drenkel & Paine have been appointed exclusive agents and they report the sale of several lots to Lakeview citizen.

Bitten by Snakes

The papers report number of cases of hunters and campers being bitten by rattlesnakes, seemingly particularly vicious for this time of year. No lives lost, though prompt cutting and seeking the wounds, and usual use of whiskey.

Said to be Smallpox

Cedarville Record, 5: News was brought here last Monday that George Penland was sick with smallpox at Shirk's ranch in Guano Valley. Dr. Ware left to attend him Monday, and it is to be hoped that the case will not turn out to be smallpox.

Struck It Rich

Mr. George Morine, the landlord of the "Big Springs Hotel," at Bonanza, Klamath county was a very interesting caller Monday evening. He has had a large and varied experience as a mining man and his account of wooing the fickle dame, Fortune, was both amusing and edifying. And worst of all, as he got her sined, a know-it all Indian agent blocks him out of the realization of his dream. The Examiner wishes him unbounded success yet from his mine.

Home Happy Settlers

Charles Barber and wife, of the Rabbit Creek country, are in town. They report the settlers out there especially happy over the fact of having secured such an excellent well of water. Steps are now being taken to provide a supply of water for irrigation purposes.

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, flat remedy for constipation, biliousness and malaria. See at Thornton's drug store.

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.

ASHLAND Commercial COLLEGE
Ashland, Oregon
Something Special
Business and Shorthand Training, Thorough and Practical
Six Months Scholarship, \$45; 9 Months \$60
Note the Special
All students who secure a nine-month scholarship and enter September 7, will be entitled to the combined course to July 1, 1909, including books and stationery, \$60. This gives you an extra month. Investigate and come.
Address P. RITNER, Pres.

Personal Mention

Mrs. F. M. Miller left Monday for San Rafael, California, to place her son in the military academy at that place. She will also visit her sister in Oakland before she returns home.

The families of Messrs. McDonald and Simmons and Mr. Geo. Reed left Sunday for a month's vacation. Fishing, of course, is the main attraction, their destination being the Chewacann.

Prof. Willits returned last week with his wife and daughter. The latter has been in attendance at the Normal school at Monmouth the past year.

Martin Perry, Samuel Green and Thomas Smith, all of Bly, were in town Tuesday on business before the land office. They were gentlemenly lot of men whom we were pleased to meet.

Miss Dorothy Bieber has entered the sophomore class in the San Francisco High School. Miss Eva Clark attends the same school.

Miss Pearl Hall, one of the teachers of Lakeview, who lately resigned her position, has gone on a visit among her friends in different parts of Oregon, and will later make a trip to New York. She will be greatly missed by her young pupils to whom she has endeared herself. Her many friends here will wish her a safe journey and an enjoyable visit.

Nick Barry was a visitor from Plush last week.

Jimmie Graves and Joe Herman, who have been employed the past few months as brick masons on the court house, left last week for Klamath Falls. They will soon go to San Francisco where they will work at their trade. The boys made many friends while in Lakeview who are sorry to see them leave.

Fred Combs, a former resident of Lakeview, is here from Merriel.

Miss Docia Willits is "Hello" girl during the absence of Alice McGrath.

W. A. Wilshire was in from his Cottonwood farm last Saturday.

John Lewis was up from the Pratt ranch Saturday evening.

Yates Clark and wife, and Mrs. Sherlock and sons left town Sunday morning for a three week's outing on Chewacann.

Dan McKee, who has been seriously ill for the past few weeks, is now improving.

Vinton Miller, clerk in Daly and Hall Drug store, will soon leave for San Rafael where he will attend the military academy at that place. Ebon Tatro who was formerly employed in the drug store will succeed him.

Madge Kingsley, one of the 70 buccoes is in town for a few days visit.

Kitten Fine was over Plush for a short visit this week. He was the guest of Miss Anna Glen while in the city.

Elmer McCulley was in from the sheep camp Sunday after a load of supplies.

Mrs. McGrath and daughter, Alice, left in the Hanklin's auto for Likely last Monday. There they will take the train for San Francisco, where they will remain for a two months visit.

Mrs. W. G. Moss, district deputy. Mrs. Alice Bunting become Noble Grand, in place of Mrs. Mae Bailey, and Mrs. W. L. Heryford, Vice Grand in place of Mrs. Bunting. There were no further changes in the elective offices.

Photographer Wendt of New Pine Creek was in town last week on his way to Paisley, on a business trip.

Mr. and Mrs. Florence, Hazel McKee and Mr. Henry Fink, all of Lakeview are camping at Old Fort Warner, near Commissioner Dent's home.

County Commissioner Dent, and Mr. Dent and youngest child, are in town for a few days.

Mrs. Herbert Kitteridge and daughter, and Miss Winifred, of Silver Lake, are guests of Mrs. P. P. Cronemiller. Mrs. Kitteridge is taking the teacher's examination, and has been employed to teach the Silver Lake public school during the coming year.

John C. Oliver of the West Side was in town yesterday.

L. W. Kelsey and wife of Plush, were in town Monday.

Mrs. Sherlock was down from Paisley Monday.

William Baldwin came down from Prineville Friday.

R. R. Forbes and wife and Mrs. S. O. Southworth of Seattle were Hotel Lakeview guests Friday.

Eva Howard, of Drees valley was a guest at Hotel Lakeview Friday.

L. P. Kippel was down from Summer Lake Saturday.

H. H. Hoobrook was over from Quartz valley Saturday.

J. Frankal the wool buyer has gone to San Francisco for a while.

H. A. Buick, of Old Mexico, who has been visiting friends and relatives at his old home in Silver Lake returned Monday to his Mexican home.

Frank Rogers, the sheep man of Plush was in town Wednesday.

Mrs. S. O. Cressler is still in Cedarville, detained because of serious illness of her mother.

R. J. Straw, of Plush, is in town.
C. R. Nickets, Sacramento; D. C. Abel, Spokane; T. B. Hoffman, Kansas; T. J. Everett, Oakland; Fred Alexander, Portland; and G. W. Smith and wife of Fall River, Mass. were new arrivals the past week.

Mrs. Anna Blair of Paisley was shopping in town Monday.

T. T. Campbell, of Fort Bidwell, Calif, was in town Tuesday.

Money for Mining Road

C. E. McCleary wires us today that he has just been notified officially by the Forest Service that an extra thousand dollars has been appropriated for the building of the wagon road up Pine Creek Canyon and that work would begin Monday, Aug. 17.

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.

The Lakeview Mercantile Co. has put in a new side walk in front of their store this week. Steens and Lane have also replaced the old rotten boards in front of their saloon with new lumber.

Timber Land Notice

Not coal land.
Department of the Interior, U. S. Land Office at Lakeview, Oregon, August 11, 1908.

Notice is hereby given that EDWIN HARTZOG, of Lakeview, Oregon, who on June 9, 1908, made Timber and Stone Application No. 4199, Serial No. 0321, for E half E half, Section 5, Township 40 S., Range 21 E. Will Meridian, has filed notice of intention to make Final Proof to establish claim to the land above described, before Register and Receiver, at Lakeview, Oregon, on the 23 day of October, 1908.

Claimant names as witnesses: R. K. Funk, T. B. Yrnoon, Omri Prough, Steve Down, all of Lakeview, Oregon.
3-10 J. N. Watson, Register.

Mrs. McGrath and daughter, Alice, left in the Hanklin's auto for Likely last Monday. There they will take the train for San Francisco, where they will remain for a two months visit.

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,
or
AKRON, OHIO.

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.

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.

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

GOLDRUN The New Oregon Mining Eldorado

Now is the time to secure
choice business locations

Lots EASY TERMS \$50 Each

DRENKEL & PAINE, Agts.
LAKEVIEW

Timber Land Notice

Not Coal Land.
Department of the Interior, U. S. Land Office at Lakeview, Oregon, August 6, 1908.

Notice is hereby given that MAURICE B. WHITEHOUSE, of Lakeview, Oregon, who on June 4, 1908, made timber and stone application No. 4193, Serial No. 0288, for SW quarter Section, 28 Township 38 S., Range 21 E., Will Meridian, has filed notice of intention to make Final Proof to establish claim to the land above described, before Register and Receiver, at Lakeview, Oregon, on the 19th day of October, 1908.

Claimant names as witnesses: Anna L. Whitehouse, G. W. Hardisty, F. H. Snyder, R. A. Paxton, all of Lakeview, Oregon.
8-13-10-15. J. N. Watson, Register.

TIMBER LAND NOTICE

Not coal Land.
Department of the Interior, U. S. Land Office at Lakeview, Oregon, August 6, 1908.

Notice is hereby given that CHARLES L. BARNUM, of Lakeview, Oregon, who on June 2, 1908 made timber and stone application No. 4190, Serial No. 0285, for E half SE quarter, Section 9, Township 37 S., Range 20 E., Will Meridian, has filed notice of intention to make Final Proof, to establish claim to the land above described, before Register and Receiver, at Lakeview, Oregon, on the 16th day of October, 1908.

Claimant names as witnesses: Lewis C. Meyer, Solomon B. Chandler, Jay C. Hotchkiss, Nathan R. Wilcox, all of Lakeview, Oregon.
8-13-10-15. 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.