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LODGE DIRECTORY

A. O. U. W.—LAKEVIEW LODGE NO. 111
Meets every second and fourth Thursday of each month, in Masonic Hall, Lakeview, Chas. Tonningson, W.M.; Wm. Gunther, F.

CHURCH DIRECTORY

METHODIST EPISCOPAL CHURCH—THE
First Sunday in each month, preaching at 11 a. m.
Sunday School at 10 a. m.
Prayer Meeting Thursday 7:30 p. m.
Ladies Aid Wednesday 1:30 p. m.
Practice Friday 7:30 p. m.
A cordial invitation is extended to you.
L. C. PARKER, Pastor.

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Buy Lots in Watson's Addition
Before you buy lots anywhere in this vicinity see those in Watson's addition. Close to business center of Lakeview. 33 ct.

BRITISH PEER WHO HUSTLES.

Views, Plans and Career of Lord Northcliffe, the Noted Publisher.

A BIG MAN, KEEN EYED, DIRECT AND FORCEFUL.

Father of Redhot Journalism Abroad, Who Has Come to the United States to Study an American Presidential Campaign, Criticizes Our Newspapers, Declaring That They Have "Taken a Step Backward"—His Novel Paper Scheme.

"Your American newspapers, fellow countrymen, are getting worse every year, most of them—that is, they are getting worse in one respect, that which is known to the newspaper man by the technical name of 'makeup.' You can't find an item of news in most American papers, because it is obscured by glaring box heads, and your unseeing eye wanders vainly over the paper without ever discovering that Mrs. Beisel has shot Captain Erb, or that Bulgaria has declared her independence, or that the Cubs have won the pennant, although those things are just what you are looking for and are staring at you from the front page. 'Makeup' in American newspapers has gone mad."

These incendiary sentiments are proclaimed by the father of redhot journalism abroad, says the New York Times, the man known to Americans as Sir Alfred Harmsworth or better as Alfred C. Harmsworth and now Lord Northcliffe. He arrived in New York recently prepared to study an American presidential campaign at first hand and later to go to Newfoundland to supervise the first attempt on a large scale to solve the paper problem.

A large, husky, square built man is Lord Northcliffe, and suddenness is the manner of him. Nobody in his employ has any doubt about who is the boss. Nobody who ever saw him had any misgiving about the fact that rapidity and determination were the main characteristics of the man who revolutionized newspaper work in the British Islands.

He is good to the eye. Plenty of hair, so wavy by nature that a severe weekly cut cannot prevent that characteristic of waviness from showing, surmounts a round head of agreeable contour. Keen eyes and firm lips lead you southward to an aggressive chin. As for the rest of him, he is finely proportioned, broad and big. There are about him a swiftness and finality of manner that explain him, explain all about him, explain how the obscure reporter of twenty years ago has become the power that Lord Northcliffe is today.

Big, brawny, direct and forceful, he squared himself off in his room at the St. Regis and spoke his mind. "What," he repeated, "is the thing which chiefly strikes my eye about the progress of American newspapers since I was here last? Why, the chaotic state of makeup into which most of your newspapers are plunging; the increased and increasing difficulty of finding any item of news you are looking for in an American newspaper."

"My impression on landing when I purchased all the New York newspapers was in most cases—I don't say every case—one of confusion, and confusion even to an eye accustomed to reading many newspapers every day. When I tried to read the news of the day I couldn't find it."

His keen eyes, under a wide brow that is good to look at, opened wider as he flipped this sentence sharply out. "What is the worst feature of American newspapers?" he repeated in his abrupt staccato. "The exaggeration of the unimportant and the hiding of the important. Outside of the fault of makeup I have no criticism to make. The American newspapers are very good ones aside from that. When you can find the news in them, which is no easy task, it is customarily good and much more accurate than it used to be. They are customarily well read. Is that a peculiarly British phrase, or do they understand it over here?"

"Newspaper men understand the word 'read,' but the average reader wouldn't," he was told.

"Well," said Lord Northcliffe, "say, then, that they are well revised."

Then he reverted to the subject of makeup. "Why," said he, "the American newspaper men were the first to study the art of makeup and were the first to produce a lucid newspaper so arranged that one could find the news according to its importance. Decidedly there has been a backward step."

Lord Northcliffe did not seem over-enthusiastic about the accuracy of the American reports on the Balkan question, which, he said, was a subject of discussion in England for some time before Bulgaria's revolt. "Your newspapers here," he said, "get dispatches from your correspondents and print them. In England on a matter of this importance we get two sets of dispatches from our correspondents—one set for publication and the other a private set for the guidance of the editors—and before we print anything we know that we are right. This system enables us to be always on the inside track."

gent schemes of the age. Experts say that it will probably solve the problem which has perplexed newspaper publishers for generations. That problem has been the relation of the paper supply to the cash in the newspaper cash box.

Lord Northcliffe has solved the problem in a way characteristic of his own hustling self. He is going to make his own paper. To that end he has scooped out a large tract, amounting to 1,400,000 acres, in Nova Scotia, of wild, unsettled land where they grow spruce trees, and here he is going to make his own product. The timber land will be used to the limit, and the output at first will be not less than 1,000 tons a week.

During a visit to the United States and Canada in 1894 Lord Northcliffe, to whom the paper problem had long been a matter of importance, began to hear of the immense depletions of American forests, which were then a leading topic in the press. On his return to Europe he made investigations and found that the Swedish and Norwegian forests, which formed the chief European supply, were also being rapidly reduced. This supplied him with an idea. He sent out a large staff of experts, who were to travel all over the world and ascertain where the best location would be for a newspaper plant that would produce its own paper supply. The verdict was for Newfoundland. There the new Harmsworth plant is being erected, and from there it will supply the forty-five publications which now represent Lord Northcliffe's activity in the newspaper and periodical business.

Lord Northcliffe's career has covered a period of about twenty-five years. He is forty-three years old now and does not look it. His father, a barrister, destined him for the law, but he did not like the prospect and ran away from home to become a newspaper man, or journalist, as they call it abroad. When only a boy he was a writer on a weekly paper in London, which he left to join the editorial staff of the Illustrated London News, which was under the same ownership. At twenty-two years of age he had got far enough along to get married, and it was in the same year that he conceived the idea of Answers, his first periodical, which he first entitled Answers to Correspondents. It undertook to give information not only general, but specific, and for that purpose experts in various lines were engaged to answer any question that might be asked. This paper was the foundation of his fortune. He started here the idea of competitions for prizes and the various other novel schemes which have since been a prominent characteristic of his publications.

The first entry was a competition for a pound a week for life to any one who should guess the nearest to the amount of money in the Bank of England at a certain time. A soldier in the British army won the prize.

This competition brought the circulation of Answers up to 205,000 a week. It was the mother of the Harmsworth publications. The list now includes religious papers, women's papers, boys' papers, comic papers, an art collectors' magazine, an atlas and gazetteer, etc. The London Mail has a daily circulation of 550,000, rising at times to 1,500,000. The advertising rate for a page is \$1.80 for a single issue.

His novel methods are still continued. Answers, for instance, carries \$5,000 insurance, covering a week, for any one who has a copy in his pocket. It has offered \$500 and three years' rent of a shop to any news agent, together with extra prizes amounting to \$1,000 for the assistants in the shop and their wives and daughters, who get the greatest increase in sales of Answers for twelve weeks.

The foundation of the scheme was mutual and free advertising. He saw the possibilities of owning a large number of periodicals, each of which could advertise in the others without cost, and has perfected it so far that today, if he should start a new periodical, he would have forty-five newspapers and magazines to advertise in without its costing him a farthing.

About seven years ago, while in the United States, he suggested to Joseph Pulitzer his plan for a "tabloid" newspaper, and Pulitzer offered him his paper to experiment with. Harmsworth had only twenty-four hours' notice, but accepted the proposition and turned out a paper which created a lot of talk, but did not satisfy the ambitious Briton himself. He went back to England and started a "tabloid" newspaper of his own, the London Daily Mirror, which is of almost pocket size and abundantly carries out his ideas. Though it has been established only a few years, it has a circulation that makes most newspaper men's mouths water.

How Harrigan Registered. When a man with ruddy cheeks and smiling eyes went into the election registration place at 1276 Lexington avenue, in New York, the other day he was told of the new rules by which the would be voter must sign the roll or answer a lot of searching questions.

"Your name?" asked the chairman. "Harrigan," promptly replied the citizen.

"Write it," said the chairman. "No; I'll sing it," replied the citizen. And he did.

He will vote too. Power of Bryan's Voice. When William Jennings Bryan, the Democratic presidential nominee, returned to his home in Lincoln, Neb., the other morning from his trip through Missouri he said, "I made thirty-one speeches yesterday, and I felt just as fresh when I made the last one as when I made the first one." His voice showed not the slightest trace of the tremendous strain upon it.

well for Margaret Taylor to be forever quoting her, and she is fun, but she goes around being original in the wrong way, that nobody admires—that is, she does what she wants and not what other people want her to do. Margaret spends her summers at Blue Bay, and I spend mine at Newport, and I'm not going to have Mrs. Vander Windt down on me or on my brother either if I can help it."

"Thanks for your good advice," replied Potter airily. "But may be, when you hear what Mrs. Pritchley had to say to me you'll change your tune."

Mrs. Ess Kay raised her eyebrows, but her eyes would look curious. "What could Cora Pritchley say that would have any particular effect on me?" she asked.

"She knows for a fact that she isn't to be asked to the pink ball on the 23d and that Mrs. Van der Windt herself scratched your name on the list before she sailed for Europe."

Mrs. Ess Kay's face went a dull, ugly red, and she laughed a loud laugh which sounded as if it would be the same color. "As for Cora, I can quite understand, but I don't believe the woman would have dared to try to exclude me," she said in a quivery voice.

"Why shouldn't she have dared, when you come to think of it?"

"Well, anyhow—she don't dare now."

"No, naturally, she won't dare now. You're as smart as they make em. Kath."

Then, for some reason, they both turned and gazed at me with a "thank-goddess-here's-a-floating-spar" sort of look, while Sally examined the grounds in her teacup with that funny little three-cornered smile of hers.

"Was that the thing you thought would change me toward Cora Pritchley?" asked Mrs. Ess Kay.

"Yes, I thought it would give you a sort of fellow feeling."

"It doesn't," said she shortly, "and nobody but a man could have thought it would. It makes me feel all the more that I don't want to be mixed up with her, for—Betty's sake."

Potter whistled, with one thumb in a breast pocket. "For the che-lid's sake," he remarked dramatically, and Mrs. Ess Kay looked angry.

"I shan't invite the Pritchleys to my big affair," said she—"the affair I'm going to have for Betty."

"Oh, but you must please not put yourself out for me!" I exclaimed. "I should be so sorry to have you do that."

Potter laughed. "Don't you try to rob her of her dearest triumph, Lady Daisy. You're the big gem for the middle of the setting. You're the Kohinoor."

"Potter! You ought to be ashamed of yourself, talking to her like that!" said Mrs. Ess Kay. "But all he means, Betty, is that I shall be very glad to do anything I can to make your visit pleasant, and it will be no trouble at all for me to give an entertainment, you may be quite sure."

She said this as the queen might say that it didn't matter to her whether there were seventy-five people or seventy-six asked to a garden party, and I realized that I was snubbed, so I said no more.

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Chas. Umbach, Secretary Lake Co. Tel. & Tel. Co. 161f.

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\$1,000.00 Reward. The Oregon, California & Nevada Livestock Protective Association will give \$1000 Reward for the conviction of any party or parties stealing horses, cattle or mules belonging to any of the following members of this Association:

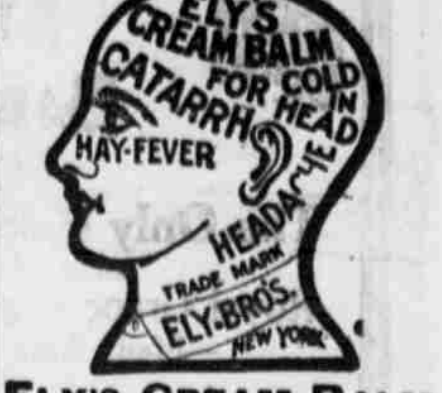
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