THE VALUE OF APPEARANCES: Have you ever thought how much first appearances count with people generally? Many people will judge you by appearance. To appear in public corractly clothed is a stepping stone, to success. When you buy your season's outfit here you are always assured of getting the NEWEST AND BEST.

| HATS: Shaped as you like them. The ashionable hats for Spring are racetul and of pleasing shous. We want you to try one che sce how well you like is. Buy while the stock is fresh. |
| :---: |
| NE, ICWEAR: The neckwear deperiment o this store is always bristline with bargains. We are thoroughly satisfied that this eiepartment is supplied with all thet the most fastidious can cesirc. THE EASTER TIES AT EGC should tempt you to buy your season's supply of Neckwear at once. |
| CLOTHING: A Spring surprise. 1) you want a suit that will suit you in every particular see the line we show. They are full of worih and fashion. From $\$ 10.00$ to \$25.00. |

Easter Suits

## Prices

 \$15 to \$45 Alterations Free.Perfect fit Guaranteed.

## Easter

 Millinery.
## Compris-

ing every new and authentic model for Spring 1910

We want YOU to see our NEW GOODS. What we offer is ABSOLUTELY CORRECT.

| $\left\lvert\, \begin{gathered} \text { BETTER THAN } \\ \text { EVER } \end{gathered}\right.$ | MRS. NEILON, \|BETTER THMEXIR |
| :---: | :---: |
| EVER |  |

Smart Spring Styles.

We have no hesitancy in saying that we are exhibiting the largest and most comprehensive collection of good nobby and up-to-date Patterns ever attempted in Lakeview.
Before purchasing your Spring Suit don't fail to look over our line. Old Clothes cleaned and pressed.

## LAKEVIEW TAILORING CO.

## Mr. HOMESEEKER:

Why delay getting that homestead? Your chances are less every day. Railroads are building into our section. Capitalists are securing large tracts of our lands.
Settlers are coming every day and locating.
What has been known as the GREAT INLAND EMPIRE will soon be segregated with railroads and become one of the most prosperous farming sections in the West.

You know the advantages and opportunities there are in a new
untry, and the ever increasing price of land, and we assure you that country, and the ever increasing price of land, and we assure you that a trip into our county will prove one of the best investments you ever
made. made.

REMEMBER, we make a specialty of locating homesteads, desert
aims, and reporting on school lands, college lands, etc. and we assure claims, and reporting on school lands, college lands, etc. and we assure you of the very best of service.

Write or call on us for any information you may want concerning
ct lands. ct lands.

## PACIFIC LAND CO.

Over Lakeview Pharmacy
LAKEVIEW, OREGON

