

Who Pays for the Advertising?

Wouldn't you prefer, if you had a clothing store, to sell a hundred suits of clothes in a day, making an average profit of \$2.00 per suit, to selling ten suits in a day, with an average profit of \$5.00 per suit?

Suppose that, to sell a hundred suits a day you should spend, say, \$20.00 per day in advertising.

Who would be "taxed" for the advertising? Your patrons? Scarcely—when they pay you \$3.00 less than they would have to pay for the identical suits to the merchant who does NOT advertise.

You? Scarcely—when you make a great deal more money than you would if you "saved" your advertising appropriation.

Your non-advertising competitor—in the penalty he pays for not doing so large a volume of business as he COULD by advertising, and taking a smaller per-sale profit?

That's it—precisely.

AVIATION MEET AT SAN FRANCISCO

Will Occur January 6 to 15, and Promises to Be Satisfactory

San Francisco, Dec. 25.—The coming aeroplane meet at Aviation Park, Tanforan, from January 6 to 15 is destined to be the most sensational from the standpoint of the public and by far the most important from the utilitarian point of view ever held in this or any other country. The military tests and experiments that will be completed at Tanforan are said by experts to be of such importance that they will cause the re-organization of boards of strategy in every foreign government, and the spectacular features are certainly far in advance of those shown at previous meets.

Perhaps the most difficult and spectacular of all the feats from the standpoint of the public will be the flight from Aviation Park to San Rafael and return with a lady passenger for a price of \$5,000 offered by the Marin County Improvement League. The distance from Tanforan Aviation Park to San Rafael is 24 miles and the successful completion of the journey will establish a record, for the famous English Channel trip of Bleriot was just a trifle over 22 miles. The superior qualities of the biplane as regards stability and reliability in the face of sudden gusts and air currents is counted upon to make the journey by the improved machines, such as are shown at the Tanforan meet, much more safe and certain than the monoplane trip across the Channel by Bleriot or Latham.

Latham who fell into the English Channel while attempting the trip from Calais to Dover will be a competitor at the Tanforan meet but will be barred from the San Rafael race because it will be impossible for him to carry a passenger on the tiny Antoinette monoplane which he drives.

The machine to be used by Ely in his trip across the bay is a Curtiss biplane fitted with pontoons in case of sudden descent into the water. In case of a drop the machine with its passengers will float comfortably until picked up. This is the machine used by Ely in his historic flight from the deck of the U. S. S. Birmingham at Sheepshead Bay on November 4th last, a feat which will be repeated at Tanforan meet next

month. For the second time in the history of aviation an aeroplane will be launched from a warship and engage in naval scouting. The first time this was attempted was on November 14 from the U. S. S. Birmingham when Ely made a successful flight under adverse conditions, and was warmly thanked by Secretary of the Navy G. V. L. Meyer.

Doings in Bay City

San Francisco, Cal., December 25.—An event secured here a few days ago which cannot fail to exercise a great influence upon the future of this city, and that was the dedication and occupation of the Young Men's Christian Association, erected at a total cost of \$750,000. Nearly all of this money came from the East. The oil king Rockefeller alone gave his check for \$200,000. The success of the collection is due to Henry J. McCoy, the General Secretary, who has been entering in his efforts since the destruction of the former home by fire in April, 1906. Things looked pretty blue then, after years of self-denial, the indebtedness had just been cleared, and the mortgage burned by ex-President Roosevelt, when the appalling calamity of April, 1906 demolished the structure. The present home is called a "character factory," as it shapes the future destiny and usefulness of hundreds of boys, who will be the future rulers of San Francisco, when the present generation has passed away. Here, boys will be trained not alone to become mere accumulators of dollars and cents, but will be taught the theory of right thinking, right living and sterling manhood, where honesty of life and action is always at a premium.

Parts of the building are devoted to boys. Here are located hand ball courts, ocean water swimming tanks, automobile school, night school, trade school, employment bureau, moral and religious work, a social center, Law College and 145 living rooms, fitted up in the most modern style at a reasonable price. The building is situated at the corner of Leavenworth street and Golden Gate Avenue on a hill commanding a splendid view of the city and is absolutely fire proof, built as it is of steel girders and reinforced concrete. It has a great and good work ahead and every right minded citizen wishes it "God Speed" in its efforts to raise boys who will do honor to it alike as citizens and honest noble men.

WILLIAM BRADFORD.

For rent, furnished house on Main st., close in. Enquire R. T. Striplin.

JOHN A. RAKER STATES HIS VIEWS

Seems to Be Democratic Insurgent and Conservativist

Bay Journal: Hon. John Raker, democratic congressman-elect from the First district of California, was a guest at the Overland yesterday, and left last night for his home in Alturas. Mr. Raker was elected by a majority of 10 in a district normally republican by more than 6,000. He has the added distinction of being the only democrat to be chosen by the people of his native state.

The congressman-elect made his flight on a conservation platform, agreeing substantially with the ideas of Gifford Pinchot, whose official head was lopped off at the request of Secretary Ballinger. "I believe thoroughly in the principle of conservation," Mr. Raker told a Journal representative last night "but I want the people now living to get the benefits of what the federal domain has to offer in the way of timber and minerals. The government need not surrender the lands, but it might very profitably sell the products of those lands to the highest public bidder."

The congressman-elect is not so certain that Champ Clark will be elected speaker of the house, nor does he take enthusiastically to the Harmon presidential boom, now being inflated in the Buckeye state. He is an avowed admirer of Woodrow Wilson.

Mr. Raker is also out for a further revision of the house rules, so that Cannonism may be forever squelched. He wants and will fight for a revision of tariff downward, but believes it should be done schedule by schedule, and that a non-partisan commission be entrusted with the task.

Unquestionably it will be necessary to alter the basis of representation in Congress. At the present ratio of 204,000 people to each member of the House of Representatives, the House would contain 474 members, as against 392 at present. It is the general belief that this number would be unwieldy. Even at the rate of 220,000 as a basis the House would contain 418 members, an increase of 27.

Children Cry FOR FLETCHER'S CASTORIA

Classified Want Ads

A Want Ad In The Lake County Examiner

Repeated a few times, if necessary, will find a customer for that property of yours. They are scanned closely by intending buyers, and the cost is nominal—5 cents the line each insertion. Special long-time rates.

WANTED
WANTED.—Cheap lots in the O. V. L. addition. Give No. of block and lots. Add Box 288 Lakeview, Ore. 1922 27 35-12.

WANTED A RANCH TO RENT with stock and implements, stock taken on shares or run on salary. Best of references. Wife, good cook. Inquire of G. W. White, Alturas, Cal., care J. C. Richardson's camp.

WANTED—A Stock Salesman Capable of earning \$250 a month, to handle High Class legitimate oil stock. Big returns for small investments. To a capable man we offer attractive inducements. Answer giving references. The Snelling Oil Company 351 353 Bush Street, San Francisco, Cal.

WANTED—We mount all kinds of birds animal heads, etc. We tan skins and make rugs and robes. Utley and Simmons, Taxidermists Valley Falls, Oregon. 36 2m.

FOR SALE
BOOKS FOR SALE—32 volumes of Marlon Crawford's works; All good stories; cloth binding, gold lettered. At a bargain. Ben Bartscher, at Planning Mill.

FOR SALE—Graphophone and records, good as new and complete, only \$15. Enquire at this office.

FOR QUICK SALE—80 acres in Lake County, Oregon, \$3 per acre if taken before December 5. W 1 SE 1, Sec. 13, T 36 S., R. 23 E. Seed draft to State Bank payable upon delivery of deed. T. A. Haley, Indianola, Neb.

FOR SALE—Standard Bred driving team safe for woman. Inquire Hall & Reynolds drug store.

FOR SALE—10 acres with a 5 acre water right, O.V.L. Tract 10, Sec. 7, T. 41, R. 19, and Lot 11, Bk. 67, for \$190, \$170 paid. Address Alfred Kuykendall, Gen. Del. Los Angeles, Calif.

FOR SALE—10 acres, with 5 acre water right, O.V.L. Tract 10, Sec. 7, T. 41, R. 19, and Lot 11, Bk. 67. Must sell at once. Price \$170. \$180 paid. Address A. KUYKENDALL, Gen. Del., Los Angeles, Cal.

LOST AND FOUND
LOST—In the city of Lakeview, Oregon, in the summer of 1910, a negotiable promissory note bearing date March 7, 1910, due March 7, 1911, for the sum of \$158, with interest at 5 per cent per annum. Payee, W. C. Patten. Finder return to this office and receive suitable reward. Nov. 22-Jan 22.

LOST—Gold necklace, with bunch of grapes pendant. Finder will please leave same at Examiner office.

STRAYED or stolen.—About Aug. 15, 1909, one gray mare, branded with E. on left side, wire scar on front leg, weight 1400, about 10 years old. Light bay, white face saddle horse, same brand, wire scar on left front heel, about 12 years old, weight 1,000 pounds. Liberal reward. ANDREW MORRIS, Adel.

STRAYED or stolen.—From Camels Prairie, one team horses, one iron gray the other white; both branded 14 on left side; vinted on left shoulder; weight about 2700 lbs. \$100 reward for their return. PAT DUANE, Lakeview.

STRAYED—Black cow with white face. Reward for any information leading to her recovery. Ben B. Bartscher, Lakeview Planning Mill.

LIQUORS AND CIGARS.
OST & KING HAVE THE BEST grade of liquors and cigars to be found in Oregon. tf

H. H. CUTLER WHISKY AT THE Hotel Lakeview bar. The best and purest whisky made. tf

NOTICE FOR PUBLICATION
(Not coal land.)
Isolated tract public land sale. Department of the Interior, United States Land Office, Lakeview, Ore., Nov. 19, 1910.

Notice is hereby given that, as directed by the Commissioner of the General Land Office, under the provisions of the act of Congress approved June 27, 1906 (34 Stat., 517) pursuant to the application of John W. Wells, serial 03213, we will offer at public sale to the highest bidder at 10 A. M., on the 22nd day of December, 1910, at this office, the following tract of land: Lots 1 and 2, Section 6, Tp. 37 S., 15 E., W. M.

Any and all persons claiming adversely the above-described lands are advised to file their claims or objections on or before the time designated for the sale.

ARTHUR W. ORTON, Register.
FRED P. CRONEMILLER, Receiver.

Trappers Receive
Quicker Returns
More Money
By shipping their

FURS
BISSINGER & COMPANY
RENO, NEVADA
Established 1870. Dealers in Furs and Hides and

NOTICE FOR PUBLICATION
Not coal land.
Department of the Interior, U. S. Land Office at Lakeview, Oregon, Nov. 16, 1910.
Notice is hereby given that James B. Bassett, of Lake County, Oregon, who, on October 23, 1905, made homestead entry No. 2596, serial No. 01294, for SW 1/4 NE 1/4, Sec. 25, Township 36 S., Range 19 E., W. M., has filed notice of intention to make final five year proof, to establish claim to the above described, before Register and Receiver, this office, at Lakeview, Oregon, on the 27th day of December, 1910.

Claimant names as witnesses:
C. W. Reynolds, of Lakeview, Ore.
J. A. Bishop, of Lakeview, Ore.
Herman Greber, of Lakeview, Ore.
W. F. Paine, of Lakeview, Ore.
ARTHUR W. ORTON, Register.

NOTICE FOR PUBLICATION
Not Coal Land
Department of the Interior, U. S. Land Office at Lakeview, Oregon, Nov. 16, 1910.
Notice is hereby given that George W. Woodward, of Paisley, Oregon, who on August 14, 1909, made homestead entry No. 0976 for NE 1/4 NW 1/4, Section 13, Township 13 N., Range 10 E., Willamette Meridian, has filed notice of intention to make final Desert land proof, to establish claim to the land above described before Register and Receiver, at U. S. Land Office, Lakeview, Oregon, on the 27th day of December 1910.

Claimant names as witnesses:
L. E. Woodward, of Paisley, Ore.
W. K. McCormack, of Paisley, Ore.
J. L. Woodcock, of Sumner Lake, Ore.
W. D. Woodward, of Paisley, Ore.
ARTHUR W. ORTON, Register.

NOTICE FOR PUBLICATION
Not Coal Land
Department of the Interior, U. S. Land Office at Lakeview, Oregon, November 5, 1910.
Notice is hereby given that George Wellmanster, whose post office address is Lake City, Modoc County, Calif., did on the 4th day of September, 1910, file in this office Sworn Statement and Application No. 02445 to purchase the SE 1/4 NW 1/4, Section 33, Township 40 S., Range 22 E., Willamette Meridian, and the timber thereon under the provisions of the act of June 3, 1878, and acts amendatory known as the "Timber and Stone Law," at such value as might be fixed by appraisement, and that, pursuant to such application the land and timber thereon have been appraised at a total of \$16, the timber estimated 110,000 board feet at \$1.00 per M, and the land \$50.00; that said applicant will file a final proof in support of his application and sworn statement on the 12th day of January, 1911, before Register and Receiver, this office, at Lakeview, Oregon.

Any person is at liberty to protest this purchase before entry, or institute a contest at any time before patent issues, by filing a corroborated affidavit in this office, showing facts which would defeat the entry.

ARTHUR W. ORTON, Register.

NOTICE FOR PUBLICATION
Not Coal Land
Department of the Interior, U. S. Land Office at Lakeview, Oregon, Dec. 19, 1910.
Notice is hereby given that Johannes Sietam, of Paisley, Oregon, who, on October 23, 1905, made homestead entry No. 3596, serial No. 01294, for SW 1/4 NE 1/4, Sec. 25, Township 36 S., Range 19 E., Willamette Meridian, has filed notice of intention to make final five year proof, to establish claim to the land above described, before Register and Receiver, U. S. Land Office at Lakeview, Oregon, on the 27th day of January, 1911.

Claimant names as witnesses:
Polk Hamner, of Paisley, Ore.
R. N. Phelps, of Paisley, Ore.
Elmer Stanley, of Paisley, Ore.
M. B. Whitehouse, of Paisley, Ore.
ARTHUR W. ORTON, Register.

If you are suffering from biliousness, constipation, indigestion, chronic headache, invest one cent in a postal card, send to Chamberlain's Medicine Company, Des Moines, Iowa, with your name and address plainly on the back and they will send you a free sample of Chamberlain's Stomach and Liver Tablets. Sold by all good dealers.

CHICHESTER'S PILLS
THE DIAMOND BRAND.
Laxative. Ask your Druggist for Chamberlain's Diamond Brand Pills in Red and Gold metallic boxes, sealed with Blue Ribbon. Take no other. Buy of your Druggist or send for CHICHESTER'S DIAMOND BRAND PILLS, for 25c. Sold by Druggists Everywhere.

The peculiar properties of Chamberlain's Cough Remedy have been thoroughly tested during epidemics of influenza, and when it was taken in time we have not heard of a single case of pneumonia. Sold by all good dealers.

Every room in your home will be more enjoyable if properly lighted
Mazda Tungsten Lamps
are more like daylight than any other artificial light
E. T. SPENCE