

LAKEVIEW ABSTRACT & TITLE CO.

Abstracts to O.V.L. Property

the Company.

Get our special prices for Abstracts of Title to any

real estate in Lake County.

H. W. MORGAN, Manager, LAKEVIEW, OREGON

Daily Service Except on Sundays

Arrives at Alturas at 9:50 P. M.

S. P. Co's Trains leave Reno as follows:

No. 23 leaves Reno for San Francisco at - 7:30 p m.

No. 3 leaves Reno for San Francisco at - 2:45 a.m.

No. 4 leaves Reno for the East at - - 9:25 p.m.

No. 2 leaves Reno for the East at - - 9:50 p.m.

=

for each tract of land in Lake Co.

for each Town Lot in Lakeview,

Oregon, including first deed from

BUSINESS BUILDING TRANSFER OF LAKE **COUNTY PROPERTY**

By DUNDAS HENDERSON

Advertising Service

Brings Business

Success

diture on it to the lowest limit.

The trouble the ordinary storekeeper is up against is securing this salesmanship on paper I have outlined. He can ourchase advertising space readily enough and so long as he buys enough space for long enough period to make a successful display he has done all that the successful merchant can do in that respect. Bit when it comes to filling the space the question assumes a different shape.

Advertisment construction is a protession like medicine or law. When you are sick you go to a physician. When your business wants toning up, why should you not go to a business doctor ?---an advertising expert? There are on the market a number of what are called Syndicate Advertising Serone dollar per week. They give out precisely the same service as is given [to department stores and national advertisers by first-class individual advertising managers. These services are usually supplied in a series of fifty-two advertisements, one for each

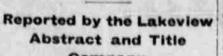
two copperplate cuts of high grade Second Addition. by "occasional" advertisers were add- illustrations drawn by high salaried a large sum. By "occasional?' adver- structed by writers of national reputa- SEL Sec. 32 40-19. tisers I mean the using of space at tion and with great experience, men Local publicity is often done this way of other retailers in the same position. Sec. 17, 37-25, under the excuse of helping the paper, as yourself. The low price charged but the real reason, if the advertiser for these advertisements is only made could be got to admit it, is that he is possible because of the thousands of half hearted about the matter. He the same advertisement that are sold Sec. 28, 38-19, partly looks upon advertising as a lux- to different merchants throughout the ury anyhow, and so curtails his expen- country. Only one merchant in each SW1 NW1 Sec 23, 37-25, \$100 town is allowed to use the service for

Althought the retailer may regard his own trade. publicity as a luxury, it yet seems to Particulars of the best of these synbe a dream on his part that one day ne dicated advertising services may be will make some real success and a had from the editor of this journal, handsome fortune through advertising, and I earnestly advise you, as an up-Indeed, down deep in all retailers' to-date merchant, to get them at SE2 Sec. 18, 39-18, hearts is a feeling that money can once. "The early bird catches the positively be made through advertising, worm" is a true saying and it is no-

They know that huge for units have where better exemplified than in this been and are being piled up by retail case; the retailer who uses a service merchants with the aid of this limit- of this kind here now will start him-



Portland, Aug. 10.-A veteran locagently at first, but the pull is steady, tion engineer who has been in North-It is likened to a team pulling a heavy western railroad service for years and load. A thousand spasmodic, jerky who has roughed it over thousands of pulls will not budge that load, while miles of projected rail lines in Monone-half the force in steady effort will atna, Idaho, Washington and Oregon is Southern Pacific. The contracts for in Portland with information to the Here is the solution in a nutshell- [effect that the "high spots" which the



Company

The following transfers were recorded for the week, ending August 10, 1911 : G. T. Parker to G. S. Parker, Undivided 1 of S1 SE1. Sec. 34, 27-13, \$100,

C. W. Michael to C. Sample, Lot 27, Blk. 334, O. V. L. Add. Irene Darnall to Mabel E. Perigo, Lot 3, Blk. 41, O. V. L. Add. Na Sa SW1 SE1. Sec. 15. 39-19.

L. E. Berry to H. W. Reed, Commencing 27 rods, N of SW corner of Lot 4, Sec. 19, 41-21, E 142 rods, S 25 vice. These can be obtained as low as ft W 142 rods. N 25 ft to place of beginning.

S. P. Moss to Jennie Holder, NWk SW1. Sec. 34-19. Jennie Holder to S. P. Moss, SEI

NW1. Sec. 34, 34-19. Harriet Walters to A. H., I. R., and week in the year, together with fifty- j C. L. Barnum, Lot 30 of Walter's

Addie Fike to Roy Fike, Lots 8 & 9 ed up it would be found to amount to artists. The advertisements are con- in Blk. 66 O. V. L. Add. N: NW: County to a instructor.

J. O. Duran to D. Paul Shelton, Lot irregular periods in your newspaper, who have made success for thousands 8, Bik, 262 O. V. L. Add, Si SEI NWI. U. S to F. Bassett, NEL SWI, Sec.

32. 39.20 Henry P. Stiver to L. B. Kliks Wi

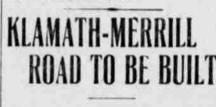
L. C. Olinstead to Dale Lincoln. Na

H. Moore to C. P. Jackson. Lot 33. Bik. 240. O. V. L. Add. SW1 NE1. Sec. 25, 39-20, \$200,

C. O. Gilrain to J. S. Gilrain, Lot 4. Bik. 9 O V. L. Add. \$50.

N. L. Trucy et al to J. E. Tracy.

An ordinary case of diarrahea can. as a rule to comet by a single dow of Commbergin's Colle Cholera and Distrouea Remedy. This remedy has no superior for bowel complaints. For -ste by all good dealers.



Indications are that work will be begun on the road from Klamath Fails to Merrill in the near future. The road to be known as the Modoc Northern Railway, is the property of the right of way in the vicinity of Merrill provide that work must be started by ago the persons who had sold right of way to the Modoc-Northern were noti-

STATE. The courser Oswald Wes F. W. Benson Thos. H. Kay A. M. Crawford I. R. Alderman W. B. Duntway th mory General mat. Public Instruction Printer Marry and Food Com. L - senstors. O igreastner M. C. Hawley W. C. Hawley Geo. E. Chamberiain W. C. Hawley K. C. Hawley J. A. W. Lafferty STITE EMB COURT ^{KT} ^K. A. Moore ^F. A. Moore ^F. A. Moore ^H. J. mean ^G. H. Burnett ^T. A. McBride blef Jurifee eventinter skeeps SETTS JUDICEAL METRICE. Atto:ney LEGISLATIVE tepresentative W L Thompson U.S. LAND OFFICE. LAKECOUNTY H. Daiy F.W. Fayne W.B.Suider F. O. Ahistrom A. J. Frister R. B. Jackson S. A. Mushen Temailer Temailer Kommun Sooi supi Surveyor TOWN OF LAKEV Mayor A S. SHIGHT TANK MATRICES ... Treasures LAKEVLEW, BOARD OF FRADE STOLAT. L. Snelling WRANTO I DURING COMMAN MUSICIA solicity " C. E. Besger W. F. Palue W. P. Heryford H. W. Dreuzel 6 V. Rehart unicipar cricultural "

OFFICIAL DIRECTORY

Roo as Headquarters for Strangers.

CHURCH DIRECTORY

FIRST METHODIST CHURCH -SUNDAY school at 10 a.m. Proaching every subday at i.a.m. and 7:30 p.m. Epworth League every unday evening at 6:40. Prayer Meeting Thurs ay at 7:30 p.m. On it meeting at 7:30 p.m. soles' Aid Every W. duesday at 1:30 p.m. extybudy cordially invited to all services: M. T. WIRE, Pastor:

M. T. WIRE, Pastor; M. T. WIRE, Pastor; AMAT HAPTIST CHURCH OF LAREVIEW Proaching service at 11 A M and 7200 F M or at and ard Sun. Sunday Schwait at 10 A M. Junior society at 2200 F M. Baptist Young People's Union at 6200 F M on each Sunday, Prayer Mooting at 7200 F M Wednesday stre-sing. Everybody lavited to actoud all ser-sces. LEV. H. SMITH. Pastor.

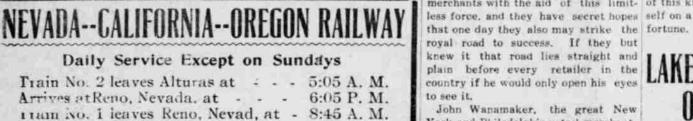
CATHOLIC CHURCH - EVERY SUNDAY MASS at 7:00 and 10 a.m.; Rosery at 7:36 p.m. Mass on weekdays at 7:00 a.m. MICHAEL O'MAL-LEY, S.J.

FLEST BAPTISI CHURCH or OFHER LAKE at New Pine Grees, Oregon. Freaching mer-rices at 11 A M and 7:39 ¹ M of each Studies of every month. Sunday school at 10 A M. Prayer service at 7:30 on W sinesday creating of each word. All are cordially unvited to thend the service. Frayer Sorvice. All are contained of each wood. All are contained strend the services. REV. L. E. HENDERSON.

LODGE DIRECTORY

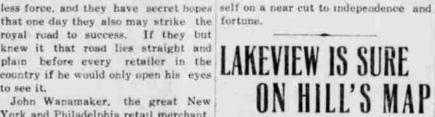
O. C. W.-LAKEVIEW LODG. NO. 11. Meets every second and fourth Thursday of sach month, in Masonic Hail, Lageview. Das. Toaningsen, W.M.; Wm Gonther, F.

SOREE OF HONOR-LAKESHORE L No. 77. D. of H., A. O. U. W., Muste and hird Thursdays of each monito onic dail: Mary Post, C. of H.; J. Belle Araner, L. of H., Lora Snyder C. of U.; Alameda Brown, Recorder, O. O. F.-LAREVIEW LODGE, No. O. F., meets every saturday evening out Fellows Hall, at 7:30 o'clock, from Octooct 1 to April I, and at 8 olclock from April 1 to september 30. D. H. Bemis, N. G.; Cheney, Secretary



John Wanamaker, the great New York and Philadelphia retail merchant, en one occasion said : "Advertising dosen't jerk; it pulls." It begins very start and keep it moving."

steady effort. The merchant who uses Hill interests will touch in their in- September next. Some few weeks newspaper space "occasionally" is vasion of California are : Logan City, simply wasting his efforts. It is the Mont, on the Northern Pacific main steady pounding-and pounding again line; Salmon City, Idaho, on the Piftsthat makes success in advertising as burg & Gilmore survey, now opened by in everything else. All advertising is the Hills; Profile Gap, Laredo, Boise good in proportionate degree to how it and Lakeview, Or. He says there is is done, and even occasional advertis- every indication that Hill has begun in ing has some value, but to be success- earnest the campaign to enter the ful to the point of permanently in- great Harriman stronghold. creasing your tank account, it must In the general merger of unconnectbe done persistently and systemati- ed lines and surveys which Hill has cally. What would you say about a clerk in connecting them and piecing the isolatyour store who waited on your custom- ed stretches into links of a through ers for a day or two then sat down to transcontinental trunk line to San rest for a few more days, leaving the customers to attend to themselves? Francisco, there are the following completed main lines, connecting lines You know how long your business and projects: Northern Pacific main would last under such conditions. 11 line, Pittsburg & Gilmore, Pacific & is the same with newspaper advertis- Idaho Northern, Boise & Western, ing. Publicity in your newspaper is surveys which Hill disposed of to the simply sales manship on paper, and the Harrimans but retained a right for same ru'e applies to it as apply to joint use through the Malheur Canyon, salesmanship in your store. Continuous effort and eternal polish- now under construction from a point ing up of ideas and methods are nec- on the Western Pacific to Lakeview, essary to make success either as a Or., and the Western Pacific mainline personal salesman in your store or as into San Francisco. a salesman in your newspaper. You advertise to sell your goods and keep your name in front of the people, eastward through the Malehur valley It is only reasonable to suppose that into Boise. Thence the route of the you will be better able to do this with Pacific & Idaho Northern will be folpersistent effort than with spasmodic lowed as far as Lardo, a point on Big attempts. If you were to tell a man Payette Lake, then east up Payette or woman daily about the quality and Creek, through the Sawtooth Kange prices of your wares you would produce down Lick Creek to the South Fork of more effect than if you were to talk to Salmon River, up the East Fork of him or her at uncertain intervals. The question of changing the sales- Profile Gap. Down the Big Auk to manship or "copy" in your advertising Middle Fork to the main Salmon space is an important one. It acts this River, up the Salmon River on the way. Suppose you had a pile of some special goods for sale. Suppose you Salmon City and then across Montana were determined to sell some of those goods to some particular customer. After you had asked that customer to buy those goods would you, the next time you approached her, use exactly which adhere to the membrane and decomthe same language and arguments? Pose, causing a far more serious trouble than the ordinary form of entarrh. Avoid all drying inhalants, fumes, smokes and hunt up new ideas to attract her atten-tion, new ways of convincing her and and heals. Ely's Cream Balm will master new methods to get her to buy. You must apply the same principles to your size. Ely Brothers, 56 Warren Street, advertising. You must be contiunally New York. hunting up ideas, new arguments and new ways of attracting and holding attention. Salesmanship in newspapers is just the same as salesmanship behind tritate or cause sneezing. It spreads itself over an irritated and angry surface, reliev-ing immediately the painful inflammation. Ely's Cream Balm contains no cocaine, your counter.



LAKE COUNTY ABSTRACT COMPANY Incorporared.

A Complete Record

We have made an entire transcript of all Records in Lake County which in any way, affect Real Property in the county. We have a complete Record of every Mortgage and transfer ever made in Lake County and ever Deed given.

Errors Found in Titles

in transcribing the records we have found numerous mortgages recorded in the Deed record and indexed; and many deeds are recorded to the Mortgage record and other books. Hundreds of mortgages and deeds are not indexed at all, and most difficult to trace up from the records.

We have notations of all these Errors.

Others annot flog them we have pat nundreds of dollars bunting up these errors, and we can fully guarantee our work.

J. D. VENATOR,

Manager.

WILLOW RANCH ORCHARD TRACTS Apples Apples Apples **Keeping Qualities** NO BLIGHT NO INSECTS NO FAILURES **BIG PROFITS**

10 ACRE TRACTS Planted, Irrigated, Sprayed and Cared for Price \$150 per Acre One-third down, balance \$20 per month No Taxes, No Interest

Tri-State Land Company Lakeview, Oregon Write for Booklet and Information

been gradually acquiring with a view of the Nevada, California and Oregon

From Lakeview, in the southern part of this state the Hills will sweep the South Fork of Salmon River to survey of the Pittsburg & Gilmore to to Logan City on the Northern Pacific.

Drying preparations simply devel-

mercury nor other harmful drugs.

fied to remove the improvements from the premises. This is taken to indicate that some action is to be taken in the immediate future.

It is undertsood that the contractors, Erickson & Pettersen, on this end of the Klaamth Fails-Natron cut off will complete their contract early this fall and that very little work can be doned on this road until late next Spring. The condition has given strength to the report that Erickson & Pettersen are to begin work on the road to Merrill just as soon as they complete their present contract. The road to Mernill traverses the Klamath basin and is practically level. If the entire force of Erickson & Pettersen were transferced to this project there is no reason why the Modoc-Northern should not be operating trains betweed the two towns by the first of the year.

New O. A. C. "Profs."

Corvallis, Aug. 12 .- Nineteen were added to the O. A. C. faculty' at their annual meeting. and \$2,200 was expended for the purchase of a farm of one hundred and fourteen acres to add to the campus, which is now far too crowded to allow of the projected experiments in agronomy, animal husbandry and other departments.

The new head of the department of electrical engineering is W. A. Hildebrand, a Corneil man who has been for some years at Stanford. The bacteriology department is to be headed by T. D. Beckwith of the North Dakota Agricultural colleeg, and the highway construction is to be in the hands of Prof. B. G. Aryes of the 'Oklahoma Agricultural college and more recently of Washington state highway commis-

sion.

Other appointments included four instructors, seven assistants, a registrar, cataloguer, superintendent for the Southern Oregon experiment station. campus foreman. The organization of the board for the coming year is the same, the officers being re-elected are President Weatherford, Vice President Apperson, Secretary E. E. Wilson, Treasurer B. F. Irvine, and as executive committee, Messrs. Apperson, Spence, Wilson and Pierce.

SUBSCRIBE FOR THE EXAMINER

. O. O. F. - LAREVIEW ENCAMPMENT NO. 1 1. O. O. F., meets the first and third Thurs day evenings of each month in Odd Fellows Hall, Lakeview, C. D. Arthur, C. P., A. H trammersley, Scribe.

CEBERAH LODGE-LAKEVIEW LODGE, NO 23, I. O. O. F., meets the second and fourth fridays of each month in Odd Fellows Hall, Blanche Bailey, N. G. Adele Chepey V. G.; Alles dunting, Tressurer; M. D. Moss, Bee'y.

E. S. ORIENTAL CHAPTER, NO 6, LAKE-view, Oregon,-Meets on Tuesday, on or be-iore full moon and two weeks thereaster, in wasonic Hall, at 7:30 o'clock.
Visiting members are cordially invited. LILLIE HARRIS, W. M., iDA UEBACH. Secretary

PROFESSIONAL CARDS

ARTHUR W. ORTON

Attorney-at-Law

Notary Public

All Practice Except U. S. Land Office Business.

2

L. F. Conn

Attorney at Law and Noary Public Lakeview, Oregon OFFICE-Daly Building.

D. VENATOR

Attorney at Law, Land Matters Specialty OFFICE-Dair Building.

CHARLES UMBACH

Land and Law Office Abstractor of Titles

Established 1888 LAKOVIGW. Ore

W. LAIR THOMPSON

Attorney at Law Office in O. V. L. Co.'s Building. LAKEVIEW, UREGON

S. A. MUSHEN.

Surveying and Engineering City Engineer Suite No. 1 Lakeview Watson Block Oregon

J. L. LYONS, D. D. S. Dentist Office in Watson's Block, Lakeview, Oregon Eight Year's experience in Michigan. Graduate of University of Michigan.