

# Lakeview Saddlery



**THE BEST VAQUERO SADDLE ON THE MARKET**

**AHLSTROM & GUNTHER, Props.**  
Successors to S. F. AHLSTROM

## THE LAKEVIEW ABSTRACT & TITLE CO.

**Abstracts to O.V.L. Property \$2.50** for each tract of land in Lake Co. for each Town Lot in Lakeview, Oregon, including first deed from the Company.

Get our special prices for Abstracts of Title to any real estate in Lake County.

**H. W. MORGAN, Manager, LAKEVIEW, OREGON**

## NEVADA--CALIFORNIA--OREGON RAILWAY

**Daily Service Except on Sundays**

Train No. 2 leaves Alturas at 5:05 A. M.  
Arrives at Reno, Nevada, at 6:05 P. M.  
Train No. 1 leaves Reno, Nevad, at 8:45 A. M.  
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.

## LAKE COUNTY ABSTRACT COMPANY

**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 in 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 cannot find them. We have put hundreds of dollars hunting 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

# BUSINESS BUILDING

By DUNDAS HENDERSON



## THE "FUN" OF WRITING ADVERTISEMENTS

Do you like the fun of writing your ads? Fine fun, isn't it? It is fun to be in business anyhow—fun to have the landlord come for the rent—screaming fun to have to send a cheque for all those funny bills that come in regularly every month and simply irresistible fun to have to buy bread and butter for the family and plan for the future of the children. Yes, Mr. Retailer, it is fun—perhaps.

You know from bitter experience that there is nothing funny about your business. You do not pay your bills from any sense of humor and neither do people give you credit for the same cause. There is little fun in paying the wages of a first-class salesman who has to assist you in making money to pay your creditors and allow you to tuck a small sum snugly away in your bank against a rainy day. It is all solemn, deadly reality. It requires all the thought and sales help of the highest grade you can get at a reasonable price to carry through the daily tragedy.

Why should you think it fun to write your ads? Do you realize that it is just as necessary to have salesmanship outside your store as it is to have it in it if you wish to be successful? And if you are anxious to increase your business to the point where it will be classed as amongst the best producers of the kind, you will find that "outside" salesmanship of the finest order is absolutely necessary.

Outside salesmanship means advertising that brings business. In this category you must put your newspaper advertising—that is to say, put your newspaper advertising in that class if it produces results. It is this production of results that makes all the difference. Only advertising space that contains real salesmanship will get real results. And the construction of that salesmanship makes all the difference between success and failure.

The writing of successful advertising is an art or science like photography or medicine. It cannot be used successfully by any one who has not studied it as closely as any other art or science. The man who, therefore, tries to practise it for fun is only wasting his money and time.

You should not allow an untrained clerk or amateur to come into your store and sell your finest goods to your best customers. And you would call any one else who was guilty of such foolishness, a bad merchant. Further, you would not expect a clerk whom you had engaged to sell groceries, to compound prescriptions or repair watches. It is just the same with advertising salesmanship. Unless you know the rules of the business you cannot successfully write ads that are absolutely sure to bring customers into your store and money into your cash drawer.

If you are in business for fun it is wise to write your own ads for there is nothing easier or "funnier" than to spend your money on newspapers foolishly. But if you are in business for money, it is better to get someone to write them for you who knows how to bring customers into your store and, incidentally, swell your bank account.

Just let me tell you how "easy" it is to write ads and then tell me how much fun there is in constructing adson which the increase of your business depends and on which you have to build a great part of your future.

There are four points to every successful advertisement: First, you must get and hold the attention of the possible customer in competition with every other advertiser in the paper; second, you must have to create interest in the goods you are selling; third, you must bring settled conviction into the customer's mind that she wants the goods more than the money in her pocket or bank roll; and last, but by no means least, you must get the customer into your store to actually buy the goods. That's all there is to it. Easy isn't it?

There are well defined rules for doing all this but those rules have to be learned. After those rules have been acquired, you must apply psychology and many other "ologies" to get the desired results, the kind of results that have built large fortunes for

Wanamaker, the great department store merchant, and others. To treat this question in a spirit of fun is like a butcher trying to undertake the practice of a physician. He may know how to carve meat but he does not know how to cut out your appendix so successfully that you can live afterwards. If you are really bent on fun, Mr. Retailer, try case ball or solitaire whist but keep away from writing advertisements that are not only wasting your time but preventing your store from getting that increased success to which it is entitled.

If you cannot readily get a local man to construct your ads, subscribe to a syndicated advertising service. There are several on the market. These services are usually supplied in series of fifty-two copper plate electros of the illustrations, one for each week in the year, at prices ranging at from one dollar per week up. Much of the advertising in those services has been classed as equal to the best that has made success for the big city department stores and national advertisers. Some reduced facsimiles of this kind of advertising may be seen at the top of this column.

This syndicated advertising service puts within the reach of even the smallest retailer, advertisements that he could not obtain individually for many hundreds of dollars. They are constructed by men who have a country wide reputation as retail advertising experts and who are paid large salaries not only for their skill but for their experience in constructing just such advertisements as have made success for thousands of merchants in the same position as yourself.

Full particulars of what is probably the most successful of those advertising services may be obtained from the editor of this newspaper.

I earnestly advise retailers to make early applications for only one service can be sold in each town and if you are a live merchant you are certainly losing money every day you are without such a service.

**SAVE STATE MONEY CHANGE JUDICIARY**

The Judiciary commission appointed by Governor West recommends the following:

Non-political judiciary.  
Elimination of county judges and district attorneys to save \$60,000 annually in salaries.  
Simplify Court procedure.  
Cut down expense to litigants, and people in general.  
Expedite trial and disposition of cases.  
Make dilatory motions of attorneys impossible.  
The new plan would mean the election of a prosecuting attorney for each county and the election of district judges to take the place of the county judges.  
The new plan will save the state \$40,000 annually.

**A Fine Photograph**  
J. G. Campbell, of the Examiner force, this week received from Dr. Amacker, a former resident of Lakeview, who is now located in Chicago, a very fine picture of the First International Aviation Meet, held in Grant Park, Chicago, the first part of the month. The picture shows thirteen biplanes and aeroplanes in flight, as well as the enormous crowd assembled to watch the exhibition. Prominent among those who participated were Roland Garros, Lincoln Beachely, H. A. Robinson, H. McCormick, Rene Barrier, Charles F. Willard, Rene Simon, James E. Plew, St. Croix Johnson, J. A. D. McCurdy, as well as many other well known aviators.

"I have a world of confidence in Chamberlain's Cough Remedy for I have used it with perfect success," writes Mrs. M. I. Basford, Poolesville, Md. For sale by all good dealers.

SUBSCRIBE FOR THE EXAMINER

## OFFICIAL DIRECTORY

**NATIONAL**  
President..... William H. Taft  
Vice President..... James S. Sherman  
Secretary of State..... Phillimore C. Knox  
Secretary of Treasury..... Frank H. Hitchcock  
Secretary of War..... Jacob H. Dickenson  
Attorney General..... George W.ickersham  
Postmaster General..... Frank H. Hitchcock  
Secretary of Navy..... George Von L. Meyer  
Secretary Interior..... Richard A. Ballinger  
Secretary of Agriculture..... James Wilson  
Secretary of Commerce..... Charles Nagel  
Chief Justice..... Charles Edward White  
Secretary of Education..... William C. Wood  
Secretary of Pension Commission..... U. S. Richards  
U. S. Land Commission..... U. S. Richards

**STATE**  
Governor..... Oswald West  
Secretary of State..... F. W. Benson  
Treasurer..... Thos. R. Kay  
Attorney General..... A. M. Crawford  
Supt. Public Instruction..... L. B. Alderman  
Printer..... W. S. Dunlap  
Bury and Food Com..... J. S. Baile  
U. S. Senators..... Jonathan Bourne, Jr.  
Geo. E. Chamberlain  
U. S. Representatives..... J. W. Lafferty

**SUPREME COURT**  
Chief Justice..... R. S. Beas  
Associate Justices..... H. A. Moore  
G. H. Burnett  
T. A. McBride

**SIXTH JUDICIAL DISTRICT**  
Judge..... Henry L. Benson  
Attorney..... D. V. Kuykendal

**LEGISLATIVE**  
Joint Senator..... G. H. Merryman  
H. P. Boltnap  
Representative..... W. L. Thompson

**U. S. LAND OFFICE**  
Arthur W. Uroa..... Register  
Fred F. Grossheller..... Receiver

**LAKE COUNTY**  
Judge..... R. Daily  
Sheriff..... F. W. Foster  
Treasurer..... F. O. Ahlstrom  
School Supt..... R. B. Jackson  
Surveyor..... R. A. Mushen  
Commissioners..... J. A. Bonar  
County Inspectors..... D. P. Malloy

**TOWN OF LAKEVIEW**  
Mayor..... J. J. Wilcox  
Councilmen..... J. S. Baile  
W. S. Sulzer  
A. Steiner  
Records.....  
Treasurer.....

**LAKEVIEW BOARD OF TRADE**  
President..... W. H. Shirk  
Cashier..... F. M. Miller  
Secretary..... V. L. Snelling  
Finance Committeeman..... L. F. Conn  
U. S. Senator..... E. S. Sawyer  
Industry..... W. F. Palmer  
Solidity..... W. F. Hertzford  
Lumbermen..... H. W. Driscoll  
Agricultural..... B. V. Roberts  
Room Headquarters for Strangers.

## CHURCH DIRECTORY

**FIRST METHODIST CHURCH—SUNDAY**  
School at 10 a. m. Preaching every Sunday at 10 a. m. and 7:30 p. m. Epworth League every Sunday evening at 8:15. Prayer Meeting Thursday at 7:30 p. m. On Jr meeting at 7:30 p. m. Ladies Aid Every Wednesday at 1:30 p. m. Everybody cordially invited to all services.  
M. T. WILK, Pastor.

**FIRST BAPTIST CHURCH OF LAKEVIEW**  
Preaching service at 11 A. M. and 7:30 P. M. on 1st and 3rd Sun. Sunday School at 10 A. M. Junior Society at 2:30 P. M. Baptist Young People's Union at 6:30 P. M. on each Sunday. Prayer Meeting at 7:30 P. M. Wednesday evening. Everybody invited to attend all services.  
REV. H. SMITH, Pastor.

**CATHOLIC CHURCH—EVERY SUNDAY MASS**  
at 7:00 and 10 a. m.; Holy at 7:30 p. m. Mass on weekdays at 7:00 a. m. MICHAEL O'MALLEY, S. J.

**FIRST BAPTIST CHURCH OF JOHNS LAKE**  
at New Pine Grove, Oregon. Preaching services at 11 A. M. and 7:30 P. M. of each Sunday of every month. Sunday School at 10 A. M. Prayer service at 7:30 on Wednesday evening of each week. All are cordially invited to attend the services.  
REV. L. E. HENDERSON.

## LODGE DIRECTORY

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

**DEGREE OF HONOR—LAKEVIEW LODGE**  
No. 77, D. G. H., A. O. U. W. Meets on third Thursdays of each month in Masonic Hall; Mary Fox, C. of H.; J. Belle Arner, L. of H.; Lora Snyder, C. of G.; Alameda Brown, Recorder.

**O. O. F.—LAKEVIEW LODGE, No. 10**  
Meets every Saturday evening in Odd Fellows Hall, at 7:30 o'clock, from October 1 to April 1, and at 8 o'clock from April 1 to September 30. D. H. Bents, S. G.; Cheney, Secretary.

**O. O. F.—LAKEVIEW ENCAMPMENT NO. 1**  
O. O. F. Meets the first and third Thursday evenings of each month in Odd Fellows Hall, Lakeview, C. D. Arthur, C. P.; A. H. Summery, scribe.

**KEHEKAL LODGE—LAKEVIEW LODGE, NO. 2**  
I. O. O. F. Meets the second and third Fridays of each month in Odd Fellows Hall, Blanche Bailey, N. G. Adelle Cheney, V. G.; Alice Sunting, Treasurer; M. D. Moss, Sec'y.

**O. E. S. ORIENTAL CHAPTER, NO. 5, LAKEVIEW, OREGON**—Meets on Tuesday, on or before full moon and two weeks thereafter, in Masonic 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.

**L. F. COBB**  
Attorney at Law  
and Notary Public  
Lakeview, Oregon.  
OFFICE—Daily Building.

**J. D. VENATOR**  
Attorney at Law,  
Land Matters Specialist,  
OFFICE—Daily Building.

**CHARLES UMBACH**  
Land and Law Office  
Abstractor of Titles  
Established 1888  
LAKEVIEW, ORE.

**W. LAIR THOMPSON**  
Attorney at Law  
Office in O. V. L. Co.'s Building,  
LAKEVIEW, OREGON.

**S. A. MUSHEN,**  
Surveying and Engineering  
City Engineer  
Suite No. 1  
Watson Block  
Lakeview  
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.

## THE UNDERTAKING DEPARTMENT

of the Willis Furniture Co.  
has been enlarged. Their  
Hearse has been refitted  
with new curtains. We  
are up-to-date and deserve  
your patronage.

**Phone No. 981**  
**Night or Day**

**WILLIS FURNITURE CO.**

**A Reliable Remedy**  
**Ely's Cream Balm**  
is quickly absorbed.  
Gives Relief at Once.  
It cleanses, soothes,  
heals and protects the  
diseased membrane  
resulting from  
Catarrh and drives  
away a Cold in the  
Head quickly. Restores  
the Senses of  
Taste and Smell. Full size 50 cts., at Drug-  
gists or by mail. In liquid form, 75 cents.  
Ely Brothers, 56 Warren Street, New York.

**CATARRH**  
**HAY FEVER**

## Fresh Fruit and Vegetables

I am now prepared  
to furnish Stockmen  
Ranchers and others  
Fresh Fruit and Green  
Vegetables of all kinds  
every day in the week.  
**ORDER BY PHONE  
OR MAIL**  
Special attention given to  
mail orders, which will be  
shipped the morning fol-  
lowing receipt of order.  
**PHONE ONE-SIX-ONE**

**J. P. Duckworth**

**A SNAP!**

If you want a nice little home-  
this is the place for you.  
New three-room home, neatly  
papered, Lot and Furnishings, just  
as it stands; Range and Cooking  
Utensils; set of Havlin China;  
\$100 Victor Graphophone and Re-  
cords; 11 x 13 Wilton Velvet Rug,  
good as new; Axminster Rugs and  
Carpet; Oak Morris Chair; Princess  
Dresser; Sanitary Couch and Cush-  
ions; Spring Mattress; Bedding,  
Curtains, Pictures, Books and other  
things too numerous to Mention.  
Also Tea cakes of good land.  
\$650 takes the whole thing at  
once. Geo. Weisler, Owner  
Enquire three doors below Mr.  
Batchelder's home.

**Do You Know**  
That you can always depend on the  
nicest, freshest Bread at the  
**CITY BAKERY**  
and that we serve an excellent  
cup of coffee with cake rolls or  
pie for ten cents.

**City Bakery**  
Near the Telephone Office

**CHICHESTER'S PILLS**  
THE DIAMOND BRAND  
Indical Ask your Druggist for  
Chichester's Diamond Brand  
Pills in Red and Gold wrapper.  
They are made with Blue Ribbon  
Tape and other fine things.  
Druggists. Ask for CHICHESTER'S PILLS  
25 years known as Best, Reliable, Always Effective  
SOLD BY DRUGGISTS EVERYWHERE

**J. N. WATSON**  
(Register U. S. Land Office, 1905-1906)  
**REAL ESTATE**  
**LAKEVIEW, OREGON**