Lakeview Saddlery

A complete line of wagon and buggy harness, whips, robes, bits, rlates, spurs, quilts, rosettes, etc., etc.

Everything in the line of carriage and horse furnishings. Repairing by competent men.

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
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 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 annot 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

Put "Punch" Into Your Advertising

When you are attacked by someone who wants to do you bodily injury, if you are the average American man, you straighten out your body and give the miscreant a direct hit from the shoulder that lays him out—a candidate for the hospital.

That is called punch.

But there are other kinds of punch. Every kind of human action originated by a human being may be strong or weak according to the energy put into it by the person. The effect of those actions on the rest of the world, or any particular person, when those actions make a deep and paralyzing impression, is called punch. We talk about the punch of a theatrical play, meaning the strong permanent blow of its action on the feelings of the audience. A story has punch and the most ordinray clerk in your store can give punch to his daily work and life that will leave a lasting impression on the people with whom he comes into contact. It is punch that makes you successful—without punch you cannot even hope to start on the road to prosperity.

Punch should enter into every action of your life. If you pray, put punch into it. If you sell goods in your store, put punch into the selling talk. Punch shows sincerity just the same as that blow from the shoulder on the part of the man If you look a woman or man in the face and put punch into the arguments and suggestions you use to sell your goods, you will create an impression that you believe in what you sell and that fact goes a long way towards consummation of the sale.

When you look carefully over the written accounts of the men and women who have made history and been really great in all walks of life, you will find innumerable instances of punch, showing clearly that success was built on it, as much as on their other actions.

Many men and women believe all that is necessary to secure success in life is to conceive an idea or a set of ideas and carry out the actions in connection therewith along well defined lines. They even become imitative and follow the rules laid down by the great men and women I have enumerated. That is the road to failure. No matter how good your plans are or well laid the methods of carrying them out, you must put punch into their execution to make them successful. When you want to make your business a success, and you know that the highest grade of salesmanship, both inside and outside your store is necessary to that success—be sure you also allow for punch in the execution of your plans. In your publicity, for instance, you need punch in the salesmanship used. No matter what your business, you require punch in that salesmanship to impress your goods on the minds of the people and make them remember you sufficiently long and earnestly to buy. It is just the same punch as is referred to in connection with the theatrical play. Unless that play has punch it would not leave a sufficiently good impression on the play-goers to make them criticise it to its advantage. Use punch, then, in your advertisements. Punch home "straight from the shoulder" into the minds of the prospective customer and he or she will remember you longer and more favorably than all possible rivals.

As you already know, there are four points to a successful advertisement that must be made operative before it can be successful. It must capture the attention of the prospective customer; it will have to create interest in his or her mind and it must afterwards bring conviction that the goods are what they are represented to be and that they are needed by the prospect. Lastly, the advertisement must cause the actual purchase of the goods.

Any man who has studied advertising closely can very easily combine all those principle in some sort of a way, but it requires an expert to combine them successfully.

A salesman in your store may easily apply all the rules of selling to the customer that comes in, but he may not be successful through lack of forcefulness—punch. It is the same with an advertisement. You need punch—the appearance of forceful honesty and convincing power in the wording and expression of the ad to bring the results that you have a right to expect from it.

It is punch that makes all the difference between success and failure in the advertisements of our greatest retailers. It is punch that will bring success to you through your announcements and unless you are able to incorporate punch into them, you may as well do no advertising at all.

The best way to get advertisements that have not only the necessary punch but that are constructed in every way to bring results is to buy a syndicated advertising service. This service is offered in a series of 52, one advertisement for each week, in the year. Each ad is supplied along with an attention compelling copperplate cut, the illustration drawn by a high priced artist. The whole series has been constructed by an advertising expert with a national reputation who has made success for many other merchants in the same position as yourself. It would be impossible to buy those advertisements for the low price at which they are sold—from one dollar per week up—but for the large numbers of each kind that are sold to thousands of retailers throughout the country. Only one merchant in each trade is allowed to use a service in his own town.

The retailers here would do well to get full particulars of this new syndicated advertising service from the editor of this paper. The use of such salesmanship on paper—which may be called advertising with punch in it—is the straightest road to advertising success.

DRY FARMING BIG SUCCESS IN IDAHO

Idaho Falls, Idaho. That dry farming methods when properly followed, are successful has just been demonstarted by Professors Briggs, Kearney and Shants, of the department of agriculture, who in behalf of the department, have completed an investigation of the dry farms in this valley. Professor Briggs, before leaving this city, stated that in all of the travels of the committee it has not seen either irrigated or non irrigated farms in which produced better results than were to be found on the dry farms here in the face of the fact that the year has been one of severe drought.

The Woodmanse and Webster Farm of 5000 acres is producing 2400 acres of Turkey red wheat, that will average not less than forty bushels when threshed. This result is obtained under dry-farming tillage methods and the us of thirty pounds of seed to the acre.

C. H. Woodmanse, of Rexburg, Idaho, one of the owners of this ranch, has been invited to address the Sixth International Dry-Farming congress to be held in Colorado Springs, October 16 to 20 explaining the methods, both of tillage and business, utilized on the great ranch of this company. The company will also make an exhibit at the exposition held in connection with the congress. Mr. Woodmanse is said to be one of the most exacting farm operators in the West, and is able to tell at the close of each year to a fraction of a cent the cost of plowing, harvesting, and handling his crop.

In his vicinity the government men found 50,000 acres of dry land grown grain that will bring from thirty to fifty bushels to the acre. In addition to this, the valley is now harvesting 150,000 acres of diversified dry farmed crops all of which are produced heavily. The valley already has about 200,000 acres of dry farmed land under what is known as summer tillage or falow which will be seeded this fall.—Pacific Homestead.

Big Apple Show

Bigger prizes and better exhibits than ever before are expected to bring crowds to the annual apple show to be held in Portland, November 15 to 17. The apple crop of the state is excellent and it is thought the various fruit districts will make a splendid showing. Big prizes will be offered by the Northern Pacific and the Great Northern railroads for the best district displays, a purse of $250 being hung up by each line. This will be open to competition by any fruit district on the Pacific Northwest. Oregon communities will get in line and make fine displays of the fruit that is making the state famous and a treat is in store for those who like to see artistic displays of beautiful apples.

"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.

OFFICIAL DIRECTORY

NATIONAL

President	William H. Taft
Vice President	James S. Sherman
Secretary of State	Philander C. Knox
Secretary of Treasury	Franklin MacVeigh
Secretary of War	Jacob B. Dickinson
Attorney General	George W. Wickersham
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
Vesta Coblentz Warner, U. S. Pension Commissioner	
W. A. Richards	U. S. Land Commissioner

STATE

Governor	Oswald West
Secretary of State	F. W. Benson
Treasurer	Thos. B. Kay
Attorney General	A. M. Crawford
Supt. Public Instruction	L. R. Alderman
Printer	W. S. Dunlway
Dairy and Food Com	J. W. Bailey
U. S. Senators	Johnathan Bourne, Jr. / Geo. E. Chamberlain
Congressmen	W. C. Hawley / A. W. Lafferty

SUPREME COURT

Chief Justice	R. S. Bean
Associate Justices	F. A. Moore / H. J. Bean / G. H. Burnett / T. A. McBride

SIXTH JUDICIAL DISTRICT

Judge	Henry L. Benson
Attorney	D. V. Kuykendal

LEGISLATIVE

Joint Senator	G. H Merryman
Representative	H P Belknap / W L Thompson

U S. LAND OFFICE

Arthur W. Orton	Register
Fred P Cronemiller	Receiver

LAKE COUNTY

Judge	B. Daly
Clerk	F. W. Payne
Sheriff	W B Snider
Treasurer	F. O Ahlstrom
Assessor	A. J. Foster
School Supt.	R. B. Jackson
Surveyor	S. A. Mushen
Commissioners	L. A. Rehart / F. E. Anderson
County stock Inspector	D. P. Malloy

TOWN OF LAKEVIEW.

Harry Bailey	Mayor
V. Snelling / D. J. Wilcox / J. B. Auten / L. S. Lane	Councilmen
W. B. Snider	Recorder
A. Bieber	Treasurer

LAKEVIEW BOARD OF TRADE

President	W. H. SHIRK
Treasurer	F. M. Miller
Secretary	V. L. Snelling
Finance Committeman	L. F. Conn
Industrial "	C. E. Seager
Publicity "	W. F. Palm
Stock "	W. P. Heryford
Municipal "	H. W. Drenker
Agricultural "	S. V. Rehart

Rooms Headquarters for Strangers

CHURCH DIRECTORY

FIRST METHODIST CHURCH—SUNDAY school at 10 a. m. Preaching every Sunday at 11 a. m. and 7:30 p. m. Epworth League every Sunday evening at 6:45. Prayer Meeting Thursday at 7:30 p. m. Church meeting at 7:30 p. m. Ladies' Aid Every Wednesday at 1:30 p. m. Everybody cordially invited to all services.
M. T. WIRE, 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.; Rosery at 7:30 p.m. Mass on weekdays at 7:00 a.m.
MATHIAS SCHMITT, S.J.

FIRST PRESBYTERIAN CHURCH OF LAKEVIEW, meets in the Masonic Hall. Sunday School at 10:00 A.M.; Morning Service at 11:00 Evening Service at 8:00. Prayer Meeting on Wednesdays at 7:30 P.M. All are cordially invited.
REV. W. S. PRYSE, D. D., Pastor.

FIRST BAPTIST CHURCH OF GOOSE LAKE at New Pine Creek, 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. Chas. Tonningsen, W.M.; Wm. Gunther, F.

DEGREE OF HONOR—LAKESHORE L. No. 77, D. of H., A. O. U. W., Meets second and third Thursdays of each month in Odd Fellows Hall; Mary Post, C. of H.; J. Belle Arzner, L. of H.; Lora Snyder C. of C.; Alameda Brown, Recorder.

I. O. O. F.—LAKEVIEW LODGE, No. O.F., meets every Saturday evening in Odd Fellows Hall, at 7:30 o'clock, from October 1st to April 1, and at 8 o'clock from April 1 to September 30. D. H. Bemis, N. G.; J. Cheney, Secretary

I. O. O. F.—LAKEVIEW ENCAMPMENT NO. 1 I. 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. Summersley, Scribe.

REBEKAH LODGE—LAKEVIEW LODGE, NO 22, I. O. O. F., meets the second and fourth Fridays of each month in Odd Fellows Hall. Blanche Bailey, N. G. Adele Cheney V. G.; Alice Dunting, 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. Conn
Attorney at Law and Noary Public
Lakeview, Oregon
OFFICE—Daly Building.

J. D. VENATOR
Attorney at Law,
Land Matters Specialty
OFFICE—Daly 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 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

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 FOR CATARRH

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 Druggists or by mail. Liquid Cream Balm for use in atomizers 75 cts. Ely Brothers, 56 Warren Street, New York.

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 following 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 house, neatly papered, Lot and Furnishings, just as it stands; Range and Cooking Utensils; set of Havilin China; $100 Victor Graphaphone and Records; 11 x 13 Wilton Velvet Rug, good as new; Axminister Rugs and Carpet; Oak Morris Chair; Princess Dresser; Sanitary Couch and Cushions; Spring Mattress; Bedding, Curtains, Pictures, Books and other things too numerous to Mention. Also Ten acres of good land.

$650 takes the whole thing at once. Geo. Wesleder, Owner.

Enquire three doors below Mr. Batchelder's house.

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.
Ladies! Ask your Druggist for Chichester's Diamond Brand Pills in Red and Gold metallic boxes, sealed with Blue Ribbon. Take no other. Buy of your Druggist. Ask for CHI-CHES-TER S DIAMOND BRAND PILLS, for 25 years known as Best, Safest, Always Reliable
SOLD BY DRUGGISTS EVERYWHERE

J. N. WATSON

(Register U. S. Land Office, 1903-1909)

REAL ESTATE

LAKEVIEW .·. OREGON