

# Lakeview Saddlery



A complete line of wagon and buggy harness, whips, robes, bits, plates, 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

Incorporated.

**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 OF CHARD 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 First Requirements of an Advertisement

When you sit down to write an advertisement for that space in your local newspaper, the first question you should put to yourself, it you are one of those men who want to see their advertisement bring results, is, What must be the first requirement of this advertisement?

I wonder how many men amongst the tens of thousands of retail merchants throughout the United States, who are now doing advertising, could answer this question satisfactorily?

Not many. The first requirement of an advertisement is to attract attention. To catch and hold the attention of a possible customer necessitates something in the announcement that is different from the ordinary run of type matter in the paper and also different from the usual style of advertisements therein. Further, that "something" must compel the attention sufficiently to hold it till the prospective customer realizes that she or he wants to read the rest of the advertisement for the sake of what is said in it.

There are several ways of attracting attention. One is by means of a striking headline in bold type, another may be planned by the use of plenty of white space in and around the ad, and one more means is the use of some freak arrangement of the type matter. Attention may also be got by a combination of all of these ways. But there is still another way of attracting attention that beats them all.

It has been found in small towns and especially in dealing with goods that sell mostly to women, that a good illustration is the best means, not only to attract attention, but to hold it and create interest in the rest of the advertisement. The illustration should have human interest and action should as far as possible enter into it by means of a figure of a man or woman performing something or shown as having done something, the result of the "something" having been done, being depicted.

For a long time it was thought that comic pictures were the best means of attracting attention and many of the readers of these lines are still of the same opinion. While this may be so to a very limited extent, it has been found that they do not create that desire to read the rest of the advertisement that is necessary to its success. Also because they are comic they cause laughter, which means that the amusement extends to the contemplation of the goods and even to the advertiser himself. When an advertisement is laughed at it seldom carries conviction of the minds of possible customers. A well drawn picture with a touch of humanity in it, therefore, the best means of attracting attention to an ordinary retail advertisement. The illustration should be well drawn. A badly drawn or silly picture reflects on the goods and the store. It is better to do without the illustration altogether than to have a bad one. And the picture should not only be well drawn, but it should blend well with the rest of the advertisement. While it attracts attention, it should also direct the mind to the other portion of the advertisement that creates interest and brings conviction. Pictures of the "reason why" kind in advertising are the latest evolution in retail publicity. They have been used for a long time in successful national advertising. A glance at the Saturday Evening Post or any of the good magazines will show this and it will also prove another thing that comic pictures or caricatures are not usually employed by those big advertisers to exploit their goods.

Having settled in your mind that good illustrations are the best and surest means of attracting attention to what you have to sell through your newspaper, you will naturally go on the hunt for those pictures. You may find considerable difficulty in getting good illustrations locally and when you do, you will probably find the price to be away above what you can afford to pay. And to use a bad picture will be worse than no advertisement. What

are you to do?

Here is the cure. The natural evolution of retail advertising has brought into being one or two high grade concerns, backed by ample capital, who are syndicating out this kind of illustrations along with complete advertising service. "Syndicating" means this: those concerns pay large sums to artists of high standing to draw pictures that suit your advertisement and employ advertising writers of national reputation to get up matter to go with the pictures. Those complete advertisements are sold in thousands of different towns for use locally and, because of this method of syndication, can be bought, in a series of 52, one for each week in the year, for as low as one dollar per week with copper plate electros of the illustrations. Much of this latest style of advertising has been classed as equal to the best publicity that has made success for many of the big department stores and national advertisers. At the top of the columns will be found reduced facsimiles of those advertisements taken from a service of that class. This sort of advertising is called Syndicated Advertising Service.

No merchant need be without the best means of successful advertising when he can buy illustrated service at so low a price as this. It is now making success for thousands of retailers throughout the country and is the very latest in retail advertising.

Remember always Mr. Retailer, that attention getting is classed as about 60 per cent of all retail advertising and when next you write an advertisement without using the best means to get that attention, you are losing about 60 per cent of the entire value of your announcement.

Full particulars of this kind of success building illustrated syndicated advertising service may be obtained from the editor of this newspaper. Why be without the means of building success for yourself, a means that has already accomplished it for thousands of other merchants in the same position as you are?

## RENO EXCURSION TO HOAG DISTRICT

Reno Journal: With the exception of the exact date all arrangements have been made for the business and mining men's excursion to Modoc County and the Fort Bidwell mining district.

According to present plans there will be at least ten automobiles start from Reno, carrying thirty-five or forty permanent business men who have become interested in securing the business of that district as well as in making investments in that richly mineralized locality.

It is probable that the excursion will leave in about ten days or two weeks, the route being up by way of Pyramid Lake and through the entire length of the productive Surprise valley. The details are in the hands of the Reno Commercial Club and it is intended to consume two or three week-end trips, although any members of the party will be given the privilege of returning before that time if necessary.

J. F. Cutler, of the Fort Bidwell Booster's Club, and manager of the Modoc mines company, is in the city arranging for the entertainment of the excursionists when they reach that part of the country. He has brought with him some attractive pieces of ore from the Fort Bidwell district, as well as an assay report that more than confirms the prediction made by the Journal a short time ago regarding the new sensational strike on the Sunshine property.

At that time the statement was made that the eight-foot shaft had encountered ore in places, which would exceed \$1,000. An average sample of the eight-inch vein, for a distance of about six feet, was taken and assayed, the result showing 131.8 ounces gold and 45 ounces silver, the total values shown being \$2658.50.

Mr. Cutler has the samples on display at the Overland hotel and they have attracted much attention among mining people of this city. It is understood that several mining men of state-wide prominence will be among the excursionists that will take advantage of the automobile trip from Reno this month.

The people of the Modoc country are large consumers and it is believed that if the friendly feeling already existing is encouraged Reno will be able to profit largely from the development of that region.

## SUBSCRIBE FOR THE EXAMINER

For bowel complaints in children always give Chamberlain's Colic, Cholera and Diarrhoea Remedy and castor oil. It is certain to effect a cure and when reduced with water and sweetened is pleasant to take. No physician can prescribe a better remedy. For sale by all good dealers.

## OFFICIAL DIRECTORY

NATIONAL	
President	William H. Taft
Vice President	James H. Sherman
Secretary of State	Philander C. Knox
Secretary of Treasury	Franklin MacVeigh
Secretary of War	Joseph B. Dickenson
Attorney General	George W. Wickersham
Postmaster General	Frank H. Hitchcock
Secretary of Navy	George Von L. Meyer
Secretary of Interior	Richard A. Ballinger
Secretary of Agriculture	James Wilson
Secretary of Commerce	Charles Nagel
Chief Justice	Charles Edward White
Justice	Yonah Watson
Justice	W. S. Richards
Justice	U. S. Land Commissioner
STATE	
Governor	Oswald West
Secretary of State	F. W. Benson
Treasurer	Thos. B. Kay
Attorney General	M. Crawford
Public Instruction	L. R. Alderman
Printer	W. S. Dunaway
Chief of Public Com.	J. W. Bailey
U. S. Senators	Johnathan Bourne, J. G. Chamberlain
Congressmen	J. W. Hawley, J. A. W. Laferriere
SUPREME COURT	
Chief Justice	R. S. Beth
Associate Justices	F. A. Moore, H. J. Brand, G. H. Burnett, T. A. McBride
SIXTH JUDICIAL DISTRICT	
Judge	Henry L. Benson
Attorney	D. V. Kuykendal
LEGISLATIVE	
Joint Senator	G. H. Murryman, H. P. Bolknap
Representative	W. L. Thompson
U. S. LAND OFFICE	
Arthur W. Orton	Register
Fred P. Cronenitler	Recorder
LAKE COUNTY	
Judge	R. Daly
Deputy	W. B. Payne
Sheriff	W. B. Payne
Treasurer	F. O. Ahlstrom
Assessor	A. J. Foster
School Supt.	K. B. Jackson
Surveyor	C. A. Musher
Commissioners	C. A. Musher, D. P. Malloy
County Stock Inspector	D. P. Malloy
TOWN OF LAKEVIEW	
Darryl Bailey	Mayor
J. J. Wilcox	Co. Auditor
J. B. Aulen	Recorder
J. S. Lane	Treasurer
A. Huber	Recorder
A. Huber	Treasurer
LAKEVIEW BOARD OF TRADE	
President	W. H. Shirk
Secretary	M. Miller
Treasurer	V. L. Smith
Finance Committee	L. E. Conn
Publicity	C. E. Snager
Industrial	W. P. Hildreth
Stock	W. P. Hildreth
Municipal	H. W. Drenkel
Ceremonial	H. V. Behari
Room as 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 6:15. Prayer Meeting First Day at 7:30 p. m. Ch. 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 8:00 and 10 a. m.; Rosary 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 10:30 A. M.; Morning service at 11:00. Evening service at 7:30. Prayer Meeting on Wednesdays at 7:30 P. M. All are cordially invited. REV. W. S. PRYSE, D. D., Pastor.	
FIRST BAPTIST CHURCH OF HOAG 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. Chas. Tomlinson, W. M.; Wm. Gunther, F. W.	
DEGREE OF HONOR--LAKEVIEW LODGE No. 77, D. of H., A. O. U. W., Meets 1st and 3rd Thursdays of each month in Masonic Hall; Mary Post, C. of H.; J. Belle Atzner, L. of H.; Lora Snyder, C. of G.; Alameda Brown, Recorder.	
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O. E. S. ORIENTAL CHAPTER, NO. 8, 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. ADA UEBACH, Secretary.	

## THE UNDERTAKING DEPARTMENT

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

Phone No. 981 Night or Day

## WILLIS FURNITURE CO.

**Will Sell for \$1250** cash or trade for ranch or stock, my 1-4 interest or \$2500 equity in good Planing, Shingle and Saw Mill, 10 miles from Alturas, Cal. Good market--sell more than mill can produce at 10,000 feet per day at \$17.00 per 1000 at mill. Capacity of shingle mill 20,000 per day. All in good running order. Invite an investigation of property. Wm. R. Harris, P. O. Box 231, Alturas, Cal.

## 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 Graphophone and Records; 11 x 13 Wilton Velvet Rug, good as new; Axminster 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. CHICHESTER'S PILLS FOR 25 years known as Best. Always Reliable. SOLD BY DRUGGISTS EVERYWHERE.

## J. N. WATSON

(Register U. S. Land Office, 1868-1909)

## REAL ESTATE

LAKEVIEW, OREGON

U. S. LAND OFFICE	
Arthur W. Orton	Register
Fred P. Cronenitler	Recorder
LAKE COUNTY	
Judge	R. Daly
Deputy	W. B. Payne
Sheriff	W. B. Payne
Treasurer	F. O. Ahlstrom
Assessor	A. J. Foster
School Supt.	K. B. Jackson
Surveyor	C. A. Musher
Commissioners	C. A. Musher, D. P. Malloy
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Darryl Bailey	Mayor
J. J. Wilcox	Co. Auditor
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J. S. Lane	Treasurer
A. Huber	Recorder
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## 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 Notary Public  
OFFICE--Daly Building, Lakeview, Oregon

J. D. VENATOR  
Attorney at Law,  
Land Matters Specialist  
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  
Watson Block  
Lakeview  
Oregon

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