

Lakeview Saddlery

A complete line of wagon and buggy harness, whips, robes, bits, plates, spurs, quilts, roses, 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, Nevada, 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



best retail experts in the country to whom they pay large salaries. These men construct advertisements which are sold to small retailers throughout the country at a nominal cost, ranging from one dollar per week up. The large number of one kind of advertisement supplied to thousands of retailers makes these low prices possible. The services are usually sold in a series of 52 one advertisement for each week in the year, together with a first class colorplate cut of an illustration drawn by a high priced artist. At the top of these columns, will be seen some reduced fac similes of ads of this kind.

The Amount You Must Spend on Advertising

It may not occur to the average retailer merchant that the proportion of his income being spent on advertising is so small that the effect is like trying to paint a big house with a ten cent can of paint. All this advertising is, of course, good, for even though it brings no results, it shows that the merchant has an open mind in the matter and is subject to reason. Retail advertising, or, indeed, any advertising, no matter how small, to get sure results, must be done on some scientific plan that has guided similar campaigns to success. The most important item in such a campaign is the minimum amount to be spent on it.

If 999 out of every 1000 retail advertisers will go into the question of their advertising. I believe they will find that it is not costing them one per cent per annum of their incomes. In most cases it will be found to cost them much less.

How they expect to get results from that extraordinary percentage is known to themselves alone. Only in very exceptional cases will an expenditure like this even return the actual gross amount on the campaign.

The most successful retail stores in the world are the large New York, Philadelphia and Chicago department stores. These concerns are known all over the world, and particularly so to the men, women and children in this country. If any class of retailers could dispense with advertising it is they. Yet they spend from 5 to 15 per cent of their yearly incomes in advertising their goods. They are not spending that portion of their incomes on advertising as a mere matter of fun, you may be certain. Every red cent of out going is jealously watched. If one hundredth part of one per cent can be saved it is saved.

The expenditure is the result of careful experiment in all possible ways, and under all possible conditions and it has been found necessary to spend that amount of their enormous incomes to get the results that they now obtain.

The local retailer may learn a lesson from this. If great organizations like these stores have to spend such a percentage of their incomes to get results—large sums like that get proportionately greater results than small sums—what must the small merchant spend to get sure results from his advertising?

When next you consider advertising, Mr. Retail Merchant, figure out how much you are going to spend. If it is less than 5 per cent, sit down and think the matter over carefully and if you cannot persuade yourself to spend at least 5 per cent on a scientific plan that has brought success to others, get a mirror and have a good look at a bad merchant.

There is another important thing about retail advertising.

After you have made up your mind to the amount you are going to spend on it, see that you put salesmanship into the space you buy. Salesmanship is just as necessary in your advertising as it is in your store. With it in both your store and advertising, success is certain, for your sales organization will be so strong that only bad goods or insufficient capital can kill it.

There are four principles to all salesmanship, whether in your store or newspaper: First—you must attract attention; second—you must secure the interest of the possible customer; third—you must create a desire to buy and fourth, but by no means least—you must induce the actual process of buying.

All these requirements necessitate close study and much experience of successful advertising before they can be blended together to make a perfect advertisement. The average retailer is not an expert at advertisement construction, any more than the ordinary grocer is an accomplished physicist.

How then is the retailer to get advertising that brings results—or as it may be called, salesmanship on paper?

There are on the market now a number of high grade syndicated advertising services. These services are got out by concerns with ample capital who have retained the services of the

The editor of this paper will be glad to supply full particulars of the most successful of these syndicated advertising services to enquirers. Merchants are advised to be in time, however, for only one service of a kind can be used in each town.

In the Poultry Yard

There are several signs that indicate good health—a bright red comb, activity, readiness for food, and a glossy and smooth appearance of the feathers.

Under no circumstances should an unhealthy bird be allowed a place in the breeding pen, since such can not fail to have an extremely injurious effect on the progeny.

I like the wire nests in the hen house I have thrown away the bulky insect-harboring wooden boxes. One can out three wire nests in the space usually occupied by a wooden box, and there is not a place in or around the wire nests for mites to live.

Place the pullets in their winter quarters, before they start laying. It gives them a good chance to become acquainted with their new home. Place a china egg in each nest so as to guide them to the proper place to lay their eggs when they get ready. This month April-hatched pullets should begin laying.

When the crop becomes very large, and the fowls show signs of disease, keep them away from all food, allowing only water for forty-eight hours. Then give them all they will eat of finely-chopped onions, allowing them nothing else but water for several hours more, or until they show they are relieved. I have never known the remedy to fail. From October Farm Journal.

Around the Farm

There are few things in life more despisable than the man who blames it on his wife.

In these days of muck-raking, the farmer who is able to rake up a good compost heap stands to win.

Most horses can hear well, and yet you would think from the sound of some men's voices when at work that the animals were deaf as bats.

If potatoes are inclined to rot, don't be in a hurry to dig yours. Leave them in the ground as long as you can before digging. There will be far less waste. I have seen some lots of potatoes all go to mush after they were dug; whereas, if they had been left in the earth till cold weather came on, most of them might have been saved.

Many a good man is in such haste to let the world know where he stands on the tariff, reciprocity, and the direct election of Senators, that his patient wife can not find out where he stands on the important domestic questions of water in the house and a new carpet for the parlor. Save the country, brethren; that's right; but don't forget to save the wife, for after all what is the country to you when you have lost a good homelife?

Keeping cabbages: Select a dry place in the patch, pull up the cabbages and stand them close together, heads down. Cover in soil from five to ten inches deep, thinly at first so they will not heat, covering only enough to prevent freezing as the season advances. The burying beds may be made from four to six feet wide. A few cabbages for present use can be stored heads down, in a barrel in the cellar; but the bulk of the crop should be left out of doors.

Storing vegetables. Onions: Store in a loft rather than in the cellar. In the latter they will sprout to their injury. A few parsnips for winter use may be lifted and stored in sand in the cellar; but, as freezing sweetens them, it is best to leave many of them out of doors for later use. Potatoes: Store them in bins one foot or eighteen inches deep, raised somewhat from the floor. Do not bruise or they will be likely to rot. Roots in the nature of salsify and horse radish, freezing does not hurt, so the main lot may stay out where frozen; but some should be dug and out in the cellar for winter use. —From October Farm Journal.

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Jacob H. Dickinson, Attorney General	
George W.ickersham, Postmaster General	
Frank H. Hitchcock, Secretary of Navy	
George Von H. Meyer, Secretary of Interior	
Richard A. Ballinger, Secretary of Agriculture	
James Wilson, Secretary of Commerce	
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Charles Edward White, Vegetation Warner, U.S. Pension Commissioner	
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TOWN OF LAKEVIEW	Mary V. Bailey, Mayor; D. J. Wilcox, J. L. Laue, J. A. Laue, W. B. Sulzer, A. Sieber, J. F. W. Shier, F. M. Miller, V. L. Shelling, L. P. Gong, C. E. Seager, W. F. Pains, W. F. Harford, H. W. Drencia, S. V. Rehart, Rooms Headquarters for strangers.

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 211, Alturas, Cal.

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. On its meeting at 7:30 p. m. Ladies' Aid—Wednesday at 1:30 p. m. Everybody cordially invited to all services.
M. T. WIER, 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 8:30 and 10 a. m.; Rosary at 7:30 p. m. Mass on weekdays at 7:30 a. m.
MATIAS SCHMITT, S. J.

FIRST PRESBYTERIAN CHURCH OF LAKEVIEW
meets in the Masonic Hall, Thursday school at 10:00 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. PRYAL, D. D., Pastor.

CHRISTIAN SCIENCE MEETINGS every Sunday afternoon, at 2 o'clock, at the home of Mrs. Munday, Watson Addition.

FIRST BAPTIST CHURCH OF GEORGE 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 Wednesdays. Singing of each week. All are cordially invited to attend the services.
REV. L. E. HENDERSON, Pastor.

LODGE DIRECTORY

A. O. U. W.—LAKEVIEW LODGE NO. 111
Meets every second and fourth Thursday of each month, in Masonic Hall, Lakeview. Schas. Tomlinson, W. M.; Wm. Gumbler, F. M.

ORDER 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 Arner, L. of H.; Lena Snyder, C. of C.; Alameda Brown, Recorder.

O. O. F.—LAKEVIEW LODGE, No. 1
Meets every Saturday evening in Masonic Hall, at 7:30 o'clock, from Oct. 1 to April 1, and at 8 o'clock from April 1 to September 30. L. H. Bemis, N. G.; J. 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. Immerley, scribe.

SEBEKAH 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 Cheney V. M. 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.
DA DEBACH, Secretary.

PROFESSIONAL CARDS

ARTHUR W. ORTON
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Notary Public
All Practice Except U. S. Land Office Business.

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Attorney at Law
and Notary Public
Lakeview, Oregon.
OFFICE—Daily Building.

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

CHARLES UMBACH
Land and Law Office
Abstractor of Titles
Established 1888
Lakeview, Ore.

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Attorney at Law
Office in O. V. L. Co.'s Building,
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Office in Watson's Block, Lakeview, Oregon
Fifty Year's experience in Michigan. Graduate of University of Michigan.

THE UNDERTAKING DEPARTMENT

of the Willis Furniture Co.
has been enlarged. Their Hearses 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 211, 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 Reliable Remedy CATARRH

Ely's Cream Balm
It quickly soothes. 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 cts. Ely Brothers, 56 Warren Street, New York.

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 Havillan 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. Woesler, Owner.
Enquire three doors below Mr. Batchelder's house.

CHICHESTER'S PILLS

THE DIAMOND BRAND
Indical Ask your Druggist for Chichester's Diamond Brand Pills in Red and Gold metal boxes, sealed with Blue Ribbon. Take no other. Box of pills FREE on application. **DIAMOND BRAND PILLS**, for 25 years known as Best. Sells Always Effective. SOLD BY DRUGGISTS EVERYWHERE.

J. N. WATSON

(Register U. S. Land Office, 1901-1909)
REAL ESTATE
LAKEVIEW, OREGON