

# FREE FRUIT LAND AT PAISLEY

## Don't Be Afraid of U. S. Government Carey Act Irrigation Projects in Oregon--

The day of irresponsible irrigation companies in this state is past. When the Northwest Townsite Company of Philadelphia took over the Paisley Project in Lake County, it gave the largest bond ever given in the state—fifty thousand dollars—guaranteeing completion of the project. Every three months it makes an itemized statement of expenses to the Desert Land Board. All of its advertising books, maps, contracts, subscription agreements and literature is submitted to the Desert Land Board for inspection before being issued.

THE LAND IS LEVEL, FREE FROM ROCK, AND IS A RICH VOLCANIC ASH SOIL. The climate is perfect for fruit, which now grows to perfection at Paisley.

## Apples, Peaches, Plums, Pears, Prunes

Construction work upon the dam and reservoir has now been in progress for three months, with Thomas Hawthorn, State Inspector, on the ground. He was formerly with the U. S. Government Reclamation Service on the Umatilla Project.

Send for 32-page illustrated book. Go to Paisley by automobile stage from Bend and see the land. Our agent at Paisley, Hugh K. Gilmore, will show you the land. It is free to those who pay the cost of putting water on it.

Northwest Townsite Co. are among the largest taxpayers in Oregon, owning townsite sub-divisions at Prineville, Madras, Redmond, Bend, Burns, Vale and also the 840-acre Conn ranch at Paisley, including a 50-barrel-a-day capacity flour mill, and general store.

Our bank references are:  
 First National Bank, Philadelphia, Pa.  
 Girard National Bank, Philadelphia, Pa.  
 Commercial Trust Co., Philadelphia, Pa.  
 Interstate Finance Corporation, Philadelphia, Pa.  
 Merchants' Trust Co., Camden, N. J.  
 Security Savings & Trust Co., Portland, Ore.  
 Address all communications to our Portland office, 601 Yeon building. Write now. The average cost of water will be \$40 dollars an acre. We will give you a square deal.

### Northwest Townsite Co.

308 Chestnut St., Philadelphia, Pa.

SEE OUR AGENTS IN BEND—  
**HOMESEEKERS' LAND COMPANY**

## ADVERTISING IS UNIVERSAL NEED

Rather an unique article entitled "If Advertising Were Eliminated" is published in the Woman's Home Companion. It is worth some study and should prove interesting to the advertiser. It is as follows:

Can you imagine what existence would be like if all advertising were eliminated?

It would mean more than the absence of advertising in the pages of the periodicals and newspapers. It would mean that the grocer would not have his name of his business printed over his door or on his window. The drug stores would not display the globes of colored water. The minister would not announce the topic of his next sermon, nor the midweek meetings, from the pulpit. There wouldn't be even sign posts at the country crossroads nor on the street corners in towns and cities.

If you visit a strange community where there was no advertising whatever, you would realize how absolutely dependent you are upon advertising. If you wanted to go to a store particularly the best store, no one could direct you, for that is advertising—word-of-mouth advertising, which is sometimes as important and as valuable as any other. Frankly, you would find it practically impossible to live without advertising, although you might manage to exist after a fashion.

A mere child could tangle us up in about a minute if his insatiable curiosity were directed to advertising. To his first question we could promptly and truthfully reply that a man advertises to make money. "How does he make money by advertising?" The answer isn't so easy. Possibly the childish mind might be satisfied with the explanation that advertising increases the volume of business, which is true of course, but it is neither comprehensive nor final.

You may follow it through ever so many ramifications, and in the end you will find that advertising pays for the simple reason that it renders a service to you and me and to the man and woman next door.

The great agents of civilization are those which save time and increase the comfort and convenience of the people. These are the things that make the railroad and the many application for electricity—the telegraph, the telephone, light, power—so enormously valuable. Advertising belongs in the same category. There is no way of estimating its capacity for saving time, for increasing comfort.

## WESTERN FREIGHT CARS ARE RUSHED

Evidence of the prosperity of the Western States is furnished by figures made known by the Southern Pacific Company as to the number of freight cars loaded this season. The average loading on the lines of this company in California is greater by 6200 cars per month over the same period last year, or about 200 cars per day.

Railroads have been heavily pressed for rolling stock because of this sudden demand for service. Only the hearty co-operation on the part of the shippers has made it possible to keep all the traffic moving. The large fruit firms have instructed their agents not to delay or divert shipments unnecessarily and have issued circulars to this effect, for the principal difficulty has arisen from movements in the Eastern States.

### THEY MAKE YOU FEEL GOOD

The pleasant purgative effect produced by Chamberlain's Tablets and the healthy condition of body and mind which they create makes one feel joyful. For sale by all dealers.

## NEED NO SHEAVES FOR PRIZE WHEAT

Because of the rains in North Dakota and Minnesota during the harvest and the consequent discoloring of the sheaves, the managers of the Northwestern Products Exposition have decided not to require farmers to send sheaves with their five bushels of threshed grain to compete for the \$5,000 prize to be awarded in Minneapolis in November.

The rain made it almost impossible for the farmers to secure good sheaves and in some places they could not secure sheaves at all unless they had pulled the grain before it was ripe.

This caused the exposition people to waive the sheaf requirement. All that is necessary now to enter the contest for the big prize is to send five bushels of threshed grain to Will A. Campbell, manager of the exposition. An application and entry blank will be sent free on request to any one desiring to enter and there will be no fee of any kind asked for or received.

One dozen boys' dresses, assorted patterns and sizes to close at reduced prices. Lakeview Mercantile Co.

## Lakeview Steam Laundry

HARRY C. HUNKER, Prop.

We give efficient service and do good work. Send your washing and give us a trial.

TELEPHONE No. 732

We are now ready to roll your Barley at any time

### ANNA RIVER IRRIGATED LANDS

Productiveness demonstrated by growing crops. Lands surround new town of Spring River. Best investment in Lake County

**Dodson Realty Company**  
 LAKEVIEW - - - OREGON

# SOUTHERN PACIFIC



## "Quickest and Shortest" Way

EQUIPPED WITH A PERFECT SYSTEM OF ELECTRIC BLOCK-SAFETY SIGNALS—CAREFUL CONSTRUCTION—HEAVY RAILS—STONE BALLAST—STEEL BRIDGES—STEEL COACHES—TRAVEL MADE COMFORTABLE BY STANDARD SLEEPERS, OBSERVATION-LIBRARY CARS, CHAIR CARS, TOURIST SLEEPERS AND A PERFECT DINING SERVICE

### DIRECT CONNECTIONS AT RENO, EAST OR WEST

#### YOUR CHOICE OF TRAINS.

### 5 Daily Trains West

Truckee	Roseville	Oakland	San Francisco	And
Coalfax	Marysville	Stockton	Bakersfield	Intermediate
Auburn	Sacramento	San Jose	Los Angeles	Points

No. 23 Leave RENO	7:40 P M	Arrive San Francisco	8:10 A M
" 3 " "	1:07 A M	" "	10:30 A M
" 4 " "	2:20 A M	" "	3:10 P M
" 5 " "	9:02 A M	" "	8:30 P M
Motor " "	6:00 A M	" Truckee	7:45 A M

ALL TRAINS CARRY PASSENGERS

Sleeping Car on TRAIN 9 stands in front of the RENO Depot and may be occupied any time after 9 P M daily.

### 6 Daily Trains East

Winnemucca	Cobre	Ely	Ogden	Chicago	And
Elko	Wells	McGill	Denver	Washington	Intermediate
Golconda	Deeth	Salt Lake	Omaha	New York	Points

No. 2 Leave RENO	8:30 P M	Arrive Ogden	11:50 A M
" 4 " "	9:40 P M	" "	4:35 P M
" 6 " "	8:25 A M	" "	5:20 A M
" 10 " "	11:30 A M	" "	7:00 A M
Motor " "	1:35 P M	" Fallon	4:00 P M
No. 24 " "	9:25 P M	" Goldfield	10:00 A M

STANDARD PULLMAN AND TOURIST SLEEPERS ON ALL THROUGH TRAINS

Reservations may be made in advance by Mail or Telegraph

### FOR CONVENIENCE TO THE PEOPLE ON LINE OF N.-C.-O. RY.

We have arranged to place a Standard Pullman Sleeper, daily, in front of our Depot at Reno which is picked up by the Fast Mail Train (No. 9) but may be occupied any time after 9 P. M., thus giving opportunity for a lay-over of six hours to those desiring to spend a little time in Reno. Those wishing a close connection may depart on Train No. 23, at 7:40 P. M. It should be remembered also that Two First Class Trans-Continental Passenger Trains, East Bound, pass Reno after the arrival of N.-C.-O. Train, and before 9:40 P. M.

For Reservations or Information as to Rates, Passenger or Freight, Apply to N.-C.-O. RY. Agents; or to

**J. M. FULTON, Ass't General Freight and Passenger Agent - - - - RENO, NEVADA**

### Automatic Electric Block-Safety Signal System

#### "RECORD"

The record of the SOUTHERN PACIFIC for the past four years is that not one single passenger lost life through a collision or derailment of its trains.

This means that during that time 175,000,000 passengers were safely carried to their destinations on its lines.

This is a record unequalled by any railroad in the world.

**\$6,000,000.00**

have been expended within the past five years in installing Automatic Block-Safety Signals. Every mile of the lines of the SOUTHERN-UNION PACIFIC Systems to Omaha, San Francisco, Los Angeles and Portland are now protected.