A Pioneer Route A Pioneer Train

The pioneers of early days, on their way to the Pacific Coast, blazed a trail across the mountains and plains. Although they are gone and in many instances forgotten, the trail is still there. But no one is the real owner of the transportation. The old trail is now marked by the flash of the Electric Lighted

OVERLAND LIMITED

LUXURIOUS express train which is now the means of quick transportation between the East and the West. It is equipped with fine comfortable standard and Pullman sleeping cars, dining car with service in cars, library and club smoke observation car. No extra fare is charged on this train. A first-class ticket for a berth is all that is necessary. Make reservations for berth, state room, or drawing room through any agent.

Southern Pacific COMPANY

Elwood Steel Fences GUARANTEED

We are in receipt of a copy of the most recent photographs of the Famoum Elwood Steel Fencing and Poultry Netting in all widths. We stand ready to guarantee every rod of Elwood Fence we send out

Geo. R. Hurn

The Cream of the Best

Old Colonial Whiskey

NORMANDY EYE

100 Proof

PRICED UNDER THE SUPERVISION OF THE GOVERNMENT . . . NOT BETTER . . .

Sold by

C. D. WILLSON

Wholesale and Retail Liquor Dealer

You'll Know It

We serve Chas & Frank's

Full Broad Coffee. It's the best and we use the simplest

awards agents for Klamath Falls.

Ditzy + ARGEE.

Zim's Plumbing Shop

Contracting and Jobbing

Fireproof Line of Plumbing Equipment and Fixtures

A. O. U. W. Building

Ankeny’s

PUBLICITY THE PRICE OF SUCCESS

There is a right way to do things. There is a large amount of profitable business to be secured by the right kind of advertising without increasing the fixed expenses.

The advertiser, in the preparation of copy, must consider what will appeal to the interest of the reader’s or the customer’s point of view. It will not do simply to put down what seems to the advertiser to be interesting, without putting it to the test of whether it will be so to the public as well. It must contain information that the public would either like to know, or which they could be interested in by a suggestion in the shape of a good striking headline. What the public are after principally is the goods at right prices, so that good descriptions should be included in nearly every ad.

Prices are invariably of interest to the customer, and, whether the method is reliable or not, form one of the principal means of judging of the desirability of the goods.

Bennett’s Feed Stable

Next to Martin’s Mill

Now Open for Business

The Chute System of Feeding which permits Stock getting their fill, has been installed

Plenty of Waggon Room

JASPER BENNETT, Proprietor

The Eldred Company

F. C. ELDRED, Manager

Roseburg, Oregon

Saddles, Harness and Supplies

We make a specialty of first-class, guaranteed, hand-made Saddles and Shaps. Our Saddles have an established reputation.

Orders From Everywhere Solicited

To the Traveling Public

Reports are being generally circulated by interested parties that no passengers will be carried by the stage company handling the mails on the route between Pokegama and Klamath Falls. The same is being done for the sole purpose of injuring the stage company, for passengers by the mail wagon have one-third less staging than by any other line, the distance between this city and Keno being covered by a fast and comfortable locomotive.

W. R. DAVIS,

Manager O. & C. T. Co.

Watch Sick

If so send it to our ho-

pital and we will give it to

the best and we use the stub-

awards agents for Klamath

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