

WIVES! MOTHERS! SWEETHEARTS!

STOP! LOOK! LISTEN!

For the Next 30 Days Only,

the Pacific Power & Light Co. will sell regular \$5.50 Hot-Point Electric Irons, only **\$3.50**

This reduction is being made to encourage the use of electricity for domestic purposes--they are not cheap irons, but the best grade to be obtained. Hot-Point Electric Irons save fuel, heat, dirt, health and work (in the way of carrying fuel and making trips to and from a hot stove)



These Irons Will Be On Sale at **John Vaughan's Electric Supply Store** 815 Main Street SEE WINDOW

R&G CORSETS

Model A67 is a new one.



Plumbing

"That's Our Business"

—and it's not a side line with us, but our specialty. All our time and attention is put into our plumbing work, insuring you a job that will last and satisfy.

We carry a complete line of heavy nickled fixtures, consisting of:

- TOWEL RACKS
- SOAP CUPS
- SPONGE HOLDERS
- TUMBLER HOLDERS
- TOOTH BRUSH HOLDERS
- TOILET PAPER HOLDERS
- ROBE HOOKS
- TOWEL BARS
- STATIONARY WASH STANDS
- BATH TUBS AND TOILETS

Have your plumbing examined by a competent man before the cold weather arrives—it will save you money and trouble.

BEDDOW & MILLER

EXCLUSIVE PLUMBERS.
Court and Garden Sts.
Phone Black 3556

3 NEW YORK BALL PLAYERS HOLDING THE SPOTLIGHT

New York.—The three baseball players who hold the spotlight on the three local baseball teams are Beals Becker, the phenomenal hitting outfielder of the Giants; "Jack" Dalton, the outfield star of the Brooklyn Nationals, and Ed Sweeney, the catcher of the New York Americans.

Sweeney is not a new-comer into the limelight, as he has been the sensation as a backstop throughout the circuit. Critics in nearly every city of the American League circuit unhesitatingly proclaim Sweeney as the best catcher in that organization. Last year Sweeney was good in spots, but he has a tendency to draw his arm back too far in throwing to second. He found it necessary to develop a snap throw, and by hard work succeeded. His throwing is now so accurate that very few base-runners will take a chance of stealing on him. He also handles the pitchers beautifully.

He does not ruin their arms by continually calling for curve balls. He keeps them going easy until the pinch comes, and then he drives them. Beals Becker came to the front in a flash. He had been sitting on the bench all year waiting for a chance. It came when Red Murray was injured by a pitched ball. From the minute he donned a glove and went to the outfield Becker has been setting things afire. Some of his catches actually made the fans gasp. He broke up a game at the polo grounds by his terrific hitting, and he repeated over in Boston when he tied up the game in the ninth inning with a home run over the left-field fence. Becker is a daring base-runner, and there is not a faster man or a better slider on the team.

Many requests from catarrh sufferers who use atomizers have caused us to put up Liquid Cream Balm, a new and convenient form of Ely's Cream Balm, the only remedy for catarrh which can always be depended on. In power to allay inflammation, to cleanse the clogged air-passages, to promote free, natural breathing, the two forms of Cream Balm are alike. Liquid Cream Balm is sold by all druggists for 75 cents, including spraying tube. Mailed by Ely Bros., 55 Warren Street, New York.

PLAGUE SWEEPS INDIA; TAKES 100,000 MONTHLY

Calcutta.—The plague once more is claiming nearly 100,000 victims each month. In 1900 the deaths from plague in British India were 73,576; in 1901, 236,433; in 1902, 452,865; in 1903, 684,445; in 1904, 938,910; in 1905, 940,821; in 1906, 300,355; in 1907, 1,166,223; in 1908, 113,888; and in 1909, 141,695. From January to March in the present year there were many deaths, and the mortality continues very high at this moment.

Men's oxfords cheap at A. Eklund's

HOUSE CAT SECOND ONLY TO HOUSE FLY AS CARRIER OF DEADLY DISEASE GERMS

What Tabby Does.

- Cats are known to carry in their fur the germs of such dreaded diseases as tuberculosis, smallpox, scarlet fever and diphtheria.
- They communicate diseases to children.
- They are as susceptible to hydrophobia as dogs.
- "Cats spread ringworms."
- They kill between three and four million game and song birds in New York state alone each year.
- "Only about five per cent of them are mousers."—Dr. A. K. Fisher, Biological Survey, United States Department of Agriculture.

CLUB LIFE IN PARIS INTERESTING NOVELTY

Paris.—Club life in Paris is one of the interesting developments of the times. Until recently there were no such institutions for the man of moderate means but philanthropy and a taste for sport have changed all that. For the club of high degree, making a direct appeal to society, the government "touches" 40 francs on the subscription, if above a certain amount, the object is twofold—to raise revenue and to keep an eye on the "goings on" of the members. It is also suspected that the man with a "dog" to his name (unless he proves to be of Protestant parentage) is "against the subscription." A tax levied on the subscriptions gives an excuse for surveillance.

The Vicomte Rene de Montzon Brachel, a quiet young man of excellent lineage, has just started a club on novel lines as far as France is concerned. It holds out the hand of fellowship to the young foreigner residing in this city, for the purpose of study or otherwise. Art exhibitions, concerts and lectures will bring the young men into contact with the elite of Parisian society.

MRS. SUTTON WANTS TO RUN FOR CONGRESS

Portland, Ore.—In a last effort to prove to the world that her son was slain by fellow midshipmen at Annapolis, and did not kill himself, Mrs. Rose B. Sutton has announced that she will become a candidate for congress from this state.

"Apparently I can get justice to my boy's memory in no other way," said the intrepid mother Wednesday.

"I am more thoroughly convinced than ever that the naval investigating board have erred through misunderstanding or bias in their findings that Lieutenant Sutton was a suicide. There is more evidence coming in every day to prove that classmates killed him."

"I would not, if elected, be either regular or insurgent. I would devote my whole term to reforms in army and navy life, and I would seek a new and thorough investigation to clear up the mystery that now surrounds many cases at West Point and Annapolis of similar nature to that of my son."

Mrs. Sutton said she was not a disciple of woman suffrage and believes that every woman, unless under the pressure of a great mission, such as hers, should devote herself entirely to her home.

SOUTH AFRICA MUST PROTECT ITS COAST

Johannesburg.—General Botha, in a speech at Wakarusa, said the protection of the coasts was essential to South Africa, and all must contribute thereto.

This declaration is regarded here as an intimation of the intention of the Union Government to offer a contribution to the Imperial Navy.

ASSERTS SWEDENBORG IS INVENTOR OF AIRSHIP

London.—The King's Hall of the Holborn restaurant was filled with the sound of many tongues on the occasion of the opening of the International Swedenborg congress, which was held there in connection with the celebration of the Swedenborg Society's centenary.

Practically every civilized country was represented. The president, E. J. Broadfield, of Manchester, in his inaugural address, said there was some who regarded Swedenborg as a far-seeing man of science; others regarded him as a luminous and original philosopher, and there were others who looked upon him as a heaven-directed theologian.

HOUSE CAT SECOND ONLY TO HOUSE FLY AS CARRIER OF DEADLY DISEASE GERMS

They will spend twice as much time hunting birds as mice. If one keeps count of a cat's quarry during the year he will find that the birds killed far outnumber the mice.

"Recently there has been much attention paid to rats and the harm they do, both as destroyers and as spreaders of disease. In this connection it has been pointed out that a valuable animal the cat is to keep down the rats. That is an error. I can state from my own personal observation that only about five per cent of the cats are mousers.

"Little harm would be done if the whole cat tribe were exterminated but there would be too much opposition to that. Still we think that when many of the facts concerning cats have been made public mothers will be more careful in letting their children play with them."

MRS. SUTTON WANTS TO RUN FOR CONGRESS

Portland, Ore.—In a last effort to prove to the world that her son was slain by fellow midshipmen at Annapolis, and did not kill himself, Mrs. Rose B. Sutton has announced that she will become a candidate for congress from this state.

"Apparently I can get justice to my boy's memory in no other way," said the intrepid mother Wednesday.

"I am more thoroughly convinced than ever that the naval investigating board have erred through misunderstanding or bias in their findings that Lieutenant Sutton was a suicide. There is more evidence coming in every day to prove that classmates killed him."

"I would not, if elected, be either regular or insurgent. I would devote my whole term to reforms in army and navy life, and I would seek a new and thorough investigation to clear up the mystery that now surrounds many cases at West Point and Annapolis of similar nature to that of my son."

Mrs. Sutton said she was not a disciple of woman suffrage and believes that every woman, unless under the pressure of a great mission, such as hers, should devote herself entirely to her home.

SOUTH AFRICA MUST PROTECT ITS COAST

Johannesburg.—General Botha, in a speech at Wakarusa, said the protection of the coasts was essential to South Africa, and all must contribute thereto.

This declaration is regarded here as an intimation of the intention of the Union Government to offer a contribution to the Imperial Navy.

ASSERTS SWEDENBORG IS INVENTOR OF AIRSHIP

London.—The King's Hall of the Holborn restaurant was filled with the sound of many tongues on the occasion of the opening of the International Swedenborg congress, which was held there in connection with the celebration of the Swedenborg Society's centenary.

Practically every civilized country was represented.

The president, E. J. Broadfield, of Manchester, in his inaugural address, said there was some who regarded Swedenborg as a far-seeing man of science; others regarded him as a luminous and original philosopher, and there were others who looked upon him as a heaven-directed theologian.

All of them agreed, however, that he was one of the greatest students of his country, and one of the greatest geniuses of his age.

Swedenborg anticipated modern ideas by inventing a submarine destroyer, and also a flying machine, "by which men can raise themselves and move themselves in the air."

The Rev. James R. Rendall, formerly lecturer and demonstrator in physics at Yorkshire College, Leeds, and now of Acerrington, described Swedenborg's flying machine, a

Practically every civilized country was represented.

It consisted of a light frame, covered with strong canvas, and was provided with two large oars, or wings, moving on a horizontal axis and so arranged that the upstroke met with no resistance, while the downstroke provided the lifting power.

Swedenborg was confident that the problem of motive power would be solved. "There are sufficient proofs and examples from nature," he said, "that such flights can take place without danger, although when the first trials are made you may have to pay for the experience and not mind an arm or a leg."

Mr. Rendall observed that that anticipation of the flying machine was one of the "evidences" of aberrations alleged against Swedenborg by Dr. Maudsley 50 years ago. They now know who was the wiser of the two.

The "Romance" of Successful Advertising Never Ends

ADVERTISING TALK NO. 10.

Every once in a while you are attracted by a society item in some country paper stating in this style: "A pretty romance was culminated Saturday evening when Miss Jessie Brown, one of the city's most popular and accomplished young women, was united in marriage with Mr. John Smith, a well known business man, etc."

Then you are attracted by the statement that the account of how they met and courted would furnish inspiration for a pretty love story, and you continue to read the details of this romantic courtship and wedding, how the bride and groom were school children together in some way off town in New England, how they were separated for several years because of the changing tide of fortune and then how, after they grew to manhood and womanhood they were accidentally reunited in the golden west and their friendship ripened into love.

You're charmed and you read on through the account of the wedding, finally to be brought face to face with the following starter: "Their marriage Saturday night ended the romance."

Too bad! Why should the marriage ceremony end such a delightful affair? In many cases alas! the romance is concluded when the ceremony is performed, but you hope the reporter has been mistaken in this case.

Whether the statement was erroneous or not, this story simply serves to illustrate a point in mind regarding the relation between the business man and the newspaper.

An advertising man calls on a merchant persistently for a period of several weeks; he preaches the value of advertising, endeavors to show him how a space in the newspaper of such and such size will help to increase his trade; finally the merchant is induced to see the proposition in the right way and he signs a contract with the newspaper for a year's advertising.

Then what does he do. He hasn't thought anything about what he wants to advertise, how he wants to advertise or what points he wishes to impress on the public mind. He hurriedly prepares a piece of copy in the stereotyped form of a business card and hands it over to the solicitor. Then he immediately proceeds to forget all about it. The paraphrase, the romance is ended.

The newspaper readers are attracted by that advertisement once, because it is new. Then, they also forget it. The reason is plain. The merchant never changes it. It's the same old card, day after day and week after week, month after month. It gets so old it's rusty. It becomes a dead issue on the newspaper page.

But, in the parlance of the street, the merchant has troubles of his own. Next comes along the calendar salesman, the hotel register schemer, the theater program man and literally dozens of others with plans for advertising.

Some are good, some are bad. As a result of them, all the merchant is in frenzy. He buys this and he buys that and he spends a lot of money only to find out that none of it has done him any good.

Why? Because back of all this promiscuous publicity there is no advertising campaign, no definite selling plan. The advertising lacks purpose.

Aimlessness is just as detrimental to advertising as to anything else in the world. To reap success there must be preparation before a publicity campaign is started. If it is well-planned and logically carried out then there is no limit to its possibilities.

The newspaper man was right when he told the merchant he could build up his business through advertising, but, strictly speaking, the merchant didn't advertise.

Take a few hours for reflection and decide just what you want to do. Analyze your business. Decide what advantages you possess over your competitor. Decide just what inducements you have to offer the public to trade in your store, whether they be better goods, lower prices, quick delivery or anything else that appeals—but decide. After you've settled these questions, lay out your plan, and then follow it.

Select a space in the newspaper—because there is no better known medium through which to reach the buying public—and fill your advertisements with bristling, pointed sales arguments along the points of vantage that you have chosen. Keep it up and keep changing your sales talks. Argue it out with the newspaper readers just the same as you would talk to them if you had them right before you in the store.

Try it! You'll find, just like John Wanamaker, Marshall Field, Pears, Armour, Williams, Beeman, Post and hundreds of others have, that advertising is the greatest single force of modern business.

Byers' Best Flour

Is made from the choicest wheat that grows. Good bread is assured when BYERS' BEST FLOUR is used. Bran, Shorts, Steam Rolled Barley always on hand.

Pendleton Roller Mills

Pendleton, Oregon.

Drugs

Just Arrived

Quality Toilet Soap, fine floral odors, 16c cake, 3 for 25c. Look at our window.

SPECIAL—Duroy's Claret Soda, 5 cents. Delicious and refreshing.

F. J. DONALDSON.
Reliable Druggist.