

L. MONTERESTELLI

Marble and Granite Works

PENDLETON, OREGON

Fine Monument and Cemetery Work

All parties interested in getting work in my line should get my prices and estimates before placing their orders

All Work Guaranteed

A. M. EDWARDS

WELL DRILLER, Box 14, Lexington, Ore.

Up-to-date traction drilling outfit, equipped for all sizes of hole and depths. Write for contract and terms. Can furnish you

CHALLENGE SELF-OILING WINDMILL

all steel. Light Running, Simple, Strong, Durable.

Pioneer Employment Co.

With Two Big Offices

PENDLETON AND PORTLAND

Is prepared to handle the business of Eastern Oregon better than ever before

Our Specialties

Farms, Mills, Camps, Hotels, Garages, Etc.

WIRE RUSH ORDERS AT OUR EXPENSE

Portland Office
14 N. Second St.

Pendleton Office
115 E. Webb St.

Only Employment Office in Eastern Oregon with Connections in Portland

The Byers Chop Mill

(Formerly SCHEMP'S MILL)

STEAM ROLLED BARLEY AND WHEAT

We handle Gasoline, Coal Oil and Lubricating Oil

You Find Prompt and Satisfactory Service Here

'Lest We Forget----



WHEN came an order to charge. Over we went, and at 'em. Don't ask me to say what a fellow thinks in a hell like that. I, for one, didn't think. I worked like a machine. The only sane thing I can remember thinking was, "We must stop 'em! We must smash those gray-green walls! Guess every man felt the same way. Then Heinie wavered, then broke, and we drove on."

"It was a tidy trimming for the Germans—worth all that it cost. Staggering, yes—but it was the job we had been sent to do—and we couldn't fail those who had sent us."

Fellow citizens: That is a brief story of their job—written on a memory leaf of more than a million Yankee doughboys.

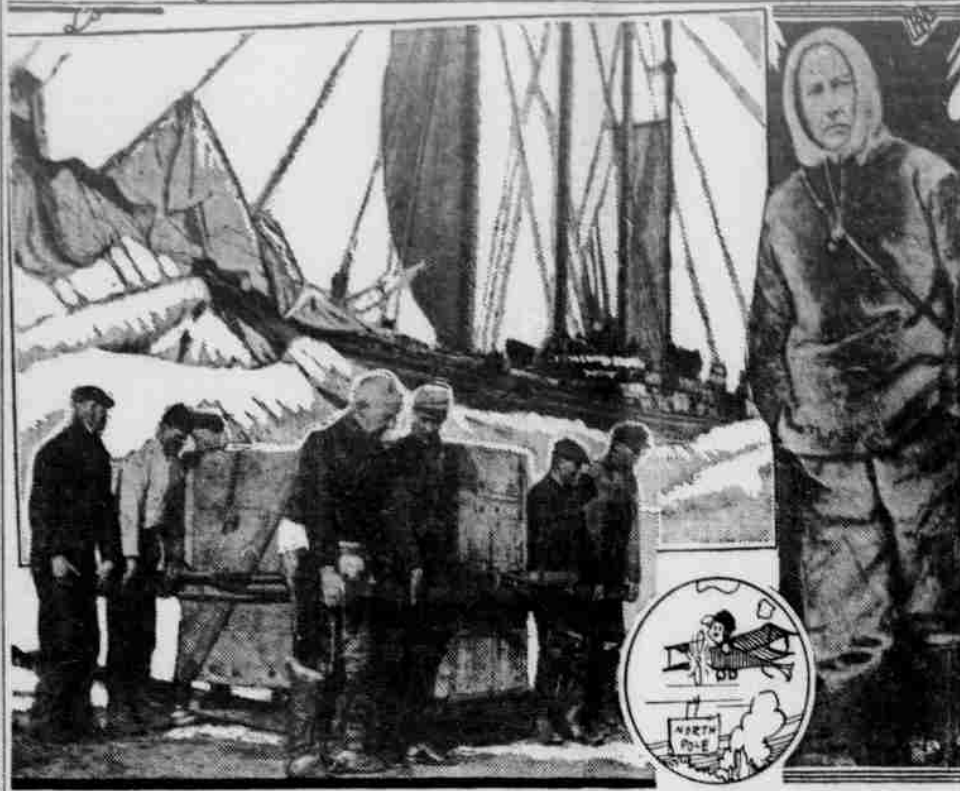
Our job—is to never, forget a sacred trust—a perpetual honor to American Youth who sailed away to make possible a step forward for World Democracy.

ARMISTICE DAY, NOVEMBER 11TH

FARMERS & STOCKGROWERS NATIONAL BANK

Heppner Oregon

Exclusive Pictures of Amundsen in Arctic Snows Making Ready for Air Trip to North Pole.



In a door of a little hut 80 miles from Point Barrow, in the Arctic wastes, stands the grizzled and gray explorer, Capt. Amundsen, awaiting what seems an opportune hour during the long Polar night for the first airplane flight over the Top of the World—to the North Pole. These exclusive photographs are the first brought back of the hearty Norwegian explorer since his ship "Maud" anchored off Point Hope. Lower picture show Capt. Amundsen helping his crew unload the motors for his airplane. To the right, Capt. Amundsen in the door of his hut at Wainwright. Amundsen will fly an American all-metal plane.

MAKING MONEY BY MAIL IS DIFFICULT

Many Find Mail Order Business Is No Royal Road to Wealth.

MAKE MANY TESTS

Head of Big Advertising Firm Shows Why Beginners Often Fail.

BY ST. ELMO MASSENGALE.

Editor's Note:—St. Elmo Massengale is the head of one of the largest advertising organizations in the United States. His activities include the mail order branch of publicity in all its phases and from many years experience he has obtained an expert's standpoint. The number of persons who have attempted the mail order business as a means of obtaining wealth is enormous. The great majority failed. Mr. Massengale in the following tells why.

For every man who makes money in the mail order business, there are probably more than a thousand who do not succeed. The mail order business is far from a gold mine for many who get in to it.

The chief reason so many enter the mail order business is due to their belief it requires practically no capital, limited or no business experience and only a desk in one's home. The truth of the matter is, the mail order business requires considerable capital, highly specialized business experience, and office equipment second to no other business on earth. Capital is required not only for adequate office equipment and the merchandise or whatever it is that is to be sold by mail, but sufficient money must be had to carry on the test work that every mail order man new to the business should do before he considers himself ready to go after business in earnest and can expect to do such business profitably.

The test work is simply a series of tests of the pulling power of each piece of advertising matter that is to be used. For instance, a mail order man must test out whether it is cheap or expensive to advertise in magazines and newspapers or to send out his advertising direct by mail to lists of possible customers. If he makes a test of newspapers and magazines, he must test out whether the advertisement

Flapper's Farewell!



The Flapper is gone. She said she wouldn't wear long skirts—still here she is, wearing it and looking very charming in a new rich blue, hand-painted duvetyne trimmed with wolf fur, and all topped with a canary yellow hat trimmed with silk roses.

Uneven hangs Hems



The uneven hem line features this new Poirot coat. It is buckled on the side, tied from the back and is embroidered with red and black. It is stylishly conservative.

should be worded so as to directly sell the reader, or worded to merely obtain inquiries that are then to be followed up by the direct mail advertiser.

Make Many Tests.

A further test must be made to see what class of publications develop inquiries or sales at a cost low enough to allow the mail order man to conduct his business profitably.

Other tests should be made to show what size advertisements one can most profitably use in each publication and with what frequency or at which seasons the advertisements should appear.

Each form letter, folder, booklet and other piece of advertising matter should be sent out to a limited list of typical prospects, to determine its actual sales value. Two other important tests are to find out how many days apart each follow-up should be sent to the prospect and exactly how many follow-ups it will pay to send to a prospect.

In a number of instances mail order

men have even made tests to find out what color stationery obtained the greatest response.

Judgment Required. There are certain things peculiarly adapted to mail selling, as well as there are certain things which sell best through other distribution channels. It requires the judgment of a man with a keen merchandising mind to decide whether mail order methods will best sell a commodity or service.

Beginners in the mail order business often jump to the conclusion they can avoid the cost of follow-up literature by selling directly from an advertisement in a newspaper or magazine. As a matter of fact, there are cases where it has been found more economical to do this; but as a rule, where anything is sold directly from an advertisement the selling price must be comparatively low and the size of the advertisement must be considerably larger than where the advertisement seeks to obtain inquiries. In the latter case, the advertisement does not have to explain everything in detail.

Some mail order advertisers offer to send a book, a razor, or some other article of merchandise for free trial. Where such an offer is made, the advertiser must have a follow-up series of collection letters, not because people are deliberately dishonest, but because they are forgetful and slack about making payment. There are some mail order houses, however, who send on trial, that will not advertise in certain publications and in certain localities because they find their losses from non-payment are too great from their advertising in those publications and localities.

Value of Names.

Beginners in the mail order business, as a rule, do not appreciate how valuable is the list of names they obtain by their advertisements in the publications they are using. A prospect is followed up only a few times and then the prospect's name is put in a "dead" file if sale is not made. Oftentimes the procedure is followed with the prospect's name after

a sale is made. It is seldom that an experienced mail order advertiser regards the name obtained by advertising as "dead". If the prospect does not make a purchase, advertising literature is sent—with longer and longer intervals between the mailings for sometimes as long as two years. All of the foregoing applies particularly to the mail order house that is selling some special service or commodity or line of commodities. The huge mail order houses that carry a general line of merchandise, because of the very fact they do carry so many and so varied lines of merchandise, do not have to do as great or intensive follow-up selling as the specialty or one line mail order house must do. The big catalogs of the general mail order houses are their chief selling force. These catalogs, by the way, are in themselves masterpieces of clever salesmanship and attractive displays of merchandise.

Uncle John's Josh

WE HEAR THAT THE BIG MOVIE "DICTATOR" SAYS THEY WILL PRODUCE BETTER PICTURES—WHERE THERE IS A WILL THERE'S A WAY!



CHRISTIAN SCIENCE PLACED IN FALSE LIGHT BY EDITORIAL

Position of Church Presented by Churchily Writer.

Not to Be Classed With Other Methods of Healing.

Portland, Ore., Oct. 28th.—To the Editor: My attention has been called to an interesting article in your paper of October 12th on "Near Faith Healing," in which you say we are now to have "Near Christian Science." You speak of the growth of the "mind-over-matter" idea since Christian Science was first presented to the world and tell of "the latest concession to the newer thought" in the establishing in New York City of a psycho-medical hospital, which is to be headed by an expert in psychotherapy and psychopathology who has just been appointed a member of the new Commission on the Ministry of Healing of the Protestant Episcopal Church, whose Bishops and Clergymen recently held a triennial convention in Portland. This new hospital, you say, "will have wards for philosophers, clergymen, medical experts, psychoanalysts, metaphysicians, sociologists, Christian Scientists, Emanuelists and every denomination of healers."

Spends \$2000 to see Football Game.



Mrs. D. H. Richardson, 86, of Davenport, Ia., spent \$2,000 to see a football game and "it was worth it" she says. She chartered a special car and took 25 relatives from Iowa to New Haven, Conn., to see their team beat Yale, 6-0.

Mrs. Richardson happy and confident that her "Hawkeye Boys" are going to be declared the national champions this year, posed for this picture as her "special" started its triumphant return from the Yale Bowl.

This is very interesting news, indicating, as it does, the "signs of the times." The Christian Church, founded



Poem by Uncle John

GATHERIN' NUTS
If there's ever a pasture a feller holds dear, it's gatherin' nuts, in the fall of the year. The forest, arrayed in its purple an' gold, appeals to the hearts of the young an' old. . . . A call that's restless floats out from the trees, when the trophies drop down, at the toas of the breeze. O, there ain't any pleasure that's any more dear, than gatherin' nuts—in the fall of the year. . . . The big, juicy shrapnel, from waddy rags—the shell-barks, a whittin' the roisterer's tanks. . . . The hazel machine-guns, in bid-away dell, bombard the invaders with many a shell—all, army maneuvers, with nothin' to fear—campaignin' for nuts, in the fall of the year. . . . Then, forward—with baskets an' gunnybags, too—charge on, past the meadow—the fortress in view! We'll pillage the stronghold of kernal an' pod, and win, by the grace of a bountiful God. . . . Each brown-fingered trooper busts loose with a cheer, when we go after nuts, in the fall of the year.

History Made When Camera Clicked This Picture.



Thomas A. Edison made a pilgrimage to Schenectady, N. Y., last week, the first in 25 years. He was met there by Dr. Chas P. Steinmetz, the only man in the world his equal in electrical knowledge. Photo shows Edison examining parts of tree and porcelain insulators shattered by Steinmetz a few moments before with his newest invention—a lightning machine making. It is the first picture of the two great inventors together. It is to be preserved. Edison is now 75 years old and Steinmetz is 57.

ed upon the teachings of Christ Jesus was at first faithful in following the Master's example, and obeyed all his commands, including "Heal the sick!" After a few centuries however the Church practically abandoned this important part of Christian ministry, which was neglected and lost sight of in the mist of materialism until Mary Baker Eddy discovered and gave Christian Science to the world a little over 50 years ago and later organized the church known as The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

In endeavoring to preserve and practice the unadorned truth as Jesus taught and applied it, the Christian Science church maintains simplicity in its church services by the reading of the Bible and correlative passages from "Science and Health" without comment, such a sermon being "undivided from truth, uncontaminated by human hypotheses, and divinely authorized" (C. S. Quarterly). And while Christian Scientists realize the importance of taking such a radical stand, understanding the dangers of compromising and collaborating with the spurious, they nevertheless rejoice at every evidence of honest effort toward making greater use of God's ever available power to heal the sick as well as the sinning.

THEODORE BURKHART,
Christian Science Committee on Publication for Oregon.

FOR SALE—A few well developed Duroc Jersey weaning pigs. \$5.00 each if taken soon. B. H. PECK, Heppner.

FOR SALE—Standard bred Mammoth Bronze turkey toms. Well matured birds \$10.00 each if taken by Thanksgiving. B. H. PECK, Heppner.

Wood and coal range for sale reasonably. Also kitchen table and chairs. Inquire this office.

The famous "Pathfinder," 30x34 tires, now on sale at Heppner Garage at \$8.75 each.

Thoroughbred Bronze Turkey Toms. \$10.00 each. Pullet \$6.00. MRS. CORA BURROUGHS, lone, Oregon.

Tunehettes

by Rev. M. A. MATTHEWS D.D. LL.D.

home. But their husbands are too cowardly to force them, or they are too indifferent to their responsibility, or they would rather glide or travel the road of least resistance, and let the home drift. The home is drifting; children are roaming; wives are gadding. Their husbands are practicing fraud and dishonesty on their families. They are cowardly. The time has come to reestablish the home with the sovereignty of the federal head, the sacredness of domestic affection, and the proper adjustment of domestic duties. The dark spot in the present civilization is the neglected home. Cowardly husbands are responsible for every phase of domestic decline. Let the men awake, reassert themselves, re-establish their homes, and build again the domestic—the national fortification—namely, a well-organized domestic circle.