



What's Gone Before. It is 1868 and the Pacific Railroad has reached its newest "farthest west"—Benton, Wyoming...

That you can't pick out the ace, first try! I'll let the cards lie. If you've watched the ace fall, you win!

spells of other 'dust' in your pockets. Get another hat, a flannel shirt, some coarser trousers, a pair of boots, don a gun and a swagger, say little, make few impromptu friends, win and lose without a smile or frown...

U. of O. Dean Saw Body of Martyred President

University of Oregon, Eugene, Feb. 16.—John Straub, dean emeritus of men at the University, is one of the few living persons who saw the body of Abraham Lincoln after the assassination, as it lay in state...

Have You Seen Him?



THIS is A. O. Mixon of Wilmington, N. C., who left home in 1916. A year after the war an old friend said he had seen him in France—on his way to the trenches...

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QUALITY AT LOW COST

Robbed.

A crowd had gathered before a youth in gaiters, soiled shirt and belted pantaloons, who standing upon a box, was exhorting at the top of his lungs.

"Who-opp! This way! This way! Rondo coolo-oh! Here's your easy money! Down with your soap! Let her roll! Rondo coolo-oh!"

"Five dollars now that any one card is not the ace," he challenged. "I shall not touch them."

"You'll have to excuse me, gentlemen," I pleaded. "Another time, but not now. I wish to eat and to bathe and I have an engagement following."

"We were merely travelers by the same route at the same time. And now if you will recommend a good eating place, and be my guests for supper, after that, as I have said, I must be excused."

All this turned me sick. From the outskirts of the throng I tramped back to my room and the bath. The hotel was quiet, as if emptied; my room was vacant—and more than vacant, for of my clothing not a vestige remained!

"I prefer not to play, sir," I responded to the Colonel. "I am new here and I cannot afford to lose until I am better established."

"The black-clad figure had lingered beyond, ostensibly gazing into a window. Without saying another word to my ruffled body-guards I approached her."

The Pilgrim gets some action next week—Don't miss it. Copyright by Edwin L. Sabin.

"And this spieler's on the level," Bill pronounced, sotto voice. "I vote we hook him for a gudgeon, and get the price of a meal. Our friend will join us in the turn. He can see for himself that he can't lose. He's got sharp eyes."

"Madam," I uttered foolishly, "good evening."

"Very willingly."

"Two jacks, and the ace, gentlemen. There they are. I have faced them up. Now I gather them slowly—you can't miss them. Observe closely. The jack on top, between thumb and forefinger. The ace next—ace in the middle. The other jack bottom-most."

"And I have rescued you?" She smiled again. "Believe me, sir, you would be better off alone. I know the gentlemen. The Colonel is a notorious capper and steerer, and Brady is no better."

"Vare"



HERE is the most recent Washington photo of Wm. Vare of Pennsylvania, whose claim for a seat in the Senate next month will no doubt stir the nation and cause many Senators some uncomfortable moments as the roll call for votes starts.

The backs of the cards were up. With a swift movement he released the three, spreading them in a neat row, face down, upon the table.

THE PRICE APPEAL



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- 1. PRICE—Cost of goods to buyer; 2. USEFULNESS—Uses the buyer can make of the goods; 3. QUALITY—Excellence of goods; 4. POPULARITY—Breadth of demand for goods; 5. TESTIMONIAL—What others think of goods; 6. CREDIT—Time allowed to pay for goods; 7. SERVICE—Aid given by the dealer in use of goods.

The points mainly to be considered by the buyer of an article are QUALITY and USEFULNESS. Then if the PRICE be acceptable value is established and the article sold. POPULARITY and TESTIMONIAL appeals are used mainly to establish Quality and Usefulness. CREDIT and SERVICE are but selling devices.

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