



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...

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...

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...

Advertisement for Ferguson Chevrolet Co. featuring a car and the text 'An Entirely New Conception of Quality at Low Cost'.

Price list for Ferguson Chevrolet Co. models: The Touring or Roadster \$525, The Coupe \$625, The Sedan \$695, Sport Cabriolet \$715, The Landau \$745, 1-Ton Truck (Chassis Only) \$495, 1/2-Ton Truck (Chassis Only) \$395.

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.

Bill proposed. "I'm on," agreed the Colonel. "There's the soap. And for the honor of the grand old Empire State we will let our friend pick the ace for us."

He did not finish. An uproar sounded above the other street clamor: a pistol shot, and another—a chorus of hoarse shouts and shrill frightened cries...

Dean Straub relates how his father impressed the sight upon him. "Look at Lincoln's face," my father told me, "and then look at the face of all these guards about the room. Now, look at his face again."

"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."

"She recognized me in startled fashion, and with a swift glance at my two companions bowed and was gone."

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.

"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."

"Very willingly." "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."

Copyright by Edwin L. Sabin. Mrs. A. L. Riggs of Pendleton, representing the Smart Shop of that city, had a display of millinery, dresses and silk underwear at the sample rooms of the Hotel Heppner Monday, Tuesday and Wednesday of this week.

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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.

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THE PRICE APPEAL



There Are Seven Appeals In Advertising

- 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.

Buy With Your Eyes Open; Read the Ads