

Mrs. F. Luper

announces her

Fall Millinery Opening

on

Saturday, September fifth

nineteen hundred fourteen

at her place of business on Main Street in
Heppner, Oregon

and respectfully solicits the inspection of the ladies of
Heppner and Morrow County

**WHAT THE LADIES WILL WEAR
DURING THE FALL SEASON**

(Written for The Herald by Miss Daisy Hendricson, head of Dry Goods Dept., of Minor & Co.)

Autumn colorings and fabrics for women's clothes are equally as attractive as the new lines, for their comeliness is most refreshing after the bright colors in vogue during the last season. Dresses as well as suits show a marked change in style. The outlook for dress fabrics for the coming season is of a very satisfactory character. Not only will a wide range of materials be brought into use but the new styles will necessitate a much greater amount of materials, also the use of heavier materials.

Solid colors, especially the soft tones, will be more in favor than the fancy mixtures. The leading colors are blue, brown, purple, red, grey and greens. Pile and fur fabrics will be greatly in demand. Imitation furs are made which will be used not only for coats but for tunics sleeves, vests, collars and cuffs. Velvets are being used for entire suits and dresses, in addition to being combined with cloth and silk. Velvet trimmings are also used. Fancy velvets such as Roman stripe, plaids, embroidered velvets and the mories are used in waists, also for trimmings. Broadcloth will be one of the favorite materials for suits and dresses. Corduroys will be much used for capes and coats on account of the military styles which will be much in vogue. Serges and gabardines will be very popular in plain and striped patterns, also plaids.

Black and white checks and combination suits have been worn this last season but are considered very good for Fall. Poplins are very good in all the news shades for waists and dresses. The popular cloaking zebelines, chincillas, Scotch mixtures and novelty checks and plaids.

Dresses of satin, messaline, charmeuse, poplin, moire, taffeta and crepe-de-chene will be popular for evening wear. For separate waists, crepe-de-chene and soft taffeta will be used. Stripes and plaids will be used for plain waists. Summed up, the present indications point to a revival of sheer materials for dressy wear and the continuance of serges and gabardines for general wear.

The suits are divided into two classes, those having coats from thirty to thirty-six inches in length and the others from forty-five to forty-eight inches long. The shorter coats are made cutaway with skirts having a long tunic or pleated. The long-coat suits are mostly made with plain skirts or with the circular skirts. The suits have the plain set-in sleeves and many have a high standing military collar. The suits are made of serge, broadcloth, cheviot and gabardine. Fur trimmings are used on the collar and cuffs, while others are trimmed with frogs, loops and bending braid.

The style in separate skirts follow very closely those in dresses. They are from the tailored skirts to the tiered skirts. Tunics are much longer than they were, reaching almost to the bottom of the skirts and are made circular, pleated and plain. Skirts

are fuller than they have been while they still retain the narrow appearance. The fullness is introduced by means of pleats or the cut of the skirt which fits snugly at the hips but flares at the bottom. Some of the newest models measure from three and one half to four yards around the bottom. They are much shorter than they have been. The combination of two materials are much used in skirts, the tunics being made of plain material with the under skirt of plaid or striped goods.

Separate coats styles for Fall and Winter are being shown in great variety, they are very attractive, assuring both sense and comfort. These are divided into two distinct styles. One has the cape, the other the semi-fitted effect, being rather close fitting about the waist and having the fullness in the skirt section. Lengths vary, some are made from thirty-six to forty-five inches, while others are

The
ANNUAL FALL OPENING
of the
HERREN MILLINERY PARLORS
will be held on
SATURDAY, SEPT. 5, 1914.

At that time there will be shown the correct styles in Fall and Winter hats. The public is cordially invited to attend this and it will be arranged to afford you a pleasant and profitable visit. For your inspection will be hats of every approved design, tastefully trimmed and moderate in price.

Special orders of any size or description of hats which we do not have in stock will be taken and these filled by telegraph in two days time.

Prof. Otto's piano-player will furnish music and ice cream and cake will be served to all visitors.

seven-eighths or full length, so it will be possible for women to select the length suitable to their figure and still be in style. The materials used are ribeline, wool velours, chincillas, novelty checks, small plaids and Scotch mixtures. Belts are shown on many of the coats, set-in sleeves are very much in favor, they are made full length and are finished with deep turn-back cuffs. Trimmings of braid, fancy silk and velvets are used. Ornamental buttons are used both for trimmings and fastenings. Many of the better coats have fur collars and cuffs.

Many decided changes have been made in waist styles for this fall, the most notable being from the loose

and easy fitting models to those which fit the figure more closely. They are drawn down with very little blouse at the waist line. They have the full length set in the sleeves. Collars are shown in great variety, the Medici styles are more prominent and are made of organdy and pique. The surplice effect is shown in combination with the fancy collars. Tailored waists are coming back, many of the collars and cuffs of starched linen.

Materials for the Fall waists are varied, messaline, charmeuse, satin, crepe-de-chene, soft finished taffeta and laces will be used. Roman stripe and plaid silk will be used. The basque effect, which was shown in suits is now being shown in separate waists. They are made close fitting, buttoned down the front and are finished with a wide crush girdle. Sashes are very popular.

In dress trimmings lace flouncings are very popular. Beaded fringes, spangles and beads of all kinds will be used. In the evening dresses, metal lace is the newest thing. Tunics of net trimmed with beads, roses or fur are used on the smartest gowns. Petticoats show slight change but will gradually become wider as the skirts widen. The newest corsets are low and boneless, made of the soft material and flexible boning. The waist is large, the hips and back straight, the skirt is long. On account of the low top corsets, brassieres will be worn.

In gloves, white is the leading color, followed with black, brown, tan, taupe, navy and green. Embroidered backs are favorites. On account of the rise in price and scarcity of kid gloves, silk will be much used.

LOCAL AND PERSONAL

O. M. Yeager, Architect and Builder.

Frank Parker returned from Hot Lake Saturday.

Let O. M. Yeager do your carpenter work.

Sign up for the Herald, you newly-weds.

Will Matlock left the city today for Portland.

Miss Dextra left Heppner this morning for Portland.

O. M. Yeager builds good houses, barns and cement cellars.

Fay Pettijohn, from Reeds Mill, was in this city the last of the week.

George Peck was in town a short time Saturday.

O. M. Yeager furnishes blue prints free when he does your building.

Mr. Pleiss, formerly of Heppner, was a visitor in the city last Saturday.

Art Parker and wife were in Heppner from Lexington over Sunday.

Let O. M. Yeager draw your house, barn and cellar plans.

Art Minor and family went to the Yakima Valley the last of the week with their Cadillac car.

George Shick left, Friday, for North Yakima where he will lay aside a few Woodrow Wilson dollars picking hops.

Henry Neel, one of our widely known Lone Rock readers, was in this city, Saturday.

The People's Cash Market has just received a shipment of fresh Eastern Oysters, the large kind that you all like.

See O. M. Yeager for estimates on Septic tanks, cement walks and basements.

The Shurte family started life in Heppner right by subscribing to the Herald.

Bob Carsner, a well known Spray stock man, was in Heppner Saturday.

Marshall McAllister was in the city from Lexington last Thursday evening.

Dr. Winnard reports an 11 pound boy born to Mr. and Mrs. Patrick Medlock of Eightmile last Thursday.

Ed Rood has been up from Portland the past week looking after various business interests.

Doc Hunlock came in from the Mountains last Saturday. He failed to see any of Oscar Borg's deer.

Mrs. Frank Glasscock returned, Friday from Portland where she spent several days visiting friends.

C. W. Shurte and family have moved into the Mrs. Jones property in South Heppner.

HORSES FOR SALE—5 or 6 head of young work horses, from 3 years old up. Inquire at Herald Office.

Miss Hams returned to Portland, Saturday after spending a few days with home folks in Hardman.

Frank Fuhrman of Tacoma, was in the city last week on business. He returned on Saturday.

E. R. Huston was in this office last week and got in good standing with the financial dep't.

Earl Hunt was in the city yesterday with wheat. Earl has one of the finest mule teams in the county.

Seventy-five cars of wheat have been shipped from Heppner this season.

Mrs. Wm. Wilson and son, William, left for the Junction this morning, where they will visit friends.

Tom Morgan departed for Corvallis, Ore., where he will visit with relatives for several months.

C. E. Runyon leaves today for Pendleton where he will enter the Roundup. C. E. is one of the Roundup's star performers.

W. B. Ewing, a well known rancher near Cecil, and Mr. C. E. Smith, also of Cecil were Heppner visitors the first of this week.

Miss Mable Samuels, of Portland, is now employed with Mrs. Luper. She comes highly recommended for her ability.

NOTICE.
My new Fall and Winter hats will be ready the first week in September. Mrs. D. B. DeLaney, Lexington, Ore.

O. Hager and family and Dr. McMurdo and family returned Saturday from the Mayflower mine in Grant County.

"Hog" Clark is still in Lexington.

Ben Hunlock and Don Robers left for Portland, Sunday after a pleasant visit here.

Engineer Burns has been taking a few days off on account of sickness. He has been assigned to light League work during his vacation.

Ed. Rood, of Portland and brother of Andrew Rood, was in the city the last of the week looking after business interests.

Farmers Near Heppner.

Mrs. Henry F. Blahm and daughters, from below town, were in Saturday. Ern Edwards was in from Sand Hollow last Saturday.

John Iler was seen on our streets last Saturday.

Henry Scherzinger was a Heppner visitor Saturday.

Al. Osmin was in from Balm Fork Saturday.

Walter Bray made a business trip to Heppner Saturday.

Louis Groshens was in the city the latter part of last week to read the latest war news.

Jack McCullough was in the city on Saturday. He was seen talking with Corporal Cornett again.

Mr. Cummings, from north of town, was in the city Saturday to see how wheat was advancing in price.

Elmer Lewis and wife, from the Iler ranch, were Heppner visitors last Saturday.

Nat Shaw, a prosperous farmer living below town, was in the city on Saturday.

Mr. and Mrs. Hembrage were in from the ranch Saturday for some supplies.

James Hayes, one of our progressive ranchers, made this city a call Saturday.

Oliver Cox took a day off to get in touch with the war and came to town Saturday.

George Sperry was in the city, Saturday. George has resumed his natural life since he saw his son married.

Guy Boyer, a well known Hinton Creek rancher, was in the city the last of the week.

Will Matlock, the well known stock man, came in yesterday from Lone Rock.

Frank Winnard, a well known Balm Fork rancher, was in the city, yesterday.

Henry Crump, who lives above Tom Matlock's was in this city for a short visit, Saturday.

Mr. and Mrs. J. H. Gammell, from south of town, were transacting business in the city Saturday.

The familiar face of George Van Winkle was seen on our streets, Saturday.

S. P. Devin, well known Skinner Creek rancher, was in Heppner, Saturday.

Sam Esteb, a prominent Gooseberry rancher, was in Heppner on business Saturday.

Will Campbell, one of the well known Social Ridge farmers, was in the city Saturday.

John Bush, who is holding down one of our Uncle Samuel's homesteads near Heppner, visited the city, Saturday.

William Floreon Sr. was in town from the Creek ranch, Saturday. He stated that his main object was to get the news, that his native land was in trouble and that he was deeply interested in how the war of nations was coming on.

TODAY'S WHEAT MARKET
Phill Cohn has been buying choice bluestem wheat for millers and has been paying a few cents per bushel above the export price for it.
Bluestem \$1.02-3-4
Fortyfold 87c.
Club 84c.

At the local gallery, Sherm. Shaw won the rifle shot with 25 out of a possible 25; Charley Wattenburg took the bowling honors and Jim Wilson took the pistol honors.

LONDON, Sept. 1.—Having split the Austrian army in Galicia in two, the Russians practically annihilated its tenth corps, was asserted in St. Petersburg. The result of the fighting is still in doubt.

**at Minor & Co's
FOR SEPTEMBER ONLY**

1000 votes will be given for every dollar paid on book accounts between the 1st and 19th of September.

Be quick to accept the advantages of this offering and remember **THERE ARE ONLY FOUR WEEKS** remaining of the contest. Every minute spent now in acquiring votes means a big advancement of your excellent possibilities. The contest lasting through the "Bigger and Better" Morrow County Fair gives you opportunities otherwise lost. You will be associated with people from all parts of the county, thus enabling you to boost your standing.

List of Prizes to be given away September 19.

- 1st prize, \$200 De Lux Grafnola
- 2nd prize, Colonial Queen Sewing Machine.
- 3rd prize, Gold Watch, 20 yr. case.
- 4th prize, Handsome Gold Watch.
- 5th prize, Beautiful Toilet Set.

FOR SALE

I have for sale several 10 and 20-acre tracts of Willow Creek bottom land, all under ditch, just outside the limits of the city of Ione, and 1/4 of a mile of the schoolhouse. Some of these tracts are already seeded to alfalfa. Prices are reasonable and terms can be arranged to suit. These tracts can be made into ideal orchard and truck garden farms.

Ike Howard
IONE, OREGON.

S-H-O-E-S

of every description

I specialize on
"AMERICAN GENTLEMEN"
dress shoes
and
"JOMO" brand and A. A. CUTTER
work shoes

E. N. GONTY

The up-to-date repair man.

*American Gentleman
Shoes*



**MEALS AT
ALL HOURS**

15c 20c, 25c, 30c, 35c, 50c



PALACE HOTEL

Whiteis' Cash Store

has just installed a large, new refrigerator, in which are kept cold boiled Hams, Bologna, Butter, Watermelons and other perishable articles.

You are always sure of getting things fresh at Whiteis. Now is the time to leave your orders for Canning Peaches. Received a ton of Watermelons last Friday. Will receive another ton next Friday from Irrigon.

R. V. WHITEIS
IONE, OREGON

**Earnest Leisure
SHINGLING CONTRACTOR**

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RATES REASONABLE

Address Heppner, Oregon.

See me at the Star Hotel