

Give Us a Fair Rate of Return

is a good slogan for any industry. But it is a very timely one right now for the electrical industry.

Everyone wants good electrical service and every one will get good electrical service, but they must be shown that unless a central station or lighting company is allowed to earn on a full and proper value and not on a depreciated value that central station or lighting company cannot continue to serve in a proper and efficient manner.

Let every man, who has a stake in the industry take this fact to heart and convince his neighbors and friends. Put your shoulder to the wheel and then get every one to do likewise.

Heppner Light & Water Co.

A Growing Business

This is to announce to our friends and patrons and the public generally that in order to accommodate our growing business we have leased the room recently vacated by Mr. Borg and adjoining our present quarters which will double our floor space and make it possible to serve our patrons with a larger and more varied stock of goods.

We will be pleased to have you call and look the store over.

SAM HUGHES CO.

Bargains

BEST BARGAIN OF THE SEASON.

—900 acres good land, 500 acres tillable, 240 acres in wheat, plenty of water, fair house and barn, fenced and cross fenced. Priced at the attractive figure of

\$22.50

per acre; on easy terms.

One-half purchase price may be paid on one-third crop payments.

Roy V. WHITEIS

REAL ESTATE and INSURANCE

ST. PATRICK HOTEL

THE BRICK

McAtee & Aiken, Props.

Confectioneries, Cigars
Soft Drinks

POOL

YOU ARE WELCOME

F. R. BROWN

agent for

GUARANTEED LOW COST LIFE
INSURANCE; FIRE, HAIL, ACCI-
DENT AND HEALTH INSURANCE

TWO GOOD RESIDENCES IN HEPPNER FOR SALE. PRICED
RIGHT.

Office Upstairs in Roberts Building
Heppner, Oregon
Phone 643

THE HEPPNER HERALD, ONLY \$2.00 A YEAR

Home Town Helps

PROPER TEST OF PROGRESS

Many Things Good Citizens Will Put Above the Numerical Growth of Their Community.

Greater New York is puffed because it has been credited with some 400,000 fewer people than it believes lives within its boundaries, says the St. Louis Globe-Democrat. It has enough to lead London, and thus be classed as the largest metropolis of the world, and if pride in nothing but the number of people who manage to exist within the official limits of the city is the ruling spirit, New York ought to be satisfied with credit for having the largest number. But it is not satisfied and is making a count of its own. The census figures show an actual decline in the borough of Manhattan, which fact ought to evoke expressions of satisfaction instead of the reverse. If some of the crowded masses of lower Manhattan have been able to find homes outside that district, thus reducing the congestion and making living more comfortable for those who are compelled to remain, it should be a matter of general congratulation.

Why is a census taken? Is it so that we may know exactly how many people there are in the United States and that municipal rivalries based entirely upon the number of human beings who live within the official boundaries may be determined? That is all a great many people see in it. Newspaper comment on figures given out is purely numerical. Perhaps that is because we have only numerical data as yet. Far more worth consideration will be the facts as to the conditions of life, the social and religious status, the matter of employment, housing, etc. Any city genuinely interested in its actual growth and conditions will pay more attention to such data than to the mere matter of numbers.

HOLD SECURITIES AT HOME

Manifest Advantages Are to Be Obtained by Wise Investment in Local Industries.

One of the generating plants in California decided to offer its stock to its customers, instead of sending it to New York for needed funds. Its success was immediate, says the Society for Electrical Development. Employees of the company were the first to buy. This expressed their confidence in the safety of their company, based on intimate knowledge of its workings. The public eagerly followed. Today upward of \$40,000,000 worth of central station securities are owned by 30,000 individuals, 90 per cent of whom heretofore never owned a utility stock. The growing popularity of customer partnership in public utilities in lieu of the much-discussed municipal ownership and its uncertainties may be the herald of a day when the American people, like their thrifty neighbors of France, will be partners in all their home utilities. Certainly there is value in having one's savings employed where they can be watched and there is patriotism and hard business sense, too, in helping to increase earnings on the investment by one's personal interest in the industrial progress of the home town.

Town Planning.

The familiar rush of the people from the land to the cities, so pronounced a feature of modern times, has encouraged congestion in most communities. Recourse to town planning has been forced by the necessities of efficient transportation and sound land values, as well as good health.

It is fashionable today to deplore the slums. Why provide new ones? Why add congestion to existing congestion, when, simply by looking ahead and taking thought, healthy growth may be assured?

Town planning provides the city with eyes to see where it is spreading and to conform to the demands of business and comfort. A city unplanned is a blind giant, sprawling over the ground. It wastes some of its greatest assets in a building debauch.

Every city that keeps order on its streets must also keep order in its advance to greater size and influence. It must put town planning traffic experts at important corners on its way.—Montreal Star.

Louisville Sets Good Example.

Along the outskirts of Louisville, on the main highroads, "representatives" of the Louisville Automobile club are always on duty, day and night, extending welcome to the incoming traveler, and good wishes to those departing.

The representatives are inanimate, being made of wood and paint, but they have given good service to countless motorists.

On one side of the signs, facing persons coming into Louisville, is the word "welcome," with a summary of the more important city traffic regulations. On the opposite side is "good-by," and the distances to other towns along the road.

According to Eugene Stuart, secretary of the club, the signs are but one of the means taken by Louisville motorists to make the city remembered gratefully by visiting tourists.—Louisville Courier-Journal.

FUR THE NEG-LIGEE

Washing Satin, Flannel de Soie or Velours Are Good.

Garment Offers Greater Possibilities to Women for the Expression of Individual Ideas.

The province of the negligee, nowadays, absorbs a fashion writer in the Christian Science Monitor, may be anything from a dressing gown worn in the bedroom, or a breakfast gown slipped into until we are able to gain some idea as to what the weather is going to be for the day, and so clothe ourselves accordingly, to an informal dinner gown worn for the easy dinner at home. In all its differing functions it offers great possibilities to the woman of taste for it gives greater opportunities perhaps than do other garments for the expression of individual ideas.

For the morning wrapper washing satin or flannel de soie is a good material, and some interesting color schemes might be worked out by a lining of the same material in another color with a long turned over rolled collar fastening to one side below the waistline, and also turned-back cuffs.

Some very attractive negligees are made of velours cloth in magyar fashion, with just a hole at the neck to get into, and draped at the sides; velours cloth, with its peachlike bloom, is an excellent material for all draped effects, and it may be had in very delightful colors; it is also very warm for chilly evenings. A very dainty tea gown seen recently was fashioned of a cream velours cloth edged with brown fur at the neck and sleeves, heavily embroidered with pale rose silk, and a pale pink moire ribbon run through two slots at the waist.

Another gown of an entirely different type, and which is more in the nature of a dinner gown than a negligee proper, is the lace underdress which is worn with a silk or velvet coat. These dresses are very dainty and attractive and can be carried out in many different ways. The underdress which is id itself a complete dress and can of course be worn without the coat if desired, may be made entirely of piece lace, or it may be made of lace borders or of spotted or plain net with bands of lace inserted in different patterns.

CHIC SOFT ANGORA COSTUME



A charming costume for winter is this combination of soft angora—sweater, scarf and jaunty tam, all matching—worn with short plaited skirt. Fine for skating or sports.

BLACK IS STILL IN VOGUE

Frocks of Velvet, Velours de Laine, Duvelyn and Cloth Among Winter Favorites.

Black is still very smart. With the winter season at hand, women are wearing frocks of black velvet, black velours de laine, black duvelyn and black cloth. Some of these black frocks are trimmed with black monkey, gray baby lamb, gray or—more rarely—silver fox. Others with no trimming other than stitching, or a picot edge are worn with superb scarves of sable. It is remarkable that, with the price of fur at its zenith, many women this season are wearing the best of furs.

Black felt hats are smart just now; worn with the dead-black frocks so affected at the moment. A tailored frock of black velours de laine with a closely girdled short jacket embroidered with an angular design in black thread and trimmed with black caracul, above a narrow plain black skirt, was worn with a small black felt beret on the left side, the bow-ends falling to the shoulder.—Harper's Bazaar.

Satin Hats.

Velvet hats have already had their day with the ultra-elegantes and now we witness the appearance of lovely conceits in satin, while for evening and restaurant wear the all-over lace hat seems almost de rigueur.

Green and Red.

Green and red seem to be the dominant colors for evening wear, particularly when velvet is the material chosen.

VULCANIZING

We have established a first class

Tire Repairing Plant

and are prepared to give you the
BEST OF SERVICE

One block east of Hotel Patrick
CHASE & WILLOW STS. HEPPNER

C. V. HOPPER

Oliver Chilled Plow Co.

reduces prices
to 1918 level

This is good news for
you, Mr. Farmer!

We CARRY the OLIVER LINE

**Peoples Hardware
Company**

"You Save Money"

says the Good Judge

And get more genuine chewing satisfaction, when you use this class of tobacco.

This is because the full, rich, real tobacco taste lasts so long, you don't need a fresh chew nearly as often.

And a small chew gives more real satisfaction than a big chew of the ordinary kind ever did.

Any man who uses the Real Tobacco Chew will tell you that.

Put up in two styles



W-B CUT is a long fine-cut tobacco
RIGHT CUT is a short-cut tobacco

Weyman-Bruton Company, 1107 Broadway, New York City



Fresh Pure Lard

We render fresh, pure lard three times a week and have reduced the price to 20C A POUND

Order a Strictly First-Class, Heppner-made Product

Central Market

McNAMER & SORENSON, Props.