

OF BEAD-TRIMMED CREPE



POSTAL IMPROVEMENT WEEK IS OBSERVED

May 1 Sees Inaugurated First General Campaign of Kind in Service.

Without the Postal Service, business would languish in a day, and be at a standstill in a week. Public opinion would die of dry rot. Sectional hatred or prejudice only would flourish, and narrow-mindedness thrive.

It is the biggest distinctive business in the world and it comes nearer to the innermost interests of a greater number of men and women than any other institution on earth. No private business, however widespread, touches so many lives so often or sharply; no church reaches into so many souls, flutters so many pulses, has so many human beings dependent on its ministrations.

"Postal Improvement Week" has been set for May 1, by the Postmaster General. This is the first general campaign of its kind in the Postal Service for several decades. Business men and their organizations, large users of the mail, newspapers, motion pictures, advertisers, and the entire organization of 826,000 postal workers are to be enlisted in this country-wide campaign of interest in postal improvements. Your help is vital. Address your letters plainly with pen or typewriter. Give street address. Spell out name of State, don't abbreviate. Put your return address in the upper left hand corner of envelope (not on the back) and always look at your letter before dropping in the mail to see if it is properly addressed. This care in the use of the mails is for your benefit and speeds up the dispatch and delivery of mail matter.

If you have any complaints of poor service make them to your postmaster. He has instructions to investigate them and report to the department.

FOR ALL BACKGROUNDS



COURTESY

If Mary has a little coat made of light velours, no matter where our Mary goes the coat will be there sure. Anyway, it will fit in with any background, especially if it happens to be in a light color, as tan, gray, or beige and resembles the coat shown here. Note the ample lines in this model, its generous flaring sleeve and large buttons. For ornament it has corded seams and silk-embroidered arrows and it is provided with a scarf-collar ending in a tassel.

AS THE MODE DICTATES

*Trinidad Col.*

How do you expect the Postal Clerk to know whether you mean Trinidad, California, or Trinidad, Colorado?

ALWAYS SPELL OUT THE NAME OF THE STATE IN FULL IN THE ADDRESS.

"MORE BUSINESS IN GOVERNMENT"

This apt phrase was used in President Harding's first message to Congress and applies particularly in postal management where postmasters are being impressed with the fact that they are managers of local branches of the biggest business in the world.

HERE COMES A STRANGER!

Let's make our post office look neat. Mr. Postmaster Straighten up the rural letter box. Mr. Farmer. Tidy up some. Mr. Rural Carrier. First impressions are lasting. Maybe Mr. Stranger, taking notice of these improvements, will come back, bringing you benefits. Start these with "POSTAL IMPROVEMENT WEEK" May 16.

Scattered among many new acquaintances in spring suits we meet with pleasure some tried, old friends, in suits of navy purple, twill, trimmed with braid and buttons. Here is one of them, living up to the dictates of the mode as to silhouette, length of coat and skirt and giving new interest by virtue of a novel trimming of loose straps made of the material. Bands of silk braid about the waist, pass under these straps and six small buttons serve to fasten and adorn the coat.

TYPICAL COAT STYLE

All Cats Look Alike
At Night

All prices read about the same
But there is often a wide gap
between what you expect
and what you get

Come in and compare our prices with
our garments

Lloyd Hutchinson
Clean clothes
lean

Out of Russia came the inspiration for this spirited coat, typical of the spring modes. It is made of a novelty mixture and its trimming is something quite new. Note that its lines are straight, its sleeves roomy and loose, its patch pockets large, its belt wide, with an original fastening, and be assured that it embodies the high points in the new styles.

Stories of Great Scouts

By Elmo Scott Watson

© Western Newspaper Union.

HOW JACK STILLWELL WHIPPED A RATTLESNAKE

Gen. "Sandy" Forsyth's band of scouts had been surrounded by Chief Roman Nose's Cheyennes and in the sandy bed of the Arkansas river in eastern Colorado they were fighting for their lives one September day in 1868. They had no food; their doctor had been killed, and relief must come soon if they were to be saved. Forsyth called for volunteers to go to Fort Wallace, Kan., 100 miles away, for aid.

Every unwounded man at once offered himself for the perilous journey, but the general selected Pete Trudeau, an old hunter, and Jack Stillwell, a boy of nineteen. When night came the two scouts started. Taking off their boots, they walked back down the dry river bed in their stocking feet to deceive any Indians who might come upon their trail.

When morning came they hid in a dry ravine within sight and sound of an Indian camp. They had nothing to eat or drink, and the sun beat upon them fiercely all day long. On the morning of the fourth day they found themselves on the open plain with no cover in sight.

Suddenly they came upon the skeleton of a buffalo surrounded by a rank growth of green grass. Into this scanty refuge Trudeau and Stillwell hastily crept. They were not a minute too soon. A large party of Indians appeared and halted within a hundred yards of their hiding place. The scouts were hugging the ground when Trudeau heard a hiss in the grass in front of him, and a second later a big rattlesnake crawled sluggish out and coiled within a foot of the scout's head.

Stillwell was chewing tobacco, and just before the snake sounded his deadly rattle, the young scout leaned forward and shot the spray of tobacco juice squarely into the open jaws and eyes of the reptile.

The rattler could not stand such a dose. He crawled hastily away. The Indians soon passed on without discovering the scouts. Stillwell's lucky shot had saved their lives.

Forty-eight hours later the two men reached Fort Wallace. Trudeau was completely broken by his terrible experience and he died a few days later, but when the relief expedition left Fort Wallace the undaunted Stillwell rode at its head. He lived to become a judge in Texas and a leading figure in that state until his death a few years ago.

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EVANSTON ILLINOIS

Agents Wanted Everywhere

WITHOUT STREET ADDRESS
YOUR MAIL IS DELAYED
AT OFFICE OF DELIVERY

The Dead Letter Office has been in existence ever since Ben Franklin started our postal service. Even then people addressed mail to Mr. Ezekiel Smithers, "Atlantic Coast," and expected Ben to know just where Zeke lived.

Perhaps they had Zeke's address in letters up in the garret, maybe a chest full of 'em, but then it was easier to let Ben hunt Zeke. Today people are addressing letters to John Smith, New York, N. Y., or Chicago, Ill., thinking Uncle Sam can locate him, which is just as incomprehensible as was Zeke's address of yore. The Postoffice Department asks you to put the number and street in the address. It helps you.

Britain's Many Islands.
It is said that in the British empire, on which the sun never sets, there are more than 10,000 islands. It is impossible to give the exact number, because some clusters of rocks might not be called islands.

Hundreds of Thousands
of WEBSTER'S NEW INTERNATIONAL DICTIONARIES are in use by business men, engineers, bankers, judges, architects, physicians, farmers, teachers, librarians, clergymen, by successful men and women the world over.

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We make it our business to sell meats for eats that are real treats. And we don't comply with the food laws because it is compulsory—we do it because we want, and expect to get good service and fair treatment from merchants and professional men with whom we deal, and because we know it is our business to sell only the best.

For breakfast, lunch, or dinner we can supply your wants, no matter how elaborate or how conservative. We have arranged to fill all orders and would like to see your meat order.



Central Market

Buy With Your Eyes Open

When you buy a piano you
don't make a selection on
guesswork.

You want to see it. You
want to hear it played.

Above all, you want a
piano that you know by
name. You want to buy it
from a store you know.

Buying a piano is, for
most folks, an event.

Buying food, wearing ap-
parel and household needs is

an everyday occurrence.

But, there is no reason
why you should not get the
same full value for your
money. You can.

Good clothes, good tools,
good shoes, good soap are
advertised by the manufacturer
because he MAKES them good.

Your merchant here has
these goods. He believes in
them. He backs up his wares
by advertising them.

Read the advertisements. They keep you abreast of the times. They show you how to better your surroundings and yourself. They teach you how to save money and get the most out of what you spend.