

Choker Collar, Ribbed Jacket, Suit Features



Showing choker collar and snappy ribbed jacket, attractive features of this clever knitted suit.

Good Looks and Charm Found in All Women

Do you feel that nearly every woman in the world is more beautiful than you, and more charming? Do you get the blues over your unpopularity with men? Do you act the part of a drab and lowly earthworm when you venture into your employer's office to ask for a raise in pay?

Then—turn over a new leaf! Stop worrying over the charms you think you lack. And, along with your powders, rouges and face creams, build up a serene belief in the good looks you undeniably possess.

This is the counsel given in the Designer Magazine by a famous New York physician who is visited annually by hundreds of patients in search of relief from troublesome nerves. Among these there are women whose self-confidence is shattered because of their anxiety over real or fancied defects in their personal appearance.

"The woman who believes she is homely is always much better looking than she thinks she is," he said.

"Women who imagine they aren't as beautiful as other women—the world is full of them," he said. "They suffer black miseries over their pimples, moles, freckles, big feet, stubby fingers, the shape of their noses, the size of their hands, the color of their skin. Their sensitiveness over their supposed ugliness hurts so much that often they cannot speak of it—not to their husbands, their mothers, their most trusted friends.

"The woman who feels as ugly as a mud fence should take herself in hand. She can, if she gives her horse sense a chance, throw off her delusion of ugliness. Probably she isn't conspicuously plain. It's her state of mind that needs improving.

"Women who think they are frights rate well in looks with their sisters who get into the thick of the fun at dances, who are elected to office in their clubs, or who land good jobs," he explained. "They're not Ugly Ducklings; but they can't shake off the shrinking Ugly Duckling feeling. They take a back seat, for they haven't enough confidence in their beauty or their cleverness to warrant pushing themselves ahead.

"Of such women we say: 'She is capable, but she lacks faith in herself.' 'She would be a charming hostess but for her shyness.' 'She could hold that job if she had nerve.'

"I haven't the manner of a queen or the curls of a Mary Pickford, so I won't play,' their behavior says as plainly as words."

Black Continues to Be One of Favored Colors

It might be said, considering the rarity of front and back trimmings on the new hats, that ornamentation is almost entirely a side issue; certainly, it is very dashing. Often it occurs on both sides, with balanced effect. Trimming is, in the main, drooping rather than upstanding, and seems to have no idea of where to stop once it begins trailing. Very chic are both the long uncurled ostrich plume which takes a headlong leap off the side of practically any sort of small hat and the ribbon of even longer claims which becomes a scarf.

Despite the preference each designer has for a particular color, it is plain that black continues to be the smartest of them all. Brown and black, relieved by bright colors, are very respectably represented in most of the collections, and greens and reds are not without noticeable precedent.

Vogue of Jersey

It is not surprising that the Jersey frock introduced rather tentatively early in the season should have caught the feminine fancy, for there is a naive boyishness about its slim, straight lines, its plain little collar and cuffs of linen and in the subdued tones of its coloring that is extraordinarily attractive. For the schoolgirl and her sister of college age a frock of this type is ideal and one finds them featured by shops that make a specialty of youthful fashions.

Three-Piece Suit Will Solve Service Problem

The woman who must be somewhat careful in her expenditure for clothes shows her wisdom and cleverness if she builds her winter wardrobe about her suit.

In this modern era when most women are so active, the suit is probably the costume in which they are most frequently seen by the general public. Of course, suits have varied classifications. But if one is an astute follower of the mode it is quite possible to select a model that is dignified enough for occasions rather ceremonious in

character, and yet not too formal for the morning shopping expedition and the casual luncheon party.

The question of how to appear to advantage upon all daytime occasions is answered by the three-piece suit. Extremely simple and smart in line when the coat is worn, it may take on a decidedly elaborate aspect when the coat is removed. Underneath is either a really beautiful one-piece frock or a costume blouse of handsome material. These blouses have never been more beautiful.

For instance, there is one of pale silver cloth, sleeveless, and with rounded neckline. On the front of the blouse there is a curious Chinese motif done

in intricate stitches and revealing most artistic blending of colors.

The Bamboo Chairs

Bamboo furniture needs slightly different treatment from the ordinary hardwood articles, the fiber requiring "feeding" from time to time in order to prevent its cracking from excessive dryness. It should be rubbed regularly with a mixture of linseed oil and turpentine, applied with a flannel, followed by a brisk polish with soft rags. Bamboo furniture should also be exposed as much as possible to the air, and kept as far away from the fire as convenient.

Noted Army Chaplain Pleads for Babies

Rev. Dr. John W. Beard, pastor of the Mount Tabor Presbyterian church, Portland, chaplain of Portland post of the American Legion and chaplain of one of the companies of the famous 81st Division overseas, is a strong champion of the campaign to save German children from starvation and never loses an opportunity to say something for that cause.

"We fought and conquered the German militarists," said the noted chaplain, "but, as Major-General Henry T. Allen, commander of the American troops on the Rhine during the occupation, said, 'We never fought children.' We helped win the war as such, but, as when we were fighting the enemy, we bound up his wounds if captured, we now shall bind up the terrible wounds inflicted by war's awful fury against these little ones who suffer so. Let's help feed them, by all means."

Two cents a day, in American money, will save one starving German baby in that war-ridden country, according to a schedule worked out by the American committee for relief of German children, which is now gathering a relief fund of \$10,000,000 for this purpose throughout the United States, with Major-General Henry T. Allen, former commander of American troops on the Rhine, as national chairman. President Coolidge, Herbert Hoover and others of their type have endorsed the campaign.

Robert H. Strong, who was state chairman of the Hoover food campaign in 1921 in Oregon, is state chairman of this campaign, with headquarters in room 715 Corbett building, Portland.

How many babies will you save? Unless America saves them, through private charity, they will perish, says Herbert Hoover.

DEPARTMENT OF THE INTERIOR  
U. S. Land Office at The Dalles, Ore.  
Dec. 26, 1923.

NOTICE is hereby given that Jacob A. Dexter, of Heppner, Ore., who, on March 5, 1919, made H. E. No. 020442 and on July 12, 1920, made additional H. E. No. 020443, for NE 1/4, N 1/4 NW 1/4, SE 1/4 NW 1/4, N 1/4 SE 1/4, Sec. 20, NW 1/4 NE 1/4, NW 1/4, N 1/4 SW 1/4, Sec. 21, Township 4-South, Range 24-East, Willamette Meridian, has filed notice of intention to make three year Proof, to establish claim to the land above described, before Gay M. Anderson, United States Commissioner, at Heppner, Oregon, on the 6th day of February, 1924.

Claimant names as witnesses: J. N. Batty, of Eightmile, Ore.; F. M. Lovgren, of Heppner, Ore.; G. I. Burnside, of Eightmile, Ore.; H. D. McGurdy, of Ione, Ore.  
J. W. DONNELLY,  
Register.

Heppner Elks held an informal dance Saturday evening, which was well attended and thoroughly enjoyed. The lodge is also holding a series of social card parties every two weeks during the winter season.

A number of local Odd Fellows went to Ione Saturday evening to attend a big get-together meeting of that order. All the lodges in the county were represented at the meeting and a fine time is reported.

PROFESSIONAL CARDS

DR. A. H. JOHNSTON  
Physician and Surgeon  
Odd Fellows' Building  
Heppner, Ore.

DR. F. E. FARRIOR  
DENTIST  
ODD Fellows' Building  
Heppner, Oregon

S. E. NOTSON  
ATTORNEY-AT-LAW  
Office in Court House  
HEPPNER, OREGON

WOODSON & SWECK  
ATTORNEYS-AT-LAW  
Masonic Building  
HEPPNER, OREGON

DR. A. D. McMURDO  
PHYSICIAN AND SURGEON  
Telephone 122  
Office Patterson's Drug Store  
HEPPNER, OREGON

DeLUXE ROOMS  
Summer Rates  
75c & \$1.00  
Over Case Furniture Co.

Same E. Van Vactor R. B. Butler  
Van VACTOR & BUTLER  
ATTORNEYS-AT-LAW  
Suite 304 First National Bank Bldg.  
THE DALLES, OREGON.

WATERS & ANDERSON  
FIRE INSURANCE  
Successors to  
C. C. Patterson  
HEPPNER, OREGON

FRESH Tuxedo TOBACCO  
fresh from the factory  
fresh  
WHEREVER YOU GET IT  
SMOKING TOBACCO

Just two things have made it possible for us to give you this 20% reduction on Tuxedo:

1. A reduction in the cost of Kentucky Burley tobacco and in package materials, as well.
2. The consolidation of three of our big plants into one. (Mr. Ford may not be in the tobacco business but he is right about consolidation.)

Tuxedo is always FRESH. Every package is—

Guaranteed by  
The American Tobacco Co.  
INCORPORATED

Just Good Printing

We cater to the trade of those who appreciate good work and demand their money's worth when ordering printing. We do not try to underbid anyone; we simply give first-class service at a reasonable profit and know the man who charges you less gives you less, and the one who charges you more simply makes a bigger profit than we do. Whatever your business, the demand for neatly printed stationery guarantees a profitable investment. Prompt delivery is another claim we make.

THE HERALD

New York Life Insurance Co.

—affords the holder PROTECTION in more ways than one.

—It protects your family in the event of your death.

—It protects your business, of which you are, perhaps, the most valuable asset, while you are living.

—It protects your credit in times of financial stringency by the loan privilege it offers.

—It protects you by substantial payments if totally disabled by accident or disease.

—It pays double in case of accidental death.

The New York Life offers many different plans of insurance each of highest merit in its place.

Can you afford to take chances against fate when you can secure absolutely reliable and trustworthy protection at a moderate cost? Think it over.

Phone Main 13 or write us and we will be glad to call and show yourself and your wife just what these policies are.

New York Life Insurance Co.

S. A. PATTISON, Resident Agent  
HEPPNER, OREGON