

THE ADVOCATE

EXTENDS

NEW YEAR'S GREETINGS

▼

TO ITS READERS

Up-to-the-Minute Modes

Prepared Especially for This Newspaper



DEMURE FROCK

Juniors have taken to the decidedly fitted bodice and exaggeratedly high waistline with enthusiasm, for it is undeniably a youthful fashion that is becoming to slim youthful figures and needs no adapting or softening to suit them. The frock shown here is a charming example of the approved silhouette as worn by the smart younger set. It adds a demure lace collar which covers the shoulders, for sleeveless frocks nowadays, unless they are worn for active sports, do not leave the arm entirely bare, and lace, which has returned to fashion, forms most attractive collars. Excella Pattern No. 2209. Sizes 8 to 15 years, 25 cents.



A million and a half dollars a day

More than 300 new Bell telephone buildings are going up this year in the United States, 800,000 additional telephones are going into use and new switchboards to care for 3,000,000 additional calls a day. Thousands of miles of new cable, millions of miles of wire, new carrier systems, vacuum tubes and loading coils. These are a few of the things in the 1929 construction and improvement program of the Bell System which will cost more than \$50 million dollars—a million and a half a day. Telephone growth is essential to the new American civilization of better opportunity for the average man. The Bell System employs more than 400,000 workers, is owned by 450,000 stockholders, and serves the people of the nation. Every day the Bell System is extending its lines to more people, increasing the speed and accuracy of its service, giving greater comfort and convenience in telephone use. All of this is done that each individual may get the most from this means of all inclusive and instantaneous communication and that the nation may be one neighborhood. This is part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else. There is no standing still in the Bell System.



THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY
BELL SYSTEM
One Policy - One System - Universal Service

Please Pay Your Subscription

LARVEX mothproofs cloth...

Spraying Larvex: Mothproofs fabrics not washable—clothes, rugs, furniture.
Rinsing Larvex: Mothproofs all washable woollens.



Babies Love It

For all stomach and intestinal troubles and disturbances due to teething, there is nothing better than a safe Infants' and Children's Laxative.

Mrs. Winslow's SYRUP



PIANOS and fine furniture keep their rich finish with O-Cedar Polish. It cleans as it polishes—with speed and safety. 4-oz. bottle, 30c; 12 oz., 60c.



AUSPLUND DRUG STORE
SIXTH & GLIBAN STREETS
PORTLAND, ORE.

J. P. FINLEY & SON

MORTICIANS

Montgomery at Fifth
Phone Day or Night

Atwater 2181

LEST WE FORGET

By "LANK" LEONARD

Just a minute, Mr. Sport Fan! Pause in your Christmas shopping while we ask you a question or two. How many Christmas Seals have you purchased to date? Isn't it possible for you to buy a few more between now and the 25th? They only cost a penny apiece you know. And they mean so much! In case you never took time to realize just how much, let us tip you off. It is something you should know. The sale of these seals, at this period of year, furnishes practically the sole support of the 1,400 affiliated tuberculosis associations of the United States in their war against this disease. That's worth turning over in your mind, isn't it? And what have these little seals accomplished to date? What have these 1,400 affiliated associations accomplished with the money realized from the sale of these seals? Well, here's the answer; and it, too, is worth more than a passing thought.

In the past 15 years the ravages of tuberculosis has been cut nearly in half and advance figures from 46 states indicate that the 1928 mortality sets a new low rate. That's the huge public service you can assist by the purchase of these seals. Certainly sport fan should be anxious to help this cause. Tuberculosis has robbed the sports world of some of its greatest heroes.

Christy Mathewson, who helped lift baseball to a higher plane, who brought into the game the traditions of college spirit, was struck from behind by this dread specter. So was Hughie Jennings, one of the most beloved figures of the game. Johnny Miller, great infielder with Pittsburgh, St. Louis and Philadelphia, one of the first of the professional ball players to enlist for service in the World War, was another. Johnny died, like poor Matty, battling to the last at Saranac Lake, N. Y. Only recently baseball lost one of the greatest spit-ball pitchers of all time, Urban Shocker. Tuberculosis has taken heavy toll in America's national game.

Joe Gans, rated by all but personal friends of Benny Leonard, as the greatest lightweight in the history of the prize ring, was a victim of the disease. Poor little Joe laid himself open to the attack by making weight for "Battling" Nelson in their memorable battle at Goldfield. Jem Driscoll, once England's pride, and one of the most clever boxers the game ever had, was counted out after a typical Driscoll fight against it. So was Frankie Callahan, of New York, who met every lightweight in the



LANK LEONARD
Courtesy George Mathew Adams Service.

business a dozen years ago. Frankie (N. J.) Eastern League team, won most of his engagements but he lost the last one. Peter Jackson, Rudie Unholz, "Spider" Kelly and Jack Dougherty were some of the others. Boxing's list is a long one, we regret to say. Billiards suffered an irreparable loss with the passing of Bob Cannefax, three cushion champion. Bob left the Broadway he loved in an effort to defeat the disease in the dry air of Arizona but without success. Then there was Jackie Adams. Basketball fans in the east still talk of him. Jackie was captain and star forward of the Cam-

Lipman, Wolfe & Co.

Merchandise Of Merit Only

HIGH-BROWN HAIR GROWER WITHOUT AN EQUAL.

Without a doubt, the best article of its kind—a combination Hair Grower and Hair Straightener. Gives the hair a natural soft and silky appearance, stimulating hair growth in the most hopeless case.



Our High Brown Hair Grower stands as one of our highest achievements—it is a preparation we look upon with pride.

—Distributor
Mrs. E. D. Cannady,
312 Macleay Bldg.,
Portland, Oregon.

MADE ONLY BY THE
OVERTON HYGIENIC MFG. CO.
CHICAGO

Cannady Real Estate Co.

REAL ESTATE BROKER

Bonded and Licensed Under Oregon Laws

CANNADY'S REAL ESTATE COMPANY

We are prepared to act as broker and escrow agent for buyers and sellers. We make mortgage loans, manage estates, collect rents.

Business Confidential
E. D. CANNADY

Office: 312 Macleay Building ATwater 1525

HAIR GROWER

Read what just one person says about it. This testimonial can be multiplied over and over again.

March 1st, 1923.

To Whom it May Concern:

This letter is for the purpose of endorsing the Thomas original discovery for baldness. A new scientific method that has rejuvenated my scalp to the extent that my hair began to grow and developed into a luxurious growth. Even the temples that were entirely bald are now covered with a healthy crop of hair. The Balds are real hair growers and I can recommend them to anyone.

Very truly yours,
J. M.

Chicago, Ill.

THOMAS' HAIR GROWER SPECIAL 99

On Sale at
OFFICE OF THE ADVOCATE

312 Macleay Building Portland, Ore.

High Brown Powder

A superb toilet necessity. In four shades—Natural, Pink, Brunette and White. High-Brown Face Powder has earned its place in the esteem of the most discriminate and skeptical users of toilet articles by its own distinctive merit and the complete satisfaction to be derived from its use. Also a large assortment of toilet requisites for the lady who cares.

Manufactured only by

THE OVERTON-HYGIENIC MFG. COMPANY

CHICAGO

MRS. E. D. CANNADY
312 Macleay Bldg., Portland
Pacific Coast Distributor

