

HUGE ORDER OF UNDERWEAR BY PENNEY CO.

660,000 Suits to Be Distributed Among Four Hundred and Seventy-Five Stores.

Probably one of the very largest orders for underwear, according to Finance and Commerce, a commercial publication of national circulation, was recently placed by the J. C. Penney Company when that institution ordered 660,000 suits at one time, relative to this order that publication says:

The purchase of 660,000 pairs of suits of underwear by the J. C. Penney Company recently is believed to be the largest order of its kind ever placed in this country. The order calls for suits of athletic type, to be delivered in the spring of 1930.

The significance of this order does not lie primarily in the fact of its great quantity, nor in the further fact that the J. C. Penney Company is the largest chain department store in the world, operating four hundred and seventy-five stores through the United States. The significance of the order lies in the fact that the J. C. Penney Company has the buying power to place before the public the enormous quantities of merchandise and to share with the public the benefits that accrue to its through large quantity purchases.

The J. C. Penney Company has a nationwide reputation both for its business methods and for the superior type of merchandise it handles. As the above incident makes clear, its buying power permits reasonable prices and unusual quality for the price. Another element in operating economy which reflects to the retail purchaser in saving is standardized handling of the merchandise.

In all the twenty-one years of its business activity, the J. C. Penney has emphasized three things, and has never permitted them to lower in standard: Service, price and quality of merchandise.

What is characteristic of J. C. Penney Company service?

First of all, the customer at the counter of the J. C. Penney Company store is not dealing with the loving power of a single retail store unit but, as we have pointed out above, she is obtaining through the channel of that single retail store unit all the benefits that accrue to an organization doing millions of dollars worth of gross business annually. The first evidence of service, then, lies in placing in the hands of the customer the benefits of the complex activity of organized buying and all that it stands for. The price and quantity buying go hand-in-hand.

Penney Policy Stated.

It is not the policy of the J. C. Penney Company to buy as low as possible and to tack on as much profit as the transaction will bear. A reasonable compensation for the service rendered, is the rule of the company. These two factors of service and price insure quality, for the lines of merchandise carried by the J. C. Penney Company are household and family necessities, and to provide these to the four hundred and seventy-five communities in which the J. C. Penney Company stores operate, is to contribute a definite economic saving to the operations of thousands of homes.

It has ever been an axiom of the J. C. Penney Company that its one great permanent asset is its good name. To this end, the company has for more than twenty-one years kept faith with the public in the matter of honest goods, fair dealing and reasonable profit upon the individual transactions. And, in order that the good will of the company may be established in confidence and understanding, it has, from the very beginning, pursued a policy of manager and employee training that is unique.

The Personal Touch.

The effort is to make the local store personnel thoroughly capable to present merchandise in an honest and understanding manner as to its merits.

When you write on Crane's Linen Lawn

your friends read "good taste" between the lines. The quality of the paper, the shape and size of the letter sheet and the smart cut of the envelope all reflect your knowledge of what is correct.

We offer for your selection five attractive styles of Crane's Linen Lawn and also many other Crane creations.

Style is a greater social asset than Beauty
RED CROSS
DRUG STORE

LOSTINE MAN HEARS WILSON

Fred Edwards, With Home-Made Radio, Heard Ex-President's Armistice Address.

How a home radio set at Lostine, thousands of miles from the eastern coast, received the Armistice Day speech of Ex-President Woodrow Wilson is described by the owner of the set, Fred Edwards.

"I wish to state that I picked up ex-President Wilson's speech here at Lostine without the slightest difficulty," Mr. Edwards is quoted as saying. "I did not use headphones, but listened in on the magnifying and heard the speech very distinctly and quite loud in fact, loud enough to be heard all over a large room. Of course, I was not alone on so great an event, but had visitors, who came in to hear the ex-president. They can tell you also that the address came through in fine shape."

"I use a set constructed by myself, consisting of two stages radio frequency and two stages audio. The tuning being done by a single circuit," continues Mr. Edwards. "I receive the New York stations and all the large Atlantic stations regularly, have them practically every night, so the proposition of receiving the ex-president's speech did not look like a very great proposition to me."

For cents will be worn longer this year. Pants will be worn longer by the husbands who buy the coats.—Florida Star.

RHEUMATISM LEAVES YOU FOREVER

Every dentist in this country is authorized to say to every rheumatic sufferer that if a full pint of Allenbur's, the sure conqueror of rheumatism, does not show the way to stop the agony, reduce swollen joints and do away with even the slightest twinge of rheumatic pain, he will gladly return your money without comment.

Allenbur has been tried and tested for years, and really marvelous results have been accomplished in the most severe cases where the suffering and agony was intense and pitiable, and where the patient was helpless.

Sir James H. Allen, the discoverer of Allenbur, who for many years suffered the torments of acute rheumatism, desires all sufferers to know that he does not want a cent of anyone's money unless Allenbur decisively conquers this worst of all diseases, and he has instructed druggists to guarantee it as above in every instance. Red Cross Drug will supply you. Mail orders accepted.



Chesterfields 2 for 25c

ONLY so fast as well skilled cigar makers can be found is it possible to enlarge the output of El Sidelo Cigars. In workmanship, as in tobacco, the good qualities of El Sidelo must be maintained.

El Sidelo Cigar is made by Consolidated Cigar Corporation New York
Distributed by
LA GRANDE GROCERY CO.

El Sidelo CIGAR

THEATERS

Barthelmess Introduces New Hero to Screen In "The Bright Shawl" Now Showing at Star.

Ever hear of a motion picture hero who engages in a duel and loses it?—who participates in a death struggle with another fellow and does not "pull" his man, though the latter drops dead from heart failure?—who makes love to a beautiful woman and at the same time remains true to his real sweetheart?—and who, despite all these things, still remains a hero?

We guess not. And yet this is the entirely different sort of hero that Richard Barthelmess is introducing on the screen tonight at the Star Theatre in his delirious "The Bright Shawl." The John S. Robertson production, adapted from Joseph Hergesheimer's gripping romance of Cuba in the days before it overthrew the yoke of Spanish tyranny.

Barthelmess, if all reports are to be believed, is a mighty convincing and realistic hero at that. Also, a very much beloved one.

And as the young American who has thrown himself in on the side of the Cuban rebels, he is mightily admired for his tremendous courage and audacity even by the officers of the Spanish crown, despite the fact that he is a novice as a swordsman.

How does he do it? He falls in love with the fairest daughter of a fine Cuban family; but he also pretends to be infatuated with a beautiful Spanish dancer—to gain valuable information for the rebels.

Flight? He craves awards with the most expert swordsmen in Cuba, right until he drops from utter exhaustion, and is so awfully respected by his enemy that his life is saved.

As a photodrama, "The Bright Shawl," presented by Inspiration Pictures, Inc., through Associated First National Pictures, will eclipse even this.



GLASS DRUGS
IF IT'S SOLD IN A DRUG STORE
WE HAVE IT

The Rexall Store

Good Utensils

FOR

Good Cooking

WEAR-EVER ALUMINUM
PYREX BAKING WARE
KITCHEN CUTLERY

We Invite You to Visit Our Store When in Need of Kitchen Equipment

Oregon Hardware & Implement Company

ALASKAN MINERS FIND PAY DIRT

ANCHORAGE, Alaska, (AP)—That opportunity for discovery of paying placer ground in accessible portions of Alaska still exists was shown recently when prospectors in the Willow Creek quartz district uncovered pay dirt on Craggy creek an offshoot of Willow creek. The discoverers are reckoning about thirty dollars a day, the gold being for the most part fine, but running to nuggets the size of grain wheat. The find was made in decomposed eroded vein material, composed of quartz and schist, which contains much rich quartz ore which is being saved from the rockers and stored for milling purposes.

The placer has not been laid down by glacial action, but is ascribed to heavy erosion of the latter enclosing material carrying the quartz lodes.

International Pressmen's Union May Be at Frisco

OAKLAND, Calif., (AP)—George L. Berry, president of the International Pressmen's Union, who here recently, said his organization intended to establish in San Francisco a Pacific Coast branch of the great trade school at Pressmen's Home, Tenn.

Want Ads bring results.

Last Day of the Big Stock Reducing SHOE SALE

LOT 1
About 75 pairs of Men's English Toe Shoes in black and brown calfskin. Most all Bostonian make. Regular values up to \$10.00; good sizes. Special\$2.95

LOT 2
Men's High-Top Paces, Meyenburg's make—
10-inch top\$ 8.45
14-inch top\$ 9.45
16-inch top\$10.45

LOT 3
Boy and Little Gent's good heavy School Shoes. Made of all solid leather.
12 to 2\$2.45
2 1/2 to 6\$2.95

Get your Rubbers for all the family at—
10% Discount

Saturdays Extra Specials

The Last Day of the Big Stock Reducing SHOE SALE

Free!

To every tenth customer one pair of \$1.50 Silk Hose.

About 25 pair of Ladies High Heel Kid Shoes, most all of them \$10.00 and \$12.00 shoes, good sizes—
Special\$1.00

The Bootery Inc
A Paradise for Tired Feet
Home of the Arch Aid Shoe
GROVER SMITH, Mgr.
206 Depot St. Phone M-118

LOT 4
Three new styles in Ladies Black Satin Strap Pumps, both high and low heels; all sizes. Special\$3.95

LOT 5
Brown Kid One-Strap plain toe, welt sole with Baby Louis heels; all sizes. Special\$4.95

LOT 6
Kid and patent leather one-strap Colonial Pumps, turn soles with the new Spanish heels; all sizes. Special\$3.95

Currin's Hand-Made All-Kip Stock Loggers. Special\$13.95

The Famous Arch-Aid Shoes—
Special\$8.45

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Friday and Saturday

WE WILL SELL

40 Pounds

LUSCIOUS EXTRA FANCY BEURRE ANJOU

PEARS
\$1

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