

IT'S THE CUT OF YOUR CLOTHES THAT COUNTS



The Society Brand Lonsdale

\$50

Here is a cut that is very good, that most young men like and wear well. A two button coat, with a low roll to the lapel; slightly suggesting the lines of the body; emphasizing height. The Society Brand Lonsdale. We have it in a wealth of fine woolsens specially chosen for this model.

Westenhaver & Gilbert
204 Depot St.

The Home Merchant

The home merchant. Who is he? He is the chap who gives you credit when you are financially broke, and carries your account until you are able to pay.

He is the chap who gives you back your money or makes exchange when you are not satisfied with what you have bought.

He is the chap who meets you at the door with a handshake, and lets you out with a message to the "kids" and a real "home again goodbye."

He is the chap whose works live in the home town and spend their money with you and other local people.

He is the chap who helps support our churches and charitable organizations and talks for the home town and looks for it every day in the year.

He is the chap who visits you when you are sick, sends flowers to your family when you die, and follows your body out among the trees as far as human feet may travel.

He is the home merchant—your neighbor—your friend—your helper in time of need.

Don't you think you ought to trade with him, and be his friend and his helper in time of need?

Don't you know that the growth and prosperity of this town depend very largely upon the success and prosperity of the home merchant? Out of town people judge our city by the appearance of our stores and the degree of enterprise shown by our merchants. And our home merchants succeed when home folks give them loyal support.

Radio

President Coolidge received the new broadcast members of the Third Annual Radio Conference at the White House and later addressed the delegates on the White House grounds. The President outlined the importance of radio in the future of the nation and the need for a more efficient system of broadcasting.

The conference was held at the White House and was attended by representatives of the radio industry from all over the country. The President's address was broadcasted to all parts of the country.

FIND IT HERE

Copy for this column must be in by 9:00 a. m.

Your Pictures

Pictures enlarged, tinted and framed by Richardson, "The Art Man"—beautiful additions to your home decoration. Bring your pictures to Richardson's Art & Gift Shop, the home of Modern Oregon Souvenir Vases. 18-15-21

Fern sale at Cherry Flower Shop on Saturday. 18-15-21

Household Sale. Salvation Army, basement, Friday, Oct. 17, 9 a. m. to 5 p. m. 18-15-21

If you have seen those beautiful prices in Chin's Clothing window you will see the Elks '49 Show at Zuber Hall tonight. 18-15-21

Bulbs—Bulbs

Our bulbs have arrived for fall planting. Only large first seed quality bulbs. We carry no small bulbs as they do not produce satisfactory flowers. Hyacinths, tulips and daffodils. Cherry Flower Shop. 18-15-21

Bargains

A big rummage sale will be held at Homan Hall on Saturday, October 18, beginning at ten o'clock. 18-15-21

Rummage Sale. A big Rummage Sale will be held at Homan Hall on Saturday, October 19th, beginning at ten o'clock. 18-15-21

Flat Feet

The "Foot System" for reconstruction of fallen arches. No braces. Dr. Ingle, Sommer building. 18-15-21

Bargains

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Astrologer

Mrs. F. A. Holmes, Corner Jefferson and Willow, Phone 218-3. 18-15-21

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World's Largest Chain Department Store Organization

J.C. Penney Co.
A NATION-WIDE INSTITUTION
571 DEPARTMENT STORES
108 Depot St., La Grande, Ore.

Reliable Quality Goods Always At Low Prices

A Remarkable Coat Value

Our Prices Astonishingly Low!

Our New York buyers scoured the market for the best coat values, and this showing is the result of their efforts. Take advantage of this opportunity to save, which only our enormous buying power makes possible. These Coats are made of



Polaires and Velours

in the very newest and smartest styles for children. They are well made and will give excellent wear. The colors are brown, reindeer, navy and other popular Fall shades. Some are fur trimmed while others have self collars. Thrifty mothers can't afford to miss this opportunity to save!

Sizes 2 to 6
\$4.90 \$6.90

Sizes 7 to 10
\$6.90 \$9.90

Sizes 10 to 14
\$9.90 \$12.75

Bazaar

Hospital bazaar will be held Nov. 13th and 14th. Place to be announced later. 18-15-21

MARCEL AND CUIH, LAST LONGER after a Golden Girl Shampoo. 18-15-21

A great value in hot water bottles—75c, \$1.25, \$1.50, \$1.75 and \$2.00. Combination fountain sprayers \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50—well warranted one year by the factory and by us. Silverthorn-Wright's Family Drug Store. 18-15-21

Rent, sell and repair all makes sewing machines. Ask about free dressmaking course. White Sewing Machine Co. New Foley Bldg. Phone 193-W. 18-15-21

It will be hard to find a better mid-day hot lunch than is served at our soda fountain, 11:30 to 2:00, and a light lunch all through the day. Silverthorn-Wright's Family Drug Store. 18-15-21

Exema preparation that gives

The Pioneer Drug Store

"Your Father Traded Here"

Newlin Drug Co.

Windshields and Side Glasses. Have Richardson "The Art Man" fit your windshields and side glasses. All sizes in stock. Prompt service and right prices at Richardson's. 18-15-21

HINTS TO MOTORISTS

I believe that the traffic rule most drivers are ignorant of is in parking on the wrong side of the street in front of school houses. The "wrong" side of the street, in this case, is the side on which the school house is located. The reason for this ordinance is that the children when leaving the school grounds are prone to cross the street at whatever point is most convenient. ALONZO G. DUNN, La Grande traffic officer.

MEAT ANIMALS TO BE SHOWN

PORTLAND, Ore., October 15.—Beginning with Saturday, November 2, hundreds of animals bred for symmetry of outline and for the greatest proportion of meat consistent with constitution, will be on exhibit for the admiring public at the Pacific International Livestock exposition. There will be the Shorthorns in their red, white and roan dress; the Here-

SHERRY'S

TODAY AND TOMORROW

Betty Blythe, the famous "Queen of Sheba" girl, now brings to the screen the most striking role of her career.

A screen drama of brilliance, staged in Monte Carlo, Deauville and Europe's pleasure haunts, with a cast including Europe's Ten Prize Beauties.

J. Parker Read, Jr., Presents

'Recoil'

By Rex Beach

Featuring BETTY BLYTHE and MAHLON HAMILTON

Comedy. "WANDERING WAIST-LINES"

BRISK BATTLE IS EXPECTED

(Continued from Page One)

were not so early then. La Grande had them 26 to 18 last year after a battle which was harder than the score indicates.

At that time the Wallinga and Hill had practically no offensive play which worked off. This defense has been remedied this year according to the reports of those who have seen the team in action.

Tiger Line. The La Grande team for its part seems to have struck a new attack. Twelve new days when McTavish's back is turned looks like a bunch of school boys playing leap frog. The backfield men are the principal players in this type of diversion led by Captain Sherrwood. As a quarterback and an inspiration to the team Sherrwood is about as active as a fire fly. This position not only expresses the writer's views but comes direct from headquarters. Kent, Griffiths and others on the squad have had busy weeks lately when it has been difficult to get anything out of them.

For this reason Sherrwood's line-up remains problematical. Unless certain members of the first squad start hitting the ball, according to Sherrwood, the second team will be used in the game, regardless of record.

The under dog always rights himself and some of the regulars have been showing flashes of the real thing the last few days. Collins is giving around a real run for center. The guard positions are also subject to change. If Smith, present substitute, guard keeps up the good work he will be wearing a number one in these days.

Peter is right at Griffiths' heels in competition for the left end position. He has looked into the speed the ability to punt and will be called upon to do this in the Wallinga game.

According to statements from McTavish today the team will start the game with Zundel, half back, leading defense. McKennan, full back, C. Webb, q. b., Hummel, r. t., Kibbi, r. e. Collins, c. Smith, l. e. Bauman, l. t. and Price, l. g.

Tickets for the game will be on sale at the office of the chamber of commerce next door to the summer hotel. Boys' ground rules on into after with the Wallinga game and all persons will be kept back of the stadium with the exception of officials. Hootch seats will be reserved for business men who hold season tickets. The game will start at 2 o'clock sharp.

Record Golf Score

OLDFIELD, Utah, (AP)—The par 27 nine-hole Open country club golf course here was truncated in 39 strokes by Alex Stevenson, club professional, in a recent tournament. The best previous score was 41. Stevenson shot on single five birdies and four buns at par. A card of 16 for 18 for the average player is good on the Open course.

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Is There Music In Your Home?

Under Our Low Monthly Rental Plan You Can Now Have A

VICTOR OR EDISON

With Records

We have a number of these machines—used, but good as new—and to those who see us first about our new rental plan—No Purchase Will Be Necessary!

CALL EARLY!

Newlin Book & Stationery Co.

Largest Office Stationer in Eastern Oregon.

Community Values

THE BEST IN PURE FOODS

CANE SUGAR, 100-lb. Sack	\$8.58	CORN FLAKES, Pkg.	10c
CARNATION MILK, 3 cans	25c	PURE LARD, 5-lb. tin, 79c; 10-lb. tin	\$1.51
Case, 48 cans	\$9.97	5 LBS. BULK SEEDLESS RAISINS	60c
JERSEY CREAM HARD WHEAT FLOUR—49-lb. Sack	\$7.32	5 LBS. ITALIAN PRUNES	49c
OUR SEAL FLOUR, 49-lb. Sack	\$1.50	7 LBS. ITALIAN PRUNES—Fancy Large	\$1.00
Blk.	\$5.70	SUGAR CURED HAMS, lb.	30c
FANCY GRANDE RONDE GEMS, Sack	\$1.75	10 BARS P. & G OR A. B. NAPHA SOAP	49c
SUGAR CURED BACON BACKS, lb.	16c	MATCHES, 6 Boxes	29c
SUGAR CURED BREAKFAST BACON, lb.	25c	3 CANS CORN OR TOMATOES	44c
JELLO—All Flavors, Pkg.	10c	6 CANS HOMINY OR KRAUT	90c
		3 CANS BEAN-OL-BEANS	30c

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