

to the other side and Read!

You Will Find

100 BARGAINS

ed by 50 Leading Merchants of La Grande

--FOR--

WEDNESDAY,

JULY 28, 1926

LA GRANDE'S

MONTHLY

COMMUNITY SALES

COMMENCING

At 9 A. M.

JULY

28

THE AUCTION

... List your articles now. Begins at 1 p. m. on lot in commerce. Every article listed on the other side is a price have been slashed -- make a list of your needs-- TO LA GRANDE.

Wed. July 28

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. Penney Co. INC. DEPARTMENT STORES

A NATION-WIDE INSTITUTION

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

Let's Have Clean Hands!

"Not how much can I get for these goods but how little can I afford to sell them for."

That was the sound reasoning that guided Mr. Penney in his storekeeping back in the pioneering days when he was laying the foundation of this great family of department stores.

That is the policy which has been followed to this day. And with hundreds of Stores today within easy reach of more than a quarter of the population of the entire United States, it is plain to understand why this price-policy has won such universal popularity.

This Store subscribes heartily to this policy as every Store in our great family of Stores must. It not only subscribes to this policy but it steadfastly practices it in all its price-naming.

Those who desire to make each dollar always buy exactly 100 cents' worth are remembering this!

J.C. Penney Co.

Come to La Grande's Community Sale Day

Bring your can of Cream and Eggs

To THE BLUE MOUNTAIN CREAMERY And

Get the Cash to spend on the Bargains.

We pay the highest market prices, and give the best of service.

Blue Mountain Creamery

1109 Washington Ave., one-half block west of Elks' Temple.

Plan now to attend this gala day of bargains