



Announcing Our New Showing of

Phoenix Hosiery For Women

With the interest of our customers ever in mind, we announce our readiness with a complete showing of this widely favored hose.

Not the achievement of a moment, but years of an established fashion unity with Paris, is responsible for the perfect accord of Phoenix Hosiery colors with the smartest of prevailing ensembles.

Westernover Inc.

STORY TELLS OF WALLOWA VALLEY

Space in Oregon Business is Devoted to Neighboring County.

Calling Wallowa county the "Valley of Opportunities," an article written by A. C. Miller, of Enterprise, director of the state chamber of commerce, appeared in the current issue of Oregon Business, a magazine. Following his story is an editor's note touching on the present Union Wallowa land settlement work.

The story, illustrated by a photograph of a dairy farm scene, follows:

Wallowa, Oregon's northeastern county, is in many ways unusual. Its range of climate, from the almost perpetual summer of the deep canyons of the Snake, the Imnaha and the Grande Ronde, to the almost perpetual winters of the summits of the rugged Wallowa mountains, is perhaps not matched by any other county in the state, and due to that wide range of altitude and of climate, Wallowa, scientists tell us, has the greatest variety of flora of any county in the state.

While Wallowa county has vast wealth in its timber and mineral resources, it is the development of its agricultural and stock-raising resources on which its chief hope for the future rests.

With its 26 inches annual rainfall, Wallowa county was never a sagebrush country. Its rolling hills, extending many miles north and northeast of Wallowa valley, are covered with succulent grasses which make Wallowa an excellent grazing country for eastern Oregon as a stock country.

But it is of Wallowa valley that its people boast. They claim that it is the ideal dairy country; that nowhere else can butterfat be produced so cheaply; that nowhere else does blue grass and white clover grow so naturally or so luxuriantly; that nowhere else is water so abundant and so cheap; that nowhere else can land of equal quality be bought for so low a price.

Wallowa valley has a total length of 25 miles and a width varying up to 10 miles. Practically every acre is served by irrigation ditches, built and operated by the farmers themselves. With no dividends to pay to stockholders, with no excessive investment in the building and operation of these ditches, water is furnished at the absolute minimum of cost.

Dairying in the Wallowa valley has doubled within the past five years and is still increasing at a rapid rate. Many of the best farms of the valley are now on the market in smaller units and at most attractive prices.

Within beautiful and equable climate, with magnificent scenic surroundings, with a superior citizenry, enjoying all the comforts and conveniences of the most advanced communities, Wallowa valley offers irresistible inducements to homeseekers.

Land prices range from \$3 to \$15

WE BUY FOR LESS WE SELL FOR LESS

You always save at the New York Store.

BOYS' PANTS New and snappy pants for boys in wool fabrics, diagonal weave, tan and grey, elastic waist band with buckle and tassel. \$2.19

WAIST OVERALLS Men's heavy grade blue denim overalls, copper riveted at all points of strain, full cut and good fitting. \$1.09

NEW YORK STORE

MARKET NEWS OF THE DAY

Table with market news for Chicago Wheat and Portland Wheat, showing prices for Dec, Mar, and May.

Wheat Off Four Cents Today In Chicago Market

CHICAGO, Oct. 23 (AP)—Grain prices today gave distinct evidence of being affected by weakness of the stock market. In addition, overseas demand for North American wheat was of fair volume only, and there were bearish estimates current as to world import requirements. Total import needs of all countries were placed at but \$26,000,000 bushels, compared with actual exports last season of \$20,000,000 bushels.

Wheat dropped rapidly at the last, and closed shaky at the day's lowest level, 3 1/2 to 4 1/4¢ a bushel under yesterday's finish. Corn closed 2 1/4 to 2 3/4¢ down; oats 1 1/2 to 1 3/4¢ off, and provisions ranging from 17¢ decline to a rise of 10¢.

Portland Markets Are Quiet Today

PORTLAND, Ore., Oct. 23 (AP)—Mid-week quietness characterized all Portland markets today. Fruits and vegetables moved in moderate supply. Many of the lingering summer products have been refreshed by the recent moisture and may be still had at small advances. Portland egg prices remained unchanged, despite increases at both San Francisco and Los Angeles. High grades of butter were active, without price changes.

FIND IT HERE

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

DON'T FORGET The date of Wilson's dairy sale, Oct. 25, 10 a. m. Island City. 10-23-29.

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SOUVENIR DANCE Every Wed. at Zuber, Reg. 8st. night dance at Zuber, Star Novelty. 10-22-29.

A CAFETERIA supper will be given at the Lane Chapel by the Riverside Aid on Wednesday evening at 6:00. Chicken pie is one of the many good dishes served.

ABSOLUTELY NEW You will enjoy seeing the latest creations in gold top pictures, now on display in the window at Richardson's Art & Gift Shop. Now is the time to select one of these for your Christmas. 10-21-29.

WHO IS ROSEMARY? Those who enjoy the finest in Hattersware will want to know "Rosemary." The name signifies the loveliest decorated pattern of open stock M. & M. Noritake Nippon China. A pattern that you will never tire of. The best wearing China on the market, at a price that is but little more than that of non-porcelain. Get acquainted with this beautiful pattern at Richardson's Art & Gift Shop. 10-21-29.

Hemstitching, pleating, button holes, etc. Norton's Kiddie Shop. —Adv.

N. Y. LIFE INS. CO. Julian E. Peters, reg. rep. Ph. 585-2. 10-8-29.

TAXIDERMISTRY work by a very competent man. All kinds of birds and animals mounted. Phone 231-W or call at 1198 Penn. Ave. E. C. Horning. 10-2-29.

AUTOMOBILE LOANS WE MAKE LOANS on automobiles and furniture. Contracts refinanced. Room 15, La Grande National Bank Bldg. 5-28-1 m.

Bear Pressure Upsets Market; Stocks Decline

NEW YORK, Oct. 23 (AP)—Bear pressure again sent share prices into a headlong decline on the New York stock exchange today after yesterday's brief breathing spell. More than a score of leading issues dropped \$5 to \$10 a share, while a handful of the more volatile stocks tumbled \$15 to a maximum of \$25. Trading, however, was in but moderate volume, the ticker quotations falling only about 15 minutes behind the transactions on the floor.

PORTLAND CASH PORTLAND, Ore., Oct. 23 (AP)—Cash wheat: Big Bond Blount, hard white \$1.22. Soft white \$1.18 1/2. Western white \$1.18 1/2. Hard winter \$1.17. Northern spring \$1.17. Western red \$1.17.

Growing district population 770. Located in a fertile region in the middle of the Wallowa valley, population 244; Wallowa, market point of a lumbering and farming district, population 394. From trading point of an extensive area in the north part of the county, population 150. All these towns have schools and churches and the usual business facilities of banks, stores and warehouses.

With its wonderful scenic attractions and its glorious summer climate, Wallowa county is becoming the playground of the interior northwest. Tourists from far and near flock in to enjoy its mountains, canyons, lakes, rivers and forests. Each year sees a great increase in the number of summer visitors.

This is a growing resource of the county, with possibilities which the present can hardly calculate. Here you can work while you play.



NOW 20% Reductions of famous ALLEN-A Hosiery during our "NEW CUSTOMER" SALE

Newest Styles... Newest Shades All First Quality Sale ends Monday night

Cinderella Frock Shop

PORTLAND PRODUCE PORTLAND, Ore., Oct. 23 (AP)—Butter, eggs, milk (butterfat), poultry, onions, potatoes, wool, nuts, hay, cascara bark and hops steady and unchanged. An automobile manufacturer says touring will be done at 100 miles an hour in 10 years. Drivers apparently are going to slow down a little. Chemistry now has divided an atom into two parts. Probably the result of research with drug store sandwiches. A public spirited citizen is anyone who writes to the paper criticizing the jury system.



The Climax of Weeks of Special Planning!

New Dresses

That surpass all of our previous efforts in style and value-giving! See them at

\$7.90

The season's newest, smartest fashions have been brought to you at a new low price... the result of several weeks of searching for the very best dress values that could be found to sell for \$7.90. Here they are! Dresses with the new higher waistline, longer skirts, soft drapes and charming feminine lines... satin and canton crepe fashion them. You must see them for yourself to appreciate the tremendous values.

Women : Misses : Juniors

J.C. PENNEY CO.