

# ONCE IN A BLUE MOON

## MAKING GOOD MY PROMISE IT STAGGERS BELIEF

*"I can and I will" give you the greatest bargains in fine clothing — Furnishings and Shoes ever offered you in your life. I have broken all selling records the last four days. I have torn out the side of La Grande's trading traditions. In fact I have turned La Grande upside down by value giving. WESTENHAVER INC., doesn't like the way I am selling the balance of this stock. But folks, I don't care. I told them hands off, that I am going to give the people what I have promised and I am doing it. Come and let your eyes be the judge. Seeing is believing — I will not be undersold.*

Jas. E. Beard, Mdse. Adjuster

MEN'S SUITS PRICES HIT LOWEST MARK SINCE LA GRANDE WAS A BABY — STARTING TOMORROW MORNING I WILL SELL — SEVENTY FINE SOCIETY and CAPPS SUITS

VALUES TO \$45.00

This is one grand chance for those of you who have waited until now. Every suit in this big group is a true value at former pricing — the styles are correct, the materials are of finest wools and the patterns and shades will please (sizes 34 to 40). Select that suit now for only

(Other fine suits \$22 - \$28 and \$32)

# \$17

**WESTENHAVER, INC.** LA GRANDE, OREGON



# VALUES LIKE THESE

Come to

J. C. Penney Co.

for

## SPORTS CLOTHES



Sweater and Hose Set \$4.98

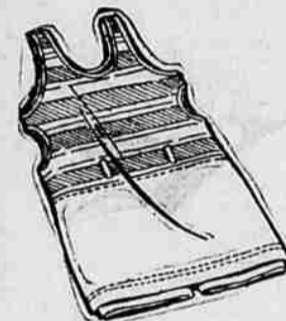
Sweater and hose set, carefully knitted of quality yarns in a variety of shades and fancy pattern effects.

98c



## Sports Cap

A serviceable, well-made cap offered in a variety of shades and patterns to match the sports ensemble. An outstanding value at a moderate price.



Bathing Suits \$2.98

Men's all-wool suits. One and two-piece models in plain colors and striped effects. Speed model.



\$3.98

## Sports Oxfords

Correct sports attire calls for two-tone oxfords. Choose this swagger model in white elk with black calf . . . or smoked elk with tan calf.

**J.C. PENNEY CO. INC.**  
DEPARTMENT STORE  
108 Depot St. La Grande, Ore.

Many Bargains Listed on Want Ad Page

\$7.45

And Your Old Battery purchases

A 13-Plate Willard Battery

With Willard Guarantee and Service Behind It

Willard Service Stations Everywhere

COMPLETE AUTO ELECTRIC SERVICE

**AUTOMOTIVE ELECTRIC CO.**

213 Greenwood

Phone M-520

Across from L. W. Weeks, Chrysler Dealer

### "KING OF JAZZ" WINS PRAISE AT OPENING

A REVIEW  
Occasionally a picture comes along that commands attention because of its sheer brilliance, at other times one offers unusual entertainment and again, one is outstanding because of its beauty and marvelous photography.

Paul Whiteman's "King of Jazz" now at the Arcade, is all these wrapped up in one. In spite of the fact that it is a revue. Oftentimes revues have a tendency to bore, because of the constant break in the continuity they demand exceptional interest and

flow of talent, and it is rare indeed that one finds both qualities in the same picture.

The talent, particularly, is rich, with Whiteman, John Boles, Jeanette Lang, Glenn Tryon, Laura La Plante, Jeanette Loff and others. One imagines occupying a seat at a first night on Broadway as the swift rhythm of music gives way to the swifter cadence of dancing. These interspersed with short, subtle bits of comedy, designed to draw a fleeting smile from the audience before the picture passes on to the next stanza.

All of "King of Jazz" is done in technicolor and the effects in many cases are strikingly beautiful with gorgeous, harmonious costumes, backgrounds and shading. The photography brings out the finest instead

of falling a bit short, as is sometimes the case.

Whiteman's music—for those who enjoy lighter stuff and jazz—is bound to strike a responsive chord. His idea is that jazz is the beginning of a new type of distinctly American music, and he plays that up enterprisingly.

Incidentally, the chorus in the talkie, bears out the general character of this "super."

Depletion of the Georgia oyster beds is feared unless scientific methods are introduced, says the bureau of fisheries.

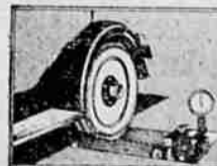
Eighty-nine per cent of American cars manufactured in 1929 were closed models.

## SPECIAL VALUE-GIVING EVENT!

from JULY 7th to 13th Inclusive

We Offer A REAL DISCOUNT on All

Brake Relining  
Expert Work on  
All Makes of Cars



and Adjusting  
Come In and See  
Us Do the Work

HAVE YOUR CAR GREASED BY EXPERTS  
Any Car Greased for \$1.25 Anytime During the Week

Special on Heavy-Duty **Firestone** 6-Ply Tires

FIRESTONE TIRES HOLD ALL RECORDS on Track and Road for Milage and Durability

30x4.50 6-ply \$10.80

30x5.00 6-ply \$12.35

31x5.25 6-ply \$14.35

30x5.50 6-ply \$15.65



32x6.00 6-ply \$16.55

33x6.00 6-ply \$17.10

32x6.75 6-ply \$21.40

33x6.75 6-ply \$22.15

PERKINS-FIRESTONE ONE-STOP SERVICE

Phone Main 999

Corner Adams & Hemlock

## AFTER YOU HAVE ACCUMULATED A LITTLE MONEY

What's the best thing to do with it? It's money you want to keep secure for your old age, or for some emergency of sickness or business misfortune.

How do other people handle money of that kind so that it will earn a safe, sure and reasonable income and still be immediately available? Where do they find an investment that is both income producing and available as a reserve fund as well?

Many of them use certificates of deposit—an investment that has numerous advantages that you have difficulty finding in anything else. They earn you four per cent interest, paid every six months. They serve as a reserve that you can use on short notice in an emergency. They strengthen your credit.

We will be glad to discuss with you, the investment of your savings. Only through friendly advice and experienced counsel can we render the service to which you are entitled.

**La Grande National Bank**

Member Federal Reserve—Resources over 2 Million

"FORTY-SECOND YEAR OF FRIENDLY SERVICE"

Look Over Our Want Ads for Bargains