

AGAIN A SMASHING BLOW TO PRICES

COME ON ALL LA GRANDERS! HERE IS SOME REAL NEWS FOR YOU!

Compulsory Sale!

A SUDDEN SWEEPING SMASHING "LET GO" OF OUR ENTIRE STOCK

NOW At less than wholesale prices that will eclipse any and all clothing events and sweep aside all buying opposition.

NOTHING RESERVED EVERYTHING REDUCED

Not a section in this store will be without its own rich cargo of values. Prices will be down to rock bottom that is convincing. Realize that this store is in business to remain indefinitely and is building this sale to retain your confidence and enable you to purchase the things you'll need at prices the like of which you've been waiting for.

JAS. E. BEARD, Mdse. Adjustor for Westenhaver, Inc.

WESTENHAVER, INC.

Flour Reduced 20 Cents In Oregon

PORTLAND, Ore., July 16 (AP)—Family patent and pastry flours have been reduced 20c by the Sperry Flour company.

Easy midsummer prices prevail in most fruits and vegetables. Green corn has gone down to \$2.75 a crate, new potatoes to 2 1/2c a pound. Oregon tomatoes to \$2 to \$2.25 a lug. The cantaloupe and watermelon markets were unsettled because of the variable weather. A few days of warm weather would perhaps deplete present supplies. The egg and butter markets were fairly steady, especially for the top grades.

Growers Agree To Curtail Peach Pack

SAN FRANCISCO, July 16 (AP)—Representatives of peach growers and commercial and cooperative canners of California ratified the agreement to curtail the peach pack to 13,000,000 cases. This year's crop is estimated at 13,000,000 cases. Canners have contributed \$1,750,000 to purchase the surplus. Prices for the surplus were fixed at \$20 a ton.

MARKET NEWS OF THE DAY

CHICAGO WHEAT				
	Open	High	Low	Close
July	30	30 1/2	29 3/4	30 1/2
Sept.	92 1/2	93 1/2	91 3/4	92 1/2
Dec.	98 1/2	99 1/2	96 3/4	98 1/2
Mar.	1.02 1/2	1.03 1/2	1.01 1/2	1.02 1/2

PORTLAND WHEAT				
	Open	High	Low	Close
July	30	30 1/2	29 3/4	30 1/2
Sept.	92 1/2	93 1/2	91 3/4	92 1/2
Dec.	98 1/2	99 1/2	96 3/4	98 1/2

PORTLAND LIVESTOCK

PORTLAND, Ore., July 16 (AP)—Cattle 35 calves 10; around steady. Steers 900-1000 lbs. \$9.00-\$9.75, medium \$7.50-\$8.00, common \$5.00-\$7.50. Steers 1000-1100 lbs. \$9.00-\$9.75, medium \$7.50-\$8.00, common \$5.00-\$7.50. Steers 1100-1300 lbs. \$8.50-\$9.00, medium \$7.50-\$8.50, Heifers, 550-850 lbs. \$7.25-\$8.50, medium \$5.00-\$7.25, common \$3.00-\$5.00. Cows, good \$8.00-\$8.50, common and medium \$4.50-\$6.00, low cutter and cutter \$2.00-\$4.50. Bulls (yearlings excluded) \$4.00-\$6.50, cutter \$1.00-\$6.00. Vealers, milk, red \$9.00-\$10.50, medium \$8.00-\$9.50, cull and common \$5.50-\$6.00, calves 250-500 lbs. \$8.50-\$9.00, common and medium \$6.00-\$8.50.

Hops: 100, steady to weak. (Soft or oily hops and roasting pigs excluded). Light lights, 140-160 lbs. \$10.25-\$11.25. Light weight 180-200 lbs. \$11.00-\$11.50. Medium weight 220-250 lbs. \$9.75-\$11.00. Heavy weight 250-280 lbs., good and choice \$10.00-\$10.75.

Sheep: 600, notably steady. Lambs, 90 lbs. down \$6.50-\$7.50, medium \$5.00-\$6.50, all weights, common \$3.50-\$5.00. Yearling wethers 90-110 lbs. \$3.00-\$5.00. Ewes, 90-120 lbs. \$1.75-\$2.50, 120-150 lbs. \$1.50-\$2.25, all weights, cull and common \$1.00-\$1.50.

LIVERPOOL WHEAT

LIVERPOOL, July 16 (AP)—Wheat, close: July \$1.06 1/2; Oct. \$1.07; Dec. \$1.08 1/2.



We Changed the Shape and LO! They TASTE Better

You know how it is in cake baking. The shape of the pan makes a vast difference in the texture. Same thing has proven true with TRU-BAKES One of the Many TRU-BLU Famous Crackers

TRU-BLU BISCUIT CO.—Spokane, Portland, Seattle

ALERT BUYERS - YOUR Time to Save!

Now is the Time to BUY and SAVE. This is YOUR opportunity to effect real economies. Our counters are packed with extraordinary values. BUY NOW!

THRIFT PRICES - HIGH QUALITY

YOUR TIME TO SAVE!

COTTON PRINTS

- Daisy Bell Prints yard 43c
- Flock Dot Voiles yard 29c
- Printed Flaxon yard 33c
- Printed Dimity yard 25c
- Soisette Prints yard 33c
- Fasheen Prints yard 33c
- Malabar Prints yard 18c
- Avenue Prints yard 15c

BUY NOW!

Your Time to Save!

SEWING NEEDS at Small Prices

Straight Pins, 4c and 8c Safety Pins, card, 4c and 8c Safety Pins, bunch of 50, 8c Hooks and eyes, card 4c Snap Fasteners, 4c and 8c Penimaid Needles, 4c Thimbles, each 4c and 8c Tape Measures, 4c and 8c Scissors and Shears, 23c and 49c Cotton Tape, 2c, 4c, 8c Penimaid Bias Tape, 8c Penimaid Silk Bias Tape, 19c Elastic, rayon or cotton, 8c Elastic, yd., 4c, 6c, 8c, 12c Buttons, card, 4c and 8c Penimaid Spool Silk, 6c Lingerie Braid and Shoulder Strapping, hank, 8c Sewing Thread, 4c Darning Cotton, 4c

YOUR TIME TO SAVE!

"WIZARD" SHEETS AND PILLOW CASES

- 81x90-inch Sheets, 75c
- 42x36-inch Cases, 15c

BUY NOW!

Your Time to Save!

Mercerized HOSIERY With Ribbed Top 39c pair

A splendid full mercerized stocking that is surprising at this new low price. Thrifty women will buy for future needs now. Black and staple hosiery shades.

Buy Now!

Your Time to Save!

WOMEN'S HATS In Smart Straws and Braids 98c

An excellent opportunity to pick up one or more smart straw hats to wear with your summer dresses. In this group at 98c you will find a good assortment of smart styles.

Buy Now!

Your Time to Save!

SHOES For Women \$2.98 \$3.98

A style selection that will tempt you to pick a pair to accompany each costume . . . and prices which easily enable you to do so! Also . . . a few styles as low as \$1.98!

Buy Now!

Your Time to Save!

POLO SHIRTS EXCEPTIONAL VALUES 79c to \$1.49

Here is a typical value! Polo shirts for men and boys. Rayon, \$1.49. Others at 89c and 98c. For boys at 79c. Choice of sports colors.

Buy Now!

Your Time to Save!

"Nation-Wide" SHEETS 95c each

Size 81x90 inches, before hemming. A famous quality at this low price.

Buy Now!

Your Time to Save!

"Nation-Wide" PILLOW CASES 25c each

Size 42x36 inches (before hemming). Excellent quality at a low price.

Buy Now!

Your Time to Save!

TOWELS 25c

Attractive color combinations. Heavy Terry weave. Buy your season's supply at this thrifty price. Size 22x44.

Buy Now!

Your Time to Save!

TOILETRIES

- Janel Cream 29c
- Ponds Cream 23c
- Frostilla 39c
- Hind's Honey & Almond Cream 33c & 89c
- Listerine 19c
- Woodburys Soap 17c
- Aqua Velva Lotion 33c
- Aywon Shaving Lotion 25c

Buy Now!

Your Time to Save!

Extra Length Bedspreads \$1.49 each

Crinkle cotton spreads . . . stripes and jacquard . . . extra length.

Buy Now!

Your Time to Save!

Crinkle Bedspreads 98c each

Fast color striped patterns . . . scalloped edges . . . size 80x105.

Buy Now!

YOUR TIME TO SAVE!

MOLESKIN WORK PANTS

Now \$1.49

These excellent pants are made of heavy moleskin. At their original price they were an outstanding value in the J. C. Penney Co. Store. At this new low price, they represent a value no one can afford to overlook.

BUY NOW!

Your Time to Save!

CAMP BLANKETS \$1.79 pair

3 1/2-lb. part wool filled - border effect, size 62x80.

Buy Now!

YOUR TIME TO SAVE!

SUMMER SILKS

- Printed Flat Crepe yard \$1.49
- "Beverly" Print Silks yard 69c
- Rayon Flat Crepe yard 98c
- Ivy Crepe de Chine yard 89c
- Georgette Crepe yard 89c
- Jap Silk Pongee yard 33c

BUY NOW!

J. C. Penney Co. Inc.

DEPARTMENT STORE

108 Depot St.

La Grande, Ore.

Private Ambulance Service FREE.

Modern Funeral Home

Experienced Lady Attendant

Perfect Funeral Service

Prices Within the Reach of All.

WALKER'S FUNERAL SERVICE

5th AT SPRING ST. PHONE MAIN 42

Boss of the Road

OVERALLS \$1.65

NEW YORK STORE