

**DAILY MARKET NEWS, LOCAL AND GENERAL**

Including Pendleton Prices and Associated Press Reports

**Hog Prices Go Higher At Portland**  
(From The Oregon Journal.)  
Hog prices were nominally 25¢ higher, with a new high mark for the present movement. Cattle were active and steady, while there was an absence of new arrivals in the sheep alleys.  
In the hog market there was a sale

of 24 head of fancy lightweight stock at \$12.75 at North Portland Thursday morning. Other sales in the hog alleys were made around \$11.60 to \$12.00 for top quality.  
Only a supply of 335 head came into the alleys Thursday, and these were quickly sold at advanced figures.  
General hog market range:  
Prime light ..... \$11.75 @ \$12.25

Smooth heavy, 200-300 pounds ..... 10.00 @ 11.00  
Smooth heavy, 300 lbs., up ..... 9.00 @ 10.00  
Rough heavy ..... 6.00 @ 7.00  
Fat pigs ..... 11.50 @ 12.00  
Feeder pigs ..... 10.00 @ 10.50  
Stags ..... 4.00 @ 5.00

While prices were held unchanged, the market for cattle was active Thursday at North Portland. A fair run was shown in the alleys and prices held unchanged.  
General cattle market range:  
Choice steers ..... 6.00 @ 6.50  
Medium to good steers ..... 5.50 @ 6.00  
Fair to medium steers ..... 5.00 @ 5.50  
Common to fair steers ..... 4.00 @ 5.00  
Choice cows and heifers ..... 4.75 @ 5.25  
Medium to good cows and heifers ..... 4.25 @ 4.75  
Fair to medium cows and heifers ..... 3.25 @ 4.25  
Common cows, heifers ..... 2.50 @ 3.50  
Canners ..... 2.50 @ 3.50  
Bulls ..... 4.50 @ 5.00  
Choice feeders ..... 3.50 @ 4.75  
Fair to good feeders ..... 3.00 @ 4.75  
Choice dairy calves ..... 10.50 @ 11.00  
Prime light dairy calves ..... 10.00 @ 10.50  
Med. light dairy calves ..... 7.00 @ 10.00  
Heavy calves ..... 5.50 @ 7.00

There was no fresh stock offering in the sheep and lamb alleys at North Portland Thursday. General trade conditions were steady, with demand active.  
General sheep and lamb range:  
East of mountain lambs ..... 6.00 @ 6.50  
Best valley lambs ..... 5.50 @ 6.00  
Fair to good lambs ..... 5.00 @ 5.50  
Cull lambs ..... 1.50 @ 2.00  
Feeder lambs ..... 4.50 @ 5.00  
Light yearlings ..... 4.00 @ 4.50  
Heavy yearlings ..... 2.50 @ 3.00  
Light wethers ..... 2.50 @ 3.00  
Heavy wethers ..... 2.00 @ 2.50  
Ewes ..... 1.00 @ 2.00

**Daily In Wheat Brings Prices Up**  
CHICAGO, Sept. 9.—(A. P.)—Wheat prices averaged lower here yesterday for much of the day, but rallied sharply near the close and at one time the de-

**OUTBURSTS OF EVERETT TRUE**

MR. TRUE, I HEARD YOU WERE INTERESTED IN OUR PROPOSITION. SO I DROVE OUT HERE TO SEE YOU. NOW, YOUR COMPANY HAS VAST RESOURCES BEHIND IT, AND I'D LIKE TO GET AN ORDER FROM YOU.



SOME OF THE "VAST RESOURCES"



ALL RIGHT, HERE'S MY ORDER!—TAKE THAT HUNK OF JUNK AWAY FROM IN FRONT OF MY RESIDENCE!!!



ferred deliveries were higher than Wednesday's finish. September wheat showed more strength than December, making a gain for the day of 1/4¢ over last night's finish, while the December close was the same as Wednesday. Outside trade was not as large as Wednesday, but there was a good class of buying on the breaks, while on the

bulges there was considerable selling by commission houses. Strength at Minneapolis, where September advanced 2 1/2¢ and December 2¢ over Wednesday's close on buying of September by elevator interests and of December by mills, started many local professionals, who sold out yesterday, to reinitiating their lines and this helped make for the sharp advance.

Corn and oats were firmer with wheat. Buying was scattered with oats showing more strength than corn. The trade anticipated a rather bearish government report on corn. Corn closed 3-8 @ 7-5c over yesterday's finish, while oats closed 1 @ 7-5c over yesterday's finish, while oats closed 1 @ 1-4c higher than yesterday.

Lard broke sharply at the start in sympathy with cotton and on deliveries of 1,750,000 pounds of September contracts. Stop orders were caught on the way down.

**Sheep Higher, Cattle And Hogs Steady**

KANSAS CITY, Mo., Sept. 9.—(U. S. Bureau of Markets.)—Cattle—Receipts, 2000; beef steers, steady to strong; spots, 10c to 15c higher on medium grades; top, \$9.35; grassers, \$4.25 @ 4.75; all other classes generally steady; most cows, \$2.60 @ 4.50; grassy heifers, \$4.25 @ 5.50; canners, mostly \$2 @ 2.25; practical top on vealers, \$9.50; hardly any stockers and feeders on sale.

Hogs—Receipts, 2000; uneven, mostly steady; best lights and mediums to packers and shippers, \$8.50; choice 255-pound weights, \$8.30; 275 to 300 pound, \$8 @ 8.15; bulk of sales, \$7.40 @ 8.40; top, \$8.50; most throw-out sows, \$5.75 @ 6; fat pigs, 25c lower, few at \$8.50.

Sheep—Receipts, 2000; sheep generally 25c higher; western ewes, \$3.50; lambs 25 @ 50c higher; best Utahs, \$8.55.

Boxing matches between women are very popular in Berlin.

**OFFICE CAT**



BY JUNIUS

We've found a few more for the Round-Up Hat slacker list. They are Hugh Kirkpatrick, Blaine Burton, Fred Donert and Dr. Dave Hill.

Sam Thompson, who leaves tomorrow for La Grande to attend the golf tournament, confides that it isn't so much the chance to play on the neighboring course that attracts him as the fact that he thinks the tournament will offer a good opportunity to wear his new golf pants. Sam wore the knickers just once on the Pendleton links and afterwards heard the following conversation in the club house:  
"What did Sam make it in?"  
"I'm darned if I know what you'd call 'em."

The Stoneys Are Rolling in Prosperity and Climate.  
From the Rock County, Wis., Banner.  
Mrs. Jessie Jones returned to Clinton Sunday after an absence of a year and a half in California. She reports her son-in-law, Clayton Stoney, and family, prospering and pleased with the climate. Mr. Stoney weighs 200 pounds. Mrs. Stoney 175 and the children all heavy in proportion to their ages.

Yes, Yes!  
When we do finally give Mars the double o and lament what queer looking birds the inhabitants are, we shall be sustained by the thought that the disappointment is excruciatingly 50-50.

**Downey Market**

815 MAIN PHONE 600  
MILK FED

**Springers and Hens Quality Meats**

**There Is no Mystery in Adverrising**

When anyone discusses advertising with you, don't be mystified, misled or too gullible.  
Advertising is simply a selling force which can be used profitably or abused flagrantly.

The average advertising does not produce immediate tangible results. They come finally as the result of persistent, cumulative appeals.

The only type of advertising from which one may normally expect immediate tangible returns is the kind making specific appeals likely to stimulate immediate action, namely, 1, price; 2, novelty; 3, seasonal.

The business-like principle establishing advertising as an economical selling force is that it reaches people en masse—thousands, millions—and while admittedly the personal salesman is always the most effective method, advertising supplements that personal work by covering instantly miles of territory and countless calls which the individual obviously could not do.

Now, insofar as your immediate needs are concerned, the main thing to make sure of is to buy the kind of advertising that reaches the greatest number of possible customers in precisely the territory you do, or can serve.

The mediums that reach the greatest number of people in any given territory are the daily newspapers.

It is to your advantage, therefore, to demand of manufacturers' salesmen newspaper advertising. There is no reason why you should stock or push merchandise advertised in mediums reaching only a few people in your territory, because obviously such a limited appeal cannot bring you much business. As a matter of fact, what frequently happens in such instances is that the merchant, and not the advertising, moves the goods.

Understand that advertising is simply mass selling; that mass selling is but a development of individual selling; that no principle is applicable in mass selling that is not right in individual selling.

Therefore, and obviously, through newspapers, as through individual selling, the greatest number of possible customers are appealed to right where the goods are on sale.

**Insist Upon Newspaper Advertising**

**It Is Here!**

**New Buick 4**

We have a 5-passenger Buick 4 on our floor for your inspection. This car is not for sale—but orders accepted now for delivery soon.

**Oregon Motor Garage**

119-121 West Court St.  
Phone 468

**LESS THAN ONE CENT A DAY**

A Private Safe Deposit Box which guarantees absolute safety for your important documents, bonds, jewelry, silverware and keepsakes, costs you only \$3.00 a year—less than One Cent a Day. This protection may be worth thousands of dollars to you.

The custodian will be glad to show you the spacious safety deposit vault at any time during business hours.



**The American National Bank**  
Pendleton, Oregon.  
"Strongest Bank in Eastern Oregon"

THE J. C. PENNEY CO. Name Is Back of Every Pair of SHOES We Sell

**J.C. Penney Co.** A NATION-WIDE INSTITUTION - Incorporated  
312 DEPARTMENT STORES  
PENDLETON

THE J. C. PENNEY CO. Name on a Pair of SHOES Means Service and Satisfaction

**Cut Down Your Family Shoe Bills!**

**Our Shoe Department Will Save You Many Dollars**  
THINK of Your Opportunity to Buy Your Shoes in a SHOE DEPARTMENT that Will Sell This Year Approximately **NINE MILLION DOLLARS** Worth of Good Shoes!



THIS is just the advantage you enjoy when buying your Shoes in any one of our 312 Stores.  
SHOES for our entire 312 Stores are purchased by our own Shoe Buying Organization, just as if they were for one big department or store, then distributed to our 312 Stores in 26 States.  
YOU can realize the tremendous savings we make and what a big factor we are in the shoe markets.  
YOU can realize why we buy cheaper and therefore can sell cheaper than others.



Your Shoe Purchases in a Year Are a Big Item  
Let the J. C. PENNEY CO. STORES Help You Save Money!

**Your Children's School Shoes**

**BLACK KID SCHOOL SHOES, \$1.98**  
Good quality black vici kid, button style, comfortable round toe, good weight, solid leather soles, a good school shoe for girls. Sizes 11 1-2 to 2. Pair ..... \$1.98

**BOYS' ARMY SHOES, \$2.98**  
A sturdy shoe at a very low price, made to stand hard knocks. Heavy weight soft mahogany calf-skin, half bellows tongue, soft toe, solid leather soles, sewed and nailed. Sizes 2 1-2 to 5 1-2. Pair \$2.98

**BOYS' WELT ARMY SHOES \$3.25, \$3.79**  
The comfort and service of the men's army shoe is duplicated in this boys' number, soft mahogany calf-skin, welt soles, blucher style, soft toe. Sizes 11 1-2 to 2 ..... \$3.25  
2 1-2 to 5 1-2 ..... \$3.79

**BOYS' ENGLISH DRESS SHOES \$3.25, \$3.98**  
All desirable features are embodied in this popular dress shoe. Conservative English style Good-year welt soles, black gun metal or mahogany calf. Sizes 11 1-2 to 2 ..... \$3.25  
2 1-2 to 5 1-2 ..... \$3.98



**A BIG EXPENSE TO YOU**  
They wear out many a pair in a year. Particular care and attention is given to every pair of our Boys' and Girls' Shoes. We buy them to stand the knocks and we sell them knowing you will be pleased with the service.

See the display in our south window to get some idea of the wonderfully low prices—and exceptionally good shoes we are offering this fall.  
**WELT SOLED SCHOOL SHOES \$2.98 to \$3.89**

Made over a last with plenty of toe room. Only leathers of very best quality go into it. Good-year welt soles, lace or button styles, black gun metal, brown calf or gray elk.  
5 1-2 to 8, pair ..... \$2.98  
8 1-2 to 11 1-2, pair ..... \$3.49  
12 to 1, pair ..... \$3.89

**SCUFFER STYLE**  
Serviceable leathers have always been a feature of these good shoes. New fall prices make them more desirable than ever.  
High grade mahogany calf skin, lace or button.  
Sizes 5 1-2 to 8 ..... \$1.98  
Sizes 8 1-2 to 11 ..... \$2.25

**GIRLS' BROWN ELK SCHOOL SHOES, \$2.98**  
Standing hard knocks is a feature of this low priced school shoe for girls. A becoming shape, be comfortable and attractive; good weight leather soles, low heels, sizes 2 1-2 to 8, pair ..... \$2.98

**GIRLS' GUN METAL DRESS SHOES, \$3.49, \$3.98**  
One of the becoming new lasts, soft gun metal leather insures comfort and long wear. Welt soles, low heels.  
Sizes 11 1-2 to 2 ..... \$3.49  
Sizes 2 1-2 to 7 ..... \$3.98

**PLAY SHOES, EXCEPTIONAL VALUES, \$1.98**  
Shoes to stand the strain of restless little feet and still give comfort and room for natural growth. Sizes 5 1-2 to 2, pair ..... \$1.98

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD