

HERE'S A PAGE FULL OF SPRING ECONOMY

Right at the time when you need your spring needs the most, with the newest of all new 1917 merchandise which has produced the greatest styles and colors and materials yet.

175 J. C. PENNEY STORES NOW IN OPERATION

OUR VALUES NOW ARE GREATER THAN EVER—We insist on holding up our high J. C. Penney Co. s standard of merchandise—More value for your money at all times.—This spring your savings here are far more noticeable than before for we have added 50 new stores to our chain, making 175 Busy, Booming J. C. Penney Co. Stores doing business in 22 states,—that means greater buying power, greater values, bigger business,—that means more for your money.

COATS--SUITS



Ladies' Dress Coats, Sport Coats, Silk Coats

In many of the new colors, extreme styles and most convincing prices.

\$4.98, \$5.90, \$8.90, \$9.90, \$12.50, \$14.75, \$18.50

Children's Dress Coats

\$2.98, \$3.50, \$3.98, \$4.98, \$5.90

Misses' Dress Coats—Sizes 13, 14, 15, 16 years

\$5.90, \$6.90, \$7.90

Children's Rain Coats and Capes

\$1.98, \$2.98

Ladies' Serge, Jersey and Taffeta Silk Suits

\$9.90, \$12.50, \$14.75, \$18.50, \$24.75, \$26.50

SKIRTS

Nobby Dress Skirts—Blue

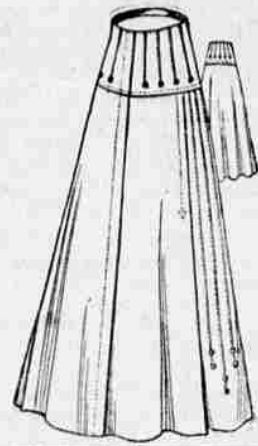
Serge, Plaids and Stripes.

\$2.98, \$3.98, \$4.98, \$5.90

\$6.90, \$7.90, \$8.90

Taffeta Silk Skirts

\$4.98, \$5.90



SHOES

Ladies' Novelty Spring Boots, all kids or cloth and kid

\$3.98, \$4.98, \$5.90, \$6.90

DRESSES

House Dresses 98c, \$1.19, \$1.49, \$1.98

Silk Dresses, Taffeta, Silk, Poplin, Crepe De Chene... \$5.90, \$9.90, \$12.50, \$14.75, \$18.50

Khaki Kool Design in Sport Dresses \$12.50, \$18.50

SUMMER DRESS GOODS

Cotton Crepes 15c, 18c, 25c

White and Novelty Flaxons 18c, 25c

Batistes, sport stripes 10c, 12 1-2c

Striped and Plain Color Merc. Poplin 25c

Cotton Pongees, all colors 25c

Usona Silk 25c, 39c, 49c

Galatea Cloth 18c

Silk Crepes, all colors, 36-in. 49c

Dress Ginghams, plaids and stripes 10c, 12 1-2c

Imperial Chambray 15c

WAISTS

Tub Silk Waists \$1.98, \$2.98, \$3.98

Pongee Silk Waists \$1.98

Georgette Silk \$4.98, \$5.90

Crepe De Chene Silk Waists \$2.98, \$3.98

Voile and Lawn Waists 98c, \$1.49, \$1.98

WOOLENS

Serges, in all the newest shades 49c, 63c, 98c, \$1.23, \$1.49

Silver Bloom Cloth, sport stripes, 36-in. 98c

Mohair Suiting, 36-in. 49c

Silk and Wool Poplins, 36-in. \$1.49

Crepe De Chene, all colors 98c, \$1.19, \$1.39, \$1.49

Changeable Taffeta Silk, 36-in. \$1.49

Chiffon Taffeta, all colors, 36-in. \$1.39, \$1.49

UNDERWEAR

Ladies' Muslin Gowns 49c, 69c, 98c

Combination Suits 69c, 98c, \$1.49

Muslin Skirts 49c, 98c, \$1.49

Corset Covers 25c, 49c

Princess Slips 98c, \$1.49

Envelope Combinations 69c, 98c, \$1.49

Gauze Vests 10c, 12 1-2c, 19c, 25c

Gauze Union Suits 29c, 49c

MEN OF LA GRANDE--

You, too, can save money by trading at this busy J. C. Penney Co. Store—Your needs are always of standard need yet of quality for wear. At this store you find the "greater value" for your money—which makes your salary double its duties—your dollar goes twice as far—and if satisfaction does not come to you in return we will gladly refund your money.—Dot it now—Turn the corner and save a dollar.—



Shoes

Men's Mule Outing Shoes \$1.69

Men's Elk Outing Shoes \$2.25

Men's Heavy Work Shoes \$2.98, \$3.50, \$3.98, \$4.50, \$4.98

Men's Dress Shoes \$2.98, \$3.50, \$3.98, \$4.50, \$4.98

Boys' Shoes \$1.39

Men's Crossett Shoes \$3.98, \$4.98, \$5.90, \$6.90

Boys' Shoes \$1.49, \$1.69, \$1.79, \$1.89, \$1.98, \$2.25, \$2.49, \$2.98

Girls' Shoes \$1.25, \$1.39, \$1.49, \$1.69, \$1.89, \$1.98, \$2.25, \$2.49

Misses' Shoes \$1.98, \$2.25, \$2.49, \$2.69, \$2.89, \$2.98

WORK SKIRTS

All Colors 49c

Polka Dots 75c

Wool Shirts \$1.49, \$1.98

Dress Shirts, Band 69c, 98c, \$1.49

Dress Shirts, soft collars 49c, 98c

UNDERWEAR

B. V. D. Unions 89c

Lisle Unions 69c, 89c, 98c

Mesh Unions 49c, 69c, 89c

Poros Knit 89c

Boys' Poros Knit 49c

Boys' Two-piece Mesh 25c

Boys' Mesh Unions 25c

Boys' Cotton Rib Unions 25c

Men's Two-piece 19c, 45c, 49c

Suits

Men's Blue Serges \$9.90, \$12.50, \$14.75, \$18.50

Men's Fancy Mixtures \$8.90, \$9.90, \$12.50, \$14.75, \$16.50, \$18.50, \$21.50

Boys' Long Pants Suits \$5.90, \$6.90, \$7.90, \$8.90, \$9.90

Boys' Knickerbocker Suits \$1.98, \$2.98, \$3.98, \$4.98, \$5.90

Juvenile Suits \$1.98, \$2.98, \$3.98

Boys' Rain Coats \$2.98

Men's Rain Coats \$3.98, \$4.98, \$5.90, \$6.90, \$8.90, \$9.90, \$12.50

Men's Spring Overcoats \$12.50, \$14.75, \$18.50



PANTS

Work Pants \$1.98, \$2.49, \$2.98

Dress Pants \$2.49, \$2.98, \$3.98, \$4.98

Khaki Pants \$1.19, \$1.49, \$1.69, \$1.98

Corduroy Pants \$2.49, \$2.98, \$3.98

OVERALLS

Light Weights 83c

Underhills 98c

Oshkosh 98c

Big 3 98c

Crown 98c

HATS -- CAPS

Work Hats 98c, \$1.49, \$1.98

Stockman's Hats \$1.49, \$1.98, \$2.49, \$2.98

Dress Hats \$1.98, \$2.49, \$2.98

Caps 25c, 49c, 89c, 98c, \$1.49

One Little Store
16 Years
Old

J. C. Penney Co.
Incorporated
175 BUSY STORES
Formerly The United Store

175 Big Busy
Stores
Today