



FIX the CHILDREN For SCHOOL

SCHOOL

STARTS SEPTEMBER 10TH

IN LA GRANDE, OREGON

SOME PARTS OF OUR LOCAL VALLEY HAVE ALREADY STARTED—BUT SEPT. 10TH IS JUST 19 DAYS AWAY—HAVE YOU GOT YOUR KIDDIES READY? IS YOUR SCHOOL SEWING STARTED? THIS J. C. PENNEY STORE ADD WILL GIVE YOU PRICES ON STANDARD GOODS OF MERIT AND QUALITY THAT WILL HELP YOU GET YOUR KIDDIES' SCHOOL AND WINTER CLOTHING AT PRICES YOU CAN AFFORD TO DRESS THEM WARM AND NEATLY IN.

THE J. C. PENNEY STORE IS YOUR STORE—IT IS THE STORE FOR MORE—THIS IS THE DAY OF ECONOMY AND YOU ECONOMISE WHEN BUYING AT THIS STORE WHERE YOU GET THE SAME GOODS—THE SAME COLORS—THE SAME GRADES—THE SAME STYLES FOR LESS MONEY.

Girls' School Dresses

In All Styles and Colors
Ginghams 69c, 98c, \$1.49
\$1.69, \$1.98, \$2.49, \$2.69

Woolens
\$1.98, \$2.49, \$2.98, \$3.98

Misses' Dresses

Middy styles in serges
\$6.90

\$7.90, \$8.90, \$9.90, \$12.50

Silk Dresses
\$9.90, \$12.50, \$14.75, \$18.50

Wash Middy Dresses
\$1.98, \$2.49, \$2.98, \$3.98

Woolen Dresses
\$5.90, \$6.90, \$7.90, \$8.90, \$9.90, \$12.50

School Middies

Wash Middies, plain sailor or novelty with smocking 98c, \$1.19, \$1.49, \$1.69, \$1.98

Woolen Middies
\$1.98, \$2.98, \$3.98, \$4.98

Sweaters

Boys', Girls', Children's
98c, \$1.49, \$1.98, \$2.98, \$3.98

Large sizes \$3.98, \$4.98, \$5.90, \$6.90

SHOES

For School, Dress or Outing

Children's Slippers 98c

Ladies' Slippers \$1.98

Girls' Slippers \$1.98

Girls' White Slippers 98c, \$1.39, \$1.69

Children's White Slippers 98c, \$1.25

Boys' Shoes \$1.49, \$1.69, \$1.79, \$1.89, \$1.98, \$2.25, \$2.49, \$2.79, \$2.98

Boys' Elk Shoes \$1.69, \$1.79, \$1.98

Boys' Muleskin Shoes \$1.39, \$1.49, \$1.59, \$1.79

Tennis Slippers 49c, 59c, 69c, 79c

Children's Shoes 69c, 98c, \$1.25, \$1.49, \$1.69, \$1.79, \$1.89, \$1.98, \$2.25, \$2.49

Misses' Shoes \$1.98, \$2.25, \$2.49, \$2.98, \$3.50, \$3.98

English Sport Shoes \$3.50, \$3.98, \$4.98

Ladies' Shoes \$2.49, \$2.98, \$3.98, \$4.98

Ladies' Fancy Shoes \$4.98, \$5.90, \$6.90, \$7.50

Suits - Coats

Fall 1917-18 Models
Newest Colors and Weaves

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

Coats \$8.90, \$9.90, \$12.50, \$14.75, \$18.50, \$24.75

Girls' Coats \$2.98, \$3.98, \$4.98, \$5.90, \$6.90

Boys' Underwear

Two-Piece 25c, 39c, 49c

Unions, Fleece 69c, 79c, 98c

Woolen Unions 98c, \$1.25

School Skirts

New Styles and Colors

Woolen Serges \$2.98, \$3.98, \$4.98, \$5.90

Novelty Serges \$3.98, \$4.98, \$5.90, \$6.90

Satin Skirts \$4.98, \$5.90, \$6.90, \$7.90

Sport Skirts \$1.98, \$2.98, \$3.98, \$4.98

Khaki Skirts 98c

\$1.49, \$1.98, \$2.98

Yard Goods

Scotch Plaids 49c, 59c, 98c

Black and White Checks 15c, 29c, 49c, 98c

Woolen Serges 63c, 98c, \$1.23, \$1.49, \$1.98

Woolen Gaberdines 98c, \$1.49, \$1.69, \$1.98

Batistes 63c

Woolen Poplins 69c, 98c, \$1.49

Woolen Coating \$1.98, \$2.49

Silk Messalines 89c, 98c, \$1.19

Silk Taffetas \$1.19, \$1.49, \$1.69

Silk Crepe De Chenes 98c, \$1.19, \$1.39, \$1.49

Silk Georgettes \$1.49

Silk Poplins \$1.49

Silk Novelties \$1.23, \$1.49, \$1.69

Lawns 8 1-3c, 10c, 12 1-2c, 15c, 18c

Ginghams 8 1-3c, 12 1-2c, 15c, 18c

Pereales 10c, 12 1-2c, 15c, 18c

Cheviotts 12 1-2c, 15c, 18c

Velvets 98c

Cotton Messalines 39c, 49c

SCHOOL HOSIERY

Black, Tan or White

Girls' 15c, 18c, 25c, 49c

Children's 15c, 19c, 23c

Boys' 15c, 19c, 25c

Infant's Woolen 29c

Ladies' Cotton 15c, 19c, 25c

Ladies' Silk Boot 25c, 49c, 69c

Ladies' Silk Hose 98c, \$1.19, \$1.29

Woolen Hose, all prices, be in later.

Underwear

Muslin Gowns 69c, 98c, \$1.19, \$1.49

Muslin Skirts 79c, 98c, \$1.49, \$1.98

Muslin Envelopes 69c, 98c, \$1.49

Muslin Corset Covers 25c, 49c

Muslin Princess Slips 98c, \$1.49, \$1.69, \$1.98

Vests 10c, 15c, 19c, 25c, 49c

Silk bodice Unions 98c

Knit Unions 29c, 39c, 49c

Children's Pantee Waists 15c, 19c

Black Bloomers 39c, 53c

White Bloomers 25c, 49c

Velvet Grip Supporters 15c

Fleece Lined Unions 49c, 98c, \$1.25

Fleece Lined Vests 49c

Girls' Fleece Unions 49c, 59c, 69c, 98c

Girls Woolen Unions 98c, \$1.19, \$1.25

Ladies' Lisle Unions 98c, \$1.25

Ladies' Silk-Wool Unions \$1.98, \$2.49, \$2.98

Children's Sleeping Garments 69c, 79c, 98c

Look Out Boys! Here We Come

We're headed for the J. C. Penney Store where you get the best what is for school wear.

BOYS' SUITS

Blue Serges, Norfolk \$4.98, \$5.90

Mixtures in Norfolk \$1.98, \$2.98, \$3.98, \$4.98, \$5.90, \$6.90

Trench Models \$3.98, \$4.98, \$5.90

BOYS' PANTS

Mixtures 49c, 69c, 98c, \$1.49

Blue Serges \$1.19, \$1.49, \$1.98

BOYS' MACKINAWs

All Colors, All Styles \$3.98, \$4.98, \$5.90

OVERCOATS

\$3.98, \$4.98, \$5.90, \$6.90, \$7.90, \$8.90

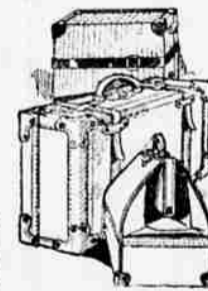
RAIN COATS

All Styles, All Sizes \$1.98, \$2.98, \$3.98, \$4.98, \$5.90

Those Going Away to School

We have a complete line of trunks, hand bags, suitcases, all styles, all sizes, all leathers.

TRUNKS	HAND BAGS	SUITCASES
\$5.90, \$6.90, \$7.90, \$8.90, \$9.90, \$10.50, \$11.50, \$12.50	\$2.98, \$3.98, \$4.98, \$5.90, \$6.90, \$7.90, \$8.90, \$9.90	98c, \$1.49, \$1.98, \$2.98, \$3.98, \$4.98, \$5.90, \$6.90, \$8.90



Young Men's Clothing

The newest of the new; the latest styles; the newest fabrics; every size too.

Plain Backs or Pinch Backs.
\$9.90, \$12.50, \$14.75, \$16.50, \$18.50, \$22.50

Rain Coats \$6.90, \$7.90, \$8.90, \$9.90, \$12.50, \$14.75, \$18.50

Mackinaws \$5.90, \$6.90, \$7.90, \$8.90

Overcoats \$9.90, \$12.50, \$14.75, \$16.50, \$18.50



J. C. Penney Co.
Incorporated
175 BUSY STORES

Formerly The United Store