

A NATION WIDE INSTITUTION

J. C. PENNEY CO.

And your store of this wonderful institution located in your city of La Grande is plum full of Winter Wearables—at **SAVING PRICES TO YOU AND YOUR PURSE**. Even in these shift (and shifting) war times, through our great corps of buyers and our continued buying power for 197 stores, we are able to produce for your service greater values—greater qualities and selections than at any time before.

WE ARE SAVING MONEY FOR HUNDREDS OF YOUR PEOPLE—ARE YOU ONE OF THEM? We ask your inspection—We know, through your own judgment of merchandise—and your good taste on styles and colors, you will be one of our customers, too.

Read These Prices Carefully---Compare Values---Then Watch Your Dollars Grow



MEN'S SUITS.

Why delay? Select your new Fall Suit NOW. We guarantee a fit and with the suit we positively guarantee you a saving of 25 to 33 per cent. DO Fancy Browns, Greys and Dark Novelties. Our price—
\$12.50, \$14.75, \$18.50, \$19.90, \$22.50, \$24.75 to \$34.50.
Men's Blue Serge Suits, our price—
\$19.90, \$22.50, \$24.75

We will be pleased to take your measure for your new Fall Suit—"A Fit, or No Sale."

MEN'S WORK CLOTHES.

Men's Denim Overalls, our price \$1.98
Men's Khaki Pants \$1.49, \$1.98, \$2.25, \$2.49
Men's Muleskin Gloves 49c, 69c, 98c
Men's Leather Face Gloves 25c, 29c
Men's Work Pants \$2.98, \$3.98, \$4.98
Men's Heavy Cotton Sweaters \$1.98, \$2.25
Men's Heavy Work Suspenders 25c, 49c
Men's Combination Work Union \$3.98
Men's Union Suits \$1.98, \$2.49, \$2.98, \$3.98
Men's Leather Gloves 98c, \$1.49, \$1.98, \$2.49
Men's Work Sox 12 1/2c, 19c
Men's Woolen Sox 59c, 79c, 89c
Men's Corduroy Pants, all colors \$3.98



Men's Shirts

All our "Sterling" Shirts are made from first quality

Madres. We carry a complete line of Band and Negligee Shirts.
Men's Dress Shirts 98c, \$1.25, \$1.49
Men's French Cuff Shirts \$1.25, \$1.49, \$1.98
Men's Silk Shirts \$1.98, \$2.98, \$3.98
Men's Soft Collar Shirts, our price 98c, \$1.25, \$1.49, \$1.98

Fine Quality Mackinaws

With wool as scarce as it is, we feel fortunate to be able to show Mackinaws of quality, at prices you can well afford to pay. Don't overlook the fact that we buy direct from the factory.

Men's Plain Colors and Plaids \$6.90, \$7.90, \$8.90, \$9.90
Men's Army Khaki Cloth, our price \$13.50
Boys' Mackinaws, 6 to 17 yrs. \$4.98, \$5.90



Everybody Buy Rubber Goods NOW

You have been repeatedly told to fill your "Bin" with fuel—a word to the wise is sufficient. NOW and Now Only is the opportune time to anticipate your Rubber Footwear—Don't wait and regret later—buy your family needs while our stocks are complete.

Men's Rubber's, our price 95c
Men's 4-buckle Overshoes, our price \$3.49
Men's Heavy Rubber Pacs, our price \$2.69, \$3.98
Men's Heavy Red Rubber Pacs, our price \$4.25
Ladies' Rubbers, all kinds 59c, 69c, 79c
Ladies' 1-buckle Overshoes, our price \$1.29
Ladies' 2-buckle Overshoes, our price \$1.49

Boy's Suits



Our values were never greater than today, in this busy boys' department. Suits, in mixtures of Grey, Tan and Blue, 6 to 17 years, our price \$3.98, \$4.98, \$5.90, \$6.90, \$7.90, \$8.90 to \$12.50. See the J. C. Penney Co. Boys' Blue Serge Suits, Our Price \$9.90

MEN'S FURNISHING GOODS.

Men's Linen Collars, all styles 15c
Men's Dress Suspenders 25c, 39c, 49c
Men's Garters 19c
Men's Dress Hats \$2.98, \$3.98, \$4.98
Men's Dress Caps 49c, 98c, \$1.49
Men's Handkerchiefs 10c, 15c, 25c
Men's Silk Dress Hose 69c, 98c
Men's Parasilk and Lisle Hose 25c, 35c, 49c
Men's Initial Belts 98c
Men's Cape Gloves \$1.98, \$2.49
Men's Silk Ties 49c, 69c, 98c
Men's Cashmere Dress Hose 59c
Men's Soft Collars, large assortment 15c

MEN'S FALL UNIONS.

Men's Eeru, Ribbed Unions \$1.98
Men's Fleece Lined Unions \$1.98
Men's Wool Mixed Unions \$1.98, \$2.49, \$2.98
Men's Com. Wool Unions \$4.98, \$5.90
Men's Separate Garments—
Eeru Ribbed Shirts or Drawers 98c
Eeru Fleece Shirts or Drawers 98c
Men's Wool Mixed Shirts or Drawers \$1.49, \$1.98
Men's Com. Wool Shirts and Drawers \$2.98, \$3.98
Boys' Unions, full fleeced Unions, 4 to 16; Eeru Ribbed Unions 69c, 79c, 98c

THE THRIFT STAMP CORNER.

You Save on Every Article.

Tubular Shoe Laces, all colors 10c
2-In-1 Shoe Polish, our price 8c
Men's Leather Insoles 10c
Men's Bachelor Buttons 8c
Laundry Soap that floats 5c
Palm Olive Soap 10c
Palm Olive Vanishing Cream 49c
Colgate's Tooth Paste 8c
Colgate's Tooth Paste, large 19c
Colgate's Talcum Powder 12c
Mennen's Talcum Powder 12c
Men's Heavy Canvas Gloves, 2 pair 25c
Men's Belts 25c
Coats' Thread 5c
Needles, Needles, Needles 8c
Crochet Thread 8c, 10c

DO YOU WORK?

If you do, you spend THREE TIMES as much for WORK CLOTHES as you do for dress, at the prices the one-store merchant asks. It is a big item in your living expense. You owe it to yourself and your country to investigate our prices before you even buy a pair of laces or canvas gloves.

DON'T BE FOOLISH.

Go to the store where you can secure the best merchandise for the least outlay of money—We Do, and Others—See our crowds—Every day is a busy day at a Penney Store.



BOYS' NOTIONS.

Boys' Blouses 49c, 59c, 69c
Boys' Shirts 49c, 59c, 69c, 98c
Boys' Suspenders 15c, 19c, 25c
Boys' Caps 25c, 49c
Boys' Hats \$1.49
Boys' Ties 25c, 49c
Boys' Sox 15c
Boys' Pants 89c, 98c, \$1.49
Boys' Blue Serge Pants \$1.19, \$1.49, \$1.98
Boys' Shoes \$1.89, \$1.98, \$2.49
Boys' Hose 25c, 32c
Boys' Garters 19c, 25c
Boys' Tennis Shoes 59c, 69c
Boys' Rubbers 79c
Boys' Corduroy Pants 98c
Boys' Gloves 25c, 49c, 69c
Boys' Mittens 25c, 39c, 49c, 69c
Boys' Sweaters 98c, \$1.49, \$1.98
Boys' Jerseys \$1.49, \$2.49

Men's Wire Sewed Mittens, 98c	Cuticura Soap 19c	Tablets, big ones 5c	Snap Fasteners 8c	White Laces, 72 in. 10c	Lead Pencils, 2c, 3c, 5c	Rubens Shirts our price 25c	Ferris Waists 69c
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+ WE ARE AGENTS FOR
+ McCALL'S PATTERNS.
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J. C. Penney Co.
Incorporated
197 BUSY STORES
FORMERLY THE UNITED STORE.

+ MAIL US YOUR MAIL ORDERS,
+ PROMPT ATTENTION.
+ *****