

This Store uses no Comparative Prices; They're Misleading and Often Untrue

# Merry Christmas

Do not hesitate to say it this year—father see to it that you say it oftener with deeper meaning than ever before. For it expresses more than a wish. It is a reavowal of our faith in that splendid, tender dream that came to the earth in a manger in Bethlehem.

Merry Christmas! In spite of the fact that Germany has forgotten her pledges to the Christ-child that once she cherished so sweetly.

Merry Christmas! In our quiet homes where empty chairs enrich the wish with golden memories.

Merry Christmas! In our quiet valley city, in our mountains and on our ranches and our fertile Grande Ronde farms.

And Merry Christmas! To our boys on foreign soil—Go bless them—with all its implication of love hallowed by the Child born of tender Mary we bid with eyes heavenward.

Merry Christmas! To our noble president of our land who bade but yesterday "Good-by" to our fair shores to answer the call of justice and human love.

## Not Lightly Do We Value

the name and prestige which rightfully come to us by reason of five years of continuous merchandising in La Grande—we came here as strangers—we were welcomed in your midst—from our opening day we have steadfastly endeavored to live up to the principle laid down by our worthy esteemed found in his first store 17 years ago in Kennerly, Wyoming: "Do unto others as you wish to be done by" was the cornerstone of every store in our wonderful chain, and we are positive in the declaration that the scriptural motto selected by our founder and its daily living up has made us friends by the thousands throughout the 25 different states we operate in. **WE ARE APPRECIATIVE**—friends are gained by sincerity and steadfastness of purpose, by cheerfulness, by patience, and by genuine desire and an unflinching determination to serve satisfactorily regardless of cost. We are thoroughly appreciative of our friends and of what is expected of us if we are to hold our friends and make new ones. To those not acquainted with us and our methods—we respectfully ask them to call and get acquainted. Our store is fast filling up with Holiday goods—your time is getting short to do your Christmas shopping—call early—don't wait. All goods marked in plain figures—one price to all.

## Our Enormous Purchasing Power Enables Us to Undersell All Competition

FIRST QUALITY MERCHANDISE LOWEST CASH PRICE. MAKE OUR STORE YOUR HOLIDAY HEADQUARTERS. WE ASSURE YOU COURTEOUS TREATMENT, PROMPT AND EFFICIENT SERVICE.



HANDKERCHIEFS



**TO THE GIRLS**  
Call at our store, select your presents for mother, father, brother and sister. We will aid you in every way.

**A CHRISTMAS JOY**  
for mother or sister, a beautiful crepe waist. A large and varied assortment new colors, best of workmanship. Extra values. Our price—  
\$3.98, \$4.98, 5.90, 6.90  
\$7.90, \$8.90, \$9.90

Beautiful Handkerchiefs to select from, in pretty Xmas boxes  
15c, 25c, 35c, 49c, 98c



### A GIFT FOR HER

Select mother or sister, sweetheart or wife one of our novelty skirts. You can't go wrong. Large assortment—  
\$3.98, \$4.98, \$5.90,  
\$6.90 to \$14.75



### MEN'S XMAS TIES

Hundreds to choose from, all beauties. See these wonderful values. Our price 25c,  
45c, 69c, 98c, \$1.25

**TO THE BOYS**  
Remember, our store is your family store. Mother knows and dad nods. It was the "surprise" store of your home town.



**BOYS XMAS HATS AND CAPS** Boys' Hats—  
98c, \$1.49, \$2.49

You have snappy Boys' Caps—styles, best of materials, to choose from—  
25c, 49c, 98c

### FATHER'S SHIRT

A Christmas morning surprise. Give it to dad. Fine quality madras, beautiful patterns—  
98c, \$1.25, \$1.49, \$1.98  
Silk Shirts—  
\$2.98, \$3.98, \$4.98



## A Store Full of Christmas Cheer

A store of hundreds of gifts to choose from. On every article we guarantee to save you at least 25 per cent. Save this difference—buy Thrift and War Savings stamps.

- Men's Christmas Bath Robes \$2.98, \$3.98, \$4.98 to \$9.90
- Men's Christmas Hosiery 15c, 25c, 49c, 69c, 98c
- Men's Christmas Suits, big vals \$14.75, \$16.50, \$18.50 to \$24.50
- Men's Christmas Hats—buy a "Marathon" \$2.98, \$3.98, \$4.98
- Men's Christmas Dress Shoes \$3.50, \$3.98, \$4.50, \$4.98, \$5.90
- Men's Christmas Overcoats, all colors \$12.50, \$14.75, \$16.50, \$18.50, \$19.75 to \$32.50
- Men's Christmas Garters, single and double 25c to 49c
- Men's Christmas Scarfs, something new 98c to \$1.98
- Men's Christmas Winter Unions \$1.98, 2.49, 2.98, 3.98, 4.98, 5.90
- Men's Christmas Jersey, plain and colors \$1.49, \$1.98, \$2.49
- Men's Christmas Sweaters, gray, red, blue 2.49, 2.98, 3.98, 4.98, 5.90
- Men's Christmas Caps, cloth and fur 98c, \$1.49, \$1.98, \$2.98, \$3.98
- Men's Christmas Dress Trousers \$3.98, \$4.98, \$5.90, \$6.90, \$7.90
- Men's Christmas Wool Shirts \$2.98, \$3.49, \$3.98, \$4.98
- Men's Christmas Lined and Unlined Gloves 98c, \$1.49, \$1.98, \$2.98 to \$3.98
- Men's Christmas Initial Belts, snappy, our price 98c
- Men's Christmas Wool Hose 69c, 79c, 89c, 98c

- Ladies' Christmas Kimonos \$1.98, \$2.49, \$2.98, \$3.98, \$4.98, \$5.90
- Ladies' Christmas Bath Robes \$2.49, \$2.98, \$3.49, 3.98, 4.98 to 9.90
- Ladies' Christmas Coats, wonderful values, cloth \$14.75, \$16.50, \$19.50 to \$45.00
- Ladies' Christmas Plush Coats \$20.50, \$23.50, \$29.50, 33.50 to 42.50
- Ladies' Christmas Suits, latest in model and material \$14.75, \$16.50, \$18.50 to \$45.00
- Ladies' Christmas Novelty Suits \$12.50, \$14.75, \$16.50, \$22.50, \$24.50, \$27.50, \$42.50
- Ladies' Christmas Dresses, velvets, Jerseys, Serges, etc., \$7.90, \$9.90, \$9.90, \$12.50, \$14.75 to \$45.00
- Ladies' Christmas Furs, Stoles \$5.90, \$6.90, \$7.90, \$8.90
- Ladies' Christmas Mitts \$4.98, \$5.90, \$6.90 to \$14.75
- Ladies' Christmas Matched Sets \$12.50, 16.50, 19.50, 24.75, 26.50
- Ladies' Christmas Novelty Shoes \$4.98, \$5.90, \$6.90, 7.90, 8.90, 9.90
- Ladies' Christmas Camisoles, fancy Christmas boxes 98c, \$1.49, \$1.98, \$2.98, \$3.98
- Ladies' Silk Hose, all colors \$1.19, \$1.39, \$1.49, \$1.98
- Ladies' Christmas fancy One-piece Pajama Gown \$2.98, \$3.98
- Ladies' Christmas Silk Petticoats \$2.98, \$3.98, \$4.98, \$5.90, \$6.90
- Ladies' Christmas Silk and Wool Unions \$2.49, \$2.98, \$3.98, \$4.98
- Ladies' Christmas Sweaters, plain and belted \$2.9, 3.98, 4.98, 5.90

The above are just a few of our many wonderful Christmas values—remember, new goods are daily arriving. Again we say, don't wait—shop early and liberally.

THE STORE WITH  
THE XMAS SPIRIT

**J. C. Penney Co.**  
Incorporated  
191 BUSY STORES

THE STORE WITH  
THE XMAS SPIRIT

## WHOLE STATE IS INTERESTED

(Continued from Page 1.)

broadened or contracted as circumstances may warrant in the judgment of the Board of Directors. There are many more subjects which properly should be considered by the State Chamber.

That thorough cooperation between the communities will accomplish a greater good than the independent action of commercial bodies and sectional organizations is indicated in expressions from many persons representing every section of Oregon.

It is expected that a large number of delegates from the Willamette Valley, eastern and central Oregon, and some of the coast counties will attend the convention which meets in Portland December 12th, 13th and 14th. The dates for the convention coincide with the dates for the Fat Stock Show which is to be held in Portland December 9 to 14, thus giving those who attend the convention an opportunity to visit the stock show which is to be held under the auspices of the Portland Union Stock Yards.

Indicating the interest in the organization of the Oregon Chamber of Commerce, comments from a few of the letters received are given hereafter:

J. L. Stuart, secretary of the Dayton Commercial Club, states that the Board of Directors of that organization are favorable to the formation of a state chamber of commerce.

W. W. Smead, secretary of the Hopewell Commercial Club writes that while all matters of vital interest to the state should be considered at the convention, that in the opinion of his board of directors, the disposition and development of the logged-off lands of irrigation projects are paramount. Mr. Smead further states that the completion of the John Day irrigation project will mean the conversion of 122,000 acres of waste land to a state of production.

The Astoria chamber of commerce will be represented at the convention by C. I. Barr, its secretary, and several of the leading business men of that city.

Edward G. Harris, secretary of the Grants Pass commercial club writes that at a recent meeting of the board of directors of the club they went on record as heartily favoring the formation of a statewide organization.

Fred E. Fleet, secretary of the chamber of commerce of Klamath Falls, states that while their club has been more or less inactive in recent months, that he favors the organization of the state chamber, as one which can accomplish a great good for the state at large.

F. C. Graham of Cove Orchard wishes his section to be represented and will appear as a delegate, as he considers that such an organization will not only benefit his community but that the state at large will profit immensely through its cooperation.

First number Y. M. C. A. High School Lyceum course, Tuesday, Dec. 10th. It will be held. Don't miss it. 12-5-41 pd.

**LOST STRAYED OR STOLEN**  
3 head of white cattle. Old cows branded N. Young cattle branded N. K. on left ribs. Reward for their return or information leading to their recovery. 12-3-18 N. K. WEST.

Your kodak pictures and films and the developing of films and printing are always receiving attention at

**Silverthorn's**  
FAMILY DRUG STORE  
LA GRANDE, OREGON.  
412-4-47

One of a Series of Informative Articles on Dental Hygiene—No. 1

### Did Caesar Have His Dentist?

DENTAL Hygiene is the science of taking proper care of the mouth and teeth to promote good health.

Refrains of ancient times show that the Egyptians, Babylonians, Greeks, Romans, all had a system of dentistry, however crude it may have been.

In 1800 the first College of Dentistry was established in the United States, at Baltimore. Dentistry has since then, and today is recognized as second to none in its advancement to good health and human welfare.

You would know more about your teeth, their care, and their relation to your general health. Prevention of decay of the teeth and gums is the modern watchword of dental science. It is a great deal better to prevent dental troubles than have them to cure.

The mouth is the gateway of the body. On good teeth depend digestion, assimilation, nutrition, energy, health and happiness. Yet so many people are so careless of their responsibility for the injury likely to result if their children's teeth do not receive proper attention and care.

Published by the Board of Dental Examiners State of Oregon