

J. C. PENNEY CO.

SHOES

Are Always the Newest in
Style.

J. C. PENNEY CO.—A NATION-WIDE INSTITUTION

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FOR EASTER

Says the Easter Rabbit—Is the time
to initiate your Spring Footwear too

J. C. PENNEY CO.

SHOES

Are Always the Lowest in
Price.

BUYING SHOES FOR 197 BUSY STORES THAT ARE IN
197 BUSY CITIES AND DIRECT FROM FACTORY TO YOU
—WITHOUT A SINGLE MIDDLEMAN—MAKE IT POSSI-
BLE FOR US TO SELL YOU HIGH GRADE SHOES AT THE
VERY LOWEST PRICES.

Mail Us Your Shoe Orders

UNCLE SAM WILL CARRY THEM TO YOU.



IN CONTRACTING FOR OUR FOOTWEAR AS WE DO FOR
THESE 197 STORES, WE PLACED HEAVY ORDERS EAR-
LY IN 1919 TO COVER OUR 1919 WANTS, WHICH AL-
LOWED HEAVY SAVINGS ON HIGH GRADE LEATHERS,
HENCE WE GIVE YOU BETTER SHOES FOR THE SAME
MONEY. YOU SAVE—SHOES BOUGHT RIGHT CAN BE
SOLD RIGHT. WE CARRY THE BEST MAKES ONLY. WE
GIVE YOU BOTH PRICE AND QUALITY AS WELL AS
STYLE. OUR SHOES GIVE YOU SERVICE, COMFORT AND
DRESS.

LADIES' DRESS SHOES



We have the largest variety of
novelty shoes in La Grande.
See our new spring line, posi-
tive satisfaction with every
pair.

Ladies' French Kid, gray and
brown \$6.90, \$7.90, \$8.90, \$9.90
Ladies' two tone shoes
\$5.90, \$6.90, \$7.90
Ladies' Brown and Gray Cloth
top \$4.98 to \$7.90
Ladies' Soap Kid, black Shoes
..... \$5.90, \$6.90, \$8.90
Ladies' Vici Kid
\$3.98, \$4.98, \$5.90, \$6.90

Ladies' White
Shoes

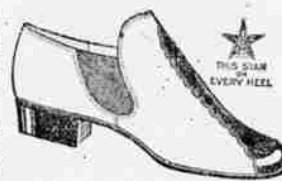
Bought early and selected for the spring-
Easter season—every pair a beauty. Mili-
tary and Louis heels, washable kid, Nu-buck
and high grade canvas.

Our price—

\$2.98, \$3.98, \$4.98, \$5.90, \$7.90, \$8.90, \$9.90

Ladies' Comforts

Something to please the tender
foot at its tender time. Comfort
soles, wide last, easy toes and
comfy styles.



Comfort Shoes \$2.49, \$2.98, \$3.98

Comfort Slippers \$1.98

Comfort Shoes \$2.49, \$2.98, \$3.98

Comfort Slippers \$1.98

Juliets \$1.98, \$2.49

Tennis Slippers

Made by America's largest manufac-
turer. White or black.

Boys' 79c
Men's 93c
Ladies' 83c
Misses' 69c
Youths' 79c
Childs' 59c

Infants' Shoes

A complete line, black and colored,
cloth top and patent.
Our prices 25c, 49c, 59c, 69c



CHILDREN'S SHOES

HARD SOLE

Button or lace, pat-
ent or kid. All com-
binations—
69c, 98c, \$1.49,
\$1.69, \$1.98

SANDALS

We would
suggest to
you to buy
early as our
stock is now
complete.
Tan or black.



Children's \$1.23, \$1.39, \$1.49
Misses' \$1.49, \$1.89, \$1.98
Boys' \$1.23, \$1.39, \$1.49, \$1.89, \$1.98
Ladies' \$1.89, \$1.98

Children's White
Slippers

Every child can wear White Slippers
for Easter at the price we ask. Don't
delay—buy early. We buy them for
197 stores. Our prices—

\$1.49, \$1.89, \$1.98, \$2.49, \$2.69, \$2.98,
\$3.50, \$3.98

MEN'S SHOES

We enjoy an enormous men's footwear business.
There's a reason—Price and Quality. They are all
leather—made from the best—and styles up to the
day.

Men's Dress Shoes \$3.50, \$3.98, \$4.98, \$5.90
Men's English tan or black \$2.98, \$3.98, \$4.98
Men's Congress Shoes \$2.98, \$3.98
Men's Work Shoes \$2.98, \$3.50, \$3.98, \$4.98
Men's Heavy Work Shoes \$4.98, \$5.90
Men's Chippewa Shoes \$5.90, \$6.90, \$7.90, \$8.90



Boys' Shoes



Full line of Boys' Wear
and made for comfort on
nature's last.

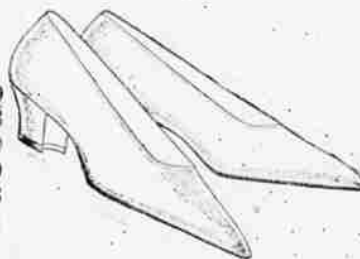
Black or tan, button or blucher \$1.98, \$2.49, \$2.98, \$3.49, \$3.98, \$4.50
English toes, tan or black \$2.98, \$3.49, \$3.98, \$4.98
Boys' Outing Shoes in Elk \$1.98, \$2.49, \$2.98
Boys' Heavy School Shoes \$1.98, \$2.49, \$2.98, \$3.49, \$3.98

Ladies' Easter Slippers

Showing the newest of the new in spring slip-
pers—dainty styles, all colors, all sizes and all
widths. Military and Louis heels. A slipper for
every lady and a price for every purse.



White Kid Slippers \$3.98, \$4.98, \$5.90, \$6.90, \$7.90
White Canvas Slippers \$1.98, \$3.49, \$3.98, \$4.98
Pumps 2.98, \$3.50, \$3.98, \$4.98, \$5.90
Oxfords \$2.98, \$3.50, \$3.98, \$4.98, \$5.90
Mary Janes \$1.98, \$2.98, \$3.98, \$4.98
We will have a stock of grays as soon as government
releases factories on color.



GIRLS' SHOES

Button or lace, vici kid, patents or gun
metal shoes. Our prices—
\$1.49, \$1.98, \$2.49, \$2.69, \$2.89, \$2.98,
\$3.25, \$3.49, \$3.69, \$3.98

Growing Girls' our prices—

\$2.98, \$3.49, \$3.98, \$4.98

Girls' Brown Kid. Our prices—

\$3.98, \$4.50, \$4.98, \$5.90

Girls' English. Our prices—

\$3.98, \$4.98, \$5.90, \$6.50

Misses' English and Military Heels—

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

Girls' Slippers

We have the proper heel—yes
the proper slipper for the proper
girl and—at a proper price, too.

Mary Jane or ankle straps, brown
white or black in vici, patent or gun
metals. Our price—

\$1.98, \$2.49, \$2.69, \$2.89, \$2.98, \$3.50

J. C. PENNEY CO.

SHOES

Always Fit. Feel. Toss.

MEN'S RIDING BOOTS

Black or tan. Our prices—
\$8.90, \$9.90, \$12.50, \$14.75, \$16.50

J. C. Penney Co.
Incorporated
197 BUSY STORES

ALL NEW 1919 EASTER
SHOE STYLES

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Always have the most "kick"

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