



J. C. Penney Co.

Incorporated
197 BUSY STORES



ISSUES THIS SPRING ANNOUNCEMENT OF OUR NEW MERCHANDISE FOR SPRING AND EASTER WEAR. RE-
MEMBER, THIS IS YOUR STORE AND "THE STORE FOR MORE." THE STORE THAT CREATED THE "CASH AND
CARRY" IDEA FOR LA GRANDE. WE ARE STILL IN POWER AS TO MAKING IT POSSIBLE FOR YOU TO SAVE ON
YOUR NEEDS EVERY DAY—WE WILL ALWAYS BE THE CREATOR OF THE LOW PRICES ON HIGH GRADE MER-
CHANDISE.

197 Reasons Why

WE CAN "TALK TURKEY" TO YOU ON STYLE, PRICE AND QUALITY—AND HIT OUR FIST ON THE COUNTER AT THE SAME TIME. BETTER LOOK US UP
AND SAVE MONEY, TOO. (YOUR NEIGHBORS DO—WHY NOT YOU?)

LA GRANDE, ORE.
Albany, Oregon
Astoria, Oregon
Athena, Oregon
Baker City, Oregon
Bend, Oregon
Corvallis, Oregon
Dallas, Oregon
Eugene, Oregon
Enterprise, Oregon
Hood River, Oregon
Lakeview, Oregon
Marshfield, Oregon
Milton, Oregon
Oregon City, Oregon
Pendleton, Oregon
Roseburg, Oregon
Salem, Oregon
The Dalles, Oregon
Douglas, Arizona
Flagstaff, Arizona

Jerome, Arizona
Mesa, Arizona
Miami, Arizona
Prescott, Arizona
Winslow, Arizona
Bakersfield, California
Chico, California
Marysville, California
Modesto, California
Napa, California
Needles, California
Porterville, California
Santa Rosa, California
San Bernardino, Calif.
Aguilar, Colorado
Alamosa, Colorado
Canyon City, Colorado
Colorado Springs, Colo.
Durango, Colorado
Sandpoint, Idaho
Fort Morgan, Colorado
Grand Junction, Colo.

Las Animas, Colorado
Loveland, Colorado
Longmont, Colorado
Sterling, Colorado
Trinidad, Colorado
Coeur d'Alene, Idaho
Downey, Idaho
Grace, Idaho
Hailey, Idaho
Jerome, Idaho
Kellogg, Idaho
Lewiston, Idaho
Malad, Idaho
Mackay, Idaho
Moscow, Idaho
Preston, Idaho
Rexburg, Idaho
Rigby, Idaho
Sandpoint, Idaho
Shoshone, Idaho
Shelley, Idaho

St. Anthony, Idaho
Wallace, Idaho
Burlington, Iowa
Creston, Iowa
Fort Madison, Iowa
Oelwein, Iowa
Ottumwa, Iowa
Marshalltown, Iowa
Shenandoah, Iowa
LaSalle, Illinois
Moline, Illinois
Arkansas City, Kansas
Atchison, Kansas
Newton, Kansas
Pittsburg, Kansas
Salina, Kansas
Anaconda, Montana
Great Falls, Montana
Kalispell, Montana
Missoula, Montana
Alma, Michigan

Calumet, Michigan
Escanaba, Michigan
Ironwood, Michigan
Ishpeming, Michigan
Lapeer, Michigan
Owosso, Michigan
Port Huron, Michigan
Moberly, Missouri
Webster City, Missouri
Bemidji, Minnesota
Crookston, Minnesota
Fargo Falls, Minnesota
Hibbing, Minnesota
Little Falls, Minnesota
Mankato, Minnesota
Red Wing, Minnesota
St. Cloud, Minnesota
Virginia, Minnesota
Albuquerque, N. M.
East Las Vegas, N. M.
Gallup, New Mexico

Roswell, New Mexico
Raton, New Mexico
Beatrice, Nebraska
Davis City, Nebraska
Falls City, Nebraska
Grand Island, Nebraska
Hastings, Nebraska
McCook, Nebraska
North Platte, Nebraska
Ord, Nebraska
Carrington, N. Dakota
Deviils Lake, N. Dakota
Dickinson, N. Dakota
Fargo, N. Dakota
Grand Forks, N. Dak.
Minot, N. Dakota
Valley City, N. Dakota
Wapeton, N. Dakota
Williston, N. Dakota
Huron, S. Dakota
Redfield, S. Dakota

Mitchell, S. Dakota
Ardmore, Oklahoma
Blackwell, Oklahoma
Enid, Oklahoma
Muskogee, Oklahoma
Okmulgee, Oklahoma
Fostoria, Ohio
Franklin, Penn.
Lima, Ohio
Mansfield, Ohio
Bradford, Penn.
Oil City, Penn.
Pittston, Penn.
Abilene, Texas
Dalhart, Texas
Paris, Texas
Temple, Texas
Wichita Falls, Texas
American Fork, Utah
Bingham Canyon, Utah
Bountiful, Utah

Eureka, Utah
Gunnison, Utah
Heber City, Utah
Hepfer, Utah
Mogon, Utah
Marysville, Utah
Midvale, Utah
Mt. Pleasant, Utah
Murray, Utah
Nephi, Utah
Price, Utah
Provo, Utah
Richmond, Utah
Salt Lake City, Utah
Spanish Fork, Utah
Springville, Utah
Tooele, Utah
Centralia, Washington
Chehalis, Washington
Colfax, Washington

Colville, Washington
Dayton, Washington
Everett, Washington
Hillyard, Washington
Leavenworth, Wash.
Montesano, Wash.
Olympia, Washington
Pomeroy, Washington
Pullman, Washington
Ritzville, Washington
Sedro Wooley, Wash.
Tekoa, Washington
Walla Walla, Wash.
Wenatchee, Wash.
Chippewa Falls, Wis.
Rice Lake, Wisconsin
Wausau, Wisconsin
Cokeville, Wyoming
Kemmerer, Wyoming
Larimer, Wyoming
Rawlins, Wyoming

Easter Togs

Means the dress-up occasion for spring and summer. Our stocks are complete with the
newest creations and are now ready for your approval. Ladies, look them over.

Spring Suits

Serges, poplins, velours, silvertone and tricotine weaves with all the new shades and
sowing "Vestee effects." Our prices—

\$12.50, \$14.75, \$18.50, \$19.50, \$22.50, \$28.50, \$32.50, \$34.75, \$38.50

Spring Dresses

Plain and fancy designs. New ideas, new shades, in taffetas, georgettes, crepe de
chines and tricolette weaves. Our prices—

\$9.90, \$12.50, \$14.75, \$18.50, \$19.50, \$24.75, \$28.50, \$32.50, \$34.75

Party Dresses

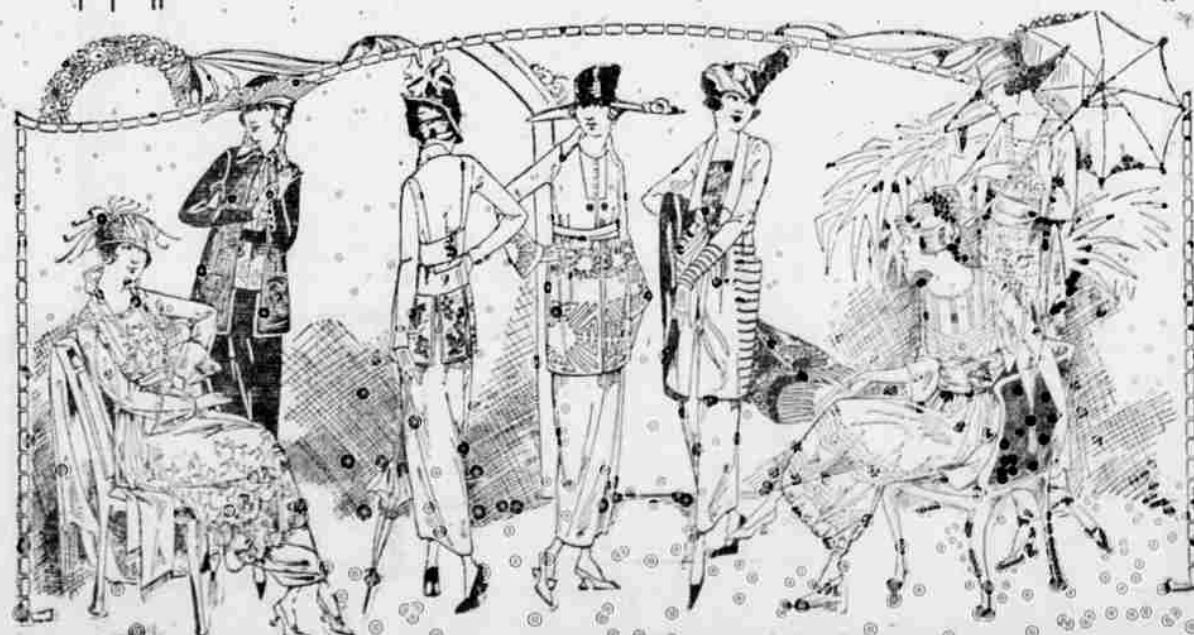
For your next dance or your next party—extraordinary values in beautiful colors and
charming models. Our prices—

\$9.90, \$12.50, \$14.75, \$18.50, \$24.75, \$28.50, \$32.50

Girls' Coats

All ages—all styles—all colors—

\$4.98, \$5.90, \$6.90, \$8.90, \$9.90, \$12.50



Hats



Dressy street hats—dressy sport
hats and dressy girlish hats. Some-
thing they all talk about.

Ladies' \$2.98, \$3.98, \$4.98, 5.90, 6.90
Misses' \$1.98, \$2.98, \$3.40, 3.98, 4.98
Children's 98c, \$1.49, \$1.69, \$1.89,
\$1.98, \$2.49, \$2.98

Waists

Newest designs and colors.
Creme de Chine... \$2.98,
\$3.98, \$4.98, \$5.90
Georgettes... \$4.98, \$5.90,
\$6.90, \$8.50, \$9.90
Tub Silks \$1.98, \$2.98, 3.98
White Voiles \$1.25, \$1.49,
\$1.98, \$2.49, \$2.98



Skirts

Ladies, these are
the newest ideas
in styles and col-
ors for 1919—
spring. That's
why everybody
talks about them.

Wool..... \$3.98, \$4.98, \$5.90, \$6.90, \$8.90, \$9.90
Fancy Silk..... \$4.98, \$5.90, \$6.90, \$8.90, \$9.90, \$14.75
Fan-ta-si Silk..... \$14.75, \$16.50, \$18.50
Morie Crepe..... \$12.50, \$14.75
Poirette Satin..... \$12.50, \$14.75

Kimonas

Plain, Empire and Jap ef-
fects. Silk and sepe-
tine weaves. All colors.
\$1.49, \$1.98, \$2.98, \$3.98,
\$4.98, \$5.90, \$6.90, \$8.90

Spring Coats

New Coats every day this year, Ladies. We have arranged
it so this season that every day we have new models to show,
new colors to greet you and priced to please you. This saves
you from one-fourth to one-third on your Easter outfit. Get
your selection early.

DOLMAN'S CAPES—tailored or novelty effects, weaves
as serges, veloury poplins, tricotines, silks, poplins, silver-
tones and bolivia.

\$12.50, \$14.75, \$18.50, \$19.50, \$24.75, \$26.50, 29.50, 32.50, 34.75

