Mail Orders Promptly Filled By Return Mail

School Suits Now!

We have made unusual efforts to please mothers on Value and the boys on Style in the new School Suits for Fall.

The styles reflect the boys' own ideas; they fit into the spirit of active boyhood; the fabrics are worthwhile for long, hard wear.

Every suit a good example of our Nation-Wide Values. Low priced at—

$5.90 TO $10.90

SCHOOL HOSIERY

Boys' Hosiery

A fine ribbed cotton hose in black and cordovan, at this low price—

25c

A big value for boys! A heavy ribbed cotton hose, double leg. A hose for real service, at a low price—

39c

Boys' Rockford Sox

A good quality Rockford Sox, heavy knit in brown and white and blue and white mixture. Low priced—

15c

Girls' Hosiery

A splendid cotton hose in black, cordovan, grey and nude—clown plain and dew by rib—

25c

A large assortment of girls' three-quarter length hose in plain and mixed colors. Priced from—

29c to 45c

Fiber Silk Hose

A fine quality fiber silk hose with cotton ribbed garter top. Shown in many colors, at only—

59c

Boys' "True Blue" Blouses

Great for School Wear

The boys like the variety of patterns and colors. Mothers like them because they wear long and are big values. Low priced too, at—

79c

Of strong, fast-color percales, twills and chambrays.

Mass buying for our several hundred stores makes possible large savings in costs, enabling us to sell at the above low price.

True Blue Shirts—Same dependable materials as the Blouses, at the same low price.

School Caps

For the Boy

Fresh new novelty patterns and fabrics, wool cassimeres; twill lined. Caps for service and good looks. Exceptional values at—

69c to $1.49

Boys' Sweaters

Big Values

All-wool sweaters, coat and slip-over styles, in plain and mixed colors. Some are made with four pockets and others with rolled collars—

$2.49 to $4.50

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

A NATION-WIDE INSTITUTION—

J.C.Penney Co. INC. DEPARTMENT STORES

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

108 Depot St., La Grande, Oregon

Get Ready for School

Everything to Wear for Boys and Girls

Styles to Please Them—Values to Suit Mother

Boys' Arm Bands
A fine quality elastic arm band in plain and ruffled edges—
15c

Slim Jim Ties
A knitted tie of mercerized cotton in fancy color combinations—
15c

School Plaids
Just the material to make a good, serviceable school dress—
59c to 79c

Kotex
Genuine Kotex, regular size, 12 in a box, at only—
59c

Big Values In School Shoes

For Boys, Girls and Kiddies

A Tan Oxford

For the Boy

The fellows like this model because it's every bit as smart as Dad's or big brother's Oxfords. All-leather tan calf, welt. At these low prices—

$2.98 - $3.49

Dress Shoes

For Boys

Strong and sturdy school shoes of all-leather gun metal, our foot culture last; big values at—

Sizes 12 to 2 ..... $2.98
Sizes 8½ to 11½ $2.59
Sizes 8 to 8 ..... $2.29

SMART PUMPS
For Growing Girls
A splendid value in growing girls' pumps of fine materials and workmanship.
$2.98 to $3.98

GIRLS' OXFORDS
Black and Tan
A serviceable school shoe. Good quality kid and calf-skin leathers, welts; black, mahogany and tan—
$4.50

Girls' Oxfords

Low Priced

A practical walking Oxford with good lines and style. Selected mahogany calf; low heel with rubber tap. At these low prices—

$3.69 - $2.98

BOYS' OVERALLS
In Waist or Bib
Made of 220 blue denim. Serviceable, full cut and triple stitched. All sizes. A splendid value—
$1.10 to $1.29

BOYS' BLAZERS
Made from good wool materials in checks and plain patterns. Good looking as well as serviceable. At this low price—
$3.49

KNICKER PANTS
Neat looking high-grade pants that will be found very serviceable. Well made throughout. Full lined. Priced from—
$1.98 to $2.98

LUNCH KITS
Heavy metal lunch kits with good strong catch and space in lid for thermos bottle. Real value—
59c

THERMOS BOTTLES
Genuine thermos bottles that will keep liquids hot or cold for 24 hours. Correct size for lunch kits.
98c

STRIPED SPORT FLANNELS
A wonderful showing of sport flannels; A good material for the girl's school dress—striped effects—priced low—
$1.25 Yd.

CANTON FLANNEL
Heavy quality Canton flannel, bleached and unbleached, at only—
23c to 29c

RAMONA CLOTH
Excellent quality Ramona cloth. Shown in white and colors. Priced from—
23c to 49c

FINE MUSLIN
Honor Bleached 18c
Honor Brown 16c
Belle Isle 12½c

FIBER SILK VESTS
A large assortment of fiber silk vests. Shown in the most popular colors—
89c

OUTING FLANNELS
Darks, 27-in. 19c
Darks, 36-in. ..... 27c - 31c
White, 27-in. 21c
Daisy Cloth ..... 23c to 29c

COLORED OUTINGS
Pink, Blue, Grey Tan and Orange 23c

ROLLER SKATES
For Boys and Girls
Heavy steel foot plates with strong truss between rollers. Rubber cushions in trucks, metal parts, heavy roller 2 x ⅞-in. Made of long-life fiber composition. Roller bearings, and adjustable for clamp controlled by key. At this low price—
$1.98

BOYS' MACKINAWS
All-Wool Materials
A large assortment of boys' all-wool mackinaws. Made of serviceable warm all-wool mackinaw cloth in many attractive plaid patterns. Two large pockets and large shawl collar that can be buttoned up to neck. Excellent values—
$4.98 to $10.90

Students' Suits

Ready for Fall

$19.75

With Two Pair of Pants

This two button, single-breasted suit is everything a young mans prep, school or business suit should be.

It has easy shoulder, semi-straight back and full cut, straight-hanging trousers.

New cassimeres, newest weaves and shades—grays, blue-grays, brown, blue and tan in mixtures, novelty stripes and overplaids.

Other Students' Suits at $24.75

TOILETTRIES

Peberon Tooth Paste	45c
Colgates Tooth Paste	19c
Pepsodent Tooth Paste	39c
New Era Tooth Paste	45c
Cuticura Soap	19c
Woodbury's Soap	19c
Palm Olive Talc	19c
Palm Olive Soap, 3 for	25c
Cuticura Oil Soap, 4 for	25c
Palm Olive Talc Powder	45c
Fiber Kiss Powder	45c
Mavis Face Powder	45c
Mentholatum ..... 21c -	45c
Pompeian Cream	45c
Cocoanut Oil Shampoo	15c
Emery Nail Files	15c
Buffers	15c

NOTIONS

Bias Fold Tape	12c
Ric Rac Braid	12c
Novelty Edgings, yd.	4c
Military Braids	7c
Hair Nets, Dura Belle	10c
Soft Rinco Cord	8c
Straight Pins	5c
Needles	6c
Millinery Novelties	12c
Coats Crochet Cotton	12c
Thimbles, all sizes	5c
Hooks and Eyes	5c
Two Snap Fasteners	8c
2-In-1 Shoe Polish	10c
Jet Oil Shoe Polish	10c
Dyanshine Polish	20c
Plain and Fancy Buttons	

School Supplies

Big Tablet Scratch Paper	3c
Ink Tablet, lined and unlined	10c
Good Quality Pencils	1c to 4c
Writing Fluid	10c
Pin Holder	8c
Crayonex	8c to 12c
Water Paints	5c to 10c
Composition Books	5c

DAINTY UNDERTHINGS

You will find here many dainty undergarments—slips, tedlie step-in combinations, and gowns. The materials are crepe, dimity and nainsook. Shown in colors—

98c

GIRLS WOOL DRESSES
School Styles

Before buying your girl's school dress, visit our Ready-to-Wear Department and see these wonderful groupings of misses' dresses. Priced at a saving from—

$3.49 to $9.90

Youthful Coats for Girls

Serviceable and Moderate in Price

Winter Coats for girls must be serviceable! They must be attractive, too—and warm! You will find all the desired qualities in our Coats—and you will find them priced lower.

Sizes — From 2 to 14 Years

For girls who are toddling youngsters, for long-legged school girls, and for the young miss who is just growing up, we have appropriate Coats. In a range of prices from,

$3.49 TO $14.75

BIG SAVINGS in DRY GOODS

Savings made possible through our 676 store buying power.

Apron Check Ging.	10c
Cheviots	17c
Percales	15c
Renfrew Ging.	15c to 29c
Japanese Crepe	20c
Lingerie Crepes	31c
Novelty Prints	31c
Soisette	59c
Silk Pongee	79c
Suitings	98c
Crepe de Chines	$1.98
Messalines	$1.49
Satin-face Crepe—	$3.19 to $3.69
Canton Crepe	$3.19

DAINTY VOILES

A new shipment of colored Voiles just received—colors, pink, orange, yellow, cream and white. Only—
35c

Mail Orders Promptly Filled By Return Mail

Quality Gingham Frocks

Winsome Styles for Girls

None will be better dressed than your little girl—if she wears one of these superb Gingham Frocks. They are par excellent in every way — material, style, color—and price.

For Girls from 7 to 14 Years

In sizes for girls from 7 to 14 years of age. And priced moderately, considering the unusually fine quality.

98c to $1.98

Girls' Bloomers

Children's serviceable bloomers, of good materials—sateen, crepe and dimity. Shown in colors—

49c to 98c

Misses' Vests

A serviceable cotton knit vest, tube and bodice top. Sizes 6 to 16 years, and 34 to 42 bust. At this low price range—

15c to 59c

Under Waists

Children's underwaists of fine quality cotton knit, wide tube shoulder straps, with buttons for trousers, garter tabs. Sizes 2 to 14 years—

45c

Misses' Unions

A good quality cotton ribbed union. Tube, bodice and low neck styles. All sizes. Priced at a saving—

45c to 69c

WAIST SUPPORTERS

Children's Hose Supporters. Good quality elastic with adjustment for length—
19c

MISSES' GOWNS

Misses' Gowns of fine quality Windsor crepe and nainsook. White and colors. A wonderful value at this low price range—
73c to $1.49

Becoming Hats for Girls

Most Pleasingly Priced

For school wear and for best, these Hats for girls are both practical and charming. Made in styles especially becoming to girls!

Variety of Styles

And priced so sensibly! There is a splendid variety from which to choose your new Hat! See these becoming new Hats, priced at,

$1.98 to $3.49