

Men Like Gifts
from
A Man's Store

This Store
Is Crowded With
Practical Gifts
For Men.

Westenhaver
& Gilbert
204 Depot
The Gift Store For Men

BUY SOMETHING FOR THE CAR
THIS CHRISTMAS

Perkins Motor Co.
Phone M-500. Cor. 4th and Adams

10 Years Ago
Today

Food Kibbles in Home Fruit Boxes
for the holidays.

The Christmas spirit is here. Only
a few short days to finish your lists.

NEW WALLET AND BILLFOLDS
(All beautiful and accessible)

24 LBS. XMAS CANDY 99c
(Not cheap stuff—real good candy)

MILITARY BRUSH SETS
(Howards and Ween included)

ANSCO CAMERAS \$1.00 to \$50.00
(The supreme picture maker)

PHOTO ALBUMS \$1.00 to \$5.00
(Give the Bummer Shop)

BOXED STATIONERY 50c to \$6.00
(Beautiful and Usual)

MANICURE SETS and ROLL-UPS
(Dyralin Ivory)

CIGARS and CIGARETTES

The L. & L.
Drug Co.

JUST
3
MORE
SHOPPING DAYS
BEFORE XMAS

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

A NATION-WIDE
INSTITUTION—
J.C. Penney Co.
INC.
DEPARTMENT STORES

108 Depot St., La Grande, Ore.

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOWER
PRICES

JUST
3
MORE
SHOPPING DAYS
BEFORE XMAS



Useful
Christmas Gifts

Judge for yourself—wouldn't you prefer to receive gifts which you can really use than merely ornamental presents? Of course! And this store is where the Useful Christmas Gift reigns supreme. You'll be surprised at the great economies which are offered here in gifts, too. Our whole Store is full of delightful suggestions for gifts for every member of the family!

A Christmas carefully planned with the shopping done at the J. C. Penney Company Store is sure to be successful! Our New York Buyers have been busy for months assembling choice holiday merchandise for us. It's here—now!



Give A "Hanky" For Xmas
See Our Fine Assortment

The old reliable, the always welcome gift—a Handkerchief! This year the Christmas hankies are prettier than ever and they will delight the recipient.

Daintily Made of
Sheer Materials

Some are fashioned of silk, others of linen, others from novelty fabrics. In white and colors. There's lace, embroidery, applique, and every conceivable trimming. Priced,

Packed in Gift Boxes
29c to \$1.19



Wishing You All
A MERRY XMAS
Old Kris Kringle soon will be with us again. Young and old alike eagerly look forward to his arrival. His is a mission of good cheer, peace and good will on earth. All good luck to him.

Although commonly called old, he is about the liveliest young fellow of our acquaintance, and always has been, and may he ever remain so. And, now, let us extend our heartiest Xmas greetings to you and to each member of your home and to the members of more than two million homes throughout the 41 states whom we serve in our 676 stores.

Let's make it general: A Merry, Merry Xmas to all.

J.C. Penney Co.

Give Her A Doll
They Talk!



A real mama doll! It talks! These dolls are charmingly dressed. Excellent quality. And priced,

\$2.98 to \$9.90

"His" Christmas Ties
In Attractive Gift Boxes

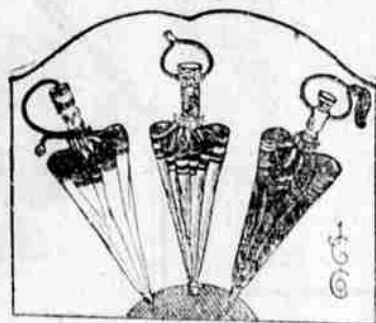
Noisy ties! Quiet ties! Unusual figured and striped designs! Beautiful, quality silks, well made and nicely finished.

Every tie in an attractive, holiday gift box; greeting card attached. We have gone the limit in assembling these ties and at the price they represent an unusually good value—

59c to \$1.49



Charming Silk Umbrellas
First In Style and Value



The Gift which lasts and is always a joy is the Silk Umbrella! Ours are made of pure silk with amber or radium tips and satin tapes. In splendid colors. Priced, only,

\$4.98 and \$5.90

GIFT STATIONERY
Fancy Boxes
Luxurious box of writing paper! For a Merry Xmas.
49c to \$1.98

RIBBON GARTERS
Round Style
Lace-edge trimmed and plain style; fancy bows—
23c to 98c

Esmond Blankets
In Novelty Plaid Effects

Genuine Esmond Blankets of extra heavy quality. These blankets are shown in many pretty plaid effects and color combinations, at remarkably low prices, prices made possible by the enormous purchasing power for our 676 Stores.

\$4.98 to \$5.50

Time to Buy Blankets
Splendid Economies In This Store



Buy those Blankets now! Our supply is most inviting both in quality and price. We have a goodly assortment of cotton, wool mixed, and all-wool blankets. Our prices are surprisingly low—
\$1.49 to \$7.90

Perfumes
In Gift Boxes

The essentially feminine gift is perfume! We have prepared an assortment of attractively boxed perfumes for Christmas. Priced,

29c to 98c

Jewelry for Men
Gold or Silver Plated
Jiffy Links, Clasp, Scarf Pins, Cuff Links, etc.—
49c to \$1.98

Paris Garters
For Men
Single or double grip
Well known and dependable
23c, 39c, 49c

Men's Warm Union Suits
Big Values—Low Priced

Ribbed Union Suits—Our Nation-Wide Values were never better exemplified than in our offerings of Ecu Ribbed Union Suits; heavyweight, long sleeves, ankle length, long wearing, at—

\$1.49

Fleece Lined Union Suits
—Natural or silver, long sleeves and ankle length. Exceptionally good values, resulting from our mass buying. Low priced at—

\$1.79

MEN'S UNION SUITS
Medium weights of heavy wool suits. Big values at—
\$3.98 to \$5.50



Nation-Wide Values

MEN'S NOVELTY XMAS SOX
Novelty designs in checks, plaids and plain colors. A remarkable Xmas gift!
59c to 98c

JEWELRY FOR MEN
Gold or Silver Plated
Tip-top Watches, Jiffy Links and Cuff Links, etc.
49c to \$1.19

SUGGESTIONS For Women
Ladies' Hosiery 25c to \$1.98
Ladies' Silk Hosiery 89c to \$1.98
Ladies' Collar Sets 69c to \$1.19
Fancy Lingerie 89c to \$2.98
All-Leather Purse \$1.50 to \$8.99
Towel Sets \$1.49 to \$4.79
Bath Mats \$1.69 to \$2.98
Fancy Sweaters \$3.98 to \$4.98

SUGGESTIONS For Men
Men's Hosiery 10c to 98c
Garter Sets 59c to \$1.39
Suspenders Sets 59c to \$1.19
Men's Gloves \$2.19 to \$2.98
Men's Foot Hats \$3.19 to \$4.98
Men's Bath Robes \$7.50 to \$9.99
Fancy Sweaters \$4.50 to \$7.50

S·H·E·R·R·Y'S
TODAY AND TOMORROW

Jackie Coogan
—In—
"Old Clothes"

The hilarious successor to "THE BAG MAN"
Here, in Jackie's greatest laugh-out-loud comedy in
light of old clothes, patched with someone and Uncle and
Auntie.

DON'T MISS IT!
Comedy—"The Mail Road"

This Store will Remain Open, Monday, Tuesday, Wednesday and Thursday Evenings of This Week Until 8:30 O'clock for Your Comfort and Convenience.